



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, JULY 23, 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, JULY 23, 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: May 28, 2015**
- 4. Public Appearances: Non-Agenda Items**
- 5. Economic Development Director and Committee Member Reports:**
 - a. Prospect Zoning Questions: Church, Ag, Flex Space/ IC-IG Comprehensive Plan Amendment
 - b. City in Motion Implementation
 - c. Development Updates: Benjamin Investments, Sub-Zero
 - d. Venture Debt Program
 - e. Existing Business Update:
 - f. Allied Area Task Force
 - g. North Stoner Prairie and Northeast Neighborhood Plans
 - h. Verona Road Business Coalition
 - i. CEDA Subcommittee Reports
 - j. North Fish Hatchery Road Revitalization Efforts
 - k. Anton Drive Neighborhood Plan
 - l. Other Such Matters:
- 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**
- 7. Hotel Room Tax Report and Request Considerations:**
 - a. FAR Signage: Budgeted item in 2014 \$2,500 Requested amount: \$120
 - b. Kid Building Wisconsin Report: Patrick Stern will be present to provide CEDA with an event summary.
 - c. Promotional item: Grocery Bags: Request amount: \$1,700
- 8. Adjournment:**
- 9. Announcements:**
 - a. Next Meeting Scheduled: Thursday, August 27, 2015



Economic Development
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www.city.fitchburg.wi.us

DRAFT Minutes
Fitchburg Community and Economic Development Authority
Thursday, May 28, 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 and Introductions:** The meeting was called to order by Michael Zimmerman. Introductions of CEDA members, city staff and guests were made.
- 2. Roll Call:** Julia Arata-Fratta, Stewart Brown, Dan Hardy, Dorothy Krause, Sabrina Madison, Andy Potts and Arlene Silveira answered to roll call. Also present: Jamie Patrick, Scott Endl, Steve Arnold, Bill Horns, Michael Zimmerman, Economic Development Director and Joyce Frey, Economic Development Specialist.
- 3. Nominations and Election of Temporary Committee Chair:** Mr. Zimmerman called for nominations for CEDA chairman. Dan Hardy nominated Stewart Brown as Chairman. No additional nominations were made. ***A motion was made by Hardy and seconded by Arata-Fratta to nominate Stewart Brown as chairman. The motion carried unanimously.*** Chairman Brown took over the meeting after being approved Chair. Chairman Brown called for nominations for Vice President. Chairman Brown nominated Dan Hardy as Vice Chairman. No additional nominations were made. ***A motion was made by Brown and seconded by Potts to nominate Dan Hardy as Vice Chairman. The motion carried unanimously.***
- 4. Approval of Minutes: March 5, 2015** ***A motion was made by Potts and seconded by Hardy to approve the March 5, 2015 minutes. The motion carried 4-0 with Krause, Madison and Silveira abstaining from voting.***
- 5. Public Appearances: Non-Agenda Items:** None.
- 6. Velodrome Presentation: Mark and Michael Gustavson** The Gustavson brothers were present and provided CEDA with an overview of a vision that they have of bringing a Velodrome to Dane County. As part of their presentation, they determined that Fitchburg has several quality features that make it a very attractive place to locate a Velodrome due to its biking culture, central location and access to five state trails. Currently, there is only one indoor Velodrome and that facility is located in Carson City CA. There are some outdoor Velodromes located in the Midwest. With the only indoor Velodrome being on the west coast, there is a unique opportunity to capture the east coast market if one was located in the Midwest. An outdoor Velodrome costs approximately \$400,000 and an indoor facility is estimated to cost \$19 million. The Velodrome could provide for other uses such as an indoor ice rink, basketball courts, soccer etc. The size of the indoor Velodrome is similar to the size of Camp Randall Football Stadium. Most Velodromes are financially supported by memberships but could be a public/private type partnership. The current need to bring this concept to the market is to find land to construct a temporary track and then fundraise to build an indoor facility. The Gustavson brothers believe that they have enough and can find investors that would be willing to construct the Velodrome. CEDA members asked about things such as partnerships, whether the biking community will be supportive, transit to and from the Velodrome, use of a portable track and making it affordable for under privileged kids to utilize. Ms. Madison, Mr. Potts and Mr. Endl volunteered to be part of a work group to investigate the concept and will see if former CEDA member Mr. Armstrong interested in being part of this team. Steve Arnold, registered in support of this agenda item.
- 7. Fitchburg Chamber of Commerce Visitor and Business Bureau (FCVBB) 2014 Year End Review: Angela Kinderman, Executive Director** Ms. Kinderman was present and provided CEDA with a review of the activities that the Chamber has been involved in the past year. She noted that 18,000 Chamber guides were printed and distributed to local businesses and to each City resident via the Fitchburg Star. It was estimated that the Chamber went through 7-8,000 bike maps the past year.

