

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Plan Commission Sub-Committee
DATE OF MEETING: September 20, 2016 (Tuesday)
PLACE OF MEETING: City Hall-415 Main Street
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. Review and Consideration of a substantial modification to the Crossroads Center Planned Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska, related to signage submitted by Bruce Lundgren, on behalf of JLP Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden Prairie, MN 55344-7701 (Tax Parcel# 18-3530-10).
5. Review and Consideration of a substantial modification to the Crossroads Center II Planned Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska, related to construction of MOKA (freestanding coffee shop) submitted by Bruce Lundgren, on behalf of JLP Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden Prairie, MN 55344-7701 (Tax Parcel# 18-3530-10).
6. Review and Consideration of a rezoning request filed by Tyler Edwards on behalf of Menard, Inc. Properties, 5101 Menard Drive, Eau Claire, WI 54703, from a combination of Light Industrial (M-1) and Industrial (M-2) to Light Industrial (M-1) and Industrial (M-2) to accommodate new CSM parcel boundaries at 1301 Sand Land Road / County Road S / 902 Riders Club Road, Onalaska, WI 54650, (Tax Parcels #18-4523-25, 18-4523-26, 18-4523-27, & 18-4523-28).

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. Jim Binash
Ald. Jim Olson
Ald. Jim Bialecki
*Ald. Bob Muth - Chair
Ald. Barry Blomquist
Ald. Harvey Bertrand
City Attorney Dept Heads
La Crosse Tribune
Onalaska Holmen Courier Life
WKTY WLXR WLAX
WKBT WXOW

*Committee Members

*Skip Temte
*Jarrod Holter, City Engineer
* *Kevin Schubert
Bruce Lundgren
Tyler Edwards
Plan Comm. Members
Onalaska Public Library Omni Center
* * Alternate Member - for City Engineer

Date Notices Mailed and Posted: 09-15-16

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.

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

8. Adjournment.



CITY OF ONALASKA

Agenda Item:

4

STAFF REPORT

Plan Commission Sub-Committee – September 20, 2016

- Agenda Item: Request to amend the Crossroads Center (PCID) Development.
- Applicant/Owner: Bruce Lundgren of JLP Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden Prairie, MN 55344-7701
- Parcel Number: 18-3530-10
- Site Location: Crossroads Development, 9348 State Road 16, Onalaska, WI 54650
- Existing Zoning: Light Industrial (M-1) District with Planned Commercial Industrial District (PCID) Overlay

Background:

The applicant is requesting to amend the Planned Commercial Industrial District (PCID) development to allow a new, larger pylon sign to replace the existing multi-tenant sign serving Crossroads Center Development. The original development was allowed one (1) freestanding sign in 1983 (20' high and 100 SF), which has been routinely refaced with the addition of new tenants over throughout the life of the development. In 1991, Crossroads II was allowed a second freestanding sign off Braund Street, originally noting "Crossroads Center" and Ciatti's. This sign was re-faced to now advertise Ground Road.

Currently, neighboring properties have both taller and larger signs (Wendy's, Good Year, Valley Plaza, etc.) advertising their businesses. Wendy's and the TJ Maxx multi-tenant signs are within 100 feet of the multi-tenant sign serving Crossroads Center which, according to the City's Unified Development Code, limits new signage to a maximum of 15' in height and 60 square feet – which is substantially less than what exists today.

The applicant is requesting to increase the height of the sign from 20 feet to 28 feet and increase the square footage from 100 SF to 200 SF. The method to allow this change is through an amendment to the Planned Commercial Industrial District as the original sign was permitted as part of the initial development. The intention is to identify the shopping center name, anchor tenants, and incorporate an electronic message center for smaller tenants. Please see the enclosed documents for the proposed sign, existing site plan, and a letter from the applicant for your consideration. City staff have also contacted the Wisconsin Department of Transportation for comments the proposed activity.

Action Requested: 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 requested PCID amendment application.

REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION SUB-COMMITTEE:

September 20, 2016

Agenda Item 4:

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

1. PCID Amendment Fee of \$700.00 (PAID).
2. Abide by all conditions of original PCID Plan approved in January 10, 1989, October 10, 1989 and PCID amendments in July 10, 1990, May 14, 1991, and Site Plan approved in March 19, 1991.
3. Project requires a Sign Permit as approved by the City of Onalaska.
4. Sign shall comply with the following regulations set forth in Wisconsin State Statute 84.30 (4) (b) & (bm) governing Electronic/Lighted/Multiple Message/LED signing for on-premise signing.

(bm) Signs may contain multiple or variable messages, including messages on louvers that are rotated and messages formed solely by use of lights or other electronic or digital displays, that may be changed by any electronic process, subject to all of the following restrictions:

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



August 10, 2016

Katie Aspenson, AICP
Interim Land Use & Development Director
Planning/Zoning Dept.
City of Onalaska

**RE: FORMAL REQUEST FOR AN AMENDMENT TO THE PLANNED
COMMERCIAL INDUSTRIAL DISTRICT (PCID/PUD) FOR
CROSSROADS CENTER DEVELOPMENT TO ACCOMMODATE A
NEW LARGER PYLON SIGN**

Dear Katie:

JLP Associates II of Eden Prairie, the owner of Crossroads Center, requests an amendment to the PCID / PUD for the Pylon Sign at Crossroads Center Development. Crossroads Center received our sign permit in 1989 when we constructed our center after Cub Foods sign permit was issued in 1983. Additionally, Wendy's was up and operating and had their sign approval prior to ours. Both Wendy's and Cub's signs are within 100 feet of our sign parcel which limits our sign to 100 square feet and 20 feet in height. Our shopping center has a separate parcel for the pylon sign which is Tax Parcel 18-3531-5.

Wendy's, Goodyear and Valley Plaza all have taller and some larger signs even though their buildings are much smaller and sit with excellent visibility to Highway 16. Crossroads Center is 68,196 square feet with 16 tenants and limited visibility (see attached site lines plan). Our current sign is only large enough to include our four anchor tenants which leaves 12 smaller tenants with no ability to sign.

What we would like to see is our sign at the same height as TJ Maxx, PetSmart and Old Navy's sign which is 28 feet tall, and increase the sign size to 200 square feet per side. This would allow us to identify the shopping center name, our anchor tenants and add a messaging board for our smaller tenants. This new sign is designed to match our new color scheme as part of an overall makeover and remodeling currently taking place at Crossroads Center. Our existing sign is dwarfed by neighboring signs and does not properly represent our shopping center (please see attached pictures).

Your consideration of our request will be greatly appreciated.

Best Regards,

A handwritten signature in blue ink, appearing to read "Bruce E. Lundgren", is written over the typed name.

Bruce E. Lundgren, on behalf of
JLP Associates II of Eden Prairie



City of Onalaska, Department of Planning & Zoning, 415 Main Street, Onalaska, WI 54650

PUD / PCID AMENDMENT APPLICATION

The following checklist will ensure the timely processing of your application:

- ➔ **Overview/ Cover Letter Describing the following:**
 - ▶ Detailed Description of Proposed Amendment
 - ▶ Plan Set including: Grading/Drainage, Utilities, Site Layout, Landscaping, etc.
- ➔ **\$700 Permit Application Fee** (Payable to the City of Onalaska) if a Public Hearing is requested or required*.

If incomplete, no further processing of the application will occur until the deficiencies are corrected.

An amendment to an approved Planned Unit Development (PUD) or Planned Commercial Industrial District (PCID) may be proposed at any time. Amendments shall be initiated by submitting a completed application by owners of the parcels in question. Depending on the degree of the amendment, a public hearing may be required by the Plan Commission.

*Any changes to the PUD/PCID requires Plan Commission and if determined a substantial change, the Plan Commission and Common Council will review the amendment with a public hearing.

Brief Description of Request to Amend a PUD or PCID.

Amend the PCID to accommodate a larger sign of 28' tall and 200 square feet of signage per side. This will allow all of our Tenants to have an opportunity to sign through the use of an electronic messaging center.

Property Address:

Parcel Number:
 18-3531-5 Sign Parcel
 18-3530-10 Shopping Center Parcel
 18-3531-7 Easement

Zoning District:
 m-1, w/PCID

Applicant: JLP Associates II of Eden Prairie

Mailing Address: 6500 City West Parkway, Suite 315
 City, State, Zip: Eden Prairie, MN 55344

Phone Number: 952-941-0662
 Email: brucelundgren@sdcretail.com Primary Contact

Business:

Owner/Contact:
 Mailing Address:
 City, State, Zip:
 Phone Number:
 Email: Primary Contact

Property Owner:

Contact: Bruce Lundgren
 Mailing Address: 6500 City West Parkway, Suite 315
 City, State, Zip: Eden Prairie, MN 55344
 Phone Number: 952-941-0660
 Email: brucelundgren@sdcretail.com Primary Contact

The undersigned hereby makes an application for the location stated herein. The undersigned agrees that all work shall be done in accordance with the requirements of the City of Onalaska Unified Development Code / Zoning Ordinance and with all other applicable City Ordinances and the laws and regulations of the State of Wisconsin.

