



AGENDA FOR LONG RANGE PLANNING COMMITTEE

MEETING NOTICE

A Long Range Planning Committee meeting will be held on
Tuesday, August 25, 2020 at 5:30 PM
VIA TELECONFERENCE.

Join Zoom Meeting

<https://zoom.us/j/91313321176?pwd=SHJrR2lpS05UT2NIRDNVRTExV0ZIUT09>

Meeting ID: 913 1332 1176

Passcode: 688299

Dial by your location

+1 312 626 6799 US (Chicago)

Meeting ID: 913 1332 1176

Passcode: 688299

AGENDA:

A. Call to Order - Roll Call

B. Approval of July 28, 2020 Meeting Minutes

C. Reviewing City of Tomah's Updated Downtown TIF Assistance Brochure - First Draft

D. Reviewing Certificate of Appropriateness Applications

E. Building Inspector Updates on Minor Projects

F. Project Updates

G. Administrative Updates

H. Next Meeting Date – September 22, 2020

ADJOURNMENT

NOTICE: It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact JoAnn Cram, City Clerk, at 819 Superior Avenue, Tomah, WI 54660.

LONG RANGE PLANNING COMMITTEE MINUTES

The City of Tomah Long Range Planning Committee met in regular **TELECONFERENCE SESSION** on **Tuesday, July 28, 2020** at 5:30 p.m. via Zoom teleconference.

Call to Order – Roll Call: Chairman Travis Scholze called the meeting to order at 5:30 p.m. Members present: Remy Gomez, Mike Murray, Dustin Powell, Pete Reichardt, Travis Scholze, Tina Thompson, Shawn Zabinski, and Joanne Westpfahl. Absent: and Jeff Holthaus. Quorum present. Also in attendance: Steve Tremlett of MSA, Building Inspector/Zoning Administrator Shane Rolff, Alderperson Lamont Kiefer, Fire Chief Tim Adler, and City Clerk JoAnn Cram. Mark Tralmer was also present.

Approval of June 23, 2020 Minutes: Motion by Thompson, second by Gomez to approve the minutes of the June 23, 2020 meeting. Motion passed without negative vote.

Reviewing City of Tomah's TIF Manual – LRPC Role. Steve Tremlett of MSA provided information regarding the City's TIF Manual Policy amendments. If the application gets verified that it's complete, a staff report would be completed through the City Administrator or MSA, and the intent is to limit the workload on MSA. The staff report should go through the criteria and give the information necessary to move it on to the Committee of the Whole and City Council. The 2020 TIF Manual now covers all TIF Districts and it includes two program/project types: New Development (includes all districts) and Façade Improvements (TID 8 only). Other changes were pay-as-you-go for new developments and if funds available, cash grants. Façade improvements would be a low interest loan with possible forgiveness or reduction at the end. It also allow for tenants to request funds with permission of the property owner. It would be LRPC's role to say that the application meets the base criteria and it can go on to the Committee of the Whole or if it doesn't meet the specifications, modifications must be made in order to go forward.

Mark Tralmer spoke regarding a recap of his experience in a recent application process. Mr. Tralmer approached the City Administrator to see how much he wanted to invest into the building. Mr. Tralmer believes the issue going forward is when someone is willing to improve a downtown building, possibly consider having a separate grant from the TID. We need the downtown buildings to look nice. The problem that occurs with regards to updating an old building, the owner can't afford to make the building look better. Mr. Tralmer put \$170,000 into his building renovation and he feels the City needs to step up and contribute to improve the downtown.

All TIF applications will come through the LRPC. The LRPC will review the staff report and the TIF application with supporting materials to verify that the project and request are consistent with the City's adopted plans and ordinances and Development Incentive Qualifications. Review of a project's Development Incentive Qualifications is a new role for LRPC and is limited to verification that the application meets the minimum qualifications. LRPC will not be expected to make an approval recommendation regarding TIF assistance. LRPC will either affirm to the Committee of the Whole that the application is qualified to proceed, or respond back to the application to identify any qualifications not satisfied. The applicant may resubmit with modifications to the City Administrator or their designee, which can be administratively forwarded to the Committee of the Whole or referred back to the LRPC for verification of qualifications. The LRPC will be the body to review the Development Incentive Qualifications to verify that the TIF request can be considered by the Committee of the Whole/Council. In some cases, the staff report will already note compliance, while other items may need further discussion by the LRPC. LRPC requested to see how current TIF assistance has already been expended. Finalized copies of the new policy, story map, and brochure will be provided to be added to the Chamber website as well as the City website. Mr. Tralmer was advised he could re-submit an application for façade work. The City Council could reconsider the façade request.

