



MONONA

REDEVELOPMENT DISTRICT NO. 9

PROJECT PLAN

City Council Action : November 17, 2014



**COMMUNITY DEVELOPMENT AUTHORITY OF
THE CITY OF MONONA, WISCONSIN**

RESOLUTION NO. 10-28-2014

A RESOLUTION APPROVING THE BOUNDARIES FOR REDEVELOPMENT AREA #9; APPROVING THE REDEVELOPMENT PLAN THEREOF; AND SUBMITTING SAID BOUNDARIES AND REDEVELOPMENT PLAN TO THE COMMON COUNCIL

WHEREAS, the Community Development Authority of the City of Monona (“the CDA”) lawfully exists pursuant to section 66.1335 of the Wisconsin Statutes, and possesses all powers granted therein; and

WHEREAS, the CDA has studied the facts and circumstances relating to the proposed Redevelopment Area #9; consideration having been given, among other items, to the following matters: (i) the definition of “blighted area” within the meaning of Section 66.1333(2m)(b), (ii) the report prepared by Vandewalle & Associates with respect to the existence of blight in the Redevelopment Area, (iii) the past and existing condition of, and the proposed uses in, the Redevelopment Area, (iv) the goals and objectives for redevelopment of the Redevelopment Area, (v) visual inspection of the Redevelopment Area and surrounding areas by various members of the CDA and by various staff and consultants to the City, and (vi) comments received at the public hearing; and

WHEREAS, the CDA has designated the boundaries of Redevelopment Area #9 and caused to be prepared a redevelopment plan for said area; and

WHEREAS, on October 28, 2014, a duly-noticed public hearing was held regarding the creation of Redevelopment Area #9 and the adoption of a Redevelopment Plan thereof, at which time all interested parties were afforded a full opportunity to express their views; and

NOW, THEREFORE, BE IT RESOLVED by the Community Development Authority of the City of Monona, Wisconsin, that:

1. The boundaries of Redevelopment Area #9, as set forth in Exhibit A, are hereby approved.
2. Redevelopment Area #9 is found and declared to be a blighted area within the meaning of section 66.1333(2m)(b) of the Wisconsin Statutes.
3. The Redevelopment Plan for Redevelopment Area #9, attached hereto as Exhibit B, is found to be feasible and in conformity with the comprehensive plan of the City, and approved.
4. The boundaries and Redevelopment Plan are hereby submitted to the Common Council in accordance with section 66.1333(6) of the Wisconsin Statutes.

Adopted and approved this 28th day of October, 2014.



Chairperson



Secretary

COMMUNITY DEVELOPMENT AUTHORITY OF
THE CITY OF MONONA, WISCONSIN

RESOLUTION NO. 11-18-2014

**A RESOLUTION CERTIFYING THE REDEVELOPMENT PLAN FOR
REDEVELOPMENT AREA #9 AND TERMINATING REDEVELOPMENT AREA #3**

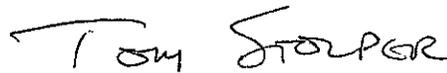
WHEREAS, the Community Development Authority of the City of Monona ("the CDA") lawfully exists pursuant to section 66.1335 of the Wisconsin Statutes, and possesses all powers granted therein; and

WHEREAS, on October 28, 2014, the CDA designated the boundaries of the proposed Redevelopment Area #9, determined that the Redevelopment Plan for Redevelopment Area #9 is both feasible and in conformity with the comprehensive plan of the City, and approved the Redevelopment Plan; and

WHEREAS, on November 17, 2014, the Common Council approved by a two-thirds vote the boundaries of the proposed Redevelopment Area #9, found it to be a blighted area, and approved the Redevelopment Plan for it.

NOW, THEREFORE, BE IT RESOLVED by the Community Development Authority of the City of Monona, Wisconsin, that:

1. The Redevelopment Plan for Redevelopment Area #9 is hereby certified to the Common Council in accordance with sec. 66.1333(6)(e) of the Wisconsin Statutes.
2. A portion of Redevelopment Area #9 encompasses an area previously designated for redevelopment as Redevelopment Area #3. Redevelopment Area #3 was created in 1998, and a redevelopment plan for the area was approved at that time. Redevelopment Area #3 is located entirely within Redevelopment Area #9. The redevelopment plan for Redevelopment Area #3 was never accomplished. Redevelopment Area #3 is hereby closed. The redevelopment of the area designated as Redevelopment Area #3 shall be accomplished pursuant to the Redevelopment Plan for Redevelopment Area #9.



Chairperson



Secretary

NOTE: TWO-THIRD VOTE NECESSARY FOR ADOPTION PER §66.1333(6)(b)1, STATS.

**Resolution No. 14-11-1993
Monona Common Council**

**A RESOLUTION APPROVING THE BOUNDARIES OF REDEVELOPMENT AREA #9,
FINDING SUCH AREA TO BE BLIGHTED, AND APPROVING A REDEVELOPMENT
PLAN FOR SAID REDEVELOPMENT AREA**

WHEREAS, pursuant to Section 66.1333 of the Wisconsin Statutes, the Community Development Authority ("the CDA") prepared a plan of redevelopment and urban renewal known as the Redevelopment Area #9 Project Plan, City of Monona, Wisconsin; and,

WHEREAS, the CDA caused to be prepared a map which sets out the boundaries of and the properties included in the proposed project area for Redevelopment Area #9; and,

WHEREAS, on October 28, 2014, a hearing was held before the CDA regarding the creation of Redevelopment Area #9 and the adoption of a Redevelopment Plan thereof, at which time all interested parties were afforded a full opportunity to express their views; and,

WHEREAS, on October 28, 2014, the CDA designated the boundaries of the proposed Redevelopment Area #9 Project Plan project area, determined that the Project Plan is both feasible and in conformity with the comprehensive plan of the City, and approved the Project Plan; and,

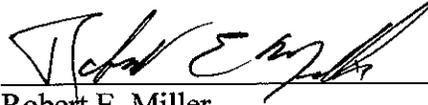
WHEREAS, the CDA submitted the boundaries of Redevelopment Area #9 and the Redevelopment Area #9 Project Plan to the Common Council for action pursuant to section 66.1333(6) of the Wisconsin Statutes.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Monona, Wisconsin, as follows:

1. The boundaries of Redevelopment Area #9, as shown in Exhibit A attached hereto, are approved.
2. The area within the boundaries of Redevelopment Area #9 is found to be a blighted area within the meaning of section 66.1333(2m)(b) of the Wisconsin Statutes, and in need of a blight elimination, slum clearance or urban renewal project.
3. The Redevelopment Area #9 Project Plan, attached hereto as Exhibit A, is in conformity with the comprehensive plan of the City and feasible, and is hereby approved.
4. Pursuant to Section 66.1333(6)(b)1 of the Wisconsin Statutes, all new construction (including substantial remodeling, conversion, rebuilding, enlargement, extension or major structural improvements on existing buildings) is prohibited on all lands within Redevelopment Area #9, until completion of the Redevelopment Area #9 Project Plan, unless specifically authorized by the Common Council. Ordinary maintenance or remodeling, including changes necessary to continue the occupancy of the property, shall not be prohibited. During all periods that the above-described prohibition is in effect, no such construction may be authorized by any agency, board or commission of the City of Monona in said area unless authorized by the Common Council.

