



AGENDA FOR PLANNING COMMISSION MEETING NOTICE

A Planning Commission meeting will be held on **Thursday, February 06, 2025 at 5:30 PM**
in the **Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.**

Join Zoom Meeting

<https://us06web.zoom.us/j/2708608080?pwd=ZTZ0cmllVEFEb1dzVDNwdi91UHFYQT09>

Meeting ID: 270 860 8080

Passcode: 206751

One tap mobile +13126266799,,2708608080#,,,,*206751# US (Chicago)

ROLL CALL

APPROVAL OF MEETING MINUTES

[Approve January 2025 Meeting Minutes](#)

PUBLIC HEARING

1. [Public Hearing, Section 52-68, to consider the Conditional Use Permit of Sassy Girl Aroma to operate a light manufacturing and retail store in the Business District at 321 W Clifton St.](#)
2. Discussion and recommendation related to the request from Sassy Girl Aroma to obtain a Conditional Use Permit to operate a light manufacturing and retail store at 321 W Clifton St.

PUBLIC HEARING

1. [Public Hearing, to consider an amendment to the City of Tomah Zoning Code, Chapter 52, Parking requirements \(52-116\)](#)
2. Discussion and recommendation related to the proposed amendments to the City of Tomah Parking requirements 52-116

DISCUSSION ITEMS

1. [Economic/Zoning Monthly Report](#)

FUTURE AGENDA ITEMS

FUTURE MEETING DATE: March 6th, 2025

ADJOURNMENT

NOTICE: It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Becki Weyer, City Clerk, at 819 Superior Avenue, Tomah, WI 54660.

MINUTES FOR PLANNING COMMISSION

A Planning Commission was held on **Thursday, January 09, 2025 at 5:30 PM** in the Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.

Meeting was called to order at 5:30 PM by Mayor Paul Dwyer.

ROLL CALL

Present: Mayor Paul Dwyer, Eric Prise, Bryan Meyer, Brian Rice and John Glynn.

Absent: Tina Thompson and Travis Scholze.

INTRODUCTIONS

Commission members introduced themselves to Nick Morales, new Economic Director.

APPROVAL OF MEETING MINUTES

Motion by Prise, second by Meyer to approve the meeting minutes for October 2024. All ayes.
Motion carried.

DISCUSSION ITEMS

1. Review and Approve the Certificate of Appropriateness: 1408 Superior Ave

Commission members reviewed the checklist for downtown design packet. No questions. Motion by Prise, second by Meyer to approve the certificate of appropriateness for 1408 Superior Ave.

All ayes. Motion carried.

FUTURE AGENDA ITEMS

- Conditional Use permit: 321 W Clifton
- Update on Façade Grant
- Downtown Design standards process
- Public Hearing for Parking Ordinance

FUTURE MEETING DATE: FEBRUARY 6, 2025

ADJOURNMENT

Motion by Meyer, second by Prise to adjourn at 5:36 PM. All ayes.

Written & submitted by Casey Kinnear



Building & Zoning
 819 Superior Ave
 Tomah, WI 54660
 608-374-7429

CONDITIONAL USE APPLICATION

This application shall be fully completed and submitted with the \$125 fee before the Zoning Department will process your application. Incomplete applications will be returned to you.

Completed applications must be received by the 1st working day of the month in order to schedule a public hearing on your proposal at the Plan Commission Meeting to be held during the current month.

The City of Tomah will publish a notice in the newspaper and notify all landowners, within 200 feet of the property you're proposing a conditional use, as to what you're proposing and where a public hearing will be conducted on your proposal.

Property Address of Conditional Use Request: 321 W. Clifton St. Tomah WI 54660	Parcel Number: 286-01761-0000
--	---

Property Owner: Sassy Girl Aroma Inc	Mailing Address: 29135 Grosbeak Ave Tomah	City, State, Zip: Tomah WI 54660
Phone Number: 608-343-8557	Email: sassygirlaroma@gmail.com	Primary Contact: Tyrell Gebczyk

Applicant: Tyrell Gebczyk	Mailing Address: 29135 Grosbeak Ave	City, State, Zip: Tomah WI 54660
Phone Number: 608-343-8557	Email: sassygirlaroma@gmail.com	Primary Contact: Tyrell Gebczyk

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

Signature of Applicant: 	Date: 1-9-25
Signature of Property Owner: 	Date: 1-9-25

OFFICE USE ONLY:	Date Received: 1/21/2025	Application Received by: CK
Zoning District:	B-Business District	

APPLICANT: Conditional Use Checklist	N/A
Proposed Conditional Use: <i>Light Fabrication Light Manufacturing of Product and retail sales of said Product on Property. Slabs of Wax Part into a Waxmeter and Heated to 180 Degrees. (SEE PLOT PLAN FOR ADDITIONAL)</i>	
Hours of Operation: <i>Retail Sun - Sat 8-5 / MFG. M-F 7-5:30</i>	
Number of Employees:	5
Present Zoning Classification:	Bus
Description of Existing Use – Including Structures, if any:	N/A
What measures will be taken to prevent or control noise, odors, fumes, dust, vibrations, light, and other unusual activities or disturbances? <i>all work, except loading and unloading of product, will be done indoors especially manufacturing; 2) Manufacturing does not cause noise dust, vibrations, light or unusual activities; 3)</i>	
What measures will be taken to provide sufficient off-street parking and loading spaces to serve the proposed use? <i>There is a onsite parking lot.</i>	

PLOT PLAN

A plot plan shall be submitted with all conditional use permit applications. Use the last page of this application to draw your plot plan. The plot plan should be drawn to scale (indicate scale on map) and include items whether existing or proposed as follows:

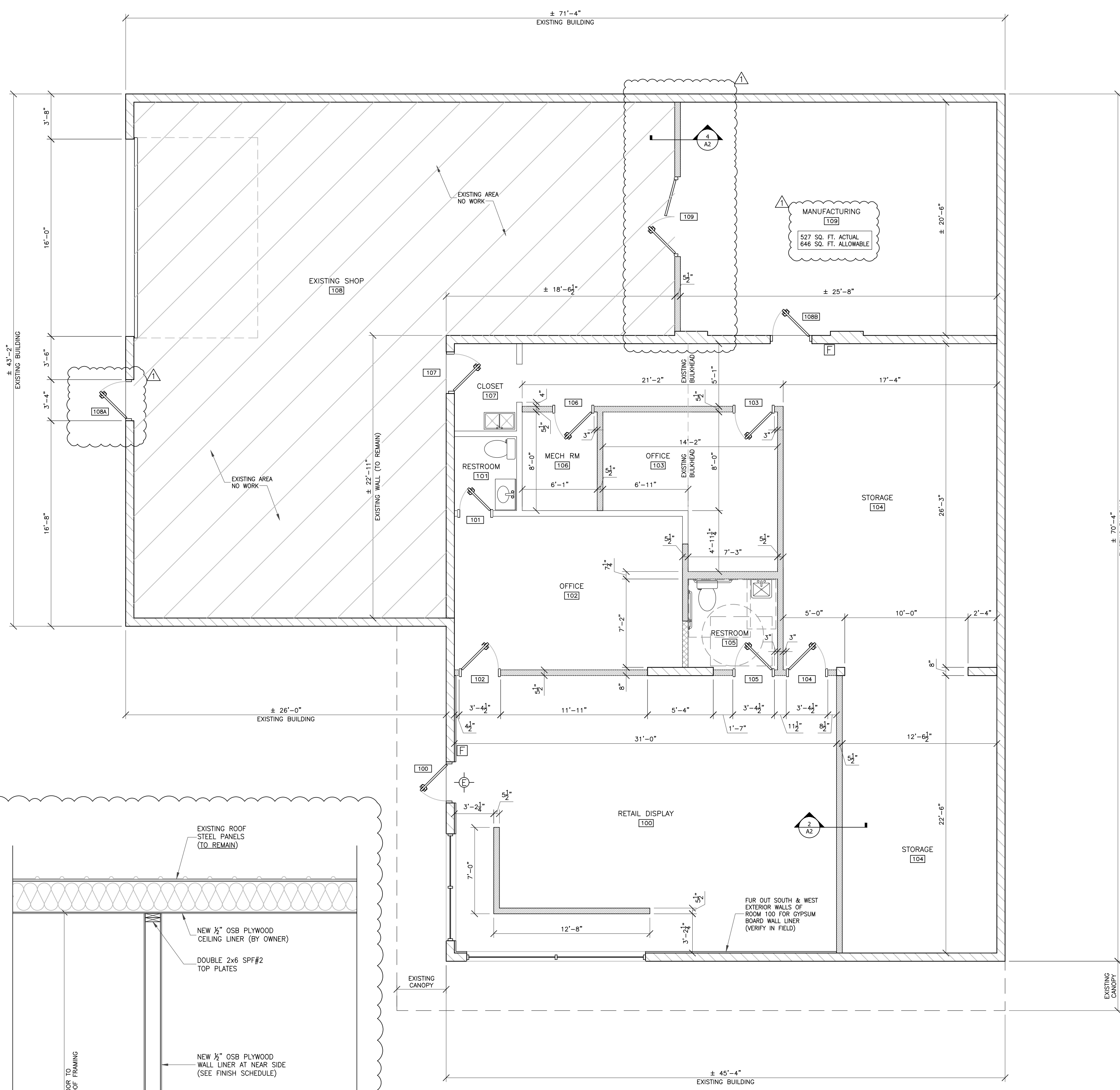
1. All structures on the property upon which the conditional use is being proposed. (Indicate the length, width, and height of each structure.)
2. All public roads, private driveways, and parking areas.
3. Wetlands, floodplains, and ordinary highwater mark of any navigable lake, river, or stream.

Proposed Conditional Use Cont. -

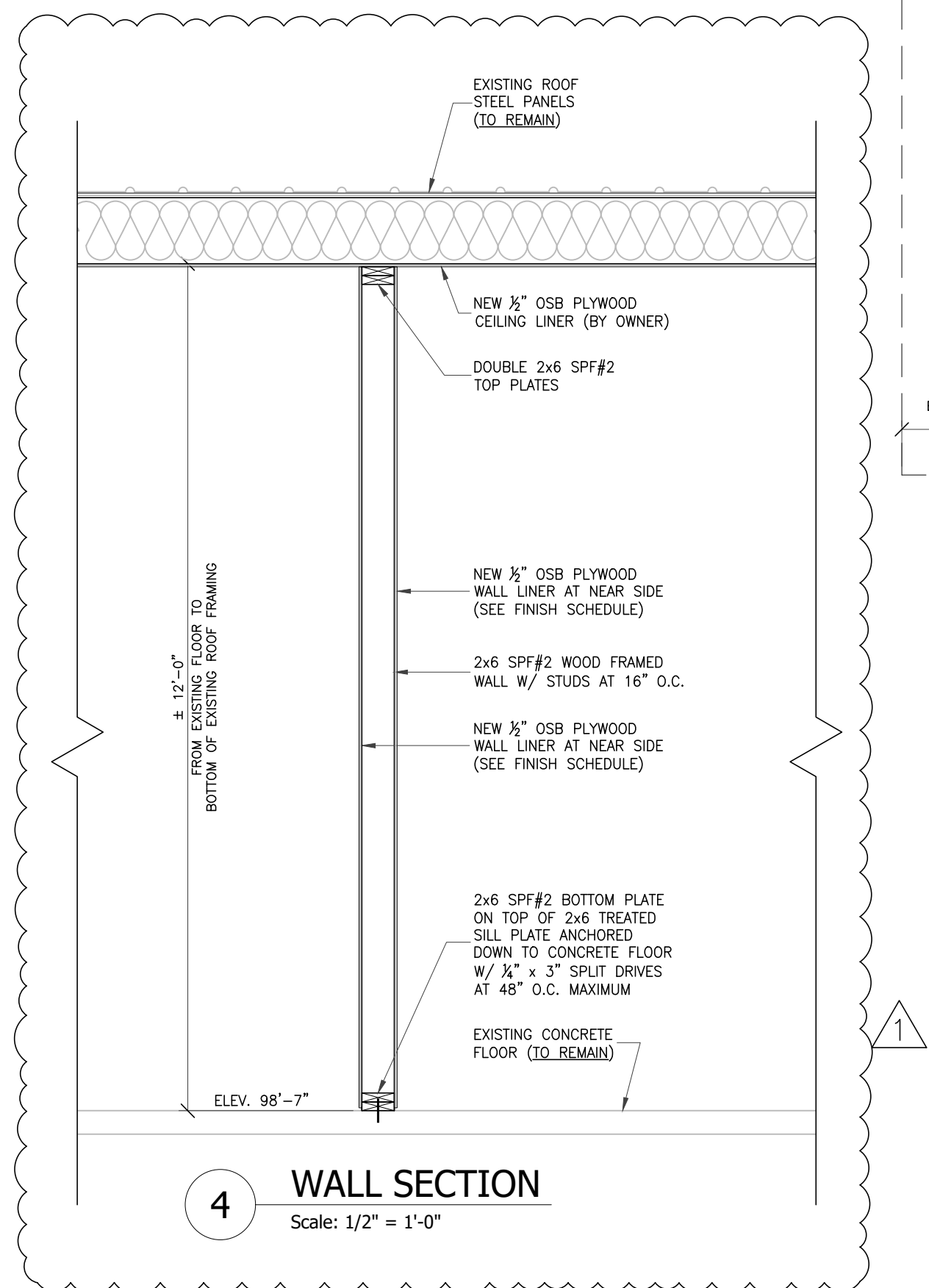
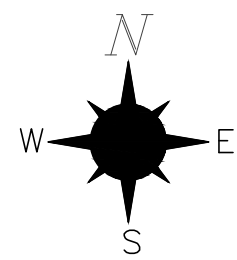
A valve is used to filter Wax into a pour pot, fragrance and color is added and then mixed. It is then poured into a candle Jar or Mold. List of Chemicals; Soy/Paraffin Blend
Fragrance oil.

What Measures will be taken Cont. -

3) There are minimal odors and fumes that may escape the inside of the property due to the fragrance of the product.