Church Uses in Commercial Zoning

We have been approached by various churches that are looking for space to locate a congregation. Most need an area for the service, a small kitchenette and space for gatherings such as social meetings, hosting funeral lunches, small Bible studies, small offices, storage and parking for their members. It has been difficult to find a location as churches are a conditional use in a residential zoning so we don't have many options available. Brokers have indicated other communities allow churches in business classifications.

- End Time Ministries International contact ED for a church space for 150 members looking for a space to lease.
- Blackhawk Church was looking for a temporary location while searching for a site for a satellite facility in Fitchburg
- Living Water Community Church who has 15-20 members was looking for a donated or low cost rental for Saturday morning services and a Bible study once a week

What are the pros and cons of a business zoning classification for churches? i.e. strip mall versus having a vacant store front (Fitchburg Ridge)

Commercial Uses in Ag Zoned Property

Below are examples of the types of agriculture related businesses that would like to have a retail/commercial component. Can they be accommodated in our existing zoning ordinance? If not, what change to the zoning ordinance and/or comprehensive plan would be required for it to be possible and how could that be written to specifically limit the commercial use to ag related businesses?

- A farm that grows plants for sale to both a wholesaler and also has a retail component at the same location i.e. Fitchburg Farms
- A dairy farmer with a production facility (take the raw milk and turn it into cheese or ice cream) that would like to also have a retail operation i.e. cheese factory, ice cream shop
- Black Earth Meats: a manufacturing use (slaughter house) with a commercial element (retail counter) located on a farm set
- Agricultural research and development: a test site for crops that houses an office where data can be collected and researchers can monitor the plants in the field i.e. Monsanto
- Epelgaarden is an existing Fitchburg ag related business that has a commercial element to their operations. What is the current zoning? Are they grandfathered for their use?

Office Flex Space

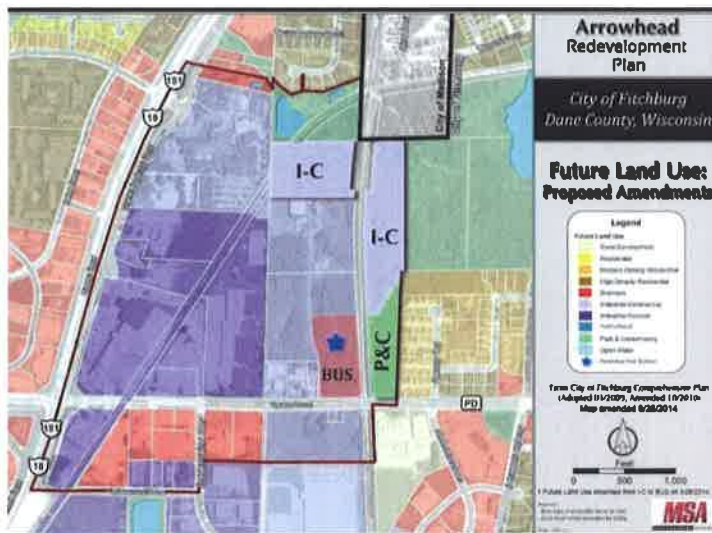
The Economic Development Department has been approached by some office/light industrial uses and professional service firms about co-locating in building space. Industrial building owners have also asked about more office oriented uses locating within their buildings. Fitchburg has also been under consideration for some of the craft liquor and brewery businesses looking for space. This is in addition to the health & fitness businesses locating in industrial space that we have accommodated within the zoning ordinance.

