

MINUTES

Community Development Authority Meeting

December 5, 2018

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

Members Absent: None

Staff Present: Pauline Boness

Others Present: Curt Peerenboom, Will Rutherford, Brian Spanos, Brett Riemen, Megan Schuetz, Andrew Bremer, Cathy Kirby, Patrick Miles, Brad Czebotar, Jonathan Daugherty, Carolyn Clow, Jerry Adrian

1. **Call to Order**

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

2. **Public Appearances**

Patrick Miles – Dane County Board Supervisor commends the Village for acquiring property would like the CDA to take a bold step and step back to look at visioning at what is proper for this corridor. Community should be able to weigh in. Public engagement and process is important, as this is a big decision. The board should set goals for this site with a job base and density base. You should look at do you want sustainability, renewable energy. Imbalance of commercial versus residential, a possible commercial anchor? Is this an opportunity to make McFarland a destination, and alleviate some of the tax burden on homeowners. You need community input, and should try to set some aspirational goals. In the RFP there was no system established for scoring of the applications.

John Daugherty – 6011 Merrill Street echoes Mr. Miles comments and sentiments. You need to poll citizens as to what they want to see at this site. Outdoor play space should be a part of either RFP.

Cathy Kirby – 5812 East Open Meadow - Plan Commission member – echoing sentiments of Patrick Miles. It appears we are putting the cart before the horse. What do we want to do? Explore commercial or other mixed use. Concerned over density and traffic. Need to have a traffic study. Kirby did not feel we explored commercial possibilities before sending out the RFP. Generate commercial tax base. This may not be an ideal spot for senior

housing, there are other locations that would be better suited, and there appears to be a glut of apartment buildings.

3. Approval of Minutes

- a. Review and possible approval of draft minutes from the November 7, 2018 Community Development Authority meeting.

O'Hearn moved to approve the draft minutes from the November 7, 2018 Community Development meeting. Brassington seconded the motion. Motion carried.

4. BUSINESS.

- a. Introduction regarding proposals submitted for the Farwell Street Property Redevelopment located at and around 4719 Farwell Street.

Boness gave an overview of the process; an RFP was issued on September 1, 2018 with a deadline of November 1, 2018. There were two submittals received.

- b. Presentation by Horizon Development Group regarding their proposal for the Farwell Street Property Redevelopment located at or around 4719 Farwell Street.

Will Rutherford of Horizon Development outlined the history of their company as well as the highlights of their proposal. Rutherford explained phase I, which would be four stories and & Phase II which would be three stories. Reviewed target market of seniors and their make-up relating to occupancy, age, parking needs and number of bedrooms.

In response to a question from Dietzel on public financing, applications are submitted in December hear back in March, and then we work on the details of financing. Plan on November 2019 for 1st phase while we are working on financing for Phase II. Smith stated she envisioned more commercial retail at this location. She is concerned with the number of apartments, and so little retail. Is there a reason why so little? Rutherford responded based on the evaluation, RFP, and Comprehensive Plan. Horizons has had their eye on McFarland for a project like this for some time.

Bloechel-Anderson felt the commercial is really downplayed. Terrace blocks retail from the road. Rutherford advised they wanted to create outside seating area for Angelo's who has expressed an interest in the commercial space. However, Horizon is willing to revisit this. Brost stated we were hoping for a commercial project with some residential, instead, we got residential with some commercial. Rutherford indicated it was interesting that the proposals are similar which may speak as to what

the market is for this site. O'Hearn asked are they open to providing more retail space? Rutherford replied we could certainly look at that possibility.

- c. Presentation by Lakestone Properties and Movin' Out Inc. regarding their proposal for the Farwell Street Property Redevelopment located at and around 4719 Farwell Street.

Brian Spanos, Brett Riemen from Lakestone Properties and Megan Schuetz of Movin'Out Inc. – 721 Foxboro, Oregon presented their project by providing background on both companies. Rieman has 20 years' experience in multifamily and commercial retail projects. Schuetz of Movin' Out Inc. – a non-profit focuses on disabilities and veterans services. One segment of their mission is to provide housing and partner with developers on development projects.

Brett Riemen presented the proposed project 8,000 sq.ft. of Commercial space, 80,000 total sq.ft. 100% of residential would be affordable housing. Parking set out to the sides for less visual impact of a larger building. Target 80% 55 years of age and older. It would be three stories with a flat roof to help with scale issues. Active streetscape with commercial closer to the street. Minimize view of parking lot. There would be two plazas in the center separating out the commercial and residential.

Smith commented she would like to see a draw to the community with retail, more retail on the first floor as it is a critical corridor along Farwell Street. Riemen replied retail sharing with other uses is a tough market especially outside of more urban areas. Retailers are finicky, they like their own buildings in the suburbs. Schuetz stated the market is difficult but as we proceed, we might be able to see retail opportunities, they have a good amount of time to consider other possibilities. She gave examples of other mixed-use projects with vacancies. We want everyone to be proud of this project. We can be flexible as to how space is used.

Bloechel-Anderson felt it was a good layout, and engages Farwell Street better, has a community feel. Spanos stated the model works for them based on the RFP, which was put out, without asking for additional TIF monies, but they can tweak it based on feedback. Schuetz explained some of the programs available for low-income housing and the timing of December or January 2019 for applications for tax credits. Brost asked if there are any opportunities if there is a down turn in the market of 55 and older in the future, would these convert to other types of uses. Schuetz replied they can focus market more to seniors; there is no age restriction on disabled units. They could also design some of the common areas to look more like retail space to give the appearance the village is looking for, without the risk of units sitting vacant. They can design units with disabled amenities, non-disabled parties do not mind. They would build units to market rate specifications. Smith asked what qualifies someone for affordable housing. Schuetz reviewed income breakdowns for affordable housing by Dane County. Once tenants move in they do not have to move

out due to higher incomes. She referenced CDA members to the Dane County Housing Study. In section 5, it indicates there is a 105-unit gap in affordable housing in McFarland. Brost felt there are residents leaving McFarland due to lack of affordable housing. Spanos discussed the density issues, if they reduced the project to 69 units it would increase needed funding to ½ million dollars.

- d. Discussion and review of proposals submitted for the Farwell Street Property Redevelopment located at and around 4719 Farwell Street.

Andrew Bremer of MSA did an overview of comparing both proposals from a physical standpoint as well as a financial standpoint per the memo he provided.

- e. Discussion and action to set the process to evaluate the proposals submitted for the Farwell Street Property Redevelopment located at and around 4719 Farwell Street.

Consensus of members that public input is very necessary. Need to push out the timeline. It is too close to the holiday season to hold an open house; there would likely be poor attendance. Stolarik thought we might consider a billboard at the site asking for input. Boness and Schuenke asked to revise the review process in light of tonight's comments. Brassington did not care for either proposal.

5. SCHEDULE NEXT MEETING DATE.

- a. Wednesday, December 19, 2018 at 5:30 pm Horizon Development Group Open House
- b. Wednesday, December 20, 2018 at 5:30 pm Lakestone Properties and Movin' Out Open House
- c. Wednesday, January 2, 2019 at 7:00 pm Regular CDA Meeting
- d. Wednesday, January 16, 2019 at 7:00 pm Special CDA Meeting

6. ADJOURNMENT.

O'Hearn moved to adjourn, seconded by Brassington. Motion carried. Meeting adjourned at 9:04 p.m.

Respectfully Submitted
Pauline Boness