AGENDA
PLAN COMMISSION
January 7, 2020 at 6:30 pm
CITY COUNCIL CHAMBERS

CALL TO ORDER/PLEDGE OF ALLEGIANCE/ROLL CALL

APPROVAL OF MINUTES

Minutes of the November 5, 2019 meeting

PUBLIC COMMENTS – Non-Agenda Related Topics

CURRENT ITEMS

1. Consideration of a resolution to approve a SIP for 1300 S. Main Street
2. Consideration of a resolution to approve a SIP for Peregrine Terrace
3. Consideration of an ordinance to annex and rezone 1110 W. Maple Street

REPORTS/DIALOGUE

1. Campus Corridor
2. 641 S. Main Conceptual Review
3. Director’s Report

CALENDAR

Next Plan Commission meeting February 4, 2020, at 6:30 p.m.

ADJOURNMENT

Council members may be in attendance for informational purposes only.
No official Council action will be taken.
MINUTES
PLAN COMMISSION
DECEMBER 3, 2019 at 6:30 p.m.
City Council Chambers

Members Present: Lisa Moody, Susan Reese, Dan Toland, Hal Watson, Bill Stuessel
Members Absent: Craig Hinzman, Michael Woolsey (both excused)
Staff Present: Amy Peterson, Sam Wessel, Crystal Raleigh
Others Present: Genevieve Rugo, Matt Johnson, Ron Jensen-Jensen Automotive

CALL TO ORDER
Meeting convened at 6:30 p.m.

APPROVAL OF MINUTES
M/Reese, S/Moody – motion carried 5-0

PUBLIC COMMENTS
Genevieve Rugo asked the Plan Commission regarding development occurring at the Depot/City Station. The Mayor requested that Ms. Rugo have her questions addressed by staff.

CURRENT ITEMS

1. Consideration of a multiparcel rezoning and future land use map amendment between W. Division Street, Clark Street, and the Kinnickinnic River

Howe provided a presentation on the proposed rezoning and future land use map amendment. She noted that this item was introduced at the November Plan Commission meeting and that the intent is to clean up the zoning in the area of the Depot/City Station development and to address inconsistencies in zoning, land use, and the comprehensive plan between W. Division and Cedar Streets. Howe described the area between W. Division Street, Cedar Street, Clark Street, and the Kinnikinnic River as being zoned I1. She noted that all parcels within this area are all currently nonconforming, either as a nonconforming lot, structure, and/or use. Staff analyzed this area against the land use designations in the comprehensive plan and the B1 and B2 zoning districts to determine the most appropriate zoning for the area. Staff found that B1 most closely aligns with the comprehensive plan as well as brings all lots and structures into conformance and nearly all land uses into conformance.

Moody asked for clarification on the implications to Mr. Jensen’s property, as it would be the only property that would remain nonconforming if rezoned to B1. Howe responded that Jensen’s would be able to continue to operate as an existing nonconforming situation and that it would actually be more conforming under the B1 zoning than the I1 district. Watson commented that it is his understanding that the proposed rezoning will be an improvement for all property
owners, including the Jensens. The Jensens came to the podium and asked staff/Plan Commission for clarification on the process for expansion of their business/building given that they own two parcels with one business. Howe responded that in such an example that staff would likely require them to combine the parcels and use the assessed value of both parcels together to serve as the baseline for determining the improvement value permitted per state statutes for nonconforming uses. After having their questions answered by staff, the Jensens confirmed that they are not concerned with the rezoning as proposed as long as they are able to continue to run their business as is and possibly expand in the future.

Watson asked for clarification on the Moody property and whether an easement is in place along the riverfront where the trail lies. Staff confirmed that the trail is within an easement, in addition that eastern portion of the property lies within the shoreland setback.

Matt Johnson, owner of 109 Cedar and 146 Division Streets, asked if the conservancy zoning of the River Street right-of-way would impact the access easement to his properties. Peterson responded that the easement holds and will not be impacted by zoning.

Watson made a motion to recommend approval of the multiparcel rezoning and future land use map amendment between W. Division Street, Clark Street, and the Kinnickinnic River.

M/Watson, S/Stuessel – Moody abstained – motion carried 4-0.

REPORTS
No report.

ADJOURNMENT
Reese made a motion to adjourn at 7:08 p.m.

M/Reese, S/Moody – motion carried 5-0

WORKSHOP

Respectfully submitted,

Brandy Howe, AICP, Sr. Planner
ITEM: 1300 S. Main Street - Specific Implementation Plan (SIP)
APPLICANT: Gerrard Development, LLC
OWNER: Bonnie Anderson
STAFF: Brandy Howe, Sr. Planner

BACKGROUND
A specific implementation plan (SIP) was submitted by Gerrard Development, LLC for Main Street Apartments proposed at 1300 S. Main Street. The SIP is the final review phase for Planned Unit Developments (PUD), with the general development plan (GDP) being the first phase. PUDs are a mechanism to grant developers flexibility on certain zoning standards, in return the flexibility is repaid through the provision of enhanced design or other such benefits that may be derived by both the developer and the community. In addition to SIP review, the overall project planning and review process for this development included the following:

- Rezoning from commercial to R3 multifamily – approved on October 8, 2019
- Development agreement – approved on November 26, 2019
- GDP – approved on November 26, 2019

The creation of a tax increment district has been approved as part of the developer’s agreement, which will be the final step in pre-development approvals for this project. Staff plans to initiate the creation of the district in the spring of 2020.

PROJECT DESCRIPTION
The project is a 50-unit affordable housing development to be developed by Gerrard Corporation, LLC and owned and managed by the West Central Wisconsin Community Action Agency, Inc. (WestCAP). The owner plans to staff the facility with two employees. The building includes first-floor walkout units, underground parking (86 spaces), surface parking (11 spaces), and a sandbox play area. The unit mix will include 20 1-bedrooms, 19 2-bedrooms, and 11 3-bedrooms, with 8 units reserved for disabled veterans. Amenities will include a community room and a
training/service focus space, washer/dryer in each unit, air conditioning, and in-floor heat. A bump out on S. Main Street and a covered transit stop is included in the site plan. This is anticipated to be used by residents as a pick-up location for the shared taxi service. In addition, staff will be requesting the City Council to approve a speed limit reduction on S. Main Street in the future, which is a requirement of HUD which has contributed to funding the project. The project is anticipated to break ground early summer 2020 and be ready for occupancy in 2021.

ANALYSIS
As a basis for determining the acceptability of a PUD application, the Plan Commission reviewed the GDP for the project against the criteria as listed in 17.72.070, Municipal Code at the November 5, 2019 meeting. Review criteria includes: community benefits, character and intensity of land use, potential impacts on schools, traffic and municipal services, preservation of open space, and economic impacts. Consistency with the comprehensive plan and official map were also considered. At that time the Plan Commission found the GDP to be acceptable as related to the review criteria and it was recommended for approval. Council approved the GDP on November 26, 2019.

The SIP is the final design phase of a PUD where detailed engineering specifications are provided to ensure the civil, stormwater, and architectural details meet the Municipal Code and function appropriately for the site. Staff ensured the submittal included all items listed in section 17.72.060 of the Municipal Code (i.e. landscaping, utility plan, grading, stormwater plans, etc.). The following adjustments/additional details were provided with the SIP submittal that were not included in the GDP:

1. A 20-foot utility easement was added to the site plan where requested by Electric Superintendent.
2. The proposed playground on the southeast corner of the site is now proposed as a sand play area. No equipment will be installed that would conflict with buried utilities in the area. The Electric Superintendent reviewed the proposed layout and has approved this change.
3. A full stormwater plan was provided. Engineering staff have reviewed the plan and confirmed it meets the municipal code standards.
4. A total of 12 bicycle parking spaces are included in the underbuilding garage and four have been added to the courtyard area. Parking for 41 bikes is required per the multifamily design guidelines in the zoning ordinance. This is an area of flexibility for which the PUD is being requested.
5. A landscaping plan was provided that depicts the placement of new street trees and shrubs on the site. The City Forester has reviewed and approved the landscape plan.
6. The sidewalk on the north side of the site does not extend all the way to the east side of the property line. An existing utility pole does not allow for the sidewalk to be installed in this area at this time. The City intends to move or remove the utility pole in the future and construct a sidewalk from the east side of
this development along Johnson and Sycamore Streets to Wells Park. Because a sidewalk is required along City streets per municipal ordinance, and due to the conflict with existing infrastructure, the City asked the developer to escrow $2,500 for future sidewalk construction to cover the portion on their property.

7. A sign plan was not included in the SIP submittal. The developer may submit a sign plan to community development at a later time as a separate sign permit application.

Staff’s review of the SIP has confirmed it is substantially in compliance with the municipal code, with the exception of the zoning flexibility requested for open space and parking requirements (3 spaces for vehicular parking, 29 bike parking spaces).

STAFF RECOMMENDATION
Forward the enclosed resolution to City Council with a positive recommendation to approve the SIP for 1300 S. Main Street.

ATTACHMENTS
1. Resolution
RESOLUTION APPROVING THE PLANNED UNIT DEVELOPMENT (PUD) SPECIFIC IMPLEMENTATION PLAN (SIP) FOR 1300 S. MAIN STREET

WHEREAS, the Gerrard Corporation submitted an application for a Planned Unit Development (PUD) for 1300 S. Main Street that includes 50 units of low-moderate income residential housing; and

WHEREAS, the PUD was requested for zoning flexibility on open space requirements in the R3 district and parking requirements for multifamily structures; and

WHEREAS, the General Development Plan (GDP) was recommended for approval by the Plan Commission on November 5, 2019 and approved by City Council on November 26, 2019; and

WHEREAS, the Plan Commission reviewed the Specific Implementation Plan (SIP) on January 7, 2020 and found it to be in conformance with the approved GDP and recommended it be approved by City Council; and

WHEREAS, the Common Council reviewed the Specific Implementation Plan on January 28, 2020 and has found it to be in conformance with the approved GDP.

NOW, THEREFORE, BE IT RESOLVED, that the Common Council hereby approves the Specific Implementation Plan for 1300 S. Main Street subject.

Dated this 28th day of January 2020.

