



CITY OF MARSHFIELD
MEETING NOTICE

ECONOMIC DEVELOPMENT BOARD

Thursday, August 7, 2014

City Hall Plaza, Room 108

3:00 p.m.

AGENDA

1. Call to order
2. Approve meeting minutes
 - a. EDB Regular Board Mtg – July 10th
 - b. EDB Special Budget Mtg – July 17th
3. Identify potential conflicts of interest
4. Receive citizen comments
5. Updates on economic development activities
6. Review and approve 2015 Economic Development Budget and vendor guidelines
7. Review and approve EDB 2015 Budget request to Wood County
8. Update on housing programs/projects
9. Adjourn to closed session under Wisconsin Statutes Chapter 19.85 (1)(e), "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." The purpose is to:
 - 1) Consider possible acquisition of property and/or financial investment in a property located within TID #4; and, 2) Consider possible acquisition of land for future development (2 sites)
10. Reconvene into open session
11. Action on matters discussed in closed session, if appropriate
12. Adjourn

NOTICE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk, at 630 South Central Avenue or by calling (715) 384-3636.

Economic Development Board meeting July 10, 2014

Present: Dickrell, Meissner, Michalski, Sennholz, Wagner and Staab (arrived at 3:08 p.m.).
Absent: Hendler
Others: Olson, Dieringer, James-Mork, Angell and Krogman.

Sennholz called the meeting to order at 3:00 p.m. in Room 108 of the City Hall Plaza.

Approve minutes

EDB14-21 Motion by Dickrell, 2nd by Michalski to approve the minutes of June 5, 2014.

Motion carried

Conflicts of interest

No members indicated that they had a conflict of interest with anything on the agenda.

Citizen comments

Sennholz invited comments from citizens, but no one spoke at this time.

Economic development reports

- General updates
 - Angell reported on the asbestos removal for the News Herald building. \$50,000 was budgeted, bid was \$24,000. Asbestos abatement will be completed by September 1st. Site is currently being used by Nikolai Construction while working on Penny Court. He will be in contact with them to see when their equipment will be moved.
 - Dieringer reported that she been working with Karen Issacson from MACCI to meet with downtown businesses. Parking has been a major concern.
 - Olson reported there will be an Energy Roundtable discussion on July 24th at W. 14th. She had recently attend the Bio Med Conference and felt it went well. They have one promising contact and they have been in contact with him. She will be attending the ICSC conference in Wausau. This will focus on Central Wisconsin.
- Downtown Master Plan Update
 - The first community meeting has been scheduled for September 17th from 5 p.m. – 7 p.m.

Review updated report on the Housing Study Recommendations

The subcommittee met and assigned jobs to the members:

- Develop City subdivision (small scale with “pay as you go” infrastructure) * Point person – Jason *
- Convert single-family rentals to single-family ownership (City incentives) * Point person – Steve *
- Institute rating system (platinum, gold, etc.) for ranking all rental housing * Point person – Mary *

- Adopt and enforce comprehensive property maintenance standards * Point person – Jason *
- Implement active rental housing inspection program * Point person – Jason *
- Offer grants and loans to improve rental housing when appropriate * Point person – Mary *
- Encourage new rental housing to increase supply and upgrade existing rentals, and streamline City’s review process to grant approvals in a more timely manner * Point person - Jason *
- Work with school district on new construction through ACE program * Point person - Jason/Steve *

A discussion was held regarding the rating system and how that would work. James-Mork has been looking at other communities which have a rating system in place.

Expectation for Business Development Director position

Barg, Angell, Michalski, and Olson met and developed the expectations for the Business Development Director position. This committee discussed the proposed expectations. Staff was asked to come up with and add branding language to the expectations.

Announce next Board meeting date/time

The next meeting will be Thursday, July 17th at 3:00 p.m. to discuss the 2015 budget.

Motion by Dickrell, 2nd by Meissner, to adjourn at 4:17 p.m.

Respectfully submitted,
Amy Krogman, Administrative Assistant III

Economic Development Board meeting July 17, 2014

Present: Dickrell, Meissner, Michalski, Sennholz, Wagner, Hendler and Staab (arrived at 3:05 p.m. left at 4:18 p.m.).
Absent: None
Others: Olson, Barg, Dieringer, Meyer, Liz Welter (Marshfield News Herald) and Krogman.

Sennholz called the meeting to order at 3:00 p.m. in Room 108 of the City Hall Plaza.

Conflicts of interest

No members indicated that they had a conflict of interest with anything on the agenda.

Citizen comments

Sennholz invited comments from citizens, but no one spoke at this time.

