

## CITY OF MENOMONIE INDUSTRIAL LAND SALES POLICY

The city of Menomonie purchases land for the purpose of promoting the city's welfare and expanding its economic base but is not in the real estate business. Land purchased for industrial expansion is usually used to attract business/industry to locate in Menomonie, Wisconsin. Since desirable business/industry is often sought after by many communities; and since negotiations involve many variables, including land price, some accommodation for these negotiations must be factored into a set of guidelines.

The following guidelines are grouped into various categories including minimum guidelines that must be met for any sale of city land; those that are flexible depending on the desirability of the business/industry; employment guidelines established by the city for sale of land and the cost per acre based on the previous guidelines and economic impact of the business/industry. Menomonie has established the following vision statement which provides the basis for establishing the land sale criteria:

"The city of Menomonie will continue to develop a unique quality of life for residents as well as for those who come to our city to work, to conduct business, to attend school, to shop, and to enjoy leisure activities. Our educational, employment, business, and leisure opportunities will have distinctive identities that set Menomonie apart from other rural communities. People throughout the region and the state will know about Menomonie because of our uniqueness and our contribution to the overall quality of life in Wisconsin."

Using this statement as the basis for community development, the city has established the following guidelines:

- ◆ **MINIMUM STANDARDS** - businesses/industrial prospects must meet the following criteria as set forth in city ordinances and policies:
  1. City/state ordinances and administrative codes including zoning requirements.
  2. Community aesthetic regulations including landscaping, signage, lighting, outdoor storage, and any other required standards.

These employment items will only be utilized if direct incentives are provided to the company as outlined in a development agreement.

- ◆ **LAND SALES PRICE** - the City Council has established the following price criteria based on the specific locations and infrastructure improvements in the industrial park. In most cases the city is only trying to recoup their cost of acquiring the land and improving the property. In the case of a commercial entity that directly competes in the commercial market place; the city will charge a per acre fee "at least twice" that of its development costs. A determination of industrial versus commercial use will be based on the application of the zoning districts outlined in Chapter 18 of the city ordinances. The City Council reserves the right to decline to sell any industrial property to be used for a purpose that is determined to be incompatible with the long term goals of the city or this policy. The prices per acre are as follows:

Industrial Zone - South of I-94 (Freitag property)	\$55,000/acre
Industrial Zone - North of I-94 (Packer & Quilling property)	\$40,000/acre
Technology Park Specialized Industrial Zone (Kothlow property)	\$40,000/acre
Technology Park Specialized Industrial Zone (Schaefer property)	\$40,000/acre

These four areas outline the general development guidelines and criteria for the sale of city industrial park property. Development agreements between land purchasers and the city of Menomonie will be based on the "Industrial Land Sale Policy". The City Council will review this document annually, and adjust the policies appropriately. These guidelines and criteria will be used by the administration and economic development leaders as they make contact with potential prospects for city owned business/industrial land.

Adopted on March 4, 2002 by the Menomonie City Council.

*Dennis Kropp*

Mayor

*Jo Ann L. Kadinger*

City Clerk

Amended by City Council motion April 21, 2003; July 6, 2004