CITY OF RIVER FALLS

______________________________
Dan Toland, Mayor

ATTEST:

______________________________
Amy White, City Clerk
ITEM: Peregrine Terrace - Specific Implementation Plan
APPLICANT: Chippewa Valley Holdings, LLC
OWNER: First National Bank River Falls
STAFF: Brandy Howe, Sr. Planner

BACKGROUND
A specific implementation plan (SIP) was submitted by Chippewa Valley Holdings, LLC for Peregrine Terrace (formerly Wildcat Terrace) at the northeast intersection of 6th Street and Cemetery Road. The SIP is the final review phase for Planned Unit Developments (PUD), with the general development plan (GDP) being the first phase. PUDs are a mechanism to grant developers flexibility on certain zoning standards, in return the flexibility is repaid through the provision of enhanced design or other such benefits that may be derived by both the developer and the community. A planned unit development (PUD) is requested for zoning flexibility on open space requirements.

PROJECT DESCRIPTION
The project is a 92-unit, 9-building market-rate apartment complex on an 8.4-acre site. The building/unit mix is four 8-unit buildings and five 12-unit buildings. The four 8-unit buildings will be adjacent to 6th Street and Cemetery Road, with the 12-unit buildings in the middle of the parcel and framing the north parcel line. Individual buildings contain attached garages served by individual parking lots for each side of the building. Ample parking is provided in this development with 269 total spaces.

ANALYSIS
As a basis for determining the acceptability of a PUD application, the Plan Commission reviewed the GDP for the project against the criteria as listed in 17.72.070, Municipal Code at the November 5, 2019 meeting. Review criteria includes: community benefits, character and intensity of land use, potential impacts on schools, traffic and municipal services, preservation of open space, and economic impacts. Consistency with the comprehensive plan and official map were also considered. At that time the Plan Commission found the GDP to
be acceptable as related to the review criteria and it was recommended for approval. Council approved the GDP on November 26, 2019.

The SIP is the final design phase of a PUD where detailed engineering specifications are provided to ensure the civil, stormwater, and architectural details meet the Municipal Code and function appropriately for the site. Staff ensured the submittal included all items listed in section 17.72.060 of the Municipal Code (i.e. landscaping, utility plan, grading, stormwater plans, etc.). The following adjustments/additional details were provided with the SIP submittal that were not included in the GDP:

1. The development name has been changed to Peregrine Terrace instead of Wildcat Terrace to eliminate confusion with Wildcat Court (off of S. Wasson Lane).
2. At the time of GDP submittal, a 40’x40’ recreation area for residents was planned but not shown on the site plan. This was later determined to be infeasible to make room for the onsite stormwater pond.
3. A full stormwater plan was provided. Engineering staff have reviewed the plan and confirmed it meets municipal code standards.
4. An electric plan was provided that depicts transformer locations and utilities lines. The Electric Superintendent has reviewed and approved the plan.
5. Utility easements for water, sewer, and electric services were provided on the site plan and approved by the Utilities staff.
6. A landscaping plan was provided that depicts the placement of new street trees and shrubs on the site. The City Forester has reviewed and approved the landscape plan.
7. Details for a secondary, emergency access at the southeast corner of the lot were provided at the Fire Department’s request. The access will be limited to emergency vehicles, maintained year-round, and plowed as a fire lane. The Fire Department has reviewed and approved the plan.
8. Details for bicycle parking and dimensions for parking stalls were provided per staff’s request. The revised site plan depicting these items was reviewed and approved by the Senior Planner.

Staff’s review of the SIP has confirmed it is substantially in compliance with the municipal code, with the exception of open space requirements for which the PUD was requested.

STAFF RECOMMENDATION
Forward the enclosed resolution to City Council with a positive recommendation to approve the SIP for Peregrine Terrace.

ATTACHMENTS
1. Resolution
RESOLUTION APPROVING THE PLANNED UNIT DEVELOPMENT (PUD) SPECIFIC IMPLEMENTATION PLAN (SIP) FOR PEREGRINE TERRACE

WHEREAS, Chippewa Valley Holdings, LLC submitted an application for a Planned Unit Development (PUD) for Peregrine Terrace, at the northeast intersection of 6th Street and Cemetery Road, that includes 92 units of market-rate residential housing in nine buildings; and

WHEREAS, the PUD was requested for zoning flexibility on open space requirements in the R2 district; and

WHEREAS, the General Development Plan (GDP) was recommended for approval by the Plan Commission on November 5, 2019, and approved by City Council on November 26, 2019; and

WHEREAS, the Plan Commission reviewed the Specific Implementation Plan (SIP) on January 7, 2020, and found it to be in conformance with the approved GDP and recommended it be approved by City Council; and

WHEREAS, the Common Council reviewed the Specific Implementation Plan on January 28, 2020, and has found it to be in conformance with the approved GDP.

NOW, THEREFORE, BE IT RESOLVED, that the Common Council hereby approves the Specific Implementation Plan for Peregrine Terrace.

Dated this 28th day of January 2020.

CITY OF RIVER FALLS

________________________________________
Dan Toland, Mayor

ATTEST:

________________________________________
Amy White, City Clerk
ITEM: Annexation, permanent zoning and associated amendments to official city maps
PETITIONERS: Travis and Abbey Marson
OWNERS: Travis and Abbey Marson
STAFF: Brandy Howe, Senior Planner

BACKGROUND
The proposed annexation is located at 1110 W. Maple Street in the Town of River Falls. Property owners, Travis and Abbey Marson, filed a petition to annex this 0.6-acre parcel on November 25, 2019. A single-family home is on the property that is serviced by a well and septic system that are both nearing replacement. The Marson’s are seeking annexation to hook up to the City water and sewer systems.

LAND USE AND ZONING

Existing and Proposed Land Use
The existing use of the site is single-family residential. The petitioners intend to continue to occupy the single-family home after annexation. Land to the north of the annexation area is zoned and developed as single-family. To the east of Apollo Road is the Habitat for Humanity EcoVillage which was developed under a PUD as attached, single-family dwellings. To the south and adjacent to the east of the annexation area are two parcels in the Town of River Falls, each occupied by single-family dwellings in a rural setting. To the west is the Rolling Hills subdivision. It is staff’s determination that the existing use and proposed annexation are compatible with the adjacent land uses.
**Proposed Zoning**
Per §19.100.010, Municipal Code, all territory annexed to the City shall conform to and be compatible with adjacent districts within the city and shall receive a zoning district classification as recommended by the Plan Commission and adopted by the City Council. Such adoption shall be completed within ninety (90) days of annexation.

To ensure the permanent zoning is consistent with the comprehensive plan, staff reviewed the future land use map. As shown, right, the planned land use designation for this site is *residential, medium density*. This land use category is intended for 4-8 dwelling units per acre and includes single-family, duplexes, triplexes, apartments, and condominiums. Staff determined that the most comparable zoning district for this designation is the R-2 Multifamily (Medium Density) district which permits single-family, two-family, and multifamily dwellings at maximum densities of 6-11 dwellings per acre.

**NOTIFICATION**
Notification letters were mailed to property owners within 300 feet of the proposed annexation. Staff has not received any comments.

**ANNEXATION PROCESS AND SCHEDULE**
This annexation is a direct annexation by unanimous approval pursuant to §66.0217(2), Wis. Stats. The City and statutory processes for reviewing this type of annexation include the following next steps:

- 1/7/2020 – Plan Commission review and recommendation to City Council.
- 1/28/2020 – City Council first reading of an ordinance to annex and rezone the property.
- 2/11/2020 – City Council public hearing/2nd reading and disposition of an ordinance to annex and rezone the property.

**STAFF RECOMMENDATION**
Staff recommends the Plan Commission forward the enclosed annexation ordinance to the City Council for review and approval.
EXHIBITS:
1. Annexation Ordinance
2. Annexation Petition
ORDINANCE NO. 2020-##

AN ORDINANCE ANNEXING CERTAIN TERRITORY
OF THE TOWN OF RIVER FALLS TO
THE CITY OF RIVER FALLS, WISCONSIN

RECITALS

A. On November 25, 2020, a petition, a copy of which is attached, was filed with the City Clerk of the City of River Falls seeking to annex the territory described in Exhibit A of the petition (the “Territory”) to the City of River Falls, Wisconsin from the Town of River Falls, Pierce County, Wisconsin, pursuant to §66.0217(2).

B. A copy of the petition was filed with the Town Clerk of the Town of River Falls.

C. There are two residents and electors within the Territory.

D. The City of River Falls Plan Commission reviewed the comprehensive plan future land use designation of the Territory (Medium Density Residential) and has recommended the permanent zoning classification of R-2 Multifamily (Medium Density) Residence be applied to the Territory.

ORDINANCE

NOW, THEREFORE, pursuant to §66.0217(2), the Common Council of the City of River Falls do ordain as follows:

1. Territory Annexed. The Territory is annexed to the City of River Falls.

2. Scale Map. The scale map, attached as Exhibit B, shows the Territory to be annexed and its relationship to the boundaries of the City of River Falls and the Town of River Falls.

3. Effect of Annexation. From and after the effective date of this Ordinance, the Territory shall be part of the City of River Falls for any and all purposes provided by law, and all persons coming or residing within such Territory shall
be subject to all ordinances, rules, and regulations governing the City of River Falls.

4. **Ward Designation.** Upon the effective date of this Ordinance, the Territory shall be part of Ward No. 8 in the City of River Falls.

5. **Clerk Duties.** The City Clerk is directed to file and record copies of this Ordinance as required by statute.

6. **Payment to the Town of River Falls.** Pursuant to §66.0217(14)(a)1., Wisconsin Statutes, the City agrees to pay the Town of River Falls for five years an amount equal to the amount of property taxes that the Town of River Falls levied on the Territory, as shown by the tax roll prepared under §70.65, Wisconsin Statutes, in the year in which the annexation of the Territory is final.

7. **Permanent Zoning.** The Territory is assigned the permanent zoning classification as R-2 Multifamily (Medium Density) Residence District.

8. **Effective Date.** This Ordinance shall take effect upon adoption and publication.

The above and foregoing Ordinance was duly adopted by the Common Council of the City of River Falls at a meeting held on February 11, 2020, by a two-thirds vote of the elected members of the Common Council.

