

W I S C O N S I N



## NOTICE OF PUBLIC MEETING

### FINANCE AND PROPERTY COMMITTEE

Matt Zacher, Chairperson

Dean Veneman, Vice-Chairperson

Jay Bemke

Notice is hereby given of a meeting of the Finance and Property Committee to be held in the **Council Chambers** at City Hall, 444 West Grand Avenue, Wisconsin Rapids, on **Tuesday, December 5, 2023 at 4:00 p.m.** The meeting will be streamed live on the City of Wisconsin Rapids Facebook page and will also be broadcast live on Charter Cable Channel 985 and Solarus HD Cable Channel 3. If a member of the public wishes to access this meeting live via Zoom audio conferencing, you must contact the City Clerk at least 24 hours prior to the start of the meeting to coordinate your access. This meeting is also available after its conclusion on the City's Facebook page and Community Media's YouTube page, which can be accessed at [www.wr-cm.org](http://www.wr-cm.org). It is possible that members of the Committee may appear remotely via video or audioconferencing for this meeting.

### Agenda

1. Call to Order
2. Review and consider for approval a Shared Ride Taxi Operating Contract and Public Transit Lease Agreement between the City of Wisconsin Rapids and Running, Inc.
3. Consider a request from the Community Development Department to utilize \$50,000 in Tax Increment District 7 for the creation of a Downtown Development Master Plan
4. Consider a request to amend the Community Development Department Fee Schedule
5. Consider a request from E-Ways Sales LLC, d/b/a E-Ways Sales, Jonathan Ruder, agent, located at 2660 8<sup>th</sup> Street South #105 for renewal of Pawnbroker, Secondhand Article Dealer and Secondhand Jewelry Dealer licenses
6. Consider a request from GameStop, Inc. d/b/a GameStop #3254, Mark Haymond Robinson, agent, located at 930 Kuhn Avenue for renewal of a Secondhand Article Dealer license
7. Audit of the bills
8. Set next meeting date
9. In open session, the Committee may vote to go into closed session under Section 19.85(1)(e) of the Wisconsin Statutes, which reads: "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session".

In closed session, the Committee will discuss negotiations and strategy regarding an agreement with the Heart of Wisconsin Chamber of Commerce for economic development and other services.

10. The Committee may adjourn in closed session, or may return to open session.

11. If the Committee returns to open session, the Committee may take action regarding an agreement with the Heart of Wisconsin Chamber of Commerce for economic development and other services.

12. Adjournment

The City of Wisconsin Rapids encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the city clerk's office at least 48 hours prior to the scheduled meeting is encouraged to make the necessary accommodations. Call the clerk at (715) 421-8200 to request accommodations.



Referral Submission

- 1.) **Date:** November 28, 2023
- 2.) **Requestor:** Kyle Kearns, Director of Community Development
- 3.) **Origin of request:** Community Development Department
- 4.) **Name of Committee:**
  - Finance and Property
  - Public Works
  - Human Resource
  - Common Council
- 5.) **Target meeting date:** December 5, 2023
- 6.) **Who will be attending the meeting to represent this request:** Kyle Kearns (Director)
- 7.) **Background information:** Utilize \$50,000 identified in the downtown TIF project plan for neighborhood planning, to create an updated Downtown Development Master Plan. See attached memo.
- 8.) **Staff recommendation:** Approve the TIF project request.
- 9.) **How will this item be financed?** The TIF 7 project plan amendment (2017) identifies \$50,000 for neighborhood planning. The total estimated project cost, which includes a hybrid approach involving staff and a private consultant, is estimated at \$75,000. A \$25,000 grant was awarded from the Wood County CEED Committee for the project. It is anticipated that the project would begin with the public engagement and RFP process this spring (2024). The project would be a total of 15-18 months. See the attached memo and project approach for more details.

Respectfully Submitted,

A handwritten signature in black ink that reads "Kyle Kearns".