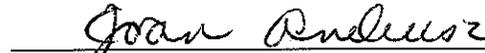
Adopted this 17th day of November, 2014.

BY ORDER OF THE CITY COUNCIL
CITY OF MONONA, WISCONSIN



Robert E. Miller
Mayor

ATTEST:



Joan Andrusz
City Clerk

Requested By: Patrick Marsh, City Administrator – 10/22/14
Approval Recommended By: Community Development Authority – 10/28/14
Drafted By: William S. Cole, City Attorney – 10/23/14
Approved As To Form By: William S. Cole, City Attorney – 10/23/14

Table of Contents

Table of Contents i

Acknowledgements 1

Introduction.....2

Statutory Authority2

Redevelopment District.....2
 Legal Description.....2

Redevelopment Objectives.....5
 Public Space/Waterfront5
 Economic Development.....5
 Riverfront Mixed Use.....5
 Parking.....5
 Quality design and density.....5

Consistency with Local Plans.....6

Existing Conditions.....6
 Existing Land Use.....6
 North Subarea6
 South Subarea7
 Current Zoning.....7
 Map 2: Redevelopment District No. 9 Existing Land Use.....8
 Map 3: Redevelopment District No. 9 Current Zoning.....8

Proposed Land Use & Redevelopment Projects..... 10
 North Subarea Proposed Reuse.....10
 South Subarea Proposed Reuse10
 Map 4: Proposed Land Use Map.....11

Project Implementation..... 12

Proposed Public Improvements and Utilities 12

Standards of Population Density, Land Coverage and Building Intensity after Development 13

Present and Potential Equalized Value..... 13
 Table 1: Redevelopment District No. 9 Valuation by Parcel 201414

Project Financing 15

Performance Standards..... 15

Plan Amendments 15

Relocation of Displaced Persons and Businesses..... 15

Land Disposition 15

Termination 15

Blighted Area Finding 16

Redevelopment District Blight Determination..... 17
 Table 2: Redevelopment District No. 9 Blight Determination.....18

Conclusion 19

Appendix A – Photos of District Site-by-Site 20
Appendix B – Proof of Publication 23

Acknowledgements

Monona City Council

Bob Miller –Mayor
James Busse –Alderman/Council President
Brian Holmquist –Alderman
Mary O’Connor –Alderman
Chad Speight –Alderman
Kathy Thomas –Alderman
Doug Wood -Alderman

Monona Community Development Authority

Tom Stolper –Chairperson
Andrew Homburg –Citizen Member
Scott Kelly –Citizen Member
Patrick Marsh –City Administrator
Sonja Reichertz –City Planner and Assistant Economic Development Director
Jason Scott –Citizen Member
John Surdyk –Citizen Member
Kathy Thomas –Alderman
Doug Wood –Alderman/Council President

Monona City Staff

Patrick Marsh –City Administrator
Sonja Reichertz –City Planner and Assistant Economic Development Director
William Cole –City Attorney

Planning Assistance Provided by:

Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
(608) 255-3988
www.vandewalle.com

Scott Harrington, AICP –Project Manager
Ashley Robertson –Project Assistant
Dan Eckberg –GIS Specialist

Introduction

The City of Monona is a small lake side community of 7,715 residents, bordered on all sides by the City of Madison. This reality severely limits opportunities for new development and emphasizes the importance of quality redevelopment of existing sites. Additionally, Monona's abundant water resources are a major asset for the community. The City has 4 miles of shoreline along Lake Monona and the Upper Mud Lake, and is traversed by the Yahara River. Accordingly, ensuring the highest and best use of sites and sustainable shoreline development are high priorities for the City. Redevelopment District 9, a 20.39-acre site with 880 feet of Yahara River waterfront, represents a prime opportunity to address issues of blight, pollution and underutilized riverfront in the City, while providing high quality mixed use development along a key corridor.

The City of Monona retained VANDEWALLE & ASSOCIATES, a Madison-based economic planning and design firm, to complete a Redevelopment Area Plan for District 9. The purpose of this redevelopment plan is to assess the current conditions and land uses of the site, explore untapped market opportunities, and provide a future vision and implementation strategy to this stretch of Monona riverfront.

Statutory Authority

This plan has been prepared and adopted under the provisions of Wisconsin Statute §66.1333.

Redevelopment District

The boundary of the redevelopment district is shown on Map 1 and is further described below. Note that the boundaries of Redevelopment District #9 encompasses all of Redevelopment District #3, which was established in 1998. That district was set to expire at the end of 2018 but will be terminated, instead, upon the adoption of Redevelopment District #9.

Legal Description

Part of Lots 1 & 2 of CSM 3059, and part of Lots 14 & 15 of the South Towne Plat recorded in Volume 40 of plats, pages 42-43, and other lands in the NW1/4 of the NW1/4 of Section 29, also part of the NE1/4 of the NW1/4 of Section 29, also Lots 1-11, Block 1 and Lots 1-9, Block 2 of the Interlake Park Plat recorded in Volume 5 of plats, page 11A, and Lots 1-5 of Assessors Plat No. 12 - Village of Monona recorded in Volume 31 of plats, page 43, and other lands located in the SE1/4 of the SW1/4 of Section 20, also part of the SW1/4 of the SW1/4 of Section 20, all in Town 7 North, Range 10 East, City of Monona, Dane County, Wisconsin more fully described as follows:

Commencing at the Northeast corner of Section 30, Town 7 North, Range 10 East;

Thence South 88°42'34" West, 872.25 feet along the north line of said Section 30;

Thence South 1°17'26 East, 108.96 feet to the southerly right of way line of West Broadway (formerly USH 12 & 18) also being the north line of the South Towne Plat;

Thence South 89°39'40" East, 2994.52 feet along said southerly right of way line to the northeast corner of Lot 15 of said South Towne Plat;

Thence South 0°20'20" West, 210.00 feet to the northerly right of way line of West Broadway Frontage Road also being the southeast corner of said Lot 15;

Thence continuing South $0^{\circ}20'20''$ West, 60.00 feet to the southerly right of way line of said West Broadway Frontage Road also being the northwest corner of Lot 16 of said South Towne Plat and the northernmost corner of Lot 3 of CSM 3059 and also the point of beginning;

Thence South $41^{\circ}34'19''$ West, 19.50 feet along the northwesterly line of said Lot 3 to a point of curvature to the right on the southerly right of way of West Broadway Frontage Road having a radius of 45.00 feet;

Thence westerly, 93.69 feet along the arc of said curve whose long chord bears North $78^{\circ}46'48''$ East, 77.66 feet.

