



Meeting Date: 7/23/2012
Agenda Item: # 5g

Mission Statement
 Delivering quality services in a modern, courteous and cost-efficient manner.

VILLAGE BOARD STAFF REPORT

REPORT TO: President Burt McIntyre and Village Board of Trustees

REPORT FROM: Dave Wiese, Executive Director of Community Development

AGENDA ITEM: Action on a request from the Village of Howard to rezone 77.19 acres located at 1700 Marley Street, VH-31 and VH-32, from R-5 Rural Residential to I-4 Industrial Park Heavy Industry

ACTION REQUESTED: Approval of the rezoning.

POLICY ISSUE

Should the Village rezone VH-31 and VH-32, from R-5 Rural Residential to I-4 Industrial Park Heavy Industry?

POLICY ALTERNATIVE(S)

The Village Board could take the following action:

- Approve the request.
- Deny the request.
- Table the request until a later meeting date.

PLAN COMMISSION RECOMMENDATION

The Plan Commission unanimously recommended approval contingent upon successful WEDC Site Certification and the appropriate amendment to the Comprehensive Plan.

BASIC INFORMATION

Project Name	Mill Center Industrial Park Rezoning
Applicant	Village of Howard
Phone	920-434-4640
Consultant / Engineer	N/A
Parcel Size	77.19 acres
Existing Zoning	R-5 Rural Estate Residential
Proposed Zoning	I-4 Industrial Park Heavy Industry
Land Map Designation	Comprehensive Plan indicates Commercial, Residential and Park

ADJACENT LAND/ZONING MATRIX

	LAND USE	ZONING
North	Rural Residential Single Family	Town of Pitts. R-1 Howard
South	Agriculture/ Rural Res	A-1 & R-5
East	Agriculture/ Rural Res	A-1 & R-5/R-1
West	Agriculture/ Rural Res	A-1 & R-5

BACKGROUND

In February of 2012 Governor Walker and the Wisconsin Economic Development Corporation (WEDC) announced the Wisconsin Certified Site Initiative. The idea behind this program is to identify sites that the state has deemed ready for large industrial development. To qualify for the program the site has to be at least 50 acres. The best 20 sites in the eyes of the consultant hired by WEDC will become the first officially certified sites.

Staff submitted the Village-owned property on Marley Street for consideration as part of Phase I of the process. The Village has received notification that the site met all the requirements for Phase I and now has advanced to Phase II. This next step of the process requires communities to commit to making the site available for industrial use. There are other requirements that staff will need to contract to have completed such as providing an ALTA survey and archaeological survey. The consultant has scheduled July 23, 2012 as the onsite investigation day.

EXECUTIVE ANALYSIS

1. **Zoning** The property is presently zoned R-5 Rural Estate Residential. A rezoning is necessary.
2. **Setbacks** N/A.
3. **Parking** N/A
4. **Floodplain, Shoreland Zoning and Stormwater Management** None
5. **Land Division** An Alta CSM is being completed.
6. **Lighting** N/A
7. **Fire Protection** Within 2 miles.

