



MEETING NOTICE

AGENDA FOR LONG RANGE PLANNING COMMITTEE

A Long Range Planning Committee meeting will be held on
Tuesday, April 26, 2022 at 5:30 PM
in the **Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.**

Join Zoom Meeting

<https://us06web.zoom.us/j/7689466740?pwd=dEdLR2hXK0ZYMK1qNU5vNFIwMzdSZz09>

Meeting ID: 768 946 6740 **Passcode:** Tomah2020

Dial by your location: (312)-626-6799 **Meeting ID:** 768 946 6740 **Passcode:** 546782713

1. AGENDA:

- A. Call to Order - Roll Call
- B. Nomination and election of officers (Chair and Vice-Chair)
- C. [Approval of Tuesday, January 25, 2022 Long Range Planning Committee Meeting Minutes](#)
- D. [Discussion on the role of the LRPC with Scott Harrington and Ben Rohr, representatives from Vandewalle & Associates Inc., the City's new planning consultants](#)
- E. Discussion and possible recommendation on adding alternate members to City committees/commissions.
- F. Discussion and possible recommendation to approve Long Range Planning Committee representative on the 7 Rivers Alliance.
- G. [Reviewing Certificate of Appropriateness - 1118 Superior Ave \(Building/Site Improvement\)](#)

2. NEXT MEETING DATE

3. 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 the City Clerk's office at 608-374-7420 x7420.



LONG RANGE PLANNING COMMITTEE MINUTES

The City of Tomah Long Range Planning Committee (LRPC) met in session on **Tuesday, January 25, 2022** at 5:30 p.m. in the Municipal Building, 819 Superior Ave, Tomah, WI, and via Zoom teleconference. The meeting access information was provided on the posted agenda. The meeting agenda notice was posted at City Hall and on the City's website in compliance with the provisions of Section 19.84 Wisconsin Statutes.

Call to Order – Roll Call: Member Chair Remy Gomez called the meeting to order at 5:30 p.m. Members present: Jeff Holthaus, Tina Thompson, Adam Gigous (via Zoom,) Pete Reichardt and Shawn Zabinski (via Zoom.) Absent: Mike Murray, Dustin Powell, and JoAnn Westpfahl. Quorum present.

Also in attendance: Building Inspector Shane Rolff, Public Works Director Kirk Arity, Deputy City Clerk Nicole Jacobs, and Deputy City Clerk Matthew Baumgartner.

Approval of November 2021 minutes: Motion by Thompson, second by Gigous to approve the minutes of the November 30, 2021 meeting. Motion carried.

Building Inspector project updates: Rolff gave a brief update on the four-story hotel being built on Buan St in Tomah. The project has approved plans for footing and foundation; they are still waiting for State approved plans for the remainder of the building. Rolff informed the committee that McDonald's on N Superior Ave is still corresponding with Arity and Rolff about its preliminary plans to possibly demolish and replace the existing structure with the exact same footprint. Rolff told the committee about a brew pub potentially coming to town, which is still in the very preliminary planning stages. Holthaus asked about a rumor regarding property by Pizza Hut having sold; Rolff said he hadn't heard anything about it. Thompson asked about updates regarding a parcel potentially being de-annexed from the City; Rolff stated that any questions at this time would be better directed to the City Attorney. Following a question from Holthaus, Rolff also talked about a potential developer having met with potential investors in Tomah one month ago to explore the possibility of building a hotel in downtown Tomah, however, Rolff hasn't been contacted by either party since then.

Administrative Updates: Rolff requested the committee skip administrative updates for the next few meetings until there is an update on the Senior Executive Team (SET.)

Discuss role of the Long Range Planning Committee in comparison to the Planning Commission: Rolff started a conversation about the role of the LRPC going forward, stating that the committee was formed as part of potential development of the railroad property. Ever since, Rolff feels that the committee has been spinning its wheels as far as direction and what the role of the committee is. Rolff provided the committee with a copy of the ordinance, listing powers and duties. Thompson said she would prefer to get a suggestion from the SET (Senior Executive Committee) regarding either turning the committee into something else or dissolving it. Rolff stated that the SET's recommendation would mostly likely be to transform the committee into something closer to an Economic Development Committee; Gigous felt that solution made the most sense. Reichardt always envisioned more of an Economic Development Committee to help Tomah grow and attract more businesses as well as housing projects. Gomez agreed with a lot of the discussion and pointed out that the City doesn't currently have a planner or an economic developer, suggesting it is a good opportunity for the committee to take on that role. Thompson asked which committee members would be interested in staying on the committee if it became an Economic Development Committee; Reichardt, Holthaus and Thompson all said that is the only way they would remain on the committee. Gomez also inquired which committee members lived inside/outside city limits, stating he felt participation from both was vital to the success of the committee.

Discuss reviewing Certificate of Appropriateness (major vs. minor): Rolff suggested not bogging the committee down with the review of procedural Certificate of Appropriateness (minor) moving forward. Thompson said she felt it could be handled at staff level. Rolff also suggested looking at how the City defines major projects vs. minor projects.

Update/review of Comprehensive Plan: Rolff reminded the committee members that the first comprehensive plan was created in 2003 and that statutory requirements state it must be updated every 10 years; the latest version was adopted in 2013 and will need to be updated by next year (2023.) Rolff explained that the City had paid MSA close to \$21,000 to update the plan 10 years ago. Rolff estimated the cost might be closer to \$30,000 presently. Though he still plans to obtain an estimate from MSA on what the update would cost, Rolff's initial thought was to have the committee review the document, do the update on its own and potentially save the City money.

Next Meeting Date – February 22, 2022: The board set the next meeting date for Tuesday, February 22, 2022 at 5:30 p.m. in the Municipal Building, 819 Superior Ave, Tomah, WI.

Adjournment: Motion by Holthaus, second by Reichardt to adjourn at 6:06 p.m. Motion carried.

Respectfully submitted by:

Nicole Jacobs

Nicole Jacobs, Deputy City Clerk, January 31, 2022



VANDEWALLE & ASSOCIATES INC.

To: City of Tomah Long Range Planning Committee (LRPC)
From: Scott Harrington, AICP, Principal Planner
 Ben Rohr, AICP, Associate Planner
Date: April 26, 2022
Re: LRPC Opportunities

Introduction

The City's Executive Team reached out to Vandewalle & Associates (V&A) a few months ago seeking ways our firm could assist the City of Tomah. Since that time, V&A and staff have had several conversations to gain a better understanding of the existing situation and award a contract for our services.

Vandewalle & Associates is a multidisciplinary planning, economic development, and design firm based out of Madison. We assist communities across Wisconsin and the greater Midwest with a wide variety of services. Ben Rohr and Scott Harrington from V&A will be leading the work for the City of Tomah, with assistance from over 20 different planning professionals we have on staff.

Today, we have been asked to discuss different opportunities for the future of the LRPC and how the Committee's role could evolve overtime to drive change in the community. Below is a summary of what that could look like. We will also be in attendance at the April 26th meeting to discuss this further with the LRPC.

LRPC Opportunities and Roles

We believe that the following list of initiatives are opportunities for the LRPC to lead on behalf of the City. In further determining the LRPC's role moving forward, we will work with City staff to confirm that there are no duplicate efforts that are currently being led by any other committee or commission.

Development Recruitment

- Actively identify and prioritize redevelopment and new development sites.
- Regularly discuss opportunities with property owners on their willingness to sell and price points.
- Recruit developers for prioritized sites.
- Lead visioning, concept planning, and cost estimating of site or area potential.
- Leverage available resources and tools to drive implementation of redevelopment or new development projects.
- Understand the City's current TIF Districts, lead the implementation of the Project Plans, and review the annual reports of each district.

Business/Employer Recruitment

- Gather information and an understanding of the types of businesses that are missing or desired in the community.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
 247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631

www.vandewalle.com

Shaping places, shaping change

- Prepare marketing materials or requests for proposals, actively recruit existing/new businesses, and connect them with the development community or willing landowners for their own development.

Generate New Housing

- Understand the existing housing situation in terms of gaps and needs.
- Identify and prioritize locations where new housing could be developed or redeveloped.
- Develop and leverage programs and implementation strategies the City could utilize to generate new housing.
- Lead the development of housing-focused planning, visioning, and strategizing through neighborhood plans or redevelopment plans.

Act as the Lead Negotiator for City Incentives

- Lead the discussion and negotiation of development terms with prospective developers and businesses.
- Recommend a selected developer, terms, and agreement to the City Council for final action.

Liaison to Regional Partners

- Act as the City's conduit to the Mississippi River Regional Planning Commission (RPC) and 7 Rivers Alliance (EDO).
- Find ways for regional partners to help the City of Tomah in the efforts listed above.
- Leverage the regional data, studies, plans, and knowledge of these partners.
- Seek grant opportunities through connections and partnerships with county, regional, state, and federal organizations.

What Are The Next Steps?

1. Take a proactive leadership role in these areas through the development of an annual LRPC work plan that establishes a set of goals and list of prioritized projects and initiatives to be pursued.
2. Leverage available TIF funds and grants to provide resources for expenses incurred.
3. Explore the option of the LRPC transitioning into a Redevelopment Authority (RDA). An RDA can be established pursuant to Wisconsin State Statutes 66.1333(3) as an independent body that can:
 - Buy, sell, lease, and assemble real estate
 - Lead negotiations on TIF and other incentive requests with developers
 - Contract directly with consultants
 - Apply for grants
 - Conduct their own planning processes
 - Borrow money, issue bonds, and make loans
 - Condemn property (eminent domain) in furtherance of redevelopment objectives
 - Create Statutory Redevelopment Districts
 - Hold Public Hearings for amendments and creation of TIF Districts (if the City Council delegates that authority to the RDA)

Here is an example summary flyer from another similar sized community (Stoughton) regarding their RDA: <https://www.stoughtonrda.org/s/Stoughton-RDA-flyer-FINAL-2-2022.pdf>

Wisconsin State Statutes 66.1333(3) can be found here: <https://docs.legis.wisconsin.gov/statutes/statutes/66/xiii/1333/3>

Certificate of Appropriateness

City of Tomah: Building/Site Improvement Review Application for Certificate of Appropriateness

Address of Property:

1118 Superior Ave, Tomah

Property Owner Name:

Veterans Assistance Foundation

Property Owner Address (if different from Address of Property):

Street Municipality State

Property Owner Phone Number: (Home/Mobile):

608-372-8387

Have you reviewed the Downtown Tomah Design Standards (if applicable)?

☒ Yes ☐ No ☐ Not Applicable

Have you reviewed the City's Historic Preservation Ordinance (if applicable)?

☒ Yes ☐ No ☐ Not Applicable

Is your property a historic site, in a historic district, or contain a historic structure?

☐ Yes ☒ No

Scope of project to include: (Please check appropriate items.)

<input type="checkbox"/> New Construction	<input type="checkbox"/> Siding	<input type="checkbox"/> Signage
<input type="checkbox"/> Building Addition	<input type="checkbox"/> Landscaping / Fencing	<input type="checkbox"/> Exterior Lighting
<input type="checkbox"/> Façade Restoration	<input type="checkbox"/> Parking / Rear Access	<input checked="" type="checkbox"/> Other: <u>Exterior</u>
<input type="checkbox"/> Awning/Canopy/Shutters	<input type="checkbox"/> Doors, Windows, & Entrances	<u>Painting</u>
<input type="checkbox"/> Roofing	<input type="checkbox"/> Exterior Painting	

Briefly explain the proposed work: (Attach extra sheets if necessary.)

See attached.

Last Modified: March 2, 2017

Page 1 of 2

Design Standards Checklist

Certificate of Appropriateness

City of Tomah: Building/Site Improvement Review Application for Certificate of Appropriateness

Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project:

\$1200- + cost of Sealcoat

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Long Range Planning Committee and/or Historic Preservation Commission (check with Zoning Administrator if unknown whom will review), and agree to be subject to the Downtown Design Standards and/or Historic Preservation Ordinance (if applicable) for the above described work in accordance with City ordinances.

Signed:

J. Vega

Date:

3/23/2022

Property Owner / Applicant

FOR OFFICE USE ONLY

Application Number:

Shane Roloff

Received By:

Date of Meeting:

Approved or Denied?:

3/24/22

Date Received:

Conditions of Approval or Reasons for Denial:

Checklist

Design Standards Checklist	Applicant	Staff / ZA	LRPC	Super Graphics Standards <input type="checkbox"/> NA Comments (office use only):
	SUPER GRAPHIC DESIGN			
1. The super graphic does NOT include lettering or imagery that could be construed as a commercial message (i.e., <i>advertising business conducted, services rendered or goods produced/sold</i>).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2. The super graphic shall meet the following design requirements:				
<input checked="" type="checkbox"/> a. Harmonizes with the structure(s) on the parcel on which it is to be painted;				
<input checked="" type="checkbox"/> b. Is suitable and appropriate to the district;				
<input checked="" type="checkbox"/> c. Is well-designed and pleasing in appearance;				
<input checked="" type="checkbox"/> d. Does not constitute a nuisance to the occupants of adjacent or contiguous property (as determined by the Zoning Administrator or the reviewing entity); -AND-,	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<input checked="" type="checkbox"/> e. Does not constitute a traffic and safety hazard (i.e. it is not distracting, or is not considered indecent or otherwise offensive to public morals).				
3. Super graphics is NOT on the Superior Avenue Facade.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4. NO part of the super graphic exceeds the height of the structure to which it is tiled, painted or fixed, -AND- does NOT extend more than six inches from the plane of the wall.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5. Super graphic is NOT placed over windows, doors or vents.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6. A graffiti resistant, clear sealer or suitable varnish/topcoat will be applied to finish the mural.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
7. Super graphic will NOT consist of, or contain, electrical components, mechanical components or changing images. Static illumination turned off and back on not more than once a day is excluded from this standard.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	



Mural Draft #1

estimated size: 25ft x 25ft

cost: \$8/ square ft. = \$5000

materials & equipment cost: \$1200

total cost: \$6200.00

50% down to start project.

other 50% due after completed.

* this quote includes painting the wall to the right of mural solid black.

*This is just a rough draft. Design can be altered or changed before painting begins.

Prepared by: Jason Gerke

608-343-9482