- Plumbing shop looking to co-locate with professional engineering firm
- Ambulance service office with space to store fleet in clean storage building
- Liquor distillery production facility that also wants to have a retail store, tasting room, and possibly restaurant
- Contract craft brewer production facility that also wants to have a retail store, tasting room, possibly restaurant, and entertainment venue for bands i.e Capital Brewery

Local brokers have indicated that other communities within the region have an office flex space zoned product that could either be all light industrial, all office space or a combination of office flex space with light industrial and warehouse. Does our current Fitchburg Euclidean zoning ordinance allow for that type of space flexibility usage? What are the technical considerations to allow for this space utilization continuum from office to industrial?

4.) Text update on page 4-16, alternate land uses.

The sixth area is the I-C land use classification in the Arrowhead Plan. Due to its relationship to the I-G land use classification, some I-C land use designation areas may, by approval of the Plan Commission, change to the I-G designation provided that no negative effects are anticipated to nearby land uses.



The map above from the Arrowhead Neighborhood Plan shows the areas that are currently designated as I-C (Industrial – Commercial) which are shown in light purple. There has been some interest in this site for more I-G type of uses. This amendment would allow city consideration of users on this site who may fall under the I-C or I-G district.

5.) Page 4-1, first paragraph under Existing Land Use Map

The Existing Land Use Map (Figure 4-1) divides existing land uses in the community into several categories. These categories are representative of land uses as it existed in May 2015 and do not necessarily reflect the current zoning district designation or the desired future land use pattern. Planning staff may update this map to reflect changes in land use.

6.) Page 4-2, Figure 4-1 Existing Land Use Map

Update Figure 4-1, Existing Land Use Map, to recognize various development approvals/construction that have taken place in the last few years, as well as recognize the Urban Service Area boundary adjustment that took place for the NSPN and portion of the NEN.

Specific changes include:

- Updating Urban Service Area to show NSPN and portion of NEN that were added into Urban Service Area
- Making the following updates to reflect the current land use on the following parcels:



June 2015

Parks, Recreation & Forestry Host Report
City of Fitchburg Population 2015: 26,090

- Director Parks, Recreation & Forestry: Scott Endl
- Recreation/Community Center Director: Chad Sigl
- Recreational Aide: Tony King
- Urban Forester/Naturalist: Ed Bartell (24 hours per week)

- 1 (6 month) LTE Park/Forestry Assistant – Philip Krahn

- 2 – Community Center Maintenance/Attendants (20 hours per weekend)

Park Maintenance Operations under the Management of City Engineer/Public Works
Director/Department

- Park/Forestry Maintenance Supervisor: Jöhren Frydenlund
- Park Maintenance worker: Andy Shackleton
- Park Maintenance worker: Mike Mahal
- Park Maintenance worker: Norbert Staszak

- 1 (9 month) LTE Park/Forestry Maintenance: Mark Jones
- 3 (3 month) LTE Park Maintenance seasonal
- 1 summer weekend Splashpad attendant – 12 hours a weekend

BUDGET INFORMATION

2008 budget: \$865,117
2009 Budget: \$913,710
2010 Budget: \$923,077
2011 Budget: \$935,805 2011 revenues: \$150,077
2012 Budget: \$1,055,277 2012 revenues: \$183,710
2013 Budget: \$1,087,233 2013 revenues: \$183,078
2014 Budget: \$1,130,181 2014 revenues: \$200,210
2015 Budget: \$1,089,713

- Parks Maintenance: \$ 806,418
- Recreation & Leisure: \$283,295

GENERAL PARKS INFORMATION – 507 acres

- 23 Neighborhood parks totaling 123 acres
- 6 Area parks totaling 71 acres
- 2 Community parks totaling 124 acres
- 6 Special areas totaling 83 acres
- 4 Natural areas/wood lots) 106 acres
- 1 Splashpad – McKee Farms Park
- Over 20 miles of bike trails throughout the park system

