MINUTES

Community Development Authority Meeting

March 6, 2019

Members Present:	Ken Brost, Shaun O'Hearn, Stephanie Brassington, Toni Stolarik, Peter Bloechl-Anderson
Members Absent:	Sue Smith, Jerry Dietzel
Staff Present:	Matt Schuenke, Karen Knoll, Pauline Boness (arriving at 8:15)
Others Present:	Ryan Quam, Clair Utter, Brian Doolan, Brian Spanos, Brett Rieman, Olivia Parry, Joe Smerko, Nathaniel Romick

1. **Call to Order**
   Brost called the meeting to order at 7:00 p.m.

2. **Public Appearances**

   Brian Doolan – 5533 Main Street- spoke regarding the proposals for 4719 Farwell Street. He does not feel that is a good location for affordable housing, would prefer to see first floor commercial.

   Clair Utter – 5520 Rustling Oaks Lane – spoke in opposition to the proposals of 4719 Farwell Street. Feels a different RFP is needed to get what the Village needs on that site. He would prefer to see what the financial impact on the TIFs would be.

   Brian Spanos – 5910 Main Street - Lake Stone Properties - spoke in favor of the 4719 Farwell Street proposal, advised there is a correction, as they did not propose affordable housing for this site, it would be market rent, they are open to looking at senior housing, but the process is in works.

3. **Approval of Minutes**
   a. Review and possible approval of the January 2, 2019 Community Development Authority minutes.
   O'Hearn moved to approve the January 2, 2019 CDA minutes, Brassington seconded the motion. Motion carried 5-0.

b. Review and possible approval of the February 6, 2019 Community Development Authority minutes.
O'Hearn moved to approve the February 6, 2019 CDA minutes, Brost seconded the motion. Motion carried 5-0.

4. BUSINESS.

a. Public Hearing Regarding an amendment to Redevelopment District No. 1 (TID #3) District
Boundary for the Village of McFarland, Wisconsin and Project Plan, redesignating 4703 Terminal Drive from Industrial land use and to Mixed use Commercial/Residential.

Brost moved to agenda item 4(a) after completing of 4 (e). Brost opened the public hearing at 7:44 p.m.

Utter spoke in opposition to moving forward with the proposal until other aspects were resolved with the TID, would like to know the status of plans for Quam's current TID project.
Spanos – spoke in favor of the project

Cindy Krenz – 4810 Terminal Drive – spoke in favor of the project.

Brett Reimen – 5910 Main Street –Lake Stone Properties - spoke in favor and feels the office space is an important piece to the development.

Stolarik asked of Quam how the office space lays out. Quam replied he has 2 versions he is working with, one where the office is more visible from the highway and one where it is less visible.

Brost closed the public hearing at 7:50 p.m.

b. Possible recommendation to the Village Board regarding Resolution No. 05-2019

approving an amendment to Redevelopment District No. 1(TID #3) District Boundary and Project Plan for the Village of McFarland, Wisconsin redesignating 4703 Terminal Drive from Industrial land use to Mixed Use Commercial/Residential.

Schuenke indicated the proposed future land use for this site identified in the redevelopment plan is not what the developer wants to use the site. Schuenke reviewed options for changing the land use. The Village Board is has the ultimate decision on anything you move forward to them.

Quam stated he is working with different departments on the site plan. He would be interested if there was a TIF overlay that could help the project in the future. He will be attending the Public Works and Public Safety meetings in the upcoming weeks.

For those not present at the February meeting Schuenke reviewed the processes of the TIF's, timeframes, and increment collection and how the Joint Review Board works. This is a discussion which would likely start in June.

O'Hearn moved to recommend approval to the Village Board regarding Resolution No. 05-2019 approving an amendment to Redevelopment District No. 1(TID #3) District Boundary and Project Plan for the Village of McFarland, Wisconsin redesignating 4703 Terminal Drive from Industrial land use to Mixed Use Commercial/Residential. Brassington seconded the motion. Motion carried 5-0.

c. Review and possible recommendation to the Plan Commission regarding a General Plan & Detailed Plan for Phase 1 for 4703 Terminal Drive and rezoning from C -H Commercial Highway to PDD-GPA Planned Development District General Plan Approved and PDD-DPA Planned Development District Detailed Plan Approved.