Reviewing Certificate of Appropriateness Applications:

1. Century 21 located in the 3rd Gen Building: The only concern on the application was the sign was going to be backlit. After correspondence, it was determined that only the letters will be lit at night. The checklist meets all qualifications.

Motion by Thompson, second by Murray to approve the Certificate of Appropriateness for the sign permit at 810 Superior Avenue for Century 21-Affiliated as submitted. Motion passed without negative vote.

Certificate of Appropriateness:

Motion by Thompson, second by Powell to approve the Certificate of Appropriateness for the sign permit for Penny J Precour at 810 Superior Avenue, Tomah, WI as presented. Motion passed without negative vote.

Building Inspector Updates on Minor Projects:

Building Inspector Rolff informed the group there is nothing new on the commercial end. Progress is still on pace for the apartment building off of Berry Ave.

Project Updates: No additional updates noted.

Administrative Updates: No updates at this time.

Next Meeting Date: August 25, 2020.

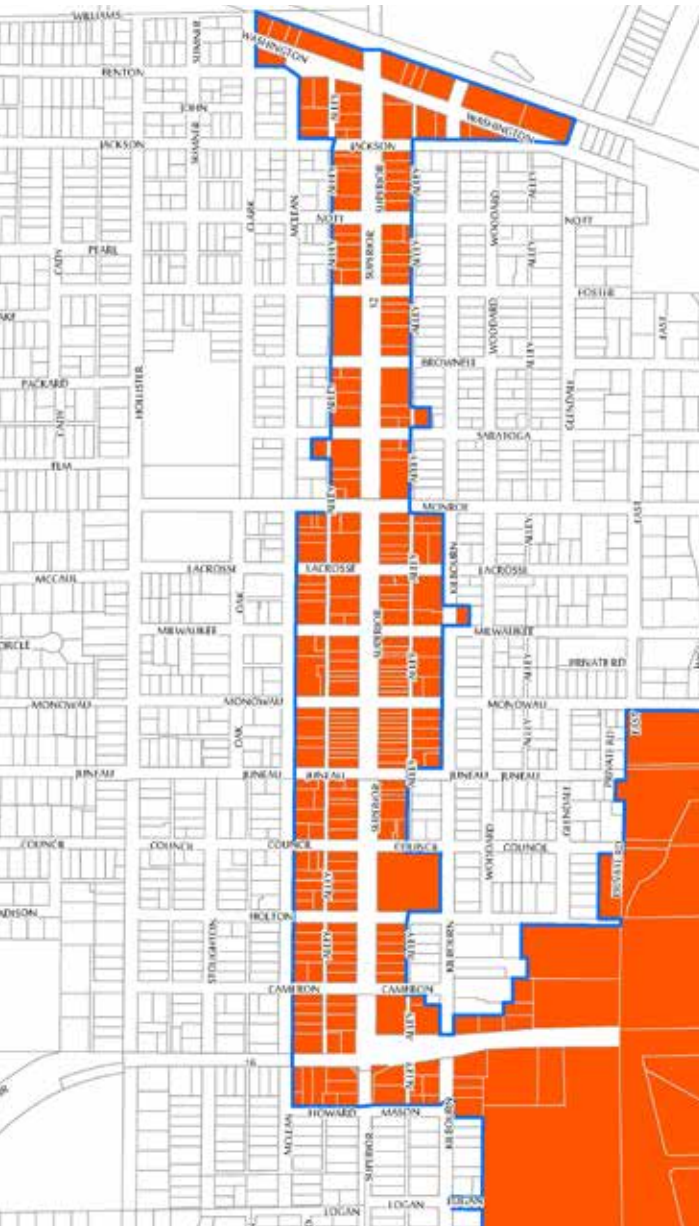
Adjournment: Motion by Westpfahl, seconded by Thompson to adjourn. Motion passed without negative vote. Meeting adjourned at 6:16 p.m.

Respectfully submitted by:

JoAnn Cram

JoAnn Cram, City Clerk

What is the Boundary of TID #8?



**DOWNTOWN PROPERTIES
IN TID #8**

Who Should I Contact?



