GWB Professional Services
Project Management ◈ Community Development ◈ Planning
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To: **Dale Reeves, Jamin Friedl, RDA Members**
From: **Gary Becker, CEcD Emeritus**
Date: **December 3, 2020**

Re: **Formalizing a Redevelopment Process**

There has been some discussion about how we move forward with the RDA's mission of eliminating and preventing blight within the City. This discussion is particularly important because of the special authority this body is granted by the State of Wisconsin which requires the RDA be deliberate in its actions. After discussion with Dale, I have prepared this outline of how we can formalize a process focused on a two-pronged strategy:

A. Regularly assess the condition of property in the City to identify property that may be deteriorating or otherwise beginning to create a blighting influence to neighboring properties;
B. Establish relationships with Madison/Stoughton area developers.

Purpose of an RDA/CDA

From Wisconsin Statutes 66.1333 Blight Elimination and Slum Clearance Act:
"It is the policy of this state to protect and promote the health, safety, morals and general welfare of the people of the state in which these areas and blighted properties exist by the elimination and prevention of these areas and blighted properties through the utilization of all means appropriate for that purpose, thereby encouraging well-planned, integrated, stable, safe and healthful neighborhoods, the provision of healthful homes, a decent living environment and adequate places for employment of the people of this state and its communities in these areas and blighted properties. The purposes of this section are to provide for the elimination and prevention of substandard, deteriorated, slum and blighted areas and blighted properties through redevelopment and other activities by state-created agencies and the utilization of all other available public and private agencies and resources. State agencies are necessary in order to carry out in the most effective and efficient manner the state's policy and declared purposes for the prevention and elimination of substandard, deteriorated, slum and blighted areas and blighted properties. State agencies shall be available in all the cities in the state to be known as the redevelopment authorities of the particular cities and carry out and effectuate the provisions of this section when the local legislative bodies of the cities determine there is a need for them to carry out within their cities the powers and purposes of this section. Assistance which may be given by cities or any other public bodies under this section is a public use and purpose for which public money may be expended."

Relationship with Property Owners and Citizens
The RDA should consider public messaging about its role in the City and how it will fulfill its obligations. In particular, messaging should be directed to citizens in general that the RDA is there to protect the public from harmful and deleterious property conditions, and to property owners in particular that the RDA is interested in protecting everyone's investment in the community and creating conditions that encourage new investment.

Property Condition Assessment
One of the biggest issues for an RDA is acquiring blighted property. Both property owners and citizens can become suspicious of local government when it is acquiring and assembling property and then turning around and selling it to a developer. How can citizens trust that their government is acting in good faith and not in collusion with a developer?

If the RDA is an agency of the State, tasked with preventing blighting conditions within its City, then one would expect that RDA to regularly monitor and report on the condition of property in the City. In doing so, it would establish objective standards and measures, evaluate property in the City according to those standards and create a record that can be compared over time to identify property in decline.

Assessment and reporting are the first steps. A policy will need to be adopted and allocation of funds and decisions made to administer such a program. Perhaps the assessment only needs to be done every five years by the building inspection department. They could divide the City into 5 areas and do one area each year. A process will need to be worked out regarding how the RDA and City respond to "red flag" properties. Perhaps it is something like this:

1. A property is "red-flagged" as the result of a property condition assessment.
2. The owner is notified that their property was flagged during a recent property condition assessment and the issue of concern is described. The RDA would let the owner know of resources available to help with maintenance, find a buyer, or otherwise stabilize the property. No further action would be taken at this point – it would be up to the owner to reach out to discuss options with the City. The owner is notified that x number of consecutive red flags may result in legal action to resolve deteriorating property conditions. Perhaps red-flagged properties become subject to annual assessment.
3. Hopefully, the owner voluntarily paints their house, or whatever the blighting issue is, and the issue is resolved, perhaps with an RLF loan or other type of assistance. Perhaps the owner is interested in doing something with their property and the RDA can assist with that.
4. If the property owner is non-responsive or ends up with the threshold number of red flags, then the RDA can begin a process of property acquisition or other means to remedy the blighting conditions.

