



**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
Curt Klinkner
Stephanie Manthey
Dan Presser
John Schulze*

*Bryant Stempski
Angela Thomas*

Theresa Stevens

Eder Valle

NOTE: 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, 300 East Main Street, Sun Prairie WI 53590 (608) 837-2511

NOTE: It is possible that members of and a possible 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.

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 Stempki	x	
Theresa Stevens	x	
Angela Thomas	x	
Eder Valle	x	