

**Adopted April 14, 2008**

**DOWNTOWN REDEVELOPMENT PLAN  
VILLAGE OF DANE, WISCONSIN**



**Prepared by**

**Stockham Consulting  
Madison, Wisconsin**

# DOWNTOWN REDEVELOPMENT PLAN

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# **1. INTRODUCTION**

The Village Board of the Village of Dane has authorized the preparation of the Downtown Redevelopment Plan funded, in part, by a grant from the Dane County BUILD Program. This plan is intended to provide a general framework or guide for redevelopment projects and public infrastructure investments in the downtown area.

This plan has been prepared and adopted pursuant to the requirements of Wisconsin Statutes ss. 66.1331(5) as a plan for the acquisition, clearance, reconstruction, rehabilitation or future use of a redevelopment District. Such a plan is required under Wisconsin's Redevelopment Law in order for the Village to implement certain redevelopment activities.

The Downtown Redevelopment Plan is also prepared as a component of the Village of Dane Comprehensive Plan and should be adopted pursuant to the statutory standards of Wisconsin Statutes Sec. 66.1001 Wisconsin Comprehensive Planning Law.

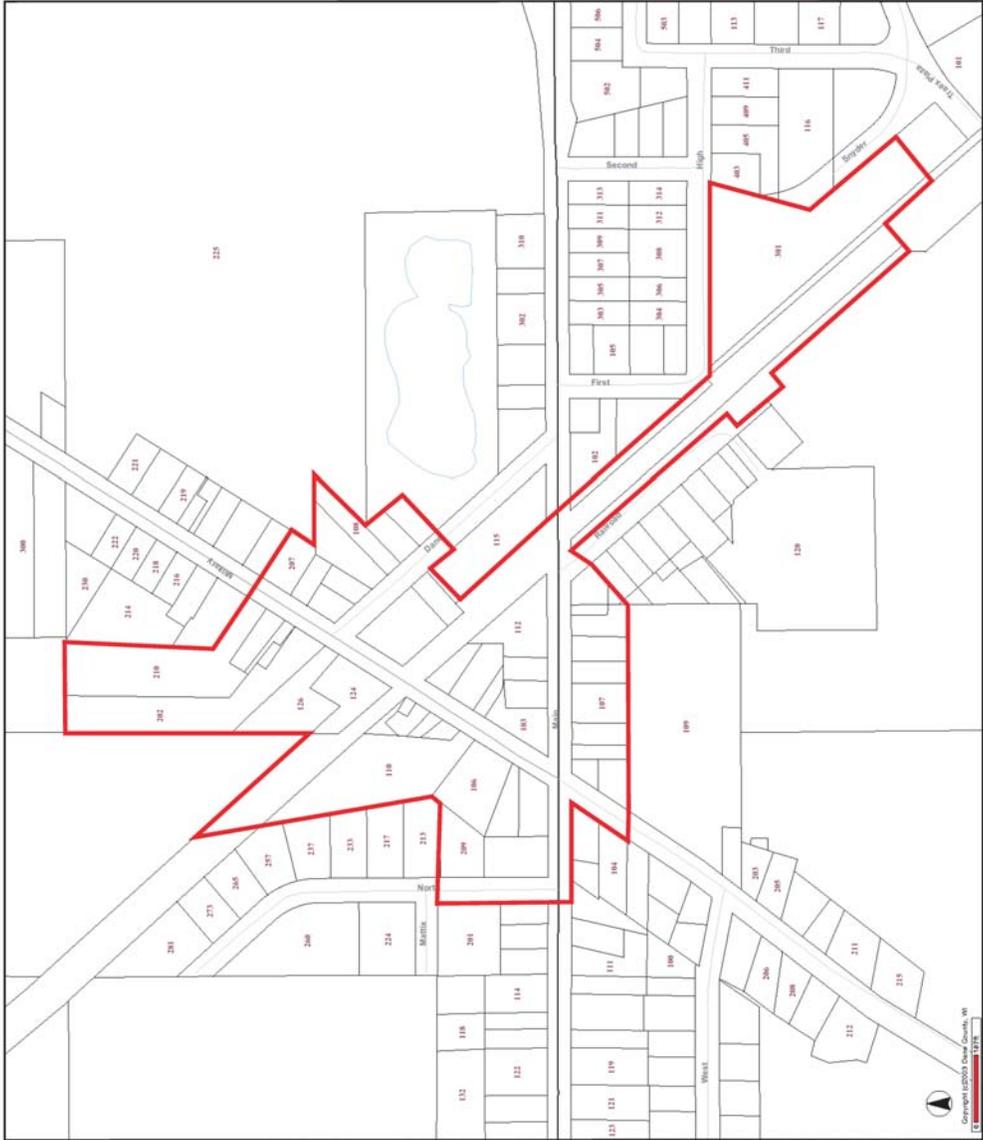
## **1.A. BOUNDARIES OF THE REDEVELOPMENT DISTRICT**

The Redevelopment District includes the older business district of the Village of Dane consisting of the "triangle" formed by Main Street (Highway 113), N. Military Road and Dane Street and adjacent properties. The area includes approximately 47 parcels totaling roughly 22.0 acres, excluding public street rights-of-way and the railroad corridor.

The properties included in the Redevelopment District are more specifically delineated on Map 1 on the following page and by the parcel list in on pages 3 and 4.

It should be noted the Dane Manufacturing properties on Dane Street are not technically with the Redevelopment District or TID #2, but for the purposes of this plan these properties are addressed since they have a significant impact on the future of the other downtown properties.

Village of Dane  
Redevelopment District  
June 20, 2007



## VILLAGE OF DANE, WISCONSIN REDEVELOPMENT DISTRICT PARCEL LIST

Map Code	Dane County Parcel Number	Street Address	Owner	Land Use	Current Zoning
1	0908-242-2401-5	101 E Main St	Hutchinson, Chad	Commercial	B-1
2	0908-242-2421-1	103 E Main St	Schuetz, Nick	Residential	B-1
3	0908-242-2432-8	105 E Main St	Raemisch, John	Commercial	B-1
4	0908-133-5041-7	106 E Main St	Eckstein, Corey	Residential	B-1
5	0908-242-2443-5	107 E Main St	Raemisch, John	Commercial	B-1
6	0908-133-5030-1	108 E Main St	Handeland, Kenneth	Residential	B-1
7	0908-242-2454-2	109 E Main St	Raemisch, John	Commercial	B-1
8	0908-242-2465-9	111 E Main St	Raemisch, John	Commercial	B-1
9	0908-133-5015-1	112 E Main St	Raemisch, John	Commercial	B-1
10	0908-242-2475-7	113 E Main St	Raemisch, John	Commercial	B-1
11	0908-242-2261-5	115 E Main St	Schmidt, Lawrence	Commercial	B-1
12	0908-242-2485-5	105 E Main St	Schmidt, Lawrence	Commercial	B-1
13	0908-144-9850-7	102 W Main St	Village of Dane	Public	R-4
14	0908-144-6122-4	207 North St	Village of Dane	Public	R-4
15	0908-144-9860-5	102 N Military Rd	Village of Dane	Public	B-1
15A	0908-144-9880-1	102 N Military Rd	Village of Dane	Public	B-1
16	0908-133-5112-1	103 N Military Rd	Raemisch, John	Commercial	B-1
17	0908-144-9890-9	106 N Military Rd	Koenig, David Sr	Residential	B-1
18	0908-133-5062-2	107 N Military Rd	Collu, Cristian	Residential	B-1
19	0908-133-5072-0	109 N Military Rd	Jacobson, Tom	Commercial	B-1
20	0908-133-5141-6	110 N Military Rd	WP&L	Utility	B-1
20-A	0908-144-9910-4	110 N Military Rd	WP&L	Utility	B-1 / R-4
21	0908-133-5091-7	111 N Military Rd	Kendall, Lewis	Residential	B-1
22	0908-133-5171-0	112 N Military Rd	Jacobson, Tom	Residential	B-1
23	0908-133-5181-8	112 N Military Rd	Jacobson, Tom	Residential	B-1
24	0908-133-5161-2	114 N Military Rd	Soehle, James	Residential	B-1
25	0908-133-5151-4	116 N Military Rd	Statz Rentals	Commercial	B-1
26	0908-133-4715-4	124 N Military Rd	American Legion	Quasi-Public	IND / B-1
27	0908-133-4705-6	126 N Military Rd	Odegaard-Lokken, Josephine	Residential	R-2
28	0908-133-4664-6	202 N Military Rd	Hoffman, Jeremy	Residential	R-2
29	0908-133-5426-2	205 N Military Rd	Clemens, Doug	Commercial	B-1
30	0908-133-4642-2	206 N Military Rd	Matyka, Kati	Residential	R-2
31	0908-133-4644-0	206 N Military Rd	Matyka, Kati	Residential	R-2
32	0908-133-5436-0	207 N Military Rd	Clemens, Doug	Residential	R-2
33	0908-133-4631-5	208 N Military Rd	Gustafson, Robert	Residential	R-2
34	0908-133-4613-7	210 N Military Rd	Gustafson, Robert	Residential	R-2
35	0908-242-2411-3	105 S Military Rd	Robertson, Kenneth	Residential	B-1
36	0908-133-5404-8	102 Dane St	Hewitt, David	Commercial	B-1
37	0908-133-5394-1	104 Dane St	Niesen, Rose	Public	B-1
38	0908-133-5383-4	106 Dane St	Holliday, Bryan & Ripp, Peggy	Commercial	B-1