Obviously, a provision will need to be made to take swifter action on property conditions that pose an imminent danger to public health and safety.

Attached is a sample property condition report that I have used over the years. This is filled out from an assessment I prepared in Algoma last fall.

Developer Relationships

It is one thing to identify blighted properties, but how do they get redeveloped? As we have seen, it is difficult to engage developers when there is a structured framework focused on selecting a developer in a short period of time. When one has the luxury of time, then deeper relationships can be formed that will likely result in more available options when it is time to select a developer.

I suggest we get the word out somehow – a letter to developers we know of, a posting with real estate and economic development organizations – whatever the method, the idea is to let folks know that Stoughton is interested in cultivating relationships with developers for whatever opportunities may arise in the City. If they are interested in being on a mailing list to be made aware of future development opportunities, then they will let you know.

Once you have a list of developers who have self-identified as being interested in Stoughton development opportunities, you would prioritize the list and work your way down to set up a phone call or meeting to find out a bit more about them and for you to talk about Stoughton's approach to development. When this process is complete, you should have a solid list of interested developers.

The next thing is to arrange for a familiarization tour with the folks on your list. This could be one-on-one (most effective) or as a group (least resources involved). Following the tour, it will be important to follow-up with periodic updates – perhaps twice a year. You will want to do a familiarization tour every two years or so.

Survey of Conditions: City of Algoma, Block 10, A.D. Evelands Addition

Date: _10/4/2019_____ **Name of Recorder:** Gary Becker, GWB Professional Services

PIN: __31 201 ADE 85.1_____ # Pictures: 3_____ # of Floors: _2_____ Parcel Use: __Residential_____

Project/Location: 520 Steele St., downtown

Rating					G = Good, 1 = Maintenance, 2-4 = Minor, Moderate, Major Repairs
G	**1**	**2**	**3**	**4**	**Structural Component & Comments**
			☑		Façade/Siding
		☑			Foundation
☑					Roof
			☑		Windows
					Doors
					Stairs
					Porch(es)
					Chimney
					Accessory Structure.

	Site Component
	Obsolete Building
☑	Land Underutilization
	Lack of Parking/Loading
☑	Faulty Lot Layout (1)
	Lack of Open Space
	Population Overcrowding
	Environmental Contamination (2)
	Substandard walkways/driveways
	Inadequate outdoor storage/screening
	Other hazards to public health/sfty/wlfare (3)

Property Blighted? _Yes__ **General Comments:** _Deteriorating exterior due to lack of maintenance; overgrown vegetation around foundation; many windows appear deteriorated with exterior sills missing; excessively large lot size given the property's central location; improvement value per acre is only $125,000, placing it in the bottom 10% of the properties on the block.- the median value of improvements per acre on this block is $300,000. This property is having a blighting influence on the neighborhood.

1: Accessibility, size, configuration, relationship to adjacent properties. 2: Either historic, current, or suspected. 3: Including such things as police calls, fire inspection reports, and land uses that are inappropriate/out of sync with surroundings

Photos

520 Steele St. – top photo from Oct. 2019, bottom photo by Google Maps from July 2013, showing continued exterior deterioration.

