Public Informational Meeting

South Holmen Drive Corridor Plan

Tuesday, October 25th 2011
**WELCOME!**

- **Introductions**
  - MSA Professional Services:
    - Andrew Bremer, Project Manager
    - Steve Tremlett
    - Mike Palm
  - Temporary Planning Committee
    - Nancy Proctor, Village President
    - Ryan Olson, Village Trustee
    - Ben Spanel, Director Public Works
    - Scott Heinig, Village Administrator
    - Scott Ryan, Business Owner
    - Rollie Bogert, Town of Onalaska Chairman
    - Sandy Thompson, Town Onalaska Supervisor
MEETING OBJECTIVES

- Project Overview
- Review Plan Content
  - Existing Conditions
  - Preliminary Recommendations
- Site and Building Design Standards
- Gather Public Feedback
**PROJECT PURPOSE**

- Develop a Land Use Master Plan for the South Holmen Drive Area... *The Great River Road*

  *The master plan will provide coordinated strategy and vision for the (re)development of the area around S. Holmen Drive from McHugh Rd. to County Road OT.*

- Identified as a priority project in the Village’s 2004 Comprehensive Plan and the Town’s 2005 Comprehensive Plan
PROJECT ORIGIN

T. Onalaska Intergovernmental Action 2–1i:

Encourage and participate in efforts to establish the Great River Road as an outstanding scenic gateway to and corridor through the Town with high quality public and private building, streetscape, landscape, and road design; signage guidelines; and scenic views to the Mississippi River Valley.

- Town of Onalaska Comprehensive Plan

V. Holmen Economic Development Recommendation #14:

Encourage the aesthetic quality of business districts by designing and implementing high quality design guidelines through the use of the Village’s zoning ordinance and site plan review. This is especially important for the Holmen Drive and downtown areas, as they are highly visible and their success is important to the overall community character.

- Village of Holmen Comprehensive Plan
The plan will include recommendations and strategies addressing:

- Future Land Use,
- Road and Bicycle Improvements,
- Utility Extensions,
- Community Wayfinding/Signage,
- Site and Building Design
This project does not include any:

- Construction
- Road or Utility Project
- Annexation

Implementation occurs in conjunction with development or public works projects.
**PROJECT AREA**

- Corridor Boundary vs. Study Area
  - Includes land in both the Village of Holmen and the Town of Onalaska
PROJECT NEED

- Land Use & Character are in a period of transition:
  - Opportunity for New Growth of Vacant Parcels
  - Redevelopment of Under Utilized Parcels

- Community boundaries present challenges:
  - Delivery of Services
  - Zoning Regulations
  - Community Identity
PLANNING PROCESS

Summer/Fall ‘11

- Preliminary Recommendations
  - Develop Preliminary Recommendations (e.g. land use, signage, etc.)
  - Gather Public Feedback

- Master Plan Development
  - Develop Master Plan Document
  - Gather Public Feedback
  - Plan Adoption

Spring/Summer ‘11

- Existing Conditions Analysis
  - Establish Study Area
  - Inventory/Analyze Existing Issues & Opportunities

Fall/Winter ‘11–12

- Gather Public Feedback

- Document

- Plan Adoption
A PROJECT WITHIN A PROJECT

- Potential Boundary Agreement?

  - Provides a written agreement regarding expectations related to boundary changes, community services, and land use for a mutually agreed period to time.
Land Use Recommendation #13:

Develop boundary agreements with the Town of Onalaska to allow for future efficient and orderly growth of the Village, including addressing annexations, possible cooperation on the delivery of municipal services, etc.

- Village of Holmen Comprehensive Plan

Intergovernmental Action 2-2a:

Create an intergovernmental agreement with the Village of Holmen.

- Town of Onalaska Comprehensive Plan
A PROJECT WITHIN A PROJECT

- ✓ Phase 1: General Agreement to Proceed/Draft a Potential Boundary Line

  - Phase II: Develop Corridor Master Plan

- ✓ Phase III: Develop General Agreement to include the Corridor Master Plan

- Phase IV: Public Hearings and Adoption by both Communities
T. Onalaska Land Use Action 1, Great River Road:

Work with the Village of Holmen to create a corridor plan for the Great River Road (State Highway 35). The purpose of this plan would be to facilitate land use types, design, and transportation reflective of a “Great River Road” and a key gateway into and through the Town.

— Town of Onalaska Comprehensive Plan
PLAN CONTENT

- Existing Conditions Analysis
  - Transportation and Utility Systems
  - Future Land Use
  - Wayfinding & Streetscaping
  - Site and Building Design Standards
-
PUBLIC FACILITIES

- Transportation Network
- Sanitary Sewer Network
- Water System Network
- Storm Water Network
FUTURE LAND USE

- Includes 9 Development Types

- Future Zoning Requests must be Consistent with the Map

- To be incorporated into the Village’s Comprehensive Plan

- Can be Amended
FUTURE LAND USE – COM.