**Kyle Kearns**, Director of Community Development



**Community Development  
Department**  
City of Wisconsin Rapids  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495  
Ph: (715) 421-8228

## Memo

To: Property and Finance Committee  
From: Kyle Kearns  
Date: 11/28/2023  
Subject: Request from the Community Development Department to utilize \$50,000 in Tax Increment District 7 for the creation of a Downtown Development Master Plan.

The City's current downtown waterfront plan is from 2009, nearly 15 years old. Prior to that the City had a 1994 Downtown Revitalization Plan. Great change has occurred in the downtown under this plan over the last decade, including the mall redevelopment, courthouse expansion, riverfront redevelopment, wayfinding, major street reconstruction, city acquisitions and building demolitions. These changes warrant an updated plan that incorporates them and identifies realistic growth objectives and opportunities for redevelopment. Areas of focus include vacant or underutilized parcels, such as the Triangle Site, East Town Plaza, Northern Steel Castings Foundry, and Tribune Property. Additionally, street function, classification, and streetscape improvement are important aspects of the downtown which assist to define our sense of place. Enhancements to streetscape, event space, aesthetics, and connectivity can be identified and noted in the Plan as well.

Recently the City hosted a developer tour that brought nearly a dozen developers through the Community to showcase redevelopment opportunities. Many questioned the City's vision and guiding planning documents, specifically as it relates to development opportunities, but also any ongoing City investment in the downtown. While the 2009 Waterfront Plan can be referenced, it is aged and doesn't accurately reflect many recent improvements. A new master plan can couple the placemaking of the downtown area as a whole with individual development sites to create a visual guide to entice future private capital, but also City reinvestment. Developers can more accurately witness the capabilities of a site and see how it connects with the downtown fabric, as well as, see the future growth opportunities, thereby increasing the potential for private equity investment.

The City's downtown Tax Increment Finance District (TIF) 7 was amended in 2017 and includes new projects within the district. Neighborhood planning was identified and budgeted for \$50,000. A new downtown development master plan is estimated at \$75,000, which includes a hybrid approach with staff assisting with public engagement. This approach should reduce the consultant cost to fit within the \$75,000 budget. Moreover, staff may utilize a small portion of the budget to utilize a public engagement platform. Attached is a framework of the hybrid approach, which identifies roles of staff and the consultant, as well as notes the project timeline.

The expenditure period for TIF 7 ends in 2027 and the TIF closes in 2033. Overall, the TIF is very healthy and is anticipated to close with a few million dollars increment. A gap exists for the project, which has prompted a grant application and award from the Wood County Economic Development Grant in the amount of \$25,000. With Council approval, the project is anticipated to start in early 2024 and would take 15-18 months, given the hybrid approach.

# Downtown District Master Plan Rewrite

## Timeline Breakdown

### Consultant RFQ (January 2024 - March 2024)

#### Phase 1 (January 2024 – April 2024)

- Stakeholder group meeting #1
  - Review overarching plan goals, layout, timeline
  - Review potential priority development areas, priority street redesign areas, and priority public spaces
  - Review public engagement strategy (including preliminary issues and opportunities survey)
- Early one-on-one stakeholder meetings (staff to coordinate)
- Focus group meeting #1 (one representative from each Aldermanic District)
- Community meeting #1

All results from Phase 1 to be shared with the consultant.

#### Phase 2 (May 2024 – August 2024)

- Stakeholder group meeting #2
  - Staff will share preliminary outline for the downtown district plan, preliminary sketches, ideas
  - Consultant will assist in development of a format for a community visioning session
- Community meeting #2
  - Visioning workshop to review consultant designs and identify goals
- Meeting with consultant and staff to review consultant designs
- Stakeholder group meeting #3
  - Review design concepts and identify recommendations
- Focus group meeting #2
  - Review design concepts and identify recommendations

#### Phase 3 (September 2024-February 2025)

- Community meeting #3
  - Finalize recommendations
- Stakeholder group meeting #4

