

Ledgeview Redevelopment Authority (RDA) Meeting
Thursday, May 17, 2016

The Ledgeview Redevelopment Authority (RDA) held a meeting on May 17, 2016 at 11:00 p.m. at the Municipal Building located at 3700 Dickinson Road, De Pere, WI 54115.

1. ROLL CALL

Members present were Ryan VanStraten, Carl Thiem, Phil Danen, Tim Beno, Lora Matzke, Bob Gryboski, and Greg Runnoe

Staff present were Sarah Burdette-Clerk /Adminstrator and Dustin Wolff, Senior Planner

2. VERIFY/MODIFY/ APPROVE AGENDA

Motion to approve agenda made by Thiem, seconded by Danen. The motion carried unanimously.

3. APPROVAL OF MINUTES

Motion to approve minutes of March 14, 2013 meeting made by Thiem, seconded by Danen. Motion carried unanimously.

4. PUBLIC HEARINGS/ACTION: None

5. PUBLIC APPEARANCES: None

6. COMMUNICATIONS: None

7. RDA BUSINESS:

Review proposals and interview responding firms to the Dickinson Road/ Monroe Corridor Retail Market Feasibility Study Request

1. Presentation from Atria Planning LLC; Kimberly Colopinto and Rebecca Rothenberg
 - Discussion of project approach and background experience
 - project approach would include
 - a) baseline data collection and analysis
 - b) site analysis
 - c) retail market demand model
 - d) office market demand
 - e) housing demand analysis
 - f) final report
 - Site prioritization plan
 - strategies and marketing plan
 - project timeline would be two month time period

-project cost projected at \$25,300

Questions from panel followed presentation

- VanStraten inquired as to experience on market study on farmlands and wetlands vs. redevelopment
 - Atria indicated that they have experience on several projects that focused on rural areas, and that often greenfield development easier because of open space
- VanStraten inquired as to issues regarding floodplain lands
 - Atria indicated that environmental study maybe needed
- Gryboski inquired as to issues when dealing with multiple property owners
- Thiem inquired as to whether specific retailers would be identified by Atria
 - Atria indicated that recommendations would be made as to specific type of retailers but not direct contact
- Runnoe inquired if any planning grants would be available
 - Atria indicated that review would be part of Phase 2/3 of their report, also indicated Atria not directly involved in design work of potential projects
- Runnoe inquired as whether Atria identifies potential partners who focus on smaller Midwest cities

Atria presentation concluded at 12:20

2) Presentation by Place Dynamics LLC; Michael Stumpf

- Discussion of uniqueness of project and how market analysis needs to present long term projections, including building a model for long term progression of market, how to use TIF, demands on infrastructure
- Background information on Stumpf and JD Milburn
- Focus initially on independent retailers vs. chain
- Market research and analysis
- Site prioritization plan
- Strategies and marketing plan
- Final plan and presentation

Questions from panel followed presentation

- Runnoe inquired as to why more independent retailers vs. chain available
- Wolff inquired as to how to account for Lambeau entertainment district competition
 - Stumpf discussed as to where shift in market share will occur, discussion of traffic patterns, barriers, competition overlap, where are gaps in services
 - Beno inquired as to how specific on usage market analysis would be
- Thiem inquired as to experience on floodplain usage and multiple property owners
 - Stumpf indicated majority of past projects dealt with similar issues, that all work done by himself and partner, indicated that local contact made with

existing local businesses to supplement research
-Burdette inquired as to specifics on marketing after final plan presented

Presentation by Place Dynamics concluded at 1:10

Discussion by panel of merits of proposals
Motion made by VanStraten to recommend that town have market feasibility study done by Place Dynamics, seconded by Runnoe
All in favor with exception of Thiem nay vote+

8. BUSINESS BY COMMISSIONERS; None

9. SECRETARY'S REPORT: None

10. FUTURE AGENDA ITEMS: Agreement to meet on as needed basis

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11. MEETING ADJOURNMENT

Motion made to adjourn meeting at 1:45p.m. by Matzke, seconded by VanStraten.
The motion carried unanimously.

Recording secretary: Lora Matzke