

Tomah Long Range Planning Committee Minutes

The City of Tomah Long Range Planning Committee met in regular session on Tuesday, February 27, 2018, at 5:30 p.m. in the Municipal Center Council Chambers 819 Superior Ave., Tomah, WI.

Call to Order – Roll Call: Chairperson Eric Prise called the meeting to order at 5:30 p.m. Members present: Tony Farmer, Eric Prise, Travis Scholze, Pete Reichardt, Nellie Pater, Tina Thompson, and Pam Buchda. Absent: Joanne Westpfahl, Steve Peterson and Jeff Holthaus. Quorum present. Also in attendance: City Administrator Roger Gorius, Parks & Recreation Director Joe Protz, Public Works & Utilities Director Kirk Arity, VAF Director Chris Hanson and Andrew Bremer, MSA.

Review and Approval of January 23, 2018 Meeting Minutes: Motion by Thompson, second by Scholze to approve the January 23, 2018 meeting minutes. Motion carried without negative vote.

Discussion of Possible TID Assistance for the Veterans Assistance Foundation. Discussion was held regarding providing the assistance upon occupancy, however, the apartments cannot be rented out prior to project completion. The rents are going to be lower as this housing is specifically for low-income veterans. The project can't be finished until funding is received. The VAF is asking for a \$100,000 loan. They are asking for volunteer labor and if that is received, the money saved would go towards paying back the loan. Also, they have 2 properties for sale and the sale of the properties would be utilized to reduce the loan, however, there are additional outstanding loans on the property. There is a mortgage of \$210,000 and they have paid \$50,000 for the property next door that was torn down. Rents from the apartments will be about \$4,000 per month and the debt payment would be about \$2,700. The asking prices for the 2 VAF properties for sale are \$179,000 and \$125,000. There is another \$150,000 construction loan also on the property on 1118 Superior Avenue. The question arose as to whether or not the entire building is tax exempt. This information will be sought from the assessor's office. The City will be borrowing for the 3rd Gen TID incentive and this loan could be included when the City borrows upon 3rd Gen occupancy. A loan seems more appropriate due to the lack of taxes being generated. The Council could make a decision to borrow on a stand-alone basis or lump it in with other borrowing that wouldn't occur until after Sept. 1st of this year. The Committee of the Whole would be required to act to proceed.

Motion by Scholze, second by Farmer to recommend the Committee of the Whole approve the request for a \$100,000 loan in conjunction with the 3rd Gen loan application after Sept. 1st, 2018. A development agreement would have to be in place designating what type of security the city has regarding the loan. Motion passes without negative vote.

Design Standards and Certificate of Appropriateness for Downtown Information Center. This project is for complete interior and exterior renovation. The estimated total cost of the project is \$100,000. There is a budget of \$300,000. Page 31 of the Checklist – Signage and design - above the window on the left side is a black fabric awning figured in with some lettering on the bottom face of the awning. Signage & Design #1 – Condition is met. #2 – Doesn't violate any requirements. 3. Not applicable. 4. Not applicable. #5 – No signage is placed on the side of the structure. Requirement met. #6 – No LED. #7 - Not applicable. Next page: #1 – Signs are placed to fit with the building's overall architectural features – meets requirements. #2 – Placement of signs and mounting system – only