There is a plan to update the City street map later this summer. The three most popular pages on the Chamber website are: A Day in Fitchburg, Find a Business and Biking. The Chamber worked to capture the events market that were taking place in the Village of Oregon and use Fitchburg hotels as preferred lodging. The Chamber partnered with the Wisconsin Department of Tourism on a grant to bring a conference to Fitchburg, co-op advertising and have access to the Department's website subscribers which is 50,000+. FCVBB participated in a Midwest Living article on biking and breweries and advertised in the magazine. In 2014, the FCVBB played an active role in marketing and strategic development for the Summer Concerts at McKee. In 2015, the FCVBB will take more of a leadership role in the Summer Concerts. Ms. Kinderman thanked Jill McHone and her staff on all the hard work that they have done to establish the Summer Concerts. The FCVBB has purchased some specific URLs to track hits on their website based on marketing dollars spent on advertising. 70 percent of its website traffic was first time visitors and its total website traffic was up 390 percent. The URL www.biketheburg.com is for biking visitors to determine their route based on their specific interests. CEDA members made some suggestions on band selection, outreach and advertising options.

8. Hotel Room Tax Report and Request Considerations:

- a. Boys and Girls Club Bike Ride: Request: \$3,750. ***A motion was made by Potts and seconded by Krause to provide a \$3,750 sponsorship to the Boys and Girls Club for their bike ride. The motion carried 6-1 with Hardy voting against the motion.*** Chairman Brown stated it was CEDA's policy to assist with initial funding of appropriate events with a declining contribution in those following years.
- b. Broker's Breakfast: Request: \$569.15 Budgeted item: \$1,500. No action needed.
- c. Summer Concert Series: Request: \$1,500. Budgeted item: \$1,500. No action needed.

9. TID 2014 Year End Review: Tony Roach, City Administrator Mr. Roach went through the City of Fitchburg TIF districts and provided CEDA with updates as to the 2014 changes.

10. Economic Development Director and Committee Member Reports:

- a. Prospect Zoning Questions: Examples Included in Packet: No report or discussion.
- b. City in Motion Implementation: 2 New bus shelters are up on Fitchrona Road and one in front of Valley View apartments. The last one will be going in on Greenway Cross.
- c. Development Updates: No report.
- 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: No report.
- h. Verona Road Business Coalition Report: Ms. Frey reported that the VRBC had a VIP Event at the BTC on Monday, May 18th. The purpose of the event was to bring the major employers together to discuss the Verona Road project and how it may affect their employees.
- i. CEDA Subcommittee Reports: No report.
- j. North Fish Hatchery Road Revitalization Efforts: CEDA members asked for an update on this topic and asked that this be moved higher on the agenda to allow time to talk over the efforts being made.
- k. Anton Drive Neighborhood Plan: No report.
- l. Other Such Matters: None