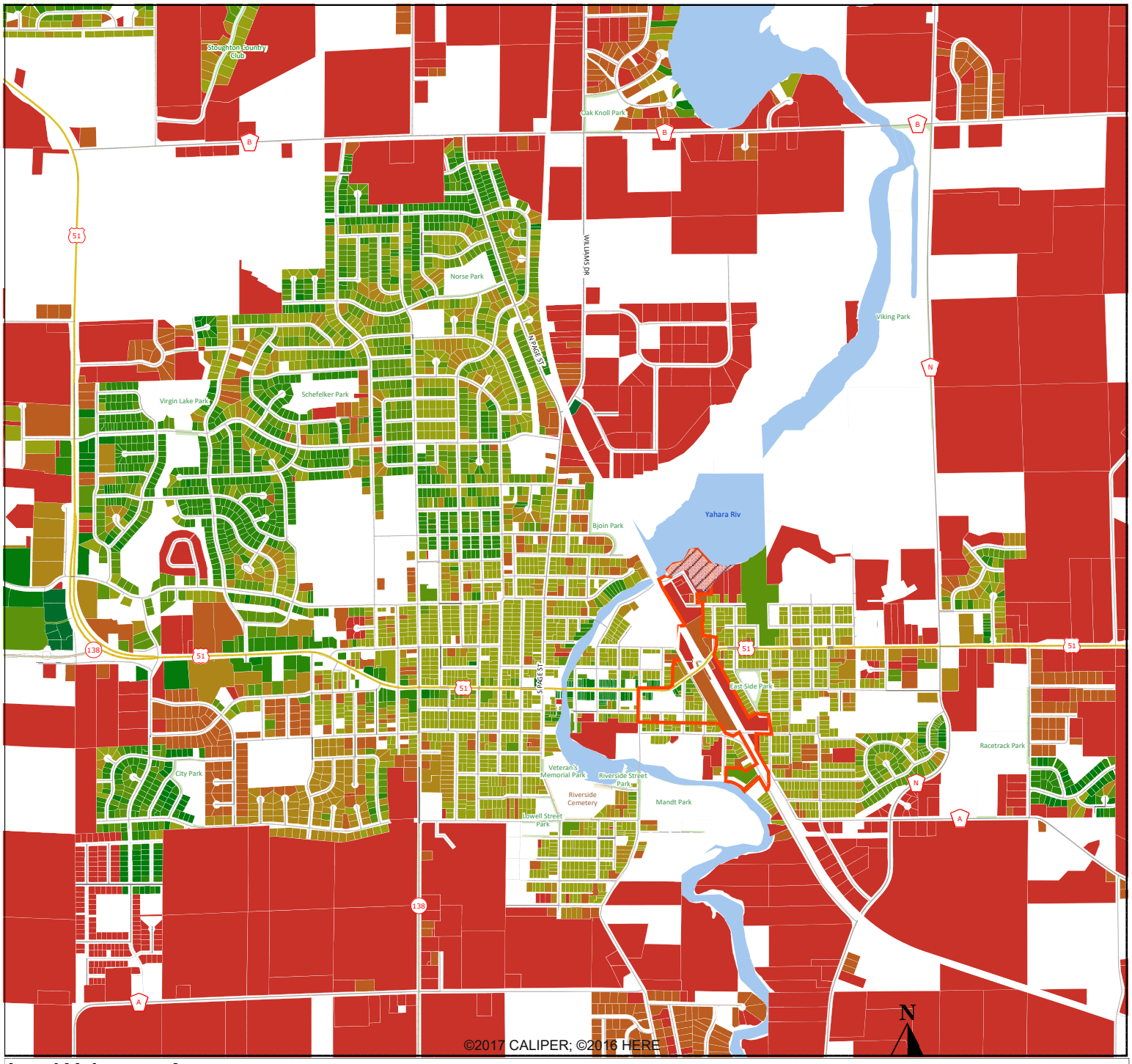
520 Steele St. – lot layout not appropriate for central city location, improvement value per acre in bottom 10% of properties on the block.