Angell gave an overview of the 2015 proposed budgets. He stated there are four programs that have funding requested that have not been approved. These funds will not be used until the projects are approved by this Board.

Olson went over the MEDA/MACFI requests. This budget includes 3 special programs which are research and report on 3 cities with successful ED programs (\$500); hire site selector to perform community critique (\$5,000); four \$5,000 forgivable start-up loans (\$20,000).

Dieringer went over the Main Street Marshfield requests.

Angell went over the City's requests. This includes a request for \$100,000 for projects yet to be determined that are related to the housing study.

EDB14-22 Motion by Wagner, 2nd by Michalski to approve the funding for Main Street Marshfield as follows:

- Wages - \$5,000
- Web Update - \$500
- Downtown Directory - \$250
- Flower Power - \$6,500
- Discover Downtown - \$1,000
- WDAC - \$300

EDB14-23 Motion by Meissner, 2nd by Sennholz to amend the money for flower power to \$5,000.

Motion Carried

Vote on Motion **EDB14-22**. **Motion carried**

EDB14-24 Motion by Dickrell, 2nd by Wagner to remove the 104 hours from the City's request to administer the Revolving Loan Fund at a cost of \$5,121.

Motion carried

EDB14-25 Motion by Dickrell, 2nd by Meissner to remove the 45 hours requested in the city's budget for the Director of Planning and Economic Development's work on the comprehensive plan at a cost of \$2,631.15.

Motion carried

EDB14-26 Motion by Hendler, 2nd by Dickrell to approve all of MEDA/MACFI requests.

Motion carried

The 2015 budget will be approved at the next regular meeting held on August 7th.

Motion by Hendler, 2nd by Meissner, to adjourn at 4:27 p.m.
Motion carried

Respectfully submitted,
Amy Krogman, Administrative Assistant III

DRAFT 2015 Budget - Economic Development Board

	Wages & Benefits	\$69,819
City	PL&ED Director (120 hrs x \$58.47)	\$7,017
City	City Planner (90 hrs x \$42.24)	\$3,802
MS	MS Executive Director	\$5,000
MACFI	Business Development Director	\$54,000
	Office Supplies & Expenses	\$7,000
EDB	Printing and Advertising	\$1,000
MACFI	Marketing/Promotion/Advertising & Materials	\$6,000
	Travel, Training & Dues	\$14,325
MS	MS Executive Director	\$300
City	PL & ED Director	\$650
MACFI	Professional Development	\$4,275
MACFI	Prospect/Client Visits & Trade Shows	\$5,600
MACFI	Regional & County Development	\$500
EDB	Board Travel and Training	\$3,000
	Professional Services & Projects	\$150,250
***	Downtown Master Plan Implementation	\$20,000
***	Housing Programs	\$100,000
MACFI	"Community Comparisons"	\$500
***	Site Selector Community Critique	\$5,000
***	Entrepreneurial Start-Up Loan Program	\$20,000
MACFI	Economic Development Media Updates	\$1,000
MACFI	Workforce Development Initiatives	\$1,000
MACFI	Business & Entrepreneurial Support	\$1,000
MS	Website Update	\$500
MS	Downtown Directory Update	\$250
MS	Discover Downtown	\$1,000
	Miscellaneous or Other	\$17,500
MS	Flower Power	\$5,000
City	Job Service Center	\$12,500
TOTAL		\$258,894

City	\$23,969
Main Street Marshfield	\$12,050
Marshfield Area Chamber Foundation Inc	\$73,875
Economic Development Board	\$4,000
Community Development Authority	\$0
*** TBD/Other	\$145,000

Proposed 2015 Economic Development Projects/Action Plan From MACCI Foundation Business Development Director:

Business Attraction/Marketing:

1. Attend/represent Community at identified conferences & events:
 - ICSC (shopping Centers)
 - BIO-Technology (or other National/State convention per EDB)
 - Entrepreneurs
 - Centergy events related to regional economic development
 - WEDA's Governor's conference
 - Other industry sector show/event (ie: Process Expo, Site Selector's Guild and/or Medical Device Manufacturing- partner with existing businesses)
 - Develop list of target businesses/industry sectors for attraction and formulate marketing campaign for them
2. Website updates/additions as needed in areas of Economic Development & Properties
3. Promote Regional RLF to businesses
4. Create specific marketing materials and utilize various media to promote Marshfield
 - Annual Economic Development report
 - Marshfield's updated economic profile
 - Ads in trade publications as agreed upon (Business news, others)
 - Flyers and marketing tools/equipment for trade shows, mailings etc.
5. Hire site selector to perform a community critique
6. Respond to site selector requests
7. Assist with and attend Ribbon cuttings, ground breakings and other promotions
8. Speak to various groups and participate in programs related to Economic Development efforts (such as Leadership Marshfield ED Day, organizational groups-YPs, Kiwanis etc.)