1 FLOOR PLAN
Scale: 3/16" = 1'-0"



4 WALL SECTION
Scale: 1/2" = 1'-0"

ROOM #	NAME	FLOOR	BASE	FINISHES				CLG. HT.	REMARKS
				WALL					
				NORTH	SOUTH	EAST	WEST		
100	RETAIL DISPLAY	CT	NONE	FGB	FGB	FGB	FGB	±11'-0"	FUR OUT EXTERIOR CMU WALLS FOR GYP BOARD
101	EXIST RESTROOM	EXIST	EXIST	EXIST	EXIST	EXIST	EXIST	±11'-0"	
102	OFFICE	CT	NONE	FGB	FGB	FGB	FGB	±11'-0"	
103	OFFICE	CT	NONE	FGB	FGB	FGB	FGB	VARIES	EXISTING BULKHEAD TO REMAIN
104	STORAGE	CONC	EXIST	EXISTING	PLY / EXIST	EXISTING	PLY	±11'-0"	
105	RESTROOM	LVT	6" VB	FGB	FGB	FGB	FGB	±11'-0"	
106	MECHANICAL ROOM	CONC	NONE	PLY	PLY	PLY	PLY	±11'-0"	
107	CLOSET	CONC	EXIST	NO WORK	NO WORK	NO WORK	NO WORK	±11'-0"	
108	EXISTING SHOP	CONC	EXIST	NO WORK	NO WORK	PLY / EXIST	NO WORK	±12'-0"	
109	MANUFACTURING	CONC	EXIST	NO WORK	NO WORK	NO WORK	PLY	±12'-0"	PLY BY OWNER

FINISH SCHEDULE LEGEND

CONC EXPOSED CONCRETE
 CT CARPET TILE
 LVT LUXURY VINYL TILE
 6" VB 6" TALL VINYL BASE
 FGB FINISHED 5/8" GYPSUM BOARD TO LEVEL 4 FINISH WITH ONE (1) COAT PRIMER AND TWO (2) COATS OF FINISH PAINT
 PLY 1/2" OSB PLYWOOD (UN-PAINTED)

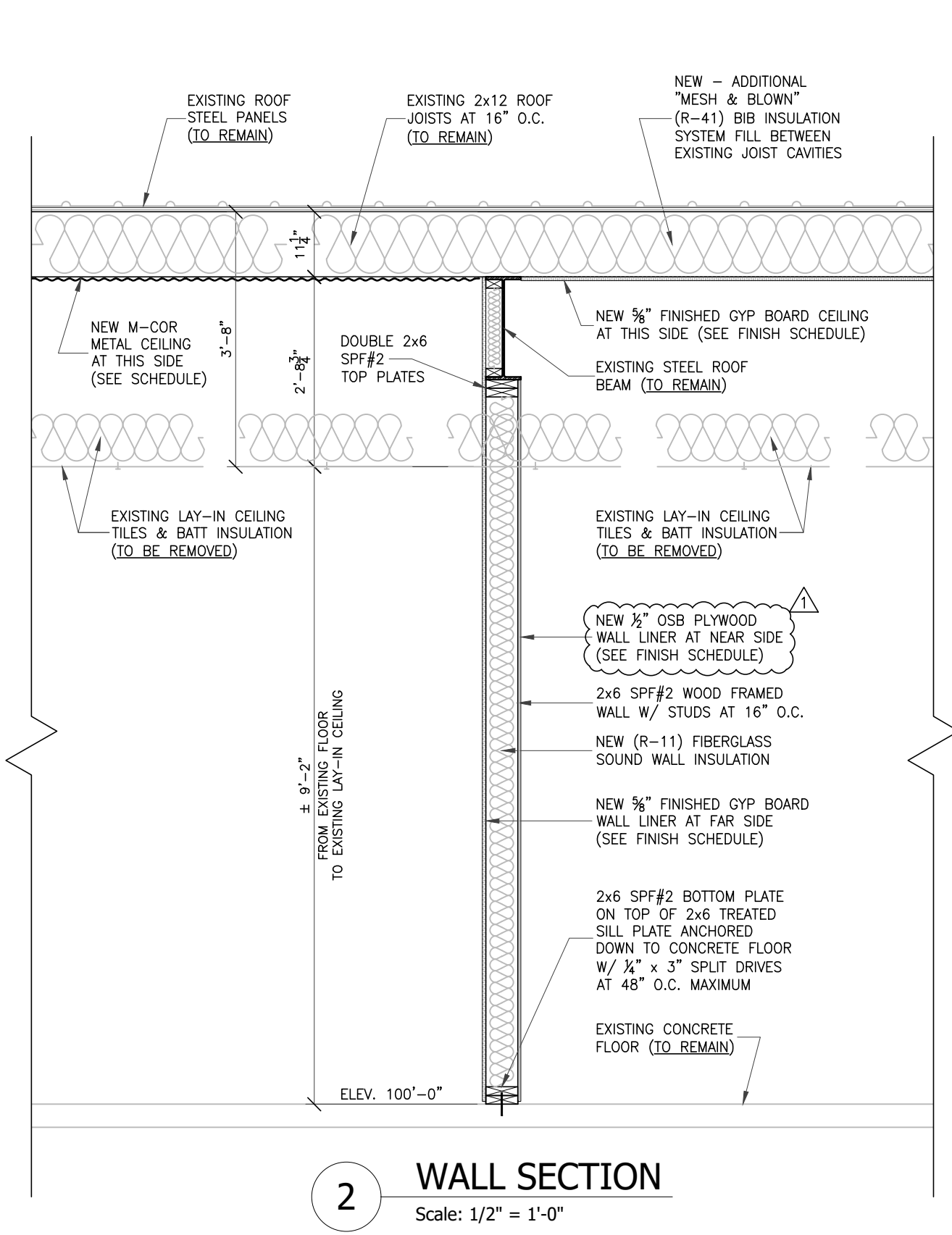
METAL PANEL CEILING TO BE McELROY METALS M-COR PROFILE CORRUGATED PANELS IN "MATTE BLACK" COLOR W/ EXPOSED FASTENERS

