NOTICE OF PUBLIC MEETING

Pursuant to Section 19.84, Wisconsin Statutes, notice is hereby given to the public that a regular meeting of the Redevelopment Authority of the City of De Pere will be held on MONDAY, MARCH 26, 2012 at 6:00 p.m., in the City Hall Council Chambers, second floor, 335 South Broadway, De Pere, Wisconsin 54115.

Date: MONDAY, MARCH 26, 2012
Time: 6:00 p.m.
Place: De Pere City Hall, Second Floor, Council Chambers
335 S. Broadway Street, De Pere, Wisconsin 54115

AGENDA FOR SAID MEETING:

Roll call.

1. Minutes of the September 26, 2011 regular meeting of the Redevelopment Authority.

2. Review the redevelopment request for 500 Main Avenue. Applicant: Jerry Van Dyn Hoven.

3. Review the creation of a new Tax Increment District for the downtown on the west side.

4. Adjournment.

Ken Pabich
Director of Planning and Economic Development

Notice is hereby given that a majority of the members of the Common Council of the City of De Pere may attend this meeting to gather information about a subject(s) over which they have decision-making responsibility.

Any person wishing to attend this meeting who, because of disability, requires special accommodation should contact the City Planner’s office at 339-4043 by Noon, Monday, March 26, 2012, so that arrangements can be made.

AGENDA SENT TO:
Redevelopment Authority Members
Alderpersons
Department Heads
TV & Radio Stations
News Media
Brown County Library, De Pere Branch
De Pere Area Chamber of Commerce
REDEVELOPMENT AUTHORITY
MEETING MINUTES

September 26, 2011
De Pere, Wisconsin

A regular meeting of the Redevelopment Authority of the City of De Pere was held today in the Council Chambers of De Pere City Hall. Ted Penn called the meeting to order at 6:00 p.m. Members present: Ted Penn, Charles King, William Patzke, John Nusbaum, and Bill Komsi. Members Joe Van Deurzen and Jerry Henrigillis were excused. Also present: City Planning Director Kenneth Pabich and Matt Lutsey.

1. Minutes of the June 27th regular meeting.
A motion was made by Nusbaum to approve the minutes. Motion seconded by King. Motion carried.

2. Review the façade grant project receipts for 330 Reid St.
Planning Director Ken Pabich reviewed the staff report and provide a summary of the receipts for the project.

Motion by Patzke to open the meeting. Seconded by Nusbaum. Motion carried.

Matt Lutsey provided a summary of the project improvements. He also discussed the color scheme used for the building. While the color changes were not significant, he felt that the changes have made the building much more attractive for the downtown.

Motion by Nusbaum to return to regular order. Seconded by Patzke. Motion carried.

Motion by Nusbaum to approve the receipts and approved the façade grant for the amount of $5,711.73. Seconded by Patzke. Motion carried.

3. Future agenda items.
RDA requested an update on the MAC Dental project.

4. Adjournment. A motion was made by King to adjourn the meeting. Motion seconded by Komsi. Motion carried. Meeting adjourned at 6:25 p.m.

Respectfully submitted,

Ken Pabich
Director of Planning and Economic Development
Item #2: Review the redevelopment request for 500 Main Avenue. Applicant: Jerry Van Dyn Hoven.

The developer is proposing to redevelop 500 Main Avenue. The new project would be a three story building with commercial tenant space on the first floor and apartments on the second and third floor. To make the project work, the existing buildings on 500 Main Avenue and 111 North 5th Street would be taken down. The new building would be approximately 17,500 square feet with a project value of 1.7 million dollars.

The project would match our Downtown Mater Plan in terms of areas identified for redevelopment. This project would bring the building ‘up to the street’ which helps in the overall design planned for the downtown. To make the project work, the developer is requesting the following:

1. The City to proceed with creating a Tax Increment District that would include these properties.
   
   City comment: Please see item#3 on the agenda.