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39	0908-133-5373-6	108 Dane St	Buchanan, Harold	Residential	B-1
40	0908-133-5362-9	110 Dane St	Frank, Daniel	Residential	B-1
41	0908-133-5351-2	112 Dane St	Richards, Claudette	Residential	B-1
42	0908-133-5222-1	105 Dane St	Raemisch, John	Commercial	B-1
43	0908-133-5229-1	Dane St	Raemisch, John	Commercial	B-1
44	0908-133-5246-1	Dane St	MJB Holding LLC	Industrial	IND
45	0908-242-5550-3	Railroad St	Village of Dane	Public	IND
46	0908-242-8170-3	301 High St	Landmark Services Cooperative	Industrial	IND

## **2. EXISTING CONDITIONS**

### **2.A. EXISTING ZONING**

The majority of the commercial properties in the Redevelopment District are zoned B-1 Commercial and I Industrial. There are several parcels currently zoned R-2 Single Family Medium Density and R-4 Multi Family.

The Existing Land Uses Map and the Existing Zoning Map are on pages 8 and 9, respectively.

### **2.B. FINDINGS OF BLIGHT**

A “Report on Areas in Need of Conservation and Rehabilitation Work in Downtown Dane” was prepared for the Redevelopment District. Approximately 67 percent of the properties in the area meet the statutory criteria for “Properties in Need of Conservation and Rehabilitation Work” as defined in Wisconsin Statutes ss. 66.1337(2m)(a).

The map of “Properties in Need of Conservation and Rehabilitation Work” is on page 10.

### **2.C. TAX INCREMENT DISTRICT #2**

All of the properties in the Downtown Dane Redevelopment District are within Village of Dane TID #2, which was created effective January 1, 2007. The district has a base value of \$4,432,958. The TID #2 Project Plan projects additional land and improvements value of approximately \$20,032,000. The Project Plan anticipates total project expenditures of up to approximately \$4,600,000, depending on the amount of development incremental created.

Potential projects that could be financed with Tax Incremental Financing include:

- Property, Right-of-Way and Easement Acquisition
- Site Preparation Activities (e.g. demolition, environmental remediation, and site grading)
- Utility Infrastructure
- Street and Road Improvements
- Streetscape Improvements

The TID #2 Boundary Map is on page 10.

### **2.D. EXISTING LAND USES**

The current land uses in the Redevelopment District are predominantly commercial or industrial.

The dominant land uses the core “triangle” area are the Raemisch Implement-owned sites which include eleven key parcels along Main Street (Highway 113), and N. Military Road. The majority of these parcels are currently used for storage of new and used farm implements and other equipment.

This Redevelopment Plan has been triggered, in part, by a proposal for Raemisch Implement to relocate to a new site in the Town of Vienna near the I-90/94 and CTH “V” interchange. At the time that Raemisch Implement is relocated, the vacated Raemisch Implement sites will be likely become available for redevelopment.

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Another major land use in the Redevelopment District is the Landmark Services Cooperative facility located south of the Main Street (Highway 113) adjacent to the railroad corridor. This facility contains several storage tanks and some storage buildings. Several of the buildings are in disrepair and the site underutilized.

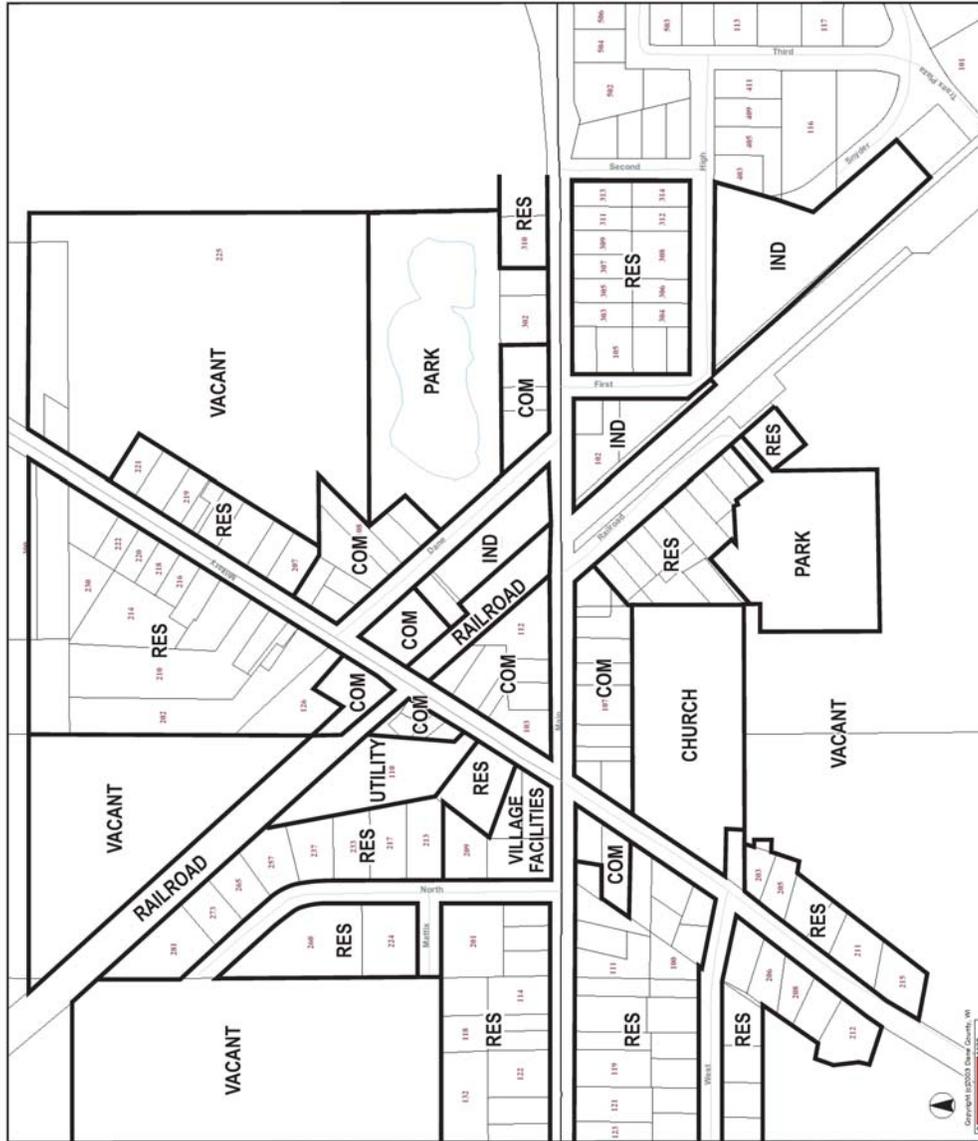
Dane Manufacturing occupies a modern manufacturing facility on Dane Street adjacent to the railroad corridor. The Dane Manufacturing facility is not within the Redevelopment District, but is a dominant nearby land use.

