

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Plan Commission Sub-Committee
DATE OF MEETING: January 20, 2015 (Tuesday)
PLACE OF MEETING: City Hall – 415 Main Street (Common Council Chambers)
TIME OF MEETING: 4:30 P.M.

PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input (limited to 3 minutes per individual)

Consideration and possible action on the following items:

4. Discussion and consideration of an amendment to the Unified Development Code (UDC) regarding variance fees.
5. Discussion and consideration of an amendment to the Unified Development Code (UDC) regarding determining fence height.
6. Discussion and consideration of an amendment to the Unified Development Code (UDC) regarding directory/multi-tenant signage, electronic message board signage, residential signage, and signage for places of worship and educational facilities.
7. Consideration of a non-substantial modification determination to the Nathan Hill Estates Subdivision Planned Unit Development (PUD) for a portion of Lot 21 (Lot 2), submitted by Alexander Abraham, 853 Aspen Valley Drive, Onalaska, WI (Tax Parcel #18-5961-4).
8. Review and consideration of a request to allow outdoor display and storage for greater than thirty (30) days at HotSpring Spas and Pools at 576 Theater Road, submitted by Melissa Staige of HotSpring Spas & Pools, 576 Theater Road, Onalaska, WI (Tax Parcel #18-3583-1).
9. Review and reconsideration of a request to extend the Final Plat submittal requirement for three-years, as requested by Kevin Fry, on behalf of Elmwood Partners, 1859 Sand Lake Road, Onalaska, for the 4th Addition to the Country Club Estates Plat (Tax Parcels #18-3566-100 & 18-4479-0).
10. Review and discussion of 2015 Comprehensive Plan Update, Chapter #5 - Utilities & Community Facilities.

Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the committee may attend this meeting to gather information about a subject over which they have decision making responsibility. Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

Mayor Joe Chilsen
Ald. Erik Sjolander
Ald. Jim Olson
*Ald. Jim Bialecki - Chair
Ald. Bob Muth
Ald. Jack Pogreba
Ald. Harvey Bertrand
City Attorney Dept Heads
La Crosse Tribune Charter Com.
Onalaska Holmen Courier Life
WIZM WKTY WLXR WKBH
WLSU WKBT WXOW
*Committee Members

*Skip Temte

*Jarrod Holter, City Engineer

* *Kevin Schubert

JD Manske Family Land Holdings Inc.

Alexander Abraham

Melissa Staige

Kevin Fry

Plan Comm. Members

Onalaska Public Library

* * Alternate Member – for City Engineer

Date Notices Mailed and Posted: 1-15-15

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.



CITY OF ONALASKA

STAFF REPORT

Plan Commission Sub-Committee – January 20, 2015

Agenda Item: Discussion and consideration of an amendment to the Unified Development Code (UDC) regarding variance fees.

Background: On September 15, 2014 the Board of Zoning Appeals reviewed and voted in favor of a fee increase for variance applications from \$100.00 to \$300.00 dollars. A minimum of four City Departments spend time processing variance applications and public hearing notices including Planning/Zoning, Inspection, Clerk, and Finance totaling on average 22 hours for a variance application. Publication fees vary from application to application, depending on length and detail of public hearing notices. The most recent publication was \$112, exceeding the application fee amount. The application fee currently does not cover any staff time.

Below is a list of twenty comparable communities in terms of population and/or services offered to the public and the fee charged for a Variance Application. The overall averaged fee is \$257.00 dollars. In some communities, the variance application fee differs based on land use. Most commonly, the fee is a flat rate, however in some communities the fees differ between variance requests from single-family homes, commercial businesses, multi-family businesses, and signs (noted with asterisks).

Municipalities	Variance Fee	Municipalities	Variance Fee
Wisconsin Rapids*	\$250	Middleton	\$300
Weston	\$400	La Crosse	\$300
Marshfield	\$250	Oconomowoc	\$400
Baraboo	\$250	Kaukauna	\$100
Plover	\$75	Fond du Lac***	\$100
Beaver Dam	\$100	Chippewa Falls	\$225
Menomonie**	\$100	River Falls****	\$670
Howard	\$250	Winona	\$191
Menasha	\$350	Ashland	\$500
Whitewater	\$200	Tomah	\$125
Average Variance Application Fee:		\$257.00	

*150 for sign variances, \$250 for other requests.

** \$100 for single-family homes, \$200 for other requests.

*** \$100 for single-family homes, \$300 for other requests.

**** \$670 for single-family homes, \$1,275 for other requests.

Requested Action: Staff recommends that the Plan Commission consider an ordinance amendment to charge a \$300 fee for all variance application requests, to cover publication costs and a portion of staff time (5 hours) to process applications.

As a public hearing will be held at the following Plan Commission meeting, testimony from the public should be listened to and considered before deciding on the proposed ordinance amendment.

ORDINANCE NO. 1493 - 2015

**AN ORDINANCE TO AMEND TITLE 13 PART 6 CHAPTER 8 OF THE CITY OF ONALASKA
CODE OF ORDINANCES RELATED TO VARIANCE APPEALS TO THE ZONING BOARD**

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS
FOLLOWS:

SECTION I. Section 13-8-40(a) of Chapter 8 of Title 13, Part 6 of the Code of Ordinances of the City of Onalaska is hereby deleted in its entirety and replaced with:

Article G - Appeals

Sec. 13-8-40 Appeals to the Zoning Board of Appeals.

(a) **Scope of Appeals.** Appeals to the Board of Appeals may be taken by any person aggrieved or by any officer, department, board or bureau of the City affected by any decision of the administrative officer. Such appeal shall be taken within thirty (30) days of the alleged grievance or judgment in question by filing with the officer(s) from whom the appeal is taken and with the Board of Appeals a notice of appeal specifying the grounds thereof, together with payment of a filing fee of ~~One-Three~~ Hundred Dollars (~~\$100~~300.00). The officers from whom the appeal is taken shall forthwith transmit to the Board of Appeals all papers constituting the record of appeals upon which the action appeals from was taken.

SECTION II. Section 13-8-41(f) of Chapter 8 of Title 13, Part 6 of the Code of Ordinances of the City of Onalaska is hereby deleted in its entirety and replaced with:

(f) **Fee.** All appeals and applications filed with the Land Use and Development Director shall be accompanied by payment of a required fee of ~~One-Three~~ Hundred Dollars (~~\$100~~e00.00). If the appellant or applicant elects the contested-case method, he or she shall also pay the amount determined by the Board of Appeals to cover the additional administrative costs involved.

SECTION III. This Ordinance shall take effect and be in force from and after its passage and prior to publication although it will be published in due course.

Dated this ____ day of _____, 2015.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:

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Sec. 13-8-40 Appeals to the Zoning Board of Appeals.

- (a) **Scope of Appeals.** Appeals to the Board of Appeals may be taken by any person aggrieved or by any officer, department, board or bureau of the City affected by any decision of the administrative officer. Such appeal shall be taken within thirty (30) days of the alleged grievance or judgment in question by filing with the officer(s) from whom the appeal is taken and with the Board of Appeals a notice of appeal specifying the grounds thereof, together with payment of a filing fee of Three Hundred Dollars (\$300.00). The officers from whom the appeal is taken shall forthwith transmit to the Board of Appeals all papers constituting the record of appeals upon which the action appeals from was taken.

SECTION II. Section 13-8-41(f) of Chapter 8 of Title 13, Part 6 of the Code of Ordinances of the City of Onalaska is hereby deleted in its entirety and replaced with:

- (f) **Fee.** All appeals and applications filed with the Land Use and Development Director shall be accompanied by payment of a required fee of Three Hundred Dollars (\$300.00). If the appellant or applicant elects the contested-case method, he or she shall also pay the amount determined by the Board of Appeals to cover the additional administrative costs involved.

SECTION III. This Ordinance shall take effect and be in force from and after its passage and prior to publication although it will be published in due course.

Dated this ____ day of _____, 2015.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:



CITY OF ONALASKA

STAFF REPORT

Plan Commission Sub-Committee – January 20, 2015

Agenda Item:

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Agenda Item: Discussion and consideration of an amendment to the Unified Development Code (UDC) relating to fence height determination.

Background: The UDC specifies fence heights for residential and commercial uses; however, the method to determine fence height is not clearly defined. Further, as individuals have the ability to stack accessory structures upon one another, for example, a fence on a retaining wall, height determination is important to equally enforce City Ordinances.

Staff recommends the addition of the following language to the UDC to determine fence heights:

- “Fence heights shall be measured at a point from ground elevation to top of fence at site of fence installation.”
- “In the event that a fence is placed on top of a retaining wall or similar structures and shares a vertical support system, the height of the fence shall include the height of both structures. If the fence and the retaining wall have independent vertical support structures, the fence and retaining wall heights may be measured separately.”

Requested Action: Review and discuss proposed draft language.

As a public hearing will be held at the following Plan Commission meeting, testimony from the public should be listened to and considered before deciding on the proposed ordinance amendment.

**NOTICE OF PUBLIC HEARING
BEFORE THE CITY OF ONALASKA
PLAN COMMISSION**

Please take notice that the City Plan Commission for the City of Onalaska will hold a public hearing on:

**TUESDAY, JANUARY 27, 2015
APPROX. 7:10 PM (or immediately following public hearing at
7:00p.m.)**

in Onalaska City Hall, 415 Main Street, Onalaska, WI 54650, at which time they will consider an amendment to the City of Onalaska Ordinances related to fence height determination.

YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested, their agent or attorney, concerning this matter.

Dated this 26th day of December, 2014.

Cari Burmaster
City Clerk

ORDINANCE NO. 1496- 2015

AN ORDINANCE TO AMEND TITLE 13 CHAPTER 6 OF THE CITY OF ONALASKA CODE OF ORDINANCES RELATED TO ACCESSORY USES AND MISCELLANEOUS STANDARDS

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION I. Subsection (c) of Section 10 of Chapter 6 of Title 13 of the Code of Ordinances of the City of Onalaska is hereby deleted and replaced as follows:

(c) Height of Fences Regulated.

- (1) Residential fences are permitted up to the property lines in Residential Districts but shall not, in any case, exceed a height of six (6) feet, shall not exceed a height of four (4) feet in the street yard and shall not be closer than three (3) feet to any public right-of-way. Residential fences greater than six (6) feet shall require a Conditional Use Permit. All fences must be constructed and maintained in a good state of repair and appearance. Decorative picket style fences less than three (3) feet in height or decorative lot corner landscape may be placed up to the property line in Residential Districts.
- (2) No fence, wall, hedge or shrubbery shall be erected, placed, maintained or grown along a lot line on any non-residentially zoned property, adjacent to a residentially zoned property, to a height exceeding eight (8) feet.
- (3) Property owners shall locate fences so that each side of the fence may be properly maintained by the owner of the fence while on said owners property.
- (4) Fence heights shall be measured at a point from ground elevation to the top of fence at site of installation.
- (5) In the event that a fence is placed on top of a retaining wall or similar structure and shares a vertical support system, the height of the fence shall include the height of both structures. If the fence and the retaining wall have independent vertical support structures, the fence and retaining wall heights may be measured separately.



CITY OF ONALASKA

STAFF REPORT

Plan Commission Sub-Committee – January 20, 2015

Agenda Item: Discussion and consideration of an amendment to the Unified Development Code (UDC) regarding directory/multi-tenant signage, electronic message board signage, residential signage, and signage for places of worship & educational facilities.

Background: On September 23, 2014 the Plan Commission reviewed the Temporary Sign Policy for Businesses and determined that staff should continue enforcement efforts. The City recognizes the need for effective signage in order for businesses to be successful. City staff noted that many of the concerns from businesses that have “Directory Signs” which do not effectively advertise all tenants.

The Plan Commission directed City staff and Craig Breitsprecher to propose new multi-tenant sign language for discussion. Over the past year, staff has received inquiries regarding two additional sign topics that the team reviewed: (1) electronic message board sign square footage allotments (for commercial, educational facilities, and places of worships) and (2) educational and places of worship sign allotments.

Attached are proposed ordinance amendments to the City’s Sign Regulations focusing on Directory/Multi-tenant Signs; Residential, Places of Worship, and Educational Facilities; Electronic Message Board Signs; in addition to minor modifications throughout to streamline the permitting process.

Requested Action: Review and discuss proposed ordinance language changes.

As a public hearing will be held at the following Plan Commission meeting, testimony from the public should be listened to and considered before deciding on the proposed ordinance amendment.

**NOTICE OF PUBLIC HEARING
BEFORE THE CITY OF ONALASKA
PLAN COMMISSION**

Please take notice that the City Plan Commission for the City of Onalaska will hold a public hearing on:

**TUESDAY, JANUARY 27, 2015
APPROX. 7:20 PM (or immediately following public hearing at
7:10p.m.)**

in Onalaska City Hall, 415 Main Street, Onalaska, WI 54650, at which time they will consider an ordinance to amend directory/multi-tenant signage, electronic message board signage, residential signage, and signage for places of worship and educational facilities.

YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested, their agent or attorney, concerning this matter.

Dated this 26th day of December, 2014.

Cari Burmaster
City Clerk

ORDINANCE NO. _____ 2015

AN ORDINANCE TO AMEND TITLE 13 CHAPTER 6 OF THE CITY OF ONALASKA CODE OF ORDINANCES RELATED TO ACCESSORY USES AND MISCELLANEOUS STANDARDS

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS

FOLLOWS:

SECTION I. Subsection (c) of Section 10 of Chapter 6 of Title 13 of the Code of Ordinances of the City of Onalaska is hereby deleted and replaced as follows:

(c) Height of Fences Regulated.

- (1) Residential fences are permitted up to the property lines in Residential Districts but shall not, in any case, exceed a height of six (6) feet, shall not exceed a height of four (4) feet in the street yard and shall not be closer than three (3) feet to any public right-of-way. Residential fences greater than six (6) feet shall require a Conditional Use Permit. All fences must be constructed and maintained in a good state of repair and appearance. Decorative picket style fences less than three (3) feet in height or decorative lot corner landscape may be placed up to the property line in Residential Districts.
- (2) No fence, wall, hedge or shrubbery shall be erected, placed, maintained or grown along a lot line on any non-residentially zoned property, adjacent to a residentially zoned property, to a height exceeding eight (8) feet.
- (3) Property owners shall locate fences so that each side of the fence may be properly maintained by the owner of the fence while on said owners property.
- (4) Fence heights shall be measured at a point from ground elevation to the top of fence at site of installation.
- (5) In the event that a fence is placed on top of a retaining wall or similar structure and shares a vertical support system, the height of the fence shall include the height of both structures. If the fence and the retaining wall have independent vertical support structures, the fence and retaining wall heights may be measured separately.

SECTION II. Section 18 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-18 Signs, Canopies, Awnings and Billboards-Definitions.

The following definitions are used in this Article:

- (1) **Area of Sign.** The area is the perimeter, which forms the outside shape, but excluding the necessary supports or uprights on which the sign may be placed unless they are designed as part of the sign. If the sign consists of more than one (1) section or module, all areas will be totaled. The area of an irregularly shaped sign shall be computed using the actual sign face surface. The area of the irregularly shaped sign shall be the entire area within a single continuous rectilinear perimeter of not more than eight (8) straight lines.
- (2) **Awning.** A temporary hood or cover which projects from the wall of the building, which can be retracted, folded or collapsed against the face of a supporting structure.
- (3) **Billboard.** A sign which advertises goods, products or facilities, or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located.
- (4) **Blanketing.** The unreasonable obstruction of view of a sign caused by the placement of another sign.
- (5) **Canopy.** A canopy is a shelter, with or without a sign, attached to or connected with a building and extending into a setback or over the public sidewalk.
- (6) **Day.** A day shall be designated as a period of time in terms of calendar days.
- (7) **Directly Illuminated Sign.** Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
- (8) **Directory Sign.** ~~Shall mean any~~ [An informational freestanding or on-building sign on which the names and locations of occupants or the use of a building is given. Such signs are for pedestrian way finding purposes. This shall include offices and church directories. Directory signs shall be encouraged for use with advertising of multiple occupied commercial and industrial buildings.](#)
- (9) **Electronic Message Unit Sign.** Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling and segmented message displays and animation and video displays.
- (10) **Flashing Sign.** Any directly or indirectly illuminated sign on

which artificial light is not maintained stationary and constant in intensity and color at all times when in use.