Business Creation/Entrepreneurial:

1. Promote existing resources including grants and loans to start-up businesses. Assist in all aspects of business start-up planning; keep informed of local, regional, state and federal programs available to businesses; collect and track current demographic information
2. Develop programs/seminars to assist new businesses
3. Consider minimum of 4- \$5000 forgivable grants for new business start-ups per year to help offset downpayment or other costs

Business Retention/Expansion:

1. Conduct 20 retention visits to include:
 - General Business trends
 - Future improvement plans

- Significant workforce issues
 - City-related issues/concerns
 - Succession plan development
 - Related businesses to attract
2. Track businesses assisted with specific economic development requests/resources
 3. Work with partners to better support, grow and promote Ag, Transportation and Energy

Workforce:

1. Work with existing MACCI workforce programs, Regional and state programs
2. Work with education partners to enhance and promote programs to benefit businesses workforce needs

Real Estate:

1. Continue to market and keep current database of available properties (through Locate in Wisconsin site, local websites, and ICSC events.
2. Assist with appropriate recommendations of housing study action plan

Technology & Innovation:

1. Work with Marshfield Clinic Data Center to market/promote available space to possible tenants
2. Update contacts and issues regarding existing IT for Marshfield businesses and for future attraction of business (Technology committee)

Other:

- Research/report on a minimum of three thriving cities successful in economic development
- Assist and work with ED partners to advance other initiatives brought forward by the EDB Board
- Participate in Shovel ready sites program
- Work with developers/contractors/City to develop spec. building

***The City of Marshfield will be appropriately recognized as a partner when deemed necessary. The Business Development Director and Director of Planning and Economic Development will work together to identify specific opportunities.*

Main Street Four Point Approach

Organization – Getting everyone working toward the same goal

Promotions – Selling the image and promise of downtown

Design – Getting the downtown into physical shape

Economic Restructuring – Strengthening the downtown economy

25% Organization

Fundraising

Volunteer Development

Promoting the Program

25% Promotions

Image Development

Special Events

Business Events

Tourism Development

25% Design

Building Improvements

Public Improvements

Signage and Awnings

Visual Merchandising

Historic Preservation Planning

25% Economic Restructuring

Studying and understanding the Market

Business Retention and Expansion

Business Recruitment

Real Estate Development

Executive Directors' Role in Economic Restructuring

25% of the ED's Job is dedicated to ER

1. Business Visits within BID District

Do 3 Business Retention Visits a week (a scheduled, sit down meeting to discuss specific concerns with the owner)

**Will submit Retention Log each quarter and give updates at EDB meetings*

**This does not include casual check ins which will be more spontaneous and frequent*

2. Business Consultations

Working with SCORE and referring potential downtown business owners to them as needed.

3. Business Recruitment/Community Visits

Contact a minimum of 10 potential new downtown businesses each quarter when vacancies exist in the downtown

Visit at least 2 other Communities annually and visit with their Main Street Director

**Will submit Recruitment/Visit Log each quarter and give updates at EDB meetings*

5. Promotional Handouts

Keep the Downtown Directory updated and distributed throughout the area

Develop and distribute promotional materials for all MSM Events and other downtown events

6. Coffee with Main Street & Quarterly Educational Functions

Coffee with Main Street is an opportunity to develop open discussion among business owners, people from the community, and Main Street. To be held the 1st and 3rd Thursday of each month.

Quarterly Educational Functions with the intent to bring the community and downtown business owners together to learn more about a specific organization or topic. Speakers and topics will vary each quarter, but will focus on Economic Development for the downtown.

Event location will vary, but will remain in downtown businesses. Topics may include: Business retention and expansion, marketing and business attraction, small business development, workforce development, etc.

7. Special Events

Hold 3-4 Public Events that are widely publicized throughout Central Wisconsin.

Developed to increase foot traffic downtown Marshfield so people will see it as a perspective place to open up business.

8. Implement Downtown Master Plan

Work with City and Consultant on Master Plan. Implementation process is TBD.

