

Yessa, Peggy

From: Compton, Judy
Sent: Wednesday, August 18, 2010 1:13 PM
To: Yessa, Peggy
Subject: Development process

Thank you for the extensive work you have been doing for the good of the City's economic future.

I know the list of recommendations for improving the process is long, but along with the tirade I had copied to you for a recommendation, I want to inject these thoughts.

1. All Departments under the umbrella that is Planning, Community, and Economic Development must work together on all issues. Applicants cannot get information from one department which counters the other departments. If in fact we want a "one stop shop", the people manning the counter must be able to direct the applicant to the proper places to make the process a smooth, and less frustrating one. We say we do it now, we do not.

2. Re-writing the TIF policy with regard to industrial development is critical. We are not using all the tools in our toolbox, and we are losing the jobs and major tax base we need desperately. We need to focus on industrial development--the creation of 25 year jobs with retirement. Economic development that creates temporary employment is fine---but we need the long term jobs

With regard to TIF, we must make sure that we are inviting development, not pushing it away. We need to have all initial contact for a developer go to the department heads to allow for engagement which makes the applicant know that we are here to work with them.

3. When staff looks at a project, such as Royster Clark, they should look at it with the "big picture" in mind. There are areas of the City which are not located downtown or West of the Isthmus that offer a blank slate for good economic development. In the case of Royster, we have a building which should be condemned, sitting on over 27 acres, next to 30 undeveloped acres, and next to American Family Land, connecting to WPS etc. The Hwy 51 corridor, and Cottage Grove Road are major corridors that will influence the future growth of the entire East Side of the City. Our process turned three developers away---lack of looking at the total development potential made us lose an excellent opportunity--we have a blighted building to show for it as well as a threat to the life of two very positive affordable neighborhoods.

This may not be what you are looking for, but I felt these items should be joined with the other excellent recommendations that you have received. I support the letter of recommendation sent by Bill White, and feel that it hits all my other concerns with the development process.

Madison is a great City--we have long lived by the belief that "people want to live and develop here, we don't need to encourage them". "We are doing fine just like we are, and don't need to change" is a credo that does not give credit to the future potential of Madison, nor to the forward thinking population that we serve. We are losing the battle---we are in dire need of a change. Hopefully this can be achieved before it is too late. Part of the process to change the negative turn Madison is experiencing, is to change the process with regard to good economic development, expand on what has been successful in the past. This is only one part of the solution, but it is a major one.

Judy

Alder Judy Compton
District 16
City of Madison
Phone: 608-221-2567 (home)
608-223-6007 (office)

email: jcompton@cityofmadison.com