- (11) **Freestanding (Ground and/or Pole Sign).** Any sign which is supported by structures or supports in or upon the ground and independent of support from any building.
- (12) **Identification Sign.** Any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.
- (13) **Indirectly Illuminated Sign.** Shall mean a sign that is illuminated from a source outside of the actual sign.
- (14) **Marquee Sign.** Shall mean any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather.
- (15) **Multi-tenant Sign.** [A freestanding sign that advertises a development which consists of two or more separate uses/tenants that share a single lot and/or structure and use common access/parking facilities. Such signs are for vehicular way finding purposes.](#)
- (16) **Nonconforming Sign.** Any sign which does not conform to the regulations of this Article.
- (17) **Portable Sign/Message Boards/Temporary Sign.** Any sign not permanently attached to the ground which is intended to be displayed for no longer than thirty (30) days including real estate or construction site signs, banners, decorative-type displays, signs which are designed to be easily moved from one (1) location to another, or anything similar to the aforementioned.
- (18) **Political Sign.** Any sign displaying a candidate for an election, or a current election's subject matter.
- (19) **Projecting Sign.** Any sign extending more than eighteen (18) inches, but less than four (4) feet from the face of a wall or building; such sign may not extend more than three (3) feet into the right-of-way.
- (20) **Real Estate Sign.** Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.
- (21) **Roof Sign.** Any sign erected upon or over the roof or parapet of any building.
- (22) **Sign.** A sign shall include anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location or product.
- (23) **Wall Sign.** Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than twelve (12) inches from such wall.
- (24) **Window Sign.** Any sign located completely within an enclosed building and visible from a public way.

SECTION III. Section 20 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-20 Signs Exempted.

The following signs shall not need a sign permit, provided that they are not located over a public road right-of-way or in, on or over public water. The following signs do not require a permit:

(a) **Commercial and Industrial Districts.**

- (1) Real estate signs not to exceed eight (8) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
- (2) Name, occupation and warning signs not to exceed four (4) square feet located on the premises.
- (3) Bulletin boards for public, charitable or religious institutions not to exceed thirty-five (35) square feet in area located on the premises.
- (4) Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against the structure.
- (5) Official signs, such as traffic control, parking restriction, information and notices.
- (6) Temporary signs, and portable/message boards, when authorized by the Department of Inspection, for a period not to exceed thirty (30) days per year.
- (7) Rummage sale signs not to exceed eight (8) square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale.
- (8) A sign for the purpose of designating a new building or development, for promotion of a subdivision, for announcement of a special event or for similar special informational purposes may be permitted for a limited period of time in any district with the approval of the Department of Inspection and subject to the following:
 - a. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Department of Inspection for approval.
 - i. The permitted size and location of any such sign shall be at the discretion of the Department of Inspection based upon the character of the area, the type and purpose of the sign and the length of time permitted.
 - c. Where the sign is to be located on the premises involved, such may be permitted for a period up to one (1) year. An

extension may be permitted for a period not to exceed two (2) years total.

d. Where the sign is not to be located on the premises involved, such sign may be permitted for a period not to exceed nine (9) months.

- (9) Signs designating entrances, exits, service areas, parking areas, restrooms and other such signs relating to functional operation of the building or premises shall be permitted without limitation other than reasonable size and necessity.
- (10) Signs not exceeding one (1) square foot in area and bearing only property numbers, post box numbers or names of occupants of premises.
- (11) Flags and insignia of any government, except when displayed in connection with commercial promotion.
- (12) Legal notices, identification information or directional signs erected by governmental bodies.
- (13) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
- (14) Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.
- (15) Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of thirty-two (32) square feet when authorized by the Department of Inspection.

(16) Directory signs which are either freestanding structures or on-building located in close proximity to customer entrances.

(b) Residential, Conservancy and Agricultural Districts.

- (1) Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor and not to exceed four (4) square feet.
- (2) Real estate signs not to exceed four (4) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
- (3) Name, occupation and warning signs not to exceed two (2) square feet located on the premises.
- (4) Bulletin boards for public, charitable or religious institutions not to exceed eight (8) square feet in area located on the premises.
- (5) Memorial signs, tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
- (6) Official signs, such as traffic control, parking restrictions, information and notices.
- (7) Temporary signs or banners, when authorized by the Department of Inspection, for a period not to exceed thirty (30) days.

- (8) Awnings or canopies servicing only a particular single-family dwelling unit, provided the same shall conform to the regulations applicable to the zoning district in which the same are located.
- (9) House numbers or signs identifying parks or country clubs or official bulletin boards.
- ~~(10) An approved professional sign shall be a sign not exceeding three (3) square feet in area, stating only the name and business or profession of the occupant or the character or the use of the premises on which the sign is maintained. It shall not be illuminated and shall not move. Only one (1) such approved professional sign shall be maintained on a premise.~~
- ~~(10)~~ A sign for the purpose of designating a new building or development, for a promotion of a subdivision, for announcement of a special event or for similar special informational purposes may be permitted for a limited time in any district with the approval of the Department of Inspection and subject to the following:
 - a. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Department of Inspection for approval.
 - b. The permitted size and location of any such sign shall be at the discretion of the Department of Inspection based upon the character of the area, the type and purpose of the sign and the length of time permitted.
 - c. Where the sign is to be located on the premises involved, such may be permitted for a period up to one (1) year. An extension may be permitted for a period not to exceed two (2) years total.
- ~~(11)~~ Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of four (4) square feet when authorized by the Department of Inspection.

SECTION IV. Section 21 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-21 Signs Permitted.

The following signs shall require a permit to be issued by the City of Onalaska's Inspection Department:

- (a) **Commercial and Industrial Districts.** Signs are permitted in all commercial districts and the industrial districts subject to the following restrictions:
 - (1) **Wall Signs** placed against the exterior walls of buildings shall not extend more than sixteen (16) inches out from a building's

wall surface, shall not exceed five hundred (500) square feet in area or forty percent (40%) of the wall surface (whichever is smaller) per wall for any one (1) premises, and shall not exceed the height of the wall for which it is displayed, depending upon the height of the wall. Said wall signs shall not exceed forty-five (45) feet in height in M-1 Light Industrial Districts fronting Federal Aid Primary (FAP) Highways (Interstate 90), and shall not exceed thirty (30) feet in height in other Commercial and Industrial Districts.

- (2) **Projecting Signs** fastened to, suspended from or supported by structures shall not exceed one hundred (100) square feet in area for any one (1) premises, shall not extend more than six (6) feet into any required yard, shall not extend into any public right-of-way, shall not be less than ten (10) feet from all side lot lines, shall not exceed a height of twenty (20) feet above the mean centerline street grade and shall not be more than fifteen (15) feet above a driveway, alley or sidewalk and not less than ten (10) feet above a driveway, alley or sidewalk.
- (3) **Freestanding Signs in M-1 Light Industrial Districts Fronting Federal Aid Primary (FAP) Highways** shall not exceed forty-five (45) feet in height above the centerline of the grade of the street from which access to the premises is obtained ~~s, and setback a minimum of five (5) feet from parcel boundaries. Signs on corner lots to follow traffic visibility standards in Chapter 7: Mobility Standards. shall not extend more than six (6) feet into any required yard for each zoning district in which the sign is located, corner lots shall be looked upon separately and shall be set back a minimum of ten (10) feet from the property line (depending upon the circumstances).~~ Freestanding signs shall not exceed three hundred (300) square feet on one (1) side, nor six hundred (600) square feet on all sides for any one (1) premise.
- (4) **Other Freestanding Signs in Commercial and Industrial Districts** shall not exceed thirty (30) feet in height above the centerline of the grade of the street from which access to the premises is obtained ~~and setback a minimum of five (5) feet from parcel boundaries. Signs on corner lots to follow traffic visibility standards in Chapter 7: Mobility Standards. shall not extend more than six (6) feet into any required yard for each zoning district in which the sign is located, corner lots shall be looked upon separately and shall be set back a minimum of ten (10) feet from the property line (depending on circumstances).~~ Freestanding signs shall not exceed two hundred (200) square feet on one (1) side, nor four hundred (400) square feet on all sides for any one (1) premise.
- (5) **Roof Signs** shall be permitted only by Conditional Use Permit as approved by the City of Onalaska Plan Commission, but in no case shall exceed fifteen (15) feet in height above the parapet

line nor higher than thirty (30) feet above the mean grade of the centerline of the street from which access to the premises is obtained.

- (6) **Window Signs** shall be placed only on the inside of commercial buildings and shall not exceed twenty-five percent (25%) of the glass area of the pane upon which the sign is displayed.
- (7) **Off-Premise Signs, Billboards, Displays** shall be permitted subject to the following:
- a. Allowed only in B-1, B-2, M-1, M-2 and M-3 Districts.
 - b. Must be a minimum of one hundred (100) feet from Residential District property line.
 - c. Must be minimum of one hundred (100) feet from an intersection.
 - d. Must be a minimum of three hundred fifty (350) feet from a church or school.
 - e. Must be a minimum of one thousand (1,000) feet from another off-premise sign facing the same direction of travel.
 - f. Must be a minimum of five (5) feet from right-of-way and from property line.
 - g. Must be erected in a free standing design - no back bracing or guy wires are allowed.
 - h. Must meet all federal, state and local requirements prior to issuance of permit.
 - i. No off-premise signs, billboards, displays and devices shall be permitted closer than three hundred fifty (350) feet to any church and/or school property line.
 - j. The maximum size of an off-premise sign on a four (4) lane divided roadway shall be three hundred (300) square feet per side of sign structure. All other roadways shall have a maximum sign size of three hundred (300) square feet per side of sign structure.
 - k. No off-premise sign shall be permitted within three hundred fifty (350) feet of the east and west rights-of-way of STH 157 and/or USH 53 from Federal Interstate 90 to CTH OT.
 - l. No off-premise sign shall be permitted within three hundred fifty (350) feet of the east and west rights-of-way of Sand Lake Road (STH S) from Main Street to CTH OT.
 - m. Off-premises signs must be a minimum of one thousand (1,000) feet from another off-premise sign facing the same direction of travel.
- (8) **Multi-Tenant Directory Signs** less than ten (10) feet above the sidewalk and not more than fifteen (15) feet above a driveway or alley. The double supporting pylons shall not be greater than ten (10) feet apart. That portion of the directory sign which advertises the shopping center name shall not exceed ninety (90) square feet for one (1) side and a total of one hundred eighty (180) square feet for all sides. That portion of the

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~~directory sign which advertises the individual store name shall not exceed fifteen (15) square feet for one (1) side and a total of thirty (30) square feet for all sides. Directory signs shall meet all yard requirements for the zoning district in which they are located.~~

~~are encouraged to market shopping center destinations rather than individual businesses. Sign regulations are based upon the applicable zoning district in which they are located.~~

- (9) **Other Signs.** Any sign qualifying as more than one (1) of the above-listed types shall meet the requirements for each type.
- (10) **Bills and Posters** shall not be posted on the exterior of buildings or windows.
- (11) **Transitional Commercial District.** Notwithstanding any other provision of this Section, signs permitted in this zoning district are limited to one (1) wall sign and one (1) freestanding sign per parcel of property and each sign shall be a minimum of ten (10) feet from the closest property line and shall not be larger than thirty-five (35) square feet per side of sign structure.

(b) Residential, Places of Worship, and Educational Facilities.

(1) Home Occupation Signage. One (1) sign per premise, not exceeding twenty-four (24) square feet in area, stating only the name and business or profession of the occupant. Sign shall be a permanent sign and not be illuminated.

(2) Places of Worship & Educational Facilities.

a. Wall & Projecting Signs. Allowed an aggregate of up to three hundred (300) square feet, with a maximum of one hundred (100) square feet per wall façade. Maximum of one (1) sign per façade per street frontage.

b. Freestanding Signs. Allowed up to sixty-four (64) square feet per side, with a maximum of a thirty-two (32) square foot per side **Electronic Message Unit Sign.** Maximum sign height is fifteen (15) feet and a maximum of one (1) sign per street frontage. Sign(s) setback a minimum of five (5) feet from parcel boundaries. Corner lots to follow traffic visibility standards in Chapter 7: Mobility Standards.

SECTION V. Section 23 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-23 Prohibited Signs.

- (a) **Signs Facing Residential Districts.** No sign, except those permitted in Section 13-6-20, shall be permitted to face a residential district within one hundred (100) feet of such district boundary.
- (b) **Traffic Interference.** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs

or devices. Signs, canopies and awnings shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices or the safe flow of traffic. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign, awning or canopy shall be placed so as to obstruct or interfere with traffic visibility.

- (c) **Moving or Flashing Signs.** No signs, billboards or other advertising media which creates a hazard or dangerous distraction to vehicular traffic or a nuisance to adjoining residential property shall be permitted in any district.
- (d) **Number of Signs Permitted.**
- (1) No more than two (2) signs of any type shall be located on any premises, ~~except that premises occupied by a shopping center may, as an alternative, have one (1) detached sign plus one (1) flat sign illuminated or otherwise for each place of business located in said shopping center provided that the aggregate total area of all signs located on any premises so occupied shall not exceed the total area permitted for one (1) detached sign and one (1) flat sign as set forth in this Article.~~
 - (2) Businesses with streets fronting both sides shall be allowed two (2) types of signs for each street frontage, ~~no street frontage buildings shall be allowed two (2) of the same type of sign for that particular business.~~
 - (3) Businesses with a Planned Commercial Industrial District (PCID) or Planned Unit Development (PUD)
- (e) **Signs on Public Rights-of-Way.** Signs shall not be permitted on public rights-of-way, except for municipal traffic control, parking and directional signs and as otherwise specified in this Chapter, or be located within five (5) feet of a property line.
- (f) **Distance Between Freestanding Signs.** The distance between freestanding signs shall be a minimum of two hundred (200) feet throughout the street frontage in order to prevent congestion and maintain traffic visibility. Freestanding signs may be placed at less than two hundred (200) feet where the street frontage of the parcel and adjacent parcels is less than two hundred (200) feet and does not permit the minimum spacing. Where this condition exists, the maximum available spacing must be maintained but no more than one (1) freestanding sign is permitted per parcel where there is less than two hundred (200) feet between signs. Signs not meeting the two hundred (200) foot minimum spacing must be monument style signs only and may not exceed fifteen (15) feet in height and sixty (60) square feet per side in area. Notwithstanding any other provision of this section, in no case may freestanding signs be placed at less than one hundred (100) feet from another freestanding sign on the same street frontage.
- (g) **Distance Between Billboard Signs.** The distance between billboard

signs shall be a minimum of one thousand (1,000) feet from another sign on the same side of the street throughout the street frontage in order to prevent congestion and maintain the City's clean visibility look.

- (h) **Prohibited Sign Area.** No signage shall be permitted on the west side of Second Avenue (State Highway 35) from John Street to Sunset Vista Road.
- (i) **Signs at Intersections.** ~~Signs at intersections shall comply with traffic visibility standards in Chapter 7: Mobility Standards. No freestanding sign shall be permitted within fifty (50) feet of an intersection right-of-way line in order to provide for traffic visibility at the intersection. Minimum distance requirements between freestanding signs at intersections may be reduced to one hundred (100) feet for parcels less than two hundred (200) feet in width provided that the proposed freestanding sign is less than fifteen (15) feet in height and has a face of less than sixty (60) square feet. The Land Use and Development Director may reduce the fifty (50) foot minimum setback for parcels having less than sixty (60) feet of frontage.~~

SECTION VI. Section 27 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Specific Requirements.

(a) Electronic Message Unit Signs.