EDB Budget Comparison - Draft 2015 vs. Adopted 2014

		2015	2014
	Wages & Benefits	\$69,819	\$115,839
City	PL&ED Director (120 hrs x \$58.47)	\$7,017	
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	Professional Services & Projects	\$150,250	\$105,400
***	Downtown Master Plan Implementation	\$20,000	
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MS	Website Update	\$500	
MS	Downtown Directory Update	\$250	
MS	Discover Downtown	\$1,000	
	Miscellaneous or Other	\$17,500	\$31,500
MS	Flower Power	\$5,000	
City	Job Service Center	\$12,500	
TOTAL		\$258,894	\$270,639

	2015 Rec.	2014 Adopted
City	\$23,969	\$105,939
Main Street Marshfield	\$12,050	\$7,500
Marshfield Area Chamber Foundation Inc	\$73,875	\$71,000
Economic Development Board	\$4,000	\$2,000
Community Development Authority	\$0	\$50,000
*** TBD/Other	\$145,000	\$34,200

2015 West Wood County Special Economic Development Funding Request

The City of Marshfield – Economic Development Board and its’ partner organization’s respectfully requests \$30,000 from Wood County to be used for purposes, which will be utilized to continue to advance special initiatives identified in the recently completed economic development action plan.

The utilization of these funds will be to specifically address these special development activities, such as:

- Community Redevelopment
 - Redevelopment Plan for Blighted Properties
 - Implementation of Downtown Master Plan (revitalization)

- Real Estate – Commercial & Residential
 - Creation and implementation of programs to address the housing needs of the community as identified by the 2014 Housing Study & Needs Assessment.
Programs that are currently being considered are:
 - Creation of a City subdivision with homes values of \$125,000 - \$200,000
 - Rental housing improvement/maintenance
 - Develop property maintenance standards
 - Low interest loan fund to incentives property owners to improve existing properties.
 - Partner with Marshfield School District – Building Trades (ACE Academy) to construct one home each year.

- Entrepreneurial Development
 - Develop a forgivable loan program targeted to assist new business start-ups. Preliminary idea is to structure a program that would allow us to grant 4 new business start-ups a loan of \$5,000. As the years go by and the business continues to remain, a portion of the loan is forgiven each year. After 5 years the loan would be 100% forgiven.

We appreciate the County’s consideration of these special funding requests. This opportunity to work collaboratively on economic development will lead to meaningful long-term growth. The kind of growth that lifts average wages, reduces poverty and provides real opportunity.

Highlights for Housing Committee Discussion

Economic Development Board

CDA Update

7/31/2014

Initial Research on rating systems shows that the majority of systems are undertaken by marketing organizations such as Apartments.com and other similar groups. **Attached you will find a paper which is unique in that it provides a practical and defensible rating system, based on non-subjective criteria.** While the paper includes reference to low income units, it is presented only as an example for customization. In order to demonstrate a fair and measurable rating system for stakeholders (landlords and taxpayers) the EDB will need to show the intent of this effort, which is to first classify, and then support, improvements where needed.

The additional areas below will be discussed at greater length by the Housing Committee at an upcoming meeting. Highlighted topics indicate significant strengths of each program.

City of Milwaukee – Department of Neighborhood Services

- Rental Licensing Standards
- **Landlord and Tenant Education**
- Classes, On Line Resources
- Best Practices

City of Minneapolis – Housing Inspections

- Rental Licensing Standards
- Landlord and Tenant Education
- **On Line Resources**
- **Rental Property Checklists**

City of Port Huron-Rental Certification Division

- **Code of Ordinance on Rental Certification well developed**
- Minimum Standards for Rental Housing with Hardship Exception

City of Wausau-Public Works, Division of Inspection and Zoning

- Ordinance Residential Rental Licensing
- Unit Registration
- Fee Schedules, Application, Housing Inspection Report Forms
- Rent Abatement Program
- Minimal Landlord and Tenant Education



Unit Quality and the Rental Market

A laymen's explanation of a statistical concept

Or "It looks worse than what I live in so it must be junk."

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Introduction:

This document is designed to help clients come up with a defensible five point rating system for grading properties. It does not take the place of HQS requirements.

Apartment units are highly variable in both appearance and function. Perception of a unit is often governed by the housing history of the individual grading the unit. In addition, each market area will exhibit a different profile of apartment unit styles and condition. By evaluating the unit on non-subjective criteria, it is possible to achieve uniform quality grading of units *regardless* of who grades the unit. In this paper, the approximate percentage of the market described for each category demonstrates a "bell curve" distribution rather than defining an actual rent market.

Two sample grading forms are provided at the end of this document.