**APPROVED:**

__________________________________________
Dan Toland, Mayor

**ATTEST:**

__________________________________________
Amy White, City Clerk
Petition for Direct Annexation
Pursuant to Section 66.0217(2), Wis. Stats.

We, the undersigned, being all of the electors and owners of the real property in the following territory, lying continuous to the City of River Falls, petition the City of River Falls to annex the territory described in Exhibit A and shown on scale map in Exhibit B to the City of River Falls, Pierce County, Wisconsin.

Legal description of the proposed territory to be annexed is attached (Exhibit A). Scale Annexation Map of proposed territory to be annexed in attached (Exhibit B) parcel #022011260800.

The current population of such territory is 2.

Travis Marson

Abbey Marson

\[11/25/19\]
\[11/25/19\]

Dated

Dated

1110 W. Maple Street
Parcel # 022011260800
Travis Marson
1110 W. Maple Street
715-441-9951

trmarson@gmail.com
tramson1995@gmail.com
steabby@gmail.com
EXHIBIT A

Annexation Description

A parcel of land located in the NE ¼ of the NE ¼ of Section 2, Township 27 North, Range 19 West, Town of River Falls, Pierce County, Wisconsin described as follows:

From the NE corner of said Section 2, go south along the East line of said Section a distance of 1,071.9 feet; thence West along an extension of the South line of Maple Street a distance of 263.2 feet to the point of beginning; thence continue West parallel with said South line of Maple Street, a distance of 116.8 feet; thence South parallel with the East line of said Section a distance of 248.25 feet; thence East parallel with the South line of Maple Street a distance of 116.8 feet; thence North parallel with the Section line a distance of 248.25 feet to the point of beginning.
In the NE 1/4 of the NE 1/4 of Section 2, Township 27N, Range 19W, Town of River Falls, Pierce County, WI

POB

W116.8'

CITY OF RIVER FALLS

S248.25'

TOWN OF RIVER FALLS

E116.8'

CITY OF RIVER FALLS

Annexation Parcel

Parcel No. 022011260800

29,404 SF

0.66 Acre

Map prepared by City of River Falls

Community Development

August 1, 2019
INTRODUCTION
Administration’s 2017-2019 Major Work Plan as well as the 2019-2021 Strategic Initiatives both call for infill development as an economic vitality project. The Campus Corridor Concept Report fulfills this item, as it sets up redevelopment opportunities near both UWRF and CVTC.

In December 2018, the City hired Ayres Associates as part of a collaborative effort with the University of Wisconsin – River Falls and Chippewa Valley Technical College to create the Campus Corridor Concept. The Report is intended to function as a series of marketable site plan concepts for developers looking to invest in infill development where small lots, aging structures, and shoreland restrictions may exist. It takes into consideration the City’s 2018 Housing Needs Analysis (Maxfield Research & Consulting) as well as market research data from Market & Johnson and Commonweal Development to determine what type of development is desired. Feedback from UWRF and CVTC stakeholders was incorporated throughout the study regarding future campus development and needs.

DISCUSSION
The Concept Report identifies targeted development in several areas to drive redevelopment such as campus oriented retail, coffee shops, restaurants, childcare centers, market-rate apartments, student housing, and offices, led by private-public partnerships as opportunities arise. The Campus Corridor Project was presented to Plan Commission at its October 1 meeting, and there was a strong desire to compile the series of site plans into a formal report for Plan Commission acceptance. The concept does not function as a formal policy decision-making guide, but rather as a marketing and economic development tool. This document is intended to be referenced by policymakers like the Plan Commission and City Council when they consider adopting formal plans and development rules that may impact the study areas.

This project has been delivered along a different path than typical. It was a staff-led project with partners, but no commission or public involvement. The product is therefore different as well. Staff is interested in Plan Commission discussion on the Report including, but not limited to, both the process and the report details. Plan Commission input on significant assumptions contained will be used when considering implementation of needed ordinance changes, when reviewing development proposals, and when considering marketing efforts for the areas covered in the Concept Report.

RECOMMENDATION
Staff is interested in Plan Commission’s feedback on the Campus Corridor Concept Project and recommends that the Plan Commission accept the Report.
Campus Corridor Concept

A collaborative effort involving the City of River Falls, Wisconsin, Chippewa Valley Technical College – River Falls Campus, and the University of Wisconsin – River Falls

Accepted by Plan Commission 01/07/2020
Presented to City Council 01/28/2020
Acknowledgements

City of River Falls
Scot Simpson, City Administrator
Brandt Johnson, Assistant to the City Administrator
Sam Wessel, Planner/GIS

Chippewa Valley Technical College
Bruce Barker, President
Dan Lytle, Campus Manager

University of Wisconsin River Falls
Dean Van Galen, Chancellor
Dale Braun, Campus Planner

Ayers Associates
Matt Frisbie, President
Mark Paschke, Architect

Commonweal Development Corporation
Stuart Schaefer, President

Market & Johnson, Inc.
James Hanke, Business Development Representatives

All site concepts in this document were created by Ayers Associates, Inc., 215 N 2nd St #204, River Falls, WI 54022, for the City of River Falls.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>4</td>
</tr>
<tr>
<td>Introduction and Background</td>
<td>4</td>
</tr>
<tr>
<td>Project Process</td>
<td>7</td>
</tr>
<tr>
<td>Site Plan Concepts</td>
<td>7</td>
</tr>
<tr>
<td>Central Cascade District</td>
<td>8 - 12</td>
</tr>
<tr>
<td>East Cascade District</td>
<td>13 - 16</td>
</tr>
<tr>
<td>West Cascade District</td>
<td>17 - 21</td>
</tr>
<tr>
<td>Broadway District</td>
<td>22 - 25</td>
</tr>
<tr>
<td>Conclusion</td>
<td>26</td>
</tr>
<tr>
<td>Appendix A. Relevant City Plans and Studies</td>
<td>27</td>
</tr>
<tr>
<td>Appendix B. Downtown Overlay Zoning District</td>
<td>28</td>
</tr>
</tbody>
</table>
Executive Summary

The following series of concepts were designed to depict campus oriented redevelopment opportunities in line with the City of River Falls, Chippewa Valley Technical College (CVTC), and University of Wisconsin - River Falls (UWRF) goals. The series of concepts take into consideration the location, existing conditions, zoning, assets, deficiencies, and market conditions to target private and private-public redevelopment opportunities. Additionally, each of the concepts highlight a project as a development focus that may require zoning changes and/or the creation of a Tax Incremental Financing (TIF) district to execute the projects. Although these concepts function as a marketing tool for developers, rather than a policy decision making guide, City officials can consider the impact policy decisions will have on the areas identified in this document.

Introduction & Background

River Falls has been home to higher education since UWRF opened its doors in 1874. Since then, UWRF has expanded to accommodate over 6,000 students annually from across the globe studying over 70 academic programs. The campus is known for its affordability and accessibility to first generation college students, along with its economic contribution to River Falls. Near the UWRF campus, CVTC, based in Eau Claire, Wis., operates its River Falls campus, which provides 26 academic programs to the community.

In early 2019, the City Council, CVTC, and UWRF agreed to share resources to hire Ayres Associates to assist in designing the concepts presented in this document for redevelopment in four districts along Cascade Ave, South Main Street, and South Wasson Ln. Administration and Planning staff from the City, CVTC, and UWRF held several meetings with Ayres to identify future campus and community needs in this area and to review each concept. The resulting concepts consider many of the recommendations found in existing City and campus plans such as the City’s Comprehensive Plan (2005), UWRF’s Master Plan (2011), the City’s South Main Street Corridor Study (2017), and the Kinni Corridor Plan (2019) while leaving much of Main Street to the existing Downtown Design Plan (2002, see Appendix B.) and upcoming Main Street Plan (future). Appendix A. summarizes the implications of each plan’s recommendations on the campus corridor. The following list highlights activities that led to the creation of this document:

- The City identified the pursuit of infill development in both its updated 2018-2022 Strategic Plan as well as the City Administration’s 2019-2021 Strategic Initiatives, particularly for the area along South Main Street and Cascade Ave.
- The City has a Tax Increment Financing (TIF) policy specific to infill development.
- The City hired Maxfield Research & Consulting to create the Housing Needs Analysis (2018), which identifies a short and long term shortage of every housing type in the community, including off campus student housing and housing for young professionals and families who may include students, faculty, or employees of the campuses.
- Phase I of UWRF’s Master Plan (2011) is complete, with Phase II underway, which includes a planned $110 million investment for a new Science, Technology, Engineering, and Mathematics (STEM) facility near Cascade Avenue expected between 2021 and 2023.
- CVTC completed a $1.5 million renovation of its River Falls campus in 2018 to expand student services. Due to their limited space, the campus has expressed interest in working with the City to determine long term campus planning solutions.
Figure 1. Map of the four Campus Corridor districts, representing over 150 acres of land in the City of River Falls, WI: West Cascade District, Central Cascade District, East Cascade District, and Broadway District.
Figure 2. The University of Wisconsin – River Falls Campus Master Plan (2011).
Project Process

The campus corridor project’s site plan concepts were refined following monthly meetings during a half year planning process with City, CVTC, and UWRF staff:

- **February 27, 2019** Kickoff meeting with data gathering, visioning, project goal identification, and brainstorming
- **April 22, 2019** Initial analysis of the planning districts and conceptual site plans
- **May 29, 2019** Concept site plan refinement and developer feedback on development ideas community economic considerations
- **June 19, 2019** Continued design refinement and review
- **July 17, 2019** Begin to finalize package of conceptual site plans
- **October 2, 2019** Consultant presented concepts to City of River Falls Plan Commission
- **January 7, 2020** Planning staff presented written report containing conceptual site plans to Plan Commission for recommendation for City Council acceptance
- **January 28, 2020** City Council acceptance

Ayres Associates investigated market conditions using data from Market & Johnson, a contracting firm, and Commonweal Development, a developer, to measure the type of development in demand and the feasibility of redevelopment under current construction costs. The concepts do not indicate that certain properties have been targeted by developers or the City for redevelopment, but instead provide a vision of what can be accomplished should property owners show interest in redevelopment, while respecting current property owners’ desires.

