



Legislation Details (With Text)

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Date	Ver.	Action By	Action	Result
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DATE: March 22, 2018

TO: Members of the Economic Development