

Plan Commission Sub Committee

of the City of Onalaska

Tuesday, September 20, 2016

1

1 The Meeting of the Plan Commission Sub Committee of the City of Onalaska was called to order
2 at 4:30 p.m. on Tuesday, September 20, 2016. It was noted that the meeting had been announced
3 and a notice posted at City Hall.

4

5 Roll call was taken, with the following members present: Skip Temte, City Engineer Jarrod
6 Holter, Ald. Bob Muth

7

8 Also Present: Interim Land Use and Development Director Katie Aspenson

9

10 **Item 2 – Approval of minutes from previous meeting**

11

12 Motion by Skip, second by Jarrod, to approve the minutes from the previous meeting as printed
13 and on file in the City Clerk’s Office.

14

15 On voice vote, motion carried.

16

17 **Item 3 – Public Input (limited to 3 minutes per individual)**

18

19 Ald. Muth called three times for anyone wishing to provide public input and closed that portion
20 of the meeting.

21

22

Consideration and possible action on the following items:

23

24 **Item 4 – Review and Consideration of a substantial modification to the Crossroads Center**
25 **Planned Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska, related**
26 **to signage submitted by Bruce Lundgren, on behalf of JLP Associates II of Eden Prairie,**
27 **6500 City West Parkway, Suite 315, Eden Prairie, MN 55344-7701 (Tax Parcel #18-3530-**
28 **10)**

29

30

1. PCID Amendment Fee of \$700.00 (PAID).

31

32

2. Abide by all conditions of original PCID Plan approved in January 10, 1989, October 10,
33 1989, and PCID amendments in July 10, 1990, May 14, 1991, and Site Plan approved in
34 March 19, 1991.

35

36

3. Project requires a Sign Permit as approved by the City of Onalaska.

37

38

4. Sign shall comply with the following regulations set forth in Wisconsin State Statute
39 84.30 (4) (b) & (bm) governing Electronic/Lighted/Multiple Message/LED signing for
40 on-premise signing:

41

42

(bm) Signs may contain multiple or variable messages, including messages on louvers

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43 that are rotated and messages formed solely by use of lights or other electronic or digital
44 displays, that may be changed by any electronic process, subject to all of the following
45 restrictions:

- 46 1. Each change of message shall be accomplished in one second or less.
- 47 2. Each message shall remain in a fixed position for at least 6 seconds.
- 48 3. The use of traveling messages or segmented messages is prohibited.
- 49 4. The Wisconsin Department of Transportation, by rule, may prohibit or establish
50 restrictions on the illumination of messages to a degree of brightness that is greater
51 than necessary for adequate visibility.
- 52
- 53 5. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
54 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
55 and improvements installed per approved plans prior to issuance of occupancy permits.
- 56
- 57 6. All conditions run with the land and are binding upon the original developer and all heirs,
58 successors and assigns. The sale or transfer of all or any portion of the property does not
59 relieve the original developer from payment of any fees imposed or from meeting any
60 other conditions.
- 61
- 62 7. Any omissions of any conditions not listed in committee minutes shall not release the
63 property owner/developer from abiding by the City's Unified Development Code
64 requirements.
- 65

66 Katie said the applicant's request is to amend the existing Planned Commercial Industrial
67 District development to allow for a new, larger pylon sign to replace the existing multitenant sign
68 serving Crossroads Center Development. The original development was allowed one
69 freestanding sign in 1983, with the dimensions being 20 feet high and 100 square feet. The sign
70 has routinely been refaced over the years as different businesses have arrived at and departed
71 from the development. Katie noted that in 1991 Crossroads II was allowed a second freestanding
72 sign off Braund Street. This sign originally noted "Crossroads Center" and Ciatti's, and it now
73 advertises The Ground Round. Katie noted that neighboring properties such as Wendy's, Good
74 Year and Valley Plaza have both taller and larger signs advertising their businesses. Wendy's
75 and the TJ Maxx multitenant signs are located within 100 feet of the multitenant sign serving
76 Crossroads Center. Katie said a developer would be limited to a sign measuring a maximum of
77 15 feet in height and 60 square feet if a new development were created and the developer wished
78 to have a freestanding sign that did not have the PCID overlay. These dimensions are
79 substantially less than what was approved in 1983.

