



**Meeting:** Village Board  
**Meeting Date:** 6/25/12  
**Agenda Item:** 7b

**Mission Statement**

Delivering quality services in a courteous, cost-effective and efficient manner.

**VILLAGE BOARD MEETING STAFF REPORT**

**REPORT TO:** Burt R. McIntyre, President  
Village Board of Trustees

**REPORT FROM:** Paul F. Evert, Village Administrator

**AGENDA ITEM:** Review and take action on funding for Phase II of the Wisconsin Certified Site selection process

**ACTION REQUESTED:**  Ordinance  Resolution  Motion  Receive/File

**POLICY ISSUE**

Should the Village Board approve the \$12,000 expense to enter Phase II of the Wisconsin Certified Site selection process for the Mill Center property on Marley Street?

**BACKGROUND INFORMATION**

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 pay a \$12,000 non-refundable fee to the WEDC. The money is primarily used to pay the consultant. This was not allotted for in the 2012 Budget because the program was not announced until February, and even then the fee was unknown. There are other requirements that staff will need to contract to have completed such as providing an ALTA survey and archaeological survey. However those expenses are relatively small and those reports will have future value. In the event the Village Board approves the expenditure, the consultant has scheduled July 23, 2012 as the onsite investigation day. Staff is recommending using excess funds from 2011 to pay for the \$12,000 application fee.

**PRIOR ACTION/REVIEW**

None

**FISCAL IMPACT:**

1. Is There A Fiscal Impact? Yes \$12,000
2. Is it Currently Budgeted? No
3. If Budgeted, Which Line?

**RECOMMENDED ACTION**

Village staff recommends the Village Board approve the funding.

If the Village Board agreed with this action, the following motion could be used, "*Motion to approve \$12,000 for the application fee for Phase II of the Wisconsin Certified Site selection process.*"

**POLICY ALTERNATIVE(S)**

The Village Board could take the following actions:

- Approve the funding
- Deny the funding
- Table the item, but the application timeline would be greatly impacted

**ATTACHED INFORMATION**

- I. "Ready, Set, Build" press release from Feb. 14, 2012
- II. Notification letter from Deloitte Consulting
- III. Documentation requirements

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MADISON, February 14, 2012-Governor Scott Walker today announced his "Ready, Set, Build!" initiative to identify certified sites for business development in Wisconsin. The availability of pre-certified property ready for development can be key to attracting and growing jobs in Wisconsin.

"One of the keys to attracting new businesses to Wisconsin, or encouraging existing firms to choose the state as the site for significant expansion, is the ready availability of developable properties," said Governor Walker. "This site certification will eliminate many of the delays associated with shovel-ready site identification, and ultimately increase Wisconsin's competitiveness for business growth and job creation."

The Governor's "Ready, Set, Build!" initiative calls on the Wisconsin Economic Development Corporation (WEDC) to select a qualified business to provide site certification services to WEDC. The WEDC recently closed a Request for Proposals (RFP) process, and is in the process of selecting a qualified firm with experience in corporate site selection and site certification. It is anticipated that the site certification program will be available for implementation in early spring 2012.

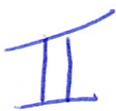
"Pre-certifying building sites will allow job creators in Wisconsin and around the world to find the perfect location for their expansion knowing they can begin building immediately," said Paul Jadin, CEO and Secretary of the WEDC. "This action is another example of Governor Walker and the WEDC pro-actively providing the economic development tools Wisconsin needs to accelerate business start-up and growth."

The 2010 "Be Bold" study identified a lack of certified sites as a competitive weakness for the state of Wisconsin. When the Governor ran for office he said he would implement a "Ready, Set, Build!" process that would ensure job creators have the ability to expand right away. Pre-certifying building sites allows job creators in Wisconsin and around the world to find the perfect location for their expansion and give them the certainty to know they can begin building immediately.

"I want to eliminate the lost opportunities for entrepreneurs looking to start a new business, expand or locate in Wisconsin by resolving pre-development issues involving such things as clear titling, permits, zoning or public infrastructure," Governor Walker said.

A certified site is one that is shovel-ready and has been reviewed and approved by the certifying agency. Under the Governor's proposal there will be ten sites certified each of the next three years.

Certified sites will consider a number of factors such as minimum site size, utility and transportation infrastructure in place, physically and technically developable, environmental assessments, quality of labor force and support by local communities.



