

1. Agenda

Documents: [CEDA_20150820_AG.PDF](#), [CEDA_20150820_PK.PDF](#)

2. Complete Packet



Administration Offices
City of Fitchburg
5520 Lacy Road
Fitchburg WI 53711
Phone: (608) 270-4200
Fax: (608) 270-4212

AGENDA
FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY
THURSDAY, AUGUST 20 2015
7:00 A.M.

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Community & Economic Development Authority at 7:00 A.M. on **THURSDAY, AUGUST 20, 2015** at the Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI. in the Meeting Room to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at <http://www.fitchburgwi.gov/677/Government-Channel>)

1. **Call to Order:**
2. **Roll Call:**
3. **Approval of Minutes: July 23, 2015**
4. **Public Appearances: Non-Agenda Items**
5. **Consideration and Action on R-81-15 A Resolution: General Beverage for Parking within City Property**
6. **2016 Proposed 2016 Economic Development and CEDA Budget: Michael Zimmerman**
7. **Hotel Room Tax Report and Request Considerations: Misty Dodge**
 - a. Fitchburg Map Ad: Requested amount: \$1,000 This is not a budgeted item.
8. **Economic Development Director and Committee Member Reports:**
 - a. City in Motion Implementation
 - b. Development Updates:
 - c. Venture Debt Program:
 - d. Existing Business Update:
 - e. Allied Area Task Force:
 - f. North Stoner Prairie and Northeast Neighborhood Plans:
 - g. Verona Road Business Coalition:
 - h. CEDA Subcommittee Reports:
 - i. North Fish Hatchery Road Revitalization Efforts:
 - j. Anton Drive Neighborhood Plan:
 - k. Other Such Matters:
9. **Adjournment:**
10. **Announcements:**
 - a. Next Meeting Scheduled: Thursday, September 24, 2015



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City of Fitchburg
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Economic Development
5520 Lacy Road
Fitchburg, WI 53711-5318
Phone: (608) 270-4200
Fax: (608) 270-4212
www.city.fitchburg.wi.us

DRAFT Minutes
Fitchburg Community and Economic Development Authority
Thursday, July 23, 2015

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at <http://www.fitchburgwi.gov/677/Government-Channel>)

1. **Call to Order:** Chairman Stewart Brown called the meeting to order at 7:09 am.
2. **Roll Call:** Roll call: Stewart Brown, Dan Hardy, Dorothy Krause, Andy Potts and Arlene Silveira were present. Julia Arata-Fratta was absent with excuse. Sabrina Madison was absent. Also present Mayor Steve Arnold, Michael Zimmerman, Economic Development Director and Joyce Frey, Economic Development Specialist. Steve Arnold, 2530 Targhee Street, Fitchburg, WI 53711 registered and spoke.
3. **Approval of Minutes: May 28, 2015 A motion was made by Hardy and seconded by Silveira to approve the May 28, 2015 minutes. The motion carried unanimously.**
4. **Public Appearances: Non-Agenda Items:** None.
5. **Economic Development Director and Committee Member Reports:**
 - a. Prospect Zoning Questions: Church, Ag, Flex Space/ IC-IG Comprehensive Plan Amendment Mr. Zimmerman shared with CEDA members several zoning questions that have been raised with the Economic Development and Planning Staff. As a result of these conversations, a Comprehensive Plan Amendment has been drafted by Planning Staff to address some zoning challenges with the Thermo Fisher lands.
 - b. City in Motion Implementation: Mr. Zimmerman presented CEDA members with two documents: the City in Motion: Forward Fitchburg's Place Based Economic Vision and Strategy Implementation Team & Strategy Overview that identified 5 Strategic Directions and Initiatives and what has been done to date with each initiatives. *(Comments or questions are shown in italics. The City in Motion document is available at <http://www.fitchburgwi.gov/DocumentCenter/View/6347>)*

Strategic Direction 1: Brand and Identity:

- 1.1a Website, econ dev header page
- 1.1b Facebook, twitter Fitchburg accounts
- 1.2a Letterhead
- 1.2b Police & Fire patches, Rec sports leagues logos
- 1.3a Banners, park signs, civic campus signage *Mayor Arnold asked if Council will be reviewing this proposal. Staff stated that this was being done by Administration and has been run through the City departments and Fitchburg Center for approval.*
- 1.3b Population signs, Welcome to Fitchburg signs, street sign toppers
- 1.4a Welcome to Fitchburg Guide, MadREP Regional Publication
- 1.4b Bike racks, bus shelters
- 1.5a Fitchburg Agricultural Route signs, Dane Buy Local, South Madison Food Enterprise, meeting with Alder Hartmann
- 1.5b *Mayor Arnold mentioned that Dane County is also looking into some ag related initiatives.*

Strategic Direction 2: Building Places, Economic Centers and Neighborhoods

- 2.1a Multi-family housing, single family lots
- 2.1b Fire Station land purchase, extension of Nine Bark, Quiet Zone designation
- 2.1c Advertisements, FTN URL and web page, expanded banner program
- 2.1d The Madison Group building, 3rd phase of the data center interior build out extension of Nobel Drive, Promega building, Certified In Wisconsin Site
- 2.1e Feynman Center, Farmers Market, Agora Art Fair, Berbee Derby, Business Luncheon
- 2.2a Maple Lawn Apts, development concepts on the west side Church site, east side Avalon, Bowman, Jackson properties
- 2.2b Pastors meetings, flag football, Junior Achievement, potential youth sports grants
- 2.2d Presentations to the Urban League, membership in the Latino Chamber
- 2.3a North Stoner Prairie USA approval, TID #9 created, Spoke and Sprocket Drive constructed after \$1million TEA grant and TID 6 Amendment *Mr. Zimmerman stated that he is working with both Saris and Certco on some possible expansion plans*
- 2.3b Working with WisDOT on Verona Road Project Phase II and affected businesses, VRBC, CIP \$\$, signage Hy-Vee, Flying Hound, Gymfinity expansion *Also working with Benjamin Investments on a redevelopment project.*
- 2.4a Neighborhood Resource Team (NRT) meets regularly, continued involvement with the Allied Drive Task Force
- 2.4b Habitat Tour, Habitat building out in Renaissance on the Park, YMCA, Section 42 Tax Credits-Maple Lawn and recent conversations regarding scattered site application, Fitchburg Housing Assessment, Dane County Housing Summit, Anton Drive/Verona Road West Study

Strategic Direction 3: Support the Innovation Lifecycle

- 3.1a U.S. Highway Interchange, Nobel Drive extension, Certified in Wisconsin Site, conversations with developers to bring more office/flex space to Fitchburg inventory
- 3.1b Business retention expansion visits, Synchronist Website and training initiative with MadREP
- 3.1c Regular communication , Chamber Board, meeting with Doyenne Group
- 3.2a Identified sites in Uptown, Fish Hatchery Road, Verona Road-discussions with potential hotel developers, including in the Anton Drive/Verona Road West corridor
- 3.2b Coordinate with hotels on conferences, GMCVB training for hotels on request for proposals, room tax legislation.
- 3.2c Fitchburg Chamber evolved to Visitor and Business Bureau as local CVB, “Bike the Burg” campaign, targeted advertisements, supported the Taste of Fitchburg, Kids Building Wisconsin, Stem Cell Symposium, BioEthics and Proteomics sponsorship
- 3.3a Wisconsin Entrepreneurs Conference
- 3.3c Business co-locations with Jeff Jenkins at Renaissance

Strategic Direction 4: Position Sites for Business Expansion and Attraction

- 4.1a Fitchburg properties listed on Locate in Wisconsin site search website, communication with private sector development partners on space/sites
- 4.1b RDC FTC Phase II Certified Site, Uptown Fitchburg SmartCode, future- North Stoner Prairie *Market Uptown’s SmartCode flexibility and speed to market*
- 4.1c Hosted commercial real estate brokers with Fitchburg Center, participated in MadREP’s Site Selector Fam Tour
- 4.2a Promega-Feynman Center and new processing facility, The Madison Group, Sub-Zero/Wolf, General Beverage, Certco, Saris, Benjamin Investments,