- Review final document
- Plan adoption

## Task Breakdown

### Staff Responsibilities

- Establish plan goals, process, and timeline
- Establish community engagement, timeline, and process
- Conduct community engagement survey and collect and compile data
- Establish big ideas and prioritize catalytic projects, priority redevelopment areas, street redesigns and public spaces through stakeholder and community engagement
- Document text including
  - Summarize items completed since the last plan
  - Summarize demographic and market data (with assistance from US Census, NCWPRC and EMSI)
  - Compile conditions/building use inventory (GIS staff)
- Compile parking analysis
- Identify and analyze additional opportunities including mobility/active transportation, historic preservation/façade improvement goals, sustainability, and placemaking

### Urban Design Consultant Responsibilities

- Design services for building use inventory map
- Design services for mapped breakdown of small downtown areas (possibilities include community confluence, business district, riverfront neighborhood, and Wood County Campus)
- Core cluster concept designs:
  - 4-6 priority redevelopment areas
  - 1 priority street redesign
  - 1 priority public space
- Conducting community meeting #2 which will include a visioning workshop to review core cluster concept designs and identify goals
- Consultant will be responsible for the design of the document and final layout



**Community Development  
Department**  
City of Wisconsin Rapids  
444 West Grand Avenue  
Wisconsin Rapids, WI 54495  
Ph: (715) 421-8228

## Memo

To: Property and Finance Committee  
From: Kyle Kearns  
Date: 11/30/2023  
Subject: Amend the Community Development Department Fee Schedule

The Community Development Department fee schedule does not include fees for a few service-related items, such as Zoning Letters, Setback Averages, and CSM sale and transfers. Given the volume of these types of requests, staff has submitted a request to amend the fee schedule. These adjustments are noted on the attachment and identified below. Note that stay may also perform a more comprehensive fee schedule review in the near future, as it has not been thoroughly reviewed since 2018.

- Zoning Verification Letter - \$25.00
  - \*Historical Building, Zoning & Code Enforcement Search – \$50.00 per hour (one hour minimum) – included Zoning Letter
- Setback Averages - \$50.00 per property/parcel
- Certified Survey Map: New Lots (1-4) - \$75.00
- Certified Survey Map: Boundary Correction/Lot line adjustment (Sale and Transfer) - \$25.00

# City of Wisconsin Rapids Permit & Inspection Fees

## Residential Building Permit Fees

New Construction (Building)	\$0.17/ft <sup>2</sup> * + \$50 (Zoning Review)
* Includes \$0.02/ft <sup>2</sup> for Plan Review	
New Home State Seal	\$40.00
Additions	\$40.00 + \$0.17/ft <sup>2</sup> *
* Includes \$0.02/ft <sup>2</sup> for Zoning/Plan Review	
Remodel/Repair	\$7.50/\$1,000 valuation **
** Items that require Plan Review include an additional \$0.50/\$1,000 valuation	
Electrical/HVAC/Plumbing	1.5% of valuation (remodel/repair) or \$0.04/ft <sup>2</sup> (new constr.)
Deck/Fence/Swimming Pool	\$40.00
Footing/Foundation	\$95.00
Minimum Permit Fee	\$40.00 ***
*** Not including permits for water heater & HVAC electrical connection permits (\$20.00)	

## Multiple Family Residential Building Permit Fees

New Construction/Additions (Building)	\$0.24/ft <sup>2</sup> *
* Includes \$0.02/ft <sup>2</sup> for Plan Review	
Remodel/Repair	\$7.50/\$1,000 valuation **
** Items that require Plan Review include an additional \$0.50/\$1,000 valuation	
Electrical/HVAC/Plumbing	1% of valuation (remodel/repair) or \$0.05/ft <sup>2</sup> (new constr.)
Deck/Fence/Swimming Pool	\$40.00
Fire Sprinkler	\$1.00/fixture
Minimum Permit Fee	\$40.00 ***
*** Not including permits for water heater and HVAC electrical connection permits (\$20.00)	