Site Plan Concepts

Since the planning area contains many older structures on small lots, the concepts are an effective marketing tool to encourage high quality, coordinated development, which is preferred over scattered projects that may not address existing issues as effectively. For example, several older single-family homes near the South Fork of the Kinnickinnic River could be replaced by a multifamily structure that addresses housing demand in a walkable neighborhood while implementing stormwater management systems that perform more effectively than existing structures. This redevelopment approach expects that a leader, such as the City, one of the campuses, a local business, or a combination thereof, will invest in one or two large projects in each of the districts to encourage further redevelopment in the Campus Corridor and to serve campus and community needs.
Central Cascade District

The following pages depict images of existing conditions followed by site plan concepts for the Central Cascade District. Part of the Central Cascade District is located within the Downtown Overlay Zoning District, which is described in detail in Appendix B of this concept report. The concepts utilize South Second Street as a natural gateway into the UWRF campus by targeting a mixed use development containing ramp parking at the northeast corner of South Second Street and East Cascade Ave. This gateway is extended as the roundabout at the intersection of South Second Street and East Cascade Avenue is planned for future campus access for the new UWRF Science Building, with the existing Spruce Street access into the campus to be closed.

To alleviate parking concerns in residential neighborhoods to the north of UWRF, a parking ramp at the northeast corner of South Second Street and East Cascade Avenue is one of two targeted developments in the Central Cascade District. Ramp parking is a challenge to develop since it often requires subsidies, and as a result, the concept encourages first floor retail that would not compete with Main Street businesses, such as a childcare facility, along with student housing above the ramp. This site is also ideal for a corporate tenant to locate offices which may provide services and internship opportunities to students, such as Mayo Clinic, Land o’ Lakes, or similar healthcare or agriculture companies found in the region.

Potential corporate candidates should be identified by creating a list of companies for the City and developers. Since the property is owned by UWRF, a private-public partnership involving developers, tenants, the City, and UWRF, when combined with a 99-year ground lease, could be utilized to execute the project. Cost feasibility of any project in this concept depend on density, and the City should continually work with developers and campuses to determine the site’s highest and best use.

A second targeted development at the northwest corner of South Second Street and East Cascade Avenue involves a combination of retail and mixed use spaces. According to UWRF, there is little need for expanded on campus housing at this time. However, there is opportunity to create off campus student housing, as well as housing for young professionals and international students, professors, and corporate connections with short term housing needs. Constructing new student housing may also free up single family homes in the City that have been converted to multi-unit rentals, freeing up naturally occurring affordable housing for non-students, which is in high demand. Spring Street is also identified in the concept as location for student housing at a scale that provides a transition between higher density campus development to the south and lower density neighborhoods to the north. The following pages depict images of existing conditions and site plan concepts for the Central Cascade District.
Figure 3. Boundaries and existing conditions for the Central Cascade District.
Figure 4. Future development concept for the Central Cascade District.

Legend for all development concepts:

- **M** – Mixed use (commercial and residential development)
- **H** – Multiple family housing
- **S** – Student oriented housing
- **P** – Parking ramp with mixed use
- **O** – Office
- **R** – Retail (includes restaurants)
- **G** – Green Space
Central Cascade District Development Focus One. Green arrows indicate the flow of pedestrian traffic between downtown businesses along Main Street and the Central Cascade District. The site is bordered by East Cascade Avenue, South Second Street, East Spring Street, and East Spruce Street consists of approximately 1.45 acres over four existing lots owned by four separate landowners, as well as an alley that must be vacated. This concept depicts retail, food, and multi family housing around surface parking lots with a plaza that allows the development to “frame” the prominent roundabout intersection of South Second Street and East Cascade Ave. Estimated costs for a private developer are $2 to $4 million for 25,000 square feet of retail between two buildings (10,000 for a retail only development and 15,000 square feet in a mixed use development) and $7 to $10 million for multifamily housing located above the 15,000 square foot retail space.
Figures 7 and 8. Central Cascade Avenue Development Focus Two. The site on the northeast corner of the intersection of East Cascade Avenue and South Second Street consists of surface parking and a City owned well building. The approximately 2.8-acre site is comprised of seven lots with two owners, the City of River Falls and UWRF. The concept retains the City owned well along with some surface parking in addition to a 400 - 500 space parking ramp occupying a 32,000 square foot area behind 25,000 square feet of ground level retail and student oriented housing on upper floors. Office space may also be a component of the mixed use portion of the development. A potential bridge connection to UWRF’s future science building crosses East Cascade Ave. By placing mixed use along South Second Street and East Cascade Avenue, the primary gateways into the UWRF Campus are enhanced while parking is screened by building facades. Estimated costs for a private developer are $10 to $15 million for the parking ramp, $3 to $5 million for office space, and $7 to $10 million for housing.
East Cascade District

The East Cascade District contains a mix of smaller scale, well maintained apartment buildings, with small businesses and organizations. Moody’s Corner is located between two prominent East Cascade Avenue intersections with South Wasson Lane and State Highway 65, while CVTC is less visible from the main roads in this district. Should Moody’s be renovated, repurposed, or redeveloped, there is an opportunity to increase visibility and access to the CVTC campus. Moody’s is also adjacent to right of way acquired for State Highway 65’s future four lane expansion, part of which has the potential to address CVTC access concerns. Whether a targeted project is led by a private developer or public entity, shared space arrangements and sale of property for outlots could offset development costs.

Throughout this district, older residential buildings may be replaced with small scale apartments that serve both CVTC and UWRF campuses, as well as CVTC on campus housing. Although walkability is a concern with fewer sidewalks and higher traffic speeds relative to portions of Cascade Avenue farther to the west, East Cascade Avenue will eventually be rebuilt to improve pedestrian and vehicle safety. Housing redevelopment along South Wasson Lane may also provide opportunities for CVTC campus expansion and access improvement. However, referendums that increase funding for CVTC facilities require all additional CVTC campuses to participate (Eau Claire, Chippewa Falls, Menomonee, and Neillsville), with the River Falls campus receiving only a portion of the referendum. The following pages depict existing conditions and site plan concepts for the East Cascade District.
Figure 9. Boundaries and existing conditions for the East Cascade District.
Figure 10. Future development concept for the East Cascade District. CVTC receives $1.5 million every two years for capital improvements. A repurposed building currently owned by Moody’s Corner could enhance CVTC’s access and visibility from East Cascade Avenue while providing campus oriented services such as childcare, a fueling station, and/or a corner convenience store. City involvement in development and land acquisition negotiations may be pursued to ensure that the site redevelops in a coordinated manner. Student oriented housing at the corner of E Cascade Avenue and Birchcrest Drive is currently underway, with opportunities for additional student housing redevelopment along the northwest corner of the East Cascade Avenue and South Wasson Lane intersection.
Figures 11 and 12. East Cascade District Development Focus Area One. The existing 4.65-acre site owned by Moody’s Corner may be expanded following the purchase of surplus state owned right-of-way for the future four lane extension of STH 65. The addition of a new façade to the existing building along with repurposing the site is estimated to cost $2 to $3 million with an additional $2 to $4 million for a new retail building that fronts East Cascade Avenue. Four individually owned lots to the north of Moody’s Corner that consist of approximately two acres altogether may be replaced with student housing along with a new access drive into the CVTC property. This project would involve rezoning the property to permit higher residential density and would require an estimated $200K to $300K investment in site work for the new access road as well as $7 to $10 million for the student housing development.
West Cascade District

The West Cascade District features an array of single family, multifamily, and student oriented housing near green space, water resources, and Main Street businesses. The most considerable change to this district in the past decade has been the redevelopment of a mobile home park to create University Falls apartments. The District which features access to bicycle and pedestrian trails and the potential for a future third University Falls building. In particular, the intersection of South Main Street and Cascade Avenue provides a desirable and highly visible corner on its southwest side for redevelopment with high pedestrian and vehicular traffic. The West Cascade District is partially located within the City’s Downtown Overlay Zoning District, which contains additional design requirements that are explained in detail in Appendix B. of this concept report.

The concept involves increasing density to development close to South Main Street while closing access to Vine Street to reduce turning movements and directing traffic to the lighted intersection. Vine Street properties are currently challenging to redevelop due to the large shoreland setback that results from steep cliffs along the South Fork of the Kinnickinnic River, although this concern may eventually be alleviated since the City’s shoreland zoning ordinance is currently under review. In general, underground parking and modern stormwater controls may be used and may improve stormwater management over existing development, where excessive impervious surfaces are a concern near shoreland areas.

It is important to consider that, although students and young professionals face similar affordability concerns regarding housing, the lifestyles of both groups are different and therefore a mix of housing styles are needed to fulfill each household’s preferences. Mixed use development is recommended for this district, resulting in a combination of student and young professional housing, with first floor space for a coffee shop, restaurant, retail, childcare, or offices. The following pages depict images of existing conditions and site plan concepts for the West Cascade District.
Figure 13. Boundaries and existing conditions for the West Cascade District.
Figure 14. Future development concept for the West Cascade District. Included is the second phase of University Falls, owned by Gerard Corporation, which involves the addition of surface parking and a third building of student oriented multiple family housing between Lake George and West Cascade Avenue.
Figure 15. Development concept which closes Vine Street at South Main Street to accommodate a 23,000 square foot riverfront multiple family housing development marketed for young professionals and UWRF employees and a 20,000 square foot multiple family housing with attached office space 15,000 square feet in area. The City’s shoreland zoning ordinance may affect the site’s layout along the South Fork of the Kinnickinnic River.
Figures 16 and 17. West Cascade Avenue District Development Focus Area One. The mixed use and multiple family housing development at the corner of West Cascade Avenue and South Main Street involves the redevelopment of four parcels that total approximately 1.65 acres. This development closes access to Vine Street from S Main Street and provides a street connection to W Cascade Ave. This concept requires City involvement with coordinated street and lot reconfiguration. Due to the site's location on a prominent intersection, uses such as a coffee shop, restaurant, childcare center, or office space are appropriate in the mixed use portion of the development. Anticipated costs are $3 to $5 million for the mixed use portion of the development and an additional $8 to $12 million for the residential portion of the development.
Broadway District

The Broadway District currently contains a mix of single and multifamily residential properties built at various times, with offset intersections and vacant properties. This district provides an opportunity to redevelop vacant sites, correct unsafe turning movements onto South Main Street, and provide housing and services within walking distance of UWRF’s campus and downtown. The planned closure of Park Street to the east of South Main Street eliminates the offset intersection of these two streets. A planned future extension of Foster Street to the east of South Main Street utilizes an existing lighted intersection to address access concerns for future housing development in this area once Park Street access to South Main Street is closed.

