

**Community Development
Authority**

**Wednesday, February 3,
2021**

7:00 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/83319846535>

Or by Telephone: +1 (312) 626-6799
Webinar ID: 833 1984 6535

1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Review and possible approval of the January 6, 2021 Community Development Authority minutes.
4. BUSINESS.
 - a. Discussion regarding potential use and redevelopment of 4008 Terminal Drive, preapplication meeting requested by Chad Strutzel.
5. CLOSED SESSION.
 - a. Discussion and action in order to convene in Closed Session in accordance with Wis. Stats. 19.85(1)(e) to deliberate or negotiate the investment of public funds or other specified public business whenever competitive or bargaining reasons require a closed session, specifically related to the acquisition of property at the following locations:
 - 1) 4008 & 4012 Terminal Drive, including parcel# 071027386201 (Tax Increment District #3)
 - b. Discussion and action to reconvene into Open Session
6. BUSINESS.
 - a. Discussion and possible action to make a recommendation to the Village Board regarding the acquisition of property located at 4008 & 4012 Terminal Drive, including parcel# 071027386201, within Tax Increment District #3.

b. Presentation of Community & Economic Development Department Monthly Report

7. SCHEDULE NEXT MEETING DATE.

a. Wednesday March 3, 2021

8. 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.

Community Development Authority

Working Draft -MINUTES

January 6, 2021

Members Present: Ken Brost, Austen Conrad, Dan Kolk, Toni Stolarik, Stephanie Brassington, Mike Flaherty (arriving at 7:03 p.m.)

Members Absent: Jerry Dietzel

Staff Present: Andrew Bremer, Stephanie Miller, Karen Knoll

1. CALL TO ORDER

Brost called the meeting to order at 7:00 pm.

2. PUBLIC APPEARANCES

None

3. APPROVAL OF MINUTES

- a. Review and possible approval of the November 4, 2020 Community Development Authority minutes.

Kolk moved to approve the November 4, 2020 Community Development Authority minutes. Brassington seconded the motion. Motion carried 5-0 with Flaherty abstaining.

4. CLOSED SESSION.

- a. Discussion and action in order to convene in Closed Session in accordance with Wis. Stats. 19.85(1)(e) to deliberate or negotiate the investment of public funds or other specified public business whenever competitive or bargaining reasons require a closed session, specifically related to the acquisition of property at the following locations:

- 1) 4008 & 4012 Terminal Drive, including parcel# 0710-273-8620-1 (Tax Increment District #3)

Brost moved to convene into closed session, Kolk seconded the motion. Motion carried on a roll call vote 6-0. Meeting moved into closed session at 7:04.p.m.

- b. Discussion and action to reconvene into Open Session.

Brassington moved to reconvene in open session. Conrad seconded the motion. Motion carried 6-0. Meeting reconvened into open session at 8:05 p.m.

5. BUSINESS

- a. Discussion and possible action to make a recommendation to the Village Board regarding the acquisition of property located at 4008 & 4012 Terminal Drive, including parcel# 0710-273-8620-1, within Tax Increment District #3.

Flaherty moved to postpone discussion until the next Community Development Authority meeting. Conrad seconded the motion. Motion carried 6-0.

- b. Presentation of Community & Economic Development Monthly Report

Bremer reviewed the November monthly report as provided in packets.

6. SCHEDULE NEXT MEETING DATE

- a. February 3, 2021 @ 7:00 p.m.

7. ADJOURNMENT.

Kolk moved to adjourn. Flaherty seconded the motion. Motion carried. Meeting adjourned at 8:11 p.m.

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, February 3, 2021

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding potential use and redevelopment of 4008 Terminal Drive, preapplication meeting requested by Chad Strutzel.

PREVIOUS ACTION:

ISSUE SUMMARY:

4008 Terminal Drive, collectively parcels 071027385158 (4008 Terminal Drive), 071027386401 (4012 Terminal Drive), and 071027386201 has been listed for sale at a price of \$1,200,000. The properties are within the Village's Tax Increment District (TID) #3. Below is some additional information regarding each parcel.

