

**COMMUNITY
DEVELOPMENT
AUTHORITY**

**Wednesday, September 5,
2018**

7:00 PM

McFarland Municipal Center
Conference Room A

AGENDA

1. CALL TO ORDER
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Review and possible approval of draft minutes from the June 6, 2018 Community Development Authority meeting.
 - b. Review and possible approval of draft minutes from the June 27, 2018 Community Development Authority meeting.
 - c. Review and possible approval of draft minutes from the August 1, 2018 Community Development Authority meeting.
4. BUSINESS.
 - a. Review and possible recommendation to the Plan Commission regarding an addition to Culvers Restaurant located at 4700 Farwell St. The property is zoned C-G General Commercial and is within the boundary of TID #5.
5. COMMUNITY DEVELOPMENT HIGHLIGHTS
 - a. Highlights
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly 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. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

Draft -MINUTES

Community Development Authority Meeting

Wednesday June 6, 2018

Members Present: Sue Smith, Ken Brost, Stephanie Brassington, Jerry Dietzel, Peter Bloechl-Anderson, Shaun O'Hearn (arriving at 7:06 p.m.)

Members Absent:

Staff Present: Pauline Boness, Matt Schuenke

1. Call to Order

Brost called the meeting to order at 7:00 p.m.

2. Public Appearances - none

3. Approval of Minutes

- a. Review and possible approval of draft minutes from the May 2, 2018 Community Development Authority meeting.

Smith moved to approve the May 2, 2018 minutes, Brassington seconded the motion. Motion carried 5-0.

4. Business

- a. **Review and possible action on design guidelines for new construction Tax Increment District #5.**

Boness reviewed the draft guidelines; members by consensus, wanted guidelines for TID 5, similar to how the other TID's are handled. Members reviewed the draft, which was a combination of some key points from TIF's #3 & 4.

Members discussed the issue of having the buildings too close to the roads, and how a smaller setback would be desirable. They do not want the buildings so close to the road as to create a closed off or tunnel feeling. Parking in the side and rear are fine.

Other items discussed include:

- Green or sustainable building practices added to the Building Design and Materials category. It could be listed under Building Orientation as well. The

feeling was this could be a part of almost all categories, i.e. solar lighting in the parking lots, islands with shade trees to keep the parking lots from heating up as much, which would diminish the heat island effect. They liked the verbiage "We encourage sustainable practices within site development and design methods in building of projects". Members concurred this would apply to multiple sections.

- Size of the buildings, they do not want the feeling of being overpowered by all tall buildings. The area will feel more family friendly, without tall massive buildings. Four stories will give flexibility, without necessarily making them all four-story buildings. Would it be better worded at 42' to avoid having a parking level on the first floor, then four stories above it? Members liked the idea of human scale for the buildings.
- Bicycle parking added to the guidelines.
- Encourage natural green shielding over hardscaping in parking and or building orientation.

Boness asked if they wanted this to come back to them after it goes to Plan Commission. Members concurred they are satisfied with the document as revised.

O'Hearn moved to approve the design guidelines with changes as discussed and send it to the Plan Commission. Brassington seconded the motion. Motion carried 6-0.

b. Discussion of land use(s) and possible request for proposal for redevelopment of Farwell Street properties.

Schuenke updated members on the status of the Villages purchase of three Farwell Street properties. The Village will be closing on the sale sometime in July. Schuenke advised the intent on purchasing all three was to be able to make this one combined project.

Boness reviewed the information regarding the Comprehensive Plan and mixed use for this area. Members discussed options for mixed use, commercial, retail and residential for this site. Commercial is broader, whereas retail would be an actual store space. Retail and restaurants would encourage more foot traffic than general commercial. Members discussed options of housing, retail, and design of a potential project. Authority members will be a part of the decision, however the Plan Commission and Village Board will have a part of the decision making process which is why if they both want more commercial, they need to say that in their guidelines. Boness summarized before you write an RFP for a

development you need to have an idea of the type of project you want to see on a site.