Excellent:

Excellent units will generally be high quality new units. Depending upon the market, "new" should apply to the most recently constructed units. In a rapidly developing area, new might mean less than three years old, while in a slower growth area, units might be considered new for as long as 10 years. *Some areas have no new units!*

Also to be considered is the quality of the new unit in comparison with other units available in the market. A new construction property with minimal typical amenities may not be excellent for the market if other new or recently new construction complexes provide luxury amenities.

Excellent units are extremely unlikely to qualify as affordable under the HUD Fair Market Rent¹ structure of the typical housing market.

Before classifying a unit as **Excellent**, consider:

- Year of construction.
- Presence of other newer construction in your market
- Does the unit provide excellent amenities compared to other new properties on the market.
- If the unit really is **Excellent**, determine why it is on this program.

¹ HUD Fair Market Rents are published annually. The Fair Market Rent for a given area is intended to represent the 40th percentile gross rent for a specified unit size. This means the top 60% of all units will not be affordable under the HCV program! The term "Fair Market Rent", therefore, *does not* mean "good or reasonable market price for a unit."



A note about Tax Credit Properties:

In many markets, the federal government has subsidized new construction of affordable housing by offering tax credits to developers creating new affordable units. In exchange, the developers agree to set rents to be affordable for people having incomes as some percentage of the area median income.

In some markets, these units may, in fact, be excellent, or even the only excellent units on the market. The true market rent value of these units may be more than double the listed rent prices. For this reason, tax credit properties are not to be included in the data collection of comparable units since their rent prices do not reflect the market, but rather the contract between the developer and the government.

According to Jerry Benoit of HUD, the rent reasonableness test of tax credit properties need only prove that the contract rent is less than or equal to the market value for the units. This is nearly always true, due to the nature of these properties.

Excellent properties typically make up approximately 5% of any given market. In rural stagnate markets, they may not exist. In dynamic markets, there may be a higher percentage of these units.

Above Average:

The above average units in a market may come from newer properties, where previously new units have aged and been replaced by new construction, or from older properties, where average units have been significantly renovated.

If a unit is modern, but no longer new, look for a well maintained unit which reflects good appeal in the local market. Although newer units may exist, the above market unit can find a tenant with little difficulty. The kitchen cabinets, appliances and layout of the unit are modern. Depending upon the market, these units might be from 6 to 20 years old.

If the unit is in an older property, above average condition will be reflected in the level of renovation present compared to the age of the building. If the building is 50 years or older, the renovation should be total, meaning new systems, new finishes, new kitchen cabinets and appliances, new bathroom appliances and finishes. A property less than 50 years old should have been upgraded with completely new kitchen and bath. The layout of an above average unit should also reflect modern tastes for larger rooms and well functioning flow.

There are always old units in a market where someone has completely rehabbed the units, with new systems, kitchen and bath, but the layout is poor due to the date or quality of the original construction of the building. These units should not be considered above average. Remember these categorizations are intended to reflect both age and appeal of a unit.



Before classifying a unit as **Above Average**, consider:

- Year of construction.
- Level of renovation
 - Total – 100% new unit interior
 - Partial – 100% new kitchen and bath
- Layout and function. Is the unit appealing and functional.
- Above Average** units will not be affordable if the client tenant is very low income.

Approximately 20% of any given market is above average in quality, condition and appeal.

Average:

The average unit is the prevailing unit in any market. Fully 50% of the units in any given market are average. Average units may be higher quality in urban markets than in rural markets. Average units may be newer in some markets, and significantly older in other markets. Average units may be more likely to be in a complex in some markets and more likely to be in single family residences and attached or row homes in another market.

To remain competitive, most average units are typically maintained. Vacant units will be painted and re-carpeted between tenants. Roofs and other critical systems will be replaced as needed. Appliances will be kept in good repair or replaced as needed. In more dynamic urban and suburban markets, average units may be significantly upgraded sooner than in a rural market. A unit considered average could reflect a very different overall condition from one market to the next.

Before classifying a unit as **Average**, consider:

- Is the unit properly maintained?
- Is the maintenance level of the unit *typical* for your market?
- Is the appeal of the unit typical for your market?
- Layout and function. Is the unit appealing and functional like most other units in your market?
- Average** units are excellent choices for the Housing Choice Voucher program because they tend to be affordable and maintained.

Most of the units in the market are, by definition, *average*.

Below Average:

Below average units tend to be obvious upon first inspection. These units appear dated, with neglected maintenance and old appliances. A unit may be maintained, but



poorly laid out or lacking typical amenities for the size. The unit may be very small for the number of bedrooms or lacking a full kitchen in a family sized property. Some rental markets are very stagnant. In these markets, many units will age to below average condition because there is no financial incentive to maintain them.