Schuenke explained the rezoning process, as a Planned Development District, it would give the option for the developer to tell the Village how they would like to develop the property as it does not now match with the underlying zoning district. It is a two-step process; the first step is a general development plan, which looks at the whole site. The second step is the detailed plan, which deals with certain aspects in phases. The detailed plan has to conform to the general plan. Members have the submittals in their packets along with all required information. This will be the first phase, detailed plans are more specific.

Quam reviewed his submittal for Phase 1 with members, and his hopes to build Phase II the office building in 2020. He may sell part of the property outright or partner with someone on the project. He is trying to preserve many of the trees, which is what is driving the current layout. He is making revisions as directed by staff. He flipped the office parking lot as prospective tenant he was speaking with indicated they did not feel being seen from Highway 51 was a priority. He has had others who indicate the frontage would be a draw. He is waiting to see how he proceeds with that portion, it could set either way. Schuenke discussed there is many factors for how this lays out, the DOT may have some concerns and Quam had indicated he wanted businesses to have the view of the capitol. Quam stated he is working with the Fire Department to accommodate their concerns and needs for the property.

Quam reviewed Phase 1 – it will be a three story 27 unit building, with exposed garage walls and 29 underground parking stalls for 54 total stalls. The existing house on the property will remain until they choose to no longer live there. Quam outlined the driveway layout for the project along with the wetland area, a proposed boardwalk with lights and sidewalk. He understands for that he will need CARPC, DNR and Village approval. The building itself is very similar to his current project Waubesa Shores. He will be designating areas which can be mowed, and where people can walk their dogs. Quam reviewed the landscape plan and will be working the the neighboring property to get a grading easement. Quam will be providing a lighting plan with photometrics. He has some areas where he is not proposing curb, as he would like to keep that area open to push snow on, or if he needed to add additional parking stalls.

Brassington moved to recommend approval to the Plan Commission regarding a General Plan & Detailed Plan for Phase 1 for 4703 Terminal Drive and rezoning from C -H Commercial Highway to PDD-GPA Planned Development District General Plan Approved and PDD-DPA Planned Development District Detailed Plan Approved. O'Hearn seconded the motion. Motion carried 5-0.

d. Review and possible recommendation to the Plan Commission regarding a site design plan for McFarland Liquor located at 4716 Farwell Street located within TID #5.

Nathaniel Romick reviewed the submission in packets for 4716 Farwell Street. The property is currently 2500 sq.ft. they are looking to add on approximately 1500 sq.ft. Reroofing, and rewrapping the exterior of the building, plus adding a new bathroom along with updates will be done to bring everything up to current standards and making it handicapped accessible. They may add a sign later. Boness had paper copies of the design guidelines for TID #5 available for authority members. Boness asked if they had selected colors for the project and what will be on the sides and rear of the building. Romick responded they are looking into a vinyl type siding, and they have not selected colors yet, most likely earth tones to blend in with neighboring properties, they will have them selected by the Plan Commission meeting. They are not adding many exterior lights. They have eliminated one access point to add parking Mechanicals will be inside. Bloechel-Anderson asked if they would have any parking for bicycles. Romick replied not at this time, customers currently lean them against the planters, it is something to consider.

Brassington moved to recommend approval to the Plan Commission regarding a site design plan for McFarland Liquor located at 4716 Farwell Street located within TID #5. Bloechel-Anderson seconded the motion. Motion carried 5-0.

e. Discussion and possible action in order to make a recommendation to the Village Board regarding the selection of a proposal for the Farwell Street Property Redevelopment project located at and around 4719 Farwell Street.

Brost asked for the Committees approval to move agenda item 4(e) to the beginning of the meeting. Members agreed.

