



TO: City of Menasha Plan Commission

FROM: Kara Homan, AICP, Principal Planner

DATE: August 1, 2012

RE: **Proposed Comprehensive Plan Amendment to Future Land Use Map**

Enclosed, please find materials related to a proposed Comprehensive Plan Amendment, which is being requested by Community Development staff. The proposed amendment is necessary to ensure compliance with State Statutes pertaining to the formation of Tax Incremental District (TID) #13. The proposed TID #13 is being proposed to support the retention and expansion of Alliance Industries. More details on the Alliance Industries Expansion project can be found in the memo pertaining to TIF #13.

Currently, the Future Land Use Map depicts the Alliance Industries Site for Community Commercial. During the time when the Comprehensive Plan was prepared, the site was dilapidated and in disrepair. Today, we are faced with the expansion of a thriving industrial business that has chosen to put down roots and expand within the City of Menasha. We are also faced with a substantial amount of area designated for commercial uses that, during previous discussions regarding the comprehensive plan, has been contemplated as more than the market likely will bear during the life of the Comprehensive Plan.

Although the current Alliance Industries site occupies only 3 parcels, staff recommends changing the future land use designation for the entire Alliance Site, along with parcels immediately to the east and south of the site, as staff anticipates acquisition of additional parcels will be necessary to adequately provide for stormwater control and employee parking.

Section 2-4-5(g)(3)4 of the City's Municipal Code provides criteria for when a Future Land Use Map amendment is appropriate, as copied below:

4. *Approval Criteria*

(i) *Approval for Future Land Map Changes. To change a designation, the proposed Future Land Use map amendment must meet at least one of the following criteria listed below. Additional documentation may be needed to address the public facilities, needs, and services that may be necessary to support the proposed designation. Such services may include water, sanitary sewer, storm drainage, transportation (all modes), police and fire protection, and schools.*

- *Respond to a substantial change in conditions beyond the property owner's control applicable to the area within which the subject property lies;*

- *Better implement applicable comprehensive plan policies than the current map designation;*
- *Correct an obvious mapping error;*
- *Address an identified deficiency in the Comprehensive Plan.*

Staff believes this proposed amendment clearly fits criteria #2, as it better implements applicable comprehensive plan policies than the current map designation, in particular those outlined in the Economic Development Element (see attached Goals & objectives section, with applicable goals & objectives highlighted).

Staff is cognizant of potential land use conflicts that exist with the adjacent residential areas. Given that the majority of the proposed areas are currently already zoned for Industrial use, this change in future land use designation would not affect what exists and what is currently already allowed per zoning. The proposed expansion on the Alliance site will trigger the city's transitional area requirements for residences south of the addition. The proposed TID #13 plan provides for additional streetscaping improvements to better buffer neighbors to the north, and is negotiating additional provisions within the Redevelopment Agreement with Alliance for additional landscaping and aesthetic improvements.

In conclusion, the retention and expansion of a locally owned and operated business, expansion of the city's tax base, and creation of a substantial number of living wage jobs far outweighs any negative effects of continued use of the site for industrial use. In fact, the improvements anticipated to result from the proposed project will further mitigate continued and expanded industrial use. Staff recommends approval of the proposed resolution to amend the future land use map.

6.9 Economic Development Goals and Objectives

Following are the goals and objectives developed by the City of Menasha regarding economic development.

Goal: Support the economic development initiatives in the community and region to promote the creation of jobs and income opportunities.

Objectives

1. Cooperate with other communities and organizations regarding comprehensive planning and economic development issues.
2. Promote dialogue and continue to strengthen relationships between city government and local businesses.
3. Support the efforts of the Menasha Action Council, Doty Island Development Council, counties, Redevelopment Authority, local chamber of commerce, and area economic development groups.
4. Monitor the need for additional local economic development programs.

Goal: Maintain and improve the utility, communication, and transportation infrastructure systems that promote economic development.

Objectives

1. Use aesthetic enhancements and provide adequate pedestrian facilities to encourage consumer activity.
2. Maintain and, where appropriate, create partnerships with other jurisdictions and utilities for future infrastructure planning.
3. Respond to the infrastructure needs of businesses when they are consistent with the city's comprehensive plan.

Goal: Promote the retention and expansion of existing businesses.

Objectives

1. Promote business retention, expansion, and recruitment efforts.
2. Support existing businesses by establishing cooperative public-private efforts to foster long-term retention.
3. Explore options for creating a formal business retention and expansion program.

Goal: Promote entrepreneurial development and new business attraction efforts.

Objectives

1. Pursue local, state, and federal funding and assistance that will help entrepreneurs start new businesses.
2. Distinguish and promote features unique to the city to create a unique identity for the community.
3. Consider the potential impacts of proposed business development on the city and its existing economic base.

Goal: Maintain a quality workforce to strengthen businesses and maintain a high standard of living.

Objectives

1. Encourage and promote initiatives and programs that make Menasha a desirable place to live, work, and conduct business.
2. Encourage area technical colleges, universities and work force development agencies in their efforts.

Goal: Support and pursue opportunities to increase and diversify the city's tax base.