Signature of Applicant: Bruce Lundgren	Date: 8-10-16
Signature of Property Owner: Bruce Lundgren, Partner	Date: 8-10-16
OFFICE USE ONLY: Date Submitted: 8/11/16	Permit Number:
Permit Fee: \$700	Application Received by: LA

JLP ASSOCIATES II OF EDEN PRAIRIE / 18-

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CITY OF ONALASKA
 REC#: R00053679 08/11/2016 11:16 AM
 TRAN: 450 PLANNING & ZONING
 OPER: CI TERM: 1
 TKBY : CASH 01

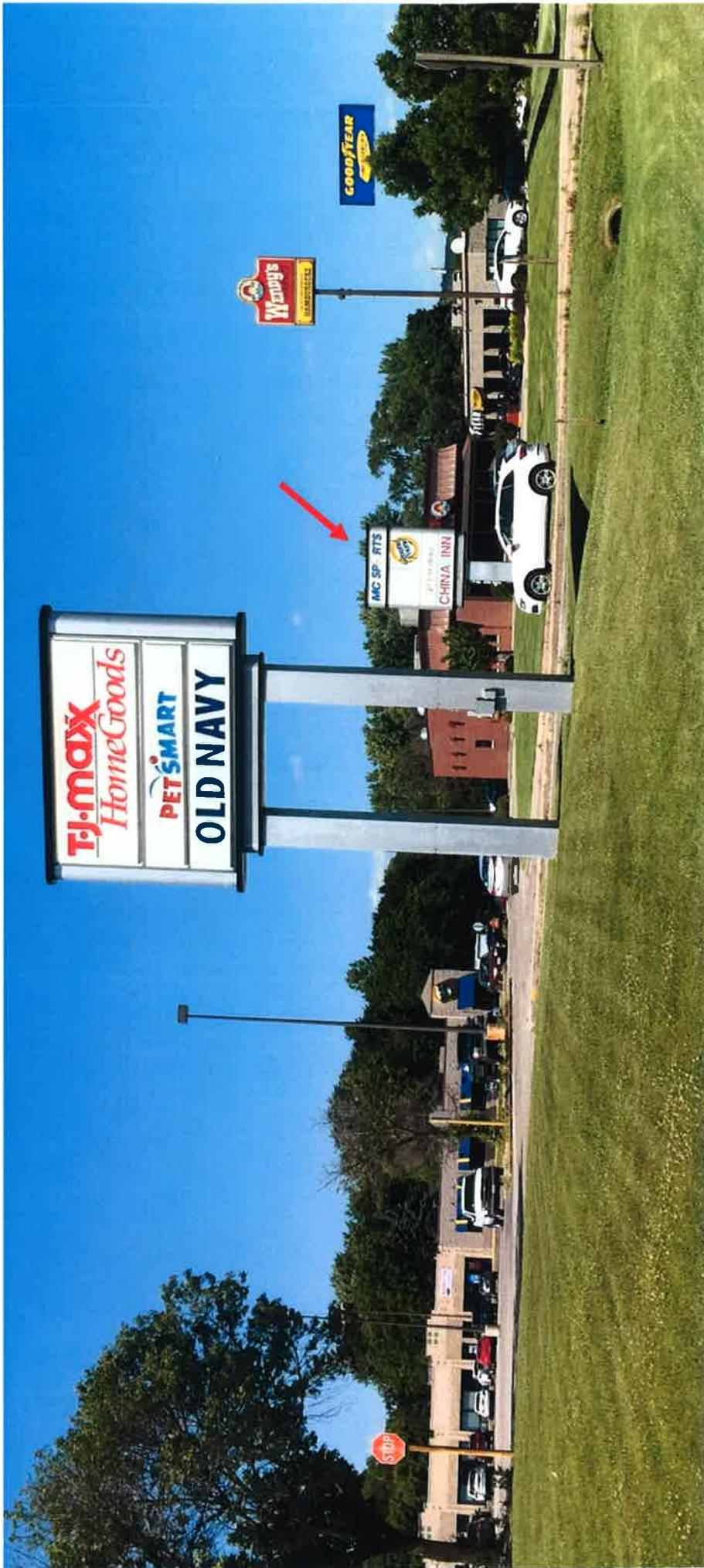
"Existing signage" #1



"Existing Signage" #2



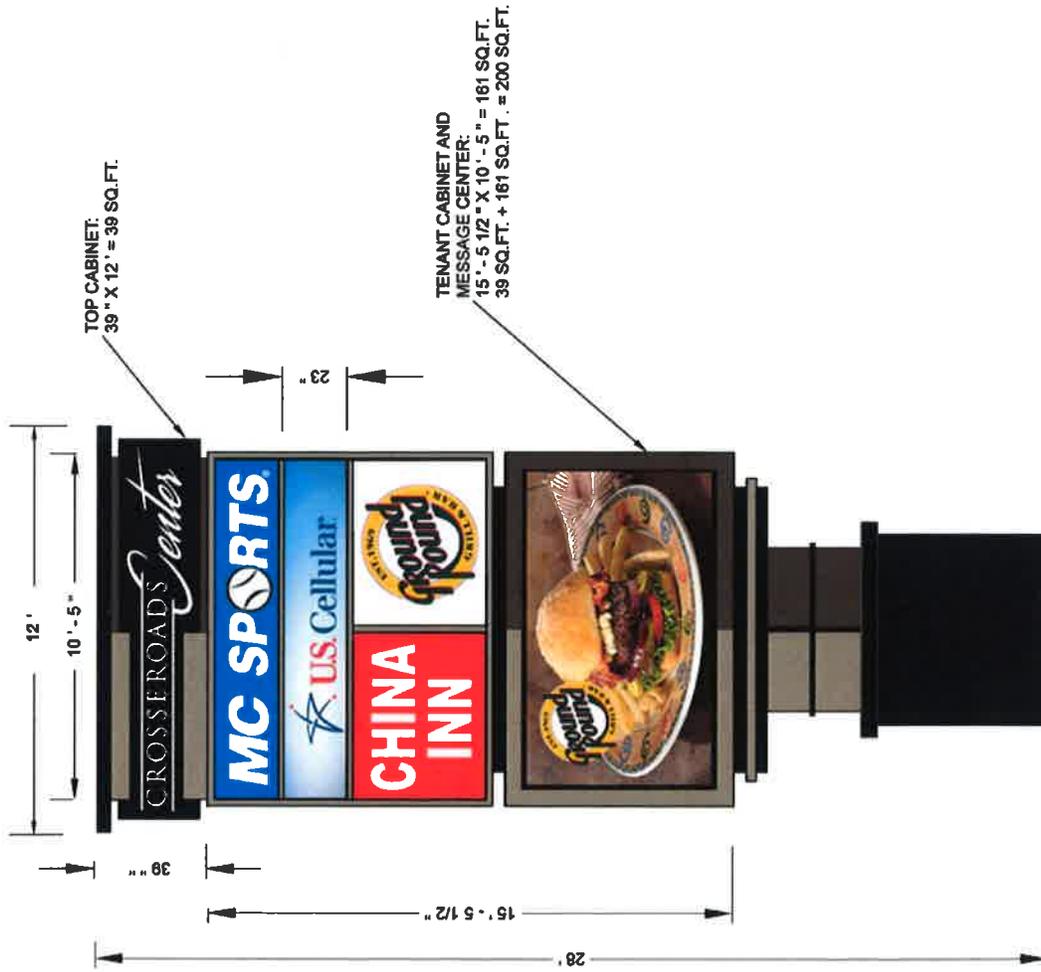
"Existing Signage" #3



DESCRIPTIVE TITLE PYLON SIGN CONCEPT.

SPECIFICATION NOTES

- A ILLUMINATED DOUBLE FACED PYLON SIGN.



Approved by: _____ Date: _____

Landlord: _____

Date: _____

Job Name: CroCent-Pylon

Job Address: _____

Job File Location: _____

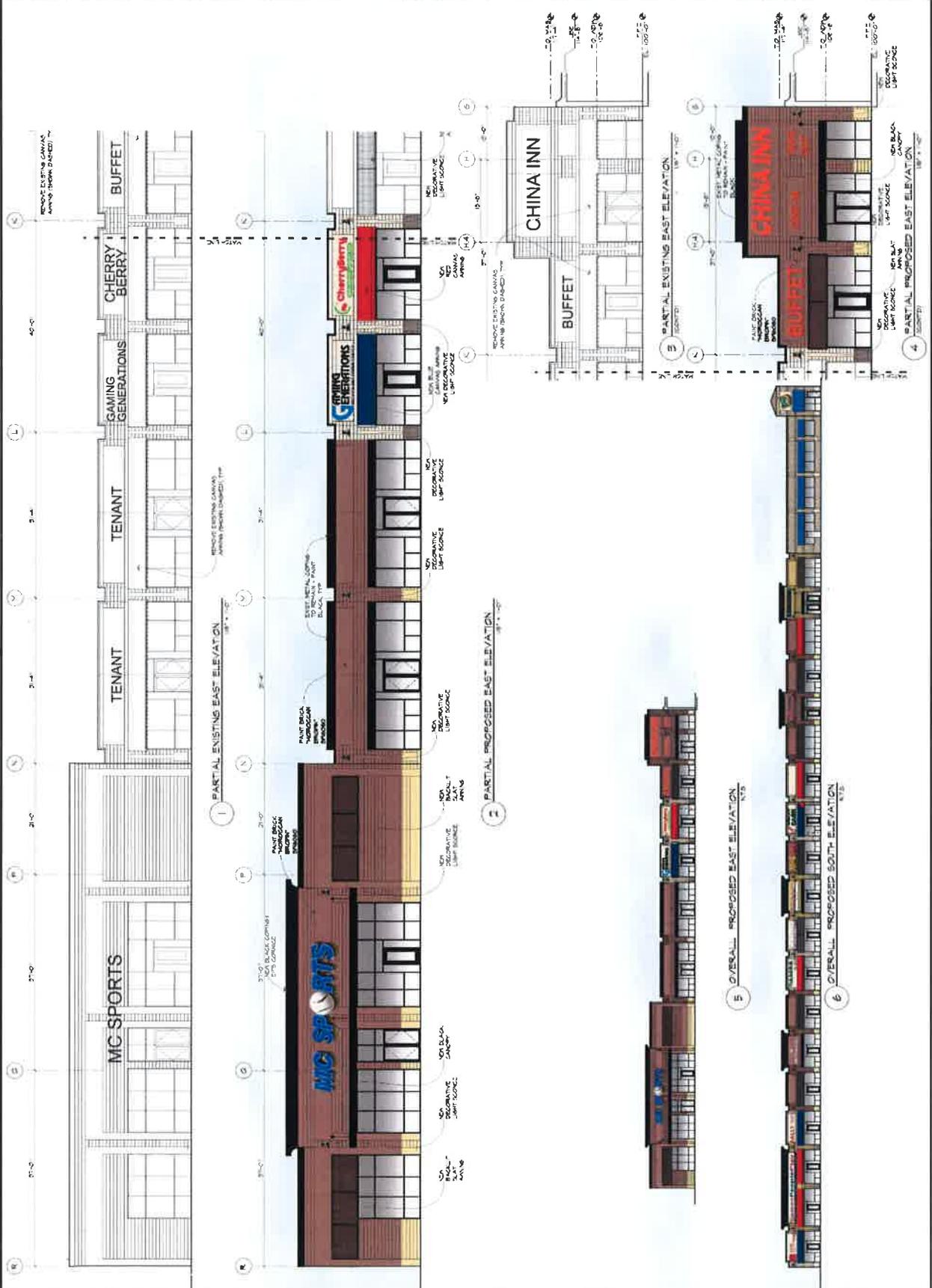
DESIGN SALES FILE COLOR KEY

Drawing by: MICHAEL V JOLIN Job Name: CroCent-Pylon Revision Number: REVISION 2
 Sign Type: PYLON SIGN Job Address: _____ Job File Location: _____
 Date Created: 7/20/2016 Last Modified: 7/26/2016 Salesperson: JAMES FUCHSEL
 Scale: _____ Job Number: #90345

LA CROSSE SIGN CO.
 MAKE A STATEMENT!
 1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450
 2242 Mustang Way • Madison, WI 53718 • 608-222-5353
 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6188

"Proposed" signage

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., Inc. and must be returned to them.
 *COLORS ON THIS ARTWORK ARE REPRESENTATIVE. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER.