Developers 11-10

FIRM	ADDRESS	CITY	STATE	ZIP10	FIRST_NAME	LAST_NAME	TITLE	Phone
ALEXANDER COMPANIES	345 W. Washington Ave., Suite 301	MADISON	WI	53703	JOE	ALEXANDER	PRESIDENT	(608)258-5580
NEWMARK GRUBB GIALAMAS	1001 Fourier Dr., Suite 100	MADISON	WI	53717	THOMAS	GIALAMAS	PRINCIPAL	(608) 828-8800
CBRE	10 E. Doty St., Suite 410	MADISON	WI	53703	MADISON	OFFICE	MANAGER	(608)663-5445
NAI MLG COMMERCIAL	4602 S. Biltmore Ln., Suite 117	Madison	WI	53718	CHARLES	REDJINSKI	SENIOR VICE PRESIDENT	(608) 663-6000
Galway Companies	6430 Bridge Rd., Suite 230	Madison	WI	53713	Steve	Dorn		(608)327-4021
Fox Arneson	5972 Executive Dr., Suite 100	Madison	WI	53719	Steve	Noll	DIRECTOR OF BUSINESS DEVELOPMENT	(608)276-4400
Joe Daniels Construction Co.	919 Applegate Rd.	Madison	WI	53713				(608)271-4800
Bachmann Construction	1201 S. Stoughton Rd.	MADISON	WI	53716	Greg	Smithback	Vice President Business Development	(608)222-8869
BLETTNER GROUP	3440 Mitchell St	MADISON	WI	53704	ROBERT	BLETTNER	CEO/CHAIRMAN	608-241-7777
CENTRAL PLACE REAL ESTATE	525 Junction Rd	MADISON	WI	53717	ROBERT	ZACHE		(608) 662-1661
COMMUNITY BY DESIGN	3553 University Ave.	MADISON	WI	53705	Peter	Frautschi		(608) 310-8133
DEGEN & ASSOCIATES, LLC	3518 BLACKHAWK DR	MADISON	WI	53705	Thomas	Degen		608-238-1128
360 Commercial Real Estate	701 E. Washington Ave., Suite LL3	Madison	WI	53703				(920-230-3628
CROWN COMMERCIAL/ROBERTS CONSTRUCTION	6629 University Ave., Suite 102	Middleton	WI	53562	BILL	NEBLE		(608)831-2618
GORMAN CO.	200 N. Main St.	Oregon	WI	53575	Ted	Matkom	Wisconsin Market President	(608)835-3900
COLDWELL BANKERS SVEUM REALTORS	625 W MAIN ST	STOUGHTON	WI	53589	PETER	SVEUM	PRESIDENT	
GREYWOLF PARTNERS, INC.	804 Liberty Blvd., Suite 204	Sun Prairie	WI	53590	PAUL	WAGNER	DIRECTOR OF BUSINESS DEVELOPMENT	(877)543-4739
DSI REAL ESTATE GROUP	100 River Place #1	MONONA	WI	53713				
ELLEFSON COMPANY	1018 GAMMON LANE #100	MADISON	WI	53719	TOM	ELLEFSON		
ELLIOTT CONSTRUCTION INC	8605 FAIRWAY AVE, #101	MIDDLETON	WI	53562	CHARLES	ELLIOTT		
Encore Construction					CARI	FUSS		
EXECUTIVE INVESTORS	6514 ODANA ROAD	MADISON	WI	53719	JOEL	BAHR	MANAGING MEMBER	
EXECUTIVE MANAGEMENT, INC.	2901 International Lane, Suite 100	MADISON	WI	53704	GREGORY	RICE	CEO	608-242-5566
FIRST WEBER	4274 EAST TOWNE BLVD	MADISON	WI	53704	ED	BUSSE	ASSOCIATE VP	