If a below average unit can pass an HQS inspection, the below average unit may be suitable for the Housing Choice Voucher program. These units can be an affordable choice for the very low income tenant, since the voucher will generally cover the full cost of the unit.

Before classifying a unit as **Below Average**, consider:

- Is the unit exhibiting neglected maintenance?
- Is the maintenance level of the unit below typical for your market?
- Is the appeal of the unit below typical for your market?
- Layout and function. Is the unit aging and not as appealing as most other units in your market?
- Below Average** units may work for the Housing Choice Voucher program because they tend to be affordable for the very low income. The unit should pass the HQS inspection.

Below average units may typically exist in 20% of any given market.

Poor:

A poor unit is unusually so out of date and poorly maintained that it is unsuitable for the Housing Choice Voucher program. These units may exhibit gross neglect or merely extreme age. These units may lack basic functional features. Some markets, for instance, still have single room occupancy hotels of 75 to 100 years old. These one room units share bathroom facilities and have no kitchens. Other examples of poor units are basement units with no windows, or illegal units. These units should never be considered by the HCV program as they are typically unsafe and unsanitary.

This is not to say that all single room occupancy situations reflect poor units. Some rooming houses are well maintained and attractive. Some exist in historic properties and may have amenities appealing to the single person who does not cook.

If a unit is poor, it is recommended that the unit be rejected for the program.

This completes the discussion on unit quality and condition. On the next two page are two examples of property ranking systems known to be in use by housing authorities.



Example One – Ranking System by Rural Housing Authority

Excellent Unit

Unit is fully compliant reflecting brand new or modern construction. The unit fully conforms to all building codes.

Above Average Unit

1. Unit must have more than one receptacle on each wall.
2. Floor covering throughout must be in new condition.
3. The kitchen cabinets and sink, and the bathroom toilet, wash basin and tub surround must be in new condition.

Average Unit

1. Every window must work as originally designed.
2. Three receptacles required in the bedroom, living room and dining room.
3. Starter kitchen required, 6' sink base plus 2 small wall cabinets.
3. Cosmetically comparable to the neighborhood.

Below Average Unit

1. Must meet the minimum regulations, such as one working window, one receptacle and/or one ceiling light, be in decent, safe, sanitary and in good repair.
2. Not all windows work.
3. Does not have three receptacles in the bedroom, living room and dining room.
4. Cosmetically not comparable to the neighborhood.

Poor Unit:

1. Very Aged, cosmetically poor.



Example Two – Ranking System by Large Urban Housing Authority

Unit Address: _____ Landlord Name: _____

Date of Inspection: _____ Inspector Name: _____

Please check all conditions that apply to the building and rate the property as indicated.

EXCELLENT

Select if the building was constructed new 2001 or later.

ABOVE AVERAGE

Select if the building was constructed new 1996 or later *OR* Select if the building was substantially rehabbed 2001 or later with at least **FOUR (4)** of the following improvements installed **NEW** using good and workmanlike quality; all work to **CODE**.

Lot/Yard <input type="checkbox"/> Paved driveway	Exterior <input type="checkbox"/> Siding <input type="checkbox"/> Gutters/ downspouts <input type="checkbox"/> Roof	Interior <input type="checkbox"/> Total rewiring <input type="checkbox"/> Windows/storms/screens <input type="checkbox"/> Kitchen & Bath GFI	Systems <input type="checkbox"/> Furnace or Central AC <input type="checkbox"/> Total re-piping <input type="checkbox"/> Circuit Breakers
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AVERAGE

Select if the building is **MAINTAINED**, exhibits good workmanship and the following are true.

Lot/Yard <input type="checkbox"/> Yard attractive, landscaped <input type="checkbox"/> Drive and walks in good condition. <input type="checkbox"/> Garage is painted and sound.	Exterior <input type="checkbox"/> No leaks <input type="checkbox"/> No obvious cracks <input type="checkbox"/> Roof new or in good condition, no missing or damaged shingles. <input type="checkbox"/> Painted surfaces intact with no peeling.	Interior <input type="checkbox"/> Walls/Ceilings clean, unbroken painted surfaces. No evidence of leaks. <input type="checkbox"/> Floor coverings clean, in good condition. <input type="checkbox"/> Windows and doors seal tightly, screens and storms in place. <input type="checkbox"/> Kitchen and Bath clean, functional, all fixtures in good condition.	Systems <input type="checkbox"/> Electric meets code. <input type="checkbox"/> Plumbing meets code. <input type="checkbox"/> Furnace and A/C (if present) work.
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FAIR

Select if unit is aging, **NEEDS MAINTENANCE**, or is below average in workmanship and the following are generally true.

