



OFFICE OF THE CITY CLERK

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Public Notice of the City of Sun Prairie, pursuant to Section 19.84, Wisconsin Statutes, is hereby given to the public and to the news media, that the following meeting will be held:

COMPREHENSIVE PLAN STEERING COMMITTEE

DATE: **WEDNESDAY, DECEMBER 12, 2018**

TIME: **6:00 PM**

LOCATION: **COMMUNITY ROOM
MUNICIPAL BUILDING
300 EAST MAIN STREET
SUN PRAIRIE, WI 53590**

To consider the following:

1. **CALL TO ORDER AND ROLL CALL**
2. **APPROVAL OF MINUTES**
 - A. November 28, 2018
3. **OLD BUSINESS**
4. **NEW BUSINESS**
 - A. UPDATED UTILITIES AND COMMUNITY FACILITIES SECTIONS
 - B. HOUSING POLICY DISCUSSION
5. **DISCUSS NEXT MEETING DATE**
6. **PUBLIC COMMENTS**
7. **ADJOURNMENT**

Posted: December 6, 2018

Posted: Sun Prairie City Hall
300 East Main Street

Sun Prairie Public Library
1350 Linnerud Drive

Sun Prairie Utilities
125 West Main Street

*Paul T. Esser - Chairperson
Jorge Hidalgo
Drew Kuehl
John Muller
Janet Rosseter
Bryant Stempski*

*Kalvin Barrett
Don Hooser
Emily Lindsey
Terrell Outlay
Erin Ruth
Theresa Stevens*

*Peter Dettmer
Curt Klinkner
Stephanie Manthey
Dan Presser
John Schulze
Angela Thomas*

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J/planning/comprehensiveplansteeringcommittee/agendas/2018/PAG12122018.doc



**COMPREHENSIVE PLAN STEERING COMMITTEE MEETING MINUTES
SUN PRAIRIE, WISCONSIN 53590**

DATE: WEDNESDAY, November 28, 2018

TIME: 6:00PM

**LOCATION: MUNICIPAL BUILDING
COUNCIL CHAMBERS
300 E. MAIN STREET
SUN PRAIRIE WI 53590**

1. CALL TO ORDER AND ROLL CALL

Committee Chairperson Mayor Paul Esser called the meeting of the Comprehensive Plan Steering Committee to order at 6:00 pm. Attendance sheet attached.

Staff present: Aaron Oppenheimer, Scott Kugler, Tim Semmann, Neil Stechschulte, Philip Gritzmacher, Jr.

Others Present: Jason Valerius (MSA), Stephen Tremlett (MSA), Randy Marten, Chad Fedler

2. APPROVAL OF THE MINUTES

A. Motion to approve the October 24, 2018 minutes: Thomas (1st), Kuehl (2nd) / approval by voice vote.

3. OLD BUSINESS

A. None.

4. NEW BUSINESS

A. **PROCESS AND SCHEDULE UPDATE:** Valerius said that focus groups have been completed. He wanted to know if there was any desire to have a standalone sidewalk focus group. Lindsey asked what the Steering Committee would gain from having a special session or focus group on the topic. Kugler said that he was not sure, outside of giving the public another opportunity to weigh in. Stevens said that all Steering Committee meetings are public meetings and that the public has an opportunity to weigh in during regularly scheduled meetings. Stevens suggested codifying the policy in ordinance would improve adherence to the existing policy. Oppenheimer said that any ordinance or policy is only strong if the council adheres to it. He then said he wasn't sure that a special meeting would be beneficial, since the public has a tendency to attend meetings about issues impact them directly and not high-level policy discussions. Valerius suggested having a second transportation meeting to discuss the sidewalk policy and promoting that meeting. Gritzmacher suggested that it may be better to expand the topic to active transportation generally. Stempski agreed and suggested ways to make the meeting more engaging. Hooser said that he was not in favor of a meeting, feeling that sidewalks are public infrastructure and that the City does not allow the public to debate the merits of other infrastructure projects. Manthey wanted to know if this issue was a hot-button issue in other communities. Valerius said yes, but that in other

communities the cost is the primary issue. In Sun Prairie, cost is not an issue because sidewalks are not special assessed to individual home owners.

Valerius said that MSA will be meeting with the Parks and Transit Commissions over the next few months. He then said that the next two meetings of the Comprehensive Plan Steering Committee would be on 12/12/18, 1/16/19, and 1/30/19.

- B. **AGRICULTURAL, NATURE, CULTURAL RESOURCES SECTION UPDATE:** Valerius informed the group that the updated Agricultural, Natural, and Cultural Resources Chapter is complete and will be posted on the Comprehensive Plan website soon.
- C. **SUNSTAINABILITY SECTION REVIEW:** Valerius provided the sustainability policy and sought feedback. The policy discussed is as follows:

“Through this plan, Sun Prairie is reinforcing its commitment to the sustainability and resilience of our community. We will consistently consider the short-term and long-term impacts of our decisions on our economy, on the natural environment, and on the social vibrancy of our city. We seek outcomes that will enable future generations to enjoy the high quality of life that we enjoy here today.”

There was general agreement about the sustainability policy. Dettmer reviewed the rest of the document and requested that references to “pedestrian-friendly neighborhood design” include “bicycle and pedestrian-friendly neighborhood design. The group agreed.

- D. **ECONOMIC DEVELOPMENT POLICIES (CONTINUED):** Valerius provided an overview of Tax Increment Financing (TIF). Schulze asked how long TIF has been utilized as a planning tool. Kugler said that TIF has been around for many decades and that it was first utilized in Sun Prairie in the 1980s. He added that there are 5 Tax Increment Financing Districts (TID) open in the community of the of 13 total that have been created. Hooser suggested letting the group know the difference between brownfield and greenfield TIF districts. Valerius said that the difference is where the districts are and the types of projects that are funded with the funding. He explained that brownfield TIFs usually pay for cleanup and occur in areas that have been previously developed. Greenfield TIFs occur in areas of new development that were previously vacant land. In this case, TIF can be used to pay for new infrastructure, such as roads and utilities. Dettmer asked how TIF can be used to bring businesses into the area. Kuehl explained that TIF can be used for financial incentives for developers. Oppenheimer added that there are different types of incentives, including tax rebates, infrastructure improvements, and environmental contamination cleanup. Hidalgo wanted to know the negatives of TIF. Oppenheimer said that there can be perceived winners and losers and that what projects are in TIF districts they are benefiting from city services such as police, fire, and public works, that they are not contributing to.

Hooser wanted to know more about the 12% cap on TIF in a community. Stechschulte said that no more than 12% of a community’s normalized value can be located in a TIF district. He explained that approximately 8% of the City’s value was currently in a TIF district.

Barrett asked who makes decisions about TIF. Oppenheimer said that the council creates subjective goals and uses those goals to make decisions about who to issue TIF to. Valerius said that he wanted to know if anyone was uncomfortable with the way that TIF was being used. Hidalgo said that he wanted TIF to be used to pursue sustainability goals, such as providing TIF to promote LEED certification. Dettmer expressed concern about the interaction between TIF and “dark stores.” Oppenheimer said that stores in TIF districts are required to guarantee value until TIF is repaid.

Valerius asked the Committee if the City should have a role in the support of employment skills or onboarding training. Hooser said he was not sure that it was the City's role. Valle said that non-profits have taken this role on in Madison with Exact Sciences with success. The Urban League provides a few weeks of training and Exact Sciences provides a few weeks as well. The retention rate has been above 90%. Numerous members of the group said that Sun Prairie should pursue similar arrangements. Hidalgo said that the City should act as a conduit between training programs and employers.

- E. **HOUSING DATA REVIEW AND POLICY DISCUSSION:** Valerius provided an overview of housing in Sun Prairie. He let the group know that housing was the aspect of Sun Prairie that residents were least satisfied with in the community survey.

After reviewing the data, Hidalgo wanted to know what it appears that Sun Prairie is adding fewer single-family homes than other cities in the area. Valerius said that it may appear that way when looking at percentages, since Sun Prairie is larger than other suburban communities in the area. He said that Fitchburg has been added many fewer new homes, which has led to an affordability issue. Kugler added that the City has been added more single family homes per year, on average, than all other communities in the area.

Valerius asked if the City should have a target percentage of single-family homes in new neighborhoods, stating that the current policy sets a target of 65% single family homes in any neighborhood. Hooser said that he agreed with the measure, but was disappointed that the community had not been hitting its target. He suggested that the community more aggressively attempt to meet its goal. He said that he believed most residents would want the community to be comprised most of single-family owner-occupied homes.

There was a robust discussion about housing mix. Valerius said that the current policy has led to concentrations of wealth and poverty. The group agreed that that was an undesirable consequence.

5. DISCUSSION OF NEXT MEETING DATE

- A. The next meeting date will be December 12th, 2018 at 6:00 pm.

6. PUBLIC COMMENTS

- Randy Marten: Mr. Marten said that it would be interesting for the city to investigate the "break even" point for developers in the community. He then added that the City should try to attract high-value houses to support city services.
- Chad Fedler: Mr. Fedler suggested that businesses should be responsible for training as it is in their best interest to have effective employees. He said it is not the role of government to provide this service to businesses. He then agreed with Mr. Marten, stating that attracting high-value households would help support city services. He finished by saying that finding employees remains difficult, not different than trends nationally.

7. ADJOURNMENT

- A. Motion to adjourn the October 24, 2018 meeting of the Comprehensive Plan Steering Committee at 8:09pm by Eder Valle (1st), Jorge Hidalgo (2nd) / approval by voice vote.

Recorder: P. Gritzmacher, Jr.

*Paul T. Esser - Chairperson
Jorge Hidalgo
Drew Kuehl
John Muller
Janet Rosseter*

*Kalvin Barrett
Don Hooser
Emily Lindsey
Terrell Outlay
Erin Ruth*

*Peter Dettmer
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Stephanie Manthey
Dan Presser
John Schulze*

*Bryant Stempski
Angela Thomas*

Theresa Stevens

Eder Valle

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COMPREHENSIVE PLAN STEERING COMMITTEE MEETING ATTENDANCE

Date: 11/28/18

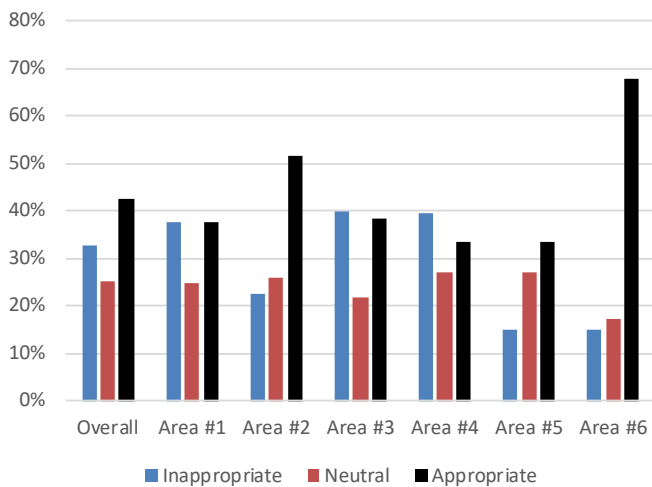
Committee Members	Present	Absent
Mayor Paul T. Esser - Chairperson	x	
Kalvin Barrett	x	
Peter Dettmer	x	
Jorge Hidalgo	x	
Don Hooser	x	
Curt Klinkner	x	
Drew Kuehl	x	
Emily Lindsey	x	
Stephanie Manthey	x	
John Muller	x	
Terrell Outlay	x	
Dan Presser		x
Janet Rosseter	x	
Erin Ruth		x
John Schulze	x	
Bryant Stempski	x	
Theresa Stevens	x	
Angela Thomas	x	
Eder Valle	x	

NEIGHBORHOOD - CONTINUED

Q11/12* Looking at the image, how appropriate is this residential building if it were to be built in or near your neighborhood? (See Q16: Map Areas #1-#6)



"Appropriate": **H** 40% **R** 62%



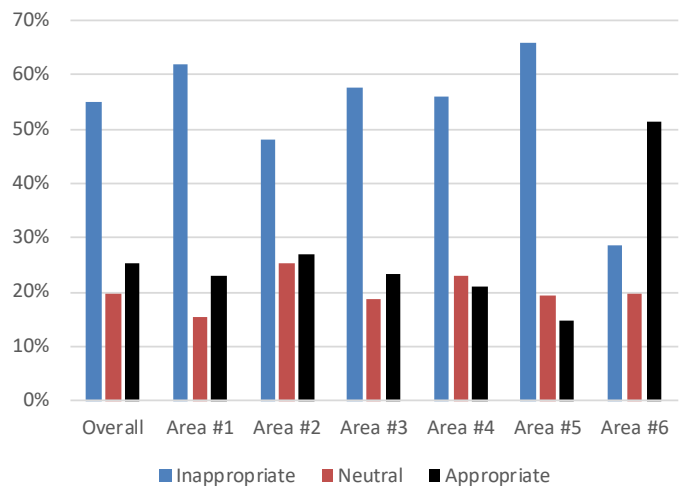
RECURRING COMMENTS

(202 Total Comments)

- Fine if built away from single-family homes
- Nice curb appeal, but not near single-family



"Appropriate": **H** 21% **R** 55%



RECURRING COMMENTS

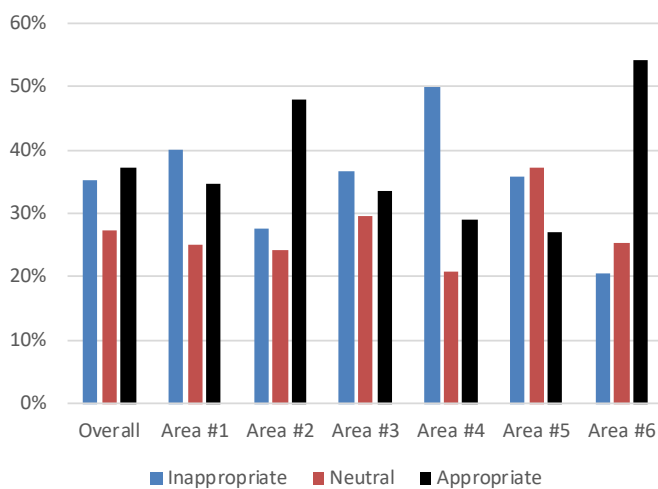
(197 Total Comments)

- Too many apartments / Prefer more single-family
- Not enough space for these dwellings (in my neighborhood)
- Look weird (in my older neighborhood)
- Don't want traffic in my single-family neighborhood

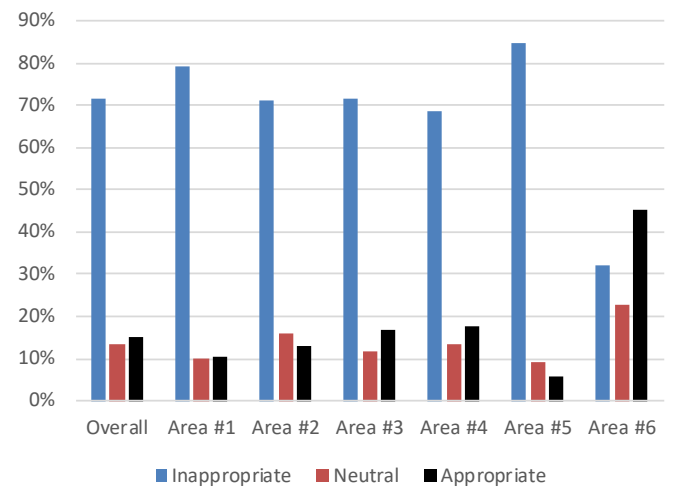
Q13/14* Looking at the image, how appropriate is this residential building if it were to be built in or near your neighborhood? (See Q16: Map Areas #1-#6)



"Appropriate": **H** 35% **R** 56%



"Appropriate": **H** 11% **R** 42%



RECURRING COMMENTS

(121 Total Comments)

- Too many apartments / Prefer more single-family
- Multi-family housing is not appropriate
- Okay if condo, especially as senior (retirement) housing

RECURRING COMMENTS

(181 Total Comments)

- Too many apartments / Prefer more single-family
- Too large / Too dense / Too high

NEIGHBORHOOD - CONTINUED

Q15* Looking at the image, how appropriate is this residential building if it were to be built in or near your neighborhood? (See Q16: Map Areas #1-#6)



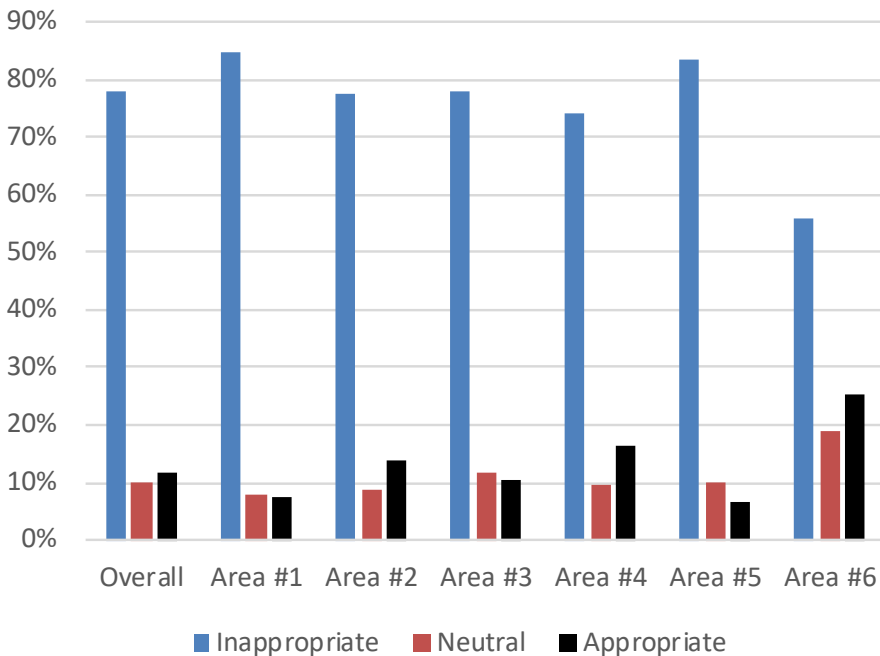
RECURRING COMMENTS

(215 Total Comments)

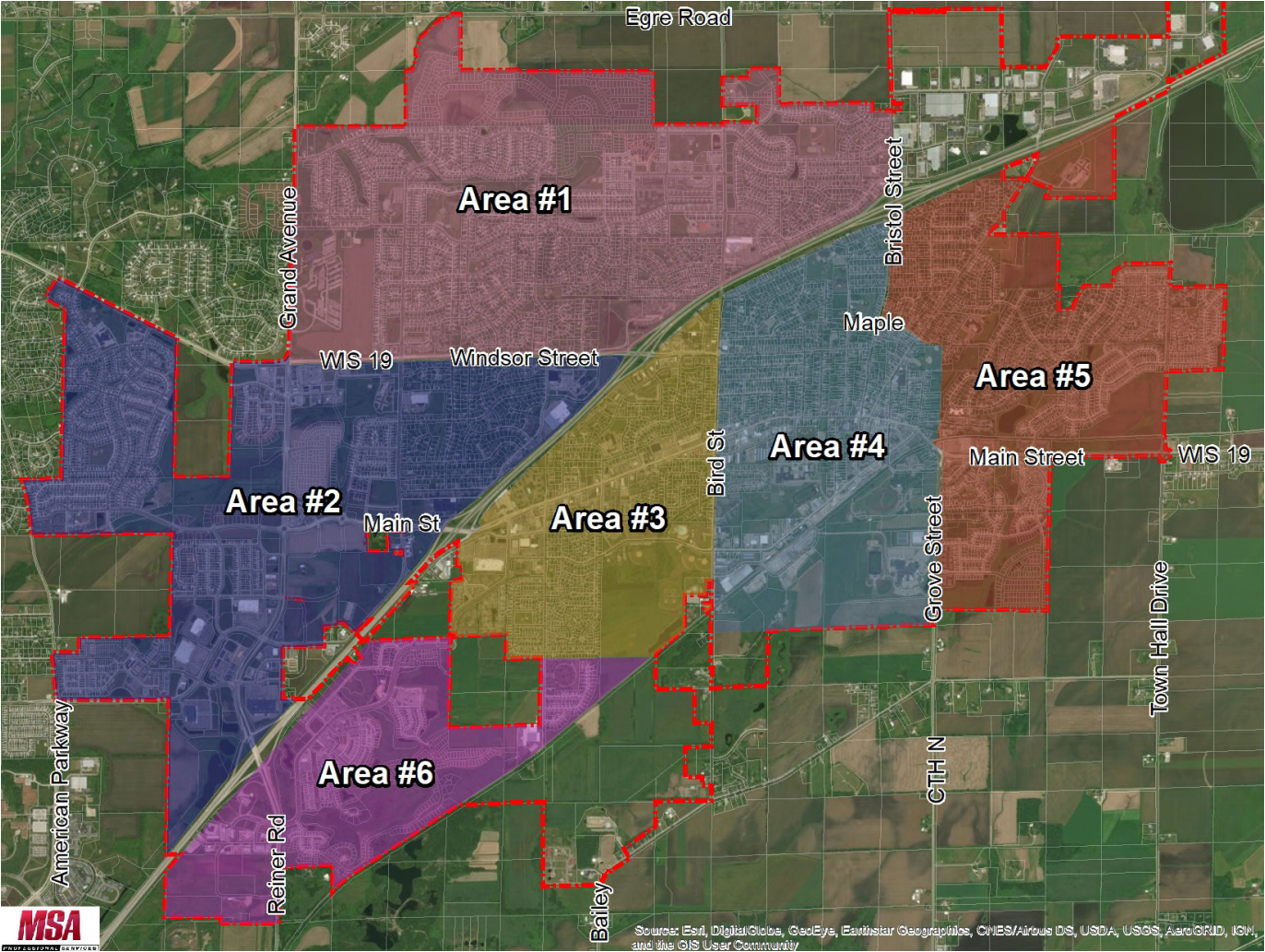
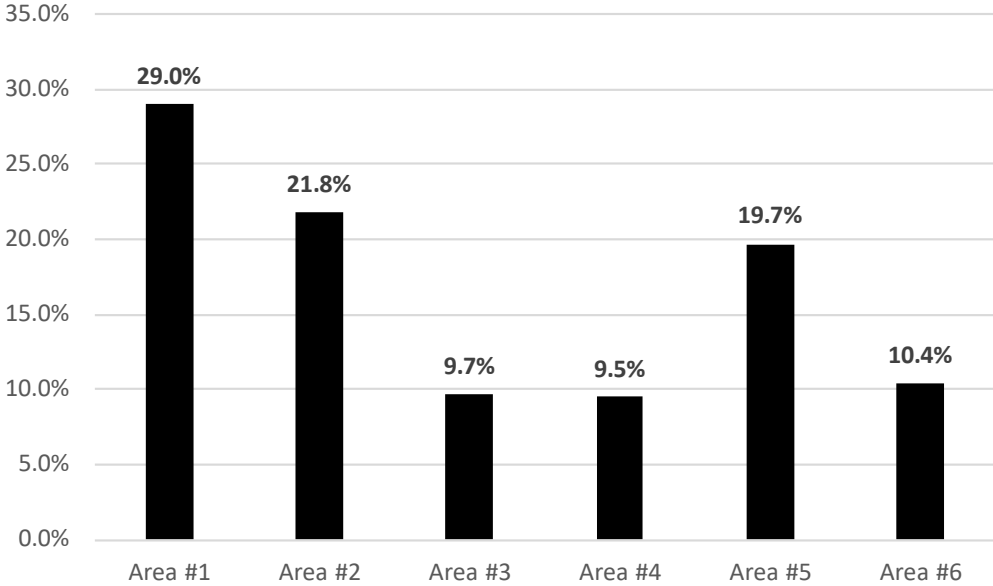
Too many apartments / Prefer more single-family

- Too large / Too dense / Too high
- Too modern
- Not appropriate anywhere in Sun Prairie
- Possibly in the downtown or along commercial corridors

"Appropriate": **H 9%** **R 26%**

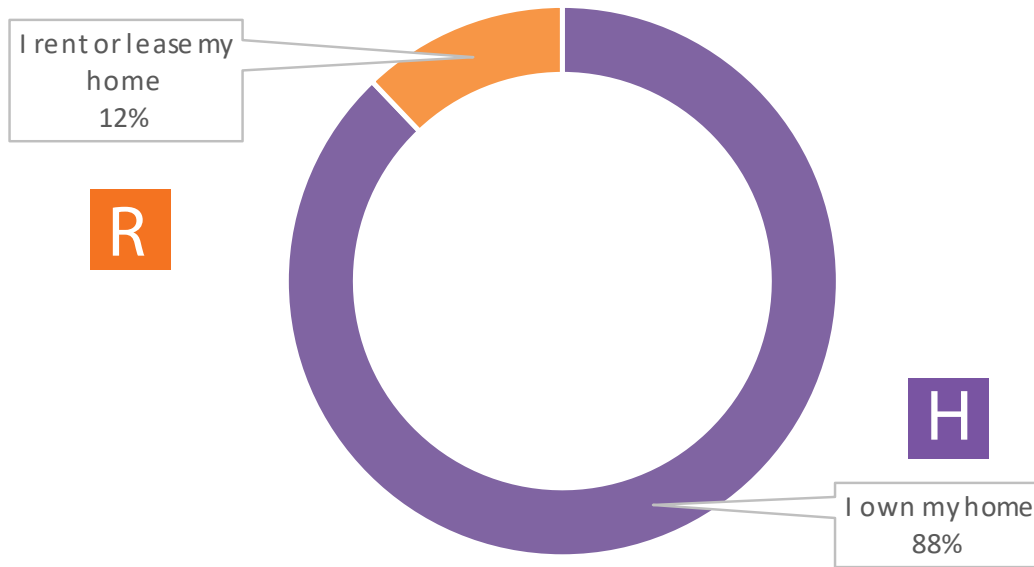


Q16 Identify which neighborhood planning area you live in from the map above.

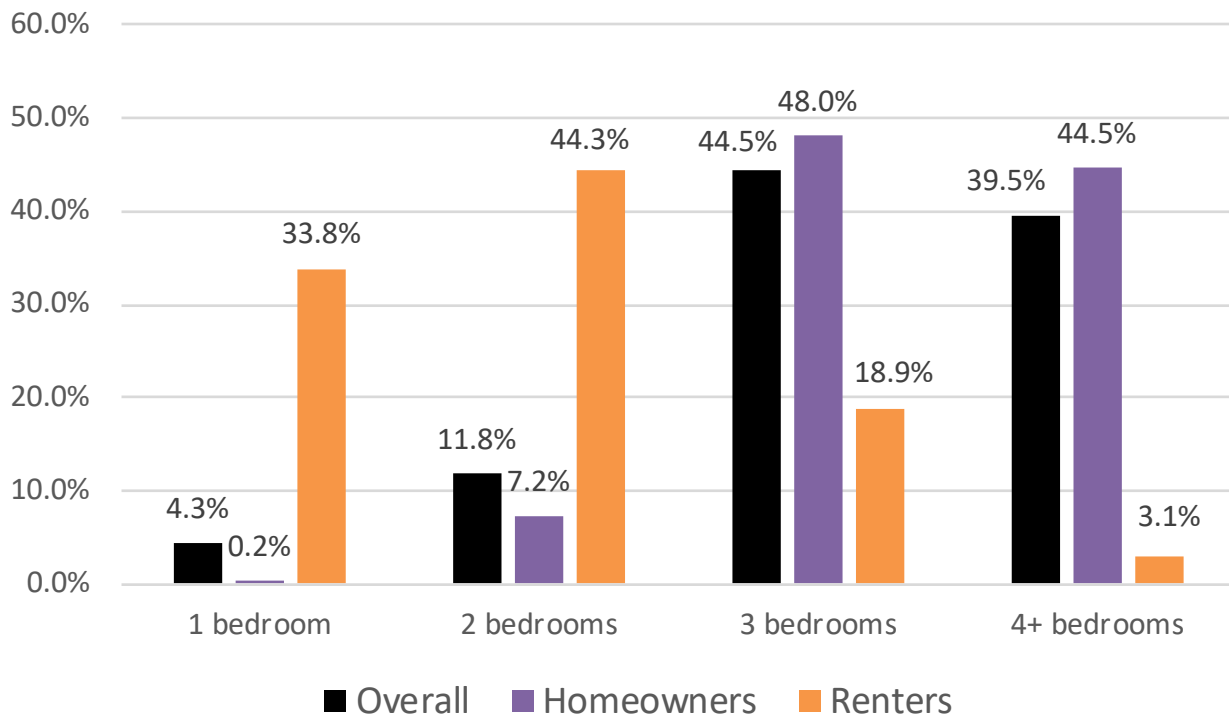


HOUSING

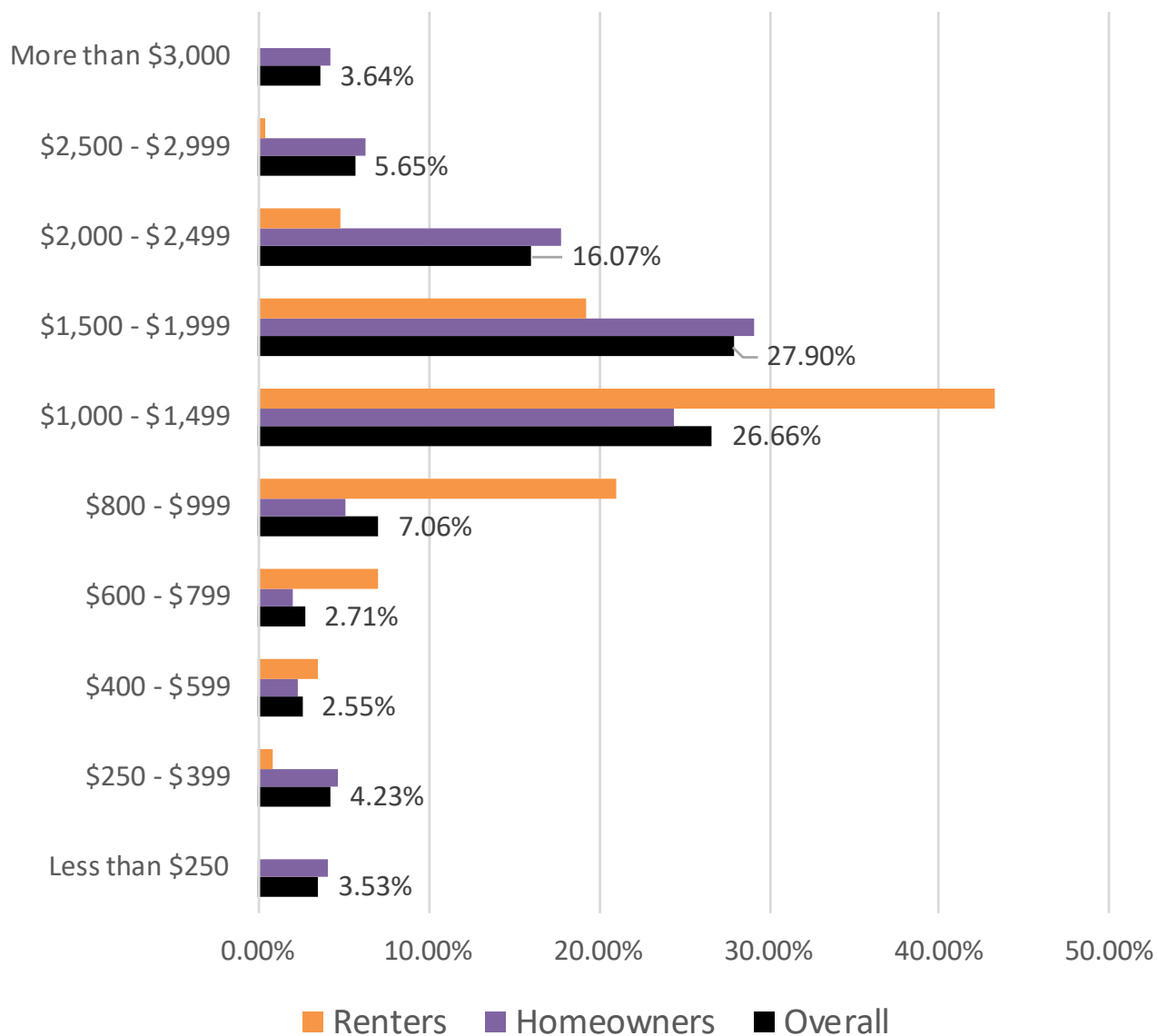
Q17 Do you rent or own your current home?



Q18 What size is your current residence?

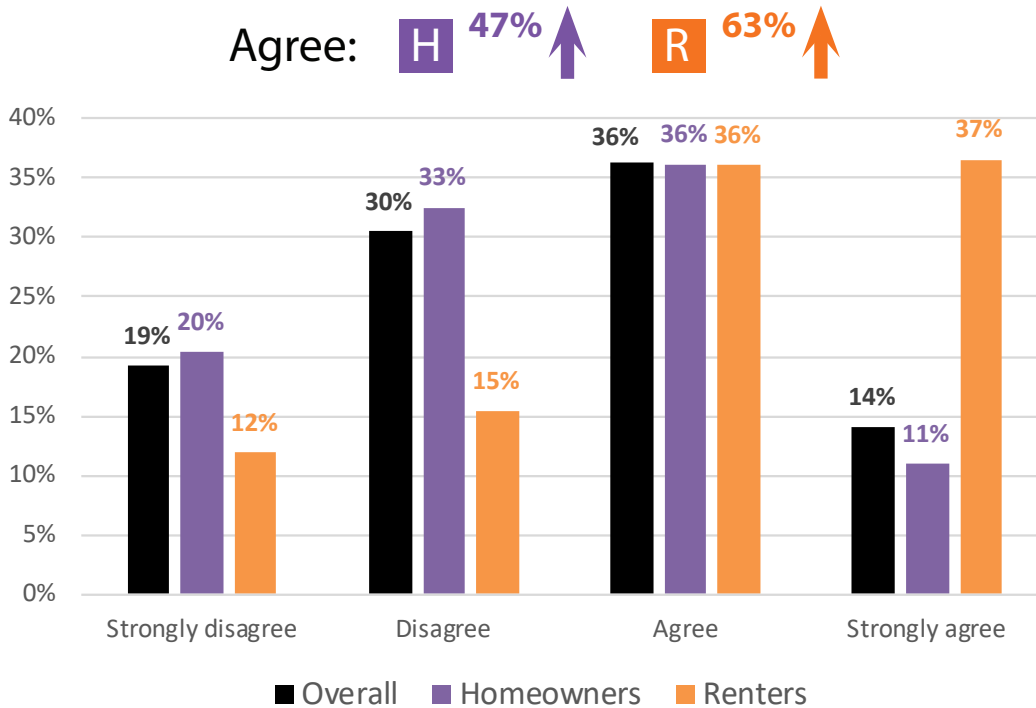


Q19 How much do you spend per month on housing (mortgage/rent, plus utilities)?



HOUSING - CONTINUED

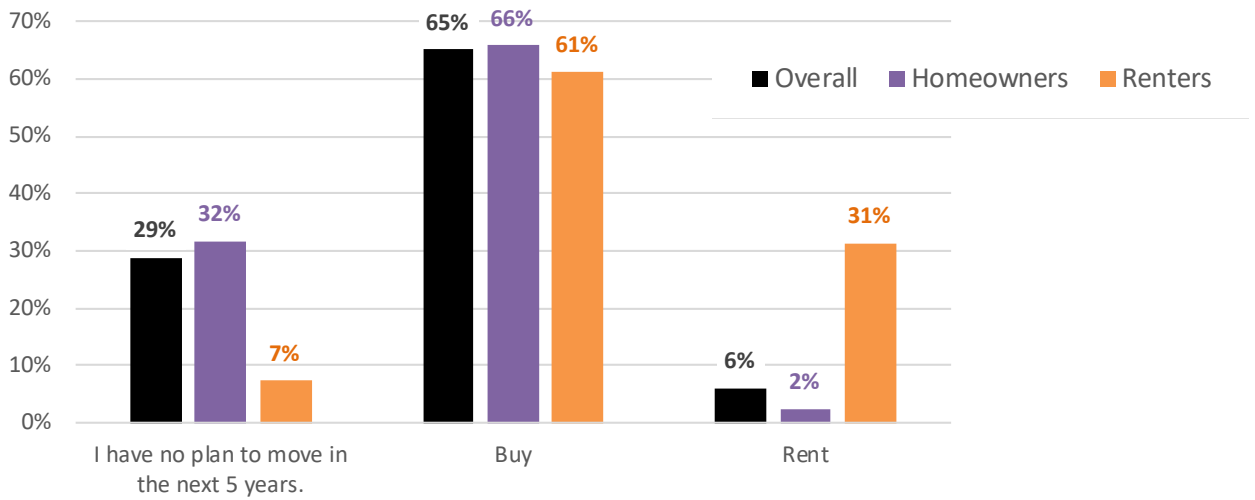
Q20 Please indicate your agreement or disagreement with the following statement: *There is a need for more housing in the City of Sun Prairie affordable to working families and individuals.*



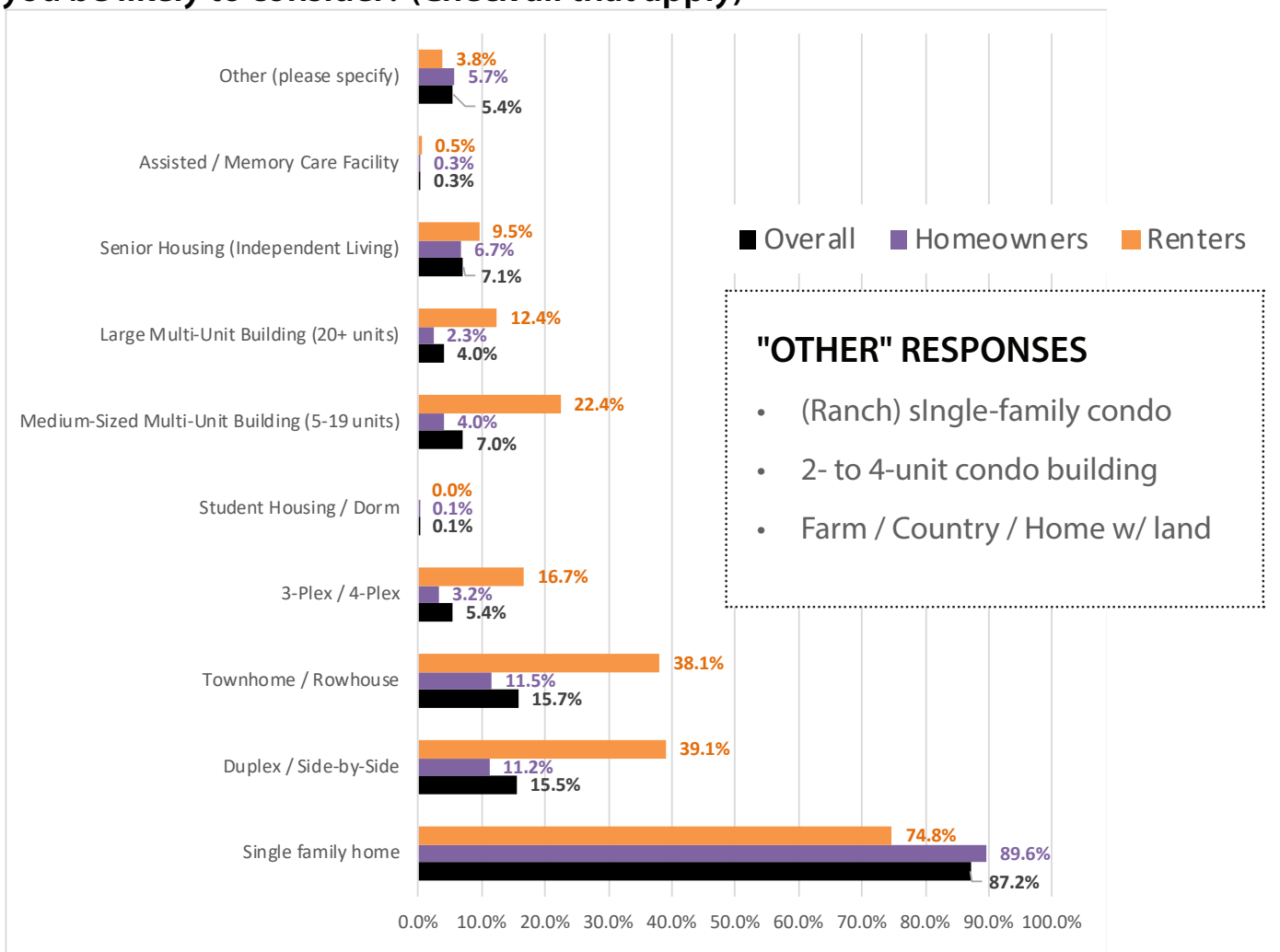
RECURRING COMMENTS (442 Total Responses)

- Too many apartments being built already
- Need for affordable single-family homes
- Definition means different things to different people / More detail needed
- Too much low income housing already
- Concern on taxes and school system

Q21 If you were to move in the next 5 years (within or outside Sun Prairie), would you prefer to buy or rent?

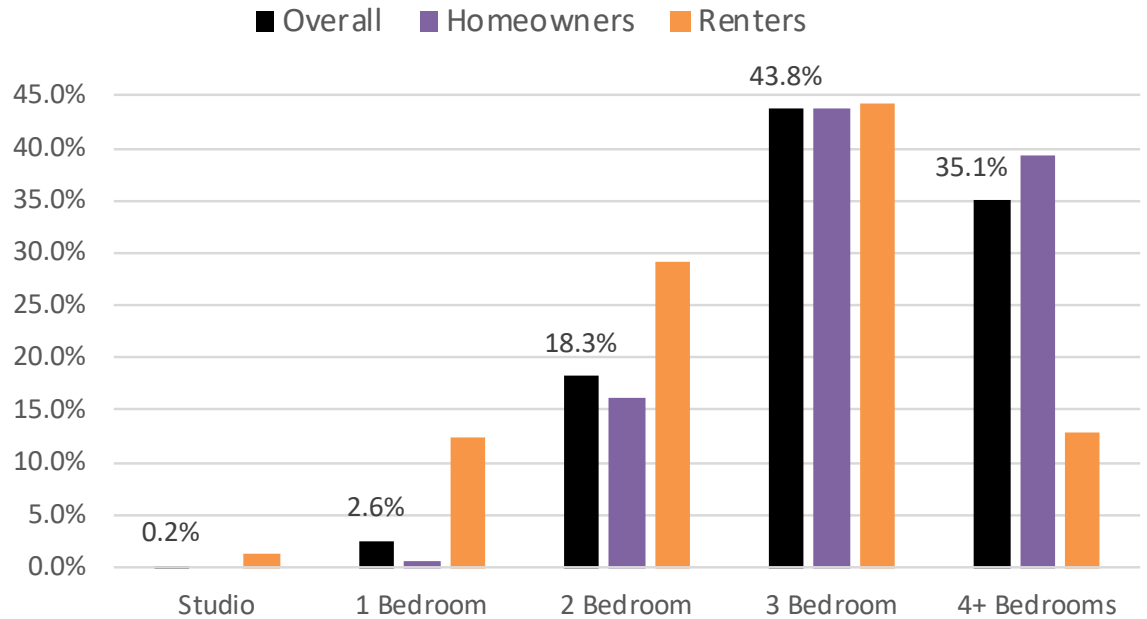


Q22 If you were to move within the next 5 years, what TYPE of residence would you be likely to consider? (Check all that apply)



HOUSING - CONTINUED

Q23 If you were to move in the next 5 years, what SIZE of residence would you likely seek?



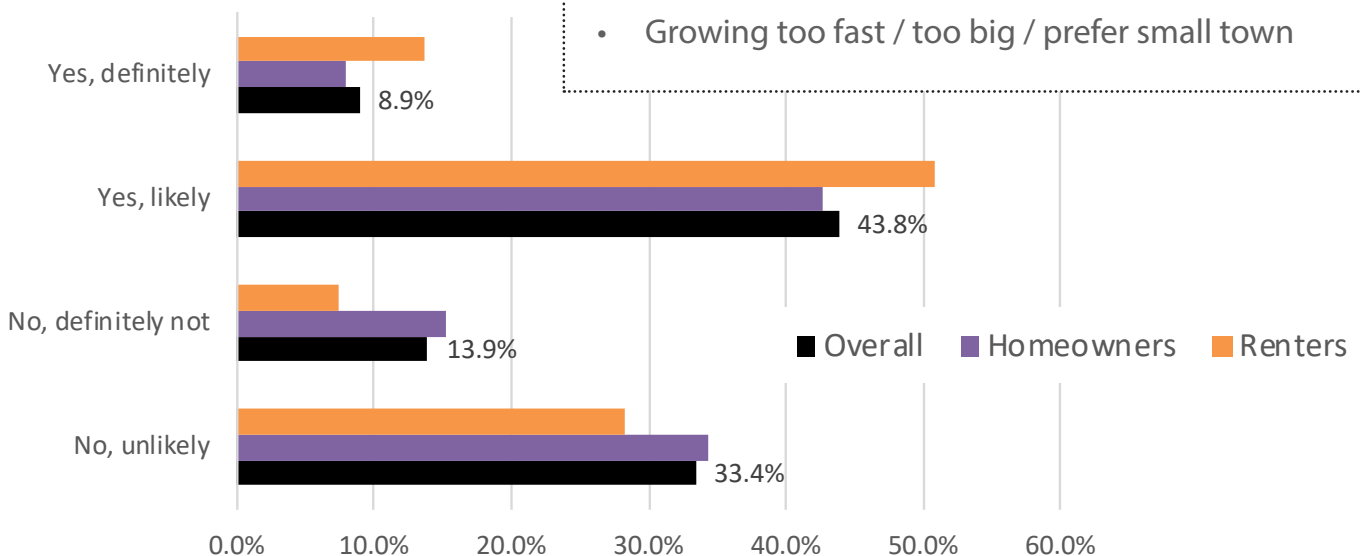
Q24* If you were to move in the next 5 years, are you likely to stay in Sun Prairie?

Yes: **H** 51%

R 64%

COMMON REASONS "WHY NOT" (477 Responses)

- Property taxes are too high
- Unsafe
- Growing too fast / too big / prefer small town





GOALS, OBJECTIVES, POLICIES & RECOMMENDATIONS

HOUSING

December 6 DRAFT

Steering Committee:

Under each goal, one or two items are in bold, red text. These are the suggested high-priority issues and actions and we should talk about each

The community survey results related to housing have also been provided as a reference.

-Jason

GOAL 1 - FOCUS ON HOUSING

The City will actively evaluate and support the health of neighborhoods.

Policies and Actions

- 1. Form a standing Housing Committee or similar appointed body to help evaluate and advise on housing issues.**
2. Continue to communicate with the business community about workforce needs and the need for housing types that will help attract people to live and work here.
3. Continue to engage with the community regarding housing needs and issues.
4. Prepare and present to Council a brief, annual housing report including updates on platted lots, residential building permits (by type), housing prices (ask a Realtor), incentives provided, affordable units created during the prior year, and noteworthy feedback from residents and employers.

Goal 2 – SUITABLE HOUSING FOR EVERYONE

Every Sun Prairie resident will have affordable, accessible, desirable housing options in the City, at all income levels.

Policies and Actions

1. People who work in Sun Prairie should be able to afford to live in Sun Prairie too – the City will support the development of housing affordable to the full spectrum of local workers, from entry level to executive.

2. Address housing affordability through the following strategies:

a. Create an Affordable Housing Fund that can be used to support a variety of affordability initiatives. Sources of money include but are not limited to the City's general fund, private donations, and TIF districts ready for closure (per state statute, district closure can be delayed one year and all funds collected in the bonus year may be used for affordable housing anywhere in the City).

b. Encourage the development of housing formats that limit cost, including smaller lots, smaller homes, attached units and "cottage court" clusters of detached homes.

c. Consider partnering with (and foster the creation of, if necessary) a land trust that can offer lower-cost homes by separating the cost of the land from the cost of the home for income-qualified buyers.

d. Partner with Habitat for Humanity to offer new income-qualified ownership units through their program in the City regularly.

e. Help promote the availability of down payment assistance programs in Dane County

What is Affordable Housing, and what is Workforce Housing?

For the purposes of this plan, affordable housing is broadly defined as any housing designed, constructed, and/or managed with the goal of being affordable to households earning less than the "Low Income" threshold as defined by the Department of Housing and Urban Development (HUD) for the Dane County Metro Area. In 2018 that figure was \$71,900 for a family of four. Affordable Housing may or may not be supported by public funding in some way and it may or may not be reserved for certain income levels. Workforce housing is a subset of affordable housing focused on affordability for households with at least one full-time worker that still struggle to afford housing in the community.

For reference, \$71,900 allows a monthly housing budget of about \$1,800, including rent/mortgage, utilities, insurance and taxes.

- f. Encourage new Section 42 tax credit projects that result in income-qualified units for at least 30 years. Create a competitive grant program with which the City can provide local funding that will help developers to win competitive tax credit awards from the Wisconsin Housing and Economic Development Authority (WHEDA). Identify locations for tax credit projects that maximize scoring in WHEDA's Qualified Allocation Plan (QAP) and have access to public transportation. Note that all of these factors are subject to change by WHEDA, so some flexibility will be necessary.

3. Specifically address the significant housing gap for households earning less than 30% of the Dane County Median Household Income by partnering with the Dane County Housing Authority to build or renovate units targeted to these residents.

- 4. Locate workforce and affordable housing in places with good walking access to jobs and shopping and/or where public transportation is available or planned. It should not be concentrated in any single neighborhood.
- 5. Group housing for unrelated persons with special needs (also known as "community living arrangement" in the City zoning ordinance) is an important housing need that can be accommodated in any neighborhood with reasonable conditions to guide operations.
- 6. Encourage the development of housing in every neighborhood for people of all abilities. This includes, for example, the use of universal design principles in new housing and accessory dwelling units to enable flexibility for in-home care.
- 7. Encourage the development of senior living communities, and in locations within comfortable walking distance of public and commercial amenities.

What are Section 42 tax credits?

The Section 42 housing program refers to that section of the Internal Revenue Tax Code which provides tax credits to investors who build housing with a portion of the units affordable at specific income thresholds. Investors receive a reduction in their tax liability in return for providing and maintaining those affordable units for 30 years. All such credits are obtained through The Wisconsin Housing and Economic Development Authority (WHEDA), including a non-competitive program that allows 4% of project costs to be used as a tax reduction (typically used for renovation projects), and a competitive program that allows 9% of project costs to be used as a tax reduction (typically used for new construction projects).

What is Universal Design?

Universal Design is an approach to the design of the physical environment that allows access and use by anyone, of any ability. It includes accessibility features as required by the American Disabilities Act, such as wider doorways, door openers, at-grade entries and grab bars in bathrooms, with a focus on having one set of features for everyone. It also includes design for intuitive use without the need for instructions and elements helpful to people with limited hand dexterity such as lever door handles and rocker light switches. Universal design principles can be applied to any housing unit, even if not required by law or specifically intended for senior residents.

GOAL 3 – BALANCED NEIGHBORHOODS

Every Sun Prairie neighborhood will be healthy and balanced, including a mix of housing types and price points and convenient access to daily needs goods and services.

Policies and Actions

1. As new neighborhoods are developed, the City expects to see a mix of attached and detached housing formats, and a range of sizes and price points.
2. **As existing neighborhoods change over time, the City will seek a healthy mix of housing units. In neighborhoods where most units are single-family detached homes, the City will encourage new attached unit formats such as townhomes, duplexes and apartment buildings. In neighborhoods where most units are in apartment buildings, the City will encourage townhomes, duplexes, and single-family detached homes.**
3. Higher-density housing will generally occur at nodes within a neighborhood that also include neighborhood commercial uses, and within convenient and safe walking distance of schools, parks, shopping, services and public transportation.
4. Amend the City's ordinances to allow accessory dwelling units by conditional use permit, with appropriate standards, for the purpose of increasing housing choice, increasing density, accommodating different household types and increasing affordability. Encourage this as part of new neighborhood development, as part of initial unit construction and site design.
5. As appropriate, use the Community Development Authority (CDA) to buy and assemble property as a technique to proactively improve neighborhoods in ways consistent with this plan.

What is a neighborhood?

A neighborhood is an area within a city where people live and can interact on a day to day basis. Neighborhood interactions often occur through primary schools, coffee shops, restaurants, parks and recreation activities. Neighborhoods vary in size, typically ranging from 500 to 2000 housing units and from 80 to 640 acres (1 square mile) in area. They can be formed as a single, coordinated development or as a series of separate land development projects and "plats".

Goal 4 – HOUSING AND NEIGHBORHOOD QUALITY

All Sun Prairie housing and neighborhoods will be designed and maintained as desirable places to live

Policies and Actions

1. Encourage and support reinvestment in existing housing, including:

- a. Create a revolving loan fund for housing rehabilitation. The funds can be used to support reinvestment in single-family and multi-family buildings.
- b. Work with developers experienced with rental housing renovation and the Dane County Housing Authority to pursue tax credit-funded renovation of aging units while protecting their affordability

2. Enforce property maintenance and nuisance codes to maintain neighborhood quality and prevent blight. If a neighborhood area develops frequent property maintenance problems it may be a result of a mix of underlying conditions. The City will consider a multi-faceted response that includes not only code enforcement but also City and non-profit supportive services to address underlying conditions.

3. As permitted by statutes, consider a rental inspection program to provide better oversight and monitoring of housing quality and maintenance if and when an area of the City is experiencing frequent complaints and/or decreasing property values.

4. Promote neighborhood identity and social connections by encouraging the creation of neighborhood associations. Assign a staff planner to support neighborhood associations and create a modest grant program to incentivize things like neighborhood entry signs, public art, and block parties.

5. Where neighborhoods have a distinctive and desirable design character, as affirmed through a community planning process, that character should be honored when redevelopment projects occur. Infill development should respect the scale, proportion and architectural style of nearby homes to a reasonable extent. The City will create an historic preservation commission or similar group to identify and protect historic homes and residential neighborhoods.

6. Encourage the following techniques to protect the comfort and quality of residential units from incompatible uses:

- a. Maintain adequate physical separation between residential areas and uses that tend to produce excessive noise or odors (land use planning), without sacrificing pedestrian and bicycle connectivity
- b. Use screening (walls, landscaping, berms) to create separation when distance alone is not enough (site planning)
- c. Reduce the impact of parking areas with physical separation and visual barriers (site design)

Neighborhood Association Vs Home Owners Association.

A Neighborhood Association is an organization that exists to promote social activity in a neighborhood and to enable residents to communicate about neighborhood challenges and collaborate on neighborhood improvement projects. A Home Owners Association (HOA) is an organization established in conjunction with the creation of a residential development to monitor and enforce any rules established during the development process. In some cases a HOA is responsible for the maintenance of certain shared features in the neighborhood that are owned by the HOA, such as a private stormwater facility.

- d. Direct traffic from higher-volume uses to collector and arterial streets, away from neighborhood streets (land use planning, site design)
 - e. Require basic landscaping, building design and materials standards for all multifamily uses and nonresidential uses in neighborhood settings. The City should adopt design standards into the zoning ordinance to achieve this.
 - f. Encourage building and site design techniques to make larger buildings more compatible with smaller residential uses, such as increased setbacks, stepped-back upper stories, and architectural strategies to break up the apparent volume of the building.
- 7. Adopt standards in the zoning ordinance to ensure that garages are not the dominant feature of the streetscape.
 - 8. Encourage water and energy efficiency in all housing, including new construction and existing home improvements. Designers and builders should use common green building checklists to achieve superior environmental performance in new housing. The City will share information about energy audits and green design options in conjunction with the permit process.