Key Plan



Project Name	Exterior Remodel
Location	Onalaska, WI
Date	

I hereby certify that this plan, specification or report was prepared by a Licensed Architect under the seal of the State of Wisconsin.
 Project Name: EXTERIOR REMODEL
 Signature: [Blank]
 Date: [Blank]

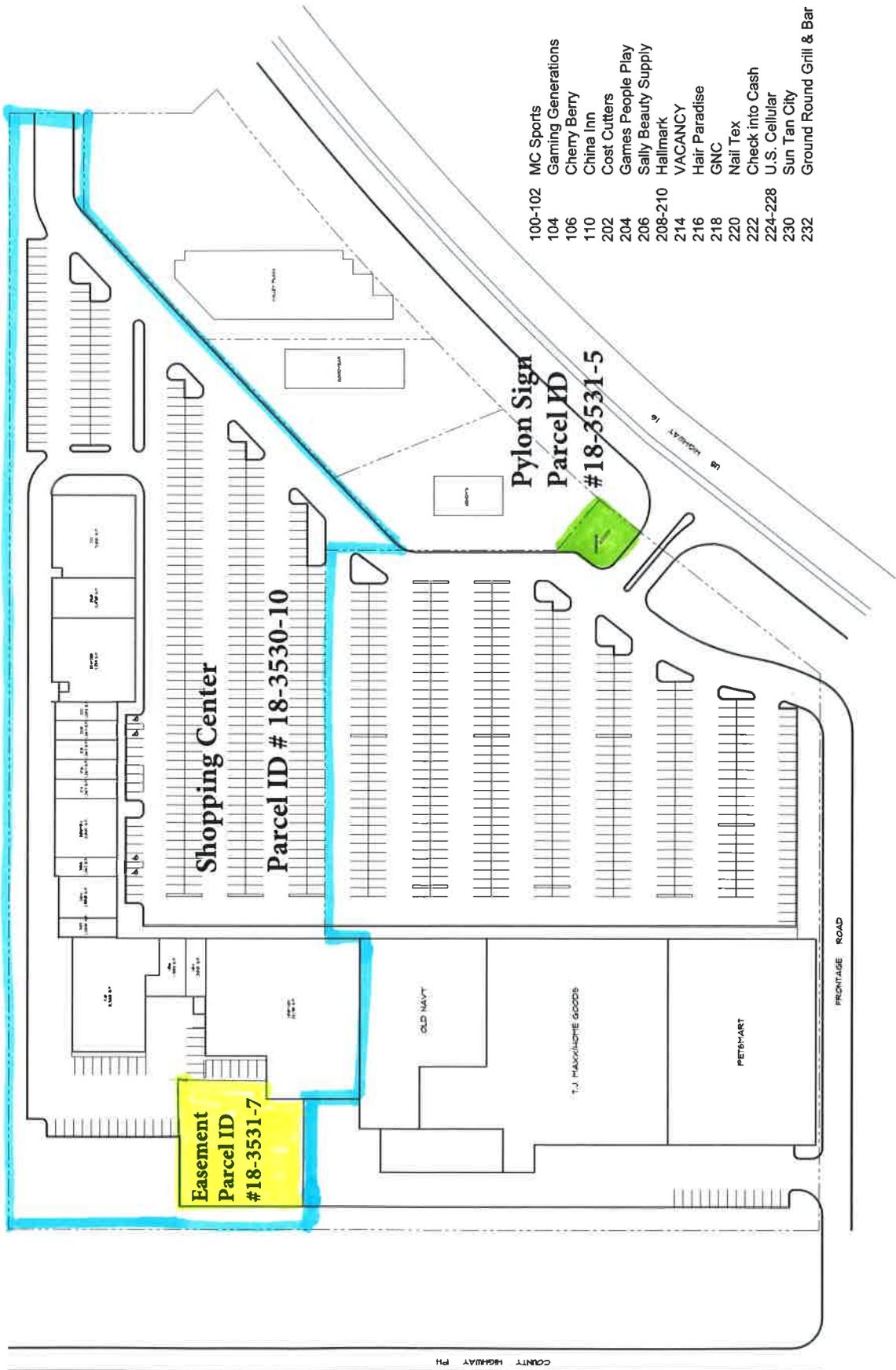
EXTERIOR STOREFRONT REMODEL
CROSSROADS CENTER ONALASKA, WI

PROJECT NUMBER	EX-08-01-01
ISSUED DATE	10-25-15
DRAWN BY	AK
CHECKED BY	AK

EXTERIOR ELEVATIONS

A3.1

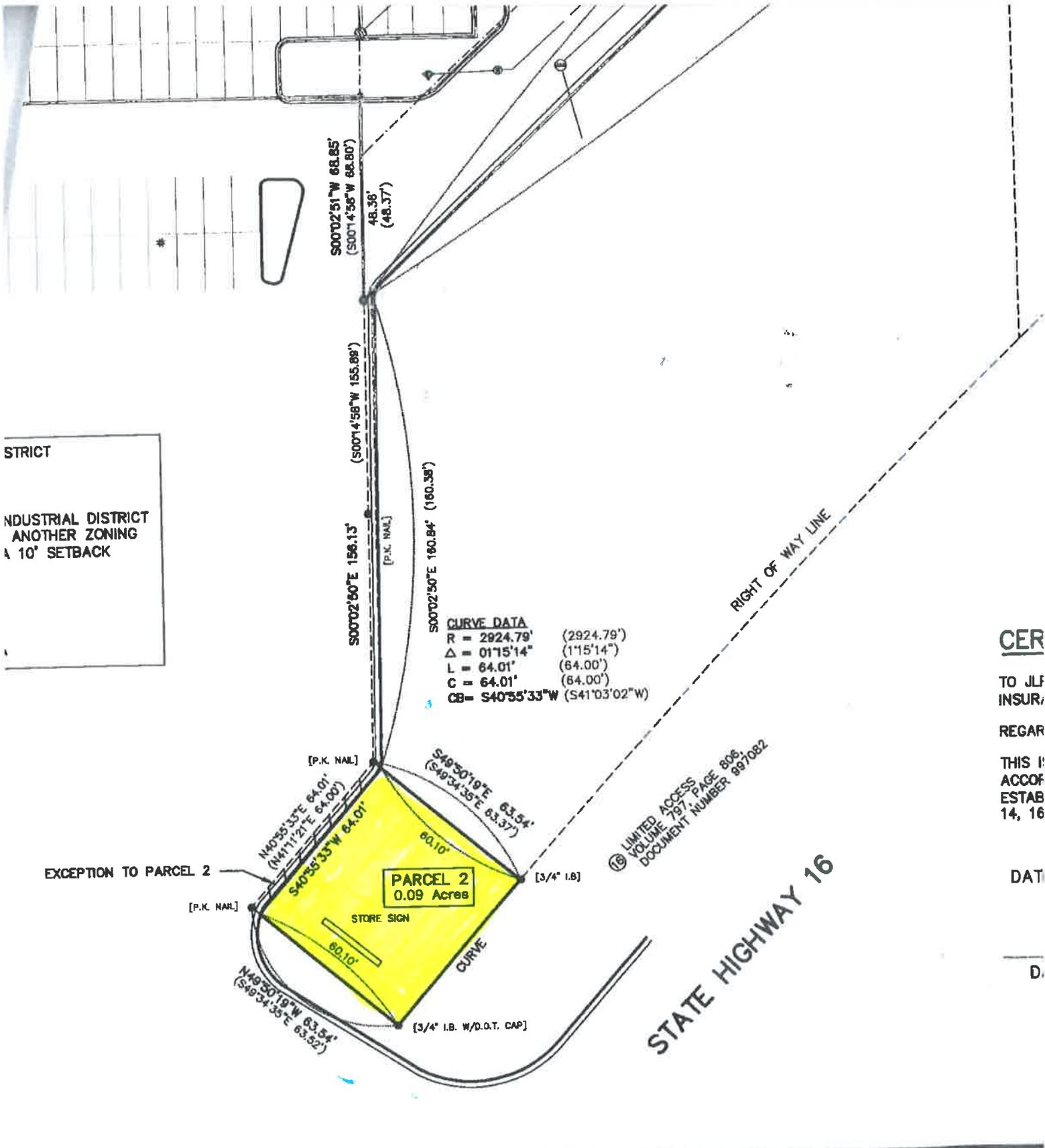




100-102	MC Sports	23,195 S.F.
104	Gaming Generations	1,200 S.F.
106	Cherry Berry	1,999 S.F.
110	China Inn	8,968 S.F.
202	Cost Cutters	1,200 S.F.
204	Games People Play	2,520 S.F.
206	Sally Beauty Supply	1,267 S.F.
208-210	Hallmark	3,801 S.F.
214	VACANCY	1,267 S.F.
216	Hair Paradise	1,267 S.F.
218	GNC	1,267 S.F.
220	Nail Tex	1,267 S.F.
222	Check Into Cash	1,203 S.F.
224-228	U.S. Cellular	7,224 S.F.
230	Sun Tan City	3,470 S.F.
232	Ground Round Grill & Bar	7,081 S.F.

STRICT

INDUSTRIAL DISTRICT
ANOTHER ZONING
A 10' SETBACK



CURVE DATA
 R = 2924.79' (2924.79')
 Δ = 01°15'14" (1°15'14")
 L = 64.01' (64.00')
 C = 64.01' (64.00')
 CB = S40°55'33"W (S41°03'02"W)

⑬ LIMITED ACCESS
 VOLUME 797, PAGE 808
 DOCUMENT NUMBER 897082

STATE HIGHWAY 16

CER
 TO JLF
 INSUR/
 REGAR
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 ACCOF
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 14, 16
 DAT
 D.