Lot/Yard <input type="checkbox"/> Yard weedy, lacking proper maintenance <input type="checkbox"/> Drive and walks cracking. <input type="checkbox"/> Garage in need of repair.	Exterior <input type="checkbox"/> Does not stand out from other buildings on same block.	Interior <input type="checkbox"/> Walls/Ceilings patchy, cracks and defects visible. <input type="checkbox"/> Floor coverings aging/worn but intact. <input type="checkbox"/> Windows, screens and storms need updating <input type="checkbox"/> Kitchen and Bath aging but functional.	Systems <input type="checkbox"/> Electric may be under old code. <input type="checkbox"/> Plumbing may be under old code. <input type="checkbox"/> Heating and A/C (if present) work, aging.
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POOR (Unit must pass HQS)

Select if unit is old, unattractive, **NEEDS MAINTENANCE** and the following are generally true.

Lot/Yard <input type="checkbox"/> No landscaping, bare earth <input type="checkbox"/> Drive and walks need replacing. <input type="checkbox"/> No access to RTA, shopping or recreation/ services.	Exterior <input type="checkbox"/> Poor appearance needs paint <input type="checkbox"/> Needs new roof. <input type="checkbox"/> Poor location.	Interior <input type="checkbox"/> Walls/Ceilings patchy, cracks and defects visible.. <input type="checkbox"/> Floor coverings deteriorated/dirty. <input type="checkbox"/> Old repairs patchy or poorly executed. Interior surfaces in need of paint.	Systems <input type="checkbox"/> Electric old, knob and tube. <input type="checkbox"/> Plumbing old. <input type="checkbox"/> Heating and A/C (if present) work, aging.
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Multifamily structures look for dirty common areas, poor condition mailboxes and intercoms. Note lack of security such as motion lights, exterior lights poor or could be subject to forced entry.

Check if the following amenities are noted in the unit.

<input type="checkbox"/> Special Needs/Accessibility features	<input type="checkbox"/> Fenced Private Yard	<input type="checkbox"/> Garage/Carport	<input type="checkbox"/> Elevator
<input type="checkbox"/> Central A/C	<input type="checkbox"/> Fireplace or Woodstove	<input type="checkbox"/> Finished Basement	<input type="checkbox"/> View of Water/Other



City of Marshfield Memorandum

TO: Economic Development Board
FROM: Josh Miller, City Planner
DATE: August 7, 2014

RE: Land Use Application Review Flowchart.

Background

Standard building permits for residential and small accessory structure developments that are permitted by right generally are reviewed and approved in a couple of business days. Nonresidential development for permitted uses can sometimes take a couple of weeks of staff review time as it takes a week to go through the Development Review Team (DRT) process. The DRT has been established to allow developers to meet with the staff from each department involved in the development approval process, in one room and discuss the project in an open forum.

Our goal is to always process applications in a proficient and efficient manner so as not to slow down development. In many cases however, land use applications tend to be more complicated, require a longer review period, and require approvals from the Plan Commission/Common Council or the Zoning Board of Appeals. Such applications include land divisions (major subdivisions), conditional use permits, group and large development (development over 50,000 square feet of gross floor area or multiple principal buildings on one lot), zoning changes, and variances.

Analysis

The attached matrix details the process and timeline for each land use application (excluding building permits) as stated in the Municipal Code. Some of the timeframes are based on State Statute requirements while others are based on a reasonable amount of time for review and recommendation. The Municipal Code defines when public hearings have to be held or applications have to be reviewed, but except for the Preliminary Plat review process, no other application has a built in approval if no decision is made in a timely manner. Essentially, there are not hard deadlines for providing developers with a definite deadline for approving or denying a land use application. In most cases, a review is completed within the timeframe listed under the "Typical Process" scenario on

the attached table, but in reality, there is no requirement for the City to provide an approval in a specified timeframe.

The Economic Development Board may wish to recommend changes to include a hard deadline for decisions on land use applications or language that grants approval of such application if the Common Council fails to act on it within a timely manner. A provision could include that extensions of the deadlines are allowed if both parties (City and Developer) agree to such extension.