- Parcel 071027386201, unimproved, zoned M-IC, 4.8 acres, assessed value \$110,200.
- Parcel 071027386401, residential house built ~1950, zoned C-H, 0.6 acres, assessed value \$284,000
- Parcel 071027385158, office building built ~1980, zoned C-H, 0.6 acres, assessed value \$323,800

Chad Strutzel is interested in acquiring these parcels for the purpose of potentially developing the lands for a commercial condominium for personal storage of collector cars. His vision is modeled after a similar development in Naperville, IL called Iron Gate Motor Condos, www.irongatemotorcondos.com. The Iron Gate facility offers secure, temperature controlled "private garage condos" that can be customized as personal garage, workshop and private office spaces. The facility includes a private club house for member use and events. The 15 acre property also includes 35,000 square feet of commercial space specifically for automotive related businesses open to the public. The development is described as "the ultimate garage lifestyle community". Chad has provided a link to a video of Iron Gate <https://www.youtube.com/watch?v=j3K0p-Sx0rc>

Also included in the packet is a set of representative photos from Chad and a preliminary site plan.

While the concept plan is very preliminary in nature, the following are a few notable issues:

- Stormwater Management. There are no areas identified for stormwater management.
- Wetland Buffer. There is a linear wetland along the rear property line. This requires a 75' setback.



- **Lot Coverage.** Presumably all three properties would be zoned C-H to allow the proposed use, with a conditional use permit. The C-H District has a maximum lot coverage of 70% (all pervious areas). The proposed amount of pervious area appears to exceed this requirement.

Addressing all three of these issues will result in a smaller development than shown in the preliminary concept plan.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

The properties are part of several Village plans which can be viewed on the Community Development website www.mcfarland.wi.us/developmentplans

- **2019 Lodging Market Feasibility Study/Analysis.** This study analyzed the feasibility of an upper-mid scaled franchised hotel on the property. The study concluded that a 60-70 room hotel on 2-3 acres would be viable.
- **2017 Comprehensive Plan.** The properties are identified for "Highway and General Commercial" on the Future Land Use Map. Figure 4.1 (page 35) provides a general description of preferred land uses including, but not limited to, a range of retail, commercial service, office, restaurant, lodging, health care, outdoor sales, and institutional uses, with limited outdoor display and storage. The proposed use supports General Land Use Policy #5 to promote infill development for underutilized properties along Terminal Drive; however, the proposed use is inconsistent with General Land Use Policy #1, which calls for following the land use recommendations in the Comprehensive Plan and in more detailed plans such as the Terminal & Triangle District Plan. Page 47 (Volume II) further states that "future land uses are to focus on commercial service and some retail uses that serve the traveling public, complement existing and planned businesses in the area, and serve McFarland residents with land uses not appropriate or viable for the downtown or Farwell/Highway 51 commercial areas".
- **2010 Redevelopment District No. 1.** This plan identifies the woodland property and single-family residence as blighted properties. Map 5, Proposed Land Uses, identifies all three properties within the "Mixed Use-Hospitality/Commercial/Industrial" land use category.
- **2005 Terminal & Triangle District Plan.** This plan identifies the properties within the "Beltline-Oriented Commercial Subdistrict." Map 2 provides a general description of preferred land uses including, but not limited to, hotel, retreat/conference center, sit-down restaurant, highway & job-oriented retail, clinics & daycare, office, and limited fuel/convenience. Map 5 illustrates a conceptual site plan for redevelopment of several properties along Terminal Drive, including the subject properties. Map 5 contemplates redevelopment that includes adjacent properties in the City of Madison.
- **2004 Tax Increment District #3 Project Plan.**



ORDINANCE REFERENCE:

[Sec. 62-71](#) of the Zoning Code provides a list of permitted and conditional uses within the C-H and M-IC Districts. Noting that "mini-warehouses" are a conditional use in the C-H District but not permitted within the M-IC District. While the proposed use is not your typical mini-storage development, the primary purpose is to provide secure space where clients can self-store and retrieve their goods (cars, trucks, boats, RV, etc.) which is sufficiently similar to the purpose of mini storage units; the most applicable classification under the Sec. 62-71 of the Village's Zoning Code. Vehicle repair and body shops are also conditional uses in the C-H District.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only. Mr. Strutzel would like to get general input from the CDA on the appropriateness of this proposed use and general site layout before considering moving further with property acquisition, detailed site planning efforts, and development permits. He has also requested to appear before the Planning Commission for a similar discussion. In the Director's opinion, while an interesting concept, the proposed development does not present the highest and best use of the property. The proposed use is not consistent with general vision for the area identified in the 2005 Terminal & Triangle District Plan. While there is some public retail space shown in the concept plan, the proposed use does not offer the same level of community benefits as the other potential uses described in the plan.

Furthermore, it should be noted that the site itself is considerably smaller than the Iron Gate property in Naperville, and therefore, would be a scaled-down version. If the project were to move forward, the following Village land use and zoning permits would be required:

- Comprehensive Plan Amendment Permit
- Rezoning Permit
- Conditional Use Permit
- Certified Survey Map Permit
- Site/Design Review Permit

ATTACHMENTS:

1. 4008-Terminal-Dr-McFarland-WI-Commercial-Land-Flyer
2. 4008 Terminal Drive_Strutzel_Photos
3. 4008 Terminal Drive_Strutzel_AUTO CONDO-Concept
4. Figure 2, Grams Property Wetland Delineation Report & Data Forms
5. McFarland_Comprehensive_Plan_-_Future_Land_Use_Map
6. Map 5 from Redevelopment District No. 1_01.06.2010
7. Map_2_-_Planned_Land_Use_TTD Plan
8. Map_5_-_Beltline-Oriented_Commercial_Subdistrict_TTD Plan

Land For Sale

4008 Terminal Drive
McFarland, WI

Three adjacent parcels of land off the intersection of Hwy 51 and 12/18 Beltline Hwy, backing up to the waterfront of Capital Springs Recreation Area. Ideal location for a future hotel, headquarters, or high-rise office building to set the gateway to McFarland.

Highlights:

- Just south of Madison, near two highways
- Located in a TIF District of McFarland, who has interest in seeing the land developed
- Parcel Size: 5.94 Acres
- Price: \$1,200,000
- Zoning: Highway/Industrial Commercial



Listing Agent:

John Schneider

Cell: 608-217-4602

Office: 608-838-4457

Co-Listing Agent:

Bryan Earleywine

Cell: 608-206-7270

Office: 608-838-4457



EXIT Realty HGM

4211 W Beltline Hwy

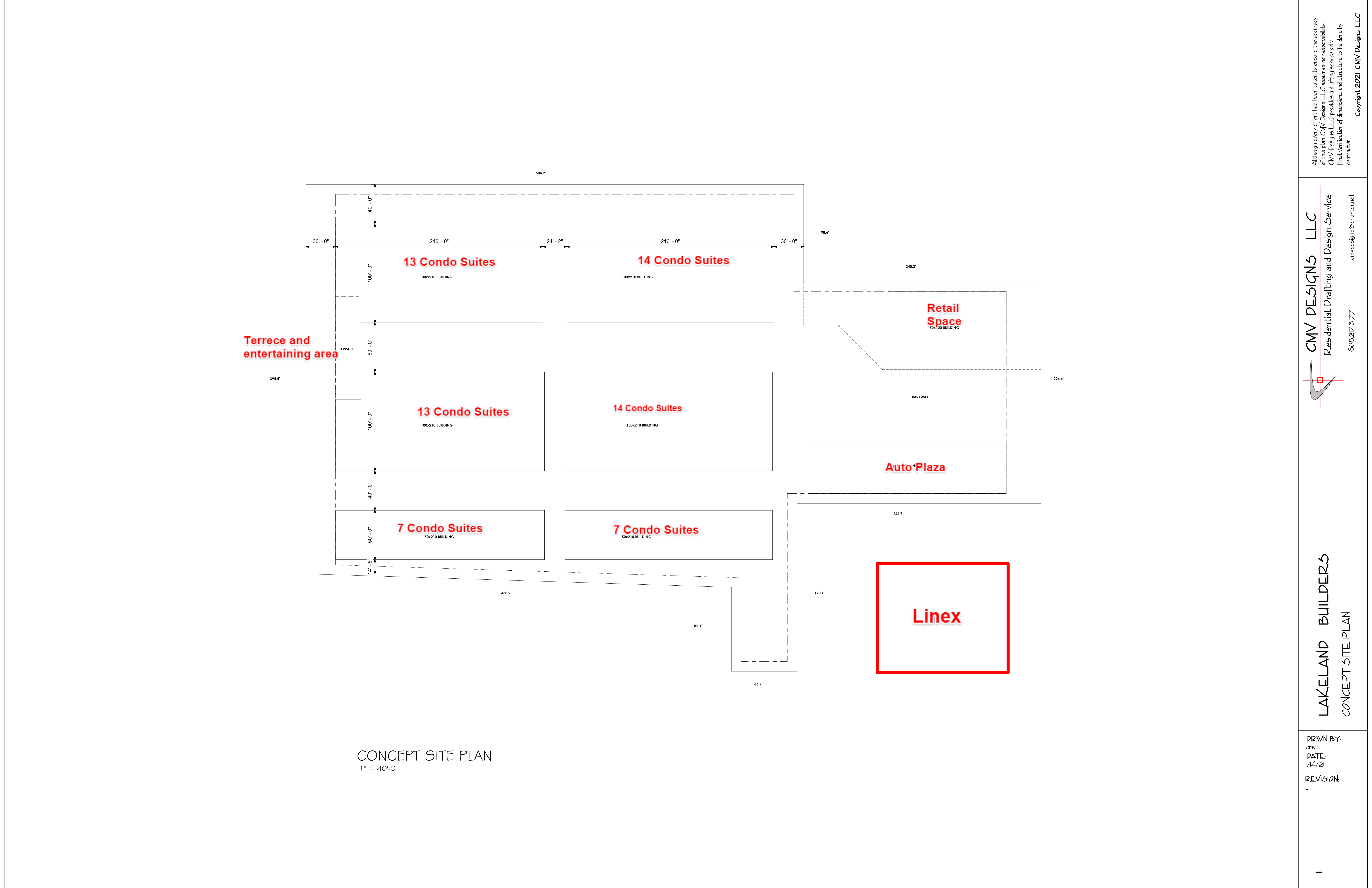
Madison, WI 53711





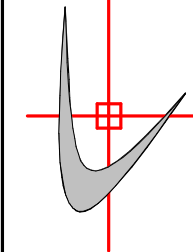






Although every effort has been taken to ensure the accuracy of this plan CMV Designs LLC assumes no responsibility. CMV Designs LLC provides a drafting service only. Final verification of dimensions and structure to be done by contractor.

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Residential Drafting and Design Service