- Neighborhood Commercial
  - Small Retail
  - Service & Hospitality businesses
  - Small Restaurant & Entertainment use
  - Small Professional Office
  - Gas Station & Convenience Store
  - Civic & Cultural Uses

- Highway Commercial
  - Big Box & Shopping Centers
  - Service & Hospitality businesses
  - Restaurant & Entertainment use
  - Professional & Corporate Offices
  - Medical facilities
  - Gas Station & Convenience

- Mixed Use*
  - Small Lot Single-Family Residential
  - Multi-Family Residential
  - Live–Work Residential
  - Assisted Living, Managed Care facilities
  - Small Retail uses
  - Service & Hospitality businesses
  - Small Restaurant & Entertainment uses
  - Small Professional Offices
  - Civic & Cultural Uses

* Parcels may develop as only residential, commercial, or a mix of both uses
FUTURE LAND USE – RES.

- **Low Density Residential**
  - Small & Large Lot Single-Family
  - Duplexes
  - Assisted Living, Managed Care facilities
  - Civic & Cultural Uses

- **Med-High Density Residential**
  - Multi-Family Residential
  - Duplexes
  - Small Lot Single-Family
  - Live-Work Residential
  - Workforce Housing
  - Assisted Living, Managed Care facilities
  - Civic & Cultural uses
WAYFINDING & STREETSCAPING

- Boulevards Enhancements
- Enhanced Gateway Features & Improved Signage
- Additional Landscaping & Screening
- Bike and Pedestrian Improvements
BOULEVARD ENHANCEMENTS

Design is Underway

US 53 (south) to CTH OT
• 2-lane Boulevard, with some center two way left turn lanes
• 10-ft Shoulders
• Construction in 2014

Potential Enhancements:
• Multi-use path (eastside only)
• Decorative Light Poles
• Banners (City of Holmen & Great River Road)
Boulevard Enhancements

US 53 (north) to McHugh
- 4-lane Boulevard, with some center two way left turn lanes
- 5-ft Sidewalk (westside) & 10-ft Multi-Use Path (eastside)
- Decorative Light Poles
- Banners
- Great River Road Monument Signs w/ Landscaping
- Street Trees

No Timetable for Road Reconstruction
GATEWAYS & COMMUNITY SIGNAGE

- Enhanced Gateway Features
GATEWAYS & COMMUNITY SIGNAGE

Gaarder
Hale Dr.

MSA Professional Services
SITE AND BUILDING DESIGN STANDARDS

- T. Onalaska Economic Development Action 1-23:

The commercial properties abutting the Great River Road represent the image of the Town of Onalaska. Create design guidelines for commercial buildings, sites, signs, landscaping, etc. to address the appearance of properties abutting this road. The design guidelines should be implemented as properties redevelop along this corridor.

- Town of Onalaska Comprehensive Plan

- V. Holmen Economic Development Recommendation #14:

Encourage the aesthetic quality of business districts by designing and implementing high quality design guidelines through the use of the Village’s zoning ordinance and site plan review. This is especially important for the Holmen Drive and downtown areas, as they are highly visible and their success is important to the overall community character.

- Village of Holmen Comprehensive Plan
SITE & BUILDING DESIGN STANDARDS

- Implemented through a new Design Overlay Zoning District
- Includes regulations for both Site and Building Design
- Some Land Use Specific Regulations
SITE & BUILDING DESIGN STANDARDS

- Regulations applicable to all properties in the Corridor Boundary Area, except single-family residential

- Some regulations apply only to specific districts … “Neighborhood Area Only” or “Interstate Area Only.”
SITE & BUILDING DESIGN STANDARDS

- Provides both Recommendations and Standards
- Does not compel unplanned modifications
- Does not compel alternations beyond the scope of the proposed change
- Opportunities to negotiate waivers
Street Relationship

INTENT: To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.

Recommendations
A. Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.
B. Buildings placed close to the street and to any street corner is strongly encouraged. If the site has multiple street corners, place the building nearest the most prominent one (i.e. STH 35).

Standards
1. Neighborhood Area Only, primary structures shall be built within forty (40) feet of the front property line, unless the front setback allows for a parking area. If the setback includes parking, the primary structure shall be within eighty (80) feet of the front property line.
2. Interstate Area Only, primary structures fronting STH 35 shall be built within one hundred and sixty (160) feet of the front property line (within 30 feet is preferred). Primary structures on lots fronting any other public street shall be within eighty (80) feet of the front property line.
3. Neighborhood Area Only, within thirty (30) feet of the front property line, parking shall not cover more than thirty (30) percent of the STH 35 street frontage. The remainder of STH 35 street frontage shall be used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.
4. Interstate Area Only, within thirty (30) feet of the front property line, parking shall not cover more than thirty (30) percent of the STH 35 street frontage. The remainder of STH 35 street frontage shall be used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.
5. A minimum of one (1) functional building entrance shall be provided along the building facade facing the street. Buildings that face multiple streets shall provide an entrance facing the more prominent of the two streets.

Parking Areas

INTENT: To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

Recommendations
A. It is suggested that each building have a minimum of four (4) bicycle parking spaces.
B. Bike racks should be designed to allow the frame to be locked directly to the rack.
C. Wherever feasible, shared parking lots are encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.
D. Wherever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.
E. Wherever possible, parking areas should be placed in the front and rear yards.

Standards
1. All parking areas of five (5) or more vehicles shall be paved and include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
2. Parking stalls and drive aisles shall be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer shall be at least five (5) feet.
3. Parking lot access driveways to STH 35 shall have a throat depth of twenty (20) feet and be separated from parking stalls by a planted landscaping divider protected by a concrete curb.
4. Parking lots with rows of more than twenty (20) parking spaces shall be interrupted by a landscape island or median. When trees are planted within the island, a minimum width of eight (8) feet is preferred.

Example of desired landscaping buffer between parking and street.

This illustration meets Standard 4 with medians and parking island breaking up the parking stalls. Standard 3 is also met by this illustration, as there is at least a 25-foot throat depth-off of STH 35 and the parking stalls are separated from the public sidewalk by a landscaping divider.

Village of Holmen, WI
**Exterior Lighting**

**INTENT:** To promote effective and attractive exterior lighting that does not produce glare or light pollution.

**Recommendations**

A. Exterior lighting should be designed to complement the character of the building.

B. Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A greater number of lower-watt lights may be necessary to achieve this guideline.

C. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).

D. Preferred light types include: LED, fluorescent, and high-pressure sodium.

**Standards**

1. All exterior building and parking light fixtures **shall** be full cut-off, except ground lighting of the building architectural/landscaping elements are acceptable. Lights directed towards the sky are prohibited.

2. Poles shall not be taller than the maximum allowable building height allowed in the underlying zoning district for the property, or forty (40) feet, whichever is less. For properties in or abutting a residential zoning district, the maximum allowable height **shall be twenty-five (25) feet.**

3. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

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**Landscaping**

**INTENT:** To highlight and protect pedestrian routes, guide the safe flow of vehicular traffic, improve the appearance of the parking area, and reduce the negative ecological impacts created by parking lots.

**Recommendations**

A. Yard areas not used for off-street parking are encouraged to be attractively landscaped and screening parking/service areas from adjacent properties.

B. Indigenous plants with low water and pesticide needs are strongly encouraged.

C. Parking areas, especially in the front yard, should have sufficient landscaping within the parking area or within ten (10) feet of the parking edge. Preferred landscaping include canopy trees (min. 2" caliper), evergreen trees (min 4 ft.), ornamental trees (min. 5 ft.), shrubs (min 12"), and rain gardens.

**Standards**

1. Plantings and low fences located between parking areas and the public street **shall not** obscure vision between three (3) and eight (8) feet above ground. Trees and bushes that would naturally obscure this zone at maturity shall not be used.

2. All parking lot islands shall be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheels stop are used.

3. One (1) canopy tree **shall be** planted on the property for every fifty (50) feet of linear street frontage (round decimals up). It shall be placed along the street frontage, between parking and the property line, and/or within parking islands.

4. All landscaping **shall be** completed within twelve (12) months of the issuance of an occupancy permit or final inspection, in accordance with the approved landscaping plan.
Roofline

INTENT: To establish a consistent theme along the 5TH 35 corridor that provides visual interest.

Recommendations
A. Parapet walls with cornices are encouraged. Cosmetic “fake” parapets and facades, if used, should be designed three-dimensionally to hide their “fake” characteristics (as they usually lack depth).

Standards
1. A positive visual termination at the top of the building shall be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
2. Pitched roofs shall have a slope no less than 1:12.
3. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings shall be submitted with the Design Standards Checklist.

Signage

INTENT: To promote effective and attractive signage that complements the building’s architectural character and reflects the pedestrian scale of the district.

Recommendations
A. Preferred sign types include: wall-mounted (facing the street), monument-style freestanding, and awning.
B. Signage should be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement.
C. Pole signs are strongly discouraged.
D. Signage height should be minimized to create a pedestrian-friendly environment. Preferred sign height is between five (5) feet and ten (10) feet.
E. Exterior lights illuminating a sign should be mounted above the sign and directed downwards, rather than within the sign face or directed towards the sky.

Standards
1. All signs shall conform to the design and maintenance requirements of the Village’s Sign Ordinance (Chapter 195: Article 7) and a sign permit shall be acquired.
2. Neighborhood Area Only, roof-mounted, neon (excludes interior usage), and billboard signs are prohibited.
3. Neighborhood Area Only, free-standing signs shall not exceed twenty (20) feet above grade.
4. Interstate Area Only, roof-mounted and neon (excludes interior usage) are prohibited.
5. Interstate Area Only, free-standing signs within one thousand (1,000) feet of the Interstate right-of-way can follow current zoning requirements. Free-standing signs beyond this point shall not exceed thirty (30) feet above grade.
6. Free-standing signs shall have landscaping elements (i.e. planting materials, boulders, fencing) surrounding the base/post of the sign.
**Open House Activities**

- Place numbered sticker on map in desired location
- Write number of sticker on form in space provided
- Write your comment on the form
- Space is provided on the back for general comments or questions

![Master Plan Comment Form](image)
QUESTIONS

- **Contact Info:**
  
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