

NOTE: Minutes are not approved until approved by the CDA.

NEW BERLIN COMMUNITY DEVELOPMENT AUTHORITY

NEW BERLIN CITY HALL COUNCIL CHAMBERS

AUGUST 7, 2003

MINUTES

Mayor Wysocki called the Community Development Authority Meeting of August 7, 2003 to order at 7:30 A.M.

In attendance were Mayor Wysocki, Alderman Kenneth Harenda, Alderman Tom Augustine, Mike Holzinger-Director of Finance and Administration, Robert Dude, John Fillar, and Doug Barnes. Also present were Greg Kessler – Director of Community Development, David Haines – Planning Services Manager, Nikki Jones – Associate Planner, Olofu Agbagi – Associate Planner, and Mark Blum – City Attorney, and J. P. Walker – City Engineer. Excused was Danielle Cast

Motion by Commissioner Dude to approve the June 5, 2003 Community Development Minutes. Seconded by Alderman Harenda. Motion carried unanimously.

Mr. Kessler distributed information regarding the Housing Authority including the resolutions along with a question and answer sheet for the CDA commissioners on why the Housing Authority was created. Mr. Kessler is working on a new memo summarizing the outstanding bond issues and will have it ready for the next meeting. He indicated that we had not received the final certificate of compliance for Pinewood Creek.

Motion by Alderman Harenda to approve Pinewood Creek and Apple Glen certificates of compliance. Seconded by Commissioner Dude. Motion was carried unanimously.

OLD BUSINESS

Doug Barnes then gave presentation.

Zimmerman Design Group is looking at monument signage and his firm will complete the modernization redevelopment plan at zero cost to the City. It will take time for a good plan to be implemented. We need to investigate all options and meet with all the people involved. He warned that we shouldn't jump into things before plans are completed; this can cause buildings and other developments to be approved that won't conform to the plan, which could cause a problem later on.

Process to be undertaken, Zimmerman will create plans which will involve assistance from planners, civil engineers, traffic engineers, landscape architects and architects. At this time we do not have a traffic engineer but have talked to two firms, waiting for commitment in writing by one of them and he will also do the work at zero cost to the city. Mr. Barnes will talk to Ruekert & Mielke regarding storm water to see if they will do the same thing.

We need to raise the standards of the industrial park. Rather than developing new parks and new buildings outside of the park we need to eliminate the flight from the existing parks and encourage the existing businesses to continue to grow, operate and expand in their current location, if we don't modernize the park, it will happen as has happened in other cities, the businesses will continue to move elsewhere.

Components of plan are:

1. Interview the existing businesses
2. Survey the vacant buildings

3. Utility infrastructure
4. Transportation infrastructure
5. Amenities that are lacking
6. Landscaping standards
7. Signage/1 way finding
8. Building standards
9. Costs

We will gather all of the existing plans and study them. This will involve an extensive amount of study. Storm Water Management, UWM study, Economic Development Revitalization Plan, Land Use Plan, road reconstruction plan, alternative transportation, all need to be integrated and reviewed to be successful. Inventory existing business in the park. UWM sent out survey, received 40% back. People that have received the survey, and didn't return them said they didn't have time, or thought it wouldn't be taken seriously because it was a school survey.

We are going to create a new survey and send it out on City of New Berlin letterhead and hope for a better response. Three weeks to a month after survey goes out we will call businesses to and see if they received the survey and responded to it, if not, find out why and then set up individual appointments to discuss their concerns, needs and long term plans. We will also be holding focus group sessions to bring in people from the Industrial Park to see what their needs are.

In a recent survey of vacant buildings in the Industrial Park, approximately 150,000 square feet of Industrial space is available in the park. Of 183 lots, 9 are vacant or available. We need a good inventory of what is available throughout the parks, and start to create a database of how much space is available and how we can start to correct this problem.

Regarding Storm water – We need to work with CHR Hanson on what are we going to do with Deer Creek Channel, alternative storage systems for low grade area, and Ponds.

WE Energies has made a presentation with regard to their distribution plan for 2010 assuring clean & uninterrupted power. We should probably start looking at fiber optics running through the industrial park, tying that in for technology.

Sanitary sewer capacity – We need to explore excess capacity, (where it is available), could it go back to existing buildings that are vacant and what was their usage, based on their usage and lack of usage is there excess capacity.

Transportation – Currently the Industrial park has narrow roads with low shoulders. There needs to be a better way for trucks to get in and out without interrupting the flow of the rest of the traffic. Take a look at curb and cutters stamped pavement shoulder, walking paths, etc. Wider widths shown with curbs and gutters, are there easements there now, if available what's the cost to the city to purchase those easements?

Amenities are becoming more important with business associates. We do not have anyplace for conference center and sit down dining establishments in the park. The business park is using restaurants for their meetings; therefore we need more of this type of building along with some type of conference center and it should be located closer to the industrial park. We should consider looking at creating green space or a park within the industrial park; it will be difficult to do without purchasing property and/or tearing down existing buildings. But it should be something we look at to see how we could integrate it within the park. This is very important that we study this during the process. Amenities are becoming more and more important to businesses in relocations..

Landscaping-Need better maintenance and to make sure that dumpsters are screened. When we start to modernize things there has to be a better way to screen dumpsters and landscape the areas. The New Berlin Plaza was used as an example. As companies start to renovate their buildings they should also consider updating the look of their buildings.

Signage-Need to create better identification for the industrial park, this is being worked on through the Planning CIP Budget. When the CDA approves the proposed designs a package will be sent to companies for bids on construction. We need to create standards for building identification. Additional directional/way finding signage needed for the internal area of the industrial park.

Building upgrades-If currently a corporation wants to put on an addition and have a metal building they have the ability to match that and 40% or 50% of the building is existing and covers the entire front facade the addition can match and therefore we aren't getting any upgrading of the building at all. Need to look at changing those standards. Again New Berlin Plaza was used as an example.

Costing-Roads were very expensive, it will have to be done slowly, but not too slow, and the first road to be done is Calhoun Road

Mayor Wysocki asked if an analysis of cost was done to hire a consultant to prepare this redevelopment plan. Doug Barnes responded by stating that it could cost anywhere from \$80,00 to \$100,00.

Commissioner Fillar asked who financed the reworking of New Berlin Plaza. Doug Barnes answered and stated that the developer did the financing.

If we were to complete this report with everything we are talking about it would cost the City somewhere around \$80,000-\$100,000.

Commissioner Harenda questioned from projects you have worked on in the past what type of timetable are you looking at to do this study? Mr. Barnes stated that he has started the research and that his timetable would be that he would like to have this completed before the holidays, sometime between Thanksgiving and Christmas.

Commissioner Dude: Where are we being compared to, is there someplace in the area, is there such an existing park or study that has been completed already?

Mr. Barnes: There are several areas around such as Franklin's business park.

Commissioner Dude: Are they existing parks?

Mr. Barnes: They are smaller ones but nothing of this scale.

Mayor Wysocki: Would this then be somewhat of a pioneering effort – can we have a model on a smaller scale that could be applied to this?

Mayor Wysocki questioned Mr. Barnes that if in the plan could there be a financial addendum that would outline the financial mechanisms to work this through. Because right now with what is happening in the state with the potential of a levy freeze this could seriously impact what we would try to do with any kind of funding mechanisms in view of the fact of the operational budgets and deficits will be under review. Deep concerns that this hasn't been recognized with the states plan for property freeze unlike our plan. Maybe we could look at the business and industries in the industrial park that would benefit from this for some financial support. I am very concerned that if the property freeze goes into effect it could seriously impact any type of revenue for this project.

Mr. Barnes has considered it and is trying to see how he can incorporate the financial elements. The Mayor thanked Doug.

Alderman Augustine questioned if the modernization of the industrial park is what attracts industries or should we look at particular types of industries that are maybe up and coming to target to look our way. If so, are there any ideas as to what type of industries those might be.

Answer a little bit of both bio-technologies and other areas that don't have modern facilities to meet their needs, yes we need to modernize our infrastructure in particular, look at up and coming types of research and business and start from there, if we can't support their needs with modernization plan we won't even

get a bid from them.

Commissioner Fillar-Questioned if we have to improve sewage in the park, does that mean it's not adequate at the moment or it may not be adequate in the future? Doug Barnes responded that the only reference is that I know sewage capacity throughout the city is an issue and that's one of the items we're going to study. We will study how much sewage capacity is available due to the vacancies we have in the industrial parks currently.

Commissioner Fillar questioned if this study includes enough wires for power to be supplied to these firms, such as the fiber optic solution. Doug Barnes: yes.

Commissioner Fillar questioned then it's the whole picture in other words. Doug Barnes said yes it's everything, not just the buildings and landscaping, it's what we can do for all aspects of the park.

Mayor Wysocki thanked Doug Barnes for his presentation. Your contribution is significant and we sincerely want to thank you and we will write a letter to your company to acknowledge this.

NEW BUSINESS

Presentation on the New Berlin Park Industrial park Association (NBIA) by Mr. Ken Matheson. Relating to the CDA question about what is the internal structure relative to any type of organization within the park. The NBIA began with the sites within the New Berlin Industrial park and are now looking at all business within the Industrial Parks. Mr. Matheson went into further detail about what the New Berlin Park Association's duties are.

Mayor Wysocki: How does the organization see its relationship with the CDA. Mr. Matheson responded and said that it's long overdue, our opinion is that we would like to work with the CDA in any way we can, there are a lot of resources that we could both use.

Mayor Wysocki stated that the one comment that he has heard is that "those who own property in there realize that if we can't come up with a good modernization plan the direct benefit to them is the value of their asset (real estate). The business owners realize that if in fact this modernization plan does what we hope it will do it will increase the value of their asset (real estate).

Mr. Matheson: We are very aware of that. The business owners should be taking a more active role in cleaning up the park and enforcing the rules.

Mayor Wysocki then thanked Mr. Matheson and stated that he looks forward to working with us on this modernization plan.

Would like then at this time to go back to item #6

Greg Kessler thanked Paul Koller the City Assessor and the Finance Staff for their assistance with the report. We will somewhat match the 1990 report, (referring to the report in the packet) with a narrative report. Presented the report a few months back, premise for going forward with the revitalization of the industrial park. Show the value that our industrial land space has and compared that to what the alternative would be if it were a residential area. In summary industrial land use has more value through tax revenue then residential.

Mayor Wysocki: It is extremely important to recognize that whatever solution comes to us from the state in the final analysis when the larger issue gets fully debated local communities are going to have to rely largely on their own economies. If that is the case this area will be a jewel for us and the recognition that the investment we make in this area will be significant in supporting us with regards to stabilization of property taxes and the ability to contribute to our quality of life in other areas.

Based on the analysis given to us by the assessor terms of valuation and revenues the current net business park tax revenues are 2.2 million greater than if single-family homes had been built. #2- Residential development would result in an additional cost to the school district of 8.7 million. Final analysis on recognition of the increase in costs to the school district the net tax revenue equates to a difference of 9.7 million dollar difference between the different types of developments.

Mayor Wysocki asked if anyone had any questions for the CDA, no one responded.

We have been in contact with David Capon of the Waukesha County Housing Authority. If after review of the power point presentation, there are any questions please let me know as soon as possible.

Commissioner Dude: How do we formally invite someone from the NBIA to attend the CDA meetings?

Greg: We could send a formal letter and add the NBIA members to our CDA e-mail reflector.

Mayor Wysocki: The staff should send a copy of the letter thanking the NBIA for the presentation and request that they have a representative at the meeting.

Commissioner Fillar:

One last comment, I would hope that we would resolve this issue about the business improvement district, whether or not it is something that we can do or not, there was some legal question as to whether that type of district could be used for Industrial as opposed to commercial. Perhaps from a legal point of view I would like to ask that we resolve this once and for all. The City Attorney will look into this for one of the next meetings.

Motion to adjourn made by Commissioner Fillar seconded by Commissioner Augustine.
Motion approved unanimously.