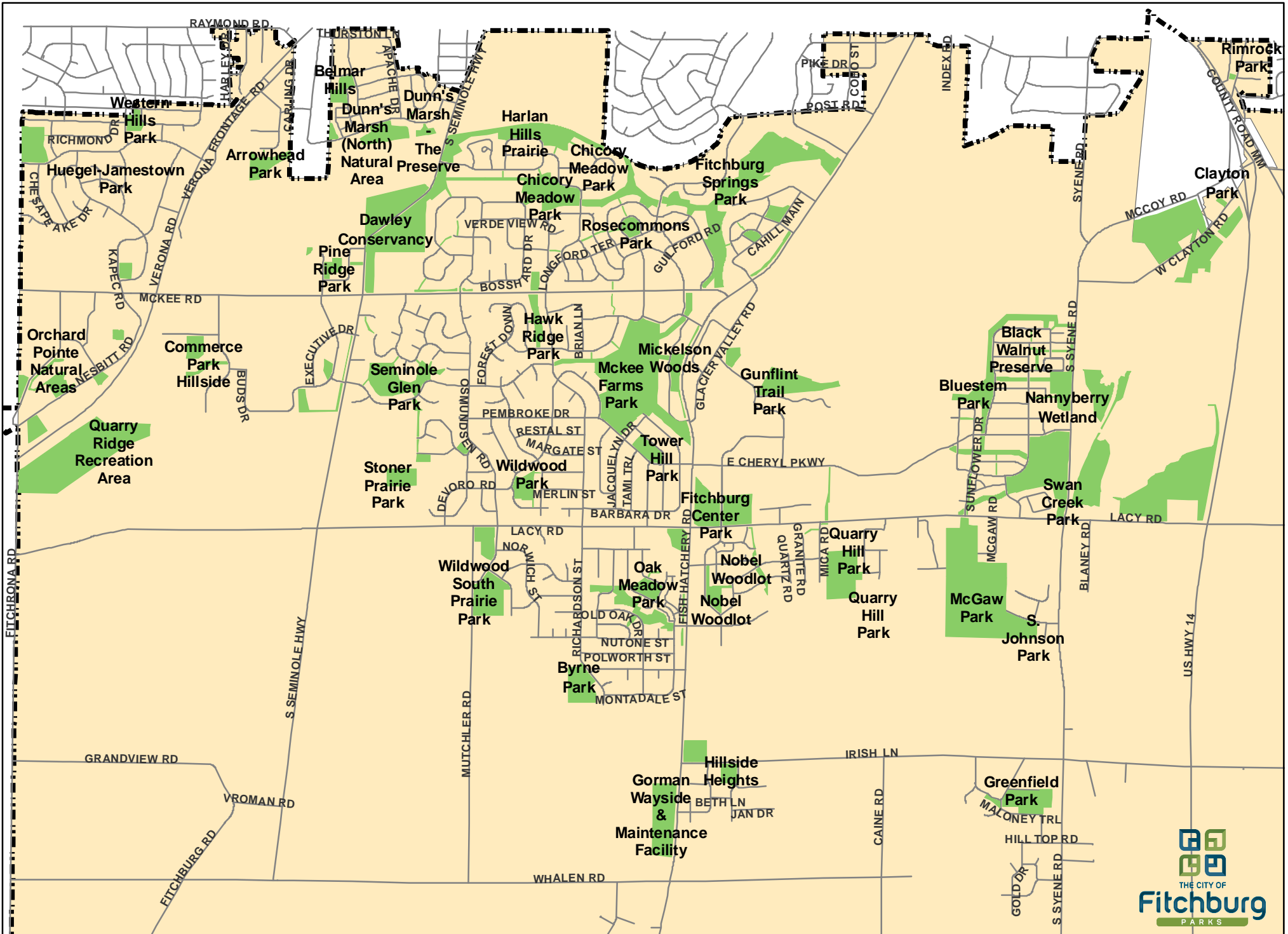
11. Announcements:

- a. Next Meeting Scheduled: Thursday, June 25, 2015 Chairman Brown will not be present at the June meeting.

12. Adjournment: *A motion was made by Silveira and seconded by Krause to adjourn at 9:00 am. The motion carried unanimously.*

Respectfully Submitted by Joyce Frey, Economic Development Specialist

Fitchburg Parks Tour 2013



PARKS PLAN – 5-YEAR UPDATE – 2015-16

- **PROPOSED TIMELINE AND PROCESS - June 2015 – February 2016**

1. Staff kick-off meeting – **Late May**
 2. Staff presentation of timeline/process to, and issues identification by:
 - Parks Commission – **June**
 - CEDA – **July**
 - Plan Commission – **July**
 - RCC - **July**
 - Board of Public Works – **August**
 3. Public opinion survey – **July**
 4. Public input meeting/workshop #1 – **August**
 5. Public input meeting/workshop #2 – **September**
 6. Staff update on timeline/process to COW – **September**
 7. Staff update on timeline/process and presentation of draft Plan to Parks Commission – **November**
 8. Staff presentation of draft plan to public (open house) – **December**
 9. Staff complete final draft – **January**
 10. Staff presentation of final draft plan and public hearing/adoption process (Relevant Committees and Council) – **February/March**
-

- **MAJOR ISSUES**

- Standards revision (Appropriate new park/open space “placement” and identifying/prioritizing spaces and uses that reflect demographics of surrounding population, etc.)
- Emerging trends in park/open space uses as “third places” (activities for aging population, community gardens, for-profit vending, farmers markets, beer gardens, etc.)
- Taking advantage of attributes that make Fitchburg unique (trail system, agricultural identity, etc.)
- N. Fish Hatchery Road neighborhood center concept
- Long-term vision for Nine Springs property
- Trails as multi-functional (recreation, transportation, environmental corridors, etc.)