This concept identifies the new Foster Street extension as a possible location for office space, particularly for Kinesiology or other athletic services due to its proximity to the UWRF Falcon Center. Vacant properties at 641 and 700 S Main Street are ideal for multifamily and student housing, respectively. Developing these sites will likely require combining several parcels, vacating and reconfiguring streets, and working around zoning restrictions such as open space requirements, multifamily design standards, or shoreland setbacks to allow for density required to make the developments successful. The following pages include images of existing conditions and site plan concepts for the Broadway District.
Figure 18. Boundaries and existing conditions for the Broadway District with concept development sites.
Figure 19. Future development concept for the Broadway District. Additional market rate housing geared towards young professionals and UWRF employees that fronts the South Fork mirrors the apartments depicted in Figure 14. This site’s layout is dependent upon the City’s shoreland zoning ordinance. Student oriented housing bound by Sycamore, East Park, East Broadway, and South Main Streets enhances the South Main Street’s aesthetics while closing East Park Street access for improved safety. Office space to the north of this site also fronts South Main Street and provides a transition between existing office space to the north and newer student oriented housing to the south.
Figures 20 & 21. Future development concept for the Broadway District. The market rate multiple family residential site consists of three existing lots owned by one landowner and is approximately 1.6 acres. A medium scale multiple family development with 30 to 40 units is estimated to cost $7 to $10 million at this site, and a small scale multiple family development with 10 to 15 units is estimated to cost $2 to $4 million. The project will require City involvement with parcel and street reconfiguration.
Conclusion

The City of River Falls enjoys a high quality of living due to its walkability, abundant green space, thriving downtown, and presence of institutions of higher learning. These assets will continue to draw people to the community, highlighting the importance of maintaining and enhancing infrastructure and neighborhoods to encourage investment in the community. CVTC and UWRF bring many visitors and students from around the state, country, and globe to experience the community’s amenities.

Challenges to redevelopment in the campus corridor include relatively high construction prices and a lack of targeted development projects in each of the districts. Often, developing affordable and workforce housing is difficult when weighing affordable rent prices against construction costs. Without large projects driving redevelopment in each subdistrict, smaller retail and office space may be slow to fill. Additionally, residential neighborhoods with parking concerns and pedestrian barriers may only see these challenges increase as neighborhoods densify.

To ensure high quality future development in the campus corridor, it is important that the City, CVTC, and UWRF work together to identify opportunities for potential private public partnerships with the private sector and carefully coordinate redevelopment with the City’s Community Development, Engineering, and Utilities staff on older sites involving undesirable street configurations and lot sizes. The City can review redevelopment proposals on a project by project basis for grants and partnerships, and there is existing redevelopment support from the City through the City’s TIF policy and other incentives.

These concepts provide City staff with an effective marketing tool for developers who are interested in campus oriented development. Bringing redevelopment to the City’s core benefits the community by utilizing existing infrastructure, increasing the City’s tax base, and providing economic activity for residents and students alike.
Appendix A. Relevant City Plans and Studies.

Downtown Design Plan (2002)
- Develop parking solutions that prevent UWRF students and staff from parking in surrounding neighborhoods and along Main Street where parking is needed for businesses

Comprehensive Plan (2005)
- Campus corridor concepts entirely located in the area mapped in the Comprehensive Plan as “infill development”
- Investigate the feasibility of a UWRF parking ramp or other parking solutions to alleviate on street parking congestion in residential areas near UWRF
- Control the rates, volume, and amount of sediment in stormwater for redevelopment sites, especially near the Kinnickinnic and South Fork Rivers

South Main Street Study (2017)
- Promote redevelopment near the intersection of South Main Street and Cascade Avenue involving mixed use development that appears to students, professionals, and seniors
- Study Vine Street access to South Main Street for safety concerns for pedestrian and vehicular movement
- Preserve future access to the river corridor where South Main Street crosses the South Fork to accommodate a wider bicycle and pedestrian trail
- Enhance connectivity between South Main Street and State Street to divert traffic to businesses along South Main Street during peak traffic flow
- Consolidate existing smaller lots containing old homes to redevelop as mixed use commercial and residential development
- Target development for the site at 700 South Main Street to shape the future of the South Main Street corridor with an emphasis on mixed income, medium density, multi story residential units
- Eliminate access points along South Main Street to improve traffic flow and address safety concerns from turning movements

Kinni Corridor Plan (2019)
- Campus Corridor falls within the “Middle Kinni” context area
- Implementation projects recommended by the plan include:
  - Study feasibility of redevelopment opportunities along Main Street and the UWRF Campus
  - Study feasibility of building a parking ramp
  - Shoreland ordinance evaluation (currently under review)
  - Highlight development and redevelopment opportunities near UWRF and along South Main Street
  - Work with developers to encourage river oriented housing and “gateways” into the community and UWRF Campus
  - Encourage medium to high density residential uses fronting the River at the south end of downtown and along Cascade Avenue and Winter Street
Appendix B. Downtown Overlay Zoning District

The City of River Falls’ Downtown Overlay Zoning District imposes additional requirements for development within the Central Business and Transitional Districts depicted in Figure 22. Examples of requirements found in this zoning district include locating parking to the rear of businesses, requiring historically compatible finishes and paint colors, and reduced sign area maximums. Development and redevelopment within the area must receive Downtown Design Review Committee approval and grant funding is available from the Business Improvement District for façade and sign upgrades for existing properties. The intent of the overlay and its associated review process and grant funding opportunities is to preserve existing historic buildings while encouraging architectural compatibility in newer developments to preserve Downtown River Falls’ traditional main street aesthetic.

While much of the concepts are not located in the Downtown Overlay Zoning District, several of the sites identified in this report may be subject to the overlay’s design requirements. In 2020, the City will begin the planning process involving an update of the 2002 Downtown Design Plan for this area to prepare for an upcoming full reconstruction of Main Street from Division to Locust Streets.

Figure 22 (Right). The City of River Falls Downtown Overlay Zoning District is divided into the Central Business District and the Transitional District, which involves two sets of design requirements for each district.
ITEM: Conceptual Review – 641 S. Main Street and 121 Cascade Court  
OWNER: Jim Renslow  
STAFF: Brandy Howe, Sr. Planner 
Amy Peterson, Development Services Director  

BACKGROUND  
Gordon Awsumb has entered into an agreement with property owner Jim Renslow to purchase a 1.4-acre site that includes 121 Cascade Court and 641 S. Main Street. Awsumb Associates is proposing to develop multifamily housing at this location. Two conceptual layouts have been provided (see attachments). Option A depicts three duplexes (6 units) and townhouses (8 units) with 14 total units. Option B depicts six duplexes (12 units). The architectural style is similar to a 2005 development project in Northeast Minneapolis (see attached exhibits).  

Mr. Awsumb originally submitted a rezoning application for this site; however, staff suggested holding off on the rezoning request until the development concept is more firmly decided so that the appropriate zoning district could be determined based on proposed density and setbacks. Based on this advice, the developer has request Plan Commission input on the enclosed development concepts. Staff analysis of each concept is provided below.
OPPORTUNITY ZONE/TIMING
The subject parcels are in the City's Opportunity Zone, a federal tax incentive program to spur private investment in distressed communities across the U.S. This developer has set up a Qualified Opportunity Fund and plans to invest in the property quickly.

ZONING ANALYSIS
Land Use. The subject site is zoned R1 single-family (low-density) which is intended to provide a quiet, pleasant and relatively spacious living area protected from traffic hazards and incompatible land uses. Permitted residential uses in this district include single-family and two-family (duplexes and twin homes).

Attached Dwellings. City ordinances add restrictions to the creation of duplexes in the City. Section 17.08.010(C)3 requires attached dwelling proposals (i.e. duplexes) to be presented to the Plan Commission as a certified survey or a subdivision plat. The R1 district restricts the placement of a duplex unit within 1,400 feet of another without an approved PUD.

Open Space. There are no open space requirements in the R1 district; therefore, open space is not an issue with either concept. However, if rezoning to R2 or R3 is considered, the 1:1 open space ratio comes into effect for multifamily structures (3+ family attached), which would apply to Option A.

Parking. The R1 district requires two spaces per dwelling. Both concepts depict adequate parking.

Shoreland. The shoreland setback in this area is currently 175’ from the ordinary high-water mark (OHWM). Under the current ordinance, the Planning Director has the authority to approve a smaller setback by averaging the setbacks of adjacent structures. Averaging would yield a 118’ setback rather than 175’. Staff would like to point
out that these parcels are located in the area of the city that was annexed “pre-1982,” for which the Wisconsin Legislature specifically enables cities to set the required shoreland setback without restriction. This topic is presently under staff and Plan Commission study for a potential ordinance amendment. The “pre-1982” area of the city includes parcels along the South Fork of the Kinnickinnic River.

The conceptual layouts depict a 75’ shoreland setback. This setback is mostly outside of the steep slopes.

**PLAN ANALYSIS**

*Comprehensive Plan*

1. The future land use map shows this area as Low Density Residential, which allows single-family, attached single-family, and multifamily units at a density of 2-4 dwellings per acre. The concepts yield 18-24 dwelling units per acre. A future land use map amendment may be necessary to move forward with the development concepts.

2. Resource Protection Areas (RPA) consist of floodplains, wetlands, and slopes greater than 20%. Policy 8-G-3 indicates development should be limited in RPAs. As indicated above, the subject parcels contain floodplain and steep slopes.

**Campus Corridor.** This concept, prepared by Ayres Associates, depicts high density housing on this site with a 75’ shoreland setback (see right). This document has been prepared for conceptual development options in areas near UWRF and CVTC where higher density redevelopment may be beneficial. Staff has proposed the report be accepted by Plan Commission for staff’s use when marketing these areas of the City to developers.

**Kinni River Corridor Plan.** The subject site lies within the South Main District, a redevelopment area per page 5-11. No further description of this area is provided.