Thence North $89^{\circ}39'40''$ West, 299.01 feet along said southerly right of way to a point of curve to the right having a radius of 110.00 feet;

Thence northwesterly 86.39 feet along the arc of said curve whose long chord bears North $67^{\circ}09'40''$ West, 84.19 feet;

Thence North $44^{\circ}39'40''$ East, 159.19 feet more or less along the southwesterly right of way of West Broadway Frontage Road to a point of curve to the left having a radius of 20.00 feet as described in cul-de-sac conveyance on warranty deed document number 4308181;

Thence westerly 24.58 feet along the arc of said curve whose long chord bears North $79^{\circ}50'48''$ West, 23.05 feet to a point of reverse curve to the right on the southerly right of way line of West Broadway Frontage Road having a radius of 53.50 feet;

Thence northwesterly 125.20 feet along the arc of said curve whose long chord bears North $48^{\circ}06'06''$ West, 98.53 feet;

Thence North $25^{\circ}45'27''$ East, 84.06 feet to the northerly right of way line of West Broadway Frontage Road;

Thence North $0^{\circ}20'20''$ East, 60.00 feet to the centerline of West Broadway (formerly USH 12 & 18);

Thence South $89^{\circ}39'40''$ East, 111 feet more or less along said centerline to the intersection of the southwesterly extension of the centerline of Bridge Road;

Thence Northeasterly 1383 feet more or less along the centerline of Bridge Road to the west bank of the Yahara River;

Thence southeasterly 1090 feet along said west bank of the Yahara River to the southerly right of way line of West Broadway (formerly USH 12 & 18);

Thence westerly 542 feet more or less along said southerly right of way line to the northeast corner of Lot 2 of said CSM 3059;

Thence South $29^{\circ}23'37''$ West, 308.87 feet along the easterly line of said Lot 2 to the point of beginning.

Map 1: Redevelopment District No. 9 Boundary



Redevelopment Objectives

The objective of the Redevelopment Plan is to set a vision and implementation strategy for converting a deteriorating stretch of Monona shoreline into a vibrant, mixed use, waterfront district. By creating physical and economic vitality, eliminating blight, and ensuring appropriate land uses, the City will be able to provide high-quality development that is tax generating and an attractive destination for new and existing residents. Accompanying this with public space along the river edge and seawall improvements will ensure a reuse strategy that is comprehensive in addressing site challenges and constraints while maximizing opportunities. The over-riding project goals for the Redevelopment District are as follows:

Public Space/Waterfront

1. Create a unique destination where people can visit, live, work, shop, and dine.
2. Enhance the shoreline in order to provide Monona visitors and residents with valuable access to the Yahara River waterfront while sustaining the environmental quality of the shoreline.

Economic Development

1. Increase the tax base through the redevelopment of vacant or underutilized parcels to support retail and restaurant uses, multi-family residential units, office space and hotel lodging.
2. Increase the assessed value of the District from \$7 million to \$50+ million.
3. Eliminate barriers to economic growth such as blighted properties, deteriorating site improvements, and other functional deficiencies.
4. Create a unique downtown riverfront district attractive to visitors and residents alike.

Riverfront Mixed Use

1. Take advantage of the District's highly visible location, access to the larger metro region, and proximity to the Beltline Highway by developing attractive residential or lodging options. These developments have the added benefit of supporting businesses in the District and encouraging active use of the site during off-peak hours.
2. Actively attract visitors and residents to the District by offering shopping and dining opportunities.
3. Encourage activity on the waterfront by creating gathering places and other centers of activity along the river's edge.
4. Provide additional commercial and office space.

Parking

1. Integrate adequate parking into the site while reducing excessive paving and underutilized spaces.

Quality design and density

1. Create a development with an appropriate balance of residential, service, retail, office and greenspace uses.
2. Ensure high architectural and site design standards that maximize use of the site's acreage and increases the amount of pervious surface.
3. Implement significant water quality and stormwater management techniques to preserve the vitality of the Yahara River.

Consistency with Local Plans

This redevelopment plan is consistent with the recommendations contained in the City of Monona Comprehensive Plan, adopted in 2004 and currently being updated. This plan is also consistent with the Broadway Corridor Plan, adopted in 1989, which calls for the highest and best uses along the corridor.

These documents are available for inspection at City Hall during normal business hours. Contact Sonja Reichertz, City Planner, City of Monona at (608) 222-2525.

Existing Conditions

Wisconsin Statute §66.1333 regulates blight elimination and slum clearance. Section 66.1333 (2m)(b)2 defines blighted area as an *“area which by reason of the presence of a substantial number of substandard, slum, deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair value of the land, defective or unusual conditions of title, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs or arrests the sound growth of a city, retards the provision of housing accommodations or constitutes an economic or social liability and is a menace to the public health, safety, morals, or welfare in its present condition and use.”*

All of the parcels in Redevelopment District #9 have been identified as blighted with the exception of the Monona State Bank (parcel 14) and La Petite Academy (parcel 19). Many of the structures within the Redevelopment District boundary are considered aged, deteriorating, or vacant. In addition, much of the land along the riverfront and throughout the District is underutilized and needs to be redeveloped to a higher and better use compatible with the community’s long-term vision for the site. The District as a whole exhibits blight factors such as obsolete platting, diversity of ownership and poor access. The current streetscape, traffic patterns and parking throughout the area are inadequate for a pedestrian friendly urban riverfront business district. Excessive paving is a challenge throughout the area and a lack of adequate storm water management and landscaping threatens the health of the river. Other environmental concerns include potential asbestos contamination and subsurface contamination. A site specific description of the land uses and existing blight conditions follows.

Existing Land Use

Redevelopment District #9 is divided into a North subarea and South subarea, segmented by West Broadway. The current land use of both subareas is predominantly commercial with the exception of the Pumping Station (parcel 1) and street parcels owned by the City of Monona (parcels 9-11) which are public. The commercial category is defined as land used for retail, service, commercial, and office uses. Existing land use in the Redevelopment District is depicted on Map 2.

North Subarea

The North subarea is the larger of the two, containing 17 of the 20 parcels, six of which directly border the Yahara River. This subarea includes several blighted commercial sites. The former EDS office building (parcel 2) is largely vacant with exception of weekends where a portion of it is used by a church. The Chase Bank building (parcel 16) is only partially occupied by bank operations. The remaining space is either vacant or occupied by different tenants. Consequently, the large deteriorating lot surrounding the building is greatly underutilized. This site, and many others in the district have recently come under City control with the explicit purpose of being redeveloped.

There are several retail and restaurant uses contributing to blight as well. Bourbon Street Restaurant (parcel 3) lacks adequate parking or pedestrian- friendly streetscaping for their establishment and visitors often use the largely vacant EDS lot across the street. The former Ruby's Oriental Restaurant (parcel 15) has been vacant for a number of years and the entire site is in advanced stages of disrepair. Contamination is a concern as the possibility of asbestos on site remains. The Inland Boat Works service yard (parcel 7) is unpaved and also presents potential environmental concerns given the nature of this use. Behind this parcel is a commercial strip which includes a bar, pet store, video editing shop and former dry cleaner (parcels 6, 5, 12). This entire area is heavily paved and lacks a public sidewalk along Bridge Rd. The State Department of Natural Resources currently has an open file for the site related to documented subsurface contamination possibly associated with the previous dry-cleaning operations. In addition, behind the former dry cleaner, large rusting 55-gallon drums with unknown contents sit unprotected from the elements raising concerns about additional subsurface or ground water contamination.

South Subarea

The three parcels south of Broadway include the Monona Garden Family Restaurant, La Petite Academy daycare, and a Goodyear Tire and Auto Center. These parcels were included because of their proximity to the larger redevelopment project area and contribution to blight in the District. Monona Garden Family Restaurant, though active, is experiencing disrepair as moss grows on the roof and visible cracks form along the foundation of the building and in the parking lot. The Goodyear parking lot also exhibits signs of deterioration and there is a potential for contamination due to the types of operations. La Petite does not exhibit any blighting factors, but the area as a whole is underutilized considering its access and visibility from Broadway, proximity to the river, and access to the WPS Campus (one of the top 10 largest employers in the county). Additionally, the Broadway/Bridge Rd intersection may need to be reconfigured in the future. Additional right-of-way from the south subarea parcels may be required.

