

CITY OF VERONA
MINUTES
COMMUNITY DEVELOPMENT AUTHORITY (CDA)
January 17, 2019

1. **Call to Order:** Errin Welty called the meeting to order at 4:36 p.m.
2. **Roll Call:** Luke Diaz, Errin Welty, Katie Kohl, Art Cresson, Steve Rudolph, and Christopher Zak. Also in attendance: Jeff Mikorski, City Administrator; Adam Sayre, Director of Planning and Development; Dayna Sarver, Economic Development Manager; and Katherine Holt, Community Development Specialist.
3. **Minutes:** Motion by Rudolph, seconded by Diaz, to approve the December 13, 2018 CDA minutes. Motion carried 6-0.

Adam Frey arrived at 4:38 p.m.

4. **Discussion and Possible Action: Sugar Creek Elementary School and New Century School property request for proposal criteria.**

Sayre stated that Sarver and he had an informal meeting with the Alexander Company regarding the site. The Company thought that the plumbing would be difficult for residential in New Century School. Commercial would be better for redevelopment/rehabilitation. They recommended two separate RFPs for this site as well as amenities that are wanted for the property. An incubator was not discussed for this site with Alexander Company. The CDA should be responsible for determining the use and the structure of the RFP. Office and commercial with multi-family would make sense for this property, but the CDA needs to determine if there is a desire for a public use. The CDA packet contains potential pool options for this site. If a direction is known for the type of development for this site, it should be included in the RFP. The size of the building seemed to work at 12,000 square feet according to Alexander Company, but tax credits may need to be considered.

Sarver is doing a business survey with the Chamber of Commerce that will be released in the next couple of weeks. This will go to existing businesses and at home businesses. She is trying to find any businesses that are not currently operating, but are interested in beginning a business to send the survey to them. This may or may not help determine if an incubator is needed or could be filled with a certain type of business.

Sayre stated the school has not given an exact date that the City will obtain the building, but the assumption is 2020/2021. The RFP should be issued at the earliest 2020. However, Staff will coordinate a better date from the school in the foreseeable future. Recommendations would go before Council regarding the RFP and Sarver would give progress updates to the Council.

Welty asked the group what it prefers for the RFP process such as an open ended RFP or specific ideas? Typically, requirements or specific information leads developers to a better designed site.

Frey stated he wants something more specific that the general market place cannot do. Low on his list is to take the site and place more multi-family in this location. Specific ideas and items are important to him in the RFP.

Cresson stated that he doesn't want two-story buildings for the entire site as it is not ideal. There is a concern about another pool, but need more details. The general public wants an outdoor pool.

Diaz stated that the RFP could include market place information such as a pool or incubator and contain public access as a priority.

Rudolph mentioned that the arts were discussed with the Chamber of Commerce years ago as a destination location to focus on artistic attractions. The former Mayor was discussing something were Ellis is located for a band stand/shelter.

Welty stated that the next steps would be to look at other RFP language with more prescriptive information and evaluation criteria. Karl Curtis may lend some ideas. How do we still allow the flexibility we want in the RFP, but maintain some direction/focus?

Sayre stated the RFP could ask a developer to determine a location for public amenities and determine the type of amenities. You can back out densities, types of buildings, or keep it open ended in the RFP. Is there a thought process on multi-family such as type of residences such as market rate, affordable, or workforce housing? Staff will locate RFP examples such as Middleton and Sun Prairie and Welty will forward a couple of RFP examples to Staff.

5. Discussion and Possible Action: Future Downtown Redevelopment scenarios for East Verona Avenue and North Main Street.

Welty stated that the sites in the future downtown redevelopment plan include the former library (101 E. Harriet St.), adjacent parcels, mobile gas station (101 E. Verona Ave.) and adjacent parcels.

Sayre stated that the intent is to determine direction for Staff as there are not many blocks of properties that can be developed as they would need to be assembled to have a project. Everything that is shown on the Downtown Redevelopment Plan would require assembling several parcels to allow a development to move forward.

Zak stated that the most feasible area is north on N. Main St., which includes the State Bank of Cross Plains.

Sayre stated that the Hughes properties (303, 407, 409, 411, and 415 E. Verona Ave.), World of Variety (118 S. Main St.), and the properties mentioned by Zak. There is a house for sale at 300 E. Verona Ave. The challenge for that property is the lot lines need to be deeper to accommodate a development as well as right-of-way needs. Hughes is interested in selling. They own the bridal shop, motel, house, and flower shop. Lincoln Street apartments (102/104 Lincoln St.) are 90 market rate units with three stories. If a building is torn down on East

Verona Avenue, a Planned Unit Development (PUD) would need to be required to build something else and parking would be a challenge.

Sayre, Sarver, and Mikorski stated that it will be difficult for assemblage of properties, but at this point there isn't money readily available. Tax Incremental Financing (TIF) would need to occur here to make it enticing, but it would take about three months to get approved prior to making it known that it is a TIF District as that will drive the property value up. Unsure what the previous use was prior to becoming a gas station in 1999. Staff could not justify a million dollar price tag to the Council and the property would need to be cleaned up.

There were discussions with property owners in the area prior to and after the Downtown Plan.

Sarver had discussions with 105/109 E. Verona Ave., which is the property for the dentist office and is a condo building. The property owner wants to be kept abreast of what is being proposed. The barber shop is a tenant at this condo building.

Sayre added that several properties would need to be assembled to move forward, but the prices are too high to do this at this time. TIF would be important and could be created.

Mikorski stated that properties could be put together and looked into when they are for sale for a larger TIF district. We need to be very strategic about the properties needed or purchased.

6. Reports and comments from CDA Members

The World of Variety (118 S. Main St.) is still moving along, but no information at this time.

7. Reports and comments from City Staff

Sarver will forward the link for the business survey to the CDA members when it is posted.

Welty stated that having a guest speaker would be interesting to speak to the group as a developer and a CDA member from elsewhere to discuss their interactions. Ideally, it would be helpful to have a developer who has worked with a City or CDA. A tour of other CDAs would be help to members and others will be revisited by Welty.

8. Discussion and Possible Action: Dates, time of day, and frequency of future meetings

Kohl and Diaz as that the meeting be moved closer to 5 p.m., which would work for the members. Sarver will send out Thursday dates for February for a meeting date, but Rudolph stated he will be out for the month of February.

9. Adjournment: Motion by Diaz, second by Kohl, to adjourn the meeting at 5:26 p.m.

Motion carried 7-0.