## Commercial Building Permit Fees

New Construction/Additions – Commercial	\$0.19/ft <sup>2</sup> *
New Construction/Additions – Warehouse	\$0.09/ft <sup>2</sup> *
* Includes \$0.02/ft <sup>2</sup> for Plan Review	
Remodel/Repair	\$7.50/\$1,000 valuation **
** Items that require Plan Review include an additional \$0.50/\$1,000 valuation	
Electrical/HVAC/Plumbing	1% of valuation (remodel/repair) or \$0.05/ft <sup>2</sup> (new constr.)
Deck/Fence	\$40.00
Fire Sprinkler	\$1.00/fixture
Minimum Permit Fee	\$40.00

## Sign Permit Fees

Standard	\$50.00/sign
Special Event	\$15.00/year
Electrical Hookup	\$20.00

## Other Fees

Mobile Vendor	\$100.00
Temporary Use/Structure	\$40.00 + \$8.00/week
Moving Buildings	\$160.00 + \$0.08/ft <sup>2</sup>
Razing Buildings	\$60.00 + \$0.08/ft <sup>2</sup>
Manufactured Home	\$100.00



**Fees for Plan Commission applications:**

Annexation:	\$150
Certified Survey Map (1-4 new lots):	<del>\$50 + \$10 per lot</del> \$75
Correction/Lot Line Adjust	\$25 (sale or transfer)
Code Amendment:	\$300
Conditional Use:	\$250
Temporary:	\$100 for first year \$50 Administrative Review
Amendment:	\$250
Conversion of Nonconforming Use:	\$300
Expansion of Nonconforming Use:	\$100
Manufactured Home Park:	\$400 + \$10 per unit
Nonconforming Registration:	\$75
PDD Amendment:	\$150
PDD FDP:	\$300
PDD GDP:	\$500
Planning Process Appeal:	\$100
Rezoning:	\$300
Setback Averaging	\$50/parcel
Sign Variance:	\$150
Site Plan Review, <i>New</i>	\$175
Plan of Operation	
Architectural Review	
Site Plan Review, <i>Amendment</i>	\$125
Plan of Operation	
Architectural Review	
Special Exception or Appeal	\$75
Subdivision Final Plat	\$50
Subdivision Preliminary Plat	\$200 + \$10 per lot
Wireless Facility – Type 1	\$250
Wireless Facility – Type 2	\$75
Zoning Permit	\$150 Commercial \$50 Residential

Zoning Verification Letter

\*Historical Bldg., Zoning & Code Enf. Search

\$10 Accessory Structure

\$25

\$50.00 per hour (one hour min.) – includes Zoning Letter

## LICENSE APPLICATION

for

**PAWNBROKER  
SECONDHAND JEWELRY DEALER  
SECONDHAND ARTICLE DEALER  
SECONDHAND ARTICLE DEALER MALL or FLEA MARKET**

### CHECK ALL THAT APPLY:

Original application       Renewal

**TYPE:**       Pawnbroker (\$210)       Secondhand Jewelry Dealer (\$27.50)  
 Secondhand Article Dealer (\$30)       Mall or Flea Market

### INSTRUCTIONS:

NATURAL PERSON (INDIVIDUAL) LICENSE – Complete Sections 1, 2, 3 and 6  
 PARTNERSHIP LICENSE – Complete Sections 1, 2, 3, 4 and 6  
 CORPORATE LICENSE – Complete Sections 1, 2, 3, 5, and 6

### (SECTION 1) APPLICANT INFORMATION

Applicant Name (Last, First, MI) <p style="text-align: center;">Ruder, Jonathan, Dale</p>		Sex <p style="text-align: center;">M</p>	Race <p style="text-align: center;">W</p>	Date of Birth <p style="text-align: center;">07/02/1986</p>	Place of Birth (City, State, Country) <p style="text-align: center;">Wis Rapids, WI USA</p>
Street Address <p>845 Akron Drive</p>	City <p>Nekoosa</p>	State <p>WI</p>	ZIP <p>54457</p>	Home Telephone Number <p>715-459-6651</p>	
List all states applicant previously resided:					
Is applicant a: <input type="checkbox"/> Natural Person (Individual) <input type="checkbox"/> Corporation <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Partnership					