June 19, 2012

Dave Wiese  
Village of Howard  
2456 Glendale Avenue  
Green Bay, WI 54313

Re: Wisconsin Certified Site Program

Dear Mr. Wiese,

On behalf of the Deloitte Consulting team engaged with WEDC on the Wisconsin Certified Sites Program, I would like to thank you for your participation in completing the Request for Information (Step I of the program). We have evaluated your RFI response, and based on its contents, we feel the site you submitted for program consideration – **Mill Center Industrial | 1700 Marley St., Green Bay** – meets all requirements for Step I of the process and demonstrates the characteristics of sites we intend to evaluate in Step II of the certification program.

Step II of the program is focused on conducting a field investigation of each site selected to advance out of Step I. The field investigation visit is the core component of Deloitte's site evaluation process in determining the site's readiness to be certified through the program; as such, we attach great importance to the one day we will spend at each site included in Step II, during which we will cover all certification criteria and requirements that will be used to determine a site's certification eligibility.

This letter summarizes our team's expectations of communities that will host a field investigation visit in terms of attendees, subject matter, timing and agenda. The field investigation visit is a fact-collecting exercise, and there is no specific buyer being represented; therefore the sole purpose of the visit is objective transmission of information.

## Attendees

The field investigation team will consist of 2 or 3 representatives from Deloitte Consulting and 1 or 2 representatives from WEDC's site certification program team. Deloitte recommends that the following community stakeholders be present for certain parts of the field investigation visit (as detailed in the Agenda section below):

- **Community economic development representative** – at least one representative of the economic development team responsible for the site's submission in the Wisconsin Certified Sites Program
- **Industrial Park administration representative** (if the site is located within a formal industrial park setting)
- **Property owner and real estate broker** representing the property (if applicable)
- **Zoning authority representative** – at least one representative from the local authority in charge of (industrial) zoning of the site
- **City Engineer/Administrator**, if necessary, to address issues such as road extensions, fire rating/service, Comprehensive Plan, etc.

- **Local electric service representative** – at least one representative from the local electric utility proposed to provide electric power distribution service to the site
  - Additionally, if applicable, a representatives from the relevant transmission level electric utility may also be invited to attend
- **Local natural gas service representative** – at least one representative from the local gas utility proposed to provide natural gas distribution service to the site
- **Local water and wastewater service representative** – at least one representative from the local water/wastewater utility proposed to provide these services to the site

### Subject Matter and Suggested Agenda

The field investigation visit will be conducted as a series of segments, each one covering a specific set of topics and documentation for review. Each segment is defined in the suggested agenda below, in terms of attendees, timing and content. The majority of the day (inclusive of those segments defined as **desktop meetings**) should be conducted in an office setting proximate to the site. The latter portion of the day (inclusive of those segments defined as **site tour**) should be conducted outdoors (or in vehicles, in the case of inclement weather) at various locations on and around the site.

Time / Type	Topic	Required Attendees	Criteria for review	Documentation for review
8:00 – 8:45 AM desktop meeting	<b>Community Introduction</b> – general introduction of local economy, labor force, industrial environment(existing players), infrastructure, etc.	Community ED representative;  Industrial Park administration representative (if applicable)  City Engineer / Administrator (if necessary)	1. Overview of community fit for industrial activity 2. Overview of industrial or other environment within which the site is situated 3. Road Access – access roads in place to site, or plans in place to extend access road(s) to site; Proximity to interstate and other highways providing convenient access for labor and logistics 4. Rail – feasibility of service (if site is to be marketed as rail-served)  5. Airport Access – Access to airport(s) with commercial air service as well as freight air service	1. General community / local economy profile materials 2. Materials providing a general introduction of the surrounding environment proximate to the site (including existing and planned industrial users) 3. Maps showing road access currently to site, proposed improvements/extensions, and truck access to nearest highway(s); Transportation maps of surrounding region, indicating distances and access routes 4. (if applicable) Map of existing rail infrastructure; Letter of support from the rail provider; Proposed costs, timing of rail spur extension/development 5. Driving distance to proximate commercial airport(s); Driving distance to proximate freight airport(s); Description of the handling capacity of each proximate freight airport (e.g. current tonnage / year, runway length)
8:45 – 9:30 AM desktop meeting	<b>Site Introduction</b> – overview of the proposed site	Community ED representative;  Industrial Park administration representative (if applicable)  Property Owner / Real Estate Broker	1. Identification – proposed property must be clearly identified and delineated 2. Surrounding Uses – current uses compatible with industrial development 3. Site Position – no part of the site may be located on (or directly adjacent to) a flood plain 4. Avoidance of flight path	1. ALTA Survey, documenting all boundary lines, existing structures, improvements, and easements; Master Site plan showing lot layout and exact dimensions of the proposed site 2. Aerial photograph showing site and current surrounding uses 3. FEMA-produced FIRM map of area identifying exact position of proposed site 4. Letter from FAA indicating maximum building height on the site (if site is within two miles of any airport)