Boness reviewed the draft RFP in packets, members discussed the pros and cons of having residential or commercial only, and concurred they wish it to say emphasis on businesses on the main floor. Members discussed the differences between commercial and retail. They felt retail or restaurants attract more foot traffic, commercial could also include offices of different types. Schuenke reviewed where the bike trail traverses through McFarland. Members discussed the bike trail, and its options.

Members discussed having a ratio of land uses they would like to see, and the possibility of the Plan Commission or Village Board changing what they feel it should be. O'Hearn inquired if there has been any interest in the site. Boness replied there has been none in the past 5 years, and as they are now doing an RFP, it would not be appropriate to reach out to the original party who was interested in the site a few months ago.

Boness went through each section of the RFP rough draft with members. Some areas are very standard for a proposal, while others are more specific details.

Bloechl-Anderson said he would like it to see it read "strong emphasis on commercial/retail over residential". Members concurred as they felt this language clarified what they are looking for.

Schuenke indicated the Village contracted for a Phase 1 report. This document provides some information on the very basics and high-level indicators; and identifies the need for further evaluation; or, if there are any troubled areas on this site. This effort rules things out for developers in order to keep their costs down.

Boness went over the section on demolition of the existing building and the possibility of someone wanting to do the project in phases. Members are open to someone doing the project in phases, possibly keeping the existing building for a period of time. Schuenke felt this project could go either way; the current tenants are likely to stay until spring of 2019. However, they have been given over a year's notice of what could take place. The expectation is the building is included in the project site; but, will be torn down and removed entirely at the developers cost.

Members discussed financial assistance, are they selling the site, turning it over for \$1.00, or another option? Schuenke stated he feels it is best to tell the developer what the expectations are, since the Village bought the property, they would use the land to entice developers, not give them the land and loan them monies. Boness asked do they want to set an increment value in order to pay back the loan within a set number of years? The norm is usually ten years. Schuenke

responded that would not be a bad thing, as you would want to see cash flow. Members discussed TID's and how payback and cash flow works.

Boness reviewed how notice would be given, how they will answer questions potential developers may have. Should there be a group session with all interested parties? There will have to be a notice of intent sent out. Bloechl-Anderson advised he would suggest posting the RFP, and there after not send any amendments directly to anyone, but rather post any amendments. This would make it equally accessible to all. In his experience, he has seen issues with meetings and not all parties being able to attend. If all information is in one place, both the public and developers have the equal access. It would be their responsibility to view and read. Smith concurred, she felt that way no one would feel excluded, neither a developer nor the public. Members agreed to state they are "highly encouraged to attend the meeting", however all information would be posted. Timelines were discussed to review the next draft; they will likely have another CDA meeting in June, as the normal July date is a holiday.

Boness discussed with members, the need and date for a site tour. Did they feel this was needed? Members felt it would be appropriate, but not necessarily required. They would like to see the site tour incorporated with the meeting date.

The time period for the process was discussed, along with the proper process for posting of the RFP, on the website, newspaper notification etc. Bloechl-Anderson advised advertising it and then posting where the information can be located. This way you will know who is interested. You need to refrain from answering any change questions at the walk through, and posting all questions and answers on the website to provide equal access to all. There are programs where you then are able to track who downloads the request, so you are able to gather the information on them. Members concurred they liked having the tour date and time set in the RFP. Members discussed having a 3-month window from when the RFP is out to the submittal deadline to allow them time to put all of their information together.

Boness reviewed the submission requirements with members, she compiled the list from 8 – 9 RFP's from other communities as well as her own ideas in the drafting of this. Members felt it was a very thorough list. The Village Attorney will be reviewing the terms and conditions portion. Schuenke and Boness will be discussing the finer points of whom the contact person will be, along with finalizing the timelines. Brassington was concerned they were asking for too much information, or this was too complicated, but she advised she has little background in this area. Schuenke advised this is standard, and this is dealing with large amounts of monies, you need to be this detailed. He and Boness will review and fine-tune the proposal.

5. **Adjournment.**

Dietzel moved to adjourn, O'Hearn seconded the motion. Motion carried. Meeting adjourned at 8:35 p.m.