Attachments

1. Land Use Application Review Flowchart.

Concurrence:



Jason Angell
Planning and Economic Development Director

	Notice Requirements	Plan Commission (PC)	Common Council (CC)	Zoning Board of Appeals (ZBA)	Typical Process	Notes	
Conditional Use Permit/Group and Large Development	Class I Notice to Newspaper - Sent to property owners within 200 feet of the property line.	Within 50 days of filing a complete application, PC must hold a public hearing.	If PC fails to make a recommendation within 60 days of filed application, CC may hold a public hearing within 30 days.	N/A	Application Deadline - 3rd or 4th Friday of the month prior to the public hearing date.		
		Within 60 days of public hearing, may make a recommendation.			PC - Hold public hearing and recommends action to CC.		
					CC - Makes decision in one meeting.		
				From Deadline to Approval - 5 to 6 weeks.			
Minor Subdivision (CSM)	Administratively approved.				2 week of comments from all staff.		
Major Subdivision (Preliminary Plat)	Class I Notice to Newspaper - Sent to property owners within 200 feet of the property line.	Within 90 days of filing a complete application, PC must approve, approve conditionally or reject the plat or map.	N/A	N/A	Application Deadline - 3rd or 4th Friday of the month prior to the public hearing date. Approval - 5 to 6 weeks.	Failure of the Plan Commission to act within the 90 days, or extension thereof, constitutes an approval of the preliminary plat.	
					PC - Hold public hearing and recommends action to CC.		
					From Deadline to Approval - 5 to 6 weeks.		
Major Subdivision (Final Plat)	Submitted within 36 months of approval of Preliminary Plat.	PC shall refer to CC within 6 weeks of submission.	CC shall approve or reject within 60 days of submission.	N/A	Application Deadline - 3rd or 4th Friday of the month prior to the PC meeting date.		
					PC - Hold public hearing and recommends action to CC.		
					From Deadline to Approval - 5 to 6 weeks.		
Zoning Code Amendment	Class II Notice to Newspaper - Sent to property owners within 200 feet of the property line.	Within 50 days of filing a complete application, PC must hold a public hearing.	If PC fails to make a recommendation within 60 days of filed application, CC may hold a public hearing within 30 days.	N/A	Application Deadline - 3rd or 4th Friday of the month prior to the public hearing date.		
					PC - Hold public hearing and recommends action to CC.		
					CC - Makes decision in two meetings.		
		Within 60 days of public hearing, may make a recommendation.			From Deadline to Approval - 7 to 8 weeks.		
Zoning Map Amendment	Class II Notice to Newspaper - Sent to property owners within 200 feet of the property line.	Within 50 days of filing a complete application, PC must hold a public hearing.	If PC fails to make a recommendation within 60 days of filed application, CC may hold a public hearing within 30 days.	N/A	Application Deadline - 3rd or 4th Friday of the month prior to the public hearing date.		
					PC - Hold public hearing and recommends action to CC.		
					CC - Makes decision in two meetings.		
		Within 60 days of public hearing, may make a recommendation.			From Deadline to Approval - 7 to 8 weeks.		
Variance	Class I Notice to Newspaper - Sent to property owners within 200 feet of the property line.	N/A	N/A	Within 50 days of filing a complete application, the ZB shall hold a public hearing.	Application Deadline - 3rd or 4th Friday of the month prior to the public hearing date.		
				Within 30 days of the public hearing the ZB shall make its findings.	ZBA - Hold public hearing and make final decision.		
					From Deadline to Approval - 3 to 4 weeks.		



City of Marshfield Memorandum

TO: Economic Development Board Members
FROM: Sam Schroeder, Zoning Administrator
DATE: August 7, 2014

RE: Update – Property Maintenance Standards

The City of Marshfield's current regulations are very similar to many municipalities throughout the state. This is mainly because most municipalities either directly or indirectly refer to the Wisconsin Uniform Dwelling Code (UDC) or the International Property Maintenance Code (IPMC). These two codes were created as starting point for all building maintenance and property maintenance codes. In some shape or form the primary principals of all property maintenance standards revolve around the following terms:

- Safe and Sanitary Maintenance
- Weathertight
- Watertight
- Rodent Proof
- Sound Condition and Good Repair

Most of the existing language within the City of Marshfield Building Code regarding property maintenance can be interpreted as being very vague. At times this allows an inspector to be openly flexible when reviewing a property for compliance, but also holds a risk for any inspector to be bias. Other municipalities such as La Crosse further define terms listed above and provide the inspector with measurable variables. For example the City of Marshfield building code states "Every ... exterior wall ... shall be **reasonably** weathertight," whereas the City of La Crosse states "If the building has more than **thirty percent** deterioration of its finished surface on any wall, that wall shall be painted or stained." Measurable variables allow the requirements to be standardized throughout the community.

At the direction of the EDB, staff will continue to search for reasonable regulations that provide additional clarity and measurable variables for enforcing the building code and ultimately "beautifying" the City.

Jason Angell
Planning and Economic Development Director