

## COMMUNITY DEVELOPMENT AUTHORITY

Monday, July 13, 2020

5:30 p.m.

*Due to the COVID-19 pandemic, this meeting will take place virtually via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting <https://zoom.us/j/91351618492?pwd=bn53L0lEUm8wQ1Y1T2FzaEFRVXhHdz09>.*

*You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 913 5161 8492 # When asked for your Participant ID, just press #*

*You may also choose to participate by providing public comment prior to the meeting via email to Village Clerk Lisa Kalata: [lkalata@village.cottage-grove.wi.us](mailto:lkalata@village.cottage-grove.wi.us)*

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak About Any Subject That Is Not A Specific Agenda Item.
4. Discuss And Consider Approval Of Minutes Of The March 9, 2020 CDA Meeting.

Documents:

[3-9-2020 CDA MINUTES.PDF](#)

5. Discuss Status Of TID 10 Urban Service Area Amendment.

Documents:

[CG\\_CDA\\_USAMEMO\\_2020-07-08.PDF](#)

6. Development Overview.

Documents:

[CDA\\_MARKETING\\_2020-07-08.PDF](#)

7. Future Agenda Items

8. Adjournment

This agenda has been prepared by Staff and approved by the Chair of the Community Development Authority for use at the meeting as listed above. Any item on the agenda is subject to final action.

Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies 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.

**VILLAGE OF COTTAGE GROVE  
COMMUNITY DEVELOPMENT AUTHORITY  
Monday, March 9, 2020**

**MINUTES**

**1. Call to order**

The March 9, 2020 regular meeting of the Community Development Authority was called to order at 5:30 p.m. by Lennberg.

**2. Determination of quorum and that the agenda was properly posted.**

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Jeff Lennberg, Mike Elder, John Hogan, Mike Millage, Jerrud Rossing, Kim Sale, Absent and excused was Sarah Valencia. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese, Clerk Lisa Kalata, and Kyle Adams from Ruedebusch.

**3. PUBLIC APPEARANCES – *Public’s opportunity to speak about any subject that is not a specific agenda item.***  
None

**4. Discuss and Consider approval of minutes of the February 10, 2020 CDA meeting.**

**Motion** by Hogan to approve the minutes from the February 10, 2020, seconded by Rossing. **Motion** carried with a voice vote of 6-0-0.

**5. Presentation by Greywolf regarding TID 10 Master Plan.**

Todd Rizzo from Greywolf was present to give an update on TID #10 master plan. Greywolf has purchased more land since the agreement was made and they now have 127 acres and have named the area North Grove Corporate Park. Todd Rizzo presented a preliminary layout of the parcels in the development as they did have inquiries for a larger user, however that did not happen. The layout would allow for flexibility if they have large or small businesses. They are hoping to have it shovel ready by late summer or fall. The uses they are looking to market are light industrial, warehouse, corporate uses and may be light retail uses along the frontage. Giese indicated that costs and timing are the things that come into play, as the Village will have to pay for the infrastructure, and so if they have buildings in 1-2 years that would be great. Millage asked if about the type of businesses that would be in this area. Which Todd Rizzo indicated that it is a blank canvass until the roads are in and the zoning allows for all the business types that have been described.

**6. Discuss marketing project.**

Ruth explained the different RFPs in the packet and is looking for feedback from the committee. Hogan committed that he liked more of the Kaukauna RFP and would like some feedback from qualified people. Lennberg also committed that he liked Kaukauna as it was to the point and is a lot of the same items that the committee is looking at. Hogan asked about the deliverables and the costs associated with the items and if the amounts would then be approved by the Village Board. Ruth indicated that by breaking out the different projects and getting costs associated with them would be helpful that way if the Village Board only approves a certain amount you can piece out the projects. This would also allow the committee to put in a budget request with dollar amounts and projects to be completed. Ruth will continue to work on the RFP and bring it back to the next meeting.