**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, SEPTEMBER 27, 2016
APPROX. 7:00 P.M.
(or immediately following public input)**

in Onalaska City Hall, 415 Main Street, Onalaska, Wisconsin 54650 at which time they will consider an application filed by JLP Associates II of Eden Prairie of 6500 City West Parkway, Suite 315, Eden Prairie, MN 55344 who is requesting to amend the PCID to accommodate a larger multi-tenant sign 28 feet tall and 200 square feet per side located at Crossroads Center, 9348 State Road 16, Onalaska, to allow tenants to have an opportunity to advertise individually and through the use of an electronic messaging center.

Property is more particularly described as:

Computer Number: 18-3530-10
Section 15, Township16, Range 7

PRT NE-NW COM NE COR S89D 11MW ALG N LN 60FT TO POB S89D11MW 1134.92FT
S59M55SW 180.59FT S89D45ME 155FT S59M W 72FT N89D45MW 25.63FT S14M W 98FT
S89D45ME 179.67FT N14ME 32FT S89D45ME 385FT S14MW68.8FT N46D35ME 480.48FT
N89D11ME 97.67FT TO W LN BRAUND ST

Computer Number: 18-3531-5
Section 15, Township16, Range 7

PRT NE-NW COM NE COR S89D 11MW 75.4FT S46D35MW 591.8FT S14MW 155.89FT TO POB
S49D 34ME 63.37FT S41D3MW 64FT N49D34MW 63.52FT N41D11ME 64FT TO POB(PYLON
SIGN PARCEL)

Computer Number: 18-3531-7
Section 15, Township16, Range 7

PRT NE-NW COM NE COR S89D 11MW 1194.92FT S59MW 180.59 FT POB S59MW 120FT
S89D45ME 129.37FT N14ME 48FT S89D45ME 25.63FT N59MW 72FT N89D45MW 155FT TO POB
SUBJ TO ESMT IN V695 P377 & SUBJ TO SS ESMT IN V1295 P707 & T/W & SUBJ TO ESMT IN
V702 P520 DOC NO. 94

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

More detailed information on this item will be posted to the City of Onalaska website www.cityofonalaska.com the Friday before the scheduled meeting under Agendas & Minutes/Plan Commission. This posting will contain the Plan Commission Agenda and all attachments referencing this item.

Dated this 2nd day of September, 2016.

Cari Burmaster
City Clerk

AFTON PL

PROPERTIES WITHIN 250ft OF PARCELS: 18-34530-10, 18-3531-5, 18-3531-7

WINTER ST

GILSTER ST

ST

KRUEGER CT

DUTTON ST

9366

CORD PH W

1222

1220

1216

1214

1212

1258

1264

706

705

720

717

730

1227

708

707

722

719

732

710

709

724

721

734

9364

9362

1223

18-3530-10

9348

9360

1221

18-3531-7

9352

16

1217

9346

1207

9344

9342

18-3531-5

3800

3500



1 in = 250 ft

GIS Dept

Map Designer: Joe Barstow

Date: 08/16/2016

157

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 – September 20, 2016

Agenda Item:

5

- Agenda Item: Request to amend the Crossroads Center II (PCID) Development.
- Applicant/Owner: Bruce Lundgren of JLP Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden Prairie, MN 55344-7701
- Parcel Number: 18-3530-10
- Site Location: Crossroads Development, 9348 State Road 16, Onalaska, WI 54650
- Existing Zoning: Light Industrial (M-1) District with Planned Commercial Industrial District (PCID) Overlay

Background:

The applicant is requesting to amend the Planned Commercial Industrial District (PCID) development to allow the construction of a four hundred (400) SF drive-up coffee shop in the north-eastern corner of the existing lot at 9348 State Road 16 – west of Ground Round. The structure will disturb eight (8) existing parking stalls, and sixteen (16) will be restriped to create diagonal parking. The applicant plans to create one additional handicapped accessible stall and the existing traffic lanes will be restriped as a one-way drive through.

Staff Considerations for Development:

- Additional landscaping/screening along northern property line;
- Noise/Odor concerns for neighboring (hours of operation, etc.); and/or
- Re-pavement of portion of private drive serving existing development.

Attached are the following documents:

- Letter from Applicant / Property Owner describing proposed development;
- Proposed Site Plan (under review by City Staff); and
- Proposed Building Elevations.

Action Requested: 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 requested PCID amendment application.

REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION SUB-COMMITTEE:

September 20, 2016

Agenda Item 5:

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

1. PCID Amendment Fee of \$700.00 (*PAID*).
2. Abide by all conditions of original PCID Plan approved in January 10, 1989, October 10, 1989 and PCID amendments in July 10, 1990, May 14, 1991, and Site Plan approved in March 19, 1991.
3. Project requires a Site Plan Permit as approved by the City of Onalaska.
4. Owner/developer shall pay all fees and have all plans reviewed and approved by the City prior to obtaining a building permit. Owner/developer must have all conditions satisfied and improvements installed per approved plans prior to issuance of occupancy permits.
5. All conditions run with the land and are binding upon the original developer and all heirs, successors and assigns. The sale or transfer of all or any portion of the property does not relieve the original developer from payment of any fees imposed or from meeting any other conditions.
6. Any omissions of any conditions not listed in committee minutes shall not release the property owner/developer from abiding by the City's Unified Development Code requirements.



City of Onalaska, Department of Planning & Zoning, 415 Main Street, Onalaska, WI 54650

PUD / PCID AMENDMENT APPLICATION

The following checklist will ensure the timely processing of your application:

- ➔ **Overview/ Cover Letter Describing the following:**
 - ▶ Detailed Description of Proposed Amendment
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 - ➔ **\$700 Permit Application Fee** (Payable to the City of Onalaska) if a Public Hearing is requested or required*.
- If incomplete, no further processing of the application will occur until the deficiencies are corrected.*

An amendment to an approved Planned Unit Development (PUD) or Planned Commercial Industrial District (PCID) may be proposed at any time. Amendments shall be initiated by submitting a completed application by owners of the parcels in question. Depending on the degree of the amendment, a public hearing may be required by the Plan Commission.

*Any changes to the PUD/PCID requires Plan Commission and if determined a substantial change, the Plan Commission and Common Council will review the amendment with a public hearing.

Brief Description of Request to Amend a PUD or PCID.

Amend for the proposed addition of a drive-up coffee shop.

Property Address: 9348 State Road 16
Parcel Number: 18-3530-10
Zoning District: Light Industrial
Business: MOKA
Owner/Contact: Joan Wilson
Mailing Address: 123 West Ave
City, State, Zip: La Crosse, WI 54601
Phone Number: 608-385-7820
Email: joanw.java@gmail.com <input checked="" type="checkbox"/> Primary Contact

Applicant: JLP Associates II of Eden Prairie
Mailing Address: 6500 City West Parkway, Suite 315
City, State, Zip: Eden Prairie, MN 55344
Phone Number: 952-941-0662
Email: brucelundgren@sdcretail.com <input checked="" type="checkbox"/> Primary Contact
Property Owner:
Contact: Bruce Lundgren
Mailing Address: 6500 City West Parkway, Suite 315
City, State, Zip: Eden Prairie, MN 55344
Phone Number: 952-941-0660
Email: brucelundgren@sdcretail.com <input checked="" type="checkbox"/> Primary Contact

The undersigned hereby makes an application for the location stated herein. The undersigned agrees that all work shall be done in accordance with the requirements of the City of Onalaska Unified Development Code / Zoning Ordinance and with all other applicable City Ordinances and the laws and regulations of the State of Wisconsin.

Signature of Applicant:	Date: 8/23/16	
Signature of Property Owner:	Date: 8/23/16	
OFFICE USE ONLY:	Date Submitted:	Permit Number:
Permit Fee:	<input type="checkbox"/> Cash <input type="checkbox"/> Check #	Application Received by:

Paid By: MOKA JOANCARL LLC 18-3530-10

MOKA JOANCARL LLC 700.00

REC#: R00054147 08/24/2016 2:39 PM
 TRAN: 450 PLANNING & ZONING
 OPER: 02 TERM: 2
 TRKB: CASH 02



August 23, 2016

City of Onalaska Department of Planning & Zoning
415 Main Street
Onalaska, WI 54650

RE: MOKA – Site Plan Review

City of Onalaska Department of Planning & Zoning,

This cover letter has been prepared to accompany a Site Plan Review Application for a new MOKA coffee shop located at 9348 State Road 16 in the City of Onalaska, WI. The tax parcel number is 18-3530-10 and is currently zoned Light Industrial. AS part of the proposed project, the applicant is requesting the proposed plans be approved to allow construction to commence. The appropriate materials required for site plan review have been included in this submittal.

The proposed project consists of constructing a drive through coffee shop on an existing parking lot. In general construction will include the 400 SF building, utilities, parking lot paving, temporary erosion control and site restoration. Construction is anticipated to start in mid-October and end mid-January. The project disturbance area is 0.10 acres (4,210 SF). The business owner intends to lease a portion of the property on which the building will be constructed. Refer to enclosed plans for limits of leased area.

Please feel free to contact me at 608.789.2034 or kevin.bills@is-grp.com with any questions.

Sincerely,

Kevin Bills AIA, LEED AP BD+C
Project Architect
Architecture Group

Enclosures:
Site Plan Review Application
Site Plan Review Checklist
City Submittal Plans
PUD / PCID Amendment Application



PRELIMINARY
NOT FOR CONSTRUCTION

THIS DOCUMENT IS THE PROPERTY OF ISG GROUP, INC. AND MAY NOT BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS WITHOUT PERMISSION OF THE COPYRIGHT HOLDER.