- Incorporating Recreation Dept. vision, Program Needs Study, etc.
 - Moraine Edge Park prospects
 - Heritage Circle Route concept
 - Staffing, etc.
 - “Themed” parks (one or two focused uses)
 - The preservation aspect of parks and open space
 - “Enhanced” stormwater facilities and reference to stormwater facility management documents/plans, etc.
 - Incorporation of Urban Forest Strategic Master Plan, etc.
 - Incorporation of operations/management map and development of management “plan/schedule”
 - Landscaping to ensure maximum use
 - Analysis of neighborhood park use
 - Integration of Smart Code “civic space”
 - Public-public partnerships (i.e. WDNR, Dane County lands in City)
 - User counts
-

- **PLAN STRUCTURE/CONTENT**

1. Executive Summary
2. Introduction and Overview
3. Inventory (To include Assessment of Needs and Implementation)
4. Goals, Objectives, Policies, and Recommendations (To include Standards and Conceptual Park and Open Space Proposal)
5. Appendices

THE OVERRIDING “GOAL” OF PUBLIC OPEN SPACE = OUTDOOR RECREATION

OUTDOOR RECREATION can take a lot of different forms and uses. “Conventional’ forms and uses include basketball/volleyball courts, baseball/softball diamonds, and play equipment.....these conventional forms and uses will always have a place in public open space. Let’s look beyond those conventional outdoor recreation forms and uses, and look at forms and uses through the following lenses:

A. **SOCIABLE** (Think: People)



“What attracts people most, it would appear, is other people.” – William Whyte

B. **SOLITUDE** (Think: Nature)



Solitude can include people....it’s more about surrounding environment and uses.

C. **SEAMS** (Think: Transportation Corridors and Linkages)



Trails from home to “work” places (jobs, schools, etc.).....trails from home to “errand” places (shopping centers, etc.)....and trails from home to “play” places (parks, restaurants, etc.).

A. SOCIABLE – What elements are needed to achieve?

- I. ENVIRONMENT – Shelters/pavilions, amphitheaters, food/drink/vending services and facilities;
 - II. USES/ACTIVITIES – Festivals, concerts, contests/races, movie nights, “teaching” garden, farmers market pavilion, German beer garden;
 - III. ACCESS – Sound land use planning principles and techniques.
-

B. SOLITUDE – What elements are needed to achieve?

- I. ENVIRONMENT – Water bodies, woodlots, prairies, gardens, and trails;
 - II. USES/ACTIVITIES – Walking, running, hiking, biking, sitting, gardening, land restoration, and education/interpretation;
 - III. ACCESS – Sound land use planning principles and techniques.
-

C. SEAMS – What elements are needed to achieve?

- I. ENVIRONMENT – Trails serving as “links” and connecting people with places where they live, work, and play.
 - II. USES/ACTIVITIES – Walking, running, hiking, biking, sitting, and education/interpretation;
 - III. ACCESS – Sound land use planning principles and techniques.
-

1. What has been your most enjoyable “sociable” experience in:

A. Any park:

B. A Fitchburg park:

2. What has been your most enjoyable “solitude” experience in:

A. Any park:

B. A Fitchburg park:

3. What has been your most enjoyable “seams” experience on:

A. Any trail:

B. A Fitchburg trail:

**DISCUSSION
QUESTIONS**



PLEASE RETURN COMPLETED FORM TO:
 Mr. Mike Zimmerman, Economic Development Director
 c/o City of Fitchburg
 5520 Lacy Road
 Fitchburg WI 53711
 (608) 270-4245
michael.zimmerman@city.fitchburg.wi.us

**CITY OF FITCHBURG
 ROOM TAX FUNDING REQUEST**

Included with this application must be a Financial Report for your organization.

A Summary Report must be submitted to the Fitchburg Community and Economic Development Authority within thirty (30) days of your event.