Working Draft

Draft -MINUTES

Community Development Authority Meeting

Wednesday June 27, 2018

Members Present: Sue Smith, Shaun O'Hearn, Ken Brost, Stephanie Brassington, Jerry Dietzel, Peter Bloechl-Anderson

Members Absent:

Staff Present: Pauline Boness

1. Call to Order

Brost called the meeting to order at 7:00 p.m.

2. Public Appearances - none

3. Business

- a. **Discussion and possible recommendation to the Village Board reg. a RFP for development of 4719/4723 Farwell St**

Boness reviewed the RFP process, which was started at the previous meeting. The Village board will be discussing affordable housing at their July retreat. O'Hearn inquired where the idea of affordable housing came from, and what exactly is affordable housing. Boness replied the initial developers interested in the site had brought it up. By county definition, Tenants must meet a certain percentage of the median income. There is low and moderate-income housing; Section 8 applies to predominately-low income and Section 42, which applies more to seniors. O'Hearn advised he is concerned with affordable housing in this project, with the desire to attract commercial on the first level. You will attract a different type of commercial with an affordable housing complex. Boness pointed out it is possible the affordable housing component could be geared towards seniors.

Brost inquired if anyone, after reviewing the draft, had any changes they would like to see. Brost is comfortable with it as drawn with the only change being emphasizing commercial mixed. Members discussed adding the verbiage "rental housing". Along with discussing having, the project designated as a senior housing project, due to the low number of senior rental availability in the community. Boness pointed out you could have both, affordable and mixed rate housing. Brost felt it could be something, which included the possibility of ownership, or what they now call workforce rental housing, not necessarily subsidized, but for more of

an average income. Boness feels the RFP should give parameters of what type of development the Village is seeking. Bloechl-Anderson questioned do you want to lock it in as affordable housing, he would suggest the statement read “and or”, as members indicated, they are looking for what developers feel they could do with the site. If we are doing this in a manner to allow multiple ideas to come to the table, you do not lock in the mindset. The use of “and or” will lock in what we are looking for. He suggested, “The ideal project will incorporate a mix of active commercial uses such as residential, commercial and office space on the ground floor with affordable and mixed residential housing on the upper floors”. Smith concurred. Boness pointed out some developers only do affordable housing projects, if the RFP does not identify this aspect, they may not even be interested in responding. Brassington advised she does not know which way the Village Board will go with this project; she feels it should read market rate then affordable housing leaving it open to options. O’Hearn would prefer to leave “affordable” out.

Bloechl-Anderson stated by presenting this to the next step with the verbiage “and or” in the document it would show they are open to affordable housing, but it does not have to be affordable. If the Members are not open to the idea it should be left out, and another group could override them and put it back in. Boness inquired if they wanted to let the Village Board make the decision. Members felt they want it known they are open to affordable housing, but this does not have to only be affordable housing. Brost pointed out, if someone wanted to do this project as commercial only, it would not be bad if they could make a go of a project without any housing. He feels there should be emphasis on the commercial aspect to the project. Members discussed various aspects of affordable housing, and their options for the RFP verbiage. Bloechl-Anderson suggested not indicating they are looking for only affordable housing and keeping the verbiage generic, giving more options for those to making proposals. Members concurred, they would prefer to not seek only affordable housing, but also see what developers would have to propose for the site. Boness advised she would change it to state “with residential housing on the upper floors” and the Village Board can weigh in on the housing affordability issue. Members agreed, feeling this would leave possibilities and options open.

Boness inquired on Page 2 under income statement – did they want it to read “the last three years and the first 6 months of 2018”. Along with providing information on any litigation, bankruptcy defaults or foreclosures? Members concurred.

Boness reviewed the bid process and discussed on page 3 requiring all questions to be emailed to Matt Schuenke or Boness with a specific topic, with all questions submitted no later than 7 days from the final submittal date. Where would you suggest posting responses, so that then can be seen by all parties who apply? Bloechl-Anderson inquired how they would be distributing the RFP, would it be a downloadable document, or something they contacted to receive. Boness replied she was thinking of compiling a list of developers she knows who would do

affordable housing, if the RFP was slanted that way, and, send copies to them. They would also put something on the website, along with the newspaper. Bloechl-Anderson stated, if it is downloadable, you would need to create a program so you can capture the information on the parties, and have contact information on them, or you do not have it downloadable and have them email someone to have a copy emailed to them, or if they pick up a hard copy they complete a form with their information when they pick it up. This would give you a list of interested parties. Boness advised she has contacted the Village Engineer to see how they handle the bidding process, and possibly tag on to how they handle it, and see if their process would work. Bloechl-Anderson pointed out when someone asks a question, everyone gets the answer, but it is not disclosed who asked the question.

Boness reviewed page three with Members, she will review with the Village Attorney on whether to have applicant's list ownership in the company. Members decided they would prefer that as it could show if there is a partner with a not so ethical background as part of the organization.

Boness discussed under Terms and Conditions the adding of a confidentiality clause, and exemption from open records laws. Boness will be discussing details with the Village Attorney.

Brost inquired what the next step in this process is, a recommendation to the Village Board. Boness replied if they are inclined to. Brost felt it should move forward. Brost moved to recommend to the Village Board to request an RFP for 4719-4723 Farwell Street with changes as added today. Brassington seconded the motion. Bloechl-Anderson asked for clarification this, is just a draft going to them. Members agreed this is just the draft. Motion carried 6-0.

4. Adjournment.

O'Hearn moved to adjourn, Smith seconded the motion. Motion carried. Meeting adjourned at 7:28 p.m.

Draft -MINUTES

Community Development Authority Meeting

Wednesday August 1, 2018

Members Present: Sue Smith, Shaun O'Hearn, Ken Brost, Stephanie Brassington, Jerry Dietzel, Peter Bloechl-Anderson, Toni Stularik

Members Absent: None

Staff Present: Pauline Boness, Matt Schuenke

1. Call to Order

Brost called the meeting to order at 7:00 p.m.

2. Public Appearances - none

3. Business

a. Discussion and possible recommendation to the Village Board regarding creating a RFP for redevelopment of 4719-4723 Farwell St.

Schuenke indicated as of last Friday the Village now owns the property. The purpose of the RFP is to move forward with redevelopment of the parcels. This project will take some time to put together. Members were reminded the Village borrowed money to purchase the property. Repayment on that loan would begin in 2020. Schuenke would like to attain full value of any redevelopment by 2021. It would be ideal to begin construction in 2019.

Authority members reviewed the latest draft of the RFP prepared by Boness. Members discussed whether to include an affordable housing component and concluded by having residential and office uses options on the upper floors.

Under site information, it was agreed to leave demolition of the current office space up to the developers, as it might serve some purpose as redevelopment takes place.

Submittal and Questions

Boness and Schuenke indicated they will have the Village Engineer help out with how to populate our website as developers submit questions regarding the RFP or look for any updates to the document itself.

Boness was required to add the requirement for an electronic copy via a flash drive along with hard copy submittals.

Key Dates

After reviewing the calendars, members were comfortable with an issuing date of September 4, 2018, a due date of September 12, a due date for submittals of November 1, 2018 and a selection date of 90 days.

Schuenke indicated after the revisions from tonight are done, it will be sent out to our Attorney for review prior to submittal to the Village Board.

Motion by Brassington, seconded by Brost to recommend the RFP for properties at 4719-4723 Farwell St. to the Village Board for approval with the changes discussed tonight. Motion carried unanimously.

b. Discussion and action to make a recommendation to the Village Board regarding the sale of the property at 5411 Bashford Street.

Schuenke reported to Authority members, the site has had the underground tank removed and the buildings demolished. The Village has about \$60,000.00 invested in the purchase and cleanup. He is wondering if members recommend selling the site at this time.

Brost indicated he always wanted to see a duplex at this location due to duplexes adjoining the property. The Plan Commission did approve a CUP for a small single family home. O'Hearn supported some sort of commercial use. Members did note the proximity to the school and heavy traffic at the beginning and end of the school day.

Schuenke suggested he contact a few local realtors for proposals.

Brassington moved to recommend to the Village Board the sale of 5411 Bashford Street. Seconded by Brost.

O'Hearn feels the site is better utilized for commercial use as we have so little. Authority members agreed. Schuenke should seek proposals from realtors for commercial as well as the residential potential of the site. Brassington withdrew her motion.

Schuenke will bring more information back to the group at their next meeting.

4. Adjournment.

Smith moved to adjourn, Brost seconded the motion. Motion carried. Meeting adjourned at 7:45 p.m.

Respectfully submitted
Pauline Boness



COMMUNITY DEVELOPMENT AUTHORITY SUMMARY SHEET

MEETING DATE: Wednesday, September 5, 2018

SECTION: Business

DEPARTMENT: Community Development

CONTACT:

AGENDA ITEM: Review and possible recommendation to the Plan Commission regarding an addition to Culvers Restaurant located at 4700 Farwell St. The property is zoned C-G General Commercial and is within the boundary of TID #5.

PREVIOUS ACTION:

ISSUE SUMMARY:

Culvers plans to eliminate their outdoor seating by enclosing this area and providing indoor seating.

The Culvers site is included within recently created TIF #5. CDA review involves conformance to the TIF guidelines (copy in packets). Some of the guidelines aren't applicable as this is an addition rather than entirely new construction. However, all of the exterior materials of brick and vinyl will be replaced with EIFS & stone veneer.

With the addition, the building will need to be sprinkled, landscaping replaced, signage added including warning of pedestrian crossing and directional signage around the building. The number of parking stalls may be an issue as the new addition will increase the amount of seating for patrons.

Under lighting issues, three light poles will be eliminated with a fourth to be relocated. Appears some of the asphalt work will encroach on property to the east. Some sort of agreement for this work should be secured from the adjoining property owner.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

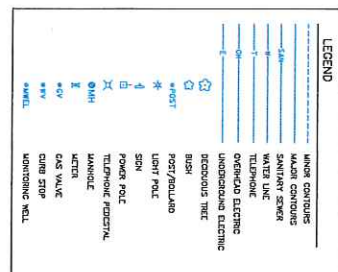
ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



ATTACHMENTS:

1. 8.5.18 Culvers CDA pkt

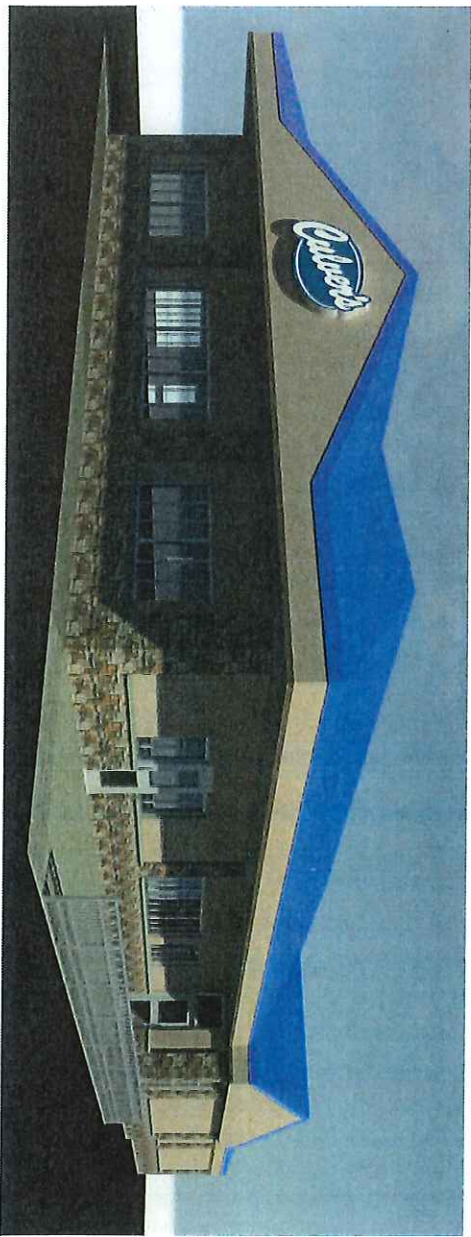


A vertical rod is shown with a horizontal force F applied at its center. The rod is labeled with $2L$ at the top and L at the bottom, indicating its total length and the distance from the center to the bottom end.

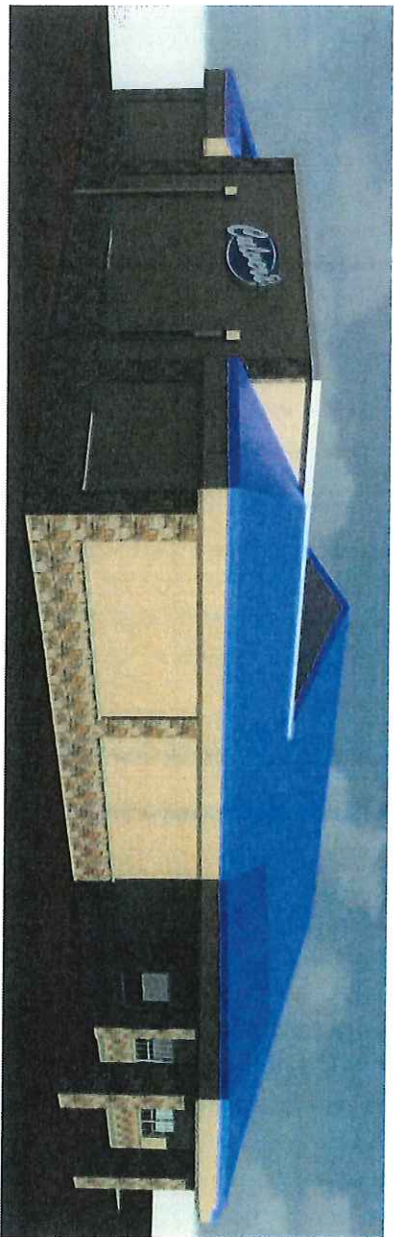
560 Sunrise Drive
Spring Green, WI 53588
phone: 608-568-7484
fax: 608-568-9322

JEWELL
associates engineers, inc.
Engineers - Architects - Surveyors





1 Southeast
NOT TO SCALE



2 Southwest
NOT TO SCALE

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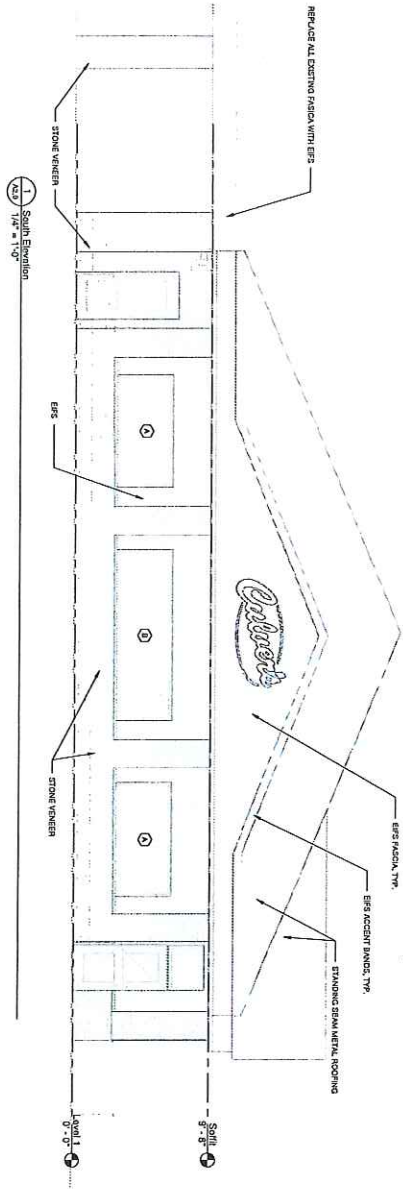
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Culver's McFarland
Susan Bulgrin
4700 Farwell St, McFarland, WI

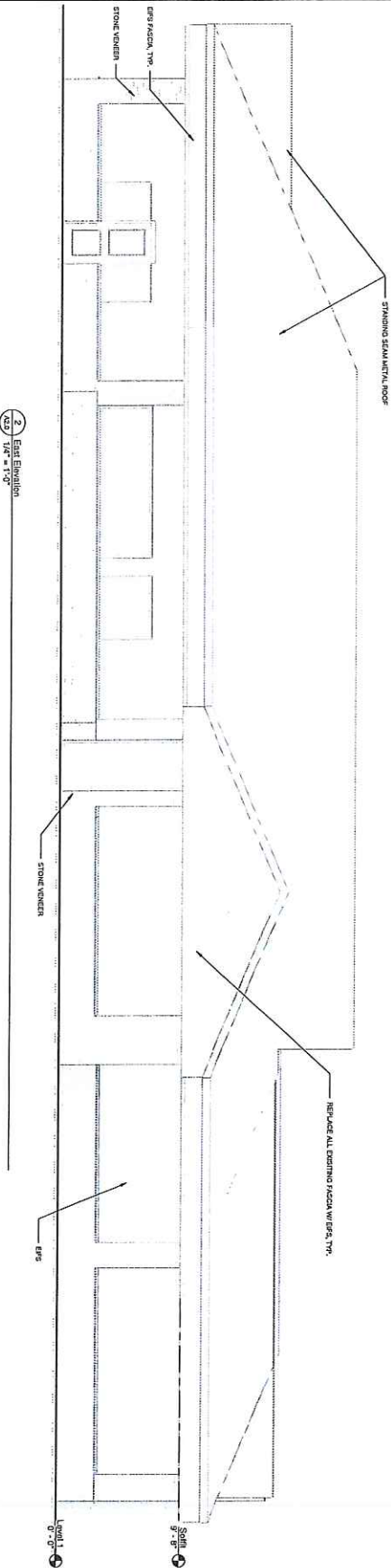
DATE
8-28-2018
DESCRIPTION
SHEET

Drawing Name
Rendered
Views

Project Number
B17020
Sheet Number
A0.1



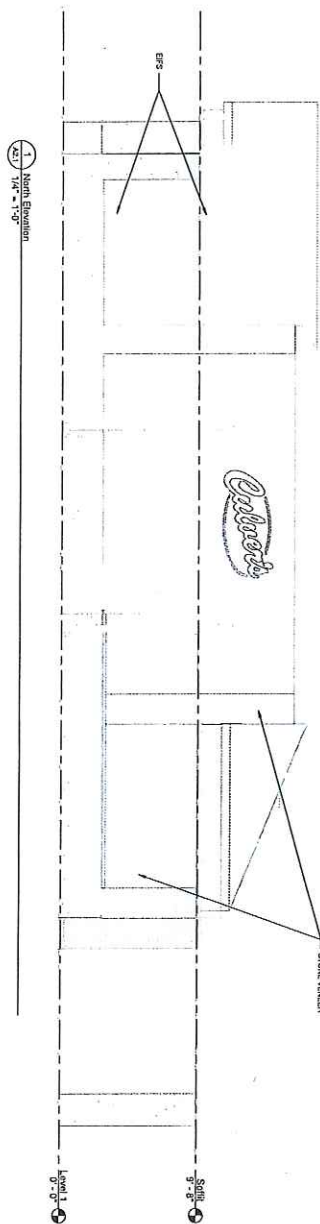
South Elevation
1/8" = 1'-0"