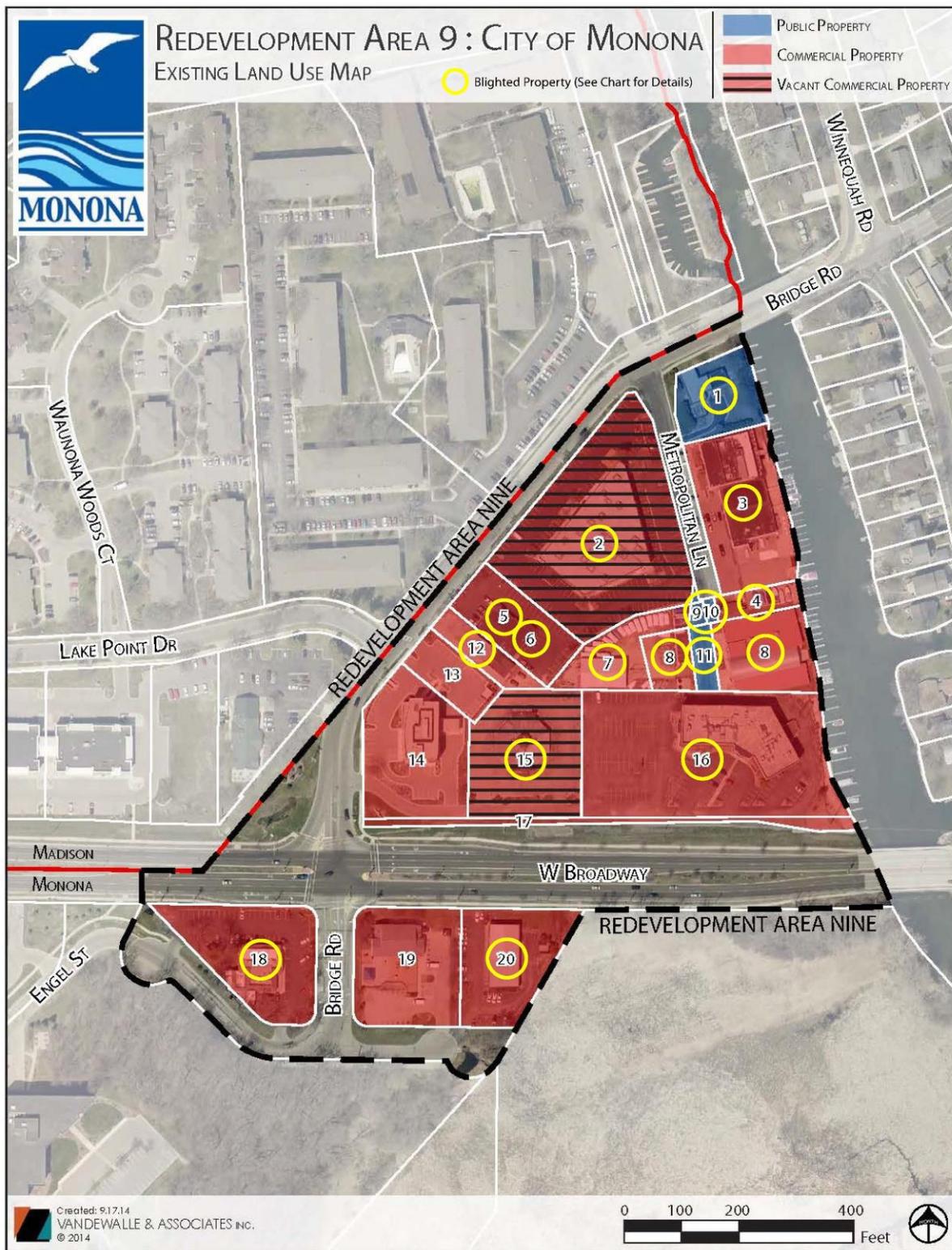
Current Zoning

Current zoning in the Redevelopment District is depicted on Map 3. The entire District is zoned as Community Design District (CDD). CDDs are "characterized by large undeveloped tracts and large infill and redevelopment parcels where the community vests a particular interest in their rational, comprehensively planned development."¹ Uses in this district consist of compatible mixes of residential, commercial, industrial, or open space developments.

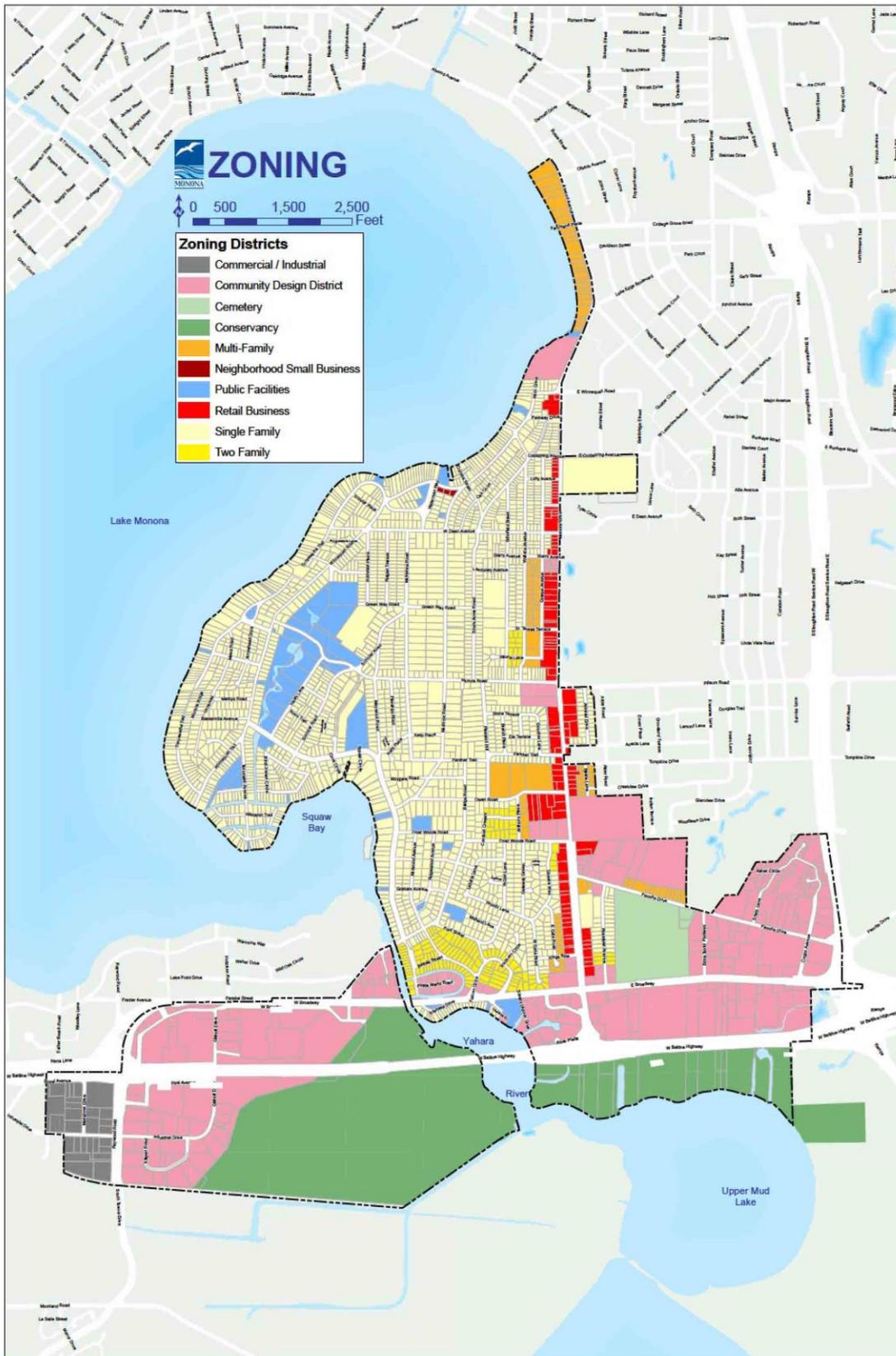
As stated previously, Monona is a fully urbanized community and has a finite amount of space with which to implement new development. Therefore, new development in the City must take place in the form of redevelopment. Community Design District zoning is consistent with the kind of redevelopment planned for the area, and necessary to preserve the site's development potential.