### (SECTION 2) CONVICTION RECORD

Has the applicant, been convicted or adjudicated of any of the following **within the last 10 years** where the circumstances of the offense substantially relate to the circumstances of the licensed activity :

a felony?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
a misdemeanor?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
a statutory violation punishable by forfeiture?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
a county or municipal ordinance violation?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO

For each "YES" response provide the date of arrest, the nature of the offense and conviction or penalty information:  
*Attach additional sheets if necessary.*

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### (SECTION 3) BUSINESS INFORMATION

Business Name	Street Address	City	State	ZIP	Telephone Number
E-Ways Sales LLC	2660 8TH Street South #105	Wis Rapids	WI	54494	715-421-3929
Owner's Name	Street Address	City	State	ZIP	Telephone Number
Jonathan Ruder	845 Akron Drive	Nekoosa	WI	54457	715-459-6651
Business Manager's Name	Street Address	City	State	ZIP	Telephone Number
Jonathan Ruder	845 Akron Drive	Nekoosa	WI	54457	715-459-6651
Building Owner's Name	Street Address	City	State	ZIP	Telephone Number
I'M Good LLC	2660 8TH Street S #105	Wis Rapids	WI	54494	715-459-6651

(Over)

**(SECTION 4) LIMITED LIABILITY COMPANY INFORMATION**

Limited Liability Company Name: E-Ways Sales LLC

List name, address, and date of birth (DOB) of all members. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	ZIP
<u>Ruder, Jonathan Dale</u>	<u>7/2/1966</u>	<u>845 Akron Drive</u>	<u>Waukesha</u>	<u>WI</u>	<u>54457</u>

**(SECTION 5) PARTNERSHIP INFORMATION**

Partnership Name:

List name, address, and date of birth (DOB) of all partners. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	ZIP

**(SECTION 6) CORPORATE INFORMATION**

Corporation Name:

State of Incorporation:

List name, address, and date of birth (DOB) of all corporation officers and directors. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	Zip

**(SECTION 7) PENALTY NOTICE**

I understand that this license may be denied or revoked for fraud, misrepresentation or false statement contained in the application or for any violation of Wis. Stat. §§ 134.71, 943.34, 948.62 or 948.63.

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge. I agree to inform the clerk within ten (10) days of any change in the information supplied in this application.

Signature of Applicant: [Signature] 11/15/2023

Print Name of Applicant: Jonathan Ruder

**FOR ADMINISTRATIVE USE ONLY**

Licensing Authority	License Number Assigned	Date Effective	Clerk

FEES RECEIVED: Pawnbroker Bond \$ \_\_\_\_\_ Secondhand Article License \$ 30.00  
 Pawnbroker License \$ 210.00 Secondhand Dealer Mall/Flea Market License \$ \_\_\_\_\_  
 Secondhand Jewelry License \$ 27.50 TOTAL FEE: \$ 267.50 11/20/2023  
6192

**FOR LAW ENFORCEMENT USE ONLY**

Recommend Approval  Recommend Denial (Attach explanation.)  
 Investigating Office Signature: [Signature] Date: 11/21/2023  
 Print Name of Investigating Officer: Daniel Hostens

# LICENSE APPLICATION

for

**PAWNBROKER  
SECONDHAND JEWELRY DEALER  
SECONDHAND ARTICLE DEALER  
SECONDHAND ARTICLE DEALER MALL or FLEA MARKET**

### CHECK ALL THAT APPLY:

Original application  Renewal

**TYPE:**  Pawnbroker (\$210)  Secondhand Jewelry Dealer (\$27.50)  
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### INSTRUCTIONS:

NATURAL PERSON (INDIVIDUAL) LICENSE – Complete Sections 1, 2, 3 and 6  
PARTNERSHIP LICENSE – Complete Sections 1, 2, 3, 4 and 6  
CORPORATE LICENSE – Complete Sections 1, 2, 3, 5, and 6