REZONING CRITERIA

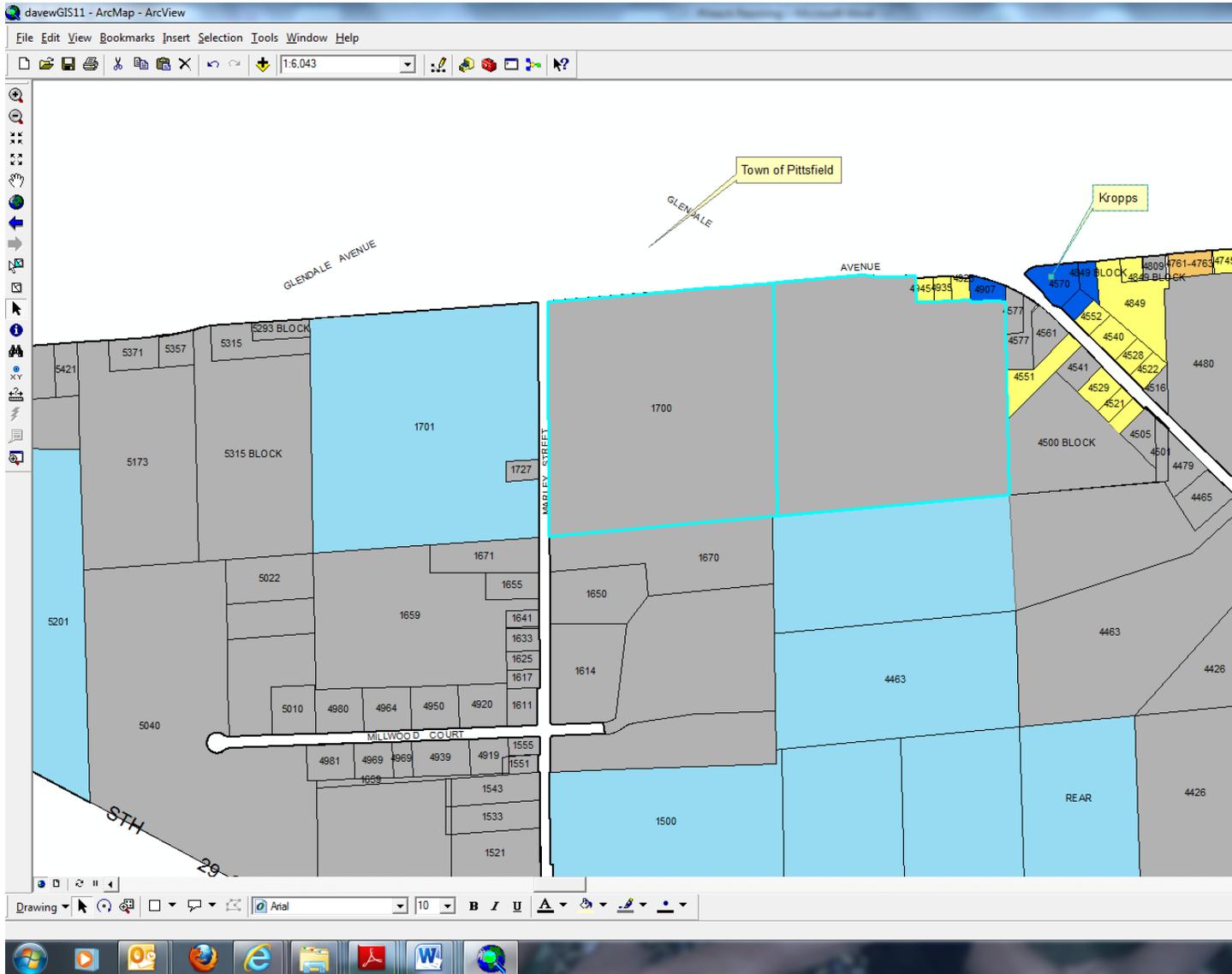
The Zoning Ordinance requires that “Where the purpose and effect of the proposed ordinance amendment is to change the zoning district classification of a particular property, the Plan Commission shall make findings based upon evidence presented to it in each specific case with respect to the following matters:

1. Existing land uses within the general area of the property in question.
2. The zoning district classification of land within the general area of the property in question.
3. The suitability of the property in question to uses permitted under the existing zoning district classification.
4. The trend of development in the general area of the property in question, including recent changes, if any, in zoning district classification.”

ATTACHMENTS

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| I | Location Map/Aerial Photo |
| II | Zoning map |
| II | WEDC CERTIFIED SITE INFORMATION |

ATTACHMENT II



ATTACHMENT III

<http://wedc.org/site-certification>

Why is WEDC creating the Certified Sites Program?