- Benjamin Plumbing and KL Engineering *Meeting with All-Juice to discuss possible expansion (former Citrus Systems)*
- 4.2b MadREP Fam Tour, coordinated activities with WEDC, respond to space/site search RFPs *Mr. Zimmerman met with a group of 5 site selectors who toured the Feynman Center and did a brief presentation on Fitchburg. After his presentation, they met with Ruedebusch staff to see the Certified Site in RDC FTC Phase II development.*
- 4.2c WIN membership, exhibits at Early Stage Symposium, Entrepreneurs Conference and Bio
- 4.3a Possible visioning with Vandewalle and Strang
- 4.3b Staff Development Team meets regularly
- 4.3c TID 6 Amendment, TID 9 creation, New Market Tax Credits, future capitalize housing redevelopment fund, job training credits, E.D. staff front door –visible and accessible *Mr. Zimmerman suggest Council should consider keeping open TID 7 for an additional year to capitalize a housing redevelopment fund to make available to some of the City’s older multifamily housing stock.*

Strategic Direction 5: Leverage Regional Resources

- 5.1a Quarterly meetings with all three school districts officials
- 5.1b Fitchburg Transit Study, Dane County Economic Development Committee, potential BRT in North Fish Hatchery corridor
- 5.1c Attended the MASC Sports Summit, worked with Celtic Cross, Velodrome presentation *The Gustavson brothers met with the Parks Commission and did the Velodrome presentation at the July meeting. A subcommittee has been formed to investigate the concept.*
- 5.1d Hosted the Workforce Development Board and Madison College meeting with Wisconsin Dialysis to discuss workforce needs, connected Sub-Zero/Wolf with Workforce Development Board for workforce recruitment assistance *Dane County Economic Development Committee has been discussing the lack of transit to key employment centers and transit needs in the County.*
- 5.1d Collaborate with UW Office of Corporate Relations – referrals and assistance, workforce recruitment at Bio
- 5.2a *Ms. Silveira states that she and Ms. Arata-Fratta would like to work to engage collaboration with the school districts and Madison College*
- 5.2b Presentations to Jamestown and Seminole Hills Neighborhood Associations, engaged Lacy Heights and Seminole Forest on North Stoner Neighborhood Plan

Mr. Zimmerman reported that he has received a proposal from Vandewalle to update the City in Motion document. The estimated cost is \$10,000.

- c. Development Updates: Benjamin Investments, Sub-Zero. The City has asked Benjamin to consider a three-story building with underground parking versus the two-story building that has been approved by the Plan Commission. Ehlers, the City’s financial advisor is currently evaluating the TIF request from Benjamin Investments and the City’s TID participation. There has not been an announcement yet on Sub-Zero’s site selection. In the Quarry Vista development, some multifamily construction has begun. In addition to the multifamily lots, there are 16 single family lots. Mr. Zimmerman stated that the City’s inventory for single family lots is less than six months. Fahey Fields development has been approved by the Plan Commission and will go to the full Council for a vote on July 28th. There will be a CDP coming forward for the land west of Seminole Highway and south of the Fitchburg Business Park and the land located east of Seminole Highway and west of Lacy Heights.
- d. Venture Debt Program: No report.
- e. Existing Business Update: No report.
- f. Allied Area Task Force: No report.
- g. North Stoner Prairie and Northeast Neighborhood Plans: Reported above.

- h. Verona Road Business Coalition: VRBC and staff have been working with elected officials on state budget and transportation dollars. The goal is to keep the Verona Road project on current schedule and not delayed for two additional years.
- i. CEDA Subcommittee Reports: No report.
- j. North Fish Hatchery Road Revitalization Efforts: Reported above.
- k. Anton Drive Neighborhood Plan: No report.
- l. Other Such Matters: Oak Bank Business After 5 is this evening. Mr. Potts reported on the State budget and any potential changes that might affect CEDA. He reported that there was proposed change to eliminate the liquor license grant programs. The item was vetoed. The hotel room tax legislation was passed. Since this legislation has been around for some time, the Chamber and City have been preparing for the changes to have the Fitchburg CVBB serve as the Fitchburg's Tourism Entity. In preparation for the new legislation, the City and Chamber will work on implementation action items. The budget legislation limited picnic and other liquor licenses to like Wine Walks.