**OTHER CONSIDERATIONS**

In Options A and B, the development project covers a portion of Cascade Court. If this or a similar configuration moves forward, right-of-way would likely need to be vacated in order to accommodate development.
SUMMARY
The Developer is looking for Plan Commission feedback on the following items:
   1. Desired density of development on these parcels
   2. Amount of shoreland setback Plan Commission may require in this area
   3. Concepts A and B

EXHIBITS
   1. Conceptual layout – Option A
   2. Conceptual layout – Option B
   3. Style sample
OPTION 'A'
PROPOSED SITE PLAN - SOUTH MAIN STREET AND CASCADE COURT

14 TOTAL UNITS
16 TOTAL GARAGE STALLS &
16 DRIVEWAY PARKING SPACES
2 VISITOR PARKING SPACES
SITE AREA = 65,900 S.F. (APPROX.)

SCALE = 1" = 40'  12-12-19

TOTAL 'GREEN SPACE' = 40,734 S.F.
TOTAL PARKING & DRIVES = 11,266 S.F.
TOTAL LIVING SPACE = 23,798 S.F.
OPTION 'B'
PROPOSED SITE PLAN - SOUTH MAIN STREET AND CASCADE COURT

SCALE = 1" = 40'

12 TOTAL UNITS (DUPLEXES)
12 TOTAL GARAGE STALLS &
12 DRIVEWAY PARKING SPACES
2 VISITOR PARKING SPACES
SITE AREA = 65,900 S.F. (APPROX.)

12-12-19

TOTAL 'GREEN SPACE' = 42,918 S.F.
TOTAL PARKING & DRIVES = 10,742 S.F.
TOTAL LIVING SPACE = 21,576 S.F.
The house that helps pay for itself

A roof that turns sunlight to electricity.
Appliances that use much less power.
Architecture that captures sun in winter and shade in summer.
Create outstanding housing value today and tomorrow.
Introduction

This report is provided monthly to update the Plan Commission on Community Development efforts for the past month, as well as to provide a look forward to the upcoming Plan Commission work.

Next Plan Commission Meeting:
February 4, 2020

Staff has been meeting with developer’s in anticipation of spring projects. The draft department workplan is included at the end of this report to provide you with the 2020 project priority list.

A look ahead Plan Commission will likely see work on the following upcoming developments in 2020:

- Two more development phases in Sterling Ponds
- Kwik Trip at Cemetery Road near Highway 35/65
- City-owned site adjacent to DeSanctis Park
- Multifamily project at 641 S. Main
- Industrial expansions and a new build in Sterling Ponds

Planning and Zoning

- Current Planning
  - Annexations
    - Single parcel annexation at 1110 W. Maple Street
  - Predevelopment meetings
    - 641 S. Main Street
  - Development review
    - Wildcat Terrace Apartments - SIP
    - 1300 S. Main Street – SIP
    - River Falls Police Department remodel and garage addition
  - Variance – Board of Appeals
    - 1209 Emily Circle for a deck variance
  - Subdivisions
    - Met with Sterling Ponds developers on 2 different plats
  - CSMs
    - None
  - Handle customer inquiries and code enforcement items
- Zoning ordinances/map amendments
  - Continue work on Shoreland and Shoreland – Wetland Zoning Ordinances
  - Continue work on an area-wide rezone (W Division, Clark and Cedar)
- Plan Commission prep – January
  - 1300 SIP, Peregrine Terrace SIP, Campus Corridor, 1110 W Maple annexation, 641 S Main concept discussion
- HPC projects and meeting prep
  - 2020 HPC work plan
  - Power plant MOU
• Glen Park pavilion photo board design
• “The Glen” interpretive sign to replace large wooden Cascade Mill sign
• BID Board meeting prep – Assisted with grant reimbursements
• Mapping
  o Ongoing updates for the map highlighting recent development projects; Click here for map
  o Regularly produce maps on an as-needed basis for various City departments
  o Update corporate park maps and create maps for RFIs
• Projects
  o Continued research/report drafting for the power plant project
  o Continuation of work to complete Sterling Ponds Park Plan
  o Using materials from Ayres Associates, drafted the Campus Corridor Concept
  o RFP for DeSanctis Park released on November 26; proposals due January 10
  o Met with staff on alley project follow up
• Conferences/Trainings/Events
  o Staff completed mandatory FEMA Trainings October - December
  o Attended Supervisory Leadership training (Howe)
• Grant Writing
  o Submitted an application for Multimodal Local Supplement (MLS) Grant to fund construction of a Trestle Bridge connecting existing trails across the Kinnickinnic River near Heritage Park
  o Application preparation for Community Development Block Grant to fund the preparation of a Downtown Plan

Economic Development

• Continue work on Economic Development Marketing Plan
  o Continued work on the Economic Development Regional Profile
• Created 4 RFI’s
• Hosted La Crosse developer 360 Real Estate Solutions (Peterson, Schreiner)
• Assisted with Commercial Revolving Loan program
• Attended a BRE meeting with River Valley Converting (Anchor Paper)
• Attended Chamber Business Breakfast (Ericson)
• Attended Chamber Coffee (Ericson)
• Treasurer and Secretary duties for the Economic Development Corporation
• Helped with Developer’s Agreement with TW Equities, LLC and The Povolny Group, LLC
• Met with multiple businesses owners looking at expansion opportunities
• Conferences/Trainings/Events
  o Attended Community Venture Network event (Schreiner)
Building and Inspections

- Glen Park Pavilion, 361 W. Park Street, Joe Merchak, state commercial inspector, completed a final inspection
- Memo on Commercial Electrical Inspector requirements and options
- River Falls Hospital Pharmacy, 1629 E. Division Street, framing inspection for the final phase
- Westside School, 1007 W. Pine Street - Above ceiling inspection in south addition
- Greenwood Elementary, 982 E. Division Street - Final inspection and occupancy granted
- Birchcrest Apts, LLC, 596 Birchcrest Drive – Final inspection and occupancy granted

Management

- Prepared for Plan Commission January meeting
- Researched and prepared information/memos for the City Administrator
- Prepared the Department Annual Report (included)
- Participated in Executive Team Meeting
- Attended Mann Valley Preliminary Design Kickoff Meeting
- Worked with staff on code enforcement solutions
- Met on Capital Cost review
- Completed staff 1:1 meetings
- Participated in Major Development Project Meeting
- Made the transition, shifting Recreation to the Assistant City Administrator

Community Development Department Staff

From left to right: Keri Schreiner, Economic Development Specialist; Cindi Danke, Recreation Manager; Angie Bond, Community Development Assistant; Brenda Rundle, Recreation Assistant; Amy Peterson, Development Services Director; Mike Ericson, Community Development Specialist; David Hovel, Building Inspector; Sam Wessel, Planner; Brandy Howe, Senior Planner.

<table>
<thead>
<tr>
<th>November Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>4</td>
</tr>
</tbody>
</table>
## DRAFT 2020 Community Development Major Project List

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td></td>
</tr>
<tr>
<td>Ordinances</td>
<td>PUD ordinance modifications</td>
</tr>
<tr>
<td></td>
<td>Shoreland Ordinance</td>
</tr>
<tr>
<td></td>
<td>Brew Pub Ordinance</td>
</tr>
<tr>
<td>Plans</td>
<td>Campus Corridor Plan</td>
</tr>
<tr>
<td></td>
<td>Sterling Ponds Park Plan</td>
</tr>
<tr>
<td></td>
<td>Outdoor Recreation Plan</td>
</tr>
<tr>
<td></td>
<td>Set up Downtown Plan to be completed in 2021</td>
</tr>
<tr>
<td></td>
<td>Kinni Cooperative Agreement Implementation</td>
</tr>
<tr>
<td>Studies</td>
<td>Capital Cost</td>
</tr>
<tr>
<td></td>
<td>Power Plant Study</td>
</tr>
<tr>
<td>Projects</td>
<td>DeSanctis Park Housing RFP</td>
</tr>
<tr>
<td></td>
<td>Upgrade GIS development map</td>
</tr>
<tr>
<td></td>
<td>Power Plant Landmark Nomination</td>
</tr>
<tr>
<td></td>
<td>Historic designation of a parcel(s)</td>
</tr>
<tr>
<td>Grants</td>
<td>CDBG grant for Downtown Plan</td>
</tr>
<tr>
<td>B&amp;I</td>
<td>Update 15.16 for Rental Inspection changes</td>
</tr>
<tr>
<td></td>
<td>Report on Commercial Inspections</td>
</tr>
<tr>
<td></td>
<td>Inspections back up</td>
</tr>
<tr>
<td></td>
<td>Succession plan for Inspections</td>
</tr>
<tr>
<td></td>
<td>Contractor Breakfast Training</td>
</tr>
<tr>
<td></td>
<td>Building code update</td>
</tr>
<tr>
<td>Econ Devel</td>
<td>Downtown alley upgrades</td>
</tr>
<tr>
<td></td>
<td>Power Plant</td>
</tr>
<tr>
<td></td>
<td>Present ED Marketing Plan to Council</td>
</tr>
<tr>
<td></td>
<td>Mann Valley Certified Site Prep</td>
</tr>
<tr>
<td></td>
<td>SP &amp; WT Shovel Ready Site</td>
</tr>
<tr>
<td></td>
<td>Mann Valley Phone 1 Development Plan</td>
</tr>
<tr>
<td></td>
<td>Research and begin implementation of CRM</td>
</tr>
<tr>
<td></td>
<td>Organize 2020 traffic counts for ED locations</td>
</tr>
</tbody>
</table>
# Table of Contents

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>2019 Review</td>
<td>4</td>
</tr>
<tr>
<td>City Council Strategic Plan Goals</td>
<td>6</td>
</tr>
<tr>
<td>Administrations 2019-2021 Strategic Initiatives</td>
<td>7</td>
</tr>
<tr>
<td>Department Values and Mission Statement</td>
<td>8</td>
</tr>
<tr>
<td>Employee Expectations</td>
<td>9</td>
</tr>
<tr>
<td>Department Positions</td>
<td>10</td>
</tr>
<tr>
<td>Partnerships/Public Outreach</td>
<td>14</td>
</tr>
<tr>
<td>Training</td>
<td>14</td>
</tr>
<tr>
<td>Grant Revenues</td>
<td>14</td>
</tr>
<tr>
<td>Intergovernmental Coordination</td>
<td>15</td>
</tr>
<tr>
<td>Committee Work and Assignments</td>
<td>15</td>
</tr>
</tbody>
</table>
The City of River Falls Community Development Department is uniquely equipped to provide value to the City as it encounters the many economic, social and environmental challenges US cities face today. Planning is, in fact, an agent of hope in the community, affecting renewal and regeneration, and is a facet of government that uniquely focuses on the partnership of collective work to improve the conditions of the city and life in it. It is also uniquely prepared and focused on promoting a condition of sustained improvement, overlooking short-term benefits in favor of the long-term impact of policy on the common good and future generations.