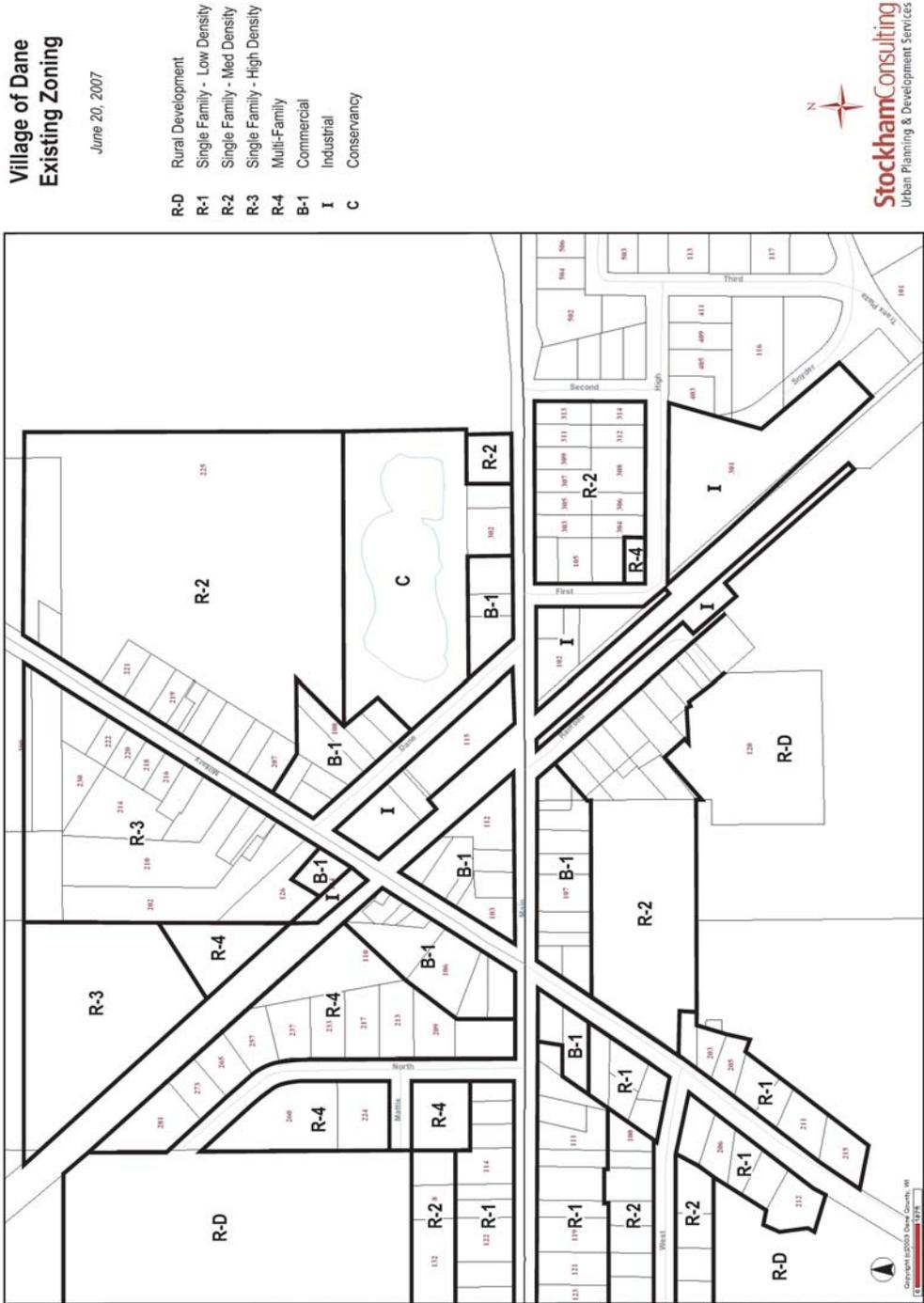
The remaining land uses in the Redevelopment District include several taverns, the municipal facilities, U.S. Post Office, American Legion Post, several contractor shops, and approximately ten residences. The Alliant Energies Dane Substation is located on N. Military Road.

The area photo of the “core triangle” is on page 11 and a map showing the location of the Raemisch Implement properties that are planned for future redevelopment are shown on page 13. Pages 13 through 23 include photographs showing the existing building conditions in the Redevelopment District.