DOOR SCHEDULE LEGEND

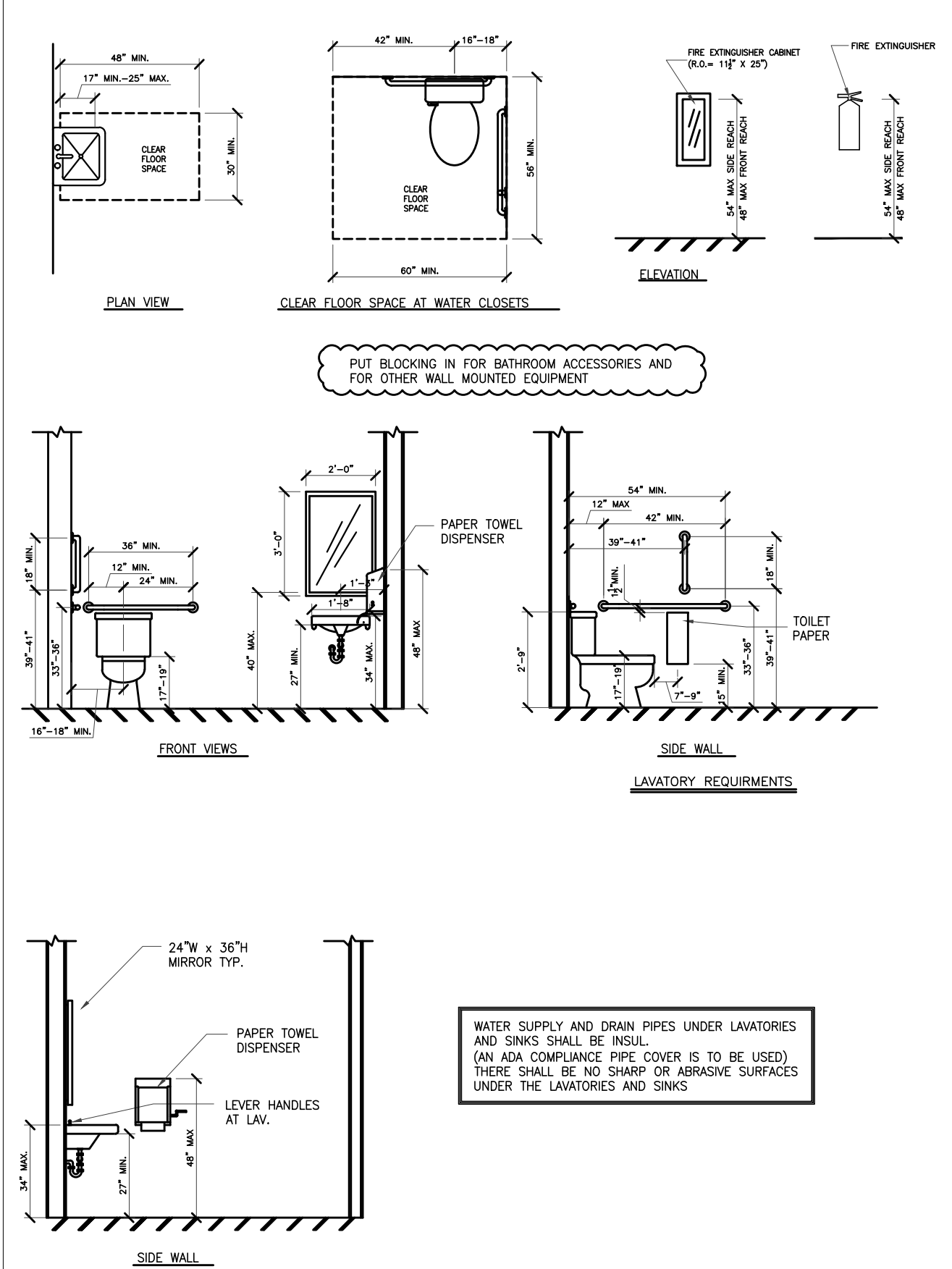
STL STEEL
 WD WOOD
 HM HOLLOW METAL
 HR HOUR RATING
 CL CLOSER
 THRESH THRESHOLD
 WS WEATHER STRIP

DOOR #	ROUGH OPENING	CALL SIZE	FIRE RATING	MAT'L	SPECIES / GAUGE	GLASS	SWING	FINISH/COLOR	REMARKS	FRAME			LOCKSET TYPE	DOOR #	
										MAT'L	JAMB WIDTH	MISC.			
100	EXISTING	EXISTING							EXISTING				EXISTING	100	
101	EXISTING	EXISTING							EXISTING				EXISTING	101	
102	40-1/2" x 86-3/2"	3/0	7/0	1 3/4"	-	WD OAK	BLANK	LH	PRE-FINISH (T.B.D.)	PRE-FINISHED WOOD DOOR	HM	7 3/4"	PASSAGE LEVER	102	
103	40-1/2" x 86-3/2"	3/0	7/0	1 3/4"	-	WD OAK	BLANK	LH	PRE-FINISH (T.B.D.)	PRE-FINISHED WOOD DOOR	HM	7 3/4"	PASSAGE LEVER	103	
104	40-1/2" x 86-3/2"	3/0	7/0	1 3/4"	-	WD OAK	BLANK	LH	PRE-FINISH (T.B.D.)	PRE-FINISHED OAK DOOR	HM	7 3/4"	PASSAGE LEVER	104	
105	40-1/2" x 86-3/2"	3/0	7/0	1 3/4"	-	WD OAK	BLANK	RH	PRE-FINISH (T.B.D.)	PRE-FINISHED OAK DOOR	HM	7 3/4"	PRIVACY LEVER	105	
106	40-1/2" x 86-3/2"	3/0	7/0	1 3/4"	-	WD OAK	BLANK	LH	PRE-FINISH (T.B.D.)	PRE-FINISHED OAK DOOR	HM	7 3/4"	PASSAGE LEVER	106	
107	EXISTING	EXISTING							EXISTING				EXISTING	107	
108A	40-1/2" x 86-3/2"	3/0	7/0			HM STL	BLANK	RHR	FINISH PAINTED (T.B.D.)		HM	5 1/2"	CL / THRESH / WS / SWEEP	KEYED ENTRY LEVER	108A
108B	EXISTING	EXISTING							EXISTING				EXISTING	108B	
109	77-3/4" x 86-3/2"	6/0	7/0			STL STL	BLANK	DOUBLE	PRE-FINISHED "WHITE"	PLYCO SERIES 88	STL	3 1/2"	THRESH / WS / SWEEP	PASSAGE LEVER	109

WALL TYPE KEY		FLOOR PLAN SYMBOL KEY	
PLAN SYMBOL	DESCRIPTION	PLAN SYMBOL	DESCRIPTION
[Symbol]	EXISTING MASONRY WALL TO REMAIN	[Symbol]	SINGLE FACE EXIT LIGHT
[Symbol]	EXISTING WOOD FRAME WALL TO REMAIN	[Symbol]	CLASS ABC FIRE EXTINGUISHER ON WALL MOUNT BRACKET - TWO (2) INCLUDED
[Symbol]	NEW 2x6 OR 2x8 WOOD FRAMED WALLS W/ STUDS AT 16" O.C. AND DOUBLE TOP AND BOTTOM PLATES		



2 WALL SECTION
Scale: 1/2" = 1'-0"



3 A.D.A. DETAILS
Scale: NONE

ENGINEER

REVISIONS

01-14-2025
 Manufacturing Room Add
 Existing Walk Door Swing
 Lockset Revisions

For:



DRAWINGS ARE FOR APPROVAL

Sassy Girl Aromas
 321 West Clifton Street
 Tomah, WI 54660

JOB NO: #240090
 BY: David Mayer
 DATE: 12-11-2024
 SFT: Niel Friske
 DRAWING NUMBER
 2 of 4

SHEET NUMBER A2

ORDINANCE NO. _____

**Ordinance Amending Section 52-116 of the City of Tomah
Municipal Code**

The Common Council of the City of Tomah, Monroe County, Wisconsin, do ordain as follows:

SECTION ONE: Section 52-116 of the City of Tomah Municipal Code is hereby amended to read as follows:

All new nonresidential or multi-family (3 dwelling units or greater) land uses associated with parking lots in excess of four stalls and all alterations of existing lots for the land uses state above shall be subject to the approval of the Plan Commission. Request for such parking lots shall be accompanied with detailed plans on landscaping, parking layout, drainage provisions and driveway locations. In all districts and in connection with the land use state above there shall be provided, at the time any use of building is erected, enlarged, extended or increased, off-street parking stalls for all vehicles in accordance with the following:

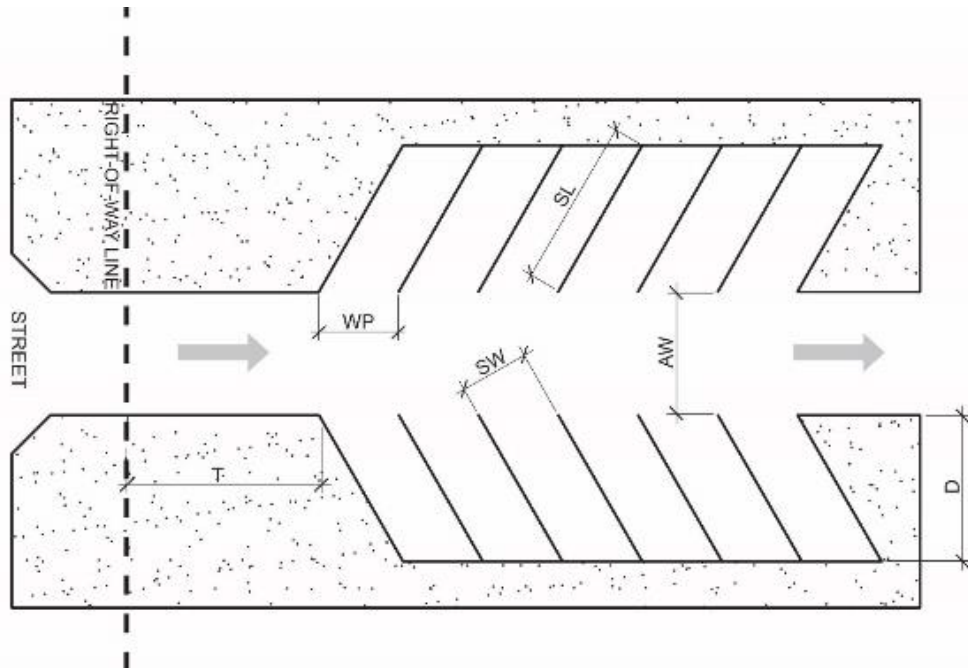
- (1) Adequate access to a public street shall be provided for each parking space. Minimum width of aisles providing access to stalls for one-way traffic shall be as follows: 11 feet for 30-degree parking; and 20 feet for 90-degree parking. The minimum width of aisles providing access to stalls for two-way traffic shall be 24 feet. No parking area of more than two spaces shall be designed as to require any vehicle to back into a public street. Driveways shall be at least ten feet wide for one- and two- family dwellings and a minimum of 20 feet for all other uses.

Figure 52-116(1): Parking Layout Dimensions

Minimum Permitted Dimensions	Parking Angle in Degrees				
	0°	45°	60°	75°	90°
Stall Width at Parking Angle (SW)	9'	9'	9'	9'	9'
Stall Width Parallel to Aisle (WP)	20'	12'6"	10'3"	9'3"	9'
Stall Depth to Wall (D) ¹	9'	18'	18'	18'	18'
Stall Length (SL)	18'	25'	22'	20'	18'6"
Aisle Width for 1-way traffic flow (AW)	14'	14'	16'	23'	24'
Aisle Width for 2-way traffic flow with angled parking	24'	24'	24'	24'	24'

Notes:

¹Stall Depth (D) may be reduced by 2 feet, provided vehicle overhang is located over a landscaped area or pedestrian walk if said walk is oversized to provide a minimum of 5 feet of clear pedestrian access and a concrete curb or wheel stop is provided to protect vegetation and pedestrians.



- (2) Size of each parking space shall not be less than 162 square feet (9 feet by 18 feet), exclusive of the space required for ingress and egress. The Plan Commission may authorize up to 10% of the required number of parking stalls be sized for compact or electric vehicles (8 feet by 16 feet).
- (3) Location shall be on the same lot as the principal use or not over 400 feet from the principal use. In cases where off-street parking facilities are permitted on land other than the same lot as the principal use (see Section 52-116(11)), such facilities shall be in the same possession as the lot occupied by the use to which the parking facilities are accessory. Such possession shall be by deed whereby the owner of the land on which the parking facilities are to be located shall be bound by a covenant filed and recorded in the office of the Monroe County Register of Deeds requiring such owner or assignees to maintain the required facilities for the duration of the use served.
- (4) All off-street parking areas shall be an improved surface (see Section 52-14). Any parking area for more than five vehicles shall have the aisles and spaces clearly marked and shall be sufficiently screened in the form of a solid fence or shrubbery to protect adjacent residential uses. Any lighting used to illuminate off-street parking areas shall be fully shielded from residential properties and public streets in such a way as not to create a nuisance. However, in no case shall such lighting exceed half a footcandles measured at the lot line.
- (5) Curbs or barriers shall be installed so as to prevent parked vehicles from extending over any lot lines in all non-residential zoning districts and for any residential land use with three or more dwelling units.
- (6) Number of parking stalls required:

Single-family, mobile homes, and two-family dwellings	2 stalls for each dwelling unit and mobile home
Multifamily dwellings (senior/elderly housing) as defined as residential land uses that accommodate age-restricted housing, retirement homes, assisted living facilities, nursing homes, hospices, limited cares facilities, rehabilitation centers, or similar land uses as determined by the Zoning Administrator.	1 stall per dwelling unit*, plus 1 stall for each employee on the largest shift. *Minimum resident parking may be reduced by the Plan Commission based on demonstrated demand for the target resident population, down to a minimum of 0.5 stalls per unit.
Multifamily dwellings (except senior/elderly housing)	Studio or 1-Bedroom Unit – 1 stall per dwelling unit 2+ Bedroom Unit – 2 stalls per dwelling unit
Hotels, motels	1 stall for each guest room, plus 1 stall for each employee on the largest shift.
Hospitals, clubs, lodges, sororities, dormitories, lodging houses and boardinghouses	1 stall for every 2 beds, plus 1 stall for each employee on the largest shift.
Medical and dental clinics	1 stall per 400 square feet of gross floor area.
Churches, theaters, auditoriums, community centers, vocational and night schools, and other public places of public assembly	1 stall for every 5 seats at maximum capacity.
Colleges, secondary and elementary schools	1 stall for every 2 employees
Restaurants, bars, places of entertainment, bowling alleys, and repair shops	1 stall for every 200 square feet of gross floor area used for customer seating, or 1 stall for every 5 seats available for customers, whichever is greater.
Automotive repair garages, sales, and stations	1 stall per employee on the largest work shift, plus 1 stall for each service bay.
Manufacturing and processing plants, laboratories and warehouses	1 stall for each full-time equivalent employee on the largest work shift, plus 1 stall for each vehicle owned by the business and stored at the site.
Retail and service stores, financial institutions; business, governmental and professional offices	1 stall for every 400 square feet of gross floor area.
Funeral homes, mortuaries, and similar use types	1 stall for every 4 seats and 1 stall for each vehicle used in the business
Day care centers and other similar facilities for children and adults	1 stall per employee on the largest work shift, plus 1 stall per 10 students or persons licensed to attend.
All other uses not otherwise identified above	See Section 52-116(7)
Land uses located within the Downtown Design Standards Overlay Zoning District (Section 52-42)	See Section 52-116(12)

- (7) Uses not listed. In the case of structures or uses not mentioned, the provision for a use which is similar shall apply or the Zoning Administrator may rely on standards and parking ratios that appear in the most recent edition of the Institute of Traffic Engineers Parking Generation Manual.
- (8) Combined uses. Combinations of any of the above uses shall provide a minimum of 80% of the sum of the number of stalls required for each individual use. Two or more uses may provide required off-street parking spaces in a common parking facility less than 80% of the sum of the spaces required for each use individually, provided such uses are not operated during the same hours. The following conditions must be met for any joint use parking area (for downtown parking standards see Section 52-116(12) below):
- The proposed joint parking space is within 1,000 feet of the use it will serve.
 - The applicant shall show that there is no substantial conflict in the principal operating hours of the two buildings or uses for which joint use of off-street parking facilities is proposed.
 - A properly drawn legal instrument approved by the common council, executed by the parties concerned, for joint use of off-street parking facilities shall be filed with the city clerk. Said instrument may be a three-party agreement, including the city and all private parties involved. Such instrument shall first be approved by the city attorney.
- (9) In addition to any other requirements relating to parking spaces contained in the Code, the provisions contained in Wis. Stats. §§101.13, 346.503 and 346.56, and any Wisconsin Administrative Code sections adopted pursuant thereto, are adopted by reference and made applicable to all parking facilities whenever constructed.

