

# Memo

To: Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: ADOPTION OF RESOLUTION IN SUPPORT OF THE USE OF EXCESS SALES TAX REVENUE COLLECTED BY A LOCAL PROFESSIONAL FOOTBALL STADIUM DISTRICT FOR CREATING A CONCEPT DESIGN FOR THE REDEVELOPMENT OF THE WEBSTER AVENUE AND ST. JOSEPH STREET INTERSECTION, LOCATED IN THE VILLAGE OF ALLOUEZ, TO PROMOTE ECONOMIC DEVELOPMENT AND DEBT RELIEF

Date: April 27, 2016

The Village Board adopted the Riverside Drive and Webster Avenue Corridor Study as part of our Comprehensive Plan in the fall of 2015. In this planning study, it calls for the redesign of the Webster Avenue and St. Joseph Street intersection and the development of an "Arboretum Trail" along the north side of St. Joseph Street. These infrastructure improvements are meant to facilitate the desired development for that area of the village by showing a "buy-in" from the municipality in the development plans and by creating "curb appeal" for a stretch of corridor in need of redevelopment.

The next step in this process is to come up with a concept design of the proposed trail and intersection improvements in order to begin the engineering process and develop project costs. GRAEF has provided the Village with an estimate of a not to exceed cost of \$7,500 for this project (see attached).

Engineering plans for St. Joseph Street will need to begin soon, as portions of the road are scheduled to be reconstructed in the next few years. Staff is recommending utilizing a portion of the excess sales tax revenue collected by the Lambeau Field Stadium District to pay for the conceptual design of this project so the village will not have to levy taxes for the purposes of this project (relieving debt) and because completion of the project will act as an economic development tool for the corridor, per 2015 Wisconsin Act 114.

It should be noted that the project area does lie within TID#1 and the project could also be classified as a TIF eligible expense.

The Village Board is asked to approve the attached resolution, allowing for the use of excess sales tax revenue collected by the Lambeau Field Stadium District for creating a concept design for the redevelopment of the Webster Avenue and St. Joseph Street intersection, located in the Village of Allouez, to promote economic development and debt relief.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It highlights the need for consistent and reliable data collection processes to support effective decision-making.

3. The third part of the document focuses on the role of technology in data management and analysis. It discusses how modern software solutions can streamline data collection, storage, and reporting, thereby improving efficiency and accuracy.

4. The fourth part of the document addresses the challenges associated with data management, such as data quality, security, and privacy. It provides strategies to mitigate these risks and ensure that data is used responsibly and ethically.

5. The fifth part of the document discusses the importance of data governance and the role of leadership in establishing a strong data culture. It emphasizes that data should be used to drive innovation and improve organizational performance.

6. The sixth part of the document provides a summary of the key findings and recommendations. It reiterates the importance of data in driving organizational success and provides actionable steps for implementation.

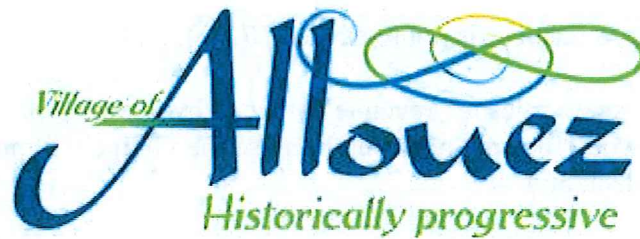
7. The seventh part of the document includes a conclusion that summarizes the overall message of the document. It encourages all stakeholders to embrace data as a key asset and to work together to maximize its value.

8. The eighth part of the document provides a list of references and resources for further reading. It includes links to relevant articles, books, and industry reports that provide additional insights into data management and analysis.

9. The ninth part of the document includes a glossary of key terms and definitions. This helps to ensure that all readers have a clear understanding of the terminology used throughout the document.

10. The tenth part of the document provides contact information for the authors and any other relevant parties. It also includes a disclaimer and a statement of confidentiality to protect the organization's interests.

RESOLUTION 2016-16



**Resolution in Support of the Use of Excess Sales Tax Revenue Collected by a Local Professional Football Stadium District for Creating a Concept Design for the Redevelopment of the Webster Avenue and St. Joseph Street Intersection, Located in the Village of Allouez, to Promote Economic Development and Debt Relief**

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*Whereas*, 2015 Wisconsin Act 114 was adopted, to amend 20.835 (4) (ge) and 77.76 (3p), and to create 77.76 (5) of the statutes, relating to distributing excess sales tax revenue collected by a local professional football stadium district to Brown County and the municipalities within Brown County and making an appropriation for the purposes of property tax relief, tax levy related debt relief, and economic development; and