Objectives

1. Promote the efficient use of available commercial and industrial land.
2. Support economic development initiatives to increase local economic development opportunities.
3. Support development and redevelopment that will add to the long-term economic stability of the community.
4. Support development in the city's existing TIF districts that are consistent with the TIF project plan.
5. Support activities which further develop or redevelop the city's commercial areas.
6. Support activities which further develop or redevelop the city's industrial areas.
7. Engage the Plan Commission, Redevelopment Authority, and local economic development organizations in identifying and pursuing redevelopment activities.

6.10 Economic Development Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses and actions to the goals and objectives. Policies and recommendations become the tools that the community should use to aid in making land use decisions. Policies and recommendations that direct action using the words “will” or “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies and recommendations that direct action using the word “should” are advisory and intended to serve as a guide.

1. Commercial development shall be steered to Commercial and/or “mixed use” designated areas consistent with the Preferred Land Use Plan Map and associated recommendations.
2. Future commercial development should be concentrated within and adjacent to the Commercial and/or “mixed-use” designated areas and expand outwards.
3. Highway corridor development shall be directed to designated, planned commercial and/or “mixed-use” areas.
4. Emphasis should be placed on retention and expansion in the city’s existing industrial areas.
5. The city will work with other local and regional entities in attracting other types of industrial sectors complementary to the local economic base.
6. Continually pursue outside resources including economic development related grants, programs, or tax incentives.
7. Utilize existing state, county, and regional programs to provide financial incentives to businesses.
8. Where feasible, facilitate public-private partnerships.
9. Support initiatives that provide educational and training programs and those that provide family- and high-wage employment. Collaborate with public, private, and partnership programs that will provide skilled workers for higher paying jobs.
10. Maintain a listing of available sites and redevelopment areas using Location One Information System (LOIS) and/or other available marketing tools.
11. Consider the establishment of design standards and a design review process for new/expansion/remodel commercial and industrial projects.
12. The development of economic area plans should be pursued within the planning period, for example; downtown redevelopment plans, highway commercial corridor plans, etc.

13. Continue to work with the Menasha Action Council, the Doty Island Development Council, the Menasha Landmarks Commission, and other interests in completing a strategic planning process aimed at determining a shared vision for the downtown.
14. Consider designation as a Main Street Community through the Wisconsin Department of Commerce Main Street Program.
15. Monitor the parking availability and hours of operation to determine existing and projected parking needs in the downtown.
16. Engage the Menasha Redevelopment Authority in redevelopment project planning, feasibility assessments, financing and implementation.
17. Promote the utilization of green building and community design standards such as LEED and consider incentives such as TIF assistance and density bonuses.
18. Utilize TIF financing to overcome site obsolescence and other physical and economic barriers to site development and redevelopment.

6.11 Economic Development Programs and Resources

The following programs and resources are currently utilized by the community or are available for use by the community to implement the goals, objectives, policies, and recommendations identified.

Calumet County Industrial Development Board

The Calumet County Industrial Development Board is dedicated to improving and maintaining the thriving economic environment that it enjoys today. The Calumet County staff is committed to providing the best economic development assistance possible to provide positive economic surroundings.

Community Development Block Grant for Economic Development (CDBG-ED)

The CDBG-ED program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. The Wisconsin Department of Commerce awards the funds to a general-purpose unit of government (community) which then loans the funds to a business. When the business repays the loan, the community may retain the funds to capitalize a local revolving loan fund. This fund can then be utilized to finance additional economic development projects within the community. For more information contact the Wisconsin Department of Commerce.

Community Development Block Grant for Public Facilities for Economic Development (CDBG-PFED)

The Public Facilities for Economic Development (PFED) program is designed to assist communities with expanding or upgrading their infrastructure to accommodate businesses that

Plan Commission Resolution 1-2012

A RESOLUTION APPROVING AN AMENDMENT TO THE CITY OF MENASHA YEAR 2030
COMPREHENSIVE PLAN FUTURE LAND USE MAP

WHEREAS, the City of Menasha, pursuant to Section 62.23 of the Wisconsin Statutes, has established a Plan Commission; and,

WHEREAS, the Common Council adopted the *City of Menasha Year 2030 Comprehensive Plan* (hereinafter "Comprehensive Plan") in May of 2008, following extensive public participation; and,

WHEREAS, it is proposed to change the future land use designation of parcels of land as mapped on the attached Exhibit A from Community Commercial to Industrial on the future land use map adopted as part of the Comprehensive Plan; and,

WHEREAS, the Plan Commission has reviewed the proposed amendment to the Comprehensive Plan and find it meets at least one of the criteria required for amending the Future Land Use Map, as found in Section 2-4-5(g)(3)e.4. of the Municipal Code; and,

WHEREAS, the Plan Commission finds that the Comprehensive Plan, with the proposed amendment, contains all of the required elements specified in Section 66.1001(2) of the Wisconsin Statutes and that the Comprehensive Plan, with the proposed amendment, is internally consistent; and,

WHEREAS, the City has duly noticed and held an informal public hearing on the proposed amendment, as well as notified all property owners within 100 feet of the proposed Future Land Use Map amendment, following the procedures set forth in Section 2-4-5(g)(3)e.(2)(vi) of the Municipal Code,

NOW, THEREFORE, BE IT RESOLVED, THAT:

Section 1. Pursuant to Section 66.1001(4)(b) of the Wisconsin Statutes, the City of Menasha Plan Commission hereby approves the attached amendment to the City of Menasha Year 2030 Comprehensive Plan.