		City Engineer / Administrator (if necessary)	5. Ownership – entire site must be wholly controlled by a single owner with documented willingness to sell to an industrial user 6. Asking Price – current asking price for sale or lease of the land must be indicated	5. Existing documentation of title to the property (certificate of title); Letter from property owner/option holder stating that site is for sale/lease 6. Documentation of asking price on a per acre basis
9:30 – 10:00 AM site tour	<b>Preliminary (drive-by) viewing of site</b>	Community ED representative;  Industrial Park administration representative (if applicable)	Time permitting, prior to initiating the Site Physical Characteristics desktop meeting segment, the evaluation team would like to have the opportunity to view the developable portion of the site from one vantage point. • If a half-hour is not sufficient time for such a preliminary viewing of the site (including drive-time from/back-to the office setting where desktop meetings will be held), then the Preliminary viewing segment can be replaced with an extra 15 minutes in both the Community Introduction and Site Introduction segments	
10:00 – 11:30 AM desktop meeting	<b>Site Physical Characteristics</b> – detailed evaluation of documentation covering physical aspects of the site	Community ED representative;  Industrial Park administration representative (if applicable)  Property Owner / Real Estate Broker (if necessary)  City Engineer / Administrator (if necessary)	1. Topography – no significant topography issues that could present major obstacles to industrial development of the site 2. Easements – site not intersected by utility or any other easement that would prevent development of 50 contiguous acres of the site 3. Wetlands – demonstrate that a user can utilize 50 contiguous acres that are not affected by wetlands 4. Environmental Assessment – no known environmental impediments to immediate industrial development 5. Geotechnical – minimum of 5 soil borings (for 50-acre site); no presence of sink holes or limestone caves; suitable water content / water table depth 6. Archaeological / Historical – no known archaeological / historical impediments to immediate industrial development 7. Endangered Species – no known impediments to immediate industrial development related to endangered species 8. Fire Rating – provide the fire rating for the location of the site	1. Topographic map with clearly defined contour intervals of 2' or less 2. Maps of all utility infrastructure directly proximate to (or intersecting) the site 3. Wetlands delineation report conducted on the site, demonstrating that impacts to protected waters will be avoided (or approved mitigation plans) 4. Phase I Environmental Site Assessment performed by a certified professional within the past 2 years; Remediated sites provide completed Phase II and documentation of liability protection 5. Geotechnical Study results  6. Archaeological / Historical study results  7. Endangered Species study results  8. Fire Insurance Classification Rating; Distance to the nearest servicing fire department
11:30– 1:00 PM	Lunch break	As arranged by Community Economic Development Representative		
1:00 – 1:30 PM desktop meeting	<b>Zoning</b> – introduction of zoning of the site and surrounding properties	Zoning authority representative  Community ED representative;  Industrial Park administration representative	1. Industrial zoning (or equivalent) currently in place, or zoning change procedure underway as of field investigation  2. Surrounding area zoning – zoning of surrounding properties compatible with industrial development of site	1. Zoning certificate and relevant ordinance; or, letter from municipal authorities communicating status of zoning change procedure as of field investigation date  2. Comprehensive Plan of area (if applicable); Existing/planned zoning of surrounding land; Codes, Covenants, and Restrictions on site and surrounding sites, as applicable