*Whereas*, the Village of Allouez adopted the Riverside Drive and Webster Avenue Corridor Study in 2015 as an appendix to the Village of Allouez Comprehensive Plan to guide redevelopment and economic development activities in strategic areas in the village; and

*Whereas*, the Riverside Drive and Webster Avenue Corridor Study, as a part of the Village of Allouez Comprehensive Plan, calls for the intersection of S. Webster Avenue and St. Joseph Street in the Village of Allouez to be redeveloped into a “commercial center” in the village; and

*Whereas*, the areas surrounding S. Webster Avenue and St. Joseph Street intersection have been identified as “blighted” areas in the village; and

*Whereas*, a redevelopment and economic stimulant strategy highlighted for the S. Webster Avenue and St. Joseph Street area in the Riverside Drive and Webster Avenue Corridor Study is to improve the streetscaping and the existing infrastructure to attract new development; and

*Whereas*, improving the streetscaping and the infrastructure demonstrates “buy-in” from the municipality and has been proven to be a viable strategy in attracting new development and redevelopment; and

*Whereas*, GRAEF Planning and Engineering, USA was contracted to complete the Riverside Drive and Webster Avenue Corridor Study and would develop a design concept for the S.

Webster Avenue and St. Joseph Street area based on Village of Allouez planning and development documents as part of the continuing services agreement; and

*Whereas*, the cost of these services is not to exceed \$7,500; and

*Whereas*, utilizing the excess sales tax revenue collected by a local professional football stadium district for this project would be debt relieving because the village will not have to levy taxes for the purposes of this project; and

*Whereas*, utilizing the excess sales tax revenue collected by a local professional football stadium district for this project would promote economic development in the village by continuing the development plans referenced in the Riverside Drive and Webster Avenue Corridor Study and the Village of Allouez Comprehensive Plan;

*Now, Therefore, Be It Resolved*, That the Village of Allouez, does recognize that utilizing \$7,500 from the excess sales tax revenue collected by a local professional football stadium district to improve existing infrastructure and promote current village development strategies and goals.

*Passed and Approved* this 3<sup>rd</sup> day of May, 2016

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James F. Rafter, Village President

Attest:

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Debbie M. Baenen, Village Clerk (Village Seal)

DATE OF PUBLICATION:

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March 11, 2016

Brad Lange  
Village of Allouez  
1900 Libal Street  
Green Bay, WI 54301

Subject: St. Joseph Street – Arboretum Trail Conceptual Design  
Village of Allouez, WI

Dear Brad:

Per your request, Graef-USA Inc. (GRAEF) is pleased to provide this proposal for services to the Village of Allouez (Client). This proposal is for professional services to provide conceptual design layout and plan rendering for arboretum trail location and proposed improvements. (Project). An executed copy of this proposal will become our Agreement. This proposal is subject to GRAEF's Standard Terms and Conditions, a copy of which is attached and incorporated by reference.

#### Project Understanding

The Village of Allouez is looking to reconstruct the portion of St. Joseph Street adjacent to the proposed Arboretum Trail in 2018. A conceptual plan and rendering is needed to identify the proposed improvements for the arboretum trail from Riverside Drive to Libal Street so the Village can begin planning and budgeting for these improvements.

For this Project, GRAEF proposes to provide the following Basic Services:

#### Conceptual Design Phase

- Coordinate with Client and attend one (1) project kick-off meeting to obtain background information, provide base maps, clarify project requirements, define project schedule and critical items, and identify deliverables. (Meeting #1)
- Attend one (1) site visit to review, document, and become familiar with existing conditions.
- Review any existing site plans or surveys that are available for the project area.
- Based on site visit and plan review, identify issues and opportunities for consideration during the conceptual design development for the proposed trail alignment.
- Prepare preliminary concept for review and comment by Client. (Meeting #2)
- Prepare final rendering of Arboretum Trail Master Plan for St. Joseph Street to be used by Village for planning and cost estimating.

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For all Basic Services, Client agrees to compensate GRAEF on a lump sum basis of \$7,500. Reimbursable expenses are included in the fee and would include existing mapping purchase costs, plan reproduction and mileage.

To accept this proposal, please sign and date this agreement and return a copy to us. GRAEF looks forward to providing these services to the Village of Allouez.

Sincerely,

Graef-USA Inc.

Accepted by: Village of Allouez

Joseph F. Pepitone Jr. PLA, LEED AP  
Project Manager / Principal

\_\_\_\_\_  
(Signature)

Tanya Fonseca  
Project Planner

\_\_\_\_\_  
(Name Printed)

\_\_\_\_\_  
(Title)

Date: \_\_\_\_\_

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Dear Mr. [Name],

Thank you for your letter of [Date].

I am sorry that I cannot

reply to you more quickly.

I am sure that you will

Yours