- (10) Changes in buildings or use. Whenever a building or use is changed, structurally altered or enlarged to create a need for an increase of 25 percent or more in the number of existing parking spaces, such spaces shall be provided on the basis of the enlargement or change. Whenever a building or use is enlarged or changed to create a need for an increase to the extent of 50 percent or more in the floor area or required parking spaces, said building or use shall then comply with the parking requirements set forth in Section 52-116(6).
- (11) Parking lots not on the same parcel or lot as the principal use or parking lots which require the moving or demolition of structures. In addition to meeting the other requirements set forth in this section, parking lots in all zoning districts, except the light industrial and heavy industrial districts, for the parking of motor vehicles which are not on the same original parcel or original lot, whether on record or not, as that of the principal use, or which necessitate the moving or demolition of any structure or building, shall require the granting of a conditional use permit by the Plan Commission. The application for such conditional use permit shall state the location, current use of the property, whether any structures or buildings will be demolished and the type of such structures or buildings, the size of the parking lot, the purpose of the parking lot, and such other information as may be required by the Plan Commission. In determining whether to grant such conditional use permit, the Plan Commission shall consider any decrease in neighborhood values by permitting such use, any landscaping, drainage, or site plans of such proposed parking lot and the characteristics of the surrounding neighborhood. An opaque privacy fence of a minimum of five feet and no more than six feet in height may be required in residential zoned districts if requested by an abutting residential property owner. Such fence shall comply with Section 52-209 for fence installation and shall run from the front set back line to the rear property line. All abutting residential property owners shall be notified of this privacy fence provision in the notice from the City Clerk's Office.
- (12) Downtown parking minimum reduction. No off-street parking requirements of this Section are required for uses within the Downtown Design Overlay District (Section 52-42), as identified in the Downtown Master Plan.
- (13) Exceptions.
 - a. The Plan Commission may authorize exceptions to the parking standards or other requirements of this section where the applicant can demonstrate that the proposed use will generate less parking demand than the parking standard requirements, or where an exception from the requirements would result in a site plan and development that would benefit the City and be consistent with the intent of this section. An applicant requesting an exception to the parking requirements shall be required to demonstrate and document the projected parking demand based on an analysis of similar or comparable uses;
 - b. The Plan Commission may require less parking where it is determined that the number of stalls required by this section will exceed the demand;
 - c. In granting exceptions to the parking standards, the Plan Commission shall condition the approval of the Site Plan stating the parking reduction as determined in b. above.
- (14) In residential districts and on lots associated with residential uses, accessory off-street parking facilities shall be solely for the parking of motor vehicles, which shall be regulated as follows:
 - a. No front yard of any residential district and no front yard of a lot associated with a residential use shall be used for the parking of a motor vehicle except in approved driveways. Motor vehicles parked on any legal driveway shall not be permitted to encroach on any right-of-way line of a street.
 - b. A maximum of one commercial vehicle per dwelling unit may be parked outdoors on residential property provided that the vehicle is used by a resident of the dwelling unit, has a manufacturer's gross vehicle weight rating of 10,000 pounds or less, and is less than 21 feet in length.
 - c. No person shall park any motor truck, truck trailer, trailer, semitrailer or any other vehicle or combination of vehicles weighing more than 10,000 pounds, except recreational vehicles or motor homes are permitted if parked in a driveway or other legal off-street parking space.
 - d. A recreational vehicle (RV) associated with and customary to residential uses may be parked as if a passenger vehicle but shall not be utilized for the storage of goods, materials, or equipment other than that which is considered part of the RV or essential to its function.

1. No person shall park or store any recreational equipment within the front yard or corner side yard of any residential zoning district unless the equipment is parked on a driveway which meets all of the requirements in this Section.
2. Recreational equipment may be stored on any type of surface in the rear yard or the interior side yard areas. If the rear yard of a corner lot abuts the side yard of an adjacent residence, any recreational equipment stored in said rear yard shall not be closer to the street than the required front yard setback distance for said adjacent residence.
3. Recreational equipment longer than thirty (30) feet shall not be stored anywhere outdoors in any residential zoning district unless the piece of recreational equipment is being loaded, unloaded, cleaned or otherwise prepared for use or extended storage. The time period that recreational equipment longer than thirty (30) feet may be kept outdoors shall not exceed seven (7) days during any thirty (30) day period. For purposes of this subsection, the length of a piece of recreational equipment shall include any portion of a trailer that the equipment is loaded onto.

SECTION TWO: All ordinances in conflict with the foregoing are hereby repealed.

SECTION THREE: This ordinance shall take effect upon passage and publication.

Paul Dwyer, Mayor

ATTEST:

Rebecca Weyer, City Clerk

READ:

PASSED:

PUBLISHED:

Planning Commission

6 February 2025



Agenda

- Introduction
- Monthly Updates Dec-Feb
- Façade Grant Improvement Program

Introduction

Director of Economic Development and
Zoning

Chairperson of the Senior Executive Team



Functions of Economic Development

1. Shape the Community's Future
2. Increase Tax Revenue
3. Attract and Maintain Business/Industry
4. Create Jobs/Workforce Development
5. Improve Quality of Life
 - **Housing**
 - Healthcare
 - Daycare
 - Education
 - Amenities
6. Promote Tourism
7. Increase Community Engagement

Tasks for Economic Development

- Manage annual budget for the department
- Conduct special research
- Conduct economic development program activities analysis
- Manage community growth projects with project developers
- Prepare agendas and materials for Long Range Planning Commission and Historic Preservation Commission

Functions of Zoning

1. Preserve Natural Resources
2. Enhance Public Safety
3. Protect Property Values
4. Land Use Separation
5. Manage Traffic Flow
6. Control Development Patterns
7. Promote Community Planning

Tasks for Zoning

- Prepare materials for Planning Commission and Board of Appeals:
 - Staff reports
 - Technical reviews
 - Site inspections
 - Project proposals
 - Special Use Permit applications
 - Conditional Use Permit applications
 - Zoning amendments
 - Variances
 - Appeals

Tasks for Zoning

- Interpret and enforce all conditions of:
 - Development approval
 - Zoning codes
 - Subdivision codes
- Inspect all structures, lands, and waters as often as necessary to assure compliance with zoning ordinances
- Manage safety rules and regulations

Tasks for Code Enforcement

- Citizen complaints, questions, and recommendations
- Weed complaints
- Customer records, billing, and collection
- Ensure snow and ice removal from public sidewalks
- Inspections of houses and property:
 - Junk
 - Overgrowth
 - Abandoned vehicles
 - Refuse ordinance enforcement
 - General property maintenance
 - Nuisances
 - Violations of minimum housing