Section 2. That the Plan Commission does hereby recommend said Comprehensive Plan amendment to the City of Menasha Common Council for adoption by ordinance, after a 30-day public review and comment period and public hearing, pursuant to Sections 66.1001(4)(c) and 66.1001(4)(d) of the Wisconsin Statutes.

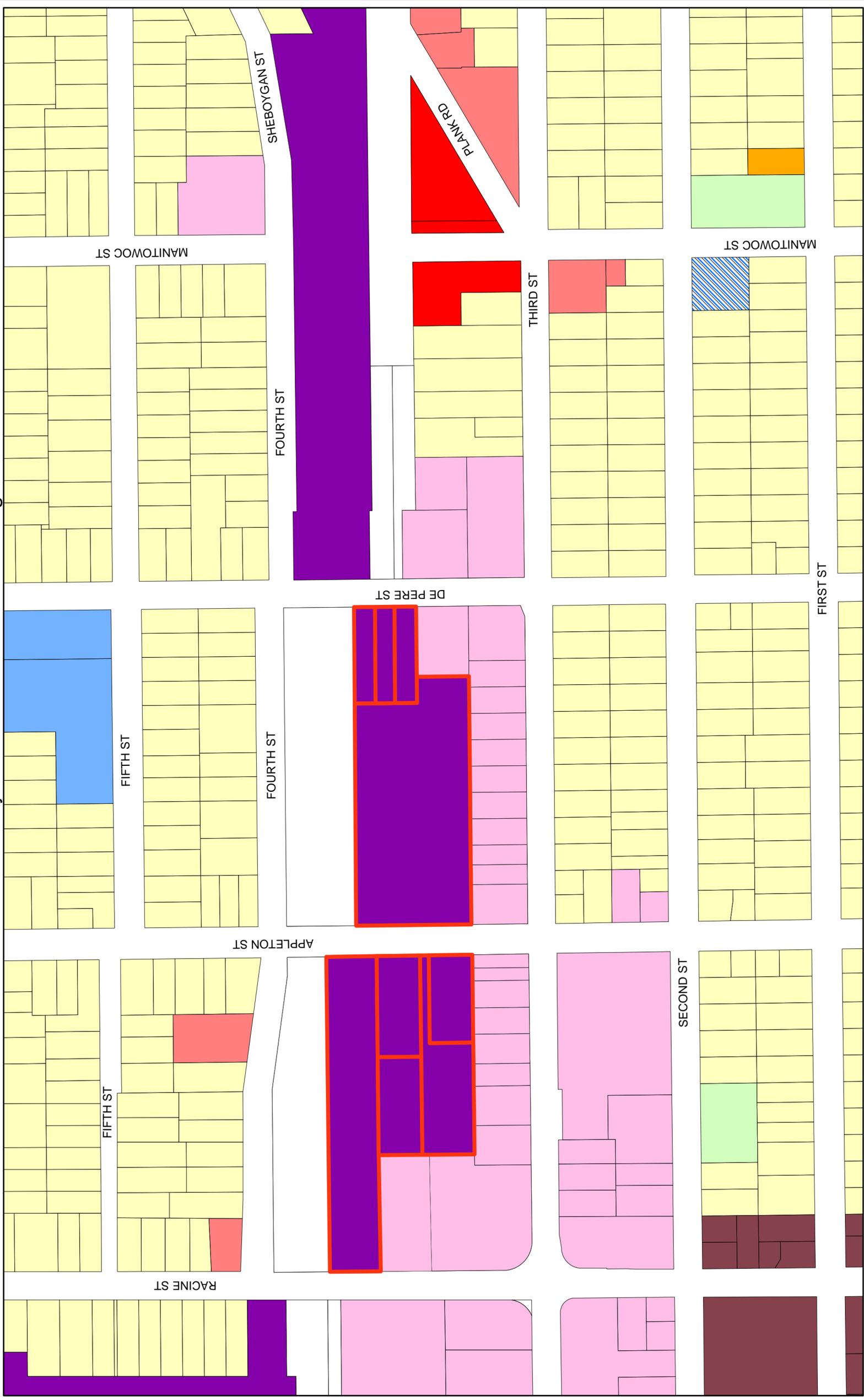
Adopted: _____

Don Merkes, Mayor

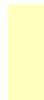
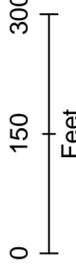
Attest: _____
Deborah A. Galeazzi, City Clerk

Exhibit A:

Proposed Amendment to Future Land Use Map
From Community Commercial to Industrial Designation



Legend

	Single Family Residential		Mixed Use Neighborhood Center		Industrial			Utilities/Communication
	Multiple Family Residential		Mixed Use Community Core		Transportation			Parks and Recreation
	Community Commercial		Government/Institutional		Parcels Reclassified			