Village of Dane  
Existing Land Uses

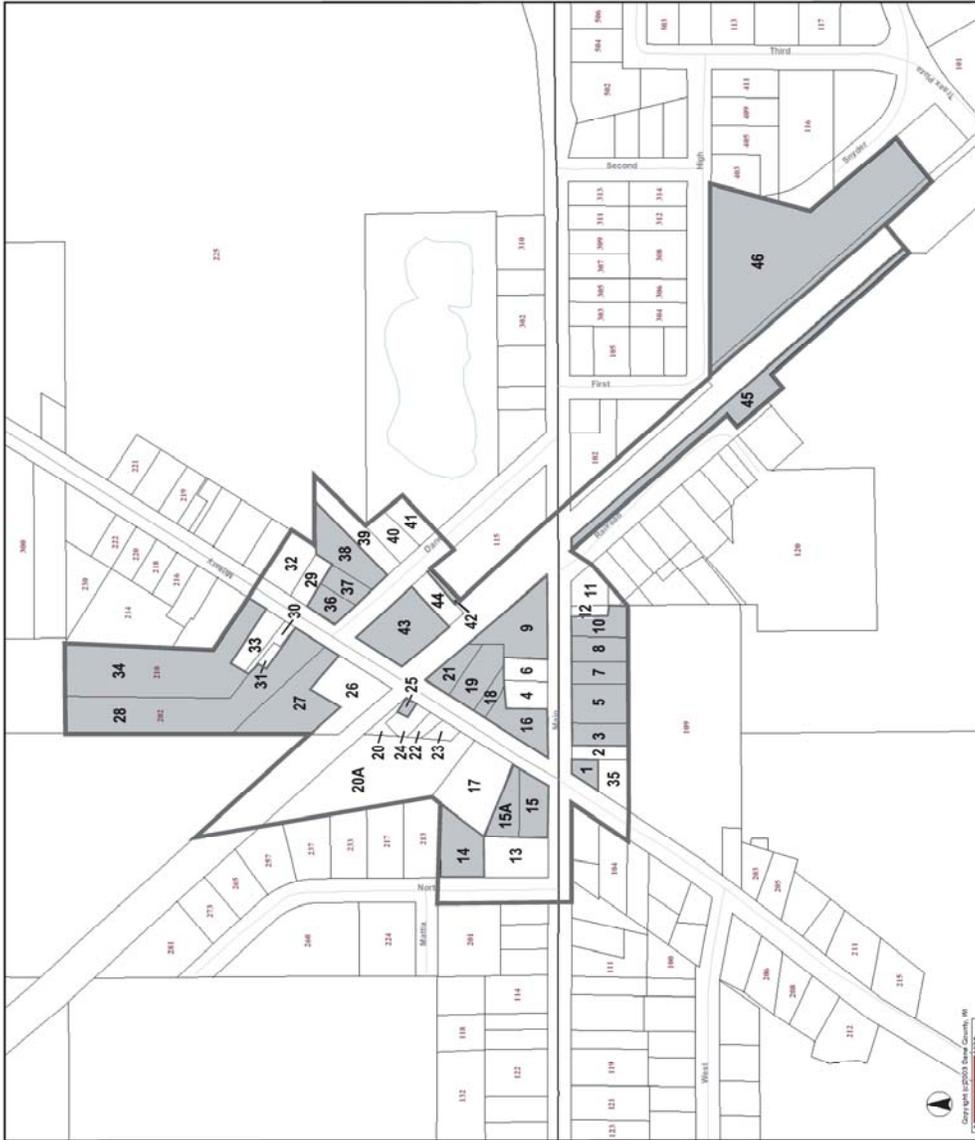
June 20, 2007



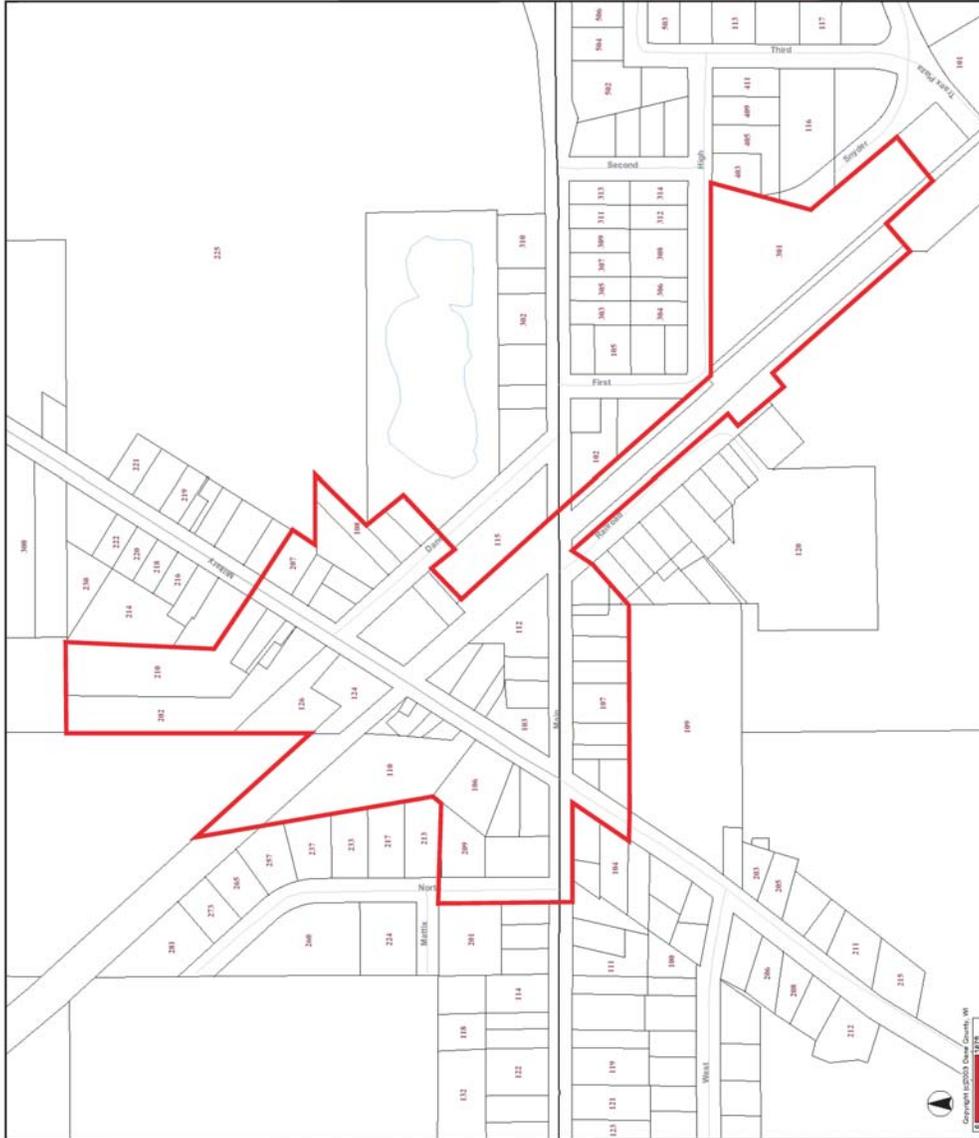


**Village of Dane**  
**Report on Areas in**  
**Need of Rehabilitation**  
**or Conservation Work**  
June 27, 2007

Areas in need of  
Rehabilitation or  
Conservation Work



Village of Dane  
TIF #2 Boundary Map  
June 20, 2007





Core "Triangle" Area



**Photos of Existing Conditions**



***Parcel 1 – 101 E. Main Street***



***Parcels 3,5,7 – 105 through 109 E. Main Street***



**Parcel 8 – 111 E. Main Street**



**Parcel 9 - 112 E. Main Street**



**Parcel 10 - 113 E. Main Street**



**Parcel 14 - 207 North Street**



**Parcel 15 – 102 N. Military Road**



**Parcel 15A – 102 N. Military Road**



**Parcel 16 – 103 N. Military Road**



**Parcel 18- 107 N. Military Road**



**Parcel 19 – 109 N. Military Road**



**Parcel 25 – 116 N. Military Road**



***1. Parcels 27 and 28 – 126 and 202 N. Military Road***



***Parcels 33 and 34 – 208 and 210 N. Military Road***



**Parcel 36 – 102 Dane Street**



**Parcel 37 – 104 Dane Street**



**Parcel 38 – 106 Dane Street**



**Parcel 43 – Dane Street**



***Parcel 45 – Railroad Street (Vacant Village-Owned Property)***



***Parcel 46 – 301 High Street***



***Parcel 46 – 301 High Street***

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### **3. DOWNTOWN DANE GOALS AND OBJECTIVES**

The following are goals and objectives related to redevelopment in Downtown Dane:

1. Stimulate more retail and service business development to serve the residents of Dane and the surrounding area.
2. Redevelopment blighted and underutilized properties.
3. Create a strong tax base
4. Improve the appearance and beautify Downtown Dane.
5. Create a “walkable” business and residential district that provides a safe and comfortable environmental for people of all ages.
6. Improve drainage conditions in the Downtown area to eliminate periodic flooding and drainage problems
7. Provide housing that will enable senior citizens who do not want to or cannot maintain detached single family homes to remain in the community.
8. Relocate industrial uses that are incompatible with nearby residential and commercial uses from Downtown Dane to a business park site in the community;

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## 4. REDEVELOPMENT SITES

### 4.A. OVERALL DOWNTOWN DANE SITUATION

Downtown Dane is facing several key business relocations and changes in conditions which provide opportunities for redevelopment. The major changes and announced business relocations include the following:

#### Raemisch Implement Relocation

The key change confronting Downtown Dane in the near future is the proposed relocation of Raemisch Implement from its current sites in Downtown Dane to a new location in the Town of Vienna with visibility and access from Interstate Highway 90 / 94.

Raemisch Implement currently occupies 11 parcels in Downtown Dane. The total acreage occupied by Raemisch Implement is approximately 3.54 acres. The Raemisch parcels are in several clusters, but include the some of the key commercial sites in the community with visibility and direct access to Highway 113 (Main Street). Most of the parcels are used for the outside storage of farm implements and equipment. In their current condition, some of the Raemisch Implement properties are unattractive and have become an impediment to other commercial development in the Downtown area.

While the relocation of this Raemisch Implement from Downtown Dane will result in some job losses in the community and some probably impacts to other businesses, the availability of existing Raemisch Implement for redevelopment creates new opportunities for revitalizing the Downtown area.

#### Dane Manufacturing Relocation

The second major announcement that is likely to impact Downtown Dane is the proposed relocation of Dane Manufacturing from Downtown Dane to a site in business park-setting in the community where the company will have sufficient area to expand. Dane Manufacturing has grown very rapidly over the past several years. The company needs to expand and there is very little opportunity for expansion at its present site. In addition, Dane Manufacturing is served by a large number of truck deliveries each day and creates a significant amount of noise impacts which makes the land use incompatible with adjoining commercial and residential uses.

The Village of Dane is currently working with Dane Manufacturing to find a suitable relocation site that will enable company expansion and keep the business in the community.

### 4.B. REDEVELOPMENT SITES

The following are key redevelopment sites in the Downtown Dane:

Aerial photo showing the location and potential redevelopment uses of the sites is on page 29 through 31. The photographs of pages 32 and 33 illustrate the type and scale of structures that would potential fit on the potential redevelopment sites.