80
81 Katie said the applicant wishes to increase the height of the sign from 20 feet to 28 feet, and also
82 increase the square footage from 100 square feet to 200 square feet. The method to allow the
83 increase is through an amendment to the PCID. Katie referred to the staff report and noted that
84 city staff had contacted the Wisconsin Department of Transportation and obtained feedback

Reviewed 9/26/16 by Katie Aspenson

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85 regarding the proposed design. Katie said WisDOT officials told city staff they did not see any
86 difficulties related to the changes. Katie noted that a public hearing will be held at the
87 September 27 Plan Commission meeting and said there are seven conditions of approval if this
88 item is recommended for approval by the subcommittee.

89
90 Motion by Skip, second by Jarrod, to forward to a public hearing at the September 27 Plan
91 Commission meeting review and consideration of a substantial modification to the Crossroads
92 Center Planned Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska, related
93 to signage submitted by Bruce Lundgren, on behalf of JLP Associates II of Eden Prairie, 6500
94 City West Parkway, Suite 315, Eden Prairie, MN 55344-7701, with staff's 7 conditions of
95 approval.

96
97 Jarrod asked Katie asked what steps the applicant would take regarding a request for a larger sign
98 if the PCID were not in place.

99
100 Katie said the applicant then would need to seek a variance.

101
102 On voice vote, motion carried.

103
104 **Item 5 – Review and Consideration of a substantial modification to the Crossroads Center**
105 **II Planned Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska, related**
106 **to construction of MOKA (freestanding coffee shop) submitted by Bruce Lundgren, on**
107 **behalf of JLP Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden**
108 **Prairie, MN 55344-7701 (Tax Parcel #18-3530-10)**

- 109
110 1. PCID Amendment Fee of \$700.00 (PAID).
111
112 2. Abide by all conditions of original PCID Plan approved in January 10, 1989, October 10,
113 1989, and PCID amendments in July 10, 1990, May 14, 1991, and Site Plan approved in
114 March 19, 1991.
115
116 3. Project requires a Site Plan Permit as approved by the City of Onalaska.
117
118 4. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
119 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
120 and improvements installed per approved plans prior to issuance of occupancy permits.
121
122 5. All conditions run with the land and are binding upon the original developer and all heirs,
123 successors and assigns. The sale or transfer of all or any portion of the property does not
124 relieve the original developer from payment of any fees imposed or from meeting any
125 other conditions.
126

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127 6. Any omissions of any conditions not listed in committee minutes shall not release the
128 property owner/developer from abiding by the City's Unified Development Code
129 requirements.

130
131 Katie said the applicant is requesting to amend the PCID development and allow the construction
132 of a 400-square foot drive-up coffee shop in the northeastern corner of the existing lot located at
133 9348 State Trunk Highway 16, which is west of Ground Round. Katie noted that city staff is
134 currently reviewing a basic site plan. The structure would disturb eight existing parking stalls,
135 and 16 would be restriped to create diagonal parking. Katie said the applicant also intends to
136 create one additional handicapped accessible stall, and the existing traffic lanes would be
137 restriped as a one-way drive through.

138
139 Katie said staff is asking that either the Plan Commission Subcommittee or Plan Commission
140 consider the following:

- 141
- 142 • If there is a need for additional landscaping/screening along the northern property line,
143 where there is residential development.
 - 144 • If there are any noise or odor concerns in terms of hours of operation.
 - 145 • If it is necessary to repave a portion of the private drive serving the existing development.

