VILLAGE OF MCFARLAND *NOTICE OF PUBLIC MEETING*

COMMUNITY DEVELOPMENT AUTHORITY

Wednesday March 2, 2016 **7:00 P.M.** **McFarland Municipal Center**
Conference Room A

AGENDA

1. Call to order.

2. Election of Chairperson.

3. Review and possible approval of draft minutes from the February 3, 2016 Community Development Authority meeting.

4. Concept discussion for possible relocation of Cubic Industries within McFarland - Rob Peterson.

5. CLOSED SESSION. Motion to convene in closed session in accordance with Wis. Stats. §19.85 (l) (e) to deliberate or negotiate the investment of public funds or other specified public business whenever competitive or bargaining reasons require a closed session (Land Acquisition).

6. Open Session:
   a. Motion to adjourn Closed Session and reconvene in Open Session to discuss and take action on items of business discussed in closed session.

7. Adjournment.

Notes:
1) Persons needing special accommodations should call (608)838.3154 at least 24 hours prior to the meeting.
2) A quorum of The Village Board may attend this meeting for the purpose of gathering information relevant to their responsibilities as Village trustees. No matter shall be considered nor shall any action be taken by said Village Board members at this meeting.
3) More specific information about agenda items may be obtained by calling (608)838.3154.

This agenda was posted, or caused to be posted, by my hand on the 26th day of February 2016, at the following three (3) posting places in the Village of McFarland, to wit: McFarland Municipal Center, 5915 Milwaukee Street; E.D. Locke Public Library, 5920 Milwaukee Street; and the McFarland State Bank, 5990 Hwy. 51.

Tracey Berman, Clerk/Deputy Treasurer

Community Development Authority

March 2, 2016

Background

Agenda Item # 4 – Rob Peterson owner of Cubic Industries.

Mr. Peterson has been in contact with me regarding relocating within McFarland, all or a portion of his company – Cubic Industries.

Rob will be present to discuss conceptually his ideas. Due to some timing issues he did not meet with the Project Management Team prior to appearing before the CDA.

Enclosed are some aerials of his current McFarland properties – 4921 Triangle, 4931 Meinders Road and 4922 Meinders Road

Working Draft - MINUTES

Community Development Authority Meeting

February 3, 2016

Members Present: David Doll, Stephanie Brassington, Art Weber, Clair Utter, Ken Brost

Members Absent: Tom Hanson, Eric Johnson

Staff Present: Pauline Boness, Karen Knoll

Others Present: None

1. **Call to order.** Boness called the meeting to order at 7:02 p.m. and asked for a nomination for a temporary chair. Doll nominated Brost, Weber seconded the motion. Motion carried.

2. **Review and possible approval of draft minutes from the November 4, 2015 Community Development Authority Meeting.** Weber moved to approve the minutes, Brost seconded the motion. Motion carried 5-0.

3. **Election of Chairperson**
   Tabled from February 3, 2016 meeting.

4. **Discussion – Land uses requiring a Conditional Use Permit.**
   Boness indicated, it was requested at a previous meeting to have members review Waunakee and Fitchburg's conditional use permit process, and conditions allowed. Brost feels he is the instigator revolving around this request. He wants McFarland to have the reputation of welcoming businesses, cooperating with people who want to start, or, move their business here, to have a positive reputation. Brost stated he sometimes tries to guess why we wouldn't have that reputation. In reviewing other communities, which he felt are positive for business, it appears all communities have similar codes.

   Weber asked how many pages is McFarlands' code, he noted Waunakees' is 17 and Fitchburgs' is 10. Boness responded our list is a table format. Weber feels ours is more simple and streamlined to use for a prospective business. Boness stated each community has their own listing of CUPs in their own prospective districts, we are not alone in this, there does not appear to be any community who does not have conditional uses. Weber asked Brost in his review, did he find any which appear to be harder? Brost responded the only thing he looked at was total amounts, for example Waunakee has 121 uses listed and 90 conditional uses listed, and for McFarland we have 142 uses and 92 conditional uses; so, we are not dramatically different. Utter asked when Brost counted, was it in one specific zoning district, or all. Brost responded it was the total.

Brassington asked when someone comes to the Community Development Department, and indicates they are interested in coming here; do they already know what the conditional uses are? Boness responded often they have done their own research. Brassington asked for clarification, they sometimes come knowing there is a condition use which may permit them or not, and they are looking for an exception to that? Boness responded yes. Weber stated it often times can be something like not being able to find a building which will accommodate what they are looking for, other times there is a property meeting their requirements, sometimes it is just what is available. Doll stated he does not feel we have many larger properties available; the only feedback he has received was from one party who was upset over having to pay a sign permit fee. Brost asked how our fees compare to other communities. Boness responded we compared our fees to the two communities discussed; and, we are far below what they charge, we have not changed our fees in quite some time. Brassington said she wanted to state she does not feel that fees dictate whether or not a business will come into a community, she feels perception does though, do we meet the criteria of appearing to be open for business, are we being aggressive enough to keep people here, if someone indicated they may be leaving do we go after them to keep them here? Boness responded she does meet and have contact in these types of situations, some have even told us to step back, that we were trying too much. When a business decides to move to a community it is not always based on what we think is critical, decisions are often based on available workforce and location. It will not matter what you offer as incentives if they cannot find the workforce to operate. Brassington asked are we aggressive enough as a community, department and committee, are we seeking places and things for those who want to come to McFarland, or stay in McFarland, are we doing that on a global level, are we seeking businesses and working to find them? Brost responded to that point, there have been businesses wanting to stay in McFarland who ended up going to Madison as we did not have the places for a business to grow into. Brassington responded certainly we do not have the land other communities have but she did not think that should paralyze us from doing nothing. Brassington stated she feels we need to be somewhat aggressive, she feels she has background information as she has lived here her whole life and has seen the growth; she feels we can do more. Brost asked in what capacity, to do more to fill up the places which are here? Brassington responded yes, what are we doing to fill what's here. Brost stated Boness is involved in this and she gets the contacts, he asked are most calls for larger spaces. Boness replied yes, and the largest site we have is the 84 Lumber site, and the owners are not willing to split it up at this time. Brassington asked if we are working with anyone in regards to the former antique store. Boness stated she has been meeting with a group of investors and they have looked at the property a couple of times, she just heard back from them and they are taking a step back at this time.