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Site 1 (South side of Highway 113)

Site 1 consists of seven tax parcels currently occupied by Raemisch Implement on the south side of Highway 113 (Main Street). The parcels are used primarily for the outside display and storage of farm implements and equipment.

Site 1 is 1.95 acres (85,044 square feet). The parcels adjoin the St Michael Catholic Church and Cemetery. The site would be suitable for either commercial or residential development or mixed-use development with commercial on the lower levels and residential on the upper level. With the proximity of the church and potential shopping facilities within convenient walking distance, the site may be very suitable for senior housing.

Site 1 has a total assessed value of \$250,500 of which \$219,500 is land value and \$31,000 is improvement value. The equalized fair market value of Site 1, based on Village assessment records, is \$245,005.

Site 2 (Raemisch Implement Office and Shop – North side of Highway 113)

Site 2 is a 0.59 acre (25,631 square foot) site currently used for the Raemisch Implement shop and offices.

Site 2 has excellent Highway 113 exposure and is suitable for commercial development. The site could be suitable for a stand-alone destination restaurant, as proposed by Rich Eberle, or for other commercial uses.

Site 2 has an assessed value of \$130,500 of which \$70,500 is land value, \$60,000 is improvement value. The equalized fair market value of Site 2, based on Village assessment records, is \$127,231.

Site 3 (Former service station at the corner of Highway 113 and N. Military Road)

Site 3 is a 0.3 acre (14,821 square foot) site that was formerly occupied by a service station. The site is currently used for the storage of farm implement and equipment. The service station structure is still standing, but appears to be in poor condition.

Site 3 has excellent exposure to Highway 113 and is suitable for commercial development. Potential uses could include a financial institution or other retail commercial use.

The total assessed value of Site 3 is \$111,300 of which \$71,900 is land value and \$39,400 is improvement value. The equalized fair market value of Site 3, based on Village assessment records, is \$108,512.

Site 4 (Corner of N. Military Road and Dane Street)

Site 4 is a 0.63 acre (27,337 square feet) vacant lot consisting of two tax parcels used for implement storage at the corner of N. Military Road and Dane Street.

Site 4 would be suitable for either residential or commercial development, although the commercial potential is limited due to the fact the site does not front on a major road. The site would also be suitable for "land banking" for future municipal use, if the Village acquires the Dane Manufacturing site for a municipal facility.

Site 4 has an assessed value of \$73,600. The equalized fair market value of Site 4, based on Village assessment records, is \$71,756.

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### Site 5 Dane Manufacturing – Dane Street

Site 5 is the 1.47-acre Dane Manufacturing site located at 115 Dane Street. Dane Manufacturing is considering relocating to a new business park site.

The Dane Manufacturing site would be suitable for a variety of light industrial or commercial uses; however, it is unlikely that a single user would be able to utilize the entire structure. The most likely reuse scenario, if the use remains commercial, would be to divide the existing structure into leasable spaces. The fact that the site does not have good exposure to Highway 113 (Main Street) limits its suitability for many retail uses, but the site could be suitable for a variety of construction services, business services, and light industries.

The Dane Manufacturing may be a suitable site for relocated municipal facilities, including the Village offices, Village DPW facilities and fire station. The structure would provide more space than is available in the current municipal building.

If the Village acquires the Dane Manufacturing site for municipal facilities, the existing municipal site could be available for commercial redevelopment. The existing municipal site at the corner of Highway 113 (Main Street) and N. Military Road is a prime retail location.

Depending on projected Village space needs, additional municipal expansion area could be available on the Raemisch Implement site at the corner of Dane Street and N. Military Road (Site 4).

The existing assessed value of Site 5 is \$415,300 of which \$52,600 is land value and \$362,700 is improvement value. The equalized fair market value of the Dane Manufacturing site, based on Village assessment records, is \$404,895.

### Site 6 Municipal Facilities Site

The 1.5-acre municipal facilities site at 102 W. Main Street contains the Village Hall, fire and police station and the Village Department of Public Works garage. The Village's oldest well and pumping station is located on the site. In addition to the parcels with structures, the Village also owns an adjacent 0.4 acre vacant parcel on North Street that was acquired for potential future expansion of the Village facilities.

While the Village-owned site meets the current needs of the Village, the site has the potential to function of a prime commercial site. The 1.5 acres under Village ownership, plus the adjacent 0.7 acre Koenig parcel, would provide an excellent redevelopment site suitable for either a convenience-oriented commercial strip center or a mixed-use center.

### Site 7 "Triangle" Interior

The remaining portion of the "triangle" formed by the railroad corridor, Highway 113 (Main Street) and N. Military Road contains four residences and a commercial building. The total acreage is approximately 1.0 acres. The condition of structures on Site 7 ranges from poor to fair. The area has been subject to periodic flooding.

Site 7 would be suitable for future redevelopment as a commercial site. It may be feasible to locate upper level residences above commercial storefronts at this location.

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Ideally, Site 7 would be developed in conjunction with redevelopment of the adjacent Raemisch Implement sites within the "triangle," however; the Site 7 could be redeveloped independent of other sites.

The total assessed value of Site 7 is \$700,400 of which \$228,400 is land value and \$472,000 is improvement value. The equalized fair market value of Site 7, based on Village assessment records, is \$682,853.

#### Site 8 Dane Lumber and Home Improvement center

Dane Lumber and Home Improvement is a well-established business in the community whose owner has indicated that he may be considering significant renovation in the future. This business an important anchor for Downtown Dane.

#### Site 9 112-116 N. Military Road

Site 9 consists of 4 parcels at 112, 114 and 116 N. Military Road. Two of the principal structures on the site are residential and one is a commercial site containing a beauty salon. The total acreage is approximately 0.3 acres

Site 9 may be suitable for future multifamily residential redevelopment. The site could accommodate a 4 to 6-unit building.

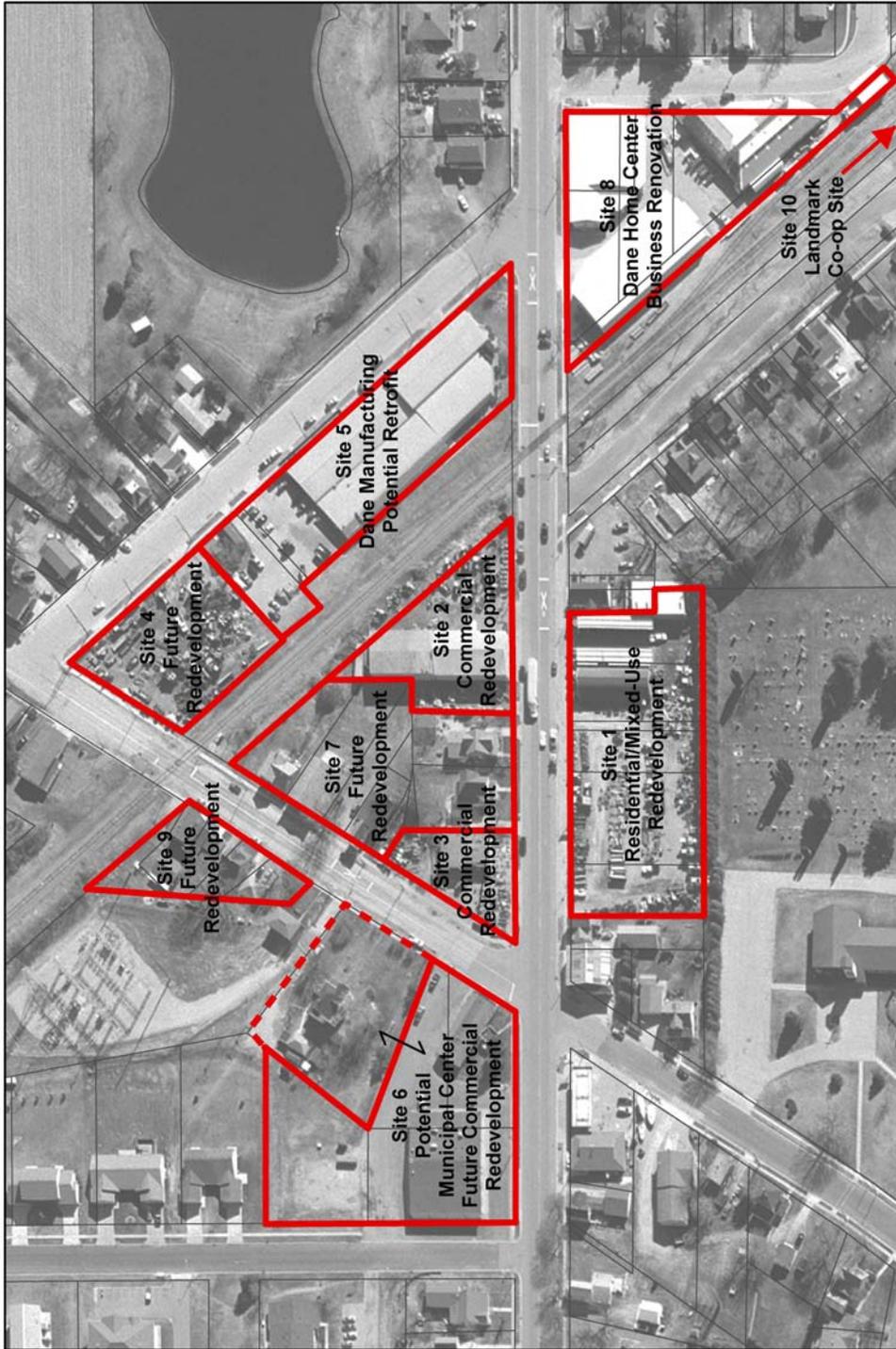
The total assessed value of Site 9 is \$310,800 of which \$101,300 is land value and \$209,500 is improvement value. The equalized fair market value of Site 8, based on Village assessment records, is \$303,014.