PROJECT

MOKA DRIVE-UP COFFEE SHOP

OMLAASKA WISCONSIN

REVISION SCHEDULE

NO. DATE DESCRIPTION

1.0 08/27/2024

2.0 09/10/2024

3.0 09/10/2024

4.0 09/10/2024

5.0 09/10/2024

6.0 09/10/2024

7.0 09/10/2024

8.0 09/10/2024

9.0 09/10/2024

10.0 09/10/2024

11.0 09/10/2024

12.0 09/10/2024

13.0 09/10/2024

14.0 09/10/2024

15.0 09/10/2024

16.0 09/10/2024

17.0 09/10/2024

18.0 09/10/2024

19.0 09/10/2024

20.0 09/10/2024

21.0 09/10/2024

22.0 09/10/2024

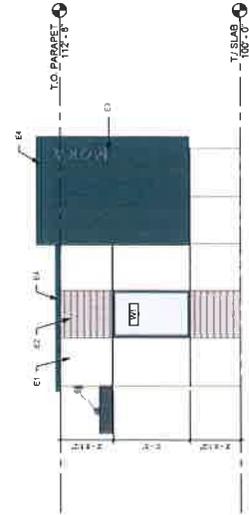
23.0 09/10/2024

24.0 09/10/2024

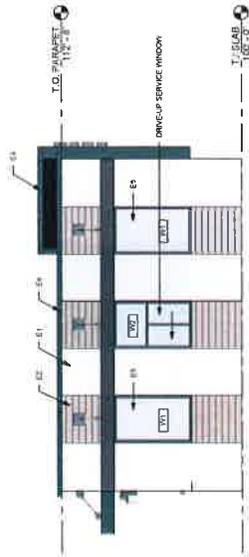
25.0 09/10/2024

EXTERIOR ELEVATIONS

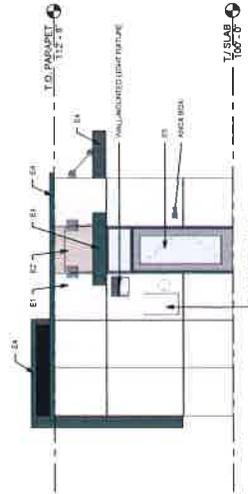
A2-11



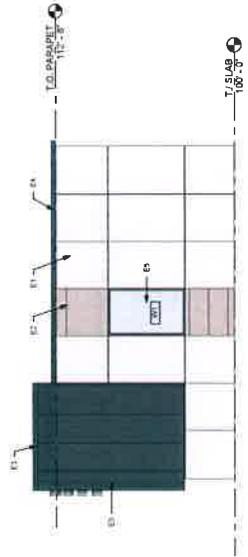
1 SOUTH ELEVATION
1/4" = 1'-0"



2 NORTH ELEVATION
1/4" = 1'-0"



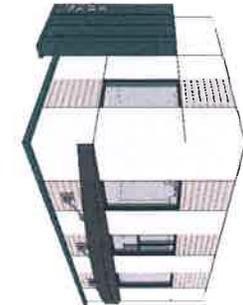
3 EAST ELEVATION
1/4" = 1'-0"



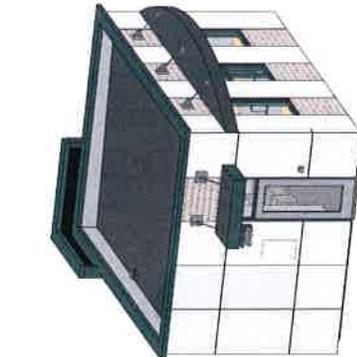
4 WEST ELEVATION
1/4" = 1'-0"

MATERIAL	MANUFACTURER	PRODUCT	SIZE	COLOR	COMMENTS
E1	TRUSS	TRUSS	12"	BRN	
E2	TRUSS	TRUSS	12"	BRN	
E3	TRUSS	TRUSS	12"	BRN	
E4	TRUSS	TRUSS	12"	BRN	
E5	TRUSS	TRUSS	12"	BRN	
E6	TRUSS	TRUSS	12"	BRN	
E7	TRUSS	TRUSS	12"	BRN	
E8	TRUSS	TRUSS	12"	BRN	
E9	TRUSS	TRUSS	12"	BRN	
E10	TRUSS	TRUSS	12"	BRN	
E11	TRUSS	TRUSS	12"	BRN	
E12	TRUSS	TRUSS	12"	BRN	
E13	TRUSS	TRUSS	12"	BRN	
E14	TRUSS	TRUSS	12"	BRN	
E15	TRUSS	TRUSS	12"	BRN	
E16	TRUSS	TRUSS	12"	BRN	
E17	TRUSS	TRUSS	12"	BRN	
E18	TRUSS	TRUSS	12"	BRN	
E19	TRUSS	TRUSS	12"	BRN	
E20	TRUSS	TRUSS	12"	BRN	
E21	TRUSS	TRUSS	12"	BRN	
E22	TRUSS	TRUSS	12"	BRN	
E23	TRUSS	TRUSS	12"	BRN	
E24	TRUSS	TRUSS	12"	BRN	
E25	TRUSS	TRUSS	12"	BRN	
E26	TRUSS	TRUSS	12"	BRN	
E27	TRUSS	TRUSS	12"	BRN	
E28	TRUSS	TRUSS	12"	BRN	
E29	TRUSS	TRUSS	12"	BRN	
E30	TRUSS	TRUSS	12"	BRN	
E31	TRUSS	TRUSS	12"	BRN	
E32	TRUSS	TRUSS	12"	BRN	
E33	TRUSS	TRUSS	12"	BRN	
E34	TRUSS	TRUSS	12"	BRN	
E35	TRUSS	TRUSS	12"	BRN	
E36	TRUSS	TRUSS	12"	BRN	
E37	TRUSS	TRUSS	12"	BRN	
E38	TRUSS	TRUSS	12"	BRN	
E39	TRUSS	TRUSS	12"	BRN	
E40	TRUSS	TRUSS	12"	BRN	
E41	TRUSS	TRUSS	12"	BRN	
E42	TRUSS	TRUSS	12"	BRN	
E43	TRUSS	TRUSS	12"	BRN	
E44	TRUSS	TRUSS	12"	BRN	
E45	TRUSS	TRUSS	12"	BRN	
E46	TRUSS	TRUSS	12"	BRN	
E47	TRUSS	TRUSS	12"	BRN	
E48	TRUSS	TRUSS	12"	BRN	
E49	TRUSS	TRUSS	12"	BRN	
E50	TRUSS	TRUSS	12"	BRN	
E51	TRUSS	TRUSS	12"	BRN	
E52	TRUSS	TRUSS	12"	BRN	
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E56	TRUSS	TRUSS	12"	BRN	
E57	TRUSS	TRUSS	12"	BRN	
E58	TRUSS	TRUSS	12"	BRN	
E59	TRUSS	TRUSS	12"	BRN	
E60	TRUSS	TRUSS	12"	BRN	
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E63	TRUSS	TRUSS	12"	BRN	
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E66	TRUSS	TRUSS	12"	BRN	
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E69	TRUSS	TRUSS	12"	BRN	
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E94	TRUSS	TRUSS	12"	BRN	
E95	TRUSS	TRUSS	12"	BRN	
E96	TRUSS	TRUSS	12"	BRN	
E97	TRUSS	TRUSS	12"	BRN	
E98	TRUSS	TRUSS	12"	BRN	
E99	TRUSS	TRUSS	12"	BRN	
E100	TRUSS	TRUSS	12"	BRN	

5 EXTERIOR FINISH SCHEDULE



6 VIEW FROM SOUTH EAST



7 VIEW FROM SOUTH WEST



8 VIEW FROM NORTH EAST

**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, SEPTEMBER 27, 2016
APPROX. 7:10 P.M.
(or immediately following public hearing at 7:00 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, Wisconsin 54650 at which time they will consider an application filed by JLP Associates II of Eden Prairie of 6500 City West Parkway, Suite 315, Eden Prairie, MN 55344 who is requesting to amend the PUD to construct a four hundred (400) square foot drive-up coffee shop in the north-eastern corner of the existing lot at 9348 State Road 16.

Property is more particularly described as:

Computer Number: 18-3530-10
Section 15, Township 16, Range 7

PRT NE-NW COM NE COR S89D 11MW ALG N LN 60FT TO POB S89D11MW 1134.92FT
S59M55SW 180.59FT S89D45ME 155FT S59M W 72FT N89D45MW 25.63FT S14M W 98FT
S89D45ME 179.67FT N14ME 32FT S89D45ME 385FT S14MW 68.8FT N46D35ME 480.48FT
N89D11ME 97.67FT TO W LN BRAUND ST

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

More detailed information on this item will be posted to the City of Onalaska website www.cityofonalaska.com the Friday before the scheduled meeting under Agendas & Minutes/Plan Commission. This posting will contain the Plan Commission Agenda and all attachments referencing this item.

Dated this 2nd day of September, 2016.

Cari Burmaster
City Clerk

AFTON PL

PROPERTIES WITHIN 250ft OF PARCELS: 18-34530-10, 18-3531-5, 18-3531-7

WINTER ST

GILSTER ST

ST

KRUEGER CT

DUTTON ST

9366

CORD PH W

1222

1220

1216

1214

1212

1258

1264

706

705

720

717

730

1227

708

707

722

719

732

710

709

724

721

734

9364

9362

1223

9348

9360

18-3530-10

1221

18-3531-7

9352

1217

16

9346

1207

9344

9342

18-3531-5

3800

3500



1 in = 250 ft

GIS Dept

Map Designer: Joe Barstow

Date: 08/16/2016

157

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

Agenda Item:

6

STAFF REPORT

Plan Commission Sub-Committee – September 20, 2016

- Agenda Item: Consideration of a Rezoning Application from a combination of Light Industrial (M-1) and Industrial (M-2) to Light Industrial (M-1) and Industrial (M-2) to accommodate new CSM parcel boundaries.
- Applicant: Tyler Edwards, on behalf of Menard, Inc. Properties, 5101 Menard Drive, Eau Claire, WI 54703
- Owners: Menard, Inc. Properties, 5101 Menard Drive, Eau Claire, WI 54703
- Parcel Numbers: 18-4523-25, 18-4523-26, 18-4523-27, & 18-4523-28
- Site Location: 1301 Sand Lake Road / County Road S / 902 Riders Club Road, Onalaska, WI 54650
- Existing Zoning: Light Industrial (M-1) & Industrial (M-2) Districts
- Neighborhood Characteristics: Properties within 250 feet of the properties in question include a variety of commercial businesses (retail, personal service establishments, professional offices, daycare, etc.), State Road 53, Sand Lake Road, and vacant land.
- Conformance with Land Use Plan: The Comprehensive Plan identifies this area as *Commercial*. This district is intended to accommodate large and small-scale commercial and office development. A wide range of retail, service, lodging, and office uses are appropriate in this district.
- Background: Menards, Inc has four (4) parcels which are split-zoned due to the previous reconfiguration of six (6) parcels into four (4) parcels in Summer 2016. The intention of the rezoning is to have existing Menards store zoned as Industrial (M-2) and the three (3) vacant parcels zoned as Light Industrial (M-1) for future development opportunities.
- Action Requested: As a public hearing will be held at the Plan Commission meeting, testimony from the public should be listened to and considered before deciding on the requested rezoning application.

REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION SUB-COMMITTEE:

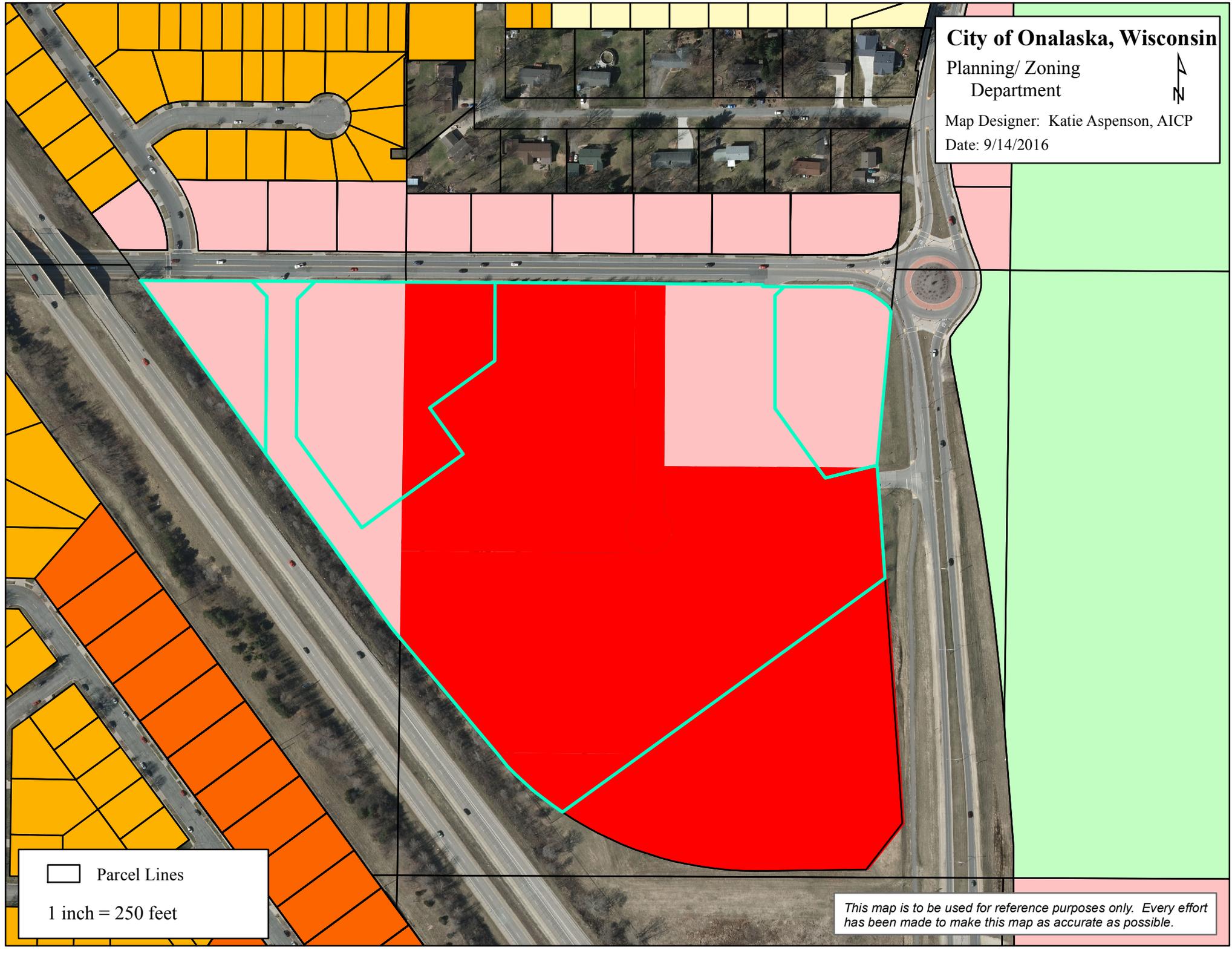
September 20, 2016

Agenda Item 6:

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

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

City of Onalaska, Wisconsin
Planning/ Zoning
Department
Map Designer: Katie Aspenson, AICP
Date: 9/14/2016



 Parcel Lines
1 inch = 250 feet

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, Department of Planning & Zoning, 415 Main Street, Onalaska, WI 54650

REZONING OR TEXT AMENDMENT APPLICATION

The following checklist will ensure the timely processing of your application:

➔ Overview/ Cover Letter Describing the following:

- ▶ Detailed Description of Proposed Rezoning or Text Amendment
- ▶ Description of how Proposed Rezoning Meets Unified Development Code Standards
 - ▶ Compatibility with Surrounding Neighborhood (existing and anticipated development within 250 ft of proposed use and within 500 ft along the same street)
 - ▶ Consistency with the Comprehensive Plan (relationship of proposed use to the goals, objectives and policies)

➔ \$300 Permit Application Fee (Payable to the City of Onalaska)

If incomplete, no further processing of the application will occur until the deficiencies are corrected.

A Map or Text Amendment to the City of Onalaska Unified Development Code / Zoning Ordinance may be proposed at any time. Amendments to the Zoning District Map or Overlay District Map proposed by the public shall be initiated by submitting a completed application by owners of all parcels proposed to be rezoned. The application for amendments to the Text of the UDC / Zoning Ordinance shall include the text in question as well as proposed text.

Request for Amendment to:

- Zoning District Map (Rezoning) Zoning Ordinance (Text Amendment)
- Zoning Overlay District Map (Rezoning)

Description of Request to Amend the Unified Development Code - Zoning Ordinance: (Text and/or Map(s)):

Existing Zoning District: M1/M2 Proposed Zoning District: M1/M2

Create one uniform zoning district for the Menards
store and outlots.
Menards store = M-2
outlots = M-1

Per Wisconsin's Open Meeting Law, comments on this permit application, either by the applicant or concerned citizen, shall be raised in person at the scheduled meeting or brought up to City Staff (through conversation, written letter or email) for review at the scheduled meeting. Due to Wisconsin's Open Meeting Law, Plan Commissioners and Alderpersons are unable to discuss this matter outside of a scheduled public meeting. Thank you.



City of Onalaska, Department of Planning & Zoning, 415 Main Street, Onalaska, WI 54650

REZONING OR TEXT AMENDMENT APPLICATION

Property Address:
1301 Sand Lake Rd

Parcel Number:
18-4523-13

Zoning District:
M-2

Applicant: MENARD, INC.

Contact: TYLER EDWARDS

Mailing Address: 5101 MENARD DR

City, State, Zip: Eau Claire WI 54703

Phone Number: 715-876-2143

Email: tedwards@menard-inc.com Primary Contact

Business:

Owner/Contact:

Mailing Address:

City, State, Zip:

Phone Number:

Email: Primary Contact

Property Owner: MENARD, INC.

Contact: TYLER EDWARDS

Mailing Address: 5101 MENARD DR

City, State, Zip: Eau Claire WI 54703

Phone Number: 715-876-2143

Email: tedwards@menard-inc.com Primary Contact

The undersigned hereby makes application at the location stated herein. The undersigned agrees that all work shall be done in accordance with the requirements of the City of Onalaska Unified Development Code / Zoning Ordinance and with all other applicable City Ordinances and the laws and regulations of the State of Wisconsin.

Signature of Applicant:	Date:
Signature of Property Owner: <i>[Signature]</i>	Date: 8/8/16

OFFICE USE ONLY:	Date Submitted:	Permit Number:
Permit Fee:	<input type="checkbox"/> Cash <input type="checkbox"/> Check #	Application Received by:

00.0 CHANGE

300.00 TENDERED

300.00 APPLIED

CK 300.00 REF:SM - 6087249

PAID BY: MENARD INC

18-4523-13 MENARD INC 300.00

=====

REC#: R00054177 08/25/2016 11:12 AM

TRAN: 450 PLANNING & ZONING

OPER: 02 TERM: 2

TRBY : CASH 02

**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, SEPTEMBER 27, 2016
APPROX. 7:20 P.M.
(or immediately following public hearing at 7:10 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, Wisconsin 54650 at which time they will consider an application filed by Menard, Inc., 5101 Menard Dr., Eau Claire, WI 54703 who is requesting to create uniform zoning for the Mendards store (Industrial – (M-2)) and outlots (Light Industrial – (M-1)) located at 1301 Sand Lake Rd.

Property is more particularly described as:

Computer Number: 18-4523-12
Section 33, Township 17, Range 7

CERTIFIED SURVEY MAP NO. 48 VOL 6 DOC NO. 1115713 LOT 2 EX PRT TAKEN FOR RIDERS CLUB RD AS ON PLAN NO. 112Z & AS IN DOC. NO. 1569717 T/W 66FT DR ESMT IN V1075 P5

Computer Number: 18-4523-13
Section 33, Township 17, Range 7

CERTIFIED SURVEY MAP NO. 48 VOL 6 DOC NO 1115713 LOT 3 T/W 66FT DR ESMT IN V1075 P5

Computer Number: 18-4523-21
Section 33, Township 17, Range 7

PRT NE-SW COM W1/4 COR SEC 33 S89D39ME 1836.28FT S20MW 613.9FT TO POB N89D39MW 535.52FT TO W LN S51MW 188.72FT TO ELY R/W HWY S40D 4ME 322.77FT S89D39ME 869.69 FT TO WLY R/W RD N4D4MW 624.08FT N89D39MW

Computer Number: 18-4523-22
Section 33, Township 17, Range 7

PRT NE-SW COM W/14 COR SEC 33 S89D39ME 1306.28FT S51MW 802.64T TO ELY R/W HWY S40D 4ME 322.77FT TO POB S40D4ME 39.71FT ALG CUR S67D34ME 590.68FT N89D11ME 235.81FT N36D17ME

Computer Number: 18-4523-23
Section 33, Township 17, Range 7

PRT NE-SW A 66FT PCL C/L DESC FOLL COM W1/4 COR SEC 33 S89D39ME 1836.28FT S20MW 33FT TO POB S20MW 530.9FT TO CENTER CUL-DE-SAC & TERM C/L SUBJ TO ESMT IN V1075 P5