6. 5-Year Update to the City's Comprehensive Park, Open Space and Recreation Plan: Scott Endl, Director of Parks, Recreation and Forestry and Wade Thompson, Project Planner Mr. Endl and Mr. Thompson reviewed the Comprehensive Park, Open Space and Recreation Plan with CEDA members. Upon review of the plan, CEDA members were asked to share any ideas or visions that they see for the plan. Their suggestions were as follows:

- Dog Park: Mr. Endl stated that there is a grassroots group meeting with him next week to discuss the concept. Mayor Arnold reported that he sees a need for urban small dog parks
- Nature based park versus typical play equipment. A place where kids can discover more in nature such as a creek, bridges etc.
- Barn with farm animals. Collaboration with farmers to care and keep the animals when the park is not open, such as winter.
- Ag based tourism such as an ice cream parlor.
- Kids play area that incorporates adult coffee shop.
- Ponds for fishing.
- Amphitheatre

Mr. Endl stated that in addition to the City owned parks, we have a lot of land owned by the DNR that is used for recreation, along with some privately held operations such as the Boys and Girls Club. CEDA asked if there is an inventory of events that are hosted in the Fitchburg parks system. Mr. Endl stated that there is and that the inventory is ever changing as the requests continue to be made.

7. Hotel Room Tax Report and Request Considerations:

- a. FAR Signage: Budgeted item in 2014 \$2,500. Requested amount: An additional \$120 Mr. Zimmerman had included funding to the Fitchburg Agricultural Route in the 2014 budget, however, the funds were not disbursed. The signage has been designed and is ready for production but an additional \$120 is needed to purchase some photos for the signs. The funding for this project is being matched by Dane County. **A motion was made by Hardy and seconded by Krause to approve \$2,620 for FAR signs. The motion carried unanimously.**
- b. Kids Building Wisconsin Report: Patrick Stern presented CEDA with an event summary. 1,750 kids attended, 42 sponsors, 22 interactive exhibits, 4 pieces of construction equipment, 1,750 free hard hats given away (500 had CEDA stickers on them), 3 grand prize winners, 112 volunteers and 1,287 Facebook likes. Based on the success of this year's event, Mr. Stern believes that next year there may not need to be a funding request from CEDA. Ms. Silveira left at 8:54 am but a quorum remained.
- c. Promotional item: Grocery Bags: Request amount: \$1,700 **A motion was made by Krause and seconded by Potts to approve \$1,700 to purchase grocery bags. The motion carried unanimously.**

8. Adjournment: A motion was made by Hardy and seconded by Potts to adjourn at 8:54 am. The motion carried unanimously.

9. Announcements:

- a. Next Meeting Scheduled: Thursday, August 27, 2015



Memo

City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711
608-270-4264
www.fitchburgwi.gov

To:	Fitchburg Common Council, Mayor, Board of Public Works, Finance, TTC
From:	Cory Horton, Director of Public Works/City Engineer
Date:	July 23, 2015
Subject:	General Beverage Permit for Parking Within City Property

General Beverage property has been impacted by McKee Road, Verona Road, utility conflicts, and the Verona Road Reconstruction project. General beverage seeks additional parking to accommodate their current and future operations. General beverage has requested to utilize City property adjacent to their facility to allow for parking in order to maintain a viable business within Fitchburg.

City staff are seeking policy input from Council in order to determine if further steps should be taken to evaluate and potentially allow private use of the corridor under a permit or if the private use would not be considered.