signage is on the awning. #3 – Not applicable. #4 – Signs do not extend above the roof line – meets standards. #5 – N/A. #6 – Awnings are not internally illuminated – meets requirements. #7 – Exterior lamps are shielded – applies to the bulbs for the sign. #8 – N/A. #9 – There are no LED or color changing lights. Page 33 - #1 – Meets requirements. #2 – Sign style, color and material compliment the building – black/white. #3 – Not used. #4 – Color tones have sufficient contrast to make sign clearly visible. #5 – Not using florescent bulbs. Page 34 – Exterior building or parking fixtures – There are 2 different light styles being looked at. The bulb does not show. The light trespass meets the intent. #3 – Parking security poles height restriction – no additional exterior lighting poles on site. #4 – Exterior light fixtures are designed to complement the style of the building. #5 – Once light fixtures are decided, this will be brought back. #6 – Parking stalls for 5 plus vehicles are paved. Both driveways will be maintained but the driveway entrances will be shifted slightly. There aren't really any formal parking spaces configured. #2 – There is no off street parking in front of the building. There is no opportunity to do that on this project. #3 – N/A. #4 – N/A. #5 – Walkways – Ample opportunity to connect to the building. All paved and open. #6 – No parking stalls or drive aisles – The only area that doesn't meet guidelines is between the raised garden and the entrance on Superior. #7 – N/A. #8 – Parking Lots adjacent to residential properties have a buffer – fence proposal provided. Discussion of removing guard rail between The Superior Restaurant and putting in a retaining wall. No walkway is requested. It is proposed to re-blacktop up to the retaining wall to get rid of the weeds which would leave concrete buffers. There would be a 3' maximum height on the retaining wall by the flower beds. Page 35 – Top section – There will be no dumpster; only nice receptacles. Landscaping standards – Can complete within 12 months of occupancy. #2 – Parking Lots – N/A. #3 – N/A. #4 – Vision will not be obscured – nothing more than 3 feet high. The raised garden is constructed in a typical retaining wall fashion with block cement. Page 36 - #1 – N/A. #2 – N/A. #3 – N/A. #4 – N/A. #5 – N/A. 5B – 3' range – does meet the requirement. #6 – Carries the same materials through on the other facades. #7 – N/A. #8 – N/A. #9 – N/A – roof meets requirements. Page 37 - #10 & 11 – N/A. #12 – Accurate. Projection Standards #1 – Meets requirements. #2 – Awnings comply. #3 – Canopies – N/A. #4 – N/A. #5 – Awnings – Comply. #6 – 3' in depth isn't an issue but height will be approx. 7'6 which meets intent. #7 – N/A. #8 – Meets requirements. #9 – Meets requirements. #10 – Total sq. footage was 193 sq. feet required and we are at 72. Quite deficient in this area. A waiver is requested. Consensus of the Committee was they were ok with the waiver request. Consensus of the Committee was to go with the cottage overhead doors. The Park Board will discuss the name of the facility and signage to inform the public that this is a public restroom. #3 - N/A. #4 – Waiver requested as it was the consensus of the Committee to allow the garage doors facing Superior Avenue. #5 – N/A. #6 – Waiver for garage doors set back – this would require loss of floor space. The committee approves the waiver. Page 39 - #1 – Meets requirement. #2 – All earth tones. #3 – Sample of brick, siding, and trim work provided. Meets requirements. #4 – In this case, it may slightly exceed 25% on the façade facing Superior Ave. Another waiver may be required. #5 – N/A. #6 – Still has an accent. #7 – Color will be determined once the garage doors are in. Last 2 pages do not apply. A light fixture was requested to be added near the back door for security purposes. The doors will automatically lock in conjunction with park hours. Final decisions would be made by the Council regarding any changes on this project.

Discussion was held regarding the intent to walk through each item on the Certificate of Appropriateness for future projects or limit it to staff review and recommendation of any waivers necessary. The committee would be most interested in the general look of the buildings, architectural features, primary colors and any waivers. Going forward, staff recommendations should accompany future Certificate or Appropriateness checklists with

the agenda/packet so the Committee has time to review the documentation prior to the meeting with input from the Committee at the meeting.

No objections were heard regarding any of the waivers and there were no other questions. The Long Range Planning Committee approves the Certificate of Appropriateness as completed during the meeting.

Agenda item next month should include cost expenditures on carriage doors, clock, materials and acknowledgment of the intent to stay within budget requirements. The doors are a bigger ticket item as well as ordering the clock. Discussion included facilitating dusk until dawn lighting on the property.

Motion by Scholze, second by Thompson to approve the Certificate of Appropriateness to include the following waivers: 1. Requirement regarding 35% clear glass on ground level facades facing Superior Avenue; 2. Requirement allowing garage doors facing Superior Avenue; 3. Requirement regarding prohibition of metal panel/siding systems facing Superior Avenue and limitation of 25% of all other facades; and contingent on the approval of lights and color by staff. Motion passed without negative vote.