		(if applicable)  City Engineer / Administrator (if necessary)		
1:30 – 2:00 PM desktop meeting	<b>Electric Utility Infrastructure</b> – introduction of electric power service capabilities and options in terms of serving the site	Local electric service representative  (if applicable) transmission level electric utility rep.  Community ED representative;  Industrial Park administration representative (if applicable)	1. Proximate electric power infrastructure availability and capacities  2. Detailed description of dual feed potential (current or proposed redundant service)  3. Introduction of any proposed improvements to / extensions of electric service to the site	1. Utility maps indicating location and current size / capacity of proximate transmission lines, distribution lines, and substations; Available capacity that could be provided to the site for each of the above  2. Overview (and map) illustrating dual feed electric service routes, including location, size and capacity of each node of delivery (substation, distribution line, etc.)  3. Cost, timing, and funding responsibility of any improvements required to provide proposed service to the site
2:00 – 2:15 PM desktop meeting	<b>Gas Utility Infrastructure</b> – introduction of natural gas service capabilities and options in terms of serving the site	Local gas utility representative  Community ED representative;  Industrial Park administration representative (if applicable)	1. Proximate natural gas infrastructure availability and capacities  2. Introduction of any proposed improvements to / extensions of natural gas service to the site	1. Utility maps indicating location and current size / capacity of proximate transmission lines, distribution lines, delivery points, etc; Available capacity that could be provided to the site for each of the above  2. Cost, timing, and funding responsibility of any improvements required to provide proposed service to the site
2:15 – 2:45 PM desktop meeting	<b>Water and Wastewater Utility Infrastructure</b> – introduction of water and wastewater service capabilities and options in terms of serving the site	Water / Wastewater utility representative  Community ED representative;  Industrial Park administration representative (if applicable)	1. Proximate water and wastewater infrastructure availability and capacities  2. Introduction of any proposed improvements to / extensions of water and/or wastewater service to the site	1. Utility maps indicating location and current size / capacity of proximate mains, distribution lines, lift stations, etc; Available capacity that could be provided to the site for each of the above  2. Cost, timing, and funding responsibility of any improvements required to provide proposed services to the site
2:45–3:15 PM (timing as necessary)	Transportation to the site	As arranged by Community Economic Development Representative – ideally, at least two members of the Deloitte/WEDC site evaluation team could ride in the same vehicle as the Community ED Rep. and the Industrial Park administration representative (if applicable)		
3:15 – 3:45 PM site tour	<b>Site Tour</b> – general site layout and surroundings	Community ED representative;  Industrial Park administration representative (if applicable)	Observation of developable portion of site and proposed ingress/egress routes from at least two different vantage points	
3:45 – 4:30 PM site tour	<b>Site Tour</b> – utility infrastructure observation	Local electric service representative	Observation of existing proximate utility infrastructure (electric, gas, water, wastewater) proposed to serve the site and routes for any required extensions	

		(if applicable) transmission level electric utility rep.  Local gas utility representative  Water / Wastewater utility representative	
4:30 – 5:00 PM site tour	<b>Site Tour</b> – wrap-up field investigation visit	Community ED representative;  Industrial Park administration representative (if applicable)  (other parties as necessary)	Further discussion of any open issues, remaining questions, or other summary points; Closing remarks and departure

**Summary**

The field investigation visit is the one allotted time for the Wisconsin Certified Site Program evaluation team to meet directly with the various stakeholders and service providers and observe site characteristics first-hand. Therefore, it is of critical importance that each segment of the field investigation visit (as outlined in the agenda above) not be allowed to surpass the allotted time frame. If, however, certain segments of the visit are completed more quickly than the allotted amount of time, it may be advantageous to pull forward following segments to slightly earlier start-times in order to allow for extra time during the *site tour* portion of the day.

Deloitte requests that all documents referenced during the discussion be provided to the site inspection team in hard copies for desktop review during the visit, as well as on two duplicate flash drives (memory sticks) that we can take with us from the meeting. This includes maps, plans, photos, certificates, report summaries, and other required documentation. If materials or documents are not available in electronic format, then two duplicate hard copies should be made available to the site inspection team to take with us from the meeting.

We are anticipating a very productive and informative field investigation visit, during which we look forward to detailed discussions with each of the afore-mentioned parties representing different aspects of the site’s readiness for certification under the Wisconsin Certified Site Program.