FIRST WEBER REALTORS	2985 TRIVERTON PIKE DRIVE	MADISON	WI	53711	DAVE	ROARK		
FISHER DEVELOPMENT	350 W. Washingotn Ave.	MADISON	WI	53703				608-294-7000
FLAD DEVELOP & INVEST CORP	7842 MINERAL PT RD STE 105	MADISON	WI	53717	STEVEN P	HOFF	VICE PRESIDENT	
FLAD DEVELOPMENT	7941 Tree Lane, Suite 105	MADISON	WI	53717	JOHN	FLAD		608-833-8100
FLEMING DEVELOPMENT	2960 Triverton Pike Dr., #202	FITCHBURG	WI	53713	DANIEL	FLEMING	PRESIDENT	608-277-8887
GALLINA CORPORATION	101 E Main St #500	MT HOREB	WI	53572	CRAIG	ENZENROTH	PRESIDENT	
GANNON CONSTRUCTION	4719 FAREWELL DR #3	MC FARLAND	WI	53558				
GREAT LAKES COMPANIES	122 W WASHINGTON AVE	MADISON	WI	53703	PATRICK	ANDERSON	DIRECTOR OF COMMERCIAL & HOUSING DEVELOPMENT	
GREENWAY PROPERTIES, INC.	525 Junction Rd #1900	MADISON	WI	53717	TIM	KERRY	PRESIDENT	
Hawthorne AND Stone	5274 CTY RD KP	CROSS PLAINS	WI	53528	CRAIG & JANICE	FAGA		
Twall Enterprises	P.O. Box 620037	MIDDLETON	WI	53562	TERRENCE	WALL		
HOMBURG REALTY	5590 MONONA DRIVE	MONONA	WI	53716	ANDREW	HOMBURG		
HORIZON	1031 NORTH EDGE TRAIL	VERONA	WI	53593	CHUCK	HEATH		
HOVDE REALTY	122 W WASHINGTON AVE	MADISON	WI	53703	MICHAEL	SLAVISH	PRESIDENT	
HS COMPANIES	440 SCIENCE DR.	MADISON	WI	53711	FRED	DEVILLERS		
IDM HOSPITALITY MANAGEMENT	2000 Engel St #200	MADISON	WI	53713	BRANDON	MCCONNELL	PRESIDENT	
JOHN R DEWITT REAL ESTATE DEVELOPMENT	621 N SHERMAN AVE B17	MADISON	WI	53704	JOHN	DEWITT		
KAYSER/WESTWIND	2303 WEST BELTLINE HWY.	MADISON	WI	53713	SEAN	BAXTER		
KELLER DEVELOPMENT	448 W. Washington Ave.	MADISON	WI	53703				608-227-6543
KEY CONSTRUCTION	7507 HUBBARD AVE #202	MIDDLETON	WI	53562	RON	GROSSE		
KRUPP CONSTRUCTION CO	749 University Row Suite 101	MADISON	WI	53705	Paul	Lenhart		
LIVESEY COMPANY	2248 Deming Way	Middleton	WI	53562	JOHN	LIVESEY		(608) 833-2929
MC ALLEN PROPERTIES	2695 GASTON RD	COTTAGE GROVE	WI	53527	MAC	MC ALLEN	MANAGING MEMBER	
MCGRATH ASSOCIATES INC.	103 N. Hamilton Street	MADISON	WI	53703	TODD	MCGRATH		608-255-3976
MIDWEST GENERAL REAL ESTATE SERVICES	462 MIDLAND RD	JANESVILLE	WI	53546	BRUCE	FELLAND	REAL ESTATE BROKER	
MONSON CONSTRUCTION CO	414 D'ONOFRIO DRIVE	MADISON	WI	53719	TERRY	MONSON	PRESIDENT	
MORTENSON INVESTMENT GROUP	3313 W BELTLINE HWY, # 300	MADISON	WI	53713	BRADLEY	HUTTER	PRESIDENT	
MOVIN' OUT	902 ROYSTER OAKS DR., #105	MADISON	WI	53714	DAVE	PORTERFIELD		