### (SECTION 1) APPLICANT INFORMATION

Applicant Name (Last, First, MI)		Sex	Race	Date of Birth	Place of Birth (City, State, Country)
Robinson, Mark Haymond		M	W	10-05-1977	Dallas
Street Address	City	State	ZIP	Home Telephone Number	
6723 Waggoner Dr.	Dallas	TX	75230	817-424-2000	
List all states applicant previously resided:					
Is applicant a: <input type="checkbox"/> Natural Person (Individual) <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> Partnership					

### (SECTION 2) CONVICTION RECORD

Has the applicant, been convicted or adjudicated of any of the following **within the last 10 years** where the circumstances of the offense substantially relate to the circumstances of the licensed activity :

a felony?  YES  NO  
 a misdemeanor?  YES  NO  
 a statutory violation punishable by forfeiture?  YES  NO  
 a county or municipal ordinance violation?  YES  NO

For each "YES" response provide the date of arrest, the nature of the offense and conviction or penalty information:  
*Attach additional sheets if necessary.*

### (SECTION 3) BUSINESS INFORMATION

Business Name	Street Address	City	State	ZIP	Telephone Number
GameStop #3254	930 Kuhn Ave	Wisconsin Rapids	WI	54494	715-421-5001
Owner's Name	Street Address	City	State	ZIP	Telephone Number
GameStop Inc.	625 Westport Pkwy	Grapevine	TX	76051	817-424-2000
Business Manager's Name	Street Address	City	State	ZIP	Telephone Number
Alyson Goldenzopf	1191 Weeping Willow Dr.	Wisconsin Rapids	WI	54494	715-323-2045
Building Owner's Name	Street Address	City	State	ZIP	Telephone Number
Triton Center LLC	3412 Millington Drive	St. Charles	MO	63301	314-452-8289

(Over)



**(SECTION 4) LIMITED LIABILITY COMPANY INFORMATION**

Limited Liability Company Name: \_\_\_\_\_

List name, address, and date of birth (DOB) of all members. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	ZIP

**(SECTION 5) PARTNERSHIP INFORMATION**

Partnership Name: \_\_\_\_\_

List name, address, and date of birth (DOB) of all partners. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	ZIP

**(SECTION 6) CORPORATE INFORMATION**

Corporation Name: GameStop Inc. State of Incorporation: MN

List name, address, and date of birth (DOB) of all corporation officers and directors. *Attach additional sheets if necessary.*

Name (Last, First, MI)	DOB	Street Address	City	State	Zip
<u>See Attached</u>					

**(SECTION 7) PENALTY NOTICE**

I understand that this license may be denied or revoked for fraud, misrepresentation or false statement contained in the application or for any violation of Wis. Stat. §§ 134.71, 943.34, 948.62 or 948.63.

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge. I agree to inform the clerk within ten (10) days of any change in the information supplied in this application.

Signature of Applicant: *Mark Robinson*

Print Name of Applicant: Mark Robinson

**FOR ADMINISTRATIVE USE ONLY**

Licensing Authority	License Number Assigned	Date Effective	Clerk
FEES RECEIVED: Pawnbroker Bond \$ _____ Secondhand Article License \$ _____			
Pawnbroker License \$ _____ Secondhand Dealer Mall/Flea Market License \$ _____			
Secondhand Jewelry License \$ _____ TOTAL FEE: \$ _____			

**FOR LAW ENFORCEMENT USE ONLY**

Recommend Approval       Recommend Denial (Attach explanation.)

Investigating Office Signature \_\_\_\_\_ Date: \_\_\_\_\_

Print Name of Investigating Officer: \_\_\_\_\_



625 WESTPORT PKWY. GRAPEVINE, TX. 76051 P: 817 424 2000

### OFFICERS LIST

NAME	TITLE	ADDRESS
Mark Robinson	Secretary	625 Westport Parkway, Grapevine, TX 76051
Daniel Moore	Principal Accounting Officer	625 Westport Parkway Grapevine, TX 76051