The 2010 “Be Bold Wisconsin” study demonstrated that Wisconsin’s sites and permitting process consistently garnered less-than-favorable ratings. A lack of shovel-ready, pre-certified sites introduces unnecessary risk to prospective industrial investors. The Certified Sites Program will close an important gap in Wisconsin’s competitiveness with other states. Certified sites also increase the comfort level of projects considering a region by removing unknowns about a site, and by accelerating the site due diligence and implementation timeline.

What are the objectives of WEDC’s certified site program?

WEDC is working with Deloitte Consulting to create consistent standards for industrial site certification in Wisconsin. “Certification” communicates that the key approvals, documentations, and assessments most commonly required for industrial uses will already be in place. Certification criteria have been developed based on representative needs of advanced manufacturing projects.

What are the steps for identifying sites for possible certification?

- Deloitte and WEDC have prepared an online Request for Information (RFI), using Deloitte’s Geosite platform.
- Those who wish to administer a site submission should send an email request to Graham Callis (graham.callis@wedc.org, 608-210-6837) to receive a link to the online RFI. This email request should include an indication of the county in which the site proposed for submission is located.
- Geosite is the only channel through which sites may be submitted, and it will be open to receive site data submissions for 5 weeks, beginning on May 1st.
- Deloitte will conduct a desktop review of submitted sites to select a pool to be visited for Field Investigations this summer.
- All sites entered into Geosite will be added to **Locate in Wisconsin**, regardless of the site’s certification status.

What is the selection process?

Step 1:

- Complete the web-based Program RFI, submitting all Initial Data Collection requirements (to represent that the site meets specific thresholds) and document general information about the site.
- Deloitte will conduct a desktop review of all sites meeting the Initial Data Collection Requirements.
- Out of the desktop review process, approximately 20 sites will be carried forward to Step 2
- WEDC will notify sites not selected to advance into Step 2

Step 2:

- Preparation for additional documentation for review during Field Investigation.
- Deloitte will conduct a Field Investigation to validate that a site meets all of the pre-defined Site Certification Criteria
- Deloitte will notify sites not selected. Sites with gaps in Certification Criteria that cannot be mitigated will not be certified. Deloitte will clearly identify and communicate these gaps to the submitting party.

What kind of data is required?

[Click here to get more information on the requirements.](#)

Why is the application fee at the amount it is, and what is it used for?

The fee is used to pay for the actual site visit by Deloitte to verify the site meets the certification requirements. WEDC is underwriting the cost of this certification, so if a site owner or community wanted to do this on their own, the cost could be 50% higher than the fee required through the WEDC Certified Sites Program.

When is the fee required to be paid?

The fee is required to be paid to WEDC prior to the site visit. Deloitte will not perform a site visit until payment is made.

What is the minimum required acreage for a certified site?

The minimum site size is 50 contiguous acres for a few different reasons. First, in Deloitte's experience as a global site selection consultant, 50 acres is the typical acreage for a mid-sized, big impact, advanced manufacturing project. Secondly, it's easier to divide a 50 acre certified site into several smaller pieces than it is to try and add to a 30 acre certified site when the need arises.

What are the requirements related to distance to an Interstate or 4-lane highway?

There are no mileage requirements for proximity to an Interstate or 4-lane restricted access highway. However, Deloitte will still need to understand the site's proximity to these highways.

What happens if a site is not initially selection in the first year, and we want to apply again?

From the initial site visit, Deloitte will determine if any conditions of the site are not met and allow those causes to be corrected. If those areas are addressed immediately, Deloitte will make a final determination on certification. If they are not addressed, Deloitte will need to do another site visit to verify the changes have been made, and that no conditions of the site have changed. At this early stage in the program, WEDC has not determined what the additional cost of this final site visit will be.

How will WEDC market the certified sites?

Deloitte will provide WEDC a data sheet on each site. The certified sites will have an exclusive layer on the LocateInWisconsin.com web site. WEDC will provide this information for any relevant RFI it receives. Additional marketing will be determined by WEDC as it begins its work with a marketing agency to brand and market Wisconsin's overall business climate and resources.