Developers 11-10

FIRM	ADDRESS	CITY	STATE	ZIP10	FIRST_NAME	LAST_NAME	TITLE	Phone
MULLINS GROUP	401 N CARROLL ST	MADISON	WI	53703	BRAD	MULLINS	PRESIDENT	
PARK TOWNE DEVELOPMENT	402 GAMMON PLACE	MADISON	WI	53719	JAMES	RING	PRESIDENT AND CEO	
PATRICK SWEENEY	440 Science Drive	MADISON	WI	53711				608-238-8262
RHS COMPANIES	440 Science Dr., Suite 301	MADISON	WI	53711	FRED	DEVILLERS		608-238-4445
RIFKEN GROUP	14 W. Mifflin St., Suite 300	MADISON	WI	53703	MARTY	RIFKEN		608-258-4640
RIPPLE MANAGEMENT	3801 REGENT ST	MADISON	WI	53705	ROBERT	LINDHOLM		
RUEDEBUSCH DEVELOPMENT	4605 DOVETAIL DRIVE	MADISON	WI	53704				
SARA Investment/SARA PROPERTIES	6264 Nesbitt Rd	Fichburg	WI	53719	ERIC	SCHWARTZ		608.852.8777
SENO COMPANIES	14 WEST MIFFLIN STREET	MADISON	WI	53703	WILLIAM	SENO		
SILVERSTONE PARTNERS INC	7447 UNIVERSITY AVENUE	MIDDLETON	WI	53562	TOM	SATHER		
SLINDE REALTY CO.	4705 Monona Dr.	MONONA	WI	53716	BERT	SLINDE		608-221-1900
SMITH BOWDEN REAL ESTATE	478 Commerce Drive Suite 201	MADISON	WI	53719	ROGER	BOWDEN	PRINCIPAL	
SOLEIL DEVELOPMENT CORPORATION	435 INVESTMENT COURT	VERONA	WI	53593	JOE	KUHN	PRESIDENT	
STONE HOUSE DEVELOPMENT	625 N Segoe Rd #107	MADISON	WI	53705	RICH	ARNESON		608-251-6000
STOUGHTON TRAILERS INC	416 S ACADEMY ST	STOUGHTON	WI	53589	Ken	WAHLIN		
TEMPLE CONSTRUCTION	2501 W Beltline Hwy #113	MADISON	WI	53713	TERRY	TEMPLE		(608) 729-3990
TRIO DEVELOPMENT, LLC	448 W. Washington Ave., Suite 200	MADISON	WI	53703				
URBAN DISCOVERY, INC.	147 S. BUTLER ST.	MADISON	WI	53703				
URBAN LAND INTERESTS	10 E DOTY ST #300	MADISON	WI	53703	THOMAS	NEUJAHR	PRESIDENT	
WELTON ENTERPRISES INC	702 N Blackhawk Ave #109	MADISON	WI	53705	KURTIS	WELTON	PRESIDENT/TREASURER	(608) 833-5590
WILDWOOD REAL ESTATE	2861 INDEX RD	FITCHBURG	WI	53713	JERRY & TONY	HEINRICHS		
FIRM	ADDRESS	CITY	STATE	ZIP11	FIRST_NAME	LAST_NAME	TITLE	Phone



Land Value per Acre
City of Stoughton

Legend
Land Value per Acre

- $69,000 and below
- $69,000 to $122,000
- $122,000 to $158,400
- $158,400 to $184,000
- $184,000 to $206,900
- $206,900 to $250,000
- $250,000 to $500,000
- $500,000 and above
- Other