Brost inquired of Olivia Parry when people discuss affordable or workforce housing they are talking about renting, not ownership, and what is the rent range that would qualify as workforce housing? Parry replied it is just rentals not ownership, and it depends on the financing of the project; but the normal range is 30% - 80% of your income. WHEDA tax credits require averaging, which would be 60 or less of all the units in the development. Brost asked for specific rent ranges. Parry advised she did not have that information. There is rehab and new for affordable housing. Parry stated it is no longer possible to build an affordable new single family home, even if it was a small 2000 sq. ft. home the average cost would be $350,000. Parry discussed various programs for housing. There are over 13,000 housing units, which are cost burdened, or parties that are at risk affordability wise.

Brost pointed out, he sees vacancies and no waiting lists at properties, which would be in an affordable range, $500 - $900 range. He is concerned with hurting current property owners with adding too many affordable units in McFarland. Parry advised she did not have the specific information on that. Parry did not have information on which type properties had the most demand. She could get information from the 2015 housing study if someone wanted it. Parry stated there is no correlation that there is more crime with affordable housing. The quality of the building, how you integrate it and management are the key. Brost asked Parry to get back to him on the actual rent ranges.

Schuenke reviewed the submittal (see attached) per the CDA's request for changes at a previous meeting. Those requests were submitted to the developers, with the responses from the developers included in packets. Schuenke reviewed the updated memo from Andrew Bremer from MSA and the comparisons between the two submittals.

Schuenke reviewed the TIF Performa analysis with members per the spreadsheet provided in packets. When reviewing the projects we are looking at the residential, commercial, affordable, market rate; all of the criteria we established. There will be some additional work after selecting a potential proposal to work with. This only begins the project; it is not an approval for the project. There will be further evaluations as the process moves forward.

Bloechel-Anderson moved to recommend to the Village Board the selection of the Lake Stone proposal for the Farwell Street Property Redevelopment project located at and around 4719 Farwell Street. O'Hearn seconded the motion. Motion carried 5-0.

f. Discussion and possible recommendation to the Village Board regarding the establishment of a fee within the Tax Increment Financing Development Incentives Policy Manual together with minor text changes relating to payback of TIF loans.

Members agreed to table this until a future meeting.

g. Discussion and possible action on a recommendation to the Village Board regarding acceptance of the Lodging Market Feasibility Study/Analysis.

Schuenke indicated last year a feasibility study was pursued so we can better understand hotel data, and questions developers may have. It is a resource for the Village to have objective information to use to compare projects and make decisions in the future on whether or not the Village can support a hotel. The study focuses on one site, which is currently privately owned. Schuenke summarized how the information was gathered and reviewed the report in packets. The report shows a hotel could be supported in the community, mostly due to the proximity to Madison and its economy and special events. The type of hotel they are recommending is 60-70 rooms. Members reviewed the type of amenities the report showed people expect. There is also economic impact potential data included as part of the report. A hotel would bring jobs, generate property taxes, and room taxes. The Village is trying to collaborate with the Chamber regarding the use of room tax. If we do not create a local tourism authority on our own, or with the Chamber, the room tax revenue goes back to the regional tourism authority, which would be the City of Madison Tourism and Convention Bureau.

The study shows as expected, the hotel would be busier in summer months, and weekends. One of the Villages weaknesses is the absence of a large employer, which would generate demand for a hotel. Access for the site considered is close to Highway 51 and the interstate. Visibility and traffic counts, along with easy access are the main considerations for a hotel. Members reviewed the site selected by the report, and current utilities in the area. Schuenke advised they did try to market the Farwell Street site to hotel developers, and they had concerns on its location and ease to locate. The use of tourism dollars earned from a hotel could be used to market the businesses and restaurants located in McFarland.

Stolarik moved to recommend to the Village Board acceptance of the Lodging Market Feasibility Study/Analysis. O'Hearn seconded the motion. Motion carried 5-0.

5. SCHEDULE NEXT MEETING DATE.

Next meeting will be April 3, 2019

6. ADJOURNMENT.

O'Hearn moved to adjourn, seconded by Brost. Motion carried. Meeting adjourned at 9:03 p.m.