¹ City of Monona Comprehensive Plan- Land Use Element pg.8-6

Map 2: Redevelopment District No. 9 Existing Land Use



Map 3: Redevelopment District No. 9 Current Zoning



Proposed Land Use & Redevelopment Projects

Proposed redevelopment projects in the District should strive to create a premier mixed-use urban waterfront destination that capitalizes on the District's access to major corridors and valuable water resources. Projects should enhance the area's visibility, functionality and aesthetic appeal. Uses should boost property values and create active, vibrant environments for visitors and residents to live, work and play. Site design and street layouts should aim to establish safe access to the district, maximize permeable surface and greenspace, and improve the functionality of existing storm water management systems (see Map 4).

North Subarea Proposed Reuse

The Chase bank site is a priority in the District because of its prime location along the Yahara River and high visibility from Broadway and the Beltline highway. Reuse of this site should be of equal quality and prominence. Potential uses could include a boutique hotel or multi-story residential development of high-caliber architectural design. This site's use should be constructed to maximize access to stunning views of the Capitol and Yahara Watershed, as well as offer balconies and river access where possible.

The District's exemplary water access and boat service offerings (i.e. boat slips, boat works center) lend themselves to the potential development of a small craft harbor. This harbor, in concert with existing boating amenities, would form one of the finest transient docking and launching points along the river. Complement this with kayak and canoe launch capabilities and the District becomes a destination for boating and water recreation.

Diverse dining and shopping opportunities should be developed in the area and utilize high quality materials and architecture. These businesses could be supported in part by hotel patrons, District residents, boaters, or water sports enthusiasts throughout the day and during off-peak hours as well. Restaurants may operate on the ground floor of residential buildings and offer patrons a view of harbor activities. Additional public access to the riverfront could be facilitated through the development of a public plaza and/or boardwalk.

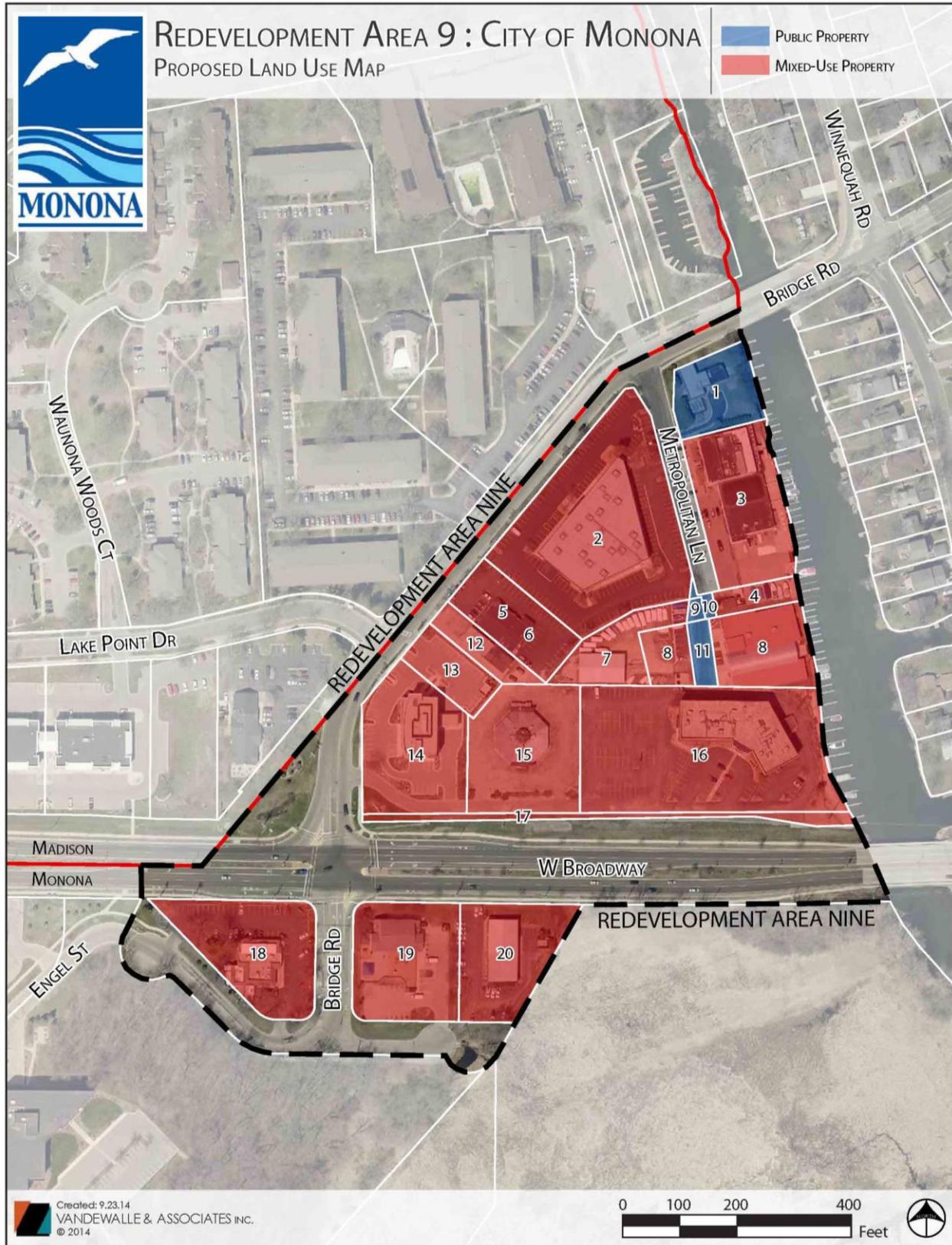
South Subarea Proposed Reuse

Connecting development in the south subarea with the northern segment will be key to ensuring a cohesive redevelopment of the District as a whole, as well as the continued revitalization of the Broadway corridor already underway in Monona and Madison. The City owns or has options to buy several parcels in the northern subarea. Therefore, initial focus will be placed on redeveloping the northern segment with the expectation that the momentum of high-value redevelopment will produce urban scale density and development that will facilitate redevelopment of the southern segment.

The south subarea's visibility, access to and views of the Yahara River, and proximity to the WPS campus would support mixed-use development and makes it ideal space for offices, retail projects, and/or dining establishments. This development would incorporate the same quality architecture and materials used in the northern segment of the District and complement uses in this area.