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Miles

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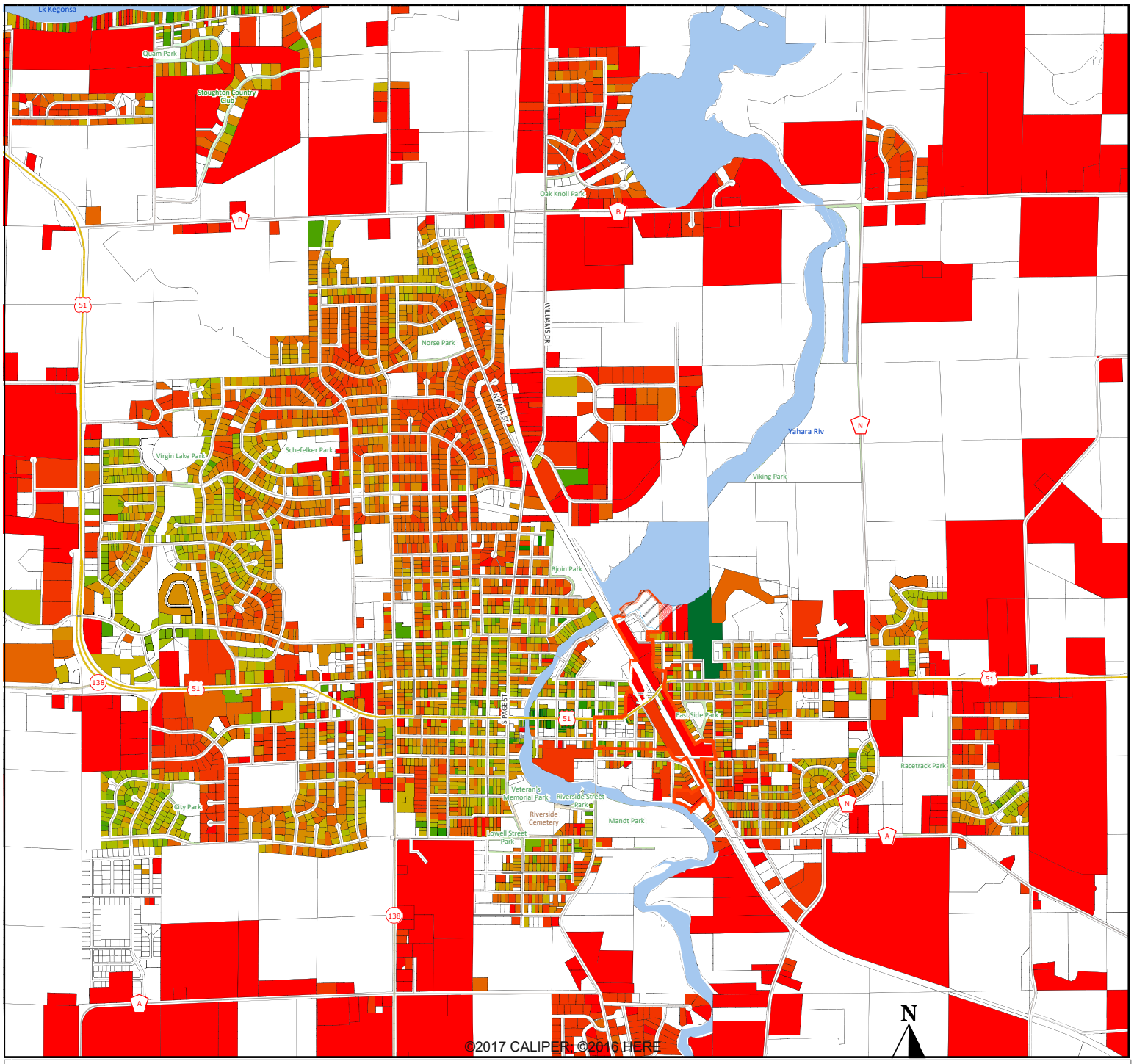
A veteran-owned business

Sources: Dane County Interactive Map; City of Stoughton; GWB Professional Services



Improvement Value per Acre
City of Stoughton

Legend

Improvement Value per Acre

- $220,000 and below
- $220,000 to $418,800
- $418,800 to $580,000
- $580,000 to $738,400
- $738,400 to $914,300
- $914,300 to $1,146,000
- $1,146,000 to $1,540,000
- $1,540,000 to $2,080,000
- $2,080,000 to $2,700,000
- $2,700,000 to $3,500,000
- $3,500,000 to $7,000,000
- $7,000,000 and above
- Other

0 .5 1 1.5

Miles

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