Chairperson of the Senior Executive Team

- Municipal Code 2-65
- City Budget and Finances
 - Prepare and administer the budget
 - Direct and oversee City Purchasing Policy
 - Oversee and administer Tax Incremental Financing (TIF)
 - Oversee Senior Center complex
 - Oversee City of Tomah Super Fund sites

Chairperson of the Senior Executive Team

- Municipal Code 2-65
- City Operations
 - Directives of City Council
 - Prepare agenda and materials for public meetings
 - Attend public meetings
 - Direct, coordinate, and expedite activities of the departments
 - Manage the effective and efficient day-to-day operations of the City
 - Ensure the economic well-being of the City
 - Engage and manage public-private cooperation
 - Manage developer agreements
 - Manage annexation and rezoning requests
 - Manage legislative affairs of the City

Chairperson of the Senior Executive Team

- Municipal Code 2-65
- City Administration
 - Ensure public good and employee health, safety, and welfare
 - Develop and implement personnel rules and regulations
 - Manage salary and wage scales, except CBAs
 - Manage CBAs
 - Manage personnel problems and grievances
 - Manage employee performance evaluations
 - Oversee training opportunities
 - Act as the approving authority for conferences, meetings, training schools, and similar events
 - Inform Mayor and Council about activities of the departments
 - Appoint, discipline, suspend, and remove department heads
 - Oversee and hold accountable other SET members for their job performance

Oversight

1. Report directly to the Mayor
2. City Council
3. Planning Commission
4. Historic Preservation Commission
5. Long Range Planning Committee

Monthly Updates December 2024 to February 2025



Economic Development and Zoning (EDZ)

Priorities for December:

1. Code Enforcement Transition
2. Façade Improvement Grant Application Processing
3. Monowau St RFI Deliverables

Administration

- Permanent Personnel: 2

Logistics

- Vehicles: 1
- Resource Shortfalls: Nothing significant to report

Current Operations (Next 30 Days)

- 6-31 Dec Monowau St RFI
- 5 Dec KSE: Tomah Chamber of Commerce
- 6 Dec ME: 94.5 WTMB
- 6-31 Dec Façade Improvement Grant Application Processing
- 10 Dec KSE: Monroe County Economic Development
- 12 Dec KSE: Monroe County Economic Development
- 12 Dec KSE: Wisconsin Economic Development Corporation

Future Operations (Next 30 Days – 1 Year)

- All Jan Monowau St RFI
- 22 Jan Wisconsin Economic Development Corporation Roundtable in Osseo
- 3-7 Feb Monowau St RFI: City/V&A Selection Meeting
- 24 Feb Tomah Chamber of Commerce Annual Banquet
- 25 Feb Monowau St RFI: Council Selection Meeting (Tentative)
- TBD Annual Planning (Capital Improvement Plan)
- TBD Update Downtown Master Plan (2017)

Future Plans (1 Year – 5 Years Out)

- 2026 Update Parks and Open Space Plan (2021, must be updated every 5 years)

Economic Development and Zoning (EDZ)

Priorities for January:

1. Façade Improvement Grant Application Processing
2. Monowau St RFI Deliverables
3. Zoning Changes and Conditional Use Permit Requests

Administration

- Permanent Personnel: 2

Logistics

- Vehicles: 1
- Resource Shortfalls: Nothing significant to report

Training:

- City Manager Unfiltered: Code Enforcement and Artificial Intelligence (City Detect)
- EDZ Budget

Recently Completed Operations (Past 30 Days)

- 18 Dec Initial Review of FIGP Application 2-2024
- 23 Dec Peking Restaurant
- 8 Jan Jack's Steakhouse
- 8 Jan 7 Rivers Alliance
- 8 Jan Planning Commission Orientation
- 8 Jan Sassy Girl Aromas
- 9 Jan Monroe County Economic Development and Tourism
- 9 Jan Tomah Health CEO
- 9 Jan Forward Tomah
- 10 Jan Wisconsin Economic Development Corporation
- 13 Jan Sassy Girl Aromas
- 14 Jan Tomah Area School District
- 14 Jan Ho-Chunk Housing Director
- 15 Jan Fort McCoy
- 21 Jan Boys and Girls Club of Western Wisconsin CEO
- 21 Jan Property Owner Working Group

Current Operations (Next 30 Days)

- All Jan Monowau St RFI
- All Jan Façade Improvement Grant Application Processing
- 22 Jan Wisconsin Economic Development Corporation Roundtable in Osseo
- 23 Jan Habitat for Humanity of Greater La Crosse
- 23 Jan Wisconsin Housing and Economic Development Authority
- 23 Jan Peking Restaurant
- 29 Jan Business Network International
- 29 Jan Bank First
- 3-7 Feb Monowau St RFI: City/V&A Selection Meeting
- 5-7 Feb 7 Rivers Alliance/WEDC Conference in Milwaukee
- 13 Feb VA Hospital Director

Future Operations (Next 30 Days – 1 Year)

- 24 Feb Tomah Chamber of Commerce Annual Banquet
- 25 Feb Monowau St RFI: Council Selection Meeting (Tentative)
- 24-28 Mar Monroe County Housing Working Group Session I
- TBD Annual Planning (Capital Improvement Plan)
- TBD Update Downtown Master Plan (2017)

Future Plans (1 Year – 5 Years Out)

- 2026 Update Parks and Open Space Plan (2021, must be updated every 5 years)
- 2030 Unified Economic Development Plan Due
- 2030 400-700 Housing Unit Target from 2022 Housing Study

Economic Development and Zoning (EDZ)

Priorities for February:

1. Operation Welcome Home (Housing)
2. Operation Phoenix (Downtown Revitalization)
3. Operation Clean Tomah (Code Enforcement)

Administration

- Permanent Personnel: 2
- Contracted Personnel: 1

Logistics

- Vehicles: 1
- Resource Shortfalls: Nothing significant to report

Training:

- City Manager Unfiltered: Economic Development The Right Way
- ICMA Voices in Local Government: Successful Social Media at Low Cost
- Wisconsin State Statute Review
- Municipal Code Review

Recently Completed Operations (Past 30 Days)

- 8 Jan Jack's Steakhouse, 7 Rivers Alliance, Planning Commission Orientation, Sassy Girl Aromas
- 9 Jan Monroe County Economic Development and Tourism, Tomah Health CEO, Forward Tomah
- 10 Jan Wisconsin Economic Development Corporation
- 13 Jan Sassy Girl Aromas
- 14 Jan Tomah Area School District, Ho-Chunk Housing Director
- 15 Jan Fort McCoy
- 21 Jan Boys and Girls Club of Western Wisconsin CEO, Property Owner Working Group
- 22 Jan Wisconsin Economic Development Corporation Roundtable in Osseo, CEO of Upper Midwest YMCA Alliance and CEO of YMCA of LaCrosse and Onalaska
- 23 Jan Habitat for Humanity of Greater La Crosse, Wisconsin Housing and Economic Development Authority
- 29 Jan Business Network International, Bank First, Tomah Public Housing Authority, HHH Rentals Inc.
- 3 Feb Tomah Area School District Strategic Planning
- 3-7 Feb Monowau St RFI: City/V&A Selection Meeting
- 5-7 Feb 7 Rivers Alliance/WEDC Conference in Milwaukee