#### Site 10 Landmark Services Cooperative

Site 10 is a 3.3-acre industrial site at 303 High St. The site is owned and operated by Landmark Services Cooperative. The site is not fully utilized at the present time, although it does contain agricultural storage facilities that are periodically used.

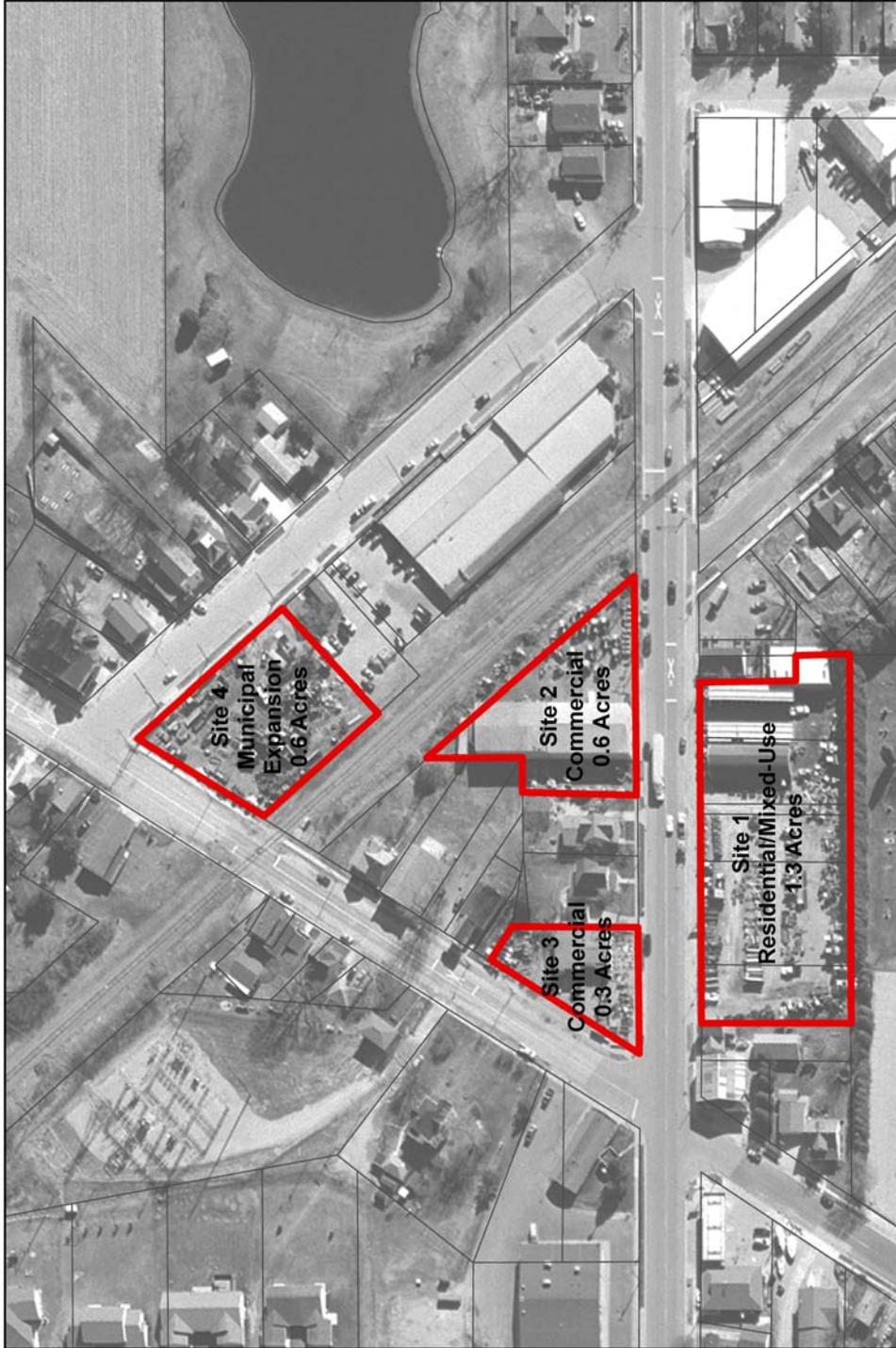
The site may be suitable for future redevelopment. Due to its railroad frontage, Site 10 is suitable for a variety of industrial uses; however, the fact that it is adjoins a residential neighborhood, may make the site more suitable for residential redevelopment.

The total assessed value of Site 10 is \$236,200 of which \$53,100 is land value and \$183,100 is improvement value. The equalized fair market value, based on Village assessment records, is \$230,282.