Thank you and best regards,



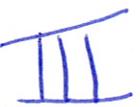
Neale Rath  
 Strategy & Operations | Real Estate & Location Strategy  
 Deloitte Consulting LLP



# Ready, Set, Build!

Wisconsin Certified Site Program

Step II – Field Investigation Visit:  
required documentation for review



# Step II documentation requirements

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The following documents will need to be reviewed during the field investigation visit:

- Master Site plan and/or site plan illustrating exact dimensions and number of parcels for the specific site being submitted for certification
- Aerial photograph illustrating the specific site being submitted for certification as well as the surrounding properties
- ALTA Survey (American Land Trust Association) inclusive of site being submitted for certification
- FEMA-produced floodplain map (FIRM map) inclusive of site being submitted for certification
- Certificate of title
- Letter from property owner/option holder stating that site is for sale/lease as well as current asking price
- Zoning certificate and map illustrating the zoning of the site which allows for industrial use as well as existing and/or planned zoning of surrounding properties
  - If the zoning of the site is in the process of being changed to one appropriate for industrial use, then a letter from the relevant zoning authority should be submitted which illustrates the current status of the zoning change procedure as well as the expected completion timeframe, anticipated results, and explanation of any potential threats to the success of the re-zoning process. In order for a site to be eligible for certification during the 2012 process, zoning appropriate for industrial use must be in place prior to December 1, 2012.
- Codes, Covenants, and Restrictions on the site and surrounding sites, as applicable
- Letter from FAA indicating maximum building height (if site is < two miles of any airport)
- Topographic map with clearly defined contour intervals of 2' or less

# Step II documentation requirements (cont.)

The following documents will need to be reviewed during the field investigation visit:

- Phase I Environmental Site Assessment (and Phase II if necessary) completed within the last 2 years
  - For the purpose of the field investigation visit, the site evaluation team will need to review results of a Phase I study (as well as any Phase II and/or remediation steps, as necessary) completed within the last 10 years; however, in order for a site to be eligible for certification during the 2012 process, a clean Phase I environmental assessment completed no earlier than January 2010 must be submitted prior to August 31, 2012.
- Wetlands delineation report completed within the last 5 years
  - If the study is not yet completed, then please prepare documentation communicating the current status of the evaluation process as well as the anticipated completion timeframe. In order for a site to be eligible for certification during the 2012 process, the final results of a wetlands delineation report on the site must be submitted for evaluation by October 31, 2012.
- Geotechnical Study results
  - If the study is not yet completed, then please prepare documentation communicating the current status of the evaluation process (number of borings completed/planned, etc.) as well as the anticipated completion timeframe. In order for a site to be eligible for certification during the 2012 process, the final results of a geotechnical study on the site must be submitted for evaluation by October 31, 2012.
- Endangered Species study results (Endangered Resources Review results)
  - If the study is not yet completed, then please prepare documentation communicating the current status of the evaluation process as well as the anticipated completion timeframe. In order for a site to be eligible for certification during the 2012 process, the final results of an endangered species study on the site must be submitted for evaluation by October 31, 2012.
  - DNR-certified Endangered Resources certified reviewers: <http://dnr.wi.gov/topic/ERRReview/Documents/CertifiedReviewers.pdf>
- Archaeological / Historical study results
  - If relevant studies are not yet completed, then please prepare documentation communicating the current status of the evaluation process as well as the anticipated completion timeframe. In order for a site to be eligible for certification during the 2012 process, the final results of an archaeological/historical study on the site must be submitted for evaluation by October 31, 2012.
  - Wisconsin Historical Society (WHS): [www.wisconsinhistory.org](http://www.wisconsinhistory.org)
  - WHS list of Archaeological Consultants: [http://www.wisconsinhistory.org/archaeology/preserve/pdf/arch\\_consultants.pdf](http://www.wisconsinhistory.org/archaeology/preserve/pdf/arch_consultants.pdf)
  - WHS list of Archaeological Consultants: <http://www.wisconsinhistory.org/hp/docs/architecture-history-consultants-list.pdf>

# **Step II documentation requirements (cont.)**

The following documents will need to be reviewed during the field investigation visit:

- Maps of all utility infrastructure directly proximate to (or intersecting) the site
  - Size and location of current infrastructure
  - Available capacity and pressure (if applicable) that could be provided to the site
  - Cost, timing, and funding responsibility of improvements to provide service to site
- Fire Insurance Classification Rating
- Transportation maps of surrounding region indicating distances and access routes
- Map(s) indicating driving distance to proximate commercial airport(s) as well as freight airport(s)
- Letter indicating handling capacity of each proximate freight airport
- Map of existing rail infrastructure (if applicable)
- Letter of support from the rail provider (if applicable)
- Proposed costs, timing of rail spur extension/development (if applicable)