**7. Future agenda items**

RFP for marketing

**8. Adjournment**

**Motion** by Hogan to adjourn at 6:14 pm, seconded by Millage. Motion carried with a voice vote of 6-0-0.

**Lisa Kalata, Clerk  
Village of Cottage Grove**

**Approved:**

**These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.**



# MEMO

**MEMO DATE:** July 8, 2020

**MTG. DATE:** JULY 13, 2020

**TO:** Village of Cottage Grove Community Development Authority

**CC:** Matt Giese – Village Administrator  
Lisa Kalata – Village Clerk

**FROM:** [Erin Ruth, AICP – Village Planning Director](#)

**RE:** Overview of CARPC Urban Service Area Amendment

## BACKGROUND

Earlier this year the Village applied to the Capital Area Regional Planning Commission (CARPC) for an amendment to its urban service area to add approximately 150 acres in TID 10 located north of Highway TT along with 0.5 acres in Westlawn 5<sup>th</sup> Addition.

CARPC staff reviews the application and presents a staff report to the commission. The commission votes to approve with the conditions recommended by staff, approve with amended conditions, or to deny the application. Their vote constitutes a recommendation to the Wisconsin DNR. The DNR makes the final decision regarding the application.

The Village presented its application to the commission at a public hearing at the May 14 CARPC meeting. Following the public hearing, CARPC staff creates their staff report and drafts approval conditions for the commission to consider at the next meeting the following month. The Village was given a chance to review the draft conditions and met with CARPC staff to discuss them. CARPC staff agreed to most of the changes to the draft conditions proposed by the Village. The final CARPC staff report is attached. The conditions begin on page 14.

One condition the Village objected to was condition H, which remained intact in the final CARPC staff report (attached). Condition H reads as follows:

*h. Obtain the right (via ownership, easement or agreement), or provide documentation that significant efforts were made to obtain the right, to discharge stormwater onto property that is neither under the applicant's control nor publicly owned. If no right can be obtained, the applicant shall be required to mitigate the increased volume of discharge on their property prior to making this discharge. Mitigation shall consist of implementation of a stormwater practice that match the existing volumetric discharges from the applicant's property to other lands not under their control in storm events*



*including the 1, 2, 5 & 10-year storm events.*

CARPC staff explained they had implemented similar language in recent approvals after the City of Madison amended their city ordinance to include similar language.

CARPC considered the Village's application at the June 11 meeting. The Village raised its objection to condition H. However, CARPC voted to approve the amendment to the urban service area with condition H in effect. They also changed recommendation #3 in the attached report to a condition.

Recommendation #3 reads as follows:

*3. Work with the Town of Sun Prairie on a joint stormwater management plan for the whole drainage area (existing Town development and proposed Village development) west of the culvert under County Highway N.*

## **OVERVIEW**

The Village's objections to condition H are two-fold. The first objection is on philosophical grounds. The language was the product of the City of Madison's legislative process. Applying it to other communities through amendment approvals circumvents the legislative process for those other communities.

The second objection is more practical. MSA explained that requiring control of the stormwater volume of a 10-year storm will be very burdensome on the development while resulting in minimal reduction of impact on the downstream property owner.

The Village also objects to making recommendation #3 a condition. The Village is not opposed to working with the Town of Sun Prairie. The Plan Commission recommended working with them on a boundary agreement and that topic is on the Board's June 15 agenda. A stormwater plan could be a component of those discussions. The Village objects because the language is vague because the extent of that 'work' is not defined.

## **CURRENT STATUS**

The Village Attorney presented a letter to the DNR protesting the approval conditions referenced above. The Village is awaiting a response.



# CDA STAFF REPORT

**MEMO DATE:** July 8, 2020  
**MEETING DATE:** **JULY 13, 2020**

**TO:** Village of Cottage Grove Community Development Authority  
**CC:** Matt Giese – Village Administrator

**FROM:** [Erin Ruth, AICP – Village Planning Director](#)

**RE:** **Marketing Program Discussion**

## OVERVIEW

Earlier this year the CDA had been working on the framework for a marketing program for the Village. At the last meeting in March the CDA reviewed examples of RFPs for marketing services which ranged from very long and detailed to very short and less specific. The CDA had decided an intermediate level of detail would best balance providing adequate direction while preserving flexibility.

The CDA has not met since March due to the COVID pandemic. Due to the uncertainty created by the wide-ranging economic effects of the pandemic, Staff felt it was not appropriate to move forward with the marketing RFP as it is not clear how a marketing program might need to change in response to the pandemic.

Staff recommends the CDA have a discussion regarding how the pandemic could or should affect the marketing program moving forward both in terms of timing and content.