**Redevelopment Sites  
Downtown Revitalization Plan  
Village of Dane**

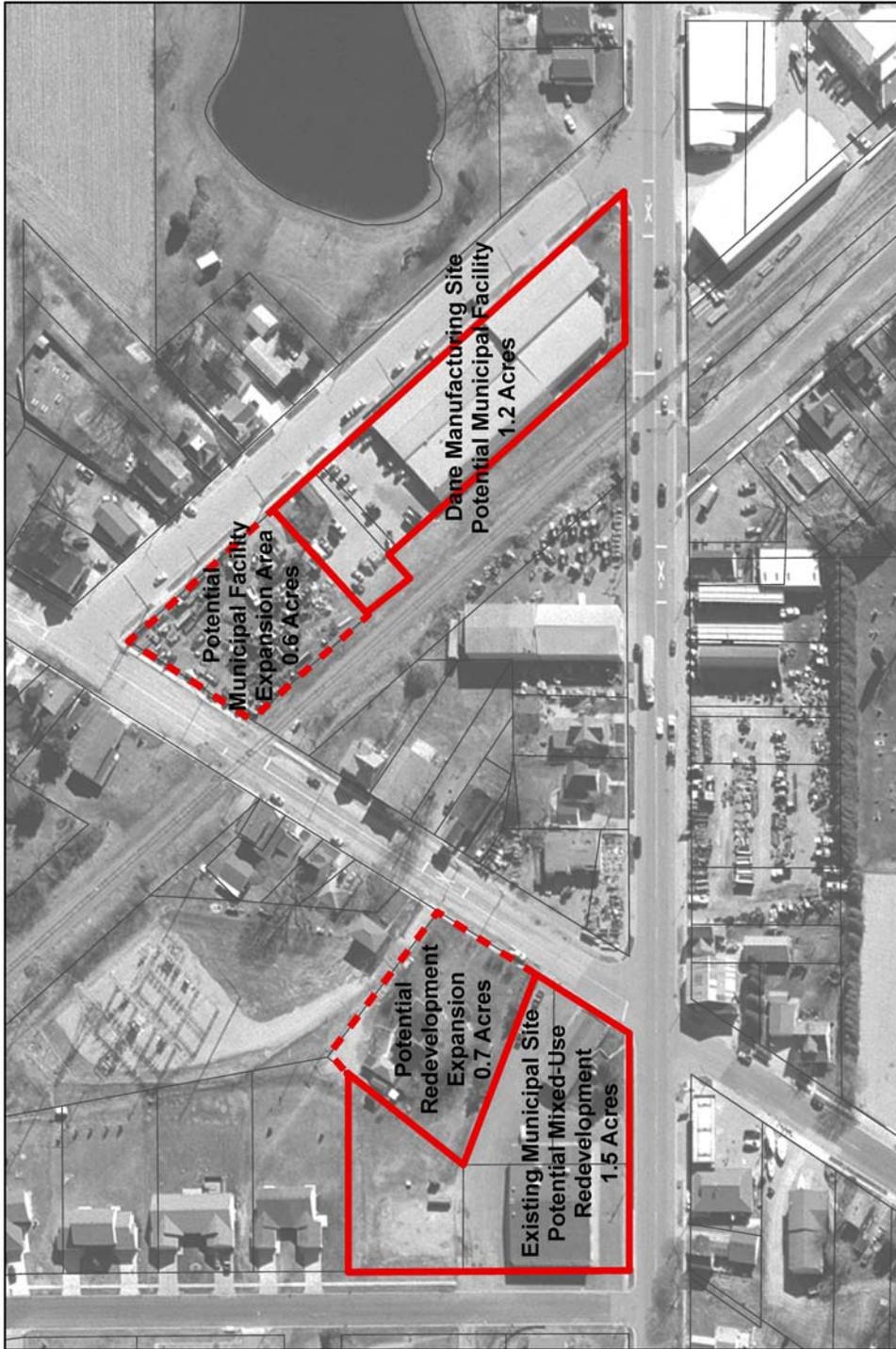
January 7, 2008



**Raemisch Parcels  
Revitalization Plan  
Village of Dane**

January 3, 2008





**Potential Dane Manufacturing Site Reuse Plan  
Village of Dane**

January 7, 2008



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## ILLUSTRATIVE REDEVELOPMENT TYPES



*Illustrative Commercial – Office Mixed Use*



*Illustrative Commercial – Residential Mixed Use*



***Illustrative Neighborhood Convenience Center***



***Illustrative Commercial – Residential Mixed Use***

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## 5. PUBLIC UTILITIES AND INFRASTRUCTURE IMPROVEMENTS

A number of public infrastructure improvements will be required to support the proposed redevelopment in Downtown Dane.

### 5.A. STORMWATER MANAGEMENT IMPROVEMENTS

The key improvement will be overcoming periodic flooding and drainage problems in the ‘core triangle’ area bounded by Highway 113 (Main Street), N. Military Road and the railroad corridor.

Mid-States Associates Professional Services (MSA) is currently studying stormwater management improvement options and costs. The recommended improvements are likely to include a combination of expanding the storage potential of Melvin Lake, on-site stormwater management within the ‘triangle’, and some additional off-site drainage.

A potential alternative strategy consists of constructing a new storm sewer within the North Madison Street r.o.w. which would carry stormwater overflow northwards from the “triangle” area to the natural low point where the water flow would be diverted to a new storage area to the west.

### 5.B. N. MILITARY ROAD RECONSTRUCTION

The other major planned infrastructure improvement is reconstructing N. Military Road, which will be a joint project between the Village and Dane County.

### 5.C. VILLAGE MUNICIPAL FACILITIES

Redevelopment of the existing Village facilities (Site 6) would require relocating the Village Hall, Fire Department, and DPW Garage and closing and capping the existing well site. The Village will need to conduct a *Space Needs Study* to determine Village space and facility requirements and to evaluate the suitability of all or parts of the current Dane Manufacturing facility as a future Village facility.

### 5.D OTHER POTENTIAL PUBLIC IMPROVEMENTS

Other potential public improvements that the Village should consider as the area is redeveloped include:

- Streetscape enhancements on Highway 113 (Main Street)
- Potential undergrounding of overhead utility lines on Main Street, N. Military Road, and Dane Street
- Creating a public open space or plaza within the “triangle”
- Recreation trail development along the railroad corridor



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## 6. IMPLEMENTATION STRATEGY

### 6.A. REDEVELOPMENT SITES

The Village is evaluating a number of different implementation strategies regarding redevelopment sites. At this point, there are a number of decisions that are outside of the Village's direct control that will ultimately determine the precise implementation strategies.

The following is an outline of alternative strategies for different redevelopment sites in the Downtown area:

#### **Raemisch Implement Sites**

If Raemisch Implement decides to dispose of the parcels in downtown Dane there are several alternative Village strategies outlined below:

1. Market-Based Sale By Owner – Little or No Village Involvement

Raemisch Implement could sell the parcels individually to interested buyers without Village involvement. This strategy would not necessarily preclude a buyer from requesting Village assistance in the future, but there would be no assurance of Village support.

2. Sale Contingent on Village Financial Assistance for Redevelopment

Raemisch Implement could offer to sell all or portions of the property to a buyer who would make an offer contingent on Village financial support using Tax Incremental Financing and/or other State and Federal funding programs. This is essentially the structure of the arrangement that Rich Eberle offered to Raemisch Implement and the Village. At this point, there is no commitment by the Village to provide the requested financial assistance or by Eberle to purchase the land or guarantee a specific level of investment. However, a draft Development Agreement has been submitted by Eberle for the redevelopment project.

3. Village Purchase for the Purpose of Stimulating Redevelopment

The Village could offer to purchase all or portions of the Raemisch Implement property for the purpose of assembling and reselling the properties to qualified developers for redevelopment or "land banking" the properties for future sales for redevelopment. This is a fairly typical approach to redevelopment undertaken by most communities involved with downtown revitalization. This process would put the Village in more direct control over future redevelopment of the area.

Under this scenario the parcels could be purchased as a TIF-financed purchase.

If the Village acquires the land, there should be a fair market appraisal by an independent appraiser licensed with the State of Wisconsin and certified by one of the major national appraisal institutes. There should also be Phase 1 and Phase 2 Environmental Assessments to determine any potential contamination and/or environmental liabilities. Typically the municipal purchase price would be discounted by the anticipated environmental clean-up costs. The funds reserved for environmental clean-up are generally put in escrow. If escrowed funds remain after completion of the clean-up, they would go to the seller. If there are environmental clean-up issues, the Village should aggressively pursue State and Federal funding assistance through one or more of the programs listed in Section 6.C of this report on pages 39 and 40.

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An important caveat associated with any purchase of land by the Village is that the Village needs to take into consideration relocation liabilities. Under Wisconsin and Federal Relocation Law, any time a public agency purchases homes or business the sellers and/or tenants may be entitled to relocation payments. Any purchase agreement between the Village and Raemisch Implement parcels should be voluntary and should include a waiver of relocation benefits accruing to the seller.

### **Dane Manufacturing Site**

If Dane Manufacturing pursues its current plans to relocate to a new site, the current facility is likely to become available for reuse or redevelopment. At this point, there is no specific date projected for the Dane Manufacturing relocation, but it would be likely to be at least 3 to 5 years in future.

The Dane Manufacturing facility is a modern structure than could be retrofitted for a variety of re-uses. One option that the Village should consider is whether the facility could be retrofitted into a combined Village Hall, Village DPW Garage and a public safety building that could house both the Village Police Department and the Fire Department.

At the time that Dane Manufacturing has more certainty with respect to its future plans and needs for the site, the Village should commission a "Village Facilities Space Needs Study" to evaluate the future facility requirements for the Village. A second part of the study should look specifically at the Dane Manufacturing site to determine if that facility could be retrofitted to serve Village needs.