As mentioned in the prior sections, the Broadway/Bridge Rd intersection may be augmented in the future and require right-of-way from the southern part of the District. Any subsequent improvements should be built in conjunction with private development and provide safe pedestrian and bike connectivity to the northern segment.

Map 4: Proposed Land Use Map



Project Implementation

Over the last two years, several large properties in the north subarea of the district were put up for sale. Seeing the opportunities the area provided, the City moved quickly in early 2014 to purchase the Chase Bank (parcel 16) and the former Ruby's Restaurant (parcel 15) properties and entered into two-year purchase options with owners of all other parcels except the bank (parcels 14), the wastewater pumping station (parcel 1), Four Lakes Yacht Club (parcels 3 and 4) and the former drycleaner (parcel 12). Following that, the City issued a Request for Qualifications in the spring of 2014 to solicit interested developers for the District. The City initially anticipated selecting and working with one "master developer", but the formal and informal responses from developers suggested that the City itself play the role of master developer and then seek individual developers for specific components of the project (such as residential, hotel, office and commercial). As a result, the City has engaged a planning and design firm to prepare a detailed master development plan for the entire north subarea and has entered into an exclusive right to negotiate with a developer for a residential project component. The City also is holding informal discussions with developers interested in other project components and may conduct additional proactive efforts to identify and select developers for specific project components. The preparation of the master plan and the types and design of the individual development components will all be driven by the redevelopment objectives and proposed uses and projects described previously in this plan.

Currently, the City anticipates completing the master plan by the end of 2014 and hopes to have a first phase of redevelopment initiated by the end of 2015. Implementation of the private portions of the north subarea is expected to take place in one to five phases by one to five different developers over the next five years. Private sector activities would include assemblage of property, demolition, site preparation, and construction of new development and/or rehabilitation of existing buildings. As noted previously, it is hoped that new, high quality development in the north subarea will drive market interest and demand for redevelopment in the south subarea in the years that follow.

Because public space and waterfront access are key features of the entire redevelopment plan for the District, public improvements and private redevelopment will need to be carefully coordinated. As outlined in the next section, a number of public improvements will be required to create a setting that will facilitate the level of high quality private development that is desired. Thus, not only is the timing of the improvements important, but so is the financing, which will likely rely significantly on the property taxes paid by the new projects. Accordingly, the creation of a tax increment finance district is anticipated in 2015. Each development project will be the subject of a development agreement with the City that specifies the type, quality and density/intensity of the project, the development schedule, and the use of TIF and other forms of public participation, if any, in addition to other terms and conditions that will ensure high quality, financially feasible projects.

Proposed Public Improvements and Utilities

Central to this Redevelopment Plan are public improvements for the redevelopment of vacant or underutilized properties, business stimulation and support, public circulation and safety, way-finding and streetscape, landscaping and private redevelopment. Aesthetics of the area are also a high priority.

The following is a list of potential public project activities, which include, but are not limited to:

- Public space improvements (e.g., pedestrian plazas, riverwalk and on-street pedestrian/bicycle paths, public boat slips)

- Public infrastructure improvements (utility construction and/or relocation, right-of-way, storm water management system improvements/construction, parking, street realignment, Bridge Rd/Broadway intersection improvements etc.)
- Seawall, river edge, and bulkhead improvements
- Site assemblage, environmental assessment, clean-up, and site preparation
- Relocation of displaced businesses, if applicable
- Administration (e.g. marketing, developer recruitment, financial administration)

Standards of Population Density, Land Coverage and Building Intensity after Development

Properties in the Redevelopment District will be developed in accordance with applicable municipal zoning, subdivision and other land use regulations.

Present and Potential Equalized Value

The potential equalized value has been projected based on Map 1: Redevelopment District No. 9 redevelopment sites. As of January 1, 2014, the total equalized value of the parcels in the redevelopment area was \$11,285,600 (Table 1).

It is projected that the new total equalized value of the Redevelopment District could total a potential approximate \$50,000,000 or more. This represents a new tax base increase of approximately \$38,714,400 in equalized value for anticipated redevelopment projects. The loss of tax value resulting from demolition has been accounted for in these projections.

Table 1: Redevelopment District No. 9 Valuation by Parcel 2014

Map ID #	General Area	Parcel Number	Property Owner	Property Address	5/12/2014	5/12/2014	5/12/2014	Parcel Sq Ft
					Land Value	Improv't Value	Total Value	
1	Triangle	071020374011	MADISON METROPOLITAN SEWERAGE DISTRICT	6300 METROPOLITAN LN	\$0	\$0	\$0	19,581.2
2	Triangle	071020373012	MONONA-BRIDGE ROAD LLC	6406 BRIDGE RD	\$382,600	\$817,400	\$1,200,000	89,744.7
3	Triangle	071020374575	FOUR LAKES YACHT CLUB INC	6312 METROPOLITAN LN	\$171,600	\$915,800	\$1,087,400	41,811.8
4	Triangle	071020350537	FOUR LAKES YACHT CLUB INC	6312 METROPOLITAN LN	\$74,800	\$0	\$74,800	6,813.9
5	Triangle	071020373487	NOLTNER BRIDGE PROPERTIES LLC	6416 BRIDGE RD	\$100,000	\$212,200	\$312,200	22,550.0
6	Triangle	071020373487	NOLTNER BRIDGE PROPERTIES LLC	6414 BRIDGE RD	\$100,000	\$212,200	\$312,200	22,550.0
7	Triangle	071020350644	INLAND LAKES LAND COMPANY LLC	6321 METROPOLITAN LN	\$62,600	\$74,700	\$137,300	17,987.5
8	Triangle	071020350322	INLAND LAKES LAND COMPANY LLC	6320 METROPOLITAN LN	\$132,000	\$299,600	\$431,600	32,399.7
9	Triangle	071020350742	MONONA, CITY OF		\$0	\$0	\$0	1,110.3
10	Triangle	071020350840	MONONA, CITY OF		\$0	\$0	\$0	1,239.5
11	Triangle	071020350420	MONONA, CITY OF		\$0	\$0	\$0	4,685.6
12	Triangle	071020373601	BEATRICE M HAYDEN & EVR IV LLC	6418 BRIDGE RD	\$48,000	\$176,500	\$224,500	9,890.8
13	Triangle	071020373718	MSB BUILDING LLC	6426 BRIDGE RD	\$0	\$0	\$0	13,362.9
14	Triangle	071020350019	MSB BUILDING LLC	6430 BRIDGE RD	\$271,700	\$3,128,700	\$3,400,400	42,521.8
15	Triangle	071020350117	MONONA DRIVE PROPERTIES LLC	900 W BROADWAY	\$324,700	\$175,300	\$500,000	43,130.9
16	Triangle	071020350215	MONONA DRIVE PROPERTIES LLC	802 W BROADWAY	\$753,700	\$903,200.00	\$1,656,900	97,237.3
17	Triangle	071029281006	MONONA DRIVE PROPERTIES LLC		\$48,200	\$0	\$48,200	11,165.9
18	South	071029222347	SEMOVSKI & ZYTEJA LLC	6501 BRIDGE RD	\$228,000	\$471,800	\$699,800	40,210.6
19	South	071029220303	ALFORD REV LIVING TR, DONALD G & DOLORES R	6500 BRIDGE RD	\$263,600	\$336,400.00	\$600,000	39,275.2
20	South	071029220205	JOSEPH S DIMAGGIO JR	901 W BROADWAY	\$179,700	\$420,600	\$600,300	33,257.2
Total					\$3,141,200	\$8,144,400	\$11,285,600	590,527

Project Financing

Sources of revenues for project expenses may include, but are not limited to: private capital and loans, tax increments, taxes from a potential Business Improvement District to be established in the District, state and federal grants, private foundation grants, utility funds, and other City funds as authorized by the City Council. The financing of improvements can be accomplished in several different ways including CDA bonding as provided in Wis. Stat. §66.1333. Principal and interest on CDA bonds can be paid through the following three methods:

1. Revenues generated from the sale or lease of the property;
2. Payments made to the CDA from tax increment revenues received by the City from increased taxes on new development within a future Tax Increment District;
3. Receipt of revenues directly from the TIF District Redevelopment Fund.