General beverage has prepared concept plans related to the parking within the corridor, and staff has evaluated the proposed concepts. These concepts would need to be fully vetted with the encumbrances associated with the corridor. The corridor was a rails-to-trails conversion and grant funding was utilized for the purchase of the property. Private use of the corridor would require a conversion and suitable replacement land and amenities would need to be provided to offset the loss in the corridor area. Due to the grant constraints, the corridor could be converted back to rail. General beverage understands that while unlikely, the land could revert back to rail. Due to grant constraints and other agreements, the parking would be allowed under a permit rather than selling the land outright. The terms of an agreement and permit would need to be worked out.

Staff have looked at options for the conversion and feel that a suitable replacement area could likely be located that would provide as good or better functionality as the area that would be converted to parking. The existing cannonball trail would still exist in its current configuration, there would just be a smaller grass corridor surrounding the path.

There are benefits and drawbacks to the proposal. Allowing the parking would maintain and perhaps expand jobs within the City. The conversion could potentially result in an overall better amenity for the City/bicycle users. The parking under permit does however locate parking closer to the existing cannonball trail and shows a precedent of utilizing city property for private use.

City of Fitchburg

Committee or Commission Referral

Direct Referral Initiated by: Public Works

Direct Referral Approved by:

Date Referred: **July 28, 2015**

Ordinance Number:

Date to Report Back: **August 25, 2015**

Resolution Number: **R-81-15**

Sponsored by: Mayor

Drafted by: Cory Horton

TITLE: General Beverage Permit for Parking within City Property

Background: General Beverage property has been impacted by McKee Road, Verona Road, utility conflicts, and the Verona Road Reconstruction project. General beverage seeks additional parking to accommodate their current and future operations. General beverage has requested to utilize City property adjacent to their facility to allow for parking in order to maintain a viable business within Fitchburg.

Order	Referred To	Staff Contact	Place on Agenda For	Action Taken On Referral
1	Board of Public Works	Horton	August 3, 2015	
2	Transportation & Transit Commission	Bizjak	August 13, 2015	
3	Plan Commission	Hovel/Badtke	August 18, 2015	
4				
5				

Amendments:

Stephen L. Arnold
Introduced by

Public Works
Prepared by

BPW, TTC, Planning,
Referred to

July 28, 2015
Date

RESOLUTION R-81-15

GENERAL BEVERAGE PERMIT FOR PARKING WITHIN CITY PROPERTY

WHEREAS, General Beverage has completed the first phase of their expansion project with the warehouse addition and is planning to move forward with a second phase to expand their office area, and

WHEREAS, General Beverage asserts that the constraints placed upon General Beverage by McKee Road, Verona Road, utility conflicts, and the Verona Road Reconstruction project, the only viable alternative to accommodate parking and fire lane access requirements for the second phase of their expansion is to locate these improvements in the railroad corridor, located adjacent to their east property line, and

WHEREAS, the railroad corridor was jointly purchased by City of Madison, City of Fitchburg, and the Wisconsin Department of Natural Resources as a rails-to-trails conversion and included a 50% contribution for the land acquisition from the stewardship grant program, and

WHEREAS, the City of Fitchburg has entered into agreements with the City of Madison and Wisconsin DNR to preserve the corridor for transportation purposes, and more specifically for the development of a shared-use path that maintains connectivity between the Military Ridge State Trail and the Capital City State Trail, and

WHEREAS, the section of corridor located adjacent to General Beverage is owned by the City of Fitchburg and construction of the Military Ridge Path in the corridor was completed in 2014, and

WHEREAS, timing is becoming critical due to the Verona Road Reconstruction project schedule and the process for converting land in the railroad corridor from a recreation use to private parking use will require staff time and expenditures to complete, and

WHEREAS, this resolution has been prepared to provide some certainty to General Beverage that they will be able to proceed with phase two of their expansion plans and continue their planning efforts with the understanding that they will be able to locate private parking and a fire lane access within the railroad corridor.