TIF Assistance

Mike Murray, Mayor

P: (608) 374-7480

E: murray@tomahonline.com



Zoning / Design Standards

*Shane Rolff, City Zoning Administrator /
Building Inspector*

P: (608) 374-7429

E: srolff@tomahonline.com



Business Community & Tourism

Tomah Chamber & Visitor Center

P: (608) 372-2166

E: info@tomahwisconsin.com

2017 DOWNTOWN MASTER PLAN

The adopted Master Plan is manual guiding public improvements and private investment in the City's historic downtown. The plan is broken into three volumes: Public Engagement & Existing Conditions (Volume I); Vision, Strategies & Actions (Volume II); Design Standards Handbook (Volume III).

**For more information on the
Downtown Master Plan & funding
programs visit:**

www.tomahwisconsin.com/tomah-downtown-master-plan

DOWNTOWN TOMAH

FUNDING ASSISTANCE FOR PROPERTY IMPROVEMENTS



What Funding Programs are Available?

The City offers two types of funding improvement programs based on the type of project being considered and the total project costs. The primary objective of each program is to stimulate enhancements in the downtown area through private property improvements. All commercial, industrial, multi-family (4+ units) residential, and mixed-use properties in TID #8 are eligible (see the TID #8 map in this pamphlet).

Facade Improvement Project

The primary purpose of this program is to provide small loans to increase the net assessed value of the City's downtown through the rehabilitation of exterior facades. The improvements must be in TID #8 and must be visible from the property line/right-of-way (particularly the front elevation). Eligible activities of Facade Improvement Projects typically include:

- △ Restoration of original building facade features (e.g. removal of false fronts).
- △ Replacement of windows, doors, and/or cornice.
- △ Repair or replacement of primary facade material with durable, high-quality material(s).
- △ Replacing or adding building features such as decorative light fixtures, signage, awnings/canopies, and/or mural (including artist fees).
- △ **Ineligible projects** include interior work, roofing, parking improvements, landscaping improvements and routine maintenance.

New Development Project

This program is intended to provide funding assistance for the construction of a new building or expansion of an existing building within all of the City's TIDs.

Example projects include:

- △ Land acquisition and surveying.
- △ Demolition of existing structures, site preparation, and construction of new or expanded structures with an identified end use/user.
- △ Site improvements (parking, landscaping, lighting, storm water and signage).

How Much Financial Assistance is Available?

Facade Improvement Project

The City will loan up to 50% of the eligible project costs (maximum loan of \$25,000). These loans shall be low interest with an amortization schedule up to 10 years. A mortgage shall be issued against the property in the amount of the loan and a personal guarantee. Principal forgiveness may be considered on a case-by-case basis. *See TIF Manual for more details.*

New Development Project

Based on the scope of the project the City may provide funding assistance in the form of a loan or cash grant (if funds are available). For cash grants, the City may provide between 5-20% of the project cost. For loans, the City may provide up to 50% of the project costs with an interest rate and amortization schedule to be determined at the time of the request. *See TIF Manual for more details.*

What is the Application Process?

- △ **Design Standards Review.** Applicants looking to complete exterior building and site improvements are encouraged to review the City's adopted Downtown Design Standards. (www.tomahwisconsin.com/tomah-downtown-master-plan)
- △ **Initial Consultation.** Applicants are encouraged to meet with the Mayor to discuss proposed TIF assistance requests prior to submitting an application.
- △ **Application (Fee/Retainer) Submittal.** Application materials, including the application fee, and professional services retainer shall be submitted to the City Clerk. *2020-2021 Rates: \$200 application fee and retainer in the amount of 2% of the TIF request (min. \$300 and max. of \$5,000).*
- △ **Staff Review.** City staff will review the application for eligibility and complete a pro forma analysis of the project. Upon completion of staff review, the application and a staff report will be submitted to the City's Long Range Planning Committee (LRPC).
- △ **Preliminary Approval.** The LRPC will review the application and make a referral to the Committee of Whole (COW). The COW will make a recommendation to the City Council to approve, approve with conditions, deny the application, or table the application pending further discussion or information by the applicant. The application will be reviewed by the City Council at its next scheduled meeting following action by the COW. *The City Council at their discretion may refer the matter to another City committee for recommendation or may hold a public hearing to render a decision.*
- △ **Draft Development Agreement.** Upon preliminary approval, City Staff will draft a Development Agreement for review by applicant.
- △ **City Council Final Approval.** The Development Agreement will be reviewed by the City Council and will render a final decision.