- (1) Such signs may be used only to advertise activities conducted on the premises or to present public service information and shall conform to Section 13-6-21 for placement and area standards.
- (2) Segmented messages must be displayed for not less than one-half (1/2) second and more than ten (10) seconds.
- (3) Traveling messages may travel no slower than sixteen (16) light columns per second and no faster than thirty-two (32) columns per second.
- (4) Signs having animation or video are only permitted by Conditional Use Permit.
- (5) Electronic signs are not permitted within one hundred (100) feet of a residential district lot line.
- (6) Electronic Signs size requirements shall be as follows:
 - a. ~~For parcels fronting on Federal Aid Primary Highways, the~~ Sign face shall not exceed one hundred (100) square feet per side and a total of two hundred (200) square feet total on both sides.
 - b. All electronic signs within 300 feet of a residential district lot line shall not exceed ~~thirty-two (32)~~ 8 square feet per side or ~~sixty-four (64)~~ 16 square feet for both sides. Electronic signs-

~~may only be operational between 7:00A.M. and 10:00 P.M. to preserve the integrity of the surrounding neighborhood, that are not within 300 feet of a residential district lot line shall not exceed 32 square feet per side and 64 square feet for both sides.~~

- (7) Dimmer Control. Electronic Message Unit signs must have an automatic dimmer control such as a photocell or other ambient light sensing mechanism that automatically adjusts the sign's brightness in direct correlation with the natural ambient light conditions.
- (8) Brightness. Electronic Message Unit signs shall not exceed 0.3 footcandles above ambient light. Such measurements shall be taken using a footcandle (Lux) meter at a preset distance depending on sign area, measured as follows:

Area of Sign Square Feet	Measurement Distance (ft.)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100

(b) Portable Signs/Message Boards.

- (1) Such signs shall be limited in use to thirty (30) days at a time following approval by the Department of Inspection prior to display of any sign. Provided, however, that the Department of Inspection shall not

- give approval for placement of a portable sign/message board if it presents a vision obstruction and said sign not be displayed more frequently than one (1) time per year at any one (1) location. No more than one (1) sign per premises shall be permitted.
- (2) The maximum size shall be twenty-five (25) square feet on each face, back-to-back.

SECTION VII. This Ordinance shall take effect and be in force from and after its passage and publication.

Dated this ____ day of _____, 2015.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:

ORDINANCE NO. _____ 2015

AN ORDINANCE TO AMEND TITLE 13 CHAPTER 5 OF THE CITY OF ONALASKA CODE OF ORDINANCES RELATED TO CONDITIONAL USES

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS

FOLLOWS:

SECTION I. Subsection (b) of Section 15 of Chapter 5 of Title 13 of the Code of Ordinances of the City of Onalaska is hereby deleted and replaced as follows:

- (b) **Home Occupations** and professional offices in the R-1, R-2-3 or R-4 Residential Districts. The intent of home occupation conditional uses is to provide a means to accommodate a small family business without the necessity of a rezone into a Commercial District. Approval of an expansion of a limited family business or home occupation at a future time beyond the limitations of this Section is not to be anticipated; relocation of the business to an area that is appropriately zoned may be necessary. If the home occupation is a dance school, photographic studio or real estate brokerage, no conditional use will be considered or allowed unless the premises on any side of the premises for which a Conditional Use Permit is sought is Zoned B-1 or B-2 (any Business District). Home occupations occupying less than twenty-five percent (25%) of the floor area in a Residential District, being primarily telephone or internet based and completely invisible from the exterior except for occasional deliveries may be permitted without a Conditional Use Permit as a 'permitted accessory home occupation'. Home occupations are a conditional use in all Residential Districts and are subject to the requirements of the district in which the use is located, in addition to the following:
- (1) The home occupation shall be conducted only within the enclosed area of the dwelling unit or an attached garage, and shall not exceed twenty-five percent (25%) of the area of any floor.
 - (2) There shall be no exterior alterations which change the character thereof as a dwelling and/or exterior evidence of the home occupation other than those signs permitted in the district.
 - (3) No storage or display of materials, goods, supplies or equipment related to the operation of the home occupation shall be visible outside any structure located on the premises.
 - (4) No use shall create smoke, odor, glare, noise, dust, vibration, fire hazard, small electrical interference or any other nuisance not

normally associated with the average residential use in the district.

~~(5)~~ ~~No sign may be used to indicate the type of occupation or business.~~

~~(6)~~(5) _____ The use shall not involve the use of commercial vehicles for more than occasional delivery of materials to or from the premises.

~~(7)~~(6) _____ The Plan Commission may determine the percentage of the property that may be devoted to the occupation.

~~(8)~~(7) _____ The home occupation may be restricted to a service-oriented business prohibiting the manufacturing of items or products or the sale of items or products on the premises. A home occupation includes, but is not limited to, uses such as; baby-sitting, millinery, dressmaking, canning, laundering or crafts, but does not include the display of any goods.

~~(9)~~(8) _____ The types and number of equipment, machinery or employees may be restricted by the Plan Commission.

~~(10)~~(9) _____ Sale or transfer of the property shall cause the Conditional Use Permit to be null and void.

SECTION II. This Ordinance shall take effect and be in force from and after its passage and prior to publication although it will be published in due course.

Dated this ____ day of _____, 2015.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:

SECTION II. Section 18 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-18 Signs, Canopies, Awnings and Billboards-Definitions.

The following definitions are used in this Article:

- (1) **Area of Sign.** The area is the perimeter, which forms the outside shape, but excluding the necessary supports or uprights on which the sign may be placed unless they are designed as part of the sign. If the sign consists of more than one (1) section or module, all areas will be totaled. The area of an irregularly shaped sign shall be computed using the actual sign face surface. The area of the irregularly shaped sign shall be the entire area within a single continuous rectilinear perimeter of not more than eight (8) straight lines.
- (2) **Awning.** A temporary hood or cover which projects from the wall of the building, which can be retracted, folded or collapsed against the face of a supporting structure.
- (3) **Billboard.** A sign which advertises goods, products or facilities, or services not necessarily on the premises where the sign is located or directs persons to a different location from where the sign is located.
- (4) **Blanketing.** The unreasonable obstruction of view of a sign caused by the placement of another sign.
- (5) **Canopy.** A canopy is a shelter, with or without a sign, attached to or connected with a building and extending into a setback or over the public sidewalk.
- (6) **Day.** A day shall be designated as a period of time in terms of calendar days.
- (7) **Directly Illuminated Sign.** Any sign designed to give any artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
- (8) **Directory Sign.** An informational freestanding or on-building sign on which the names and locations of occupants or the use of a building is given. Such signs are for pedestrian way finding purposes.
- (9) **Electronic Message Unit Sign.** Any sign whose message may be changed by electronic process, including such messages as copy, art, graphics, time, date, temperature, weather or information concerning civic, charitable or the advertising of products or services for sale on the premises. This also includes traveling and segmented message displays and animation and video displays.
- (10) **Flashing Sign.** Any directly or indirectly illuminated sign on which artificial light is not maintained stationary and constant in intensity and color at all times when in use.
- (11) **Freestanding (Ground and/or Pole Sign).** Any sign which is

supported by structures or supports in or upon the ground and independent of support from any building.

- (12) **Identification Sign.** Any sign which carries only the name of the firm, major enterprise, institution or principal products offered for sale on the premises or combination of these.
- (13) **Indirectly Illuminated Sign.** Shall mean a sign that is illuminated from a source outside of the actual sign.
- (14) **Marquee Sign.** Shall mean any sign attached to and made part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather.
- (15) **Multi-tenant Sign.** A freestanding sign that advertises a development which consists of two or more separate uses/tenants that share a single lot and/or structure and use common access/parking facilities. Such signs are for vehicular way finding purposes.
- (16) **Nonconforming Sign.** Any sign which does not conform to the regulations of this Article.
- (17) **Portable Sign/Message Boards/Temporary Sign.** Any sign not permanently attached to the ground which is intended to be displayed for no longer than thirty (30) days including real estate or construction site signs, banners, decorative-type displays, signs which are designed to be easily moved from one (1) location to another, or anything similar to the aforementioned.
- (18) **Political Sign.** Any sign displaying a candidate for an election, or a current election's subject matter.
- (19) **Projecting Sign.** Any sign extending more than eighteen (18) inches, but less than four (4) feet from the face of a wall or building; such sign may not extend more than three (3) feet into the right-of-way.
- (20) **Real Estate Sign.** Any sign which is used to offer for sale, lease or rent the property upon which the sign is placed.
- (21) **Roof Sign.** Any sign erected upon or over the roof or parapet of any building.
- (22) **Sign.** A sign shall include anything that promotes, calls attention or invites patronage (or anything similar to the aforementioned) to a business, location or product.
- (23) **Wall Sign.** Any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than twelve (12) inches from such wall.
- (24) **Window Sign.** Any sign located completely within an enclosed building and visible from a public way.

SECTION III. Section 20 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-20 Signs Exempted.

The following signs shall not need a sign permit, provided that they are not located over a public road right-of-way or in, on or over public water. The following signs do not require a permit:

(a) Commercial and Industrial Districts.

- (1) Real estate signs not to exceed eight (8) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
- (2) Name, occupation and warning signs not to exceed four (4) square feet located on the premises.
- (3) Bulletin boards for public, charitable or religious institutions not to exceed thirty-five (35) square feet in area located on the premises.
- (4) Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against the structure.
- (5) Official signs, such as traffic control, parking restriction, information and notices.
- (6) Temporary signs, and portable/message boards, when authorized by the Department of Inspection, for a period not to exceed thirty (30) days per year.
- (7) Rummage sale signs not to exceed eight (8) square feet in area, but use of this type of sign shall be limited to seventy-two (72) hours per sale.
- (8) A sign for the purpose of designating a new building or development, for promotion of a subdivision, for announcement of a special event or for similar special informational purposes may be permitted for a limited period of time in any district with the approval of the Department of Inspection and subject to the following:
 - a. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Department of Inspection for approval.
 - b. The permitted size and location of any such sign shall be at the discretion of the Department of Inspection based upon the character of the area, the type and purpose of the sign and the length of time permitted.
 - c. Where the sign is to be located on the premises involved, such may be permitted for a period up to one (1) year. An extension may be permitted for a period not to exceed two (2) years total.
 - d. Where the sign is not to be located on the premises involved, such sign may be permitted for a period not to

exceed nine (9) months.

- (9) Signs designating entrances, exits, service areas, parking areas, restrooms and other such signs relating to functional operation of the building or premises shall be permitted without limitation other than reasonable size and necessity.
 - (10) Signs not exceeding one (1) square foot in area and bearing only property numbers, post box numbers or names of occupants of premises.
 - (11) Flags and insignia of any government, except when displayed in connection with commercial promotion.
 - (12) Legal notices, identification information or directional signs erected by governmental bodies.
 - (13) Integral decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights.
 - (14) Signs directing and guiding traffic and parking on private property, but bearing no advertising matter.
 - (15) Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of thirty-two (32) square feet when authorized by the Department of Inspection.
 - (16) Directory signs which are either freestanding structures or on-building located in close proximity to customer entrances.
- (b) Residential, Conservancy and Agricultural Districts.**
- (1) Signs over show windows or doors of a nonconforming business establishment announcing without display or elaboration only the name and occupation of the proprietor and not to exceed four (4) square feet.
 - (2) Real estate signs not to exceed four (4) square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
 - (3) Name, occupation and warning signs not to exceed two (2) square feet located on the premises.
 - (4) Bulletin boards for public, charitable or religious institutions not to exceed eight (8) square feet in area located on the premises.
 - (5) Memorial signs, tablets, names of buildings and dates of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
 - (6) Official signs, such as traffic control, parking restrictions, information and notices.
 - (7) Temporary signs or banners, when authorized by the Department of Inspection, for a period not to exceed thirty (30) days.
 - (8) Awnings or canopies servicing only a particular single-family dwelling unit, provided the same shall conform to the regulations applicable to the zoning district in which the same are located.
 - (9) House numbers or signs identifying parks or country clubs or

official bulletin boards.

- (10) A sign for the purpose of designating a new building or development, for a promotion of a subdivision, for announcement of a special event or for similar special informational purposes may be permitted for a limited time in any district with the approval of the Department of Inspection and subject to the following:
- a. Drawings showing the specific design, appearance and location of the sign shall be submitted to the Department of Inspection for approval.
 - b. The permitted size and location of any such sign shall be at the discretion of the Department of Inspection based upon the character of the area, the type and purpose of the sign and the length of time permitted.
 - c. Where the sign is to be located on the premises involved, such may be permitted for a period up to one (1) year. An extension may be permitted for a period not to exceed two (2) years total.
- (11) Political signs may be posted sixty (60) days before an election and must be removed within ten (10) days after said election. Said sign shall be a maximum of four (4) square feet when authorized by the Department of Inspection.

SECTION IV. Section 21 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-21 Signs Permitted.

The following signs shall require a permit to be issued by the City of Onalaska's Inspection Department:

- (a) **Commercial and Industrial Districts.** Signs are permitted in all commercial districts and the industrial districts subject to the following restrictions:
- (1) **Wall Signs** placed against the exterior walls of buildings shall not extend more than sixteen (16) inches out from a building's wall surface, shall not exceed five hundred (500) square feet in area or forty percent (40%) of the wall surface (whichever is smaller) per wall for any one (1) premises, and shall not exceed the height of the wall for which it is displayed, depending upon the height of the wall. Said wall signs shall not exceed forty-five (45) feet in height in M-1 Light Industrial Districts fronting Federal Aid Primary (FAP) Highways (Interstate 90), and shall not exceed thirty (30) feet in height in other Commercial and Industrial Districts.
 - (2) **Projecting Signs** fastened to, suspended from or supported by structures shall not exceed one hundred (100) square feet in

area for any one (1) premises, shall not extend more than six (6) feet into any required yard, shall not extend into any public right-of-way, shall not be less than ten (10) feet from all side lot lines, shall not exceed a height of twenty (20) feet above the mean centerline street grade and shall not be more than fifteen (15) feet above a driveway, alley or sidewalk and not less than ten (10) feet above a driveway, alley or sidewalk.

- (3) **Freestanding Signs in M-1 Light Industrial Districts Fronting Federal Aid Primary (FAP) Highways** shall not exceed forty-five (45) feet in height above the centerline of the grade of the street from which access to the premises is obtained, and setback a minimum of five (5) feet from parcel boundaries. Signs on corner lots to follow traffic visibility standards in Chapter 7: Mobility Standards. Freestanding signs shall not exceed three hundred (300) square feet on one (1) side, nor six hundred (600) square feet on all sides for any one (1) premise.
- (4) **Other Freestanding Signs in Commercial and Industrial Districts** shall not exceed thirty (30) feet in height above the centerline of the grade of the street from which access to the premises is obtained and setback a minimum of five (5) feet from parcel boundaries. Signs on corner lots to follow traffic visibility standards in Chapter 7: Mobility Standards. Freestanding signs shall not exceed two hundred (200) square feet on one (1) side, nor four hundred (400) square feet on all sides for any one (1) premise.
- (5) **Roof Signs** shall be permitted only by Conditional Use Permit as approved by the City of Onalaska Plan Commission, but in no case shall exceed fifteen (15) feet in height above the parapet line nor higher than thirty (30) feet above the mean grade of the centerline of the street from which access to the premises is obtained.
- (6) **Window Signs** shall be placed only on the inside of commercial buildings and shall not exceed twenty-five percent (25%) of the glass area of the pane upon which the sign is displayed.
- (7) **Off-Premise Signs, Billboards, Displays** shall be permitted subject to the following:
 - a. Allowed only in B-1, B-2, M-1, M-2 and M-3 Districts.
 - b. Must be a minimum of one hundred (100) feet from Residential District property line.
 - c. Must be minimum of one hundred (100) feet from an intersection.
 - d. Must be a minimum of three hundred fifty (350) feet from a church or school.
 - e. Must be a minimum of one thousand (1,000) feet from another off-premise sign facing the same direction of travel.
 - f. Must be a minimum of five (5) feet from right-of-way and

- from property line.
- g. Must be erected in a free standing design - no back bracing or guy wires are allowed.
 - h. Must meet all federal, state and local requirements prior to issuance of permit.
 - i. No off-premise signs, billboards, displays and devices shall be permitted closer than three hundred fifty (350) feet to any church and/or school property line.
 - j. The maximum size of an off-premise sign on a four (4) lane divided roadway shall be three hundred (300) square feet per side of sign structure. All other roadways shall have a maximum sign size of three hundred (300) square feet per side of sign structure.
 - k. No off-premise sign shall be permitted within three hundred fifty (350) feet of the east and west rights-of-way of STH 157 and/or USH 53 from Federal Interstate 90 to CTH OT.
 - l. No off-premise sign shall be permitted within three hundred fifty (350) feet of the east and west rights-of-way of Sand Lake Road (STH S) from Main Street to CTH OT.
 - m. Off-premises signs must be a minimum of one thousand (1,000) feet from another off-premise sign facing the same direction of travel.
- (8) **Multi-Tenant Signs** are encouraged to market shopping center destinations rather than individual businesses. Sign regulations are based upon the applicable zoning district in which they are located.
- (9) **Other Signs.** Any sign qualifying as more than one (1) of the above-listed types shall meet the requirements for each type.
- (10) **Bills and Posters** shall not be posted on the exterior of buildings or windows.
- (11) **Transitional Commercial District.** Notwithstanding any other provision of this Section, signs permitted in this zoning district are limited to one (1) wall sign and one (1) freestanding sign per parcel of property and each sign shall be a minimum of ten (10) feet from the closest property line and shall not be larger than thirty-five (35) square feet per side of sign structure.
- (b) **Residential, Places of Worship, and Educational Facilities.**
- (1) **Home Occupation Signage.** One (1) sign per premise, not exceeding twenty-four (24) square feet in area, stating only the name and business or profession of the occupant. Sign shall be a permanent sign and not be illuminated.
 - (2) **Places of Worship & Educational Facilities.**
 - a. **Wall & Projecting Signs.** Allowed an aggregate of up to three hundred (300) square feet, with a maximum of one hundred (100) square feet per wall façade. Maximum of one (1) sign per façade per street frontage.
 - b. **Freestanding Signs.** Allowed up to sixty-four (64) square feet per side, with a maximum of a thirty-two (32) square

foot per side Electronic Message Unit Sign. Maximum sign height is fifteen (15) feet and a maximum of one (1) sign per street frontage. Sign(s) setback a minimum of five (5) feet from parcel boundaries. Corner lots to follow traffic visibility standards in Chapter 7: Mobility Standards.