NOW BE IT HEREBY RESOLVED, by the Fitchburg Common Council, that they agree to allow the property owner of ____ McKee Road the opportunity to construct private parking within the railroad corridor with the following conditions:

1. Approval of WisDNR and WisDOT for the conversion of the property from recreational use to private parking use, which includes the purchase of replacement property of equal size and equal use and value than the land being converted to parking.
2. Upon WisDNR and WisDOT approval, the City would issue a revocable permit (revocable upon the return of rail to the corridor) to allow parking within the railroad corridor to the registered property owner. The permit would run with the land, not with the operator of the land.
3. City approval of the parking lot layout, grades, and plan for the area that is located within the railroad corridor.
4. A formal agreement is prepared and entered into between the City of Fitchburg and General Beverage to identify the roles, responsibilities, and expectations for the placement and maintenance of the parking and surrounding area within the railroad corridor.
5. No costs shall be incurred by the City of Fitchburg for the conversion of the land or the placement of parking within the corridor. All costs that are incurred by the City of Fitchburg shall be reimbursed by General Beverage. Some costs have already been incurred including redesign work to shift the path to the east, permit fees to address wetland impacts, and construction costs for the additional grading and storm water improvements that were needed to shift the path to the east. Additional future costs include, but are not limited to, appraisals for the conversion area and the replacement lands and acquisition costs for the replacement lands.

BE IT FURTHER RESOLVED, by the Fitchburg Common Council that it authorizes staff to prepare and submit an application to Wisconsin Department of Natural Resources for a conversion of land to uses inconsistent with outdoor recreation, for the placement of private parking in the railroad corridor.

Adopted by the Common Council of the City of Fitchburg this ____ day of _____, 20____.

Approved By: _____
Stephen L. Arnold, Mayor

Attested By: _____
Patti Anderson, City Clerk

Joyce Frey

From: kwicker@fitchburgchamber.com
Sent: Friday, August 14, 2015 11:05 AM
To: Joyce Frey
Subject: Map Ad
Attachments: City Ad.JPG

Hi, Joyce! We are getting ready to print the 2015 – 2016 Fitchburg Map. We print 10,000 copies that are given out in relocation packets, all new member packets, at all chamber and tourism events, and provided upon request. Maps are also provided electronically on our chamber and tourism websites.

In the past, The City of Fitchburg has taken out an ad on the back cover. **Advertising cost is for this space is \$1,000** and includes a color photo, 75 word description, address, phone number and website. As always City Hall will be pinpointed on the map. Your ad will also be pinned on our online homepage Google Map.

Attached you will find an example of what your map ad looks like. Please let me know as soon as possible if you would like me to reserve the space for you again this year.

Sincerely,

Kate Wicker, Membership/Tourism Director
(608) 288-8284 | kwicker@fitchburgchamber.com
Fitchburg Chamber Visitor & Business Bureau
5540 Research Park Drive | Fitchburg, WI 53711
fitchburgchamber.com



- discover -
FITCHBURG

Discover our wide open spaces of parks, tranquil prairies and forests as you *walk, run, skate, or cycle* along our many miles of bikeways. You'll find that our scenery will help you relax, so you can simply *enjoy the ride.*

We're *conveniently located* just minutes from the capital and U.W. Madison. Our dynamic business community invites you to *discover for yourself* why *Fitchburg is a good idea!*

For information on locating your business in Fitchburg, *contact us.*

**Fitchburg Community Economic
Development Authority (CEDA)**
5520 Lacy Road • Fitchburg
(608) 270-4245
city.fitchburg.wi.us



August 11, 2015

Michael Zimmerman and Joyce Frey
City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711

Dear Michael and Joyce:

On behalf of our co-coordinators, the Human Proteomics Program at the University of Wisconsin-Madison, and all of our attendees, thank you for supporting the Wisconsin Human Proteomics Symposium: *Post-Translational Modifications in Human Disease*, held on campus and at the BioPharmaceutical Technology Center, August 7, 2015.

We think our Symposium was quite successful: 200+ registrants, including presenters and sponsor representatives, benefited from high quality talks, the Poster Session and the related opportunities to interact with speakers, sponsors and colleagues. I will e-mail you a final version of the attendee list within the next few weeks.

For your records, this letter is also designed to serve as a receipt for the City of Fitchburg's \$2500 contribution as a Gold Sponsor. I trust that you found your investments of financial support and staff time to be of value.

Thanks again and best regards –



Karin Borgh, Ph.D.
Executive Director