146
147 Katie noted that subcommittee members' packets include a letter from the applicant describing
148 the proposed development, the proposed site plan, and the proposed building elevations. A
149 public hearing will be held at the September 27 Plan Commission meeting. There are six
150 conditions of approval if the subcommittee recommends this item for approval.

151
152 Motion by Skip, second by Jarrod, to forward to a public hearing at the September 27 Plan
153 Commission meeting review and consideration of a substantial modification to the Crossroads
154 Center II Planned Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska,
155 related to construction of MOKA (freestanding coffee shop) submitted by Bruce Lundgren, on
156 behalf of JLP Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden Prairie,
157 MN 55344-7701, with staff's 6 conditions of approval.

158
159 Skip asked Jarrod if the traffic pattern has been examined.

160
161 Jarrod said the development would be in close proximity to Braund Street, which carries
162 approximately between 3,000 and 3,500 cars a day. Jarrod said there should be no complications
163 related to traffic, adding that Braund Street will be repaved in 2018. Jarrod also said he assumes
164 MOKA will serve a majority of its customers between 6 a.m. and 9 a.m.

165
166 Jarrod asked who is responsible for maintenance of the private drive.

167
168 Bruce Lundgren, the applicant, said his company is responsible for maintenance.

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169
170 Jarrod said staff occasionally receives calls from citizens who assume this is a city street and tell
171 staff that the road is in poor condition.

172
173 Skip referred to the PCID amendment application and noted that MOKA's address is listed as
174 123 West Avenue in the City of La Crosse. Skip noted that the application does not state if this
175 is West Avenue North or West Avenue South and asked if this would cause any legal
176 entanglements.

177
178 Katie said the application will be changed to state that MOKA's address is 123 West Avenue
179 North.

180
181 On voice vote, motion carried.

182
183 **Item 6 – Review and Consideration of a rezoning request filed by Tyler Edwards on behalf**
184 **of Menard, Inc. Properties, 5101 Menard Drive, Eau Claire, WI 54703, from a combination**
185 **of Light Industrial (M-1) and Industrial (M-2) to Light Industrial (M-1) and Industrial (M-**
186 **2) to accommodate new CSM parcel boundaries at 1301 Sand Lake Road/County Road**
187 **S/902 Riders Club Road, Onalaska, WI 54650 (Tax Parcels #18-4523-25, 18-4523-26, 18-**
188 **4523-27 & 18-4523-28)**

- 189
190 1. Rezoning Fee of \$300.00 (PAID).
191
192 2. Any future improvements to this parcel will be subject to additional City permits (i.e.,
193 site plan, building permits).
194
195 3. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
196 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
197 and improvements installed per approved plans prior to issuance of occupancy permits.
198
199 4. All conditions run with the land and are binding upon the original developer and all heirs,
200 successors and assigns. The sale or transfer of all or any portion of the property does not
201 relieve the original developer from payment of any fees imposed or from meeting any
202 other conditions.
203
204 5. Any omissions of any conditions not listed in committee minutes shall not release the
205 property owner/developer from abiding by the City's Unified Development Code
206 requirements.
207

208 Katie said the applicant wishes to rezone the four parcels Menards has reconfigured based on a
209 Certified Survey Map that came before the Plan Commission and Plan Commission
210 Subcommittee earlier in 2016. Katie said the outcome of changing the parcel boundaries is that

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211 some of the parcels have two zoning districts because the zoning district does not automatically
212 change with new parcel lots. Katie said the purpose of this is “more housekeeping,” noting that
213 Menards had selected the zoning districts. The primary Menards structure will remain zoned
214 Industrial, and the three outlots that Menards has for future sale would be zoned Light Industrial.
215 Menards will be allowed to use all the permitted uses in the B-1, B-2 and M-1 districts. Katie
216 noted a public hearing will be held at the September 27 Plan Commission meeting. Staff has five
217 conditions of approval if this item is recommended for approval by the subcommittee.