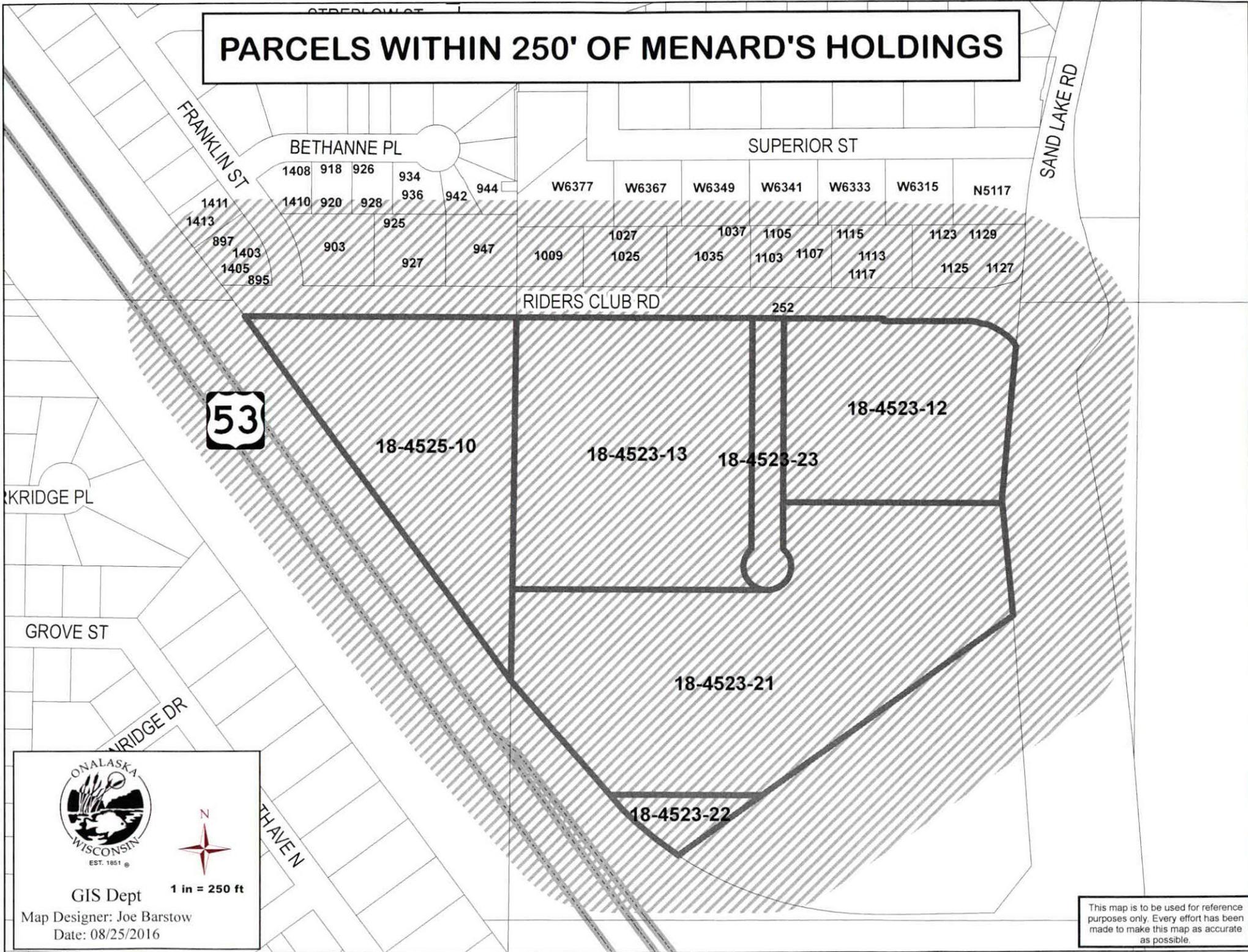
YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested, their agent or attorney concerning this matter.

More detailed information on this item will be posted to the City of Onalaska website www.cityofonalaska.com the Friday before the scheduled meeting under Agendas & Minutes/Plan Commission. This posting will contain the Plan Commission Agenda and all attachments referencing this item.

Dated this 2nd day of September, 2016.

Cari Burmaster
City Clerk

PARCELS WITHIN 250' OF MENARD'S HOLDINGS



1 in = 250 ft

GIS Dept
 Map Designer: Joe Barstow
 Date: 08/25/2016

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 – September 20, 2016

Agenda Item:

7

Agenda Item: Discussion and Consideration of an amendment to the Unified Development Code regarding draft language for the creation of a new Medical Campus Zoning District.

Background: Attached is proposed draft ordinance language for a new Medical Campus Zoning District in the Unified Development Code. Below is a summarized list from the proposed district:

- Zoning District Purpose and Applicability of District to existing sites that request rezoning into the new district;
- Campus Master Plan Requirement, Content, and Standards for Master Plan Approval/Changes;
- Permitted Uses and Accessory Uses;
- Conditional Uses;
- Height, Setback, and Area Requirements;
- Architectural Review Standards & Site Design Elements; and
- Signage Regulations.

Action Requested: Plan Commission Sub-Committee and Plan Commission to provide feedback on the proposed language to City Staff and the provided comments will be reviewed by legal counsel, the Community Development Authority, City Staff and SEH, Inc (City's consultant). Future requested action in 2016 will be formal consideration by the Plan Commission and Common Council on the new Medical Campus Zoning District for inclusion in the City's Unified Development Code.

ORDINANCE NO. ____ - 2017

AN ORDINANCE TO AMEND TITLE 13 CHAPTER 3 PART 10 OF THE CITY OF
ONALASKA CODE OF ORDINANCES RELATED TO SPECIAL DISTRICTS

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

SECTION I. Part 10 of Chapter 3 of Title 13 of the Code of Ordinances of the City of Onalaska
is hereby added in its entirety:

**CHAPTER 3
SPECIAL DISTRICTS**

Part 10: Medical Campus District

Sec. 13-3-62

- (a) Purpose.** The purpose of the Medical Campus District (“MCD”) is to encourage and foster the planning, design and construction of well-functioning, attractive medical campus environments, and coordinate the master plans of these institutions with the City’s plans, policies and zoning standards. It is intended, but not required, that multiple principal uses will be present on an overall campus facility without separate lots for each use. The district is intended to:
- (1) Encourage the development of medically-related uses which, by their interrelationship, benefit by proximity;
 - (2) Provide an appropriate and healing setting for delivering high quality healthcare services;
 - (3) Encourage the preparation of Campus Master Plans than enable adjacent neighborhoods and the broader community to understand the levels of development being proposed, their likely impacts, and appropriate mitigation measures;
 - (4) Create well-designed development with a unified feel while providing flexibility in placement and clustering of buildings, use of open space, provision for pedestrian and traffic circulation, parking, transit facilities and related site and design considerations; and
 - (5) Ensure future capacity for the placement of medical facilities to meet the evolving healthcare needs of the City and region.
- (b) Pre-Existing Standards.** Any development, lot of record, or structure legally operated prior to *(Date of Adoption)*, 2016 shall be considered a permitted use and legally conforming within the MCD. Any redevelopment or addition to a development, lot of record or structure shall be required to conform to the forms and functions and development standards found within the MCD. Any change in form or function shall conform to permitted and conditional form and function standards as described in the MCD.

(c) Campus Master Plan Requirement.

- (1) Any MCD created after the effective date of this ordinance shall submit a Campus Master Plan, which shall be approved as part of a zoning map amendment.
- (2) Approved Campus Master Plans shall be effective for ten (10) years and requires a full update on or before the end of year eight (8) and every five (5) years thereafter, and, during that period may be altered pursuant to Subsection (E) below.
- (3) In a MCD without a Campus Master Plan, individual proposals and changes shall require Conditional Use approval, except that development of a structure more than ten thousand (10,000) square feet within any five (5) year period shall require an approved Campus Master Plan.
- (4) In the absence of a Master Plan, dimensional requirements are noted in (1) below.

(d) Contents of a Campus Master Plan. The Campus Master Plan shall include the following elements and information:

- (1) Background/History.
A summary of previous planning efforts by the institution in conjunction with the City and/or abutting neighborhoods or other interest groups, an existing site analysis, a description of the campus master planning process and participants, and any other relevant background material.
- (2) Mission/Guiding Principles.
A statement that defines the organizational mission and objectives of the institution and describes the role of the master plan within the context of the mission.
- (3) Facilities Plan.
A description of existing conditions on the campus and the proposed conditions under the Campus Master Plan, including:
 - a. Existing Conditions:
 1. Form (building type, height, bulk);
 2. Building and land uses;
 3. Landmarks, historic/archeological sites and districts
 4. Current transportation/access/mobility (parking lots and structures/traffic counts)
 - b. Proposed Conditions:
 1. Future needs/capital improvements;
 2. Site availability;
 3. Utilities feasibility study and location/relocation of utilities;
 4. Phasing of proposed improvements;
 5. Building form (general building type, height, bulk, etc.);
 6. Building and land uses (including estimated employees and patients);
 7. Landscape treatments;
 8. Green / Open Space;
 9. Sustainability;

10. Relationship to transportation/access plan (parking, transportation demand management, vehicular and pedestrian circulation, etc.)

(e) Standards for Campus Master Plan Approval.

The Common Council will approve or reject the Master Plan as part of the map amendment following a recommendation by the Plan Commission. Approval of the Master Plan will be based on the Plan's treatment of the topics listed above and the degree to which it meets the intent of this district, as well as the following standards:

- (1) The Campus Master Plan shall serve the public interest as well as the interest of the institution developing the plan.
- (2) The Campus Master Plan shall be consistent with the goals of the Comprehensive Plan and adopted neighborhood, corridor or special area plans adjacent to campus boundaries.

(f) Final Building and Site Design Review.

It is expected that Campus Master Plans will identify building location and maximum height, but is not required to include detailed designs of each building. Building design review will be conducted according to site plan review procedures in Section 13-8, Part 2, Article B including, but not limited to, signage, parking, landscaping, etc.

(g) Changes to Campus Master Plans.