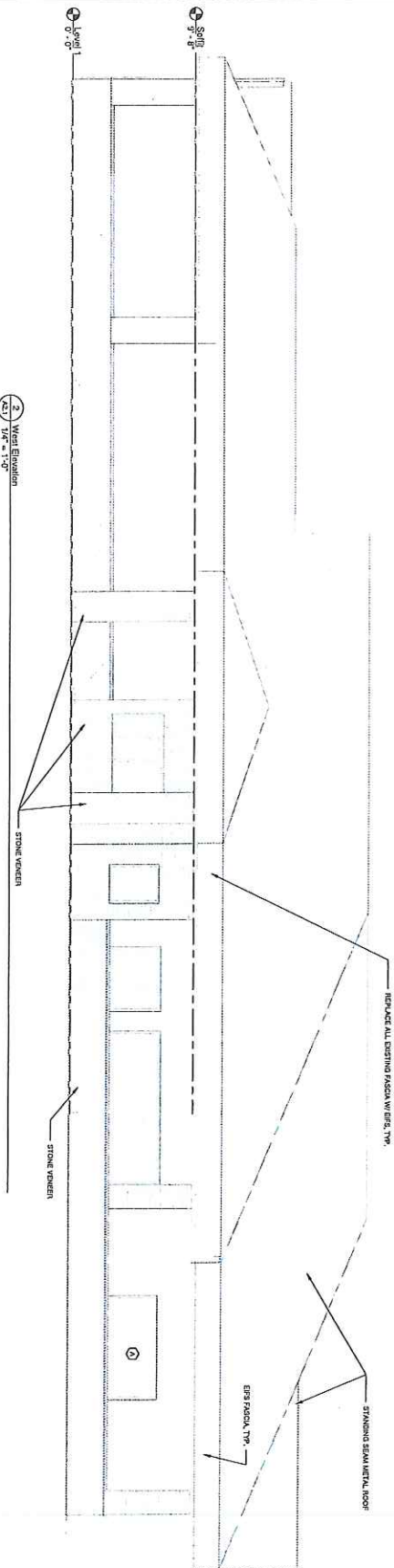
East Elevation
1/8" = 1'-0"

EXTERIOR MATERIAL SELECTIONS	
STANDING SEAM METAL ROOF - BLUE	
EPS - STYLIZED SAND FINISH	
LOCATION: FACIA	
EPS ACCENTS - STD CHAMPAGNE 8330	
STYLIZED SAND FINISH	
LOCATION: VENER, BINGO	
PARAPET CAP - UNK-CLO BSCAL BLUE	
STONE - BOSTON GREY	
STONE FINISHING SLUFF	
STONE VENER	

JEWELL associates engineers, inc. Engineers • Surveyors • Architects		540 S. Madison Ave. Spring Green, WI 53588 Phone: 608-586-7444 Fax: 608-586-5522 E-mail: jewell@jewellinc.com	Culver's McFarland Susan Bulgrin 4700 Farwell St, McFarland, WI	Date 8-28-2018 No. Description Size	Drawing Name Exterior Elevations Project Number B17020 Sheet Number A2.0
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1 North Elevation
1/4" = 1'-0"



2 West Elevation
1/4" = 1'-0"

NO.	DATE	DESCRIPTION	BY
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Culver's McFarland
 Susan Bulgrin
 4700 Farwell St, McFarland, WI

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 Website: www.jewelleng.com











Community Development Highlights

July 2018

- July has been our busiest thus far for 2018 with 80 permits issues, nineteen permits were issued for new construction 2 commercial, 7 duplexes, 10 single family. Totals for the month equaled \$104,858.46. As of August 2nd, we have issued 411 permits for 2018. New construction consist of: 46 single family, 8 duplexes, 3 multifamily & 3 commercial. We are about 120 permits ahead of last year. For the first 7 months of 2018 revenues are approximately \$760,000. Last year at this time, revenues were just over \$387,000.00
- Finalized a draft of an RFP to redevelop 4719-4723 Farwell Street. The Board will need to approve prior to issuance. The Village closed on the purchase of this property in July.
- Final revisions of design guidelines for TIF #5 were reviewed by CDA and Plan Commission. A resolution has been drafted and will be acted upon by the Village Board.
- Working to finalize a Developers Agreement for Phase 6 of Juniper Ridge Subdivision. Brain Berquist and Allan Coville would like to insert some language regarding cleanouts for the detention ponds.
- Working with Veridian on renewing surety for public improvements.
- Have had to respond to many inquiries regarding earth-moving going on at the southeast corner of Marsh and Siggelkow Road. Midland Rentals has begun development of seven duplexes at this location.
- The branding Ad-Hoc committee continues to meet. Our consultant Zebradog made a presentation before the Village Board in early July.
- The Waubesa Shores amended condo plat and declaration were approved by the Board in July.
- The final draw request for Waubesa Village was made and approved by Matt Schuenke.
- Attended the following monthly meetings
 - CDA
 - Plan Commission
 - Village Board

Submitted by:
Pauline Boness
Community Development Director