218

219 Motion by Skip, second by Jarrod, to forward to a public hearing at the September 27 Plan
220 Commission meeting review and consideration of a rezoning request filed by Tyler Edwards on
221 behalf of Menard, Inc. Properties, 5101 Menard Drive, Eau Claire, WI 54703, from a
222 combination of Light Industrial (M-1) and Industrial (M-2) to Light Industrial (M-1) and
223 Industrial (M-2) to accommodate new CSM parcel boundaries at 1301 Sand Lake Road/County
224 Road S/902 Riders Club Road, Onalaska, WI 54650, with staff’s 5 conditions of approval.

225

226 Jarrod said a new map showing the proposed zoning will be needed for the September 27 Plan
227 Commission meeting.

228

229 Katie said the purpose of the map included in subcommittee members’ packets is to show the
230 split zoning situation.

231

232 Jarrod said the Certified Survey Map must be attached to the new zoning.

233

234 Katie said she will include the new map in committee members’ packets at the Plan Commission
235 meeting.

236

237 On voice vote, motion carried.

238

239 **Item 7 – Discussion and consideration of an amendment to the Unified Development Code**
240 **(UDC) regarding draft language for the creation of a new Medical Campus Zoning District**

241

242 Katie said the City of Onalaska contracted with Short Elliott Hendrickson to draft a new Medical
243 Campus Zoning District for the city and noted that the most updated version has been included in
244 subcommittee members’ packets. Katie said this version will be reviewed by city staff, city legal
245 counsel and city committees, including the Community Development Authority, and external
246 feedback also will be solicited. Katie said the draft ordinance has been sent to both Gundersen
247 and Mayo, adding that both have been asked to provide feedback regarding the proposed
248 language. Katie said the proposed district includes the following:

249

250 • Zoning District Purpose and Applicability of District to existing sites that request
251 rezoning into the new district.

252 • Campus Master Plan Requirement, which would be in effect for 10 years. A design

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253 showing the city what a medical facility's intentions are at a particular site over the next
254 10 years would be created. The city would request an update every eight years, and then
255 every five years thereafter. Content and Standards for Master Plan Approval/Changes
256 also are addressed.

- 257 • Permitted Uses and Accessory Uses
- 258 • Conditional Uses
- 259 • Height, Setback and Area Requirements. This is similar to the Planned Unit
260 Development Ordinance.
- 261 • Architectural Review Standards & Site Design Elements. The site design elements listed
262 within the ordinance also are what city staff reviewed during site plan review.
- 263 • Signage Regulations

264

265 Katie said city staff, city legal counsel and SEH had examined medical campus districts across
266 the nation when creating the draft ordinance. Katie said she is seeking Plan Commission input
267 regarding the draft ordinance. Katie also said updated versions of the code will be sent to both
268 Gundersen and Mayo.

269

270 Skip asked Katie if the special district applies to all five of the medical campuses located in the
271 city.

272

273 Katie said they would need to meet the requirement of a minimum of five acres.

274

275 Skip noted that Gundersen has a facility located on 11th Avenue, and also that Mayo has a
276 facility located on Well Street. Skip asked if the special district also would apply to these
277 facilities.

278

279 Jarrod said they would have to meet the zoning district they are in if they do not meet the
280 minimum of five acres.

281

282 Katie said all the parcels are being examined in an attempt to determine how they all work
283 together. Katie said a minimum of five acres is required for Planned Unit Developments. Katie
284 also said an attempt has been made to write the draft ordinance in a way that every dental office,
285 chiropractic office, or massage therapy facility is not included.

286

287 Skip asked if chiropractors would be included if they have a large facility.

288

289 Katie said one of the questions that has come forward pertains to better defining the uses in a
290 Medical Campus District.

291

292 **Adjournment**

293

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294 Motion by Skip, second by Jarrod, to adjourn at 4:55 p.m.

295

296 On voice vote, motion carried.

297

298

299 Recorded by:

300

301 Kirk Bey