The purpose of this Report is to document the details of the Department, including staffing, roles, and functions as well as the previous years’ workload impact.

The Community Development Department is responsible for current and long-term planning, zoning, building inspections, permitting and code enforcement for the City, economic development (with Administration) and via the Recreation Division, is responsible for the City’s annual recreation programing, City pool operations, campground administration, and information creation and dispersal regarding recreating in the City.

In 2019 Buddy Lucero, Community Development Director retired. In May the City hired Mike Ericson as Community Development Specialist in a temporary status.

The 2019 Department Organizational Chart is below and includes a total of 8.5 FTE’s. Note, the FTE count does not include interns, temporary and seasonal staff. In 2020 the Org Chart will change significantly, with Recreation leaving ComDev, Engineering joining and with an oncoming new Community Development Director.
2019 Review

The following highlights the Department’s work in 2019, including the permitting and development activity, and shows the value of the work to the City.

**Development**

<table>
<thead>
<tr>
<th>311</th>
<th>Total Building Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>$59,762,504</td>
<td>Construction Value of Permits</td>
</tr>
<tr>
<td>264,025</td>
<td>Square Feet of Commercial/Industrial Building Permits Sold</td>
</tr>
<tr>
<td>145</td>
<td>Single Family Lots Available (12/31/19)</td>
</tr>
<tr>
<td>1</td>
<td>Final Plats Approved</td>
</tr>
<tr>
<td>6</td>
<td>Development Review Approvals</td>
</tr>
<tr>
<td>$0</td>
<td>Grant Funds Awarded</td>
</tr>
<tr>
<td>4.7</td>
<td>Acres annexed</td>
</tr>
</tbody>
</table>

**Recreation**

| 36,140 | Total Campground Revenue |
| 5,425 | Total Shelter Revenue |
| 76,365 | Total Recreation Revenue |

| 1963 | No outdoor pool 2019 |
| 1,088 | Youth activities |
| 3051 | Adult Leagues |

| 3,425 | Total Activity Enrollment |

**Community Survey**

<table>
<thead>
<tr>
<th>Community Characteristic</th>
<th>2015 % Positive Rating</th>
<th>2017 % Positive Rating</th>
<th>2019 % Positive Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Development</td>
<td>65</td>
<td>58</td>
<td>65</td>
</tr>
<tr>
<td>Housing Options</td>
<td>63</td>
<td>63</td>
<td>45</td>
</tr>
<tr>
<td>Public Parking</td>
<td>60</td>
<td>58</td>
<td>55</td>
</tr>
<tr>
<td>Travel By Bicycle</td>
<td>71</td>
<td>74</td>
<td>69</td>
</tr>
<tr>
<td>Overall Natural Environment</td>
<td>89</td>
<td>89</td>
<td>92</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code Enforcement</td>
</tr>
<tr>
<td>Economic Development</td>
</tr>
<tr>
<td>Recreation Programs</td>
</tr>
</tbody>
</table>
**Major Projects**

**Kinni Corridor Plan**
Plan was approved by Council January 2019; Nonprofit organization is in development to implement the plan.

**Cooperative Boundary Agreement**
Council approved an agreement with the Town of Kinnickinnic in January 2019.

**Large Development Planning**
Depot and City Station, Main Street
Apartments (1300 S Main St), Peregrine Terrace

**River Falls School District**
Renovations and additions to the 4 elementary schools and Middle School and High School

**Glen Park Pavilion**
Construction is complete

**Wayfinding Plan**
Phase 1 was implemented. Approximately 1/3 of signage installed

**Campus Corridor Concept**
Identifies future campus oriented development needs and concept plans for development along Cascade and South Main Street

**Sterling Ponds Park Plan**
Planning for long term park and recreation improvements in Sterling Ponds Park and surrounding neighborhood

**Records Management**
Continued progress, scanning paper files, and organizing/cleaning electronic files
City Council Strategic Plan 2018-2022: Vision, Mission, Values & Goals

Vision: A distinct, vibrant, and safe community with an abundance of nature and easy access to metropolitan amenities. A place where families, students and businesses flourish.

Mission: To coordinate and deliver essential services and ensure a sustainable future.

Values:
- We put people first
- We pursue excellence
- We act with integrity
- We embrace change
- We serve our community
- We consider future generations

Goals:
Connected Community
- An engaged community
- Effective communications with citizens
- Progress on Kinni Corridor Plan

Economic Vitality
- Thriving Corporate Parks
- Housing that supports economic objectives
- Clear economic development strategy

Financial Sustainability
- Prepared for financial contingencies
- Diverse revenue sources
- Excellent credit rating

Quality Municipal Services
- Satisfied citizens
- Regular review of services
- Adequate response to meet service demand
- Sustained Capital Investment in public infrastructure
# Administration's 2019-2021 Strategic Initiatives

* Highlighted items include Community Development involvement

## Ensuring Financial Stability
- Conduct a Cost of Service Study and Update Electric Rates for 2020 implementation
- Develop 2021-2026 CIP Quality Municipal Services

## Quality Municipal Services
- Complete and Implement Class and Compensation Study
- Conduct an assessment of EMS services; analyze feasibility and options
- Develop Implementation Strategy for Fire Site & Facility
- Evaluate West Central Bio Solids Partnership, in-depth analysis of options
- Implement AMI for Water/Electric
- Implement North Sewer Interceptor Plan
- Implement Remodel of 2815 Prairie Drive for Police Station
- Conduct Library Strategic Planning Economic Vitality

## Economic Vitality
- Cooperate with State DOT on 35/65 & Division On/Off Ramp Project (Jug Handle)
- Develop Preliminary Engineering Design for Mann Valley
- Evaluate and Implement the Campus Corridor Plan for Infill Development
- Update Downtown Master Plan Connected Community

## Connected Community
- Assist UWRF with new Science Facility & Coordinated Public Infrastructure Improvements at 2nd & Cascade
- Conduct 2019 Citizen Survey
- Update Outdoor Recreation Plan
Department Values and Mission Statement

The Values of the City of River Falls Community Development Department:

Work Culture
- We will be ethical
- We will strive to always learn
- We will be innovative
- We will find meaningful work
- We will actively engage and be respectful

Customer Services
- We will be ambassadors of the City, city government and the department
- We will strive to offer the fastest quality services
- We will be solution-oriented and resourceful
- We will monitor and be responsive to community satisfaction
- We will provide balanced services at affordable prices

Partnerships
- We will be collaborative and strive for win-win solutions
- We will attract talent inside and outside the organization to fulfill our mission
- We will be creative in strategizing on projects, looking to the P-5 for partners (Public, Private, Non Profit, Philanthropic and People)
- We will be available to assist other organizations in improving the quality of life in River Falls

Community/Urbanism
- We will work for the community’s best interest
- We will maintain a cooperative intergovernmental perspective
- We will promote a compact urban form
- We will maintain and respect River Falls’ unique personality, sense of place and character
- We will work to be a community of real neighborhoods and diverse districts, and we will support the conservation of the natural environment and the preservation of our built environment
- We will advocate for the following principles: neighborhoods should be diverse in use and population; our community should be designed for the pedestrian, biker and ultimately transit, as well as the car; our community should be shaped by physically defined and universally accessible public spaces and community institutions; our urban places should be framed by architecture and landscape design that celebrates our local history, climate and ecology

The Mission of the City of River Falls Community Development Department is to guide future growth and development through effective planning, zoning, permitting, enforcement, and maintain and promote sustainability by taking care of the needs of the present generations without compromising the ability to meet the needs of future generations.
The City of River Falls Community Development Department staff are required to adhere to the most current City of River Falls Employee Handbook and Policies.

In addition to the requirements of the Employee Handbook, the Community Development Department will:

- Strive for respectful, collaborative relationships with other City departments and staff through responsiveness, good listening skills, and empowering others with information.
- To the best of our abilities, foresee deadlines and request information from other departments well ahead of time, to avoid ‘crisis management’.
- Provide customer service as a top priority, assisting the public when able with the concept of “first contact, first to serve”, being accessible, listening, being resourceful and solution-oriented and communicating in a timely fashion to address the needs of the public.
- Hold initial development plans and discussions, proprietary information and other similar information in confidence until such time as the owner of the information decides to share it with the public unless we are required to provide it by law.
- Be respectful with each other, never criticize others in a public setting, be candid with each other, offer assistance to each other and have a sincere interest in the thoughts and ideas of others above our own.
- Manage projects deliberately, taking into account adequate quality control, legal review and economic impacts to safeguard the City and provide for a successful end-product.

From left to right: Keri Schreiner, Economic Development Specialist; Cindi Danke, Recreation Manager; Angie Bond, Community Development Assistant; Brenda Rundle, Recreation Assistant; Amy Peterson, Development Services Director; Mike Ericson, Community Development Specialist; David Hovel, Building Inspector; Sam Wessel, Planner; Brandy Howe, Senior Planner.
Department Positions – Descriptions and Time Distributions

**Intern Program**
The program was put on hold in 2018 and 2019, with anticipation of resuming in 2020. In the past, internships focused on GIS, but possible future options include Historic Preservation, Planning or Economic Development.

**Recreation Seasonal Positions (approximately 25 per summer)**
Positions include life guards and programming staff. Staffing will be reduced some in 2019, due to Glen Park renovations. No outdoor pool so no lifeguards and swim classes offered for only Level 1 to 6 and no parent child or preschool lessons offered as High School Pool was utilized.