Brassington asked what size properties people are looking for? Boness responded the latest requests have been for 80,000 – 150,000 sq.ft. Brassington inquired are we doing anything to help Waubesa Village rent their first floor commercial space, what have we done to help him? Doll replied in this type of situation the owner will have a realtor involved in renting out their spaces, this is not something we would be doing for them; they have their own people who handle those types of situations. Utter stated Boness would be aware of commercial spaces available, but it is not up to her to fill them, and, we should not expect that.

Boness advised members they will most likely be meeting with MDRoffers regarding the Comprehensive Plan to discuss the sections relating to their committees, she would like members to download a copy of it and review the economic section of the Plan, along with making notes. Boness will email members the eight pages which relate to this committee.

Brassington worries about the amount of houses and apartments going up in McFarland and the intent of the developers to fill those properties, she compares it to other communities who have built large buildings which are now sitting empty. Her concern for McFarland is we have to support the developers who are building these properties, and hope they get them filled; McFarland needs to become a place where young urban people want to come and have something for them to want to come to. We need to incorporate a reason for them to be here. Brost stated many come here because of schools; it would be nice for it to be a full service community. Brassington did not want to become political, but school dynamics are changing, as cuts become deeper, we have to deal with those cuts, and schools 5 to 10 years from now may not be a reason to come to a community. Weber stated a lot of things are beyond our control, big box stores are going to go where there is a larger population; we simply cannot solve all the problems.

5. Project updates.

Boness advised members that along Siggelkow and Voges Road, the Neitzel project is now complete. A company called ProClips occupies the entire property, the Village helped to finance that project.

The Waubesa Village project is under construction, and Ryan Quam did purchase the additional land behind it. Doll inquired if Quam had any interested in his commercial space yet. Boness replied she has not been told if there is, she would assume he has parties starting to market the property.

The Farwell Street project is in progressing; however, we have not been closed on our loan. There will be two more phases to this project.

Harry Lum of Lum Electronics on Triangle Street is still interested in purchasing the property to the west; it is a property the Village at times has been interested in purchasing.

The Culvers will be able to keep its parking stalls and drive up; the DOT has come up with a different plan for widening HWY. 51. There will still be two turn lanes, but they will narrow the terrace area. Construction is slated to start in 2020.

84 Lumber is still for sale, 4.8 million for the entire site, they are not interested in splitting up the site at this time. Brassington questioned if the environmental concerns have been taken care of. Boness stated they are still there; the soil is encapsulated. If someone wanted to tear down the buildings and put up something new, there may be issues to be dealt with.

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Brost asked about the state lab which closed that is located ½ in McFarland and ½ in Madison. Boness replied she was working with a business to try to locate there, but the property was too small. Weber informed members of the new private recycling company which is going in the same area.

Members discussed the moving of Hwy. AB, which will be taking place in the future, about ¼ mile to the east.

Boness informed members Capital Water Softener has moved into the old Seville property, as Seville has moved into their newly purchased property to the north. Storage Shop USA on Ivywood is looking to come before the Plan Commission in March for Phase II of their project. Neitzel is remodeling the former Trane building, and looking for new tenants.

Members discussed a potential new convenience store located on Valley and Siggelkow, along with an alley behind the rental units. Weber inquired if there is any solution for traffic on that corner as it is currently terrible. Boness stated one of our wells is within 1200 feet of this site. Typically you do not want that type of establishment so close to any well as there is always the possibility of contamination. We have approached the City of Madison in regards to that. Utter advised Eric Rindfleisch has recently received a letter back from the City of Madison; Rindfleisch was being proactive when he approached them in regards to this, and he has had discussion with them. The president of the council and alder for that area wish to move forward with the project.

Brost stated he would entertain a motion to adjourn. Brassington stated she had one more item, she does not want to be confrontational, but she does not want big gaps of time between meetings, she sees it as an opportunity to get together to talk and brainstorm. Doll felt if there are no items on the agenda there is no need to meet. Brassington feels even if it is for thirty minutes each month just to get together to have Boness update them and discuss things. Weber inquired if you can have a subcommittee of a committee. Brost asked if anyone had any agenda items for March. Boness replied not at this time. Utter felt everyone has a different attitude, Boness could always send out email notifications and updates to the members advising of what is going on when there is no meeting. Boness stated you need to balance the wishes of all on the committee, some wish to meet monthly, others wish to meet when they deem something substantial is up for discussion.

6. **Adjournment:** Brost called for the motion to adjourn, so moved by Weber, seconded by Doll, motion carried by unanimously; meeting adjourned at 8:00 p.m.

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Triangle Street
Paulson Road
Siggelkow Road

Crested Owl Lane
Meinders Road
4922
4931