SECTION V. Section 23 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Sec. 13-6-23 Prohibited Signs.

- (a) **Signs Facing Residential Districts.** No sign, except those permitted in Section 13-6-20, shall be permitted to face a residential district within one hundred (100) feet of such district boundary.
- (b) **Traffic Interference.** Signs shall not resemble, imitate or approximate the shape, size, form or color of railroad or traffic signs or devices. Signs, canopies and awnings shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices or the safe flow of traffic. No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign, awning or canopy shall be placed so as to obstruct or interfere with traffic visibility.
- (c) **Moving or Flashing Signs.** No signs, billboards or other advertising media which creates a hazard or dangerous distraction to vehicular traffic or a nuisance to adjoining residential property shall be permitted in any district.
- (d) **Number of Signs Permitted.**
 - (1) No more than two (2) signs of any type shall be located on any premises.
 - (2) Businesses with streets fronting both sides shall be allowed two (2) types of signs for each street frontage.
 - (3) Businesses with a Planned Commercial Industrial District (PCID) or Planned Unit Development (PUD)
- (e) **Signs on Public Rights-of-Way.** Signs shall not be permitted on public rights-of-way, except for municipal traffic control, parking and directional signs and as otherwise specified in this Chapter, or be located within five (5) feet of a property line.
- (f) **Distance Between Freestanding Signs.** The distance between freestanding signs shall be a minimum of two hundred (200) feet throughout the street frontage in order to prevent congestion and maintain traffic visibility. Freestanding signs may be placed at less than two hundred (200) feet where the street frontage of the parcel and adjacent parcels is less than two hundred (200) feet and does not permit the minimum spacing. Where this condition exists, the maximum available spacing must be maintained but no more than one (1) freestanding sign is permitted per parcel where there is less

than two hundred (200) feet between signs. Signs not meeting the two hundred (200) foot minimum spacing must be monument style signs only and may not exceed fifteen (15) feet in height and sixty (60) square feet per side in area. Notwithstanding any other provision of this section, in no case may freestanding signs be placed at less than one hundred (100) feet from another freestanding sign on the same street frontage.

- (g) **Distance Between Billboard Signs.** The distance between billboard signs shall be a minimum of one thousand (1,000) feet from another sign on the same side of the street throughout the street frontage in order to prevent congestion and maintain the City's clean visibility look.
- (h) **Prohibited Sign Area.** No signage shall be permitted on the west side of Second Avenue (State Highway 35) from John Street to Sunset Vista Road.
- (i) **Signs at Intersections.** Signs at intersections shall comply with traffic visibility standards in Chapter 7: Mobility Standards.

SECTION VI. Section 27 of Chapter 6 of Title 13 of the Code of Ordinances of the City of

Onalaska is hereby deleted and replaced as follows:

Specific Requirements.

(a) **Electronic Message Unit Signs.**

- (1) Such signs may be used only to advertise activities conducted on the premises or to present public service information and shall conform to Section 13-6-21 for placement and area standards.
- (2) Segmented messages must be displayed for not less than one-half (1/2) second and more than ten (10) seconds.
- (3) Traveling messages may travel no slower than sixteen (16) light columns per second and no faster than thirty-two (32) columns per second.
- (4) Signs having animation or video are only permitted by Conditional Use Permit.
- (5) Electronic signs are not permitted within one hundred (100) feet of a residential district lot line.
- (6) Electronic Signs size requirements shall be as follows:
 - a. Sign face shall not exceed one hundred (100) square feet per side and a total of two hundred (200) square feet total on both sides.
 - b. All electronic signs within 300 feet of a residential district lot line shall not exceed thirty-two (32) square feet per side or sixty-four (64) square feet for both sides. Electronic signs may only be operational between 7:00A.M. and 10:00 P.M. to preserve the integrity of the surrounding neighborhood.

- (7) Dimmer Control. Electronic Message Unit signs must have an automatic dimmer control such as a photocell or other ambient light sensing mechanism that automatically adjusts the sign's brightness in direct correlation with the natural ambient light conditions.
- (8) Brightness. Electronic Message Unit signs shall not exceed 0.3 footcandles above ambient light. Such measurements shall be taken using a footcandle (Lux) meter at a preset distance depending on sign area, measured as follows:

Area of Sign	Measurement
Square Feet	Distance (ft.)
10	32
15	39
20	45
25	50
30	55
<u>35</u>	<u>59</u>
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100

(b) Portable Signs/Message Boards.

- (1) Such signs shall be limited in use to thirty (30) days at a time following approval by the Department of Inspection prior to display of any sign. Provided, however, that the Department of Inspection shall not give approval for placement of a portable sign/message board if it presents a vision obstruction and said sign not be displayed more frequently than one (1) time per year at any one (1) location. No more than one (1) sign per premises shall be permitted.
- (2) The maximum size shall be twenty-five (25) square feet on each face, back-to-back.

SECTION VII. This Ordinance shall take effect and be in force from and after its passage and publication.

Dated this ____ day of _____, 2015.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:

ORDINANCE NO. 1495 - 2015

AN ORDINANCE TO AMEND TITLE 13 CHAPTER 5 OF THE CITY OF ONALASKA CODE OF ORDINANCES RELATED TO CONDITIONAL USES

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION I. Subsection (b) of Section 15 of Chapter 5 of Title 13 of the Code of Ordinances of the City of Onalaska is hereby deleted and replaced as follows:

- (b) **Home Occupations** and professional offices in the R-1, R-2-3 or R-4 Residential Districts. The intent of home occupation conditional uses is to provide a means to accommodate a small family business without the necessity of a rezone into a Commercial District. Approval of an expansion of a limited family business or home occupation at a future time beyond the limitations of this Section is not to be anticipated; relocation of the business to an area that is appropriately zoned may be necessary. If the home occupation is a dance school, photographic studio or real estate brokerage, no conditional use will be considered or allowed unless the premises on any side of the premises for which a Conditional Use Permit is sought is Zoned B-1 or B-2 (any Business District). Home occupations occupying less than twenty-five percent (25%) of the floor area in a Residential District, being primarily telephone or internet based and completely invisible from the exterior except for occasional deliveries may be permitted without a Conditional Use Permit as a 'permitted accessory home occupation'. Home occupations are a conditional use in all Residential Districts and are subject to the requirements of the district in which the use is located, in addition to the following:
- (1) The home occupation shall be conducted only within the enclosed area of the dwelling unit or an attached garage, and shall not exceed twenty-five percent (25%) of the area of any floor.
 - (2) There shall be no exterior alterations which change the character thereof as a dwelling and/or exterior evidence of the home occupation other than those signs permitted in the district.
 - (3) No storage or display of materials, goods, supplies or equipment related to the operation of the home occupation shall be visible outside any structure located on the premises.
 - (4) No use shall create smoke, odor, glare, noise, dust, vibration, fire hazard, small electrical interference or any other nuisance not

normally associated with the average residential use in the district.

- (5) The use shall not involve the use of commercial vehicles for more than occasional delivery of materials to or from the premises.
- (6) The Plan Commission may determine the percentage of the property that may be devoted to the occupation.
- (7) The home occupation may be restricted to a service-oriented business prohibiting the manufacturing of items or products or the sale of items or products on the premises. A home occupation includes, but is not limited to, uses such as; baby-sitting, millinery, dressmaking, canning, laundering or crafts, but does not include the display of any goods.
- (8) The types and number of equipment, machinery or employees may be restricted by the Plan Commission.
- (9) Sale or transfer of the property shall cause the Conditional Use Permit to be null and void.

SECTION II. This Ordinance shall take effect and be in force from and after its passage and prior to publication although it will be published in due course.

Dated this ___ day of _____, 2015.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED:



CITY OF ONALASKA

STAFF REPORT

Plan Commission Sub-Committee – January 20, 2015

Agenda Item: Consideration of a non-substantial modification determination to the Nathan Hill Estates Subdivision Planned Unit Development (PUD) for 3807 Emerald Drive East submitted by Alexander Abraham, 853 Aspen Valley Drive, Onalaska, WI (Tax Parcel #18-5961-4).

Background: Alexander Abraham and Ann Mary Isacc own two parcels on Emerald Drive East. They are noted on the attached map with a 2012 aerial photograph. On Parcel A, 3801 Emerald Drive East, Mr. Abraham has constructed a twin home. On Parcel B, 3807 Emerald Drive East, currently a vacant lot, Mr. Abraham has planned to construct a single-family home.

These parcels are splits from the original Lot 21 of the Nathan Hills Estates Plat. Mr. Abraham purchased these two parcels (approximately) in 2013 and has said that he was unaware of the Nathan Hills Estates Plat condition of approval that required Lot 21 to be owner occupied. Mr. Abraham purchased the property with the intention of constructing a rental-occupied twin home and rental-occupied single-family home.

Following the Plan Commission discussion in late-spring/summer 2014 about the owner occupied requirements for Nathan Hills, City staff notified Mr. Abraham that the existing twin home at 3801 Emerald Drive East, which is rental occupied, is required to be owner occupied as conditioned by the City's Plat approval. City staff informed Mr. Abraham that the twin home could continue to be rental occupied until property ownership is transferred; at that time the property would be required to be owner occupied.

Requested Action: As Mr. Abraham now understands that 3807 Emerald Drive East is required to be owner occupied, Mr. Abraham is requesting approval from the City to construct a rental occupied single-family home with the condition that upon transfer of the property, ownership would be required to be owner occupied.

Plan Commission will first be asked to determine if this is a substantial modification of the Nathan Hills Estates Subdivision PUD. If it is a substantial modification, a public hearing will be scheduled for the next Plan Commission meeting on this matter. If it is a non-substantial modification, then the Plan Commission should take action on the request.

COPY

From ,

Alexander Abraham
853 Aspen Valley Dr.
Onalaska-54650.

To,

City Of Onalaska,WI.

Subject: To waive the Owner Occupancy restrictions on 3807 Emerald drive E Onalaska-54650.

Sir,

I, Alexander Abraham kindly requesting the City Of Onalaska to waive the Owner Occupancy restriction on 3807 Emerald drive E Onalaska-54650 so that I can build a home and rent it out.

Originally before buying this lot I make sure with the city that I could build and rent it without owner occupancy restriction. So I would be greatly appreciated if City can wave at least during my ownership.

Sincerely,



Alexander Abraham

RECEIVED
NOV 19 2014
BY: _____



Google earth

43°53'19.99" N 91°10'14.82" W Elev: 750 ft Eye: 3201 ft

1992

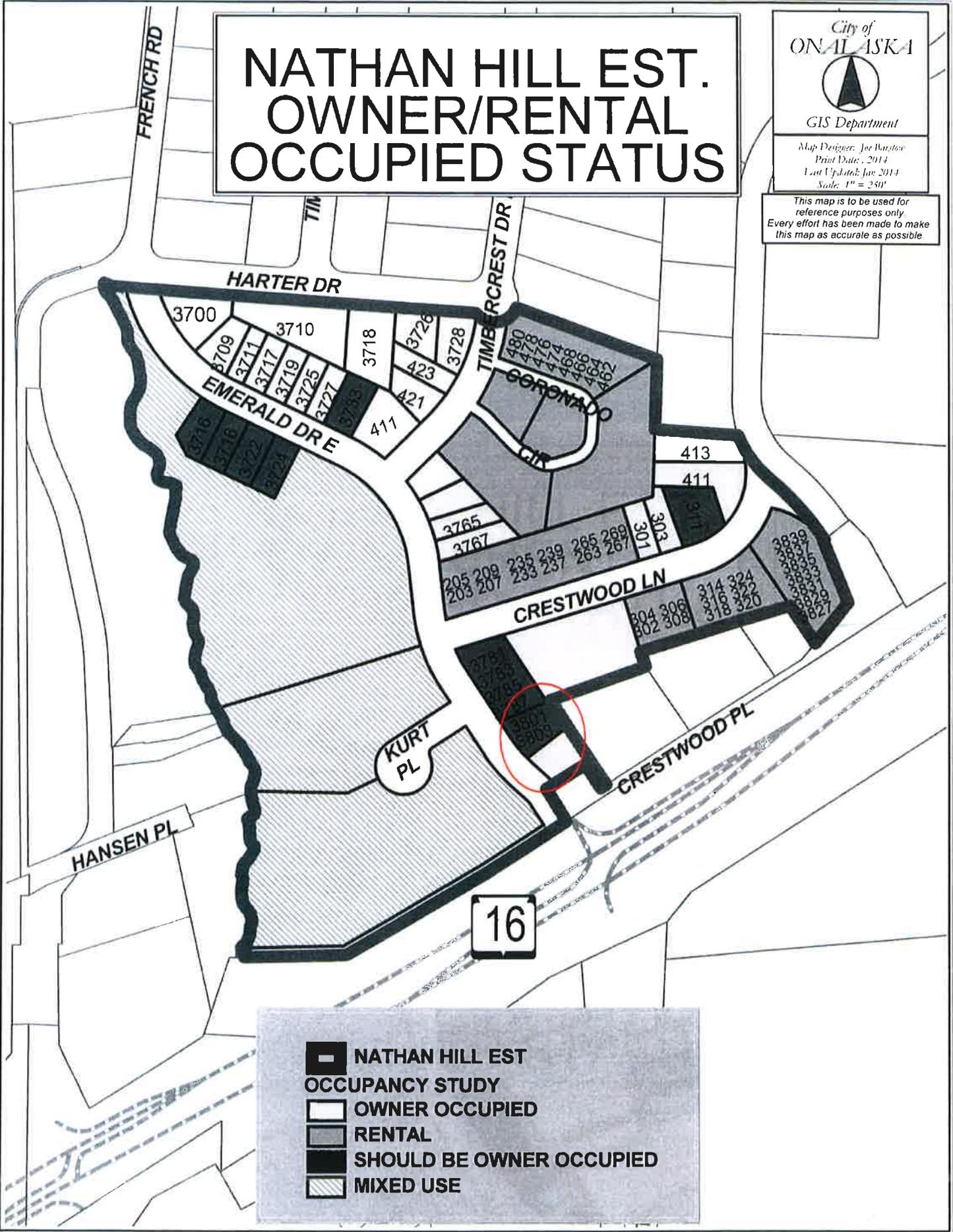
Tour Guide

NATHAN HILL EST. OWNER/RENTAL OCCUPIED STATUS



Map Designer: Joe Worsten
Print Date: 2014
Last Update: Jan 2014
Scale: 1" = 250'

This map is to be used for reference purposes only. Every effort has been made to make this map as accurate as possible.



Legend

- NATHAN HILL EST**
- OCCUPANCY STUDY**
- OWNER OCCUPIED**
- RENTAL**
- SHOULD BE OWNER OCCUPIED**
- MIXED USE**

16



CITY OF ONALASKA

STAFF REPORT

Plan Commission Sub-Committee – January 20, 2015

Agenda Item: Review and consideration of a request to allow outdoor display and storage for greater than thirty (30) days at HotSpring Spas and Pools at 576 Theater Road, submitted by Melissa Staige, on behalf of HotSpring Spas & Pool (Tax Parcel #18-3583-1).

Background: In 2012, the City of Onalaska sent letters to HotSpring Spas & Pools and the property owner in regard to outside storage and outdoor sales of hot tubs. The Planning Department approved a fencing plan to screen items stored outdoors (attached). In 2014, staff noted the storage of hot tubs along Theater Road and in the rear of the store and sent a letter to the business regarding outdoor sales and outdoor storage. Subsequently, the applicant has asked for an extension to the thirty (30) days allowed as a permitted accessory use (see ordinance language below).

Requested Action: Review and consideration of request to extend the thirty (30) days for outdoor display and storage.

Regulations on Outdoor Sales, Displays and Storage

The intent of this section is to provide for the location and design of outdoor display and sales areas and to mitigate any adverse impacts such uses may have on immediate and adjacent properties and rights-of-way.

(a) Outdoor display and sales are a permitted accessory use in the B-1, B-2 and M-1 Zoning Districts subject to the following:

- (1) Outdoor display and sales must be shown on the site plan for the property and are subject to the approval of the City.*
- (2) Outdoor display and sales are limited to thirty (30) days per calendar year unless approved by the City Plan Commission.*
- (3) Outdoor display and sales shall be limited to the goods sold at the principal use present on the site except for temporary sales events authorized by the City Plan Commission.*
- (4) Outdoor display and sales areas shall not include portable toilets and more than two (2) temporary signs advertising the sale.*

(b) Outdoor storage is not permitted in the B-1, B-2 or M-1 Zoning Districts unless approved by the City Plan Commission as part of a master plan for the development. Storage containers and semi-trailers are not permitted for storage uses in any Zoning District.

(Section 13-6-14)

No manure, rubbish, inoperable vehicles, salvage material or miscellaneous refuse may be stored within any Residential District when the same may be construed as a menace to the public health or safety or may be held to have a depressing influence upon property values in the area. Junk shall be placed in properly zoned junkyards only. (Section 13-6-9)

CITY OF ONALASKA

Review Criteria for Site Plan Review (Section 13-8-6(d)):

- (1) *The appropriateness of the site plan and buildings in relation to the physical character of the site and the usage of adjoining land areas.*
- (2) *The layout of the site with regard to entrances and exits to public streets; adequacy and improvement of areas for parking and for loading and unloading and shall, in this connection, satisfy itself that the traffic pattern generated by the proposed construction or use shall be developed in a manner consistent with the safety of residents and the community, and the applicant shall so design the construction or use as to minimize any traffic hazard created thereby.*
- (3) *The adequacy of the proposed water supply, drainage facilities and sanitary and waste disposal.*
- (4) *The landscaping and appearance of the completed site. The Land Use and Development Director or Plan Commission (if involved) may require that those portions of all front, rear and side yards not used for off-street parking shall be attractively planted with trees, shrubs, plants or grass lawns and that the site be effectively screened so as not to impair the value of adjacent properties nor impair the intent or purposes of this Section.*



576 Theater Rd
Onalaska, WI 54650
608-788-7747
www.hotspringlacrosse.com

To whom it may concern:

We are writing to ask for permission to be able to use the parking lot at our retail location as a place to display and sell pre-owned hot tubs. As of February 1st, we will be the sole tenants in our building. This would free up the entire parking lot.

We take 40-50 hot tubs per year in on trade. Many of the hot tubs we dispose of. However, we do go through the nice ones and fix them and resell them. At any given time, we could have as few as 1 pre-owned hot tub on display to as many as 10. The pre-owned market is a major source of income for us.

I would like to propose to display the hot tubs on the opposite side of the parking lot as they are currently displayed. I included a diagram of the proposed area. This way, they would be out of the line of site for the Coulee Bank sign and in a designated area.

Thank you for your consideration!!

Melissa Staige

Property Lines

8/24/12 Fencing Plan Approved by Dena & Brea

2007 Aerial Photo

City of
ONALASKA



GIS Department

Map Designer: Joe Barstow

Print Date: 2012

Last Updated: May 2012

Scale: 1" = 80'

property

566

572

576

G-MAX

575

1293

581

591

1289

1281

ROAD PH

This map is to be used for reference purposes only. Every effort has been made to make this map as accurate as possible.



CITY OF ONALASKA

STAFF REPORT

Plan Commission Sub-Committee – January 20, 2015

- Agenda Item: Review and Consideration of a request to extend the Final Plat submittal requirement for three-years for the 4th Addition to the Country Club Estates Plat.
- Applicant: Kevin Fry, on behalf of Elmwood Partners, 1859 Sand Lake Road, Onalaska
- Property Owner: Elmwood Partners, 1859 Sand Lake Road, Onalaska
- Parcel Numbers: 18-4479-0 & 18-3566-100
- Site Location: North of Emerald Valley Drive

Background & Action: At the November 18th, 2014 Plan Commission meeting, the Plan Commission approved a one-year extension for the Final Plat submittal requirement for the 4th Addition to the Country Club Estates Plat. Following the Plan Commission, the item was forwarded to the Common Council for review and approval. I recognize that I made an error on the Council agenda (Brea Grace) and copied the title of the Plan Commission agenda item to the Council Consent Agenda, and as a result the Council approved a three-year extension for the Final Plat. I want to identify that this error occurred and ask that the Plan Commission re-review the matter. If the Plan Commission is agreeable with accepting the three-year extension granted by Council, no action is necessary. If the Plan Commission would like to maintain the original one-year extension recommendation to the Common Council, I ask that a motion to that affect be made. Staff can work with the currently approved three-year extension as granted by Council. And under that direction we would work with the developer to at least annually receive updates on the status of and plans for the Final Plat submittal.



CITY OF ONALASKA

STAFF REPORT

Plan Commission Sub-Committee – January 20, 2015

Agenda Item: Review and discussion of 2015 Comprehensive Plan Update, Chapter 5 – Utilities & Community Facilities.

Background: The Long Range Planning Committee (LRPC) is in the process of updating the existing 2005-2025 Comprehensive Plan into the 2015 Comprehensive Plan Update.

The committee is seeking additional feedback on the revised chapters and other City Committees will have opportunities to review relevant chapters in addition to the LRPC.

Plan Commission comments will be provided to the LRPC.

Chapters Reviewed by Plan Commission:

- Issues & Opportunities;
- Housing; and
- Transportation.

All revised chapters are available on the City's Webpage www.cityofonalaska.com for review and comment by the public. Go to "Planning Department" and select "2015 Comprehensive Plan Update".

Chapters Reviewed By LRPC:

- Issues & Opportunities;
- Housing;
- Transportation;
- Utilities & Community Facilities; and
- Agriculture, Natural, & Community Resources.

5.0 Utilities and Community Facilities

5.1 Existing Conditions

5.2 Assessment of Future Needs

5.3 Utilities and Community Facilities Goals, Objectives and Policies

Wis. Stats. 66.1001(2)(d)
(d) Utilities and community facilities element. A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunications facilities, power-generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element shall describe the location, use and capacity of existing public utilities and community facilities that serve the local governmental unit, shall include an approximate timetable that forecasts the need in the local governmental unit to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and shall assess future needs for government services in the local governmental unit that are related to such utilities and facilities.

Utilities and community facilities provide the foundation on which incorporated communities are built and maintained. Utilities may include sanitary sewer, water, and storm water systems, as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include parks, schools, libraries, cemeteries, and various health and safety providers. Special services such as day care centers may also be considered a community facility.

Utilities and community facilities can be used to guide development and encourage growth, as well as establish a community identity. Combined with roads, the construction, maintenance, and operation of utilities and community facilities are often the largest portion of a community's budget.

This element contains a compilation of background information, goals, objectives, actions or policies, and recommended programs to guide the future maintenance and development of utilities and community facilities in the City of Onalaska.

5.1 Existing Conditions

The City provides a wide range of utilities and community facilities, including police, fire, water, wastewater, stormwater and parks. In addition, there are a number of private provisions of utilities and community facilities, including healthcare and child care.

This plan element takes an inventory of existing community facilities and services, identifies current needs of residents, and studies the need for community facilities and utilities improvements or new facilities over the next 20 years.

Sanitary Sewer Service

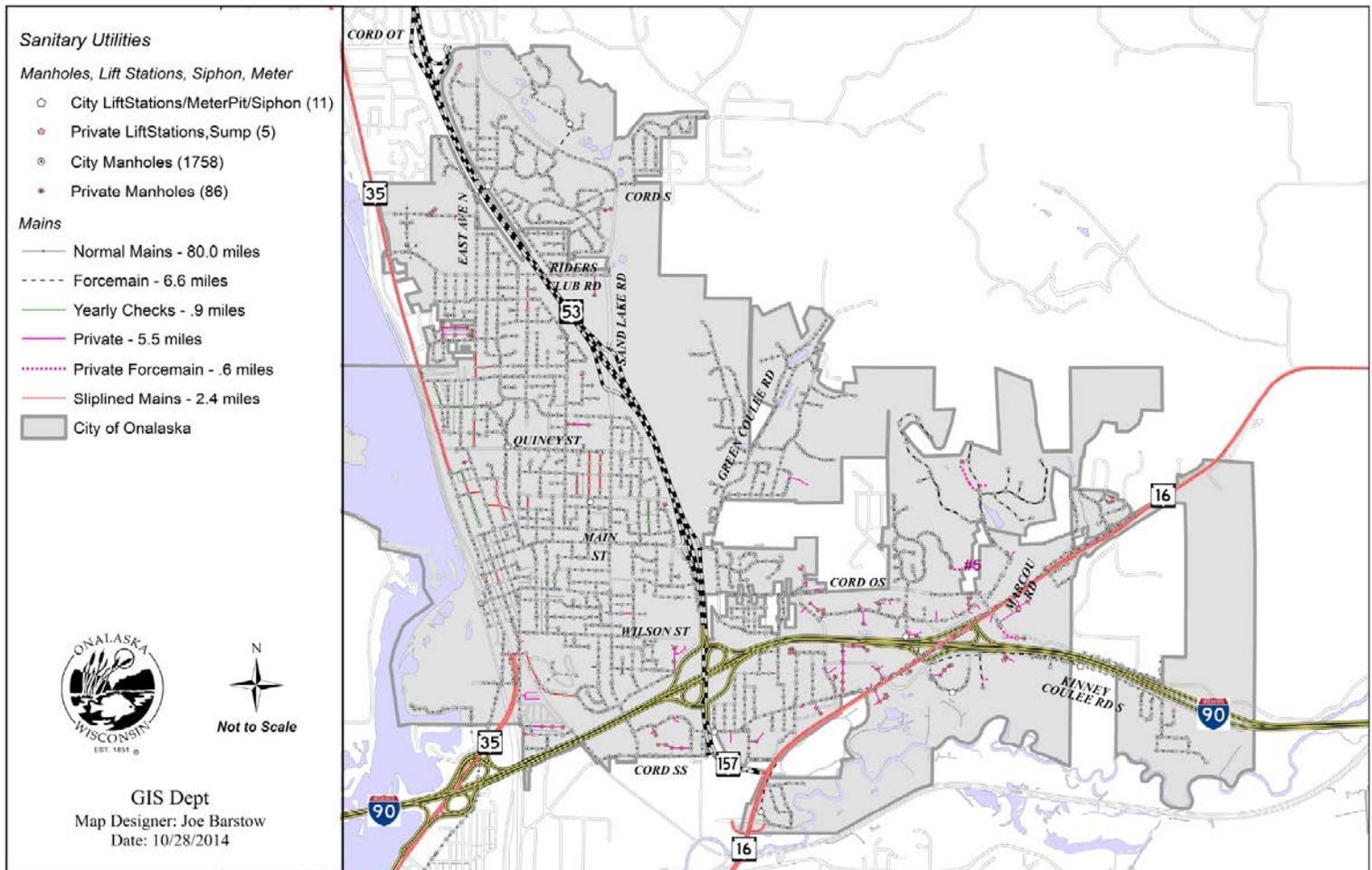
The City of Onalaska contracts with the City of La Crosse for sanitary sewer treatment. The current contract is set to expire in 2016 with negotiations on a new 20-year contract to begin. The City is responsible for maintaining and installing new lift stations, meter pit, sewer mains and manholes. There are currently nine lift stations and over eighty miles of sanitary sewer mains throughout the City.



"The provision of community facilities and services, such as public sewer and water, has a significant impact on development patterns" (Ohm, Brian. Planning for Natural Resources – An Overview. 2002).

As Onalaska has grown, so has the demand for sanitary sewer service. As future development continues throughout Onalaska, additional coordination between the Cities of Onalaska and La Crosse, and the Village of Holmen, will need to occur to ensure that adequate capacity is maintained for the projected future growth. The Village of Holmen will begin to use Onalaska's sanitary sewer system in the near future. It will be important to monitor growth to ensure adequate capacity and equitable cost-sharing is being utilized.

Figure 5-1
City of Onalaska Sanitary Sewer



Source: City of Onalaska

Areas that the community wishes to protect, should be avoided when considering future placement of utilities and services.

Stormwater Management

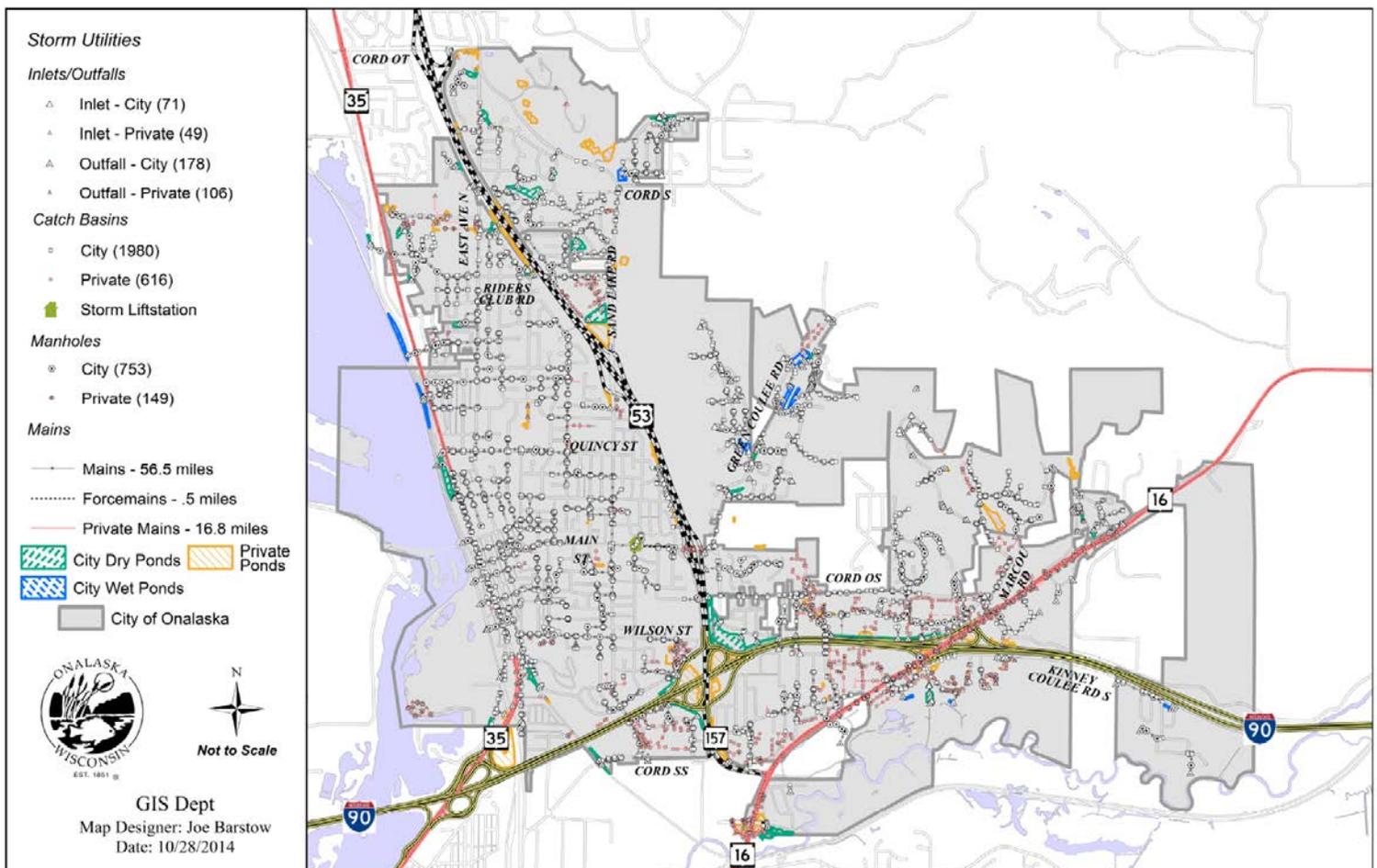
The City of Onalaska has an extensive system of storm sewers and natural drainage systems. Development that has occurred within the coulees has generally required engineered natural drainageways to collect and transport stormwater for flood control purposes. The City developed a stormwater



management plan in 2008 and created a Stormwater Utility in 2010 as a method of financing capital improvements for stormwater handling.