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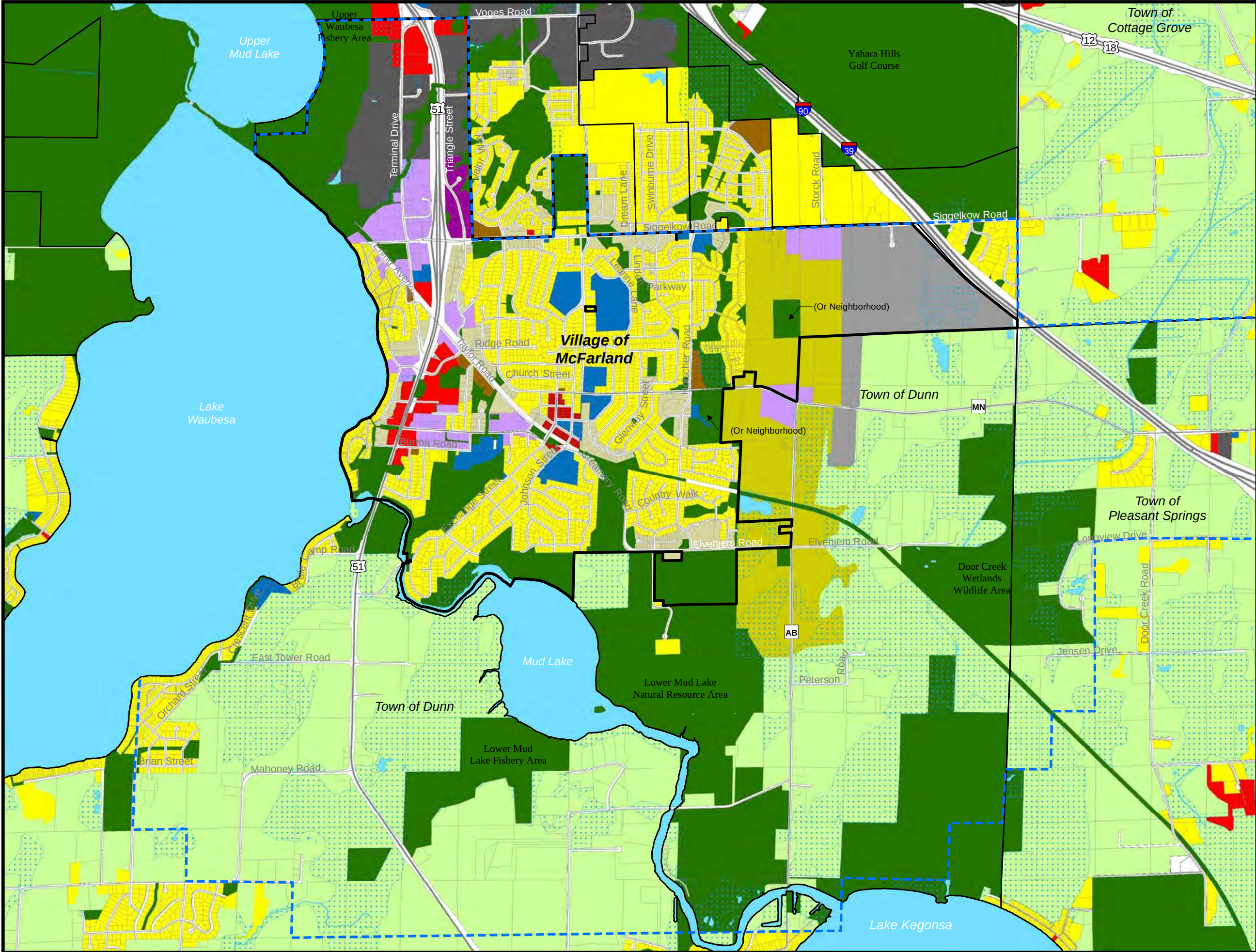
LAKELAND BUILDERS
CONCEPT SITE PLAN

DRAWN BY:
cmv
DATE:
1/14/21
REVISION:
-

Figure 2: Investigation Area, Wetlands & Sample Plots.

Imagery Source: Wisconsin Regional Orthophotography Consortium, 2010.





MAP 6

FUTURE LAND USE



COMPREHENSIVE PLAN

Legend

Future Land Use

- Single Family Residential
- Two Family and Townhouse Residential
- Multiple Family Residential
- Neighborhood
- Downtown
- Highway and General Commercial
- Commercial Park
- Industrial
- Mixed Use/Flex Commercial
- Institutional and Governmental
- Public Lands, Recreation, and Environmental Corridor
- DNR Wetlands and Potential Wetland Indicators over Undeveloped Lands
- Agricultural Preservation
- Urban Reserve
- Water
- Rights-of-Way

--- Village of McFarland Extraterritorial Jurisdiction Boundary

▣ Village of McFarland Limits (8/18)

▣ Other Municipal Limits (2018)

Shapes on this map represent the Village's vision for future land use within the Village and its extraterritorial jurisdiction. For such lands, this map is not intended to represent existing land use or zoning, or to compel property owners to change the use of their land. For example, owners of agricultural or other rural land may maintain their current land use. Actual boundaries between different future use categories and implementing zoning districts may vary somewhat from representations on this map. This map also identifies the City's Marsh Road Neighborhood Plan west of the Interstate and north of Siggelkow Road, and existing land use elsewhere beyond the Village's extraterritorial jurisdiction.

0 500 1,000 2,000
Feet

Date: May 2019

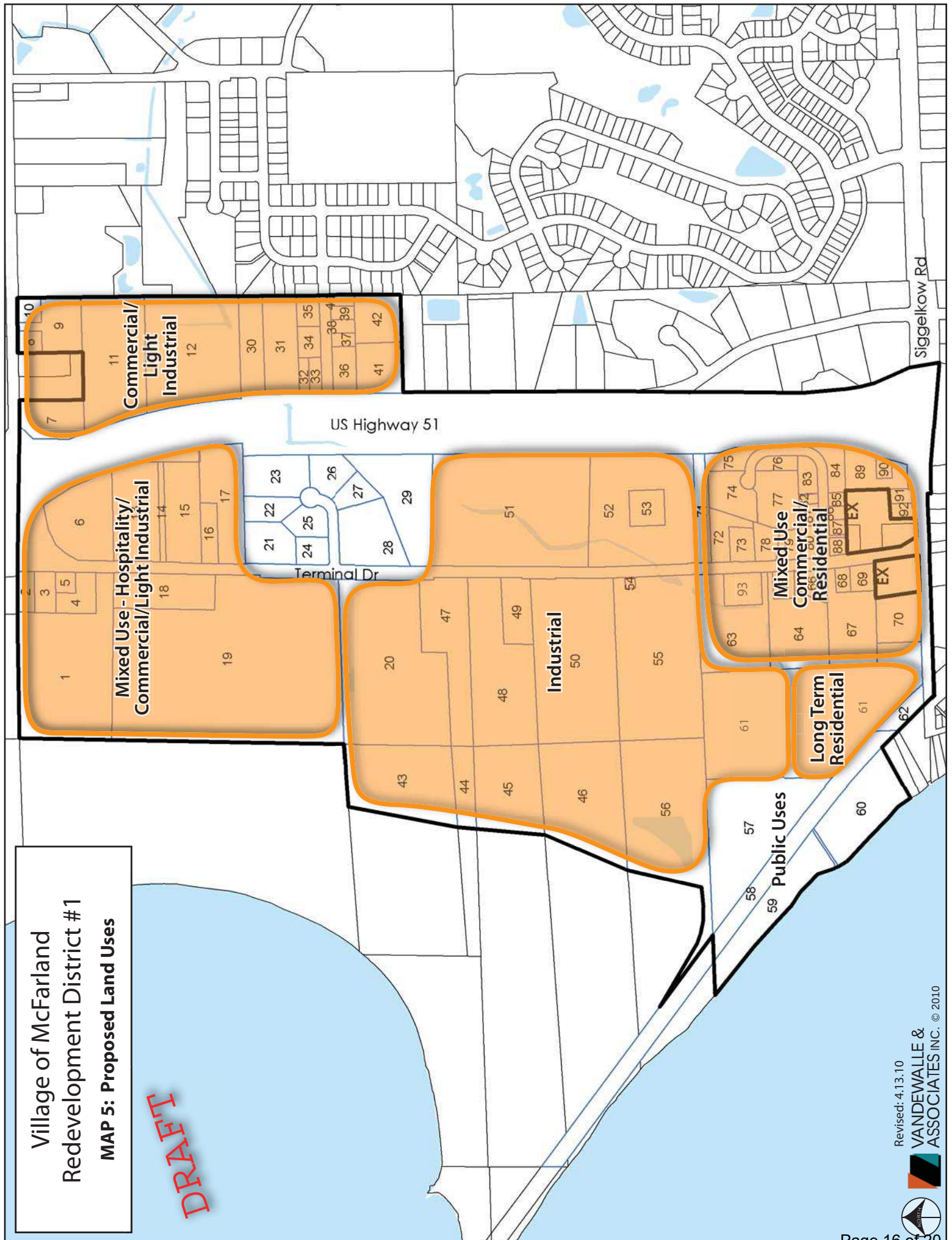
Data Sources: Village of McFarland,
Dane County LIO, WDNR, and CARPC



Village of McFarland Redevelopment District #1

MAP 5: Proposed Land Uses

DRAFT



Revised: 4.13.10

VANDEWALLE &
ASSOCIATES INC. © 2010



Map 2: Planned Land Use

Terminal & Triangle District Plan
Village of McFarland, Wisconsin

Beltline-Oriented Commercial Subdistrict

- Hotel
- Retreat/conference center
- Sit-down restaurant
- Highway & job-oriented retail
- Clinics and daycare
- Office
- Limited fuel/convenience

Industrial Center

- Manufacturing
- Distribution
- Office
- Compatible commercial

Mixed-Use Lakeview Village

- Mixed-use buildings & sites
- Office & residential
- Neighborhood & lake-oriented retail
- Potential transit station
- Higher profile buildings
- Under-building parking

Triangle/Meinders Subdistrict

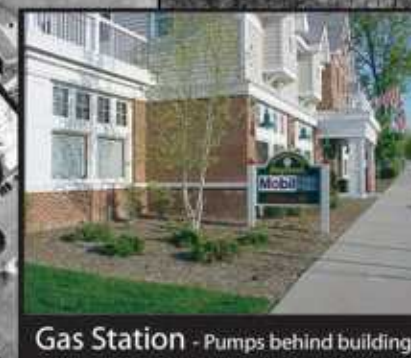
- Land use mix similar to Badger Business Park & employment center to the south
- Stormwater improvements
- Possible land assembly/consolidation

Highway 51 Design Subdistrict

- TIF Boundary
- - - Municipal Boundary
- Planning Area Boundary

Terminal & Triangle District Plan
Village of McFarland, Wisconsin

	Commercial - Retail, service or office
	Hotel
	Medical Clinic/Corporate Office
	Parking
	Existing Buildings
	Existing trees
	Proposed trees



Memorandum

To: McFarland Plan Commission & CDA

From: Andrew Bremer, AICP
Community & Economic Development Director

Date: January 28, 2021

Re: **December 2020, Community & Economic Development Department Highlights**

The following is a summary of new construction activity for the month and YTD, including permit numbers and associated revenues.

YTD New Construction Building Permits

Community Development Department, New Construction					
	2019	6-Year	4-Year	2-Year	2020
Building Permits (new construction)	Actual	Average	Average	Average	Actual YTD
SF (Total Units)	66	44	60	69	50
Duplex (Total Units)	14	11	15	15	2
MF (Total Units)	27	18	26	19	100
Total Res. Units	107	73	101	103	152
Commercial	1	3	3	3	2

37 total building permits issued in the month, including four for multi-family (CF Investments). No new single family home permits were issued for the month. The Village ended the year with 50 new SF home permits for 2020, and a total of 152 new dwelling units permitted. The year started with 61 vacant SF lots in the active east-side subdivisions, with 17 vacate lots remaining.

YTD Department Revenues

Community Development Department, Annual Revenues								
Account		2019	6-Year	4-Year	2-Year	2020	2020	YTD % of
		Actual	Average	Average	Average	Budget	Actual YTD	Budget
44300-101	Building Permit	\$ 107,314	\$ 73,920	\$ 94,578	\$ 115,945	\$ 100,000	\$ 106,695	107%
44300-102	HVAC Permit	\$ 31,034	\$ 27,285	\$ 36,095	\$ 40,340	\$ 45,000	\$ 35,721	79%
44300-103	Plumbing Permit	\$ 37,370	\$ 29,268	\$ 38,326	\$ 43,597	\$ 45,000	\$ 34,574	77%
44300-104	Electrical Permit	\$ 47,101	\$ 37,331	\$ 47,273	\$ 54,900	\$ 50,000	\$ 50,195	100%
44300-105	Sprinkler Fee	\$ 2,722	\$ 2,263	\$ 3,223	\$ 3,409	\$ 4,000	\$ 6,210	155%
44300-106	Fire Alarm Inspection Fee	\$ 4,515	\$ 2,093	\$ 3,111	\$ 5,473	\$ 2,000	\$ 2,465	123%
44300-108	CD Occupancy Inspection Fee	\$ 8,450	\$ 6,842	\$ 9,250	\$ 9,300	\$ 10,000	\$ 9,535	95%
44900-000	Misc. CD Permit Fees	\$ 104,710	\$ 103,794	\$ 142,423	\$ 147,591	\$ 100,000	\$ 135,975	136%
46800-000	Community Development Fees	\$ 9,777	\$ 9,130	\$ 9,840	\$ 9,324	\$ 10,000	\$ 22,556	226%
47210-000	City - Building Inspection	\$ -	\$ 24,802	\$ 19,456	\$ 3,440	\$ -	\$ -	0%
	Total Revenue	\$ 352,993	\$ 316,728	\$ 357,574	\$ 433,317	\$ 366,000	\$ 403,925	110.4%
	Percent Change	-31.3%	x	x	x			

* As of 12/31, 100% through calendar year

Total C&ED deposits for the month were \$238,694. Total C&ED revenues are 10.4% higher than the YTD percent of budget.

Summary of Department Activities:

- Village Board action on prior month C&ED related applications/projects:
 - Approval of Ordinance 2020-22, amendments to Chapter 47, 56, and 62.
 - Approval of Ordinance 2020-25, updates to Appendix A Fees for year 2021.
- Status update of larger development projects previously approved:
 - 5610-14 USH 51 (Neitzel) commercial development. Construction on-going, interior finishing and exterior signage remaining.
 - 4608 Siggelkow Road (Waubesa Village Phase 3). Beginning construction of exterior framing.
 - Condos at Prairie Place Condominium (CF Investments). Started construction on the 8-unit building, has received building permits for the two 5-unit buildings and two 4-unit buildings.
- Meetings, Webinars & Conferences attended by Department Director:
 - December 1st, Sustainability Committee meeting
 - December 3rd, MadREP Economic Professionals meeting
 - December 3rd, CDA meeting
 - December 3rd, Sustain Dane Conference
 - December 8th, Public Utilities meeting
 - December 14th, Smart Growth Online Webinar: [The Fiscal Benefits of Smart Growth](#)
 - December 14th, Village Board meeting
 - December 15th, Chamber Board meeting
 - December 16th, Dane County Housing Summit Webinar: [Racial Discrimination in Housing](#)
 - December 21st, Plan Commission meeting

Look ahead to potential February 15th, PC Agenda Items:

- Lot 56 Prairie Place (Northpointe Development) Conditional Use Permit and Site/Design Review Permit
- 4008 Terminal Drive, pre-application discussion (Strutzel)

Look ahead to potential February 3rd, CDA Items:

- 5411 Bashford Street, TIF Application (Dan & Meg Chin)