No alteration of an approved Campus Master Plan shall be permitted unless approved by the Plan Commission and Common Council, provided however, the Land Use and Development Director or their designee may issue permits for minor alterations that are consistent with the concept approved by the Common Council. If the change or addition constitutes a substantial change of the original plan, an amendment to the Campus Master Plan will be required. Whether a changes constitutes a substantial change shall be determined by the Plan Commission based upon review and recommendation by the Land Use and Development Director and City Attorney, factors shall include whether the changes constitute a significant change in use, density, or intensity of the overall Campus Master Plan and whether the proposed changes will have negative effects on adjacent properties and districts. An amendment will require an amended Campus Master Plan be submitted for review under the approval standards set forth in Subsection (e) above.

(h) Permitted Uses:

- (1) Hospitals for human care;
- (2) Professional, medical and administrative offices;
- (3) Medical or dental clinics for human care;
- (4) Pharmacies and Optical Shops;
- (5) Recreation Therapies and related Sports Facilities;
- (6) Diagnostic or imaging centers for human care;
- (7) Ambulatory surgery, urgent care or outpatient treatment centers;
- (8) Hospice;

- (9) Laboratories performing medical or dental research, diagnostic testing or analytic clinic work having a direct relationship to the provision of health services;
- (10) Medical equipment supply, leasing, or rental;
- (11) Helipads or helistops in conjunction with a hospital;
- (12) Ambulance or medical carrier services; and/or
- (13) Research and development of items including, but not limited to: software, pharmaceuticals, communications, medical devices, and the like.

(i) Permitted Accessory Uses.

- (1) Exterior as an accessory use to the primary use.
 - a. Off-street parking and loading areas subject to the requirements of Section 13-7-10.
 - b. Parking decks and ramps subject to the parking ramp performance standards. Multi-level parking structures shall not count towards building square footage or against percent of building coverage.
 - c. Walkways, enclosed, covered or uncovered and spans connecting building over public or private streets or parking lots.
 - d. Signs subject to Section 13-6-21 and Subsection O below.
 - e. Central Utility Plants and electrical generators subject to screening requirements in this Section and noise mitigation in accordance with City Ordinances and State requirements.
 - f. Public transportation facilities.
 - g. Bicycle and pedestrian improvements, including bicycle racks.
 - h. Parks and playgrounds.
 - i. Warehousing and interior storage of equipment, supplies.
- (2) Interior as an accessory use to the primary use.
 - a. Daycare (child and adult).
 - b. Supporting retail and services uses up to X (X) percent of the building's gross floor space including pharmacies, coffee shops, deli's, flower shops, bookstores, gift shops, cafeterias, banking or automated banking machines, and laundry and/or dry cleaning services.
 - c. Outpatient services such as chiropractic, massage, acupuncture, counseling and other similar services.
 - d. Community rooms.
 - e. Wellness, fitness or exercise facilities.
 - f. Educational facilities, such as conference rooms, classrooms, laboratories or libraries.
 - g. Chapels.

(j) Conditional Uses.

All conditional uses shall be reviewed pursuant to Section 13-5.

- (1) Skilled nursing or rehabilitation facilities;
- (2) In-patient mental health facilities;
- (3) Chemical dependency treatment facilities;
- (4) Nursing homes or long-term care facilities;
- (5) Lodging facilities for patients and families.

(k) Compatible Uses.

Other uses as deemed compatible and appropriate by Land Use and Development Director and Plan Commission. Where a question arises as to the compatibility of a use, the Land Use and Development Director or their designee may determine if the proposed is similar to a permitted use, and if so may approve the proposed use. If the proposed use is similar to a conditional use, the Land Use and Development Director or their designee shall refer the issue to the Plan Commission. The Plan Commission shall make a final determination as to whether a proposed use is to be allowed; is compatible as a permitted or conditional use; is compatible as an accessory use; or is a use that is not compatible with the District.

(l) Height, Setback, and Area Requirements.

- (1) Minimum Lot Area: Five (5) acres.
- (2) Minimum Lot Width: Two hundred (200) feet.
- (3) Minimum Street Yard Setback: Twenty (20) feet.
- (4) Minimum Side Yard Setback: Twenty (20) feet.
- (5) Minimum Rear Yard Setback: Twenty (20) feet.
- (6) Minimum Interior (building-to-building) Setback: Twenty (20) feet.
- (7) Maximum Height: One hundred (100) feet.
Buildings in excess of height limitation may be allowed, provided that setback requirements from shared parcel boundaries shall be increased by at least one (1) foot for each additional five (5) feet of building height above the maximum building height allowed by this Section, with recommended vegetated or non-vegetated screening. Maximum height limit is subject to compliance with the La Crosse Regional Airport Overlay Zoning District (Chapter 3 – Part 9).

(m) Architectural Review.

Architectural review shall be in conformance with the requirements of this chapter and the following standards, and will follow site plan review procedures in Section 13-8, Part 2, Article B:

- (1) The intent of the architectural review is to ensure that architectural features and building designs contribute to a cohesive image and identity for the MCD.
- (2) Exterior materials, colors, accents, styles and rooflines shall be compatible with the purpose and intent of this district.
- (3) All exterior building and accent materials shall be of a color(s) compatible with other buildings within the district and have comparable color intensity/value. Acceptable colors consist of neutral earth tone colors such as brown, gray, tan, umber, mahogany, terra cotta, forest green, burgundy or dark blue. Glass, brick or decorative stone or high quality architectural concrete panels for exterior building materials shall be required.
- (4) To prevent long, monotonous, uninterrupted walls; recesses, projections, columns, offsets, or change in building wall plan or material and/or color shall be required, at a minimum, every seventy-five (75) feet of wall length. Projections, recesses and

decorative columns shall be a minimum of one (1) foot wide and (1) foot deep.

- (5) To prevent long monotonous, uninterrupted pitched roof planes; dormers, gables or roof offsets shall be required, at a minimum, every seventy-five (75) feet of pitched roof length.

(n) Site Design Elements.

Landscaping, lighting, signage and other site design elements shall be in conformance with the requirements of this chapter and shall contribute to a cohesive image and identity for the MCD. Internal and external sidewalk and/or trail connections shall be provided for safe and convenient pedestrian movements. Provision for existing or future transit service shall be provided where appropriate.

- (1) Screening and Fencing. The City shall require screening via berms and landscaping for any side yard or rear yard immediately adjacent to a residential district. A landscaped buffer zone of not less than twenty (20) feet wide and five (5) feet in height at the time of installation shall be established and maintained, consisting of evergreens, shrubs, or other screening vegetation. Other non-vegetated screening may also be required. Non-vegetative screening to comply with standards set forth in 13-6-10
- (2) Environmental Design. Development within the MCD shall be designed to preserve existing vegetation and topography where practical and shall be consistent with the goals and objectives of the Onalaska Comprehensive Plan and La Crosse County Sanitary Sewer Agreement
- (3) Parking. Off-street parking for separate uses may be provided collectively if the total number of spaces is not less than the sum of the separate requirements for each such use unless a reduction in required parking is allowed through the campus master plan process. See Section 13-7-10.
- (4) Streets, Utilities and Drainage. All publicly dedicated streets, utilities and storm-water facilities shall be designed in accordance with City Ordinances, Policies and Standards. The City may consider flexible standards during site plan review for streets if the developer has demonstrated that the proposed design and layout warrants varying standards and the design meets the provisions of this Ordinance.
- (5) Open Space. Overall site to provide a minimum of 10% open space which may include courtyards, grassed areas, pedestrian ways, accessible stormwater ponds, etc.
- (6) Landscaping. Standards. Refer to Section 6-4-8(9) and Section 13-7-10(e). Recommended additional landscaping along pedestrian ways.
- (7) Accessory buildings. No accessory buildings shall exceed the height, floor space or footprint of a principal building or exceed forty (40) feet in height.
- (8) Outdoor display or storage. No outdoor display, sales or storage shall be allowed per Section 13-6-14.
- (9) Refuse and recycling. All waste material, refuse, garbage or recycling shall be kept indoors or subject to Sec. 13-6-15.

- (10) Other Requirements. The Plan Commission and Common Council may apply additional requirements as necessary to implement the purpose of this district and the Comprehensive Plan.

(o) On-Premise Medical Campus Complex Signage.

In addition to the general City sign provisions (Section 13-6-21), developments within the MCD may install the following signs with dimensions, locations, and amounts as set forth in this section. Signs should be an accent to the architecture with the overall effect being low-key and proportional to the building. As part of the Campus Master Plan, a conceptual signage plan noting locations for all proposed signage (which may include temporary signage), to be provided during staff review.

(1) Freestanding Signs.

A MCD may erect freestanding signs with no more than two (2) faces in conformance with an approved Campus Master Plan.

a. Signs fronting public streets. In no event shall any sign face exceed three hundred (300) square feet for signage frontage a public street. Freestanding signs shall not exceed forty-five (45) 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. All signs to follow traffic visibility standards in Chapter 7: Mobility Standards.

b. Internal Traffic Control Signs. In addition to other signage permitted within an MCD, traffic control signs are permitted on the parcel(s) containing the campus. Such signs may be erected along public and private roadways to direct vehicles or pedestrians to utilize certain and follow certain streets, paths or access ways within the campus and such signs may not be erected in the public right-of-way. Traffic control signs shall prominently display directions to the emergency room and like services, if any. Traffic control signs shall be freestanding monument-style signs with a maximum height of ten (10) feet and a maximum area of one hundred and fifty (150) square feet per sign face. Final traffic control sign locations shall be determined during site plan review.

(2) Wall Signs. Each building or structure within the MCD may have one (1) wall sign per permitted or approved use, with one (1) sign face for each side of the building that faces a public or private street or parking lot. Each façade may not have wall signs that exceed five hundred (500) square feet in sum and otherwise be consistent with Section 13-6-21 (a)(1).

(3) Building or Structure Addressing. For emergency and fire protection services, each building or structure within the MCD that is open to the public shall prominently display an address street number sign visible from the internal circulation system. Each address sign must be visible from the nearest public or private street and may not exceed fifty (50) square feet. A conceptual addressing plan shall be provided with the Campus Master Plan.

(p) Severability.

In the event that a court of competent jurisdiction adjudges any part of this chapter to be invalid, such judgement shall not affect any other provision of this Chapter not specifically included within the judgement.

(q) Effective Date.

This ordinance shall become effective upon its passage and publication according to law.

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 _____, 2017.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED: