

CITY OF VERONA
MINUTES
COMMUNITY DEVELOPMENT AUTHORITY (“CDA”)
May 16, 2019

1. **Call to order:** Errin Welty called the meeting to order at 5:02 pm.
2. **Roll call:** Dia Caulkins, Luke Diaz, Adam Frey, Katie Kohl, Steve Rudolph, Errin Welty and Christopher Zak were present. Also in attendance: Economic Development Manager Dayna Sarver and City Clerk Ellen Clark.
3. **Public Comment:** None
4. **Minutes:** Motion by Rudolph, seconded by Diaz, to approve the minutes from the April 4, 2019 CDA meeting. Motion carried 7-0.
5. **Discussion: Historic Registration of New Century School building located at 401 W. Verona Avenue.**

Jesse Charles and Dayna Sarver met with Jen Davel, Wisconsin Historical Society, on April 24, 2019 at the New Century Charter School building to learn more about the Historic Registration process, the benefits and expectations of being registered, and constraints to rehabilitation of the building. Davel believes this property will be eligible for historic designation.

If the City has property listed in the National Register of Historic Places, a local historic preservation ordinance is required. The registration process requires a consultant to conduct property research and submit a report to the state review board. The review board process can take up to a year to complete. The final step in the process is the National Park Service.

Developers interested in entire Sugar Creek site as a whole for development.

Developers sometimes seek out properties that qualify for the National Register so they can write off 40% of the cost of rehabilitating the building using the tax credits attached to the designation. They would likely be interested in the Sugar Creek site as a whole for development. If the building is city owned, tax credits cannot be claimed by the City, but the City is able to sign a 25-year lease agreement with a private company, which can then rehabilitate the building and claim the credits. If the City sells the building, it can be stipulated in the contract that the buyer must list the building on the register and follow the rehabilitation guidelines.

Davel also provided a list of historic rehabilitation developers in the Midwest.

Rudolph asked if it is too early to discuss the City being designated as a Certified Local Government (CLG).

Instead of going through the historic preservation process, which includes becoming a CLG and creating an ordinance, the City could place a deed restriction on the property to force a

developer to keep its historic character. However, if the City does not become a CLG and create an ordinance, developers would not be able to get historic tax credits.

Kohl asked which is the best way to go.

Sarver replied it depends on what the property will be used for. It may be more practical to wait until the Request for Proposals on the property goes out, so the City can see what types of development are proposed.

Welty commented that it is nice to know that the property is eligible for the Historic Register.

6. Discussion and Possible Action: Community Design Solutions proposal for Sugar Creek Elementary School redevelopment.

City Staff received a proposal and draft scope of services from Community Design Solutions (CDS) to create four or five development concepts for the Sugar Creek Elementary School property. Work on the project will be completed by CDS over the summer, with the goal of providing direction for the City on a future RFP for the site. Staff is requesting feedback from the CDA on the proposal.

The scope of the proposal includes visiting and photographing the site, conducting a public engagement meeting, preparing a site base map, preparing a site analysis diagram identifying access points, adjacent uses, buildings to retain, and areas for development. After the public engagement meeting, CDS will review preferred options with the City and determine some concepts to prepare, and present the concepts at a review meeting with the CDA. Three concepts will be selected from that meeting, and two perspectives per concept will be submitted to the City.

Sarver stated the City could conduct the public engagement portion of the project, or we could have CDS do it. The consensus of the group was to ask CDS to do it, as they have more experience with that process.

The cost of the proposal, with CDS conducting the public engagement portion of the project, is \$5,500. This would be paid for with Recreation Department budget money in exchange for research into the possibility of creating a recreation center on the property.

Welty asked the group if we should ask CDS to get started and submit designs first, or if the public engagement should come before the designs.

Zak stated we need direction from the public after receiving the four or five concept options from CDS. If we pull in the public right away, we will have a thousand ideas floating out there.

Motion by Rudolph, seconded by Kohl, to approve the scope of the proposal with CDS, with public involvement taking place after the initial concepts have been submitted by CDS. Motion carried 7-0.

Welty asked about a timeline for the project.

Sarver replied that it would have to occur in the summer.

Discussion followed regarding what types of community involvement should be utilized.

Welty stated the City of Middleton just put in a new park, and used a survey to gather public input regarding the design. Their survey had some good questions that we may be able to use, as well.

Sarver suggested online surveys, setting up boards in city hall and the library, and going in person to community events and other densely populated community spaces for feedback.

Frey suggested a public notice at the site, inviting the community to a Town Hall meeting. He thinks an in-person meeting would be more appropriate than an online survey.

Caulkins stated it is important to do both.

Welty stated that with the compressed timeline that we are working with, we should find out when CDS needs to get started with this.

Sarver stated it would be advantageous to set the date for the next CDA meeting so we can ask CDS to be present at the meeting, and give them direction and get ideas from them at that time.

The consensus of the Commission was to schedule the next CDA meeting for June 6, 2019 at 5:00 p.m.

7. Reports and comments from CDA members.

Zak presented two items for the next CDA agenda: 1. Creating a focus statement for the group stating the purpose of the CDA; and 2. Asking for authority and funding to purchase properties along Main Street and Verona Avenue.

Zak stated it could take years to put out RFPs, make the purchases, and get something going there.

Rudolph stated there are some areas in the City that are blighted. He asked if there is something the CDA can do about those areas.

Zak stated that falls directly in the purview of the CDA.

Rudolph would like this item on the next agenda.

Kohl asked what can be done to take care of these areas.

Welty said it depends on how much carrot and stick you want to be. She suggested starting with the improvement and land value map to determine where the low hanging fruit is - properties that are not being put to good use.

Discussion followed about the former Treads site at 407 West Verona Avenue. Summit Credit Union has approved plans for a branch location, however, they have chosen not to move forward at this time.

8. Reports and comments from City Staff.

None.

9. Adjourn: Motion by Kohl, seconded by Rudolph, to adjourn at 5:35 pm. Motion carried 7-0.