In addition, the City may choose to bond separately for improvements through their normal borrowing channels.

Performance Standards

Throughout the project, developers and contractors will adhere to the provisions of applicable municipal ordinances and codes including, but not limited to, the zoning ordinance, subdivision and platting ordinance, building and construction codes, traffic ordinances, site plan review regulations and deed restrictions.

Plan Amendments

This plan may be amended at any time in accordance with the provisions of Wis. Stat. §66.1333(11). If the plan is modified, a public hearing will be conducted by the CDA. All modifications to the plan must be recommended by the CDA, and approved by the City Council by a two-thirds majority.

Relocation of Displaced Persons and Businesses

Persons and businesses displaced by project activities will be relocated in accordance with applicable state laws and regulations. Relocation plans for the project will be filed with the Department of Administration. These plans will be the basis for all relocation payments made as part of this project.

Land Disposition

It is anticipated that either the City or the CDA will acquire land as a result of implementation of this plan. All negotiations will follow the legal requirements imposed on the City and CDA for land acquisition.

Termination

This redevelopment plan and area will terminate when the CDA determines that the goals of the Redevelopment District Plan have been met.

Blighted Area Finding

Urban redevelopment is done to affect removal of blight and to promote economic development, enhance community character and increase quality of life.

VANDEWALLE & ASSOCIATES, a Madison-based urban planning and economic development consulting firm, evaluated the property proposed for inclusion in the redevelopment district and determined that the properties contained in the area meet the statutory requirement of a redevelopment district.

This redevelopment plan finds that not less than a predominance or substantial number of the properties within the proposed redevelopment area are blighted and in need of rehabilitation within the meaning of the criteria set forth in Wisconsin Statute §66.1333 that they demonstrate deteriorating architecture, obsolete and vacant buildings that are a physical hazard, inappropriate land uses, economically obsolete uses, environmental concerns, poor or unsafe access and circulation for vehicles and pedestrians, or other statutory factors meeting the definition of blight that do not comply with adopted City planning documents.

Some properties that are in good physical condition, are properly maintained and meet the land uses appropriate for the area may be included in the district. The purpose for inclusion of these “non-blighted” properties is to comprehensively address the redevelopment district in the long-range planning process and encourage other property owners to upgrade their properties in order to accomplish the goals and objectives of this Redevelopment District.

The criterion for defining conditions of blight in this analysis is the statutory definition of blight appearing in Wis. Stat. §66.1333. “Blight elimination and slum clearance.” which reads as follows:

§66.1333(2m)(b) “Blighted area” means any of the following:

1. *An area, including a slum area, in which there is a predominance of buildings or improvements, whether residential or nonresidential, which by reason of dilapidation, deterioration, age or obsolescence, inadequate provision for ventilation, light, air sanitation, or open spaces, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime, and is detrimental to the public health, safety, morals or welfare.*
2. *An area which by reason of the presence of a substantial number of substandard, slum, deteriorated or deteriorating structures, predominance of defective or inadequate street layout, faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair value of the land, defective or unusual conditions of title, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs or arrests the sound growth of a city, retards the provision of housing accommodations or constitutes an economic or social liability and is a menace to the public health, safety, morals or welfare in its present condition and use.*
3. *An area which is predominantly open and which because of obsolete platting, diversity of ownership, deterioration of structures or of site improvements, or otherwise, substantially impairs or arrests the sound growth of the community.*

§66.1333 (2m)(bm) “Blighted property” means any property within a city, whether residential or nonresidential, which by reason of dilapidation, deterioration, age or obsolescence, inadequate provisions for ventilation, light, air or sanitation, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, is conducive to ill health, transmission of disease, infant

mortality, juvenile delinquency or crime, and is detrimental to the public health, safety, morals or welfare, or any property which by reason of faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the fair market value of the land, defective or unusual conditions of title, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, substantially impairs or arrests the sound growth of a city, retards the provisions of housing accommodations or constitutes an economic or social liability and is a menace to the public health, safety, morals or welfare in its present condition and use, or any property which is predominantly open and which because of obsolete platting, diversity of ownership, deterioration of structures or of site improvements, or otherwise, substantially impairs or arrests the sound growth of the community.

Redevelopment District Blight Determination

Table 2 provides a parcel-by-parcel analysis of the general condition of existing structures and improvements. A detailed physical analysis has been undertaken as a part of the planning process. Implementation of the redevelopment plan, including such activities such as appraisals and environmental examinations, may identify additional information that will substantiate the blight findings found in this analysis. The blight finding made in this report is primarily based on the broader conditions within the overall district. These conditions emphasize inconsistent land use patterns, properties not being used to their highest and best use, visually and/or physically blighted properties, environmental concerns, poor layout and platting, substandard buildings that are hazardous to the public welfare, and transportation problems that are substantially impairing the sound growth and expansion of the district as a whole.