Current Operations (Next 30 Days)

- 6 Feb Tomah Chamber of Commerce Leadership Academy
- 10 Feb Key Stakeholder Analysis
- 11 Feb SWOT Analysis (S)
- 12 Feb Operation Welcome Home Planning
- 12 Feb Tomah Public Housing Authority Committee Meeting
- 13 Feb Director of VA Hospital
- 13 Feb Operation Phoenix Planning
- 14 Feb Operation Clean Tomah Planning
- 17-21 Feb Operation Clean Tomah Planning
- 24 Feb Tomah Chamber of Commerce Annual Banquet
- 25 Feb Monowau St RFI: Council Selection Meeting (Tentative)
- 24-28 Mar Monroe County Housing Working Group Session I

Future Operations (Next 30 Days – 1 Year)

- TBD Annual Planning (Capital Improvement Plan)
- TBD Update Downtown Master Plan (2017)

Future Plans (1 Year – 5 Years Out)

- 2026 Update Parks and Open Space Plan (2021, must be updated every 5 years)
- 2030 Unified Economic Development Plan Due
- 2030 400-700 Housing Unit Target from 2022 Housing Study

Façade Improvement Grant Program Update



1.

Tracker

CITY OF TOMAH, WI TAX INCREMENTAL FINANCING - FAÇADE IMPROVEMENT PROJECT APPLICATION

Application ID	Date Received by EDZ	Applicant Name	Business Name	Site/Property Address	Existing Zoning	Total Project Cost	TIF Grant Request	%	Status
1-2024	5-Dec-24	Chris Popp	Jac's Steakhouse	309 Superior Ave	Commercial	14,000.00	10,000.00	71.43	Initial review by SET complete; pending applicant submitting additional information; applicant submitted additional information, but still needs to correct estimate documents.
2-2024	17-Dec-24	Katie Weichel Alissa Rawls	Maximus Aesthetics & Wellness	1408 Superior Ave	Commercial	3,220.00	2,415.00	75.00	Approved by City Council on 21 Jan 2025; next step is begin construction no later than 6 months from approval.
1-2025	27-Jan-25	Troy Gilson	The Crow Bar	1206 Superior Ave	Commercial	10,000.00	7,500.00	75.00	Initial review by SET completed on 28 Jan; pending corrections by applicant.

1.



Plan of Action & Milestones

CITY OF TOMAH, WI TAX INCREMENTAL FINANCING FAÇADE IMPROVEMENT PROJECT PLAN OF ACTION AND MILESTONES Application ID X-XXXX						
Line No.	Action Item	Detailed Description	Timeframe	Date Due	Date Completed	Notes
1	Applicant & Program Manager initial meeting.	Applicant meets with PM for informal discussion of proposed project and program requirements.	Any time			
2	Complete application submitted.	Applicant meets with PM for informal discussion of proposed project and program requirements.	S-Day			
3	Initial review of application.	PM conducts an initial review of application for completeness to ensure all required information. PM contacts applicant if additional information is needed.	S+5 days			
4	Applicant must submit additional information.	If applicable, the applicant shall have 10 days to respond to any request for additional information. Failure to respond within the required timeframe results in the loss of the applicant's position in the order in which applications are received. This may result in a lack of funding for the application.	S+15 days			
5	Formal application review by PM.	PM, in consultation with Vanderwalle & Associates, reviews the application for compliance with applicable program and City Ordinance requirements. PM prepares a written recommendation regarding the grant request to the City Council. A copy of the recommendation will be provided to the applicant, who may withdraw their request or seek a postponement of Council action if desired.	S+20 days			
6	City Council review and action.	City Council reviews and takes action on the funding request. The applicant is strongly encouraged to attend and may be asked to represent the application and/or answer questions. Failure to appear may be grounds for a recommendation of denial or a continuation to the next City Council meeting. Recommendations may include: 1. Approval of the project and funding level as requested. 2. Approval of the project with changes necessary to achieve compliance with program objectives and/or City Code requirements, to include funding amount. 3. Denial of the application based on finding non-compliance with program objectives and/or City Code.	Next regularly scheduled Common Council meeting following S+20 A-Day			
7	Applicant begins project.	For an approved grant request, the applicant enters into a grant agreement with the City, obtains building permits, and commences work on the project.	No later than A+6 months			
8	Applicant completes project.	Applicant completes project and receives an occupancy certificate from the City Building Inspector.	No later than A+12 months C-day			
9	Applicant submits invoices to receive program funding.	Applicant submits invoices and receipts to the PM documenting all expenses incurred in the project per the provisions of the grant agreement and a request for reimbursement, if applicable.	No later than C+60 days R-day			
10	PM processes reimbursement request.	PM reviews the information provided by the applicant, requests additional information if required, and submits a request for payment approval to the City Council as provided for in the grant agreement with the applicant.	R+30 days			
11	Applicant is subject to ongoing responsibilities of grant agreement.	Applicant shall be subject to ongoing responsibilities for property insurance and maintenance per terms of applicable grant agreements.	C+5 years			

1.



Evaluation Checklist

CITY OF TOMAH, WI TAX INCREMENTAL FINANCING FACADE IMPROVEMENT GRANT PROGRAM - EVALUATION CHECKLIST					
Line No.	Requirement	Yes	No	N/A	Notes
1A	Is the applicant a downtown property owner of a commercial, industrial, multi-family (4+ units) residential, or mixed use structure?				
1B	If not one of the above, is the applicant a non-residential building tenant with leases of more than three years in length?				
2	If the applicant is 1B, do they have property owner approval?				
3	If the applicant is 1B, is the property located within the downtown area?				
4	Is the applicant in a structure other than a single-family or duplex residence, regardless of the owner or renter occupancy?				
5	Is the applicant a taxable entity?				
6	Is the amount the applicant is requesting no more than 75% of the total project cost?				
7	Is the applicant requesting no more than \$10,000 per property eligible for exterior improvements?				
8	Has the applicant documented the sources of all matching funds?				
9	Are all matching funds from the applicant from non-City sources?				
10	Is the project to improve a street-facing exteriors/facades, or those the City finds to be substantially similar?				
11	The improvements are generally not tenant specific.				
12	The improvements are likely to benefit/serve future building occupants.				
13	If an alley-facing exterior/façade, does the façade includes a publicly accessible building entrance.				
14	All eligible costs are for improvements to the structure and comply with City of Tomah Municipal Ordinance and the Downtown Design Standards Handbook (Section 52-42 of the Zoning Ordinance.				
15	Renovations not previously approved by the City of Tomah				
16	Renovations have not started prior to receiving final approval of the grant request.				
	List of Eligible Costs				
	Restoration of documented historic elements				
	Masonry repair, tuckpointing, and cleaning				
	Balconies and decks				
	Doors and entrances				
	Window repair or replacement				
	Painting				
	Business signage				
	Awnings				
	Lighting				
	Murals				
	Professional installation and labor costs				
	Professional design services				
	Ineligible Expenses				
	Roofing or roof repairs				
	Tinted windows				
	Electric signs				
	Security systems				
	Paving				
	Landscaping				
	New building construction				
	Land Acquisition				
	Operating equipment				
	Furnishings				
	Inventory				
	Operating expenses				

1.



Questions?

