

PUBLIC HEARING DRAFT (Comprehensive Plan Amendments)

Appendix D-5: Town of Holland U.S. Highway 53 Commercial Corridor

The Town of Holland Future Land Use Map has areas designated adjacent to U.S. Highway 53 as “Conditional Commercial Corridor” and “Commercial”. This highway corridor is significant because of the potential for commercial development in the Town of Holland. Chapter 8 of the Town of Holland Comprehensive Plan addresses why the corridor was developed:

“This corridor delineation was developed to provide for a compatible mix of uses that preserve and enhance the Town’s rural character and resources while also providing places to live, work, and recreate. Development within this area should maximize the locational attribute of the site while respecting existing land uses through appropriate design, access, and construction.”

Chapter 8 also addresses the future uses of the commercial corridor:

“Commercial areas may include the purchase, sale or transaction of goods or services and, in addition, may include offices and professional buildings as determined by local residents and officials. It is not the intent of this area to be used for industrial use, but may include such uses as warehouses, truck terminals, repair garages, or other intensive commercial use as deemed appropriate by local officials.”

The Wisconsin Department of Transportation limits access to U.S. Highway 53 by existing and proposed on/off ramps which impact how the area can be developed. It is critical that development within the corridor is well planned to ensure all parcels retain access to the local roads and U.S. Highway 53. In the future, direct access to U.S. Highway 53 will be limited to designated intersections (New Amsterdam Prairie Rd./U.S. Highway 53 and County Rd. T/U.S. Highway 53) within the corridor. To manage future development of the commercial corridor, the Town of Holland Plan Commission has prioritized development locations and developed site development criteria for proposed uses.

Recommendations, Criteria, and Requirements:

1. The Plan Commission recommends that new commercial development(s) originate from U.S. Highway 53 access (intersection) nodes. Once the properties adjacent to the access nodes are developed, and adequate public road access is established additional properties (upon request) will be considered for commercial development. This recommendation will help maintain the rural character of the town, minimize scattered commercial development, and address U.S. Highway 53 access concerns.
2. Due to access limitations to U.S. Highway 53 by the Wisconsin Department of Transportation, new commercial developments proposed for the commercial corridor will be required (if applicable) to provide access to their site via a frontage road (public street). The frontage road (or dedicated frontage road right-of-way) will have to extend to adjoining properties to allow frontage road access for future development. At a minimum, the frontage road will be required to be constructed to Town of Holland Town Road Standards at the developer’s expense.
3. New developments proposed for U.S. Highway 53 access nodes will be evaluated based on their consistency with development recommendations included in the “Coulee Vision’s – Multi-Modal Planning Workbook”. Specifically proposed development should adhere to recommendations on pages 28-33 included in the “Town and Country Character” section of the workbook.

Appendix D-6: Stormwater Runoff/Landscaping

The Town of Holland Comprehensive Plan 5-year Action Plan discusses encouraging design and landscaping patterns for new development that decreases storm water runoff. Stormwater runoff in La Crosse County and the Town of Holland was in part addressed in 2008 when La Crosse County adopted Chapter 29 of the La Crosse County Code of Ordinances "Post Construction Storm Water Management". The ordinance delegates authority to the La Crosse County Department of Land Conservation to enforce the ordinance. The ordinance includes technical standards, storm water management performance standards, permit requirements, and storm water management plan requirements for new or expanding developed areas.

To further address storm water runoff the Town of Holland Plan Commission has developed the following recommendations/guidelines. The recommendations include storm water management runoff options and parking area landscaping guidelines for new or expanding developments. The recommendations/guidelines are meant to provide creative options for new or expanding developments to incorporate into their project plans.

1. New or expanding developments are to utilize "Bioretention Landscape Elements" when applicable.

Bioswales

Bioswales are long landscaped shallow depressions designed to remove silt and pollution from surface runoff water and are characterized by having gentle slopes on either side of the central drainage course. Bioswales convey stormwater from surface parking lots and the surface runoff is filtered and cleaned through native wetland plantings. Bioswales are designed to maximize the amount of time runoff water spends in the swale slowly moving along its gently inclined flow path. Bioswales improve water quality by cooling runoff, slowing down runoff and cleaning runoff. The vegetation should be flood tolerant plants which will remain healthy when used in bioswales.

Rain gardens/designed wetlands

Rain gardens are depressed areas that absorb excess water and slow down the water's flow with native vegetation to release stormwater gradually. Rain gardens and designed wetlands are the final bioretention elements. Water is directed towards these bioretention areas and they act as the focal points that receive the excess runoff that bioswales cannot contain and infiltrate.

2. Parking Area Landscaping Guidelines

Landscaping Guidelines

All open off-street parking areas for four or more vehicles will require landscaping. The standards herein are designated to provide flexibility in meeting the landscape requirement. Applicants can establish a landscape design which most effectively achieves the desired aesthetic result and is consistent with the need of providing readily accessible and visible parking

- A. Landscaping objectives.

1. The objectives of the landscape standards are to recognize both the functional importance of parking areas and the public benefits associated with well-designed landscaped areas which enhance the visual environment, promote public safety, moderate the microclimate and reduce nuisances, such as noise and glare.
2. The overall intent of the landscape standards is to soften the visual and other sensory impacts. This can be achieved through the use of large canopy trees and well-designed clustered plantings as opposed to the requirement of screening the entire perimeter with a hedge or fence.

- B. Minimum canopy tree and parking space requirements.

1. All off-street vehicular parking areas with more than six vehicles shall provide and maintain one canopy-type tree for each 12 parking spaces, or fraction thereof, over the initial six spaces. Canopy trees shall be located in tree islands or within 10 feet of the periphery of the parking area surface. The preservation of desirable existing trees is encouraged. Existing mature trees which are a minimum of two inches to 2 1/2 inches in caliper and are within the distance requirements may be applied toward

the canopy standard. All newly planted canopy trees must also have a minimum caliper of two inches to 2 1/2 inches.

2. Parking spaces must be broken by a tree island at the rate of one tree island for each linear row of 12 parking spaces, for single-row configurations, or for each 24 parking spaces in double-row configurations.

Schedule for Canopy Tree Standards

Number of Stalls	Trees Required
1 to 6	0
7 to 18	1
19 to 30	2
31 to 42	3
43 to 54	4
55 to 66	5
67 to 78	6
79 to 90	7
91 to 102	8
103 to 114	9
Over 114	9 plus 1 for each 12 spaces or fraction thereof

- C. Screening standards for parking areas adjacent to residentially zoned parcels.
 1. In the following situations there shall be a screening barrier for the purpose of obstructing light beams and muffling noise:
 - a. Where an off-street parking area for four or more vehicles abuts within 25 feet of an adjoining lot line in any residential zoning district.
 - b. Where an off-street parking area for four or more vehicles is located in a manner where nearby residentially zoned properties would be affected by headlight glare (i.e., directly across a public right-of-way).
 2. The effective height of the barrier shall be a minimum of three feet above the surface of the parking area. Such a barrier may consist of wood or masonry fencing, walls, berming, or the use of plant material. Where plant materials are used for screening, they shall be of suitable size and density to accomplish the screening objective within three years from the time of planting.
- D. Minimum landscape element standards. In addition to the requirements for canopy trees and residential screening, all parking areas shall be required to accumulate a minimum number of points. The number of points required is based on the number of parking spaces. Parking areas for four or more vehicles are required to accumulate 15 points for each space. To qualify for points, the landscape elements must be located in a manner which primarily meets the objectives of landscaping parking areas. The criteria used to determine which landscape elements qualify are perimeters adjacent to public rights-of-way, interior areas and immediate perimeters to the parking area, and perimeter of lots adjacent to other property. Landscaping which primarily serves the aesthetic enhancement of the building and related open areas will not qualify for the accumulation of points. Points are tabulated in the following manner:

Point Schedule for Landscape Elements

Landscape Element	Minimum Planted Size	Points
Canopy trees	2 to 2 1/2 inches or 1 1/2 to 2 inches for multistem trees	50
Canopy trees	1 1/2 to 2 inches or 8 to 10 feet	30
Evergreen trees	4 feet	30
Low ornamental trees	5 feet and BB stock	20
Tall shrubs	2 1/2 to 4 feet	9
Medium shrubs	17 to 36 inches	6
Low shrubs	15 to 24 inches	3
Walls, decorative fences, earth berms, ground covers and shrubs with a mature height of less than 2 feet		No fixed points

Notes

- a. Trees used to meet the canopy standard and landscape materials used to meet the screening of abutting and residentially zoned property may not be applied toward the minimum landscape element standards.
- b. To qualify for the points indicated, trees and shrubs shall be of good nursery stock and not less than the minimum required planting size.
- c. The following publication will be used to determine which plants are low ornamental trees and tall/medium/low shrubs: A Guide to Selecting Landscape Plants for Wisconsin, E.R. Haselkus, UW-Extension Publication A2865.
- d. The planting plan list shall include the size of the material to be planted. All landscape plants shall be delineated on the landscape plan and include the crown width the plant will achieve five years after plan implementation.
- e. The application may request points for decorative fences, earth berms, ground covers, existing vegetation and shrubs of the mature height of not less than two feet. It must be demonstrated by the applicant that these landscape elements will contribute to the overall landscape objectives. The number of points credited will be negotiated with the Town Plan Commission.

E. Minimum dimensions for tree islands and planted areas.

1. All tree islands and landscaped areas with trees shall have a minimum width of four feet measured from inside the curb or frame.
2. All landscaped areas without trees but planted with shrubs shall have a minimum width of three feet measured from inside the curb or frame.

F. Unsuitable species. Several shrubs and trees, which are not native to Wisconsin, have an established history of spreading to nearby parks and conservancy areas. These non-native plants tend to become overly abundant and ultimately eliminate many desirable native species. The control and eradication of these unsuitable plants create a costly management problem. The following species of plant material are unsuitable for use as landscape plants:

1. Honeysuckle: Lonicera x-bella, Lonicera marrawi, Lonicera tartaric.
2. Buckthorn (common): Rhamnus cathartica, Rhamnus frangula (tall hedge).
3. Norway Maple: Acer negcindo.

Appendix D-7: Support the economic health of the productive agriculture in the Town Holland

The Town of Holland Comprehensive Plan emphasizes preserving the town's agricultural resources. Chapter 5, Goal 1: A goal in the Agricultural, Natural, and Cultural Resources Element illustrates:

"Preserve the Town of Holland's agricultural resources – including productive agricultural land, waterways, groundwater, and woodlands – for this and future generations".

In an effort to preserve and protect active agricultural lands and facilities the Town of Holland has developed a series of questions that new residential developments (1 or more homes) will be evaluated on when proposed to be located in or adjacent to areas designated as "Active Agriculture" or "Large Lot Development" on the Town of Holland Future Land Use Map. Areas designated as "Active Agriculture" or "Large Lot Development" are primarily located in two areas in the town. One of the areas designated is located south of County MH and west of U.S. Highway 53 to the southern town boundary. The second larger area of "Active Agriculture" and "Large Lot Development" encompasses most land located a mile east of U.S. Highway 53 to the town's southern, eastern and northern boundaries. Residential development (single or multiple homes) in or adjacent to these areas shall address the following questions in their development proposals. The Town of Holland Plan Commission will review and evaluate proposed development(s) based on responses.

- If a subdivision with multiple homes is proposed, are conservation subdivision principles utilized (Section 8 of the Town of Holland Subdivision Ordinance) in an effort to reduce conflicts with agricultural operations/facilities? Development plans with residential lots clustered allowing for a common open space buffer between residential lots and agricultural operations/facilities are recommended.
- Are landscape or open space buffers being utilized to reduce conflicts with agricultural operations/facilities?
 - If landscape buffers are utilized will existing or proposed vegetation (large trees) shade agricultural fields?
- Are building (home) footprint(s) proposed to be located to create a larger rear/side lot setback from farm fields or operations? (to be considered if a residential lot directly abuts agricultural land)
 - *The Town of Holland Subdivision Ordinance gives the Town Board the authority to require increased building setback distances. The Town Board at their discretion may utilize this authority to minimize residential development impacts on agricultural operations.
- Is road access (public or private) to proposed subdivisions or homes directed away from farming areas?
- Is runoff from proposed residential areas contained?
- If a subdivision park or land dedication is proposed, is the park/land dedication located as not to encourage trespass, harassment of farm animals, noise and chemical spray drift?
- Is the land owner of home sites distributing promotional information about living in an agricultural area when marketing the building sites?
- In cases where a conservation subdivision is not applicable, are larger lot sizes proposed adjacent to agricultural areas to reduce the number of conflicts (homes) and provide buffer areas?
- Do future road dedications serving additional land negatively impact existing agricultural operations or inadvertently promote the development (conversion) of agricultural land?