Request Date: July 23, 2015

Organization: City of Fitchburg Planning and Zoning Department on behalf of the City Agriculture and Rural Affairs Committee

Mission Statement: The City's Agriculture and Rural Affairs Committee oversees various agricultural issues in the City as well as other issues affecting the City's rural areas and its residents.

Board/Committee Members: Ed Kinney, Roger Cohee, Tony Hartmann, Bill Horns, Tom O'Brien, Tom Thrall, and George Vroman

Contact Information

Name(s): Wade Thompson, Resource/Project Planner, City of Fitchburg Planning and Zoning Department

Mailing Address: 5520 Lacy Road, Fitchburg, WI 53711
 (Please include City, State, and Zip Code)

Phone Number(s): 608.270.4258 Fax Number(s): _____

E-Mail Address(es): wade.thompson@fitchburgwi.gov

Event

Date(s): _____ Time: _____ Location: Badger State Trail

Description of Activity: The City's Agriculture and Rural Affairs Committee is in the initial stages of exploring the feasibility of "developing" the Badger State Trail corridor, as it runs through the southern half of the City, for diverse agricultural-related uses and enterprises. The Committee has developed an interpretive trail sign proposal to begin to create an identity for this corridor, known as the Fitchburg Agriculture Route (FAR).

Targeted Audience: City of Fitchburg residents and City visitors/tourists Projected Audience: City of Fitchburg residents and City visitors/tourists

Requested Amount: \$120.00 Specific Use of Funds: Fitchburg Agriculture Route (FAR) Interpretive Signs - CEDA has already allocated \$2,500 towards the FAR signs. Dane County, through their Partners in Recreation and Conservation (PARC) Program has allocated matching funds. The additional requested amount of \$120.00 will be used to cover costs to buy photos to be used in sign design. The photo cost was not identified in the initial bid submitted by the sign designer.

How does this request fulfill the guidelines of City Ordinance 2.17(19)(f) ". . . the hotel room tax retained by the Authority shall be utilized for marketing, tourism, and promotion development activities . . .": "Development" of the Fitchburg Agriculture Route (FAR), could potentially enhance the City's identify and draw both tourists and new agriculture-related enterprises to the City. The interpretive signs are an initial step in FAR "development". As the Chamber positions the City to be a destination for biking enthusiasts, there is potential for this tourist attraction to generate hotel room night stays.

Office Use Only

Date Received: _____ Date Denied: _____

Date Granted: _____ Reason for Denial: _____

Financial Report Received: _____ Date: _____

Summary Report Received: _____ Date: _____



Prizepromos
2438 Skaalen Road
Stoughton, WI 53589
Phone: 608.873.7673
Fax: 608.205.9245

July 16, 2015

Joyce.Frey@fitchburgwi.gov
City Of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711

(p) 270-4291

Joyce, I got you the same price as 2013!! 600 with the same imprint two sides \$2.53, 1000 \$2.37 with the same imprint two sides, plus one repeat set up (if your artwork is the same) \$36.00. Plus freight Approx \$115.00 for 600, Approx \$170.00 for 1000. Lead time is 4-7 working days after proof approval. Let me know if you have any questions.

Big Thunder Tote Bag (Screen Printed)

Item Number: TTEGH-EWBAF

100 GSM premium non-woven polypropylene tote with dual reinforced 20" handles and plastic bottom insert.
13" W x 10" D x 15" H

Colors: Black, White, Royal Blue, Hunter Green, Khaki Beige, Red, Lime Green, Orange, Navy Blue, Grape Purple, Burgundy Red, Brite Pink, Brown, Tropical Green, Yellow, Gray

Imprint Information: 5" W x 10" H; Front and Back imprint area; Screen printed

Qty	600	1000	3000
Price	\$2.10	\$2.00	\$1.60

Price Includes: 1 color;1 side;1 location

Packaging and Delivery: Bulk. 100 units per carton. 36 lbs. per carton. Normal production time is 4 working days.

Please let me know if you have any questions or if I can be of any further assistance.

Thank you once again for your interest in our products and I very much look forward to working with you.

Sincerely,