



**Joint Planning Commission and Steering Committee Meeting
Minutes of the January 28, 2016 Meeting**

The meeting was called to order by Planning Commission Chairman Bianca at 5:32 p.m.

ATTENDEES

PLANNING COMMISSION MEMBERS

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|---------------------------------------|---------|
| Planning Commission Chairman | |
| Damian Bianca, CAPZO | Present |
| Planning Commission Vice-Chair | |
| Troy Wesson, CAPZO | Present |
| City Council Member | |
| Michael Potter, CAPZO | Present |
| Tim Cowles, CAPZO | Absent |
| Cynthia McCollum, CAPZO | Absent |
| Steve Ryder, CAPZO | Present |
| Cameron Grounds, CAPZO | Present |
| Lewie L. Bates, CAPZO | Present |
| Stephen Brooks, CAPZO | Present |

PLANNING STAFF PRESENT

Mary Beth Broeren, Director of Planning; Gary Chynoweth P.E., Director of Engineering; Johnny Blizzard, AICP, Senior Planner; Ross Ivey, Assistant Planner

STEERING COMMITTEE ATTENDEES

Dennis James, Kory Alfred, Shantel Layman, Jennifer McDowell, Chris Moore, Tim Holtcamp

REGISTERED PUBLIC ATTENDEES

Mark Richerson, Bebe Oetjen, Joe Murphy, Carol Rhea, Carson Bise

NEW BUSINESS

Consultant Carol Rhea of Orion Planning and Design gave an overview of the meeting agenda for the night which included the review of the project schedule and accomplishments to date, overview of place types, TischlerBise fiscal analysis, and the annexation development standards.

Place Types

Carol Rhea presented several different place types that are being considered as a part the West Side Master Plan. The different place types include the following: Parks, Rural Areas, Detached Residential, Attached Residential, Commercial, Mixed Use, Town Center, Industrial/Manufacturing, and Natural Areas. Mrs. Rhea highlighted some of the characteristics and primary uses that correspond with each place type and briefly described how some of these place types could be incorporated into the West Side Master Plan. She had a few images that went along with each place type so the Planning Commission and Steering Committee could have a visual picture to go along with the description.

Fiscal Analysis

Next, Carson Bise of TischlerBise gave a brief presentation regarding the Fiscal Analysis study that he would be conducting for the City of Madison. Mr. Bise gave an introduction of himself and what his company does for different cities across the country.

Mr. Bise explained to the group the difference between a Fiscal Impact analysis and an Economic Impact Analysis. He explained that a Fiscal Impact Analysis reflects the operation expenses and capital costs. It also includes all revenues. Mr. Bise highlighted that one of the main concerns with a Fiscal Impact Analysis are whether or not revenues generated by new growth are enough to cover the resulting service and facility demands.

He then described an Economic Impact Analysis. The main concept of the Economic Impact Analysis is that it reflects the overall economy of the community. The primary factors pertaining to residential land uses are the construction phase and consumer spending. In contrast, the primary factors pertaining to nonresidential land uses are job creation and real disposable income. He also mentioned that Economic Impact Analysis don't follow jurisdictional lines and that there are data limitations.

Mr. Bise presented to the group that he hopes to be able to answer some of the following questions for the City of Madison after completing his Fiscal Analysis.

- What is the relationship between property tax and density per acre?
- What is the return on investments at various densities?
- What is the optimum mix of land uses?
- What is the relationship between the geographic location of new development and the cost?
- Are we living off of tomorrow's growth?

He then described that some of the answers to the above mentioned questions can help determine locations of different place types going forward with the West Side Master Plan.

Mr. Bise concluded with some of the influencing factors involved with conducting a Fiscal Analysis and how it will pertain to Madison. He gave some examples of different revenue structures and demographic characteristics. He also highlighted that each Fiscal Analysis conducted is location specific. Mr. Bise stressed that this analysis would help give a better picture of what type of development "pays for itself".

Questions/Comments from the Committee and Public

Chairman Bianca asked in reference to development “paying for itself”, if that was referring to a breakeven point? Mr. Bise answered that he will be looking at the land use type and several other factors including an economic component and a revenue component.

Councilman Potter asked if Fire and Police protection were to be included in the overall assessment. Mr. Bise answered that they would be and that he will look at the cost to provide the current level of service.

Chris Moore asked where the baseline data are generated. Mr. Bise answered that he would be conducting departmental interviews to generate the data to be used in his analysis.

Annexation Development Standards

The final topic of discussion for the night was in regards to a draft for new annexation development standards. The draft of the policy included submittal requirements for annexation and pre-zoning, the approval process for annexations and pre-zoning, and annexation standards.

Some of the main points that were discussed regarding this topic included:

- Priority mixed-use, commercial and employment center development sites
- New annexations require West Side Master Plan conformity
- The annexations require a site assessment
- The annexations require zoning compliance including commercial designs
- Annexations require nuisance removal
- How the Planning Commission will review and make recommendations to the City Council

Councilman Potter stated that the annexation policy needs to be backed by the Fiscal Analysis study and that then needs to be provided to the Mayor and City Council elected officers on how to implement the policy.

Gary Chynoweth stated that he felt this policy did not address annexations on a single lot, small scale and needed to be evaluated in that regard.

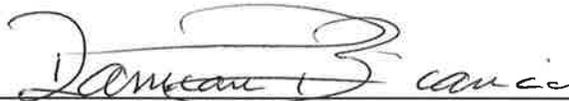
Carol Rhea asked if the Planning Commission members were generally in support of a new annexation policy and the response was affirmative. The group discussed changing the policy to be more of an approach to process rather than a new set of standards.

Tim Holtcamp asked where the impact fees, which were mentioned at a previous meeting, would come into play with the annexation policy. Mr. Blizzard answered that this policy is to give a guide to the petitioner and elected officials. This is more of a starting point for the process. The Fiscal Analysis will address more of the impact fees.

ADJOURNMENT

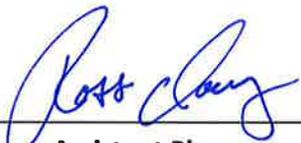
Chairman Bianca adjourned the meeting at 7:14 p.m.

Minutes Approved



Damian Bianca, Chairman

ATTEST:



Ross Ivey, Assistant Planner and Recording Secretary