2. The City to participate in a developer’s grant to help with the project infrastructure cost.

   City comment: If a TID is created, the City would be in a position to negotiate a developer’s agreement on the project. The agreement would need approval from the RDA and City council.

3. The City to provide assistance in relocating the overhead lines that are on the existing site.

   City comment: The City can assist in working with Wisconsin Public Service and this could be a part of the developer’s agreement if necessary.

4. The City to allow for the parking on 5th Street and along Main Street to meet some of the off-street parking requirements.

   City comment: To match the existing code, it is expected that some of the off street parking requirements would need to be met by using spaces on 5th and Main Street. We would need to determine how many stalls would be needed but the Downtown Master Plan supported the concept of reducing the overall parking requirements for the Downtown. It is an idea that can be reviewed by the RDA and Plan Commission.

5. The City to address drainage issues that are affecting the site and the site to the west.

   City comment: There is drainage that flows across the rail road tracks and washes out material on the neighboring property. The City is aware of the situation and will be looking into options for addressing the issue.

Recommendation:
If a Tax Increment District is created, staff feels that this would be a great project to match the planning in the Downtown Master Plan. The project would add to overall design standards set in the Master Plan and would serve as a catalyst for the rest of the corridor. Staff would recommend proceeding with negotiations on the project.
March 19, 2012

Mr. Kenneth Pabich
Director of Planning and Economic Development
City of De Pere, WI  54115

RE: New Development Project at 5th and Main Streets

Dear Ken,

As you know, I've been planning diligently to combine 3 parcels west of Main and 5th Streets, raze existing structures, and construct a new 3 story building in accordance with the City’s 2010 Redevelopment Plan for this corridor (1st floor commercial; 2 floors of apartments).

I am happy to report that I am ready to proceed with the project and I am looking for assistance from the City to move the project forward. The new project would have a minimum value of 1.7 million dollars and would be a great bookend to the future re-development of Main Street as proposed in the Downtown Master Plan.

I am pleased to report that I have two Tenants who are willing to commit to at least 10 year leases. The leases are signature ready but I now need the participation from the City to bring this project all together. I would like to have the City provide assistance with the following:

1. The City to proceed with creating a Tax Increment District that would include these properties. 
2. The City to participate in a developer's grant to help with the project infrastructure cost. 
3. The City to provide assistance in relocating the overhead lines that are on the existing site. 
4. The City to allow for the parking on 5th Street and along Main Street to meet some of the off-street parking requirements. 
5. The City to address drainage issues that are affecting the site and the site to the west.

I am grateful for the kindness and friendly discussions with from the City of De Pere in the past. I have owned commercial property in De Pere since the mid 1980's. This project cannot be realized without the City’s financial commitment and vision for the Main Street corridor. Let’s jump start Main Street with a new development in this area together!

In return, I will be fully dedicated to a super first class project that will be timely and it is ready to proceed now.

Respectfully,

Gerald G. Van Dyn Hoven, Developer
Item #3:  Review the creation of a new Tax Increment District for the downtown on the west side.

As part of the Downtown Master Plan, the City is interested in implementing the recommendations within the plan. A financing tool that can help assist in bringing these types of projects to fruition is a Tax Increment District.

As a historical reference, this tool has been used in the past in the City in the Downtown with TID #5 (existing west side) and TID #7 (existing east side). TID #5 has now reach a point where expenditures are limited both in scale (dollar amount) and time since the district will close in 2018 (note expenditures are required to stop in 2013).

The attached map shows the proposed boundary for the new TID, which would be called TID #9. TID #9 would encompass the primary areas identified in the Downtown Master Plan. Expenditures would include items such as:

1. Developers Grant (new or redevelopment)
2. Façade Grants
3. Infrastructure Improvements
   a. Street Scape
   b. Alley Improvements
   c. Traffic/street related improvements
4. Signage/Wayfinding

**Recommendation:**
Staff is recommending that the RDA approve creating a new Tax Increment District and that this recommendation be forwarded to City Council. If approved, the City would then proceed with the formal process of creating a district.