The first consideration in the Village's decision-making process should be the functional suitability of the site for Village facilities. However, if the Dane Manufacturing site found suitable for Village facilities, there would be a number of advantages for the relocation:

1. The move could be combined with the relocation plans for a key community business.
2. Portions of the relocation assistance to Dane Manufacturing could be "bundled" with an assistance package through either the Downtown TID (TID#2) or a potential new business park TID.
3. The existing Village facilities could be become available for redevelopment. Based on traffic counts and visibility, the current Village-owned sites have the highest potential commercial value of any site in the Village. New development of the existing Village facilities site would be the major anchor for Downtown.
4. The clustering of all of the Village facilities, plus the parkland surrounding Lake Melvin, would create a consolidated "civic campus".

## **6.B. VILLAGE FUNDED BUSINESS ASSISTANCE PROGRAMS**

### **Storefront Façade Program**

The Village has created a TID #2 which could potentially be used for a variety of business assistance programs. The Village should consider establishing "façade beautification program" that would provide financial assistance to businesses and property owners who make façade improvements that enhance the appearance of the downtown area.

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This type of program has been successfully used in many communities to visually enhance the downtown area. The “Storefront Façade Program” in Waunakee would be a good model to follow. In Waunakee, storefront façade beautification grants and Village-funded architectural assistance have been provided to numerous Main Street businesses to create “historic” storefronts, which are helping to revitalize that community’s downtown.

Generally storefront façade beautification assistance grants in Waunakee have ranged from \$10,000 to \$50,000.

### **Major Projects TIF Assistance**

Financial assistance through TID should be made available to both existing and new businesses that make major tax base enhancement investments in the Downtown area. The following are general criteria recommended for reviewing proposals for TIF assistance:

- (a) Each project should demonstrate sufficient need for the Village's financial assistance that documents that without such assistance the proposed project would be feasible.
- (b) The Village should consider a “look-back” provision as part of the Development Agreement that would require the TIF applicant to repay a portion of the TIF assistance if the financial performance of the project exceeds the proforma or projections upon which the TIF assistance was based.
- (c) Every other financial alternative should be explored prior to the use of TIF, including equity participation, other federal and state funds, bonds, tax credits, loans, etc.
- (d) TIF assistance should be utilized as gap financing.
- (e) TIF assistance should be limited to the amount necessary to make a project competitive with other similar projects in the Waunakee market area. The intent is not to provide below-market sales prices or rent subsidies.
- (f) Each project should demonstrate probability of economic success.
- (g) TIF should not be used to pay for public infrastructure expenditures that are typically paid for by special assessments or other Village charges. Non-assessable public infrastructure expenditures may be funded with TIF.
- (h) Any recipient of the TIF assistance should be asked to provide a guarantee or security in a form satisfactory to the Village that the project will be developed as proposed.
- (i) Where feasible, TIF assistance should be in the form of “pay-as-you-go” TIF assistance where the Village issues a Municipal Revenue Obligation that enables the developer or property owner to recover a portion of the real estate and personal property taxes paid on the property.
- (j) All TIF assisted projects should be consistent goals, objectives, and policies of the Village of Waunakee Comprehensive Plan and the Central Business District Master Plan.

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## 6.C. STATE AND FEDERAL PROGRAMS

The Village should apply for applicable State and Federal financial assistance for business development, site enhancements, and infrastructure improvements. There are a broad range of State and Federal programs that may offer assistance for specific projects.

In many cases State and Federal financial assistance is tied to job creations and the number and type of jobs that may be associated with a specific project.

Some of the key programs that the Village should monitor as potential funding sources include:

### Blight Elimination and Brownfields Redevelopment Program (BEBR)

This Wisconsin Department of Commerce program is designed to assist local governments, businesses and individuals with blight elimination and assessing or remediating the environmental contamination of an abandoned, idle, or underused facility or site. Generally funding under the BEBR Program is tied to specific redevelopment proposals that include new job creation or meet other specific public purposes.

### Community Based Economic Development Program (CBED)

This Wisconsin Department of Commerce program makes grant funds available to local governments for economic development planning, and to organizations for development projects, business assistance and business incubator/technology based incubators.

### Community Development Projects Program (CDDP)

This program emphasizes the creation of housing and/or economic opportunities. These opportunities can be supported by more than one funding source and may involve multiple activities. There is a focus on development projects which create additional affordable housing units or new jobs.

### Community Development Block Grant for Economic Development Revolving Loan Fund (CDBG-ED/RLF)

The Wisconsin Department of Commerce grants funds to Dane County which then grants or loans the funds to businesses that will invest private funds and create jobs. When the business repays loaned funds, the County may entity may retain the funds to finance additional business development projects within the County. The program is administered locally by the Dane County BUILD Program..

### Main Street Program

The Main Street Program is comprehensive downtown economic revitalization program that emphasizes historic preservation, design, promotional, and economic restructuring activities. Communities are selected through a competitive process. Each community must hire a downtown manager in order to receive free technical assistance, including business management and design assistance, from the state program and the National Main Street Center for a five-year period.

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### Ready for Reuse Loan and Grant Program

The Ready for Reuse Program is an EPA program administered by WDNR for environmental cleanup of hazardous substances or petroleum at brownfields. Up to 60% of the total funds are available for zero-interest loans. Up to 40% of the total funds are available for grants. The Ready for Reuse program is only appropriate for sites that are ready to begin remediation activities.

### Site Assessment Grant Program (SAG)

The SAG program is a WDNR financial assistance program that helps local governments conduct initial site investigation activities and investigations of known or suspected environmentally contaminated property. This money can fund:

- Phase I Environmental Site Assessments
- Phase II Environmental Site Assessments
- Site Investigations
- Demolition
- Asbestos removal associated with demolition
- Removal of abandoned containers
- Removal of Underground Storage Tanks (USTs)

### Stewardship Program

The WDNR Stewardship Program funds projects that improve community parks and acquire land for public outdoor recreation. A portion of the Stewardship funds are available to local governments. Funds may be used for both land acquisition projects and development projects for nature-based outdoor recreation, such as fishing piers, hiking trails and picnic facilities.

## **6.D. ZONING AND OTHER REGULATORY TOOLS**

### **Zoning Ordinance Amendment**

Nearly all the Downtown commercial properties are zoned B-1 Commercial District. The existing B-1 Commercial District requirements allows many non-retail businesses and would potentially permit a number of uses that would be incompatible with the goals and objective of downtown revitalization.

Recommended amendments to the B-1 Commercial District requirements include restricting the range of permitted uses (e.g. implement dealers) and converting several of the existing permitted uses to conditional uses (e.g. automotive sales and services, service stations, drive-up or fast-food restaurants).

Proposed revised language for the B-1 Commercial District is attached as Appendix A.

### **Downtown Design Guidelines**

The following are recommended design guidelines for the new developments and renovation of existing buildings in the Downtown business district.

1. Buildings along Main Street (Highway 113) should be oriented so that the front entrance to the principal structures in facing towards Main Street.

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2. Storefronts and building facades facing Main Street should have display windows and be attractive in appearance to both vehicular and pedestrian traffic.
  3. Parking should be located behind or along the side of structures facing towards Main Street. Parking in the “front yard” area should be discouraged.
  4. Where feasible, adjoining businesses should be encouraged to have shared driveways and parking areas.
  5. Storefronts facing towards public streets should have setbacks matching adjoining structures. However, buildings constructed to front property lines and/or zero-setback side yards should be allowed where new buildings would help create a “main street” commercial appearance and would not be out-of-character or in conflict with adjoining structures.
  6. Where front yards and side yards are maintained the minimum front and side yards setbacks should be 10’.
  7. Use of metal or vinyl siding should be discouraged for commercial buildings. The preferred materials are durable and long-lasting masonry.
  8. Parking areas for more than 6 vehicles should be screened with landscaping and/or decorative fencing.
  9. Sidewalks shall be maintained on all public streets in the downtown area and new developments shall be designed to facilitate and encourage pedestrian access.
  10. No off-premises or billboard signage should be allowed in the downtown area.