**Recreation Assistant (Part-time)**
Brenda Rundle
Assists the Recreation Manager in planning, organizing, coordinating and supervising a community recreation program for seniors, adults, and/or youth. Programs include cultural arts, physical activities, special interest classes and other programs. Coordinate day to day administrative office work both routine and complex.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration/facility rental</td>
<td>30%</td>
</tr>
<tr>
<td>Customer service</td>
<td>30%</td>
</tr>
<tr>
<td>Preparing annual activity guide</td>
<td>20%</td>
</tr>
<tr>
<td>Preparing supplies/paperwork for seasonal staff</td>
<td>10%</td>
</tr>
<tr>
<td>Leading/monitoring classes/staff</td>
<td>5%</td>
</tr>
<tr>
<td>Website &amp; social media</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Recreation Manager**
Cindi Danke
Plans, organizes, coordinates and supervises the community recreation program for seniors, adults, and youth. Program includes cultural arts, physical activities, special interest classes and other programs. Coordinate day to day administrative office work both routine and complex.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>General customer service</td>
<td>30%</td>
</tr>
<tr>
<td>Registration</td>
<td>20%</td>
</tr>
<tr>
<td>Staff management</td>
<td>20%</td>
</tr>
<tr>
<td>Meetings</td>
<td>20%</td>
</tr>
<tr>
<td>Reports, scheduling, social media</td>
<td>10%</td>
</tr>
</tbody>
</table>
**Community Development Assistant**
Angie Bond
Supports the Community Development Division with primary responsibilities assisting the Building Inspector/Code Enforcement Officer. Responsible for performing administrative work such as receiving the public, providing customer assistance, cashiering and maintaining record systems. This position is responsible for maintaining current information relative to housing standards, property records systems, filling procedures, document inspections, submitting reports to Council, Plan Commission and State and Federal governments as required.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building permits</td>
<td>35%</td>
</tr>
<tr>
<td>Customer service</td>
<td>20%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>15%</td>
</tr>
<tr>
<td>Department support</td>
<td>15%</td>
</tr>
<tr>
<td>Sign permits</td>
<td>10%</td>
</tr>
<tr>
<td>Rental licensing</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Building Inspector/Code Enforcement Officer**
David Hovel
Responsible for municipal code activities relating to rental housing, to single and two-family housing, HVAC, electrical, plumbing, commercial construction and erosion control, and shall assist State Inspectors with multiple family, commercial, and industrial inspections. Maintains reports, meets with the public on code-related matters, investigates building standards, land use and issues and collects permit and impact fees.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building inspections – residential</td>
<td>50%</td>
</tr>
<tr>
<td>Permit review/issue</td>
<td>10%</td>
</tr>
<tr>
<td>Code questions &amp; consultations</td>
<td>10%</td>
</tr>
<tr>
<td>Building inspections – commercial</td>
<td>10%</td>
</tr>
<tr>
<td>Zoning assistance</td>
<td>5%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>5%</td>
</tr>
<tr>
<td>Reports</td>
<td>5%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>4%</td>
</tr>
<tr>
<td>Assist other departments</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Planner/GIS**
Sam Wessel,
Provides current planning, technical and occasional long-range planning support to the Department. Duties include customer service for day to day current planning needs, GIS support, developing planning initiatives, guiding committees, and providing support to department objectives. The Planner provides customer service, leads and represents the Department at meetings and is a liaison to the community.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIS</td>
<td>25%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>20%</td>
</tr>
<tr>
<td>Long range planning</td>
<td>20%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>10%</td>
</tr>
<tr>
<td>Committees/Meeting prep</td>
<td>10%</td>
</tr>
</tbody>
</table>
**Senior Planner**  
Brandy Howe, AICP  
Leads the current planning for the City, leads short and long-term planning projects, implements and manages City development processes, ensures compliance with approved plans and ordinances, conducts research and report writing, legislative analysis, and special reports. The Senior Planner provides customer service, serves as a Department liaison to the community and a variety of City boards and commissions and serves as the Zoning Administrator for the City upon delegation of the Community Development Director.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current planning</td>
<td>50%</td>
</tr>
<tr>
<td>Committees/Meeting prep</td>
<td>25%</td>
</tr>
<tr>
<td>Special projects</td>
<td>20%</td>
</tr>
<tr>
<td>GIS</td>
<td>3%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Economic Development Specialist**  
Keri Schreiner  
Builds on River Falls reputation for proactive, attentive, and effective economic development, with a primary focus on large industry development. The Economic Development Specialist will assist the City Administrator with developing and implementing economic development programs for the City with the purpose of business retention, expansion and attraction.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requests for information</td>
<td>40%</td>
</tr>
<tr>
<td>Business retention &amp; expansion</td>
<td>30%</td>
</tr>
<tr>
<td>Board/Meeting Prep</td>
<td>15%</td>
</tr>
<tr>
<td>Special projects</td>
<td>10%</td>
</tr>
<tr>
<td>Maintaining property inventory</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Community Development Specialist**  
Mike Ericson (May 2019-current)  
Work with existing businesses on current and future business needs. Primary focus of connecting Twin Cities area developers, builders, and business professionals to diversify the commercial, retail and residential tax base. Complete research on a variety of topics directly related to assisting local businesses.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings and research with Twin Cities developers and contractors</td>
<td>45%</td>
</tr>
<tr>
<td>Research community development issues</td>
<td>15%</td>
</tr>
<tr>
<td>Business retention and expansion</td>
<td>10%</td>
</tr>
<tr>
<td>Chamber of Commerce collaboration</td>
<td>10%</td>
</tr>
<tr>
<td>Recreation strategic plan</td>
<td>10%</td>
</tr>
<tr>
<td>Special projects</td>
<td>10%</td>
</tr>
</tbody>
</table>
**Community Development Director**

*Buddy Lucero (thru April 2019)*

The principal function is to lead major development projects as well as the Kinni Corridor Plan. The work is performed under the direct supervision of the City Administrator, but extensive leeway is granted for the exercise of independent judgement and initiative.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects</td>
<td>70%</td>
</tr>
<tr>
<td>Administrative</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Development Services Director**

*Amy Peterson, AICP, LEED AP*

Provides leadership to operations and services of the Community Development Division including: providing administrative oversight and supervision to the planning, building inspection, economic development and recreation divisions. Serves as an internal and external resource to staff and the community. The work is performed under the direct supervision of the City Administrator. This position supports the investment by private and public partners in the built environment of the City by facilitating quality real estate development.

<table>
<thead>
<tr>
<th>Task</th>
<th>Weekly Time Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Administration</td>
<td>40%</td>
</tr>
<tr>
<td>Commission/Board Meeting Prep/Attendance</td>
<td>25%</td>
</tr>
<tr>
<td>Current Planning</td>
<td>25%</td>
</tr>
<tr>
<td>Special Projects</td>
<td>10%</td>
</tr>
</tbody>
</table>
Partnerships/Public Outreach

The following lists the external public and private partnerships the department develops and maintains:

- River Falls Chamber of Commerce
- Pierce & St. Croix Health Departments
- Habitat for Humanity
- University Wisconsin River Falls
- Chippewa Valley Technical College
- St. Croix Valley Bird Club
- Kinnickinnic Off-Road Cyclists
- Tree City USA
- River Falls Sportsman’s Club
- River Falls Pickleball Association
- River Falls Community Arts Base
- Allina Health
- River Falls School District
- River Falls Boys and Girls Basketball, Youth Volleyball and Youth Soccer
- River Falls Business Improvement District
- Housing Authority
- River Falls Rotary
- River Falls Garden Club
- Community Gardens
- First National Bank
- In Balance Yoga
- WI Bike Federation
- St. Croix County EDC
- Small Business Development Corporation

Training Provided by the Community Development Department 2019/2020

- Homeowner’s Building Workshop – 2019
- Seasonal Recreation Employee Training – 2019
- Contractor’s Meeting – 2020

Grant Revenues – 2015 to 2019

- 2016 WI State Historical Society - Historical Architectural Survey - $22,000
- 2016 WI DNR Stewardship Funds - Trail Heritage Park to Division Street - $238,800
- 2015 FEMA - Hoffman Park Storm Shelter $583,162 + $17,725 = $600,887
- 2017 FEMA Glen Park Storm Shelter $637,899
- 2015 WI State Historical Society - National Historic Designation – Swinging Bridge - $4,000
- 2016 WI DOT – Lake George Bridge - $902,400 (unfunded)
- 2018 WI DOT – Awarded $48,000 for the 2021 Bicycle and Pedestrian Plan
Intergovernmental Coordination

- All City Departments
- Pierce & St. Croix County – Health Departments
- State of WI Commercial Inspectors
- Chippewa Valley Technical College (Wood Techniques Course)
- West Central Regional Planning Commission (taxi administration)
- Wisconsin DOT (taxi administration, grant applications, state highway projects)
- Town of River Falls, Clifton, Kinnickinnic, Troy (Intergovernmental Agreements, ETZ)
- State of Wisconsin Historical Society (grants)
- River Falls Business Improvement District (grants, downtown beautification and development)
- River Falls Housing Authority
- River Falls School District

Committee Work and Assignments

The following lists the committees/commissions the department participates in and the staff assignments. The first seven highlighted are the official Boards/Committees the department staffs:

1. City Plan Commission – Brandy Howe, Sam Wessel, Amy Peterson
2. ETZ Committee - Brandy Howe, Sam Wessel, Amy Peterson
3. Board of Appeals - Brandy Howe, Sam Wessel, Amy Peterson
4. Historic Preservation Commission – Brandy Howe
5. Downtown Design Review Committee – as needed
6. Business Improvement District – Sam Wessel
7. Park and Recreation Advisory Board – Cindi Danke, Brenda Rundle, Amy Peterson
8. Executive Team – Amy Peterson
9. FUN Committee Co-chairs – Dave Hovel
10. Chippewa Valley Technical College Advisory Committee for Wood Techniques Course – Dave Hovel
11. Township meetings – Planning staff, as needed
12. Green Team – Brandy Howe, Keri Schreiner, Sam Wessel
13. Healthy Foundations – Cindi Danke
14. Youth Association Groups (Basketball, Wrestling, Gymnastics, Baseball) – Cindi Danke