Table 2: Redevelopment District No. 9 Blight Determination

Map ID #	General Area	Parcel Number	Property Owner	Property Address	Land Value	Improv't Value	Total Value	Parcel Sq Ft	Existing Structure/ Use	Dilapidated- Serious building deficiencies	Age/Obsolescence/No longer suits purpose built for	Faulty street or lot layout	Unsafe Conditions	Obsolete Platting	Diversity of Ownership	Deterioration of Structure	Deterioration of Site Improvement	Impairs sound growth	Additional Notes
1	Triangle	071020374011	MADISON METROPOLITAN SEWERAGE DISTRICT	6300 METROPOLITAN LN	\$0	\$0	\$0	19,581.2	Pumping Station			X	X	X				X	Tax exempt facility; does not contribute to tax base; inconsistent land use along riverfront
2	Triangle	071020373012	MONONA-BRIDGE ROAD LLC	6406 BRIDGE RD	\$382,600	\$817,400	\$1,200,000	89,744.7	Former EDS		X	X	X	X			X		Poor landscaping . Lack of sidewalk
3	Triangle	071020374575	FOUR LAKES YACHT CLUB INC	6312 METROPOLITAN LN	\$171,600	\$915,800	\$1,087,400	41,811.8	Four Lakes Yacht Club & Bourbon Street Restaurant			X		X	X		X		Inadequate parking. Painting needed, Excessive lot coverage. Cracked pavement
4	Triangle	071020350537	FOUR LAKES YACHT CLUB INC	6312 METROPOLITAN LN	\$74,800	\$0	\$74,800	6,813.9	Four Lakes Yacht Club- Boat Yard			X		X	X		X		Excessive lot coverage
5	Triangle	071020373487	NOLTNER BRIDGE PROPERTIES LLC	6416 BRIDGE RD	\$100,000	\$212,200	\$312,200	22,550.0	Bridge Lounge			X		X	X	X	X		Tuck pointing and painting needed. Poorly maintained landscaping. Excessive lot coverage. Lack of sidewalk
6	Triangle	071020373487	NOLTNER BRIDGE PROPERTIES LLC	6414 BRIDGE RD	\$100,000	\$212,200	\$312,200	22,550.0	Reptile Rapture			X		X	X	X	X		Tuck pointing and painting needed. Poorly maintained landscaping. Excessive lot coverage. Lack of sidewalk
7	Triangle	071020350644	INLAND LAKES LAND COMPANY LLC	6321 METROPOLITAN LN	\$62,600	\$74,700	\$137,300	17,987.5	Inland Boat Works- Boat yard			X		X	X		X	X	Lacks paved surface. Dirt lot. Needs landscaping
8	Triangle	071020350322	INLAND LAKES LAND COMPANY LLC	6320 METROPOLITAN LN	\$132,000	\$299,600	\$431,600	32,399.7	Inland Boat Works			X		X	X		X		Dirt lot in parcel West of the street
9	Triangle	071020350742	MONONA, CITY OF		\$0	\$0	\$0	1,110.3	Street			X		X					Used, but not defined as a street
10	Triangle	071020350840	MONONA, CITY OF		\$0	\$0	\$0	1,239.5	Street			X		X					Used, but not defined as a street
11	Triangle	071020350420	MONONA, CITY OF		\$0	\$0	\$0	4,685.6	Street			X		X					Used, but not defined as a street
12	Triangle	071020373601	BEATRICE M HAYDEN & EVR IV LLC	6418 BRIDGE RD	\$48,000	\$176,500	\$224,500	9,890.8	Former Dry Cleaners		X	X	X	X	X	X	X	X	Potential environmental pollution; Large, rusty, deteriorating barrels behind property. Partial vacancy
13	Triangle	071020373718	MSB BUILDING LLC	6426 BRIDGE RD	\$0	\$0	\$0	13,362.9	Monona State Bank- Parking Lot										Not blighted. Serves as bank parking lot
14	Triangle	071020350019	MSB BUILDING LLC	6430 BRIDGE RD	\$271,700	\$2,702,100	\$2,973,800	42,521.8	Monona State Bank										Not blighted. Well maintained
15	Triangle	071020350117	MONONA DRIVE PROPERTIES LLC	900 W BROADWAY	\$324,700	\$175,300	\$500,000	43,130.9	Former Ruby's Restaurant	X	X	X		X	X	X	X	X	Vacant structure. Deteriorating building and site improvements. Potential asbestos on site. Outdoor clutter
16	Triangle	071020350215	MONONA DRIVE PROPERTIES LLC	802 W BROADWAY	\$753,700	\$1,446,300	\$2,200,000	97,237.3	Chase Bank			X		X	X		X		Paving deteriorating
17	Triangle	071029281006	MONONA DRIVE PROPERTIES LLC		\$48,200	\$0	\$48,200	11,165.9	Access Drive			X	X	X	X		X		Poor access to lot from Bridge Road. Too close to intersection with Broadway. Runoff drains directly to river
18	South	071029222347	SEMOVSKI & ZYTEJA LLC	6501 BRIDGE RD	\$228,000	\$471,800	\$699,800	40,210.6	Monona Garden Family Restaurant			X				X	X		Moss on roof; Visible cracks in foundation. Excessive lot coverage
19	South	071029220303	ALFORD REV LIVING TR, DONALD G & DOLORES R	6500 BRIDGE RD	\$263,600	\$561,100	\$824,700	39,275.2	La Petite Academy										Not blighted. Maintained
20	South	071029220205	JOSEPH S DIMAGGIO JR	901 W BROADWAY	\$179,700	\$420,600	\$600,300	33,257.2	Goodyear- Joe DiMaggio Tire Center								X		Excessive lot coverage. Paving deteriorating

Conclusion

Based on the blight findings detailed in the previous sections, it is determined that a predominance or substantial number of properties within the redevelopment area are blighted and in need of rehabilitation within the meaning of the criteria set forth in Wis. Stat. §66.1333 for the following reasons:

- Economic blight due to properties not developed to the highest and best use.
- Vacant and/or obsolete facilities.
- Potential of environmental concerns due to historical uses.
- Physical and/or visual deterioration of the structures and site improvements of a significant number of properties.
- Inappropriate land use within the context of the surrounding area for a significant number of properties on the Yahara River.
- Inadequate street lay out that impedes internal circulation and access to the Redevelopment District.

It is determined that physical and economic conditions exist that, if left unattended, would continue to impair and impede the sound and safe growth of the City of Monona. Only through comprehensive redevelopment of a majority of this area will the deterioration of the subject properties substantially slow down and reverse, thereby contributing to the overall vitality of the community.

Appendix A – Photos of District Site-by-Site



Parcel 1- Wastewater Pumping Station



Parcel 2- Former EDS Offices



Parcel 3- Four Lakes Yacht Club & Bourbon Street Restaurant



Parcel 3- Bourbon Street Restaurant



Parcel 4- Four Lakes Yacht Club- Boat Yard



Parcel 5 & 6- Bridge Lounge and Reptile Rapture



Parcel 7&8- Inland Boat Works Boat Yard



Parcel 8- Inland Boat Works



Parcel 9-11- City Street



Parcel 12- Former Dry Cleaners



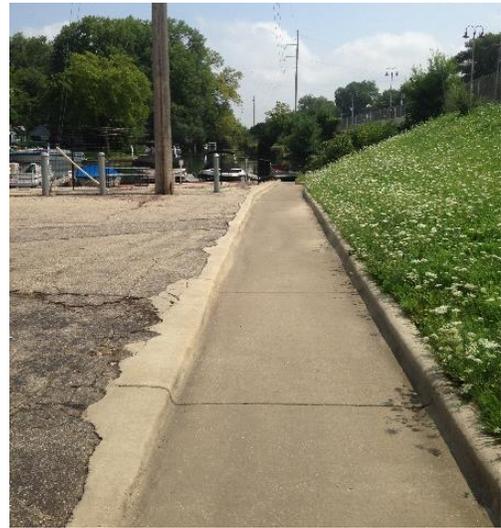
Parcel 13 & 14 Monona State Bank & bank parking lot



Parcel 15- Former Ruby's Restaurant



Parcel 16- Chase Bank Parking Lot



Parcel 17- Access Road and Runoff Drain



Parcel 18- Monona Garden Family Restaurant



Parcel 18- Monona Garden Family Restaurant



Parcel 19- La Petite Academy



Parcel 20- Joe DiMaggio Goodyear Tire Center

Appendix B – Proof of Publication

PROOF OF PUBLICATION

STATE OF WISCONSIN

} ss.

County of Dane

Barbara Trumble, being duly sworn, both depose and say that he is the general manager of The Herald-Independent a newspaper published at the City of Monona, in the County of Dane, State of Wisconsin, and that an advertisement of which the annexed is a true copy, taken from said paper, was published therein on

October 9, 2014
October 16, 2014

(Signed) Barbara Trumble

Subscribed and sworn before me this 16th day of Oct, 2014

John J. Squires
Notary Public, State of Wisconsin

My Commission expires 5-19 2017

No. Lines 96 No. Times 2 Affidavit Fees \$ 1.00

Printers Fees \$ 80.55

Total \$ 81.55