Downtown Master Plan Marketing, Public Information Event – Andrew Bremer, MSA:

Andrew Bremer provided a proposal regarding strategies for marketing the Downtown Master Plan, financing options available for potential projects, and a timeframe for holding a public information meeting. A recap was presented of major activities completed in the downtown since the TID was created. Last summer, a policy manual and an application process was approved by the Council. Mr. Bremer recommended updating the existing Redevelopment and Rehabilitation Policy Manuals and Applications for use in all TID districts, to consider policy adjustments for non-profit entities, to revisit fees/retainer, and building additional incentives for pay-as-you-go financing. This would be a March/April activity and would have a cost between \$400 and \$1000.

Develop Marketing Brochure regarding availability of TIF incentives, Downtown Master Plan highlights which could be used by the Downtown Chamber Committee at future one-on-one meetings. This could also be something to distribute at the downtown public information meeting. This meeting would focus on TIF assistance programs available and general procedures for obtaining TIF funding, and provide a recap of the Downtown Master Plan vision. The brochure would be provided as a take home resource. The City should provide direct notice of the meeting to property owners in the Downtown core area. This could occur in May/June as other things would need to be done prior to holding the meeting. It also ties into optional services regarding setting up a revolving loan fund.

Optional activities for 2018 would include creating a Story Map to provide an online resource regarding the Downtown. The Story Maps allow the combination of maps with narrative text, images and multimedia content to tell a story. It is essentially a more interactive web site. A summary of the Downtown Master Plan; a summary of how to obtain development incentives, as well as a summary of Downtown Design Standards could be part of the Story Map. You can build it so it has marketing potential for the businesses. Before and after project photos could be included to show progress of how the funds are being invested. The cost would be between \$2,000 and \$4,000. Links were provided to MSA Story Map Gallery to show examples.

Mr. Bremer also provided suggestions for City lead potential activities to update the City Website regarding Economic Development and Downtown. Create Revolving Loan Fund

for Rehabilitation projects. As loans are paid off, new loans can be issued. This action item should be linked with updates to the Rehabilitation Policy Manual and Application to boost interest in property owners coming forward with projects, and borrowing funds. Over time, the TID will pay back the General Fund. That money then goes into a fund that would generate funds for other projects. Loans up to \$20,000 were suggested with a maximum of 5 loans at a time. Those loans could be low interest or no interest.

Discussion was held whether the City should include Review of Downtown Master Plan, Action Plan as a standing agenda item on the LRPC meeting agendas which would be broken out into categories – Administrative, Funding, Marketing & Events, Streetscaping, Parking & Signage, and Redevelopment) and timeframes (On-Going, Immediate, Short-Term, Mid-Term, and Long-Term). Mr. Bremer suggested adding this standing agenda item to facilitate discussion and completion of action items.

It is hoped the Committee would look at the 4th item for the Review of the Downtown Master Plan Action Plan and to begin work on the Potential Core Activities for 2018 and kick off some of those items on the next agenda.

The revolving loan item could be recommended as a discussion item to the Council. The first item is more of a staff level with updates to the website.

The additional expenses outlined above would be TID eligible expenses and Andrew would work with staff and then bring back to the Committee for review. All of the proposals would have a total cost of \$9,000.

It was requested that a scope of services be put together and presented to the Council for consideration. The Chamber is partnering with the City in an effort to develop the downtown.

The Council needs to weigh in on the revolving loan aspect prior to proceeding further.

Administrative Updates: The Tomah Memorial Hospital has been working with a firm doing intense marketing and branding and there has been a pro-bono offer on getting back on track with the City's logo. Right now between the City, Our Town Tomah and the Chamber we all use the same logo. There is a meeting scheduled in March for a Chamber committee that will be discussing logo and branding. WEDC did award a \$250,000 grant to the City for the 3rd Gen project. There is monitoring activity that goes with it. 3rd Gen has purchased another property adjacent to their property which will be utilized for parking to meet parking requirements. Administrator Gorius has been contacted by an Iowa firm regarding a distribution facility. The City continues working with MSA regarding the creation of TID 10.

Next Meeting Date: March 27, 2018.

Adjourn: Motion by Thompson, second by Scholze to adjourn. Motion passed without negative vote. Meeting adjourned at 7:48 p.m.

Respectfully submitted,

City Clerk JoAnn Cram