There is the potential for the amount (quantity) and rate (velocity) of runoff to increase as a result of additional development. This may adversely affect local water resources as sediment and nutrients are discharged to receiving water bodies. Managing storm water to reduce or eliminate direct discharge to surface waters is an important step to protect surface water quality in the future. The City has a National Pollutant Discharge Elimination System (NPDES) permit that regulates wastewater discharges. All facilities, including industrial, that discharge pollutants from any point source into waters are required to have a permit which indicate limits and monitoring measures required.

Figure 5-2
City of Onalaska Stormwater System



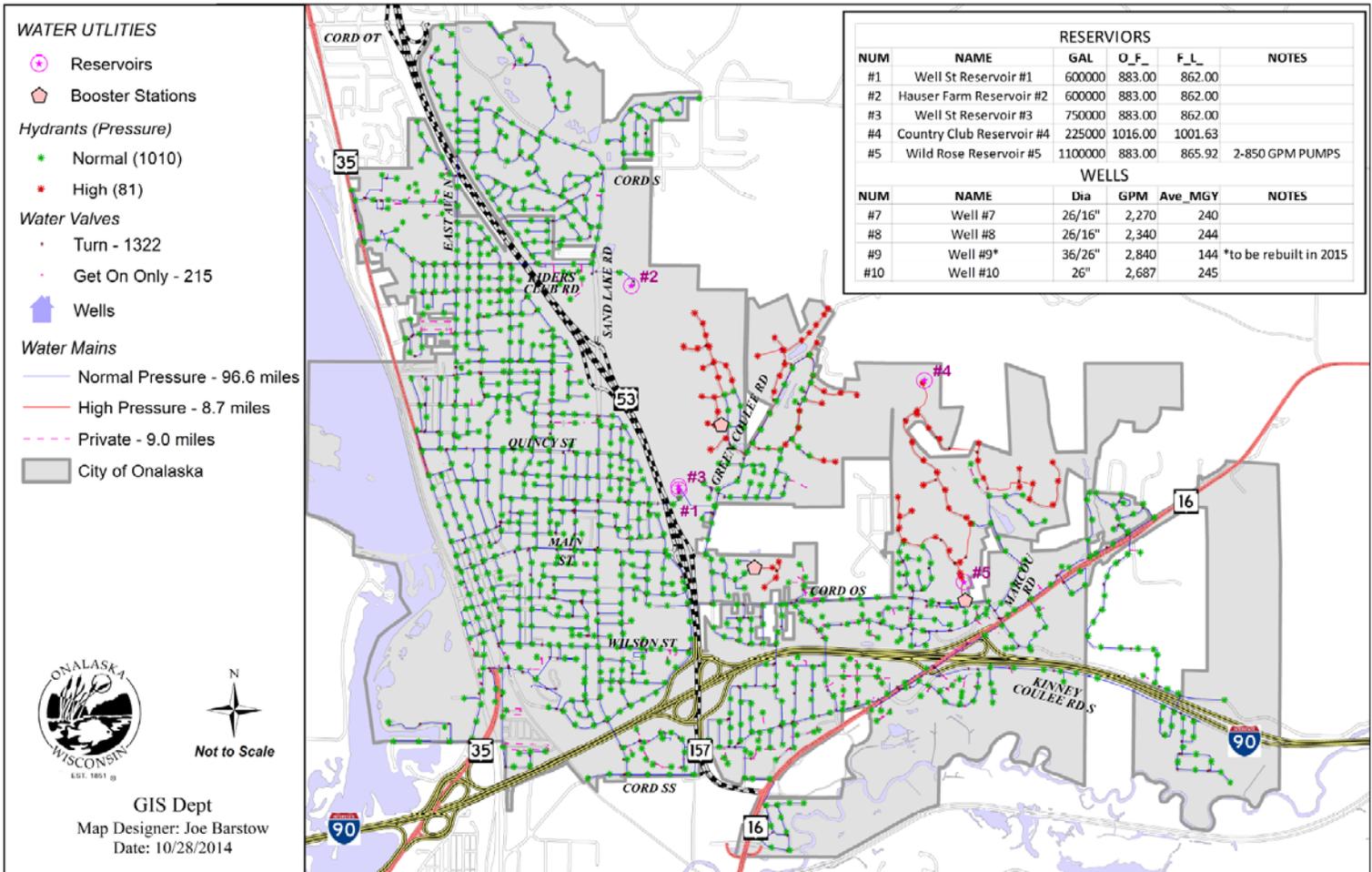
Source: City of Onalaska



Water Supply

The City of Onalaska provides municipal water to all of the developed areas within the City. There are four wells in use with a total rated capacity of nearly 14 million gallons per day. Actual average day pumping use in 2013 was approximately 2.4 million gallons per day. The distribution system consists of over 100 miles of public water mains.

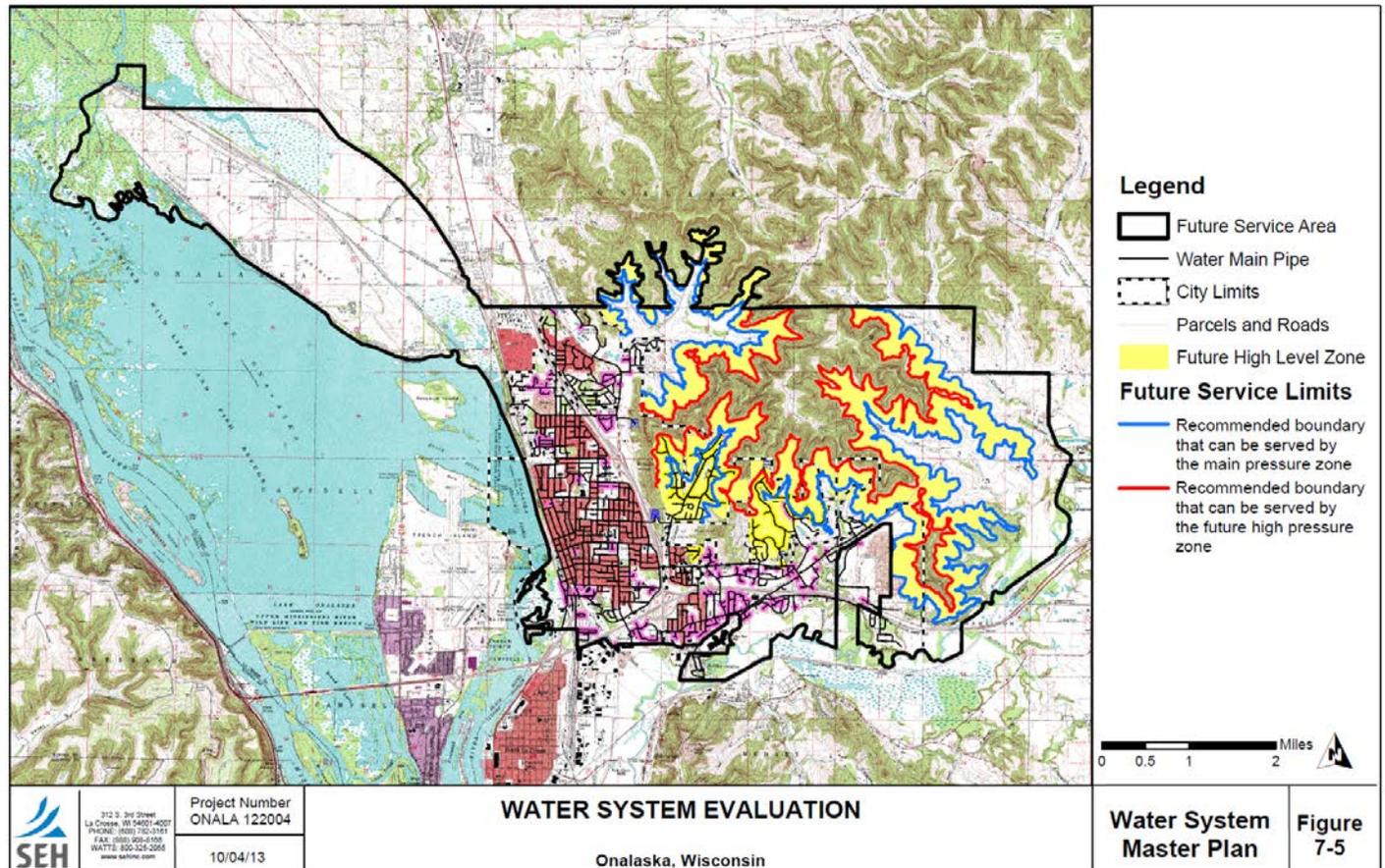
Figure 5-3
City of Onalaska Water System



A comprehensive Water System Evaluation was completed in 2013. It was projected that in the year 2030, with a projected population of 23,000 residents, that an average daily demand for water would be nearly 3.1 million gallons of water. The projected capacity of the existing system is nearly sufficient to meet this demand. Only slight increases in production are anticipated to be needed by 2030.

Due to elevation changes throughout Onalaska, the water system is divided into multiple zones, including a Main Level Pressure Zone pressure plain and High Level Pressure Zones. There are several areas that have been identified that can be served adequately with a minimum pressure of 35 psi under normal operation conditions, as shown in the following Figure 5-4.

Figure 5-4
City of Onalaska Future Water Service Area



Source: City of Onalaska and SEH

The City has five water storage facilities which store approximately 3.3 million gallons of water. This is sufficient and a recommendation was made in the recent water system evaluation to potentially divide an existing reservoir into two smaller reservoirs to avoid over-storage.

Increased development will eventually lead to the need to construct an additional well in the near future. Exploratory borings have yielded water with high concentrations in iron and manganese in several areas of the City, which will likely result in the construction of a new well in close proximity to an existing well with proven good water quality.

DRAFT

The City has a wellhead protection program that limits land uses within close proximity to City wells and aquifer recharge areas.

Water pressure is very good, with between 80 to 110 psi in low topographic areas near Lake Onalaska. However, there are areas with low pressure (30 to 50 psi) at the base of reservoirs and in areas in higher elevation developments, particularly near the ridges of coulees. Fire flows are generally very good for fire protection efforts.

Well No. 9 recently underwent a Pilot Study to evaluate methods to improve water quality from this well. Improvements to Well No. 9 are anticipated in 2015. Other items identified for future capital improvements include an upgrade to the Greens Coulee Booster Station, which is currently being evaluated.

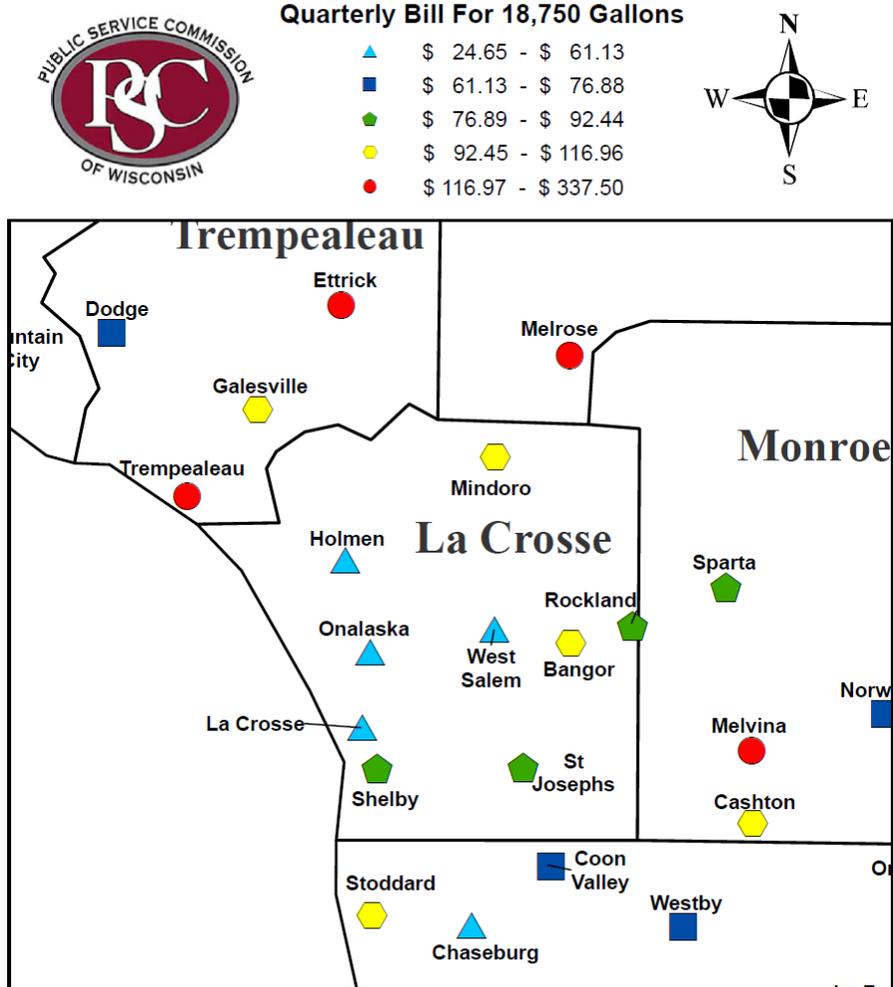
Water rates in Onalaska are relatively low for La Crosse County for a quarterly bill of 18,750 gallons, a standard of use selected by the Wisconsin Public Service Commission. Onalaska's rate, however, is similar to or lower than neighboring communities served by water (see Figure 5-5). The City is planning on a rate review in the spring of 2015.



Figure 5-5
La Crosse County Water Provider Rate Comparison

Water Bill Comparison 2014

Each Color Represents 20 Percent of the Utilities



Source: Public Service Commission of Wisconsin

Solid Waste/Recycling

The La Crosse County Landfill is the regional landfill agency that accepts solid waste and ash from the waste to energy incinerator. New techniques and technologies are allowing the capacity of this facility to be extended. This is a very environmentally friendly method of disposal.

The French Island Incinerator, operated by Xcel Energy, collects refuse and Harter's Quick Clean-Up provides waste collection services. In 2014, the City began using automated pickup with carts issued to each household to



make pick-ups more efficient. They also offer single-stream recycling that is separated for product to be reused.

Parks and Recreational Areas

The City has a variety of park and recreational opportunities for area residents to enjoy. In addition to maintaining parkland and equipment, the Parks Department provides programming for youth and adults, aquatic programs, park facilities and reservations, and special events. There are 27 park sites with over 290 acres that range significantly in size and amenities available. The parks are generally evenly distributed according to land use patterns. The City has more than adequate parkland available compared to National Recreation and Park Association (NRPA) standards (10 acres/1,000 residents).



Park Name	Acres
<i>Mini Parks</i>	
Coachlite Green Playground	1.4
Elmwood Hills Playground	2.7
Glenn Fox Park	3.8
Hilltopper Heights Playground	2.5
Oak Knoll Playground	0.2
Oakwoods Playground	0.9
Park Avenue Playground	0.3
Parkridge Park	3.4
Schalers Oak Park Playground #1	1.48
Schalers Oak Park Playground #2	0.41
Schalers Oak Park Playground #3	1.78
Schalers Oak Park Playground #4	0.99
Schalers Oak Park Playground #5	0.85
Thomas Farms Playground	1.5
State Highway 35 Waysides	4.5
Valley Vue Park	5.1
Wellington Greens Park	3.9
<i>Neighborhood Parks</i>	
Community Park	13.3
Holiday Heights Park	16.7
Meier Farm Park	9.5
Pierce Park	5.5
Robinson Park	5.7
Sandalwood Park	11.9
<i>Community Parks</i>	
Greens Coulee Park	72.3
Rowe Park	28.8
Van Riper Park	40.1
Waterfront (Great River Landing)	50.8



Onalaska developed the area's first outdoor adult playground in 2014. This is located in Community Park on Quincy Street adjacent to the Community Center. The adult playground has different exercise stations that give people a different outdoor opportunity to be active in unique ways. This was made possible by a coordinated effort between the City of Onalaska and the La Crosse County Health Department. Partial funding was received from the Centers for Disease Control and Preventions' Transformation Wisconsin project.

The Onalaska Aquatic Center was completed in 2005 and has seen an average attendance of over 30,000 annually. The facility offers facilities for swimmers of all ages, including a zero-depth entry, several lap lanes, slides, and a concession stand.



There are several other recreational facilities within the City of Onalaska. The City owns and operates the Onalaska OMNICenter. This 50,000 square foot facility can accommodate large gatherings and meetings. There is a 28,000 square foot arena and an indoor skating and hockey rink that is operated year-round. A second ice rink is added during the winter months.

The Onalaska Community Center, located at 515 Quincy Street, hosts events for various gatherings, including senior citizen events.

There are three golf courses in Onalaska. Coulee Golf and Bowl is a nine hole public course that consists of 80-acres. This facility recently underwent significant renovations. The La Crosse Country Club is located in eastern Onalaska and is an 18-hole private course. The Golf Club at Cedar Creek is an 18-hole private golf club that is open to the public. This is located east of Sand Lake Road north of Riders Club Road.

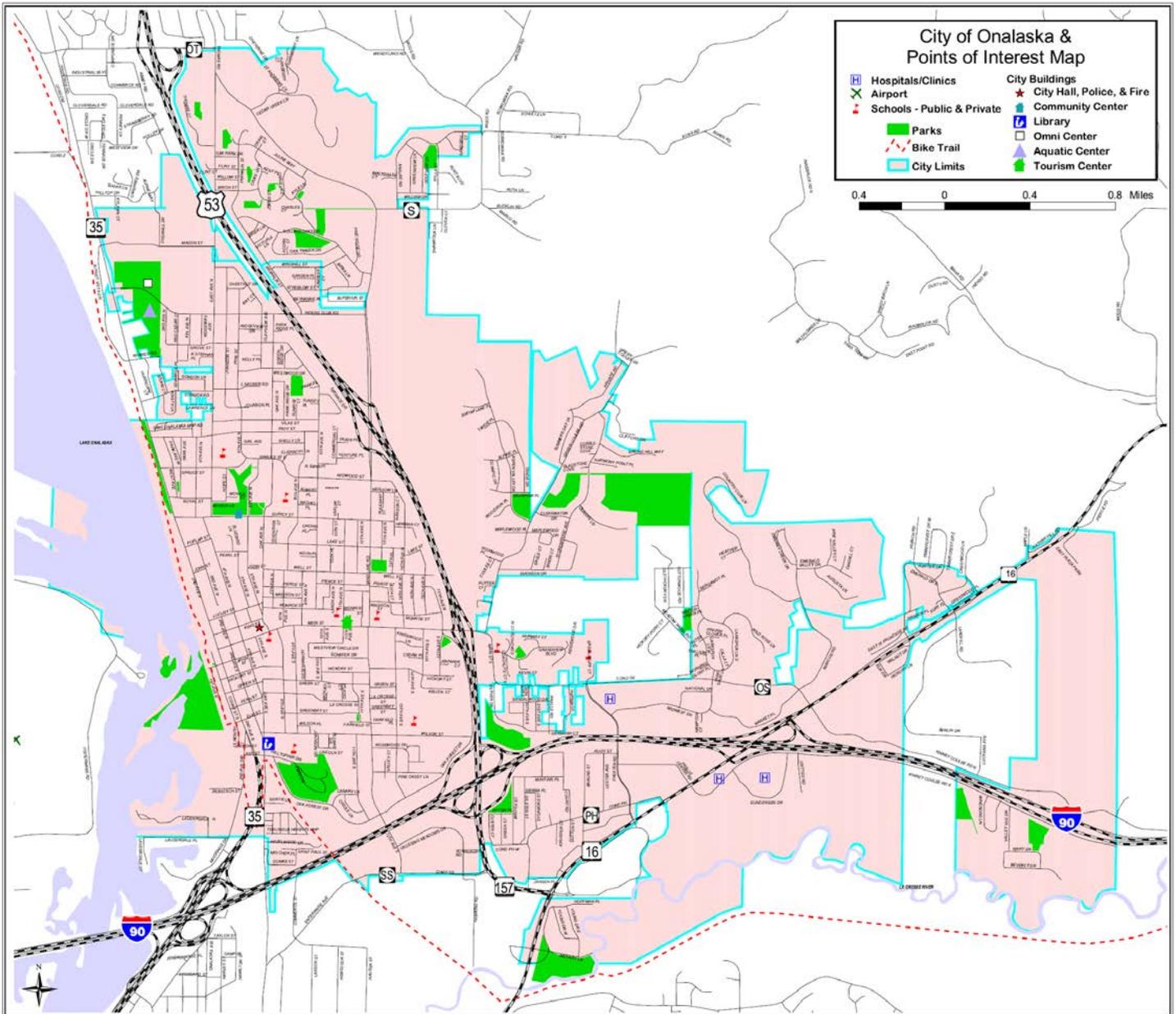


Onalaska also has a modern YMCA. This facility is part of the overall La Crosse Area Family YMCA, located at 400 Mason Street and abuts Van Riper Park. This facility is open seven-days per week. This facility has also made extensive efforts to have fully accessible facilities, including the "Miracle Field," a hard surface environment, including a baseball field that can accommodate wheelchairs, walkers and other mobility aids. This facility is scheduled for at least a \$4 million addition in 2015-2016 that will incorporate additional rehab facilities including a pool, as well as additional programming space for LiveStrong, Diabetes prevention, and other programs and activities.

The City developed a Comprehensive Outdoor Recreation Plan in 2010. This is a five-year plan and should be updated in 2015.



Figure 5-6
City of Onalaska Points of Interest Map



Source: City of Onalaska

Telecommunication Facilities

CenturyLink and Charter Communications provide Onalaska residents with local telephone service, cable television and high-speed internet access. Several long-distance providers offer service in the Onalaska area.



An extensive fiber optic network exists through the Onalaska area, much of which has been necessitated by the medical facilities in the area. This high-tech infrastructure is anticipated to remain competitive and be upgraded frequently to ensure the industries located within the region are able to obtain the technology they need to conduct consistent business.

Power Plants, Transmission Lines, and Electric Utilities

The nearest power plant is the Xcel Energy plant located on French Island, west of Onalaska.

The American Transmission Company has in conjunction with Xcel Energy has proposed to run a 345-kilovolt transmission line to alleviate electrical system reliability issues throughout the Midwest. There are two lines proposed for this line, which would be run from a substation in Holmen located on Briggs Road, to Dane County. The proposed southern route would run south along Highway 53 through the City of Onalaska to I-90 where it would then be routed towards Sparta. Many homes and businesses would be in close proximity to this proposed route. The northern route would run from the Briggs Road substation north and east, avoiding Onalaska. It is anticipated that the Public Service Commission (PSC) will make a decision by mid-2015 on which route the transmission line will follow. The northern route is the preferred route from Onalaska's perspective due to the disruptive nature, expense, and new corridor acquisition required to make the southern route feasible.



Xcel Energy and Riverland Energy provide electric services throughout the City.

Natural Gas

Xcel Energy provides natural gas throughout the City.

Cemeteries

The City of Onalaska owns and operates the Onalaska Cemetery, located on Main Street between Twelfth Avenue South and Thirteenth Avenue South. The cemetery has adequate space for the foreseeable future after recently purchasing additional property for future expansion.

Law Enforcement

The City of Onalaska Police Department is located in City Hall. The department has approximately 30 full-time personnel that provide 24 hour coverage for the City.

Fire Department

The Onalaska Fire Department is a combination fire department comprised of 11 career Firefighter EMT's, 25 paid-on-call Firefighter EMT's, one full-time Chief, one full-time Assistant Chief/Fire Marshal and one part-time Administrative Assistant. The department proudly delivers fire and EMS service at the EMT/non-transport level to the residents of Onalaska, from the fire station located at City Hall. The department responded to over 1,400 incidents in 2013.

The Onalaska Fire Department provides fire protection services at Insurance Services Office (ISO) public protection classification rating of class 3. The lower the number within this insurance rating scale (1-10), the lower insurance rates are for each property owner. The audit conducted in 2010 lowered (improved) the rating by two categories, and identified the need for an additional fire station and personnel.

Additional services provide by the Onalaska Fire Department include conducting in excess of 1,800 fire inspections annually, public safety education programs (2,032 children and 337 adults) in 2014, water and ice rescue, hazardous materials at technical level, rope, confined space rescue, and is highly involved in promoting the physical fitness of all firefighters.

Growth in the eastern portion of the City may necessitate a new fire substation to serve expanding commercial and residential development.

Post Office

The City of Onalaska Post Office is located at 304 11th Avenue North.





Public Works Department: Streets, Stormwater, Water & Sanitary Sewer

The Onalaska Public Works Department is responsible for storm water management, road, alley, sidewalk, lighting, street trees and street sign maintenance, solid waste, water, sanitary sewer and city cemetery. This department is located at 252 Mason Street.

City Hall

The City Hall is located at 415 Main Street and houses many of the administrative offices for City employees. This 59,000 square foot facility was completed in 2000.

The City operates on a full-time mayoral form of government. The Mayor is elected every four years. Six alderpersons from three aldermanic districts are elected for two year terms on a staggered basis – one alderman position from each district is elected each year.

Coulee Region Joint Municipal Court

The Coulee Region Joint Municipal Court processes ordinance and traffic citations issued by the Police Departments of Onalaska as well as the Villages of Bangor, Holmen, West Salem, and the Towns of Campbell, Rockland and Shelby. This is operated out of the Onalaska City Hall.

Medical/Health Care Facilities

Two large regional medical centers have facilities in Onalaska – Gundersen Health System and Mayo Clinic Health System – Franciscan Healthcare. Each also has a large hospital and clinic in La Crosse. Mayo Clinic Health System recently acquired a 187 parcel of land on the east side of Sand Lake Road. While plans have not been made public, hints at expanding their health care practice in Onalaska have been rumored.

Several chiropractors, massage therapists, dental clinics and ophthalmologists have practices in the City as well.

Gundersen Health System is ranked among Healthgrade America's 50 Best Hospitals – placing it in the top 1 percent in the nation. They also received the 2014 Healthgrades Distinguished Hospital Award for Clinical Excellence – 1 of only 260 hospitals to receive this award.

Mayo Clinic Health System extensively collaborates with Mayo Clinic which has been recognized as the best hospital in the US for 2014-2015 by U.S. News and World Report.



Library

The City of Onalaska is served by the Onalaska Public Library. This branch is part of the La Crosse County Library system, which also has facilities in Bangor, Campbell, Holmen and West Salem.

Constructed in 1989 and expanded in 2009, the Onalaska Public Library has approximately 20,000 square feet. It is open six days per week (closed on Sundays). The library offers internet access, books, magazines, newspapers, videos, CD's, DVD's and books on tape. The Onalaska Historical Museum is also located in this facility.

Schools

The City of Onalaska is served by a wide assortment of educational facilities at the elementary, primary, secondary, vocational and postsecondary levels. In addition, some facilities offer preschool, kindergarten, special education, religious, business, industrial, trade and vocational training. The Onalaska School District has a student population of 3,046. This makes the district the 73rd largest in the State in terms of size. The Holmen School District has a student enrollment of 3,898, making the district 49th largest in the State. School district performance measurements are presented in the Issues and Opportunities Element. Please refer to the Issues and Opportunities Element for this information.

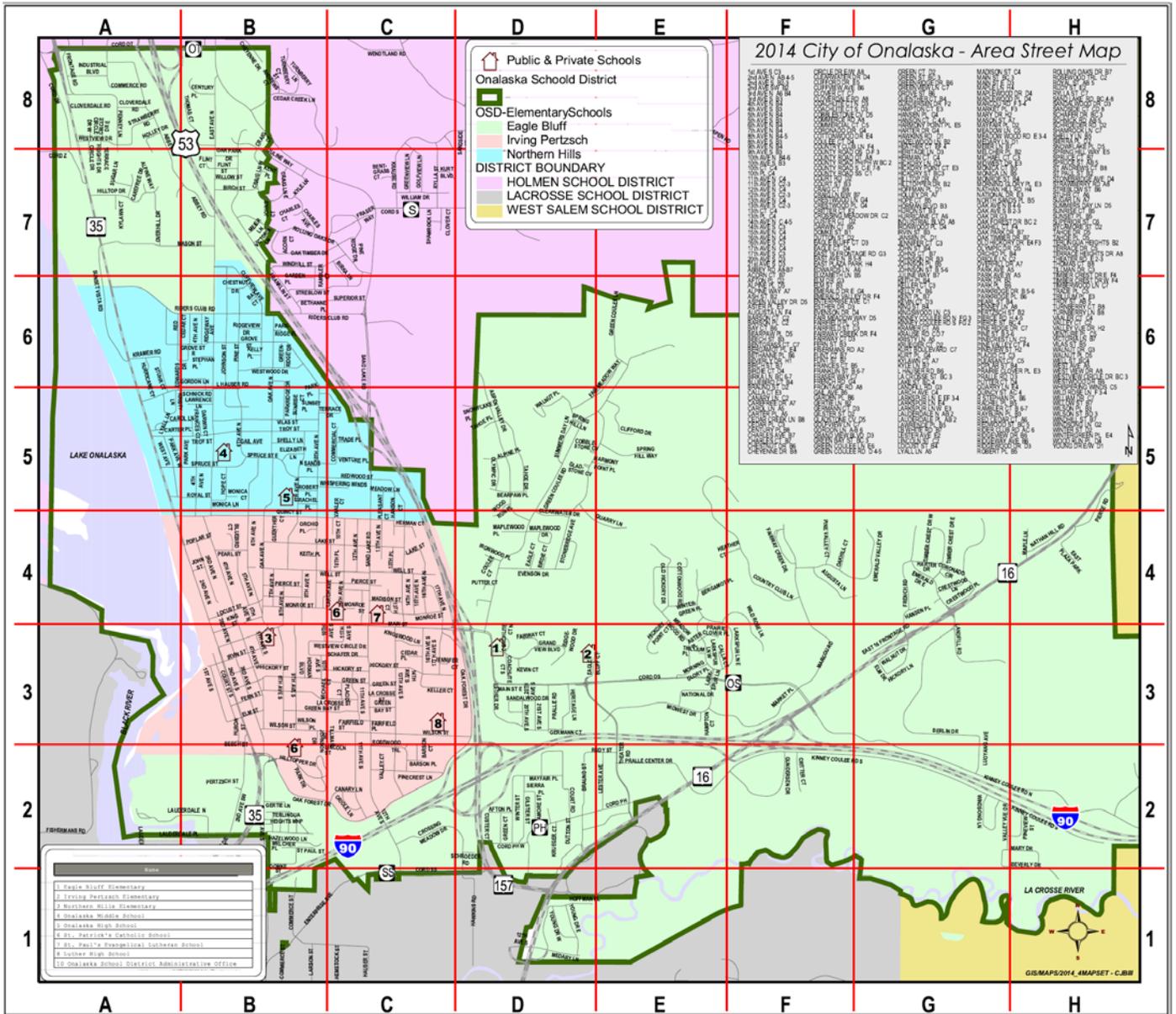
Table 5-1
Onalaska and Holmen School District Size - 2014

State Rank (out of 449)	District	County	Enrollment
73	Onalaska	La Crosse	3,046
49	Holmen	La Crosse	3,898

Source: Wisconsin Department of Public Instruction



Figure 5-8
School District Boundary Map - 2014



Source: City of Onalaska

Several adult education centers offer higher education and continuing education classes and programs are located in close proximity to Onalaska. A branch of Globe University is also located in Onalaska. Other nearby colleges in La Crosse include the Western Wisconsin Technical College, as well as the University of Wisconsin-La Crosse and Viterbo University.



Private Schools

“Smaller communities must scramble to generate the necessary tax revenue from businesses and residents when the population rises, because an increase in households results in congested roadways, crowded public schools, and strained water and sewer infrastructures. Improving all these services - building new roads and schools, laying new pipes, higher more fire and police personnel – requires significant investment. For this reason, cities, Cities, towns, and counties must anticipate future population growth and plan accordingly so that the systems don't all require costly upgrades simultaneously.”

- McKnight Foundation, re:focus: Making Choices for Future Generations.

As of 2014, the City has three private schools (St. Patrick’s, St. Paul’s Evangelical Lutheran, and Luther High School) serving students that would otherwise attend the Onalaska Public School District with a combined student population of 674. Local communities do not get involved with the planning and administration of these schools, other than typically playing a regulatory role.

Senior Care Facilities

The City of Onalaska is served by numerous senior care facilities. Community-based residential facilities typically offer room and board and basic nursing care. Adult family home facilities provide similar services to community-based residential facilities, but can only serve up to four adults at one time. A nursing home is a place where five or more unrelated peoples receive care or treatment, and require 24-hour nursing services due to a mental or physical condition. Residential Care Apartment Complexes are independent apartment units where individuals needing up to 28 hours per week of supportive care, personal care or nursing services can reside.



Table 5-2
Onalaska Licensed Senior Care Facilities - 2014

Facility Type	Name	Address	Capacity
Community Based Residential Facility	Sterling House of Onalaska	949 10 th Avenue	20
	Meadows at Springbrook	861 Critter Court	39*
	Eagle Crest Memory Care	351 Mason Street	20
Adult Family Homes	Cliffview	1422 Cliffview Avenue	4
	REM Wisconsin III Inc - Emerald Drive B	3722 Emerald Drive	4
	Westview Circle	1028 Westview Circle Drive	4
	Aurora Residential Alternatives Inc #107	N4966 Stuhr Court	4
	Tidal Wave	N5005 Hurricane Court	4
	Knapp Birka Lane AFH	1537 Birka Lane	4
	Coulee Care Main Street	1106 Main Street	4
	Chrishaven Onalaska North	737 10th Avenue North	4
	Holtan House Residential Services	2149 Abbey Road	4
	Hurricane	N5009 Hurricane Court	4
	Chrishaven II (South)	1308 10th Avenue	4
	Chrishaven II (North)	1310 10th Avenue	4
	REM - Kristy Lane	1038/1040 Kristy Lane	4
	Creative Community Living Services Inc.	837 Main Street	4
	Chrishaven Onalaska South	735 10th Avenue North	4
	REM Wisconsin III Inc - Emerald Drive A	3724 Emerald Drive	4
	Creative Community Living Services Inc.	N5412 Circle Drive W	3
Aurora Residential Alternatives Inc #104	411 6th Avenue N	4	
Adult Day Care	Coulee Region Adult Day Care Center	1062 Oak Forest Drive	50
Nursing Home	Onalaska Care Center	1600 Main Street	104
Personal Care Agency	Lori Knapp Inc. Onalaska	816 2nd Avenue South	N/A
Residential Care Apartment Complexes	Eagle Crest Senior Living Community	351 Mason Street	70
	Springbrook Community Assisted Living Inc.	861 Critter Court	61*
	Laurel Manor	108 17th Avenue South	12
	Eagle Crest Assisted Living	351 Mason Street	42

*Reflects number currently under construction.

Source: Wisconsin Department of Children and Families

The City has approximately 2,600 residents aged 65 and over, with senior living capacity of approximately 489.



Child Care Facilities

There are 35 licensed childcare providers in Onalaska. Group facilities have capacities of over nine children, while family facilities can have up to eight children at a time.

Table 5-3
Onalaska Licensed Child Care Facilities - 2014

Facility Type	Name	Address	Capacity
Group	Children's Tree House	1052 Oak Forest Dr	104
	YMCA Child Care Center	400 Mason St	100
	Little Minds Learning Center	2531 E Main St	90
	Christian Chapel Day Care Center	1415 Well St	73
	YMCA School Age - Eagle Bluff	200 Eagle Bluff Ct	72
	Red Balloon Onalaska	573 Braund St	68
	Childfirst - Onalaska	1828 E Main St	65
	YMCA School Age - Northern Hills	511 Spruce St	64
	YMCA School Age - Pertzsch	524 Main St	60
	Wiggles and Giggles Preschool and Childcare	2703 Sand Lake Rd	50
	Gentle Lambs Childcare Center	3340 S Kinney Coulee Rd	50
	Joy's Day Care	1457 Oak Forest Dr	50
	Education Station	903 Riders Club Rd	40
	The Creative Child	310 Main St	40
	First Lutheran Preschool	410 Main St	29
	Midway's Lil Peanuts	W7052 2Nd St	19
Life's Little Blessings	3005 State Road 35	15	
Family	Lil' Loons Childcare	314 6Th Ave N	8
	Julie's Daycare	N4650 Crestwood Ln	8
	Tammy's Day Care	310 2Nd Ave S	8
	Tammy's Tiny Treasures	314 3Rd Ave S	8
	Time to Care Day Care	1036 La Crosse St	8
	Viv's ABC Kind Care	210 5Th Ave S	8
	Old Schoolhouse Child Care	N6051 Filler Ct	8
	Diane Utecht	N6060 Prairie Dr	6
	Wendy Thorson	804 Park Ave	6
	Carrie Marx	2102 Esther Dr	6
	Heather Stapleton	403 7Th Ave N	6
	Jill Wojta	1026 Pierce St	6
	Ju Ju B's	W8315 Homestead Pl	6
	Kelly Rice	W6921 Walden Pl	6
	Lacey Baum	1411 Hickory St	6
Rebecca Rundle	622 Troy St	6	

Source: Wisconsin Department of Children and Families



There is a current child-care capacity of roughly 2,200, while the City has approximately 2,600 children under the age of 9.

Places of Worship

There are several Churches of various denominations within the City of Onalaska. The following is a listing of churches and their addresses.

**Table 5-4
Onalaska Places of Worship**

Place of Worship	Address
Cathedral of Praise	3340 S. Kinney Coulee Road
Christ is Lord Lutheran Church	1269 CTH PH
Christ is The King Lutheran Church	2703 Sand Lake Road
Church of Jesus Christ of Latter Day Saints	701 Well Street
Cornerstone Community Church	130 5 th Avenue North
First Lutheran Church	116 5 th Avenue South
First Free Church	123 Mason Street
Hope Christian Reformed Church	754 10 th Avenue North
Kingdom Hall of Jehovah's Witnesses	3059 Medco Court
New Hope Fellowship	420 2 nd Avenue South
Onalaska Christian Chapel, Church of Christ	1415 Well Street
Onalaska Community Church of the Nazarene	1231 East Avenue North
Onalaska United Methodist Church	212 4 th Avenue North
Sand Lake Wesleyan Church	N5761 Sand Lake Road
Shephard of the Hills Lutheran Church	1215 Redwood Street
St. Mark's Evangelical Lutheran Church, CLC	112 9 th Avenue North
St. Patrick's Catholic Parish	1030 Main Street
St. Paul's Evangelical Lutheran Church, WELS	1201 Main Street

Source: City of Onalaska

5.2 Assessment of Future Needs

Much of the infrastructure and services provided to City residents has adequate capacity. However, with the projected population growth, the water and sanitary systems use will need to expand. Expansion of the water system has been studied in depth and minimal expansion efforts are needed for water production. As more water is being produced, it will be critical to monitor water quality. It will be important to continue to monitor developments and their impact to the pressure zones.

The City will need to work closely with the La Crosse and Holmen wastewater system operators to ensure adequate capacity for increased development is maintained. The current contract runs through 2016 and will



have to be renewed or renegotiated soon. With the projected growth and related increases in stormwater runoff, additional stormwater utility features will be needed such as permeable paving, vegetative green roofs and stormwater recycling and reuse.

In general, the public facilities around the City are in good condition. City Hall houses the administrative offices for the City and is a modern building. The Public Works Department also has a newer maintenance and storage facility that is heavily used.

The City has been proactive in expanding its municipal boundaries. As the boundaries continue to expand, careful review must be taken to ensure that new development areas can adequately be served by utilities, emergency services and transportation networks. In particular, the Fire Department may need to develop an additional facility closer to the newer developments to ensure the City's ISO rating remains low. Additional population will also likely necessitate an increase to the Police Department, as a greater population will be demanding immediate responses for emergencies.

The City is facing an important challenge currently with a proposed high-voltage line being routed through the City. This will be an ongoing issue for another year until a final decision is made. If the decision to route the power line through the City is made, there will have to be significant ongoing communications with utility providers to ensure this is constructed in the least disruptive way possible. The City will continue to generally support the development of the northern line that avoids the City of Onalaska.

Working cooperatively with other public and private providers is encouraged to ensure residents' needs and demands are being met in an effective and efficient manner.



5.3 Utilities and Community Facilities Goals, Objectives and Policies

Goal 1: Coordinate the location of public utilities and facilities with projected growth and development patterns.

Objectives

- a. By coordinating community facilities and services planning with land use and transportation planning to efficiently utilize available land.
- b. By ensuring that park and recreation facilities are planned on a neighborhood, community and City-wide basis as related parts of a unified, well-balanced system to provide maximum opportunities for all residents.

Goal 2: Provide efficient and/or cost-effective utilities and community facilities.

Objectives

- a. By directing new development to areas that can be efficiently and economically served by existing or planned City streets, sanitary sewers, public water mains, stormwater management facilities, life and safety services.
- b. By continuing to require new development to pay the cost of municipal services, so that the existing taxpayers are not burdened with inequitable taxes or service costs.
- c. By continuing to work with La Crosse County, the City of La Crosse, the Village of Holmen, the Town of Onalaska and other municipalities to identify joint services and facilities where consolidating, coordinating or sharing services or facilities will result in better services and/or cost savings for Onalaska residents.



- d. By working with utility providers to promote energy conservation practices.
- e. By continuing to support the strong interrelationship with the school district in cooperative use of facilities.
- f. By promoting the highest and most efficient levels of police, fire and first responder services for the City.

Goal 3: Avoid environmentally sensitive areas when extending and constructing utilities and community facilities.

Objectives

- a. Comply with City’s Sanitary Sewer Service Agreement requirements.

Goal 4: Continue to provide services and facilities necessary to improve the quality of life of Onalaska's residents, property owners, businesses and visitors.

Objectives

- a. By maintaining and improving sewer and water system infrastructure through continued identification of deficiencies and planned infrastructure enhancement, maintenance and rehabilitation.
- b. By creating and maintaining attractive parks and open spaces that can be used as public gathering spaces throughout the community.
- c. Implement the Great River Landing planning recommendations.
- d. By involving the public in facility and utility expansion decisions, when possible, by asking for public comments and placing citizens on appropriate boards.

Goal 5: Continue to establish, administer and maintain a community-wide park and recreation system that provides high quality facilities to fulfill the expanding needs and expressed desires of the community.



Objectives

- a. By promoting the multiple use of facilities in design and development, such as developing school/park combinations and community centers/recreation spaces.
- b. By using pedestrian and bicycle facilities to connect parks and open spaces.
- c. By ensuring that land accepted in dedication either be set aside for preservation or accepted only after size, access, buffering and site design are demonstrated as suitable for development.
- d. By establishing acquisition priorities for needed outdoor recreation facilities based on accepted standards, identified existing and future needs, current park distribution throughout the community and land development patterns.
- e. By coordinating with school districts, public agencies, private groups and civic organizations to jointly offer community-wide recreational opportunities.
- f. By continuing to devote resources to first maintain and improve existing park and recreation areas and then to develop any new parks and recreation areas.

POLICIES AND RECOMMENDATIONS

Parks and Recreation

- 1) Continue to collect parkland fees or require parkland dedication or trail rights-of-way for all new developments. Work with park and recreation department to ensure adequate staffing is available for maintenance.
- 2) Staff should regularly evaluate park and recreation sources (programs, facilities and operations) to ensure that community needs are being met.
- 3) Parks should be designed with multiple access points from the surrounding neighborhoods and should be accessible by various modes of transportation.



- 4) To the extent possible, park facilities should be designed to meet the needs of all City residents, including the elderly, disabled, economically disadvantaged and pre-school age children. Because of the City's unique topography, this may not always be possible. Park facilities can be funded through impact fees, open space grants, subdivision dedications, user fees and general funds.
- 5) Continue to update and consult the City of Onalaska's Park and Recreation Plan when making park development and maintenance decisions.

Public Facilities

- 6) Maintain or improve the City's ISO rating (currently 3).
- 7) The City staff or board and the Onalaska and Holmen School Districts' staff or boards should meet jointly at least annually to plan education improvements. The City and school districts should work together to encourage siting, renovation and expansion of school facilities in areas that are best equipped to accommodate growth, as identified on the Future Land Use Map. School boundaries should be defined so as not to overcrowd any schools, if possible, and transportation should be coordinated so that schools are easily accessible by the neighborhoods they serve.
- 8) When reviewing subdivision applications, allow the Onalaska and Holmen School Districts to comment on the impacts of the new development on the Districts' capacity to provide education services, facilities and bus routes to those developments.
- 9) Evaluate the need for a future library expansion. When appropriate, conduct a space needs study to determine if expansion or relocation is appropriate.

Utilities

- 10) The City should approve proposals for annexation into the City of Onalaska only when meeting the following utilities and community facilities criteria, or if other important community goals are met:
 - The area proposed for annexation has access to or



can be easily connected to areas already served by the City, thereby allowing efficient delivery of services, facilities and utilities.

- The annexation is in an area designated for growth on the City's Future Land Use Map.
 - All public improvements, both off-site and on-site, necessary to serve the annexation area can be constructed and financed in accordance with City standards and policies, and with goals and objectives within this plan.
 - The annexation area can be developed in a timely manner so the City does not invest in development costs without the timely return of necessary fees and taxes.
 - The increased tax base and overall benefit to the City of approving the annexation outweigh the actual financial impact on the community for providing police, fire, road maintenance and other public improvements and services to the annexation area.
- 11) Ensure utilities are well maintained and functional.
- 12) Extend and upgrade public utilities (public water, sanitary and storm sewer) to logical infill areas as an incentive to encourage growth at appropriate locations in compliance with this plan.
- 13) Onalaska shall not extend its sanitary sewer and municipal water lines to development that is not located within the City boundaries unless appropriate compensation is provided.
- 14) Refer to Onalaska's Comprehensive Plan on an annual basis when updating the Capital Improvement Plan.

Efficiency/Cost Effectiveness

- 15) Continue to seek federal, state, private and local funding for parks and greenways and utility and facility improvements, including Tax Increment Financing (TIF), Community Development Block Grants (CDBG), Special Assessments and Impact Fees. Review City policies and update if needed on a bi-annual basis.



- 16) Continue to require developers to pay all development costs and to install streets and utilities in new developments. The Plan Commission may waive this provision if the developer meets other significant City goals.
- 17) Adequately maintain existing facilities. The City should budget sufficient funds in its Capital Improvements Plan to perform major and preventive maintenance of existing facilities. In general, the City should not acquire or construct major new capital facilities unless the appropriation for the maintenance of existing facilities is secured and the City can reasonably expect to maintain both facilities.
- 18) Require fiscal impact analyses of all major capital projects considered for funding. Such analyses should include, but not be limited to one-time capital costs, life-cycle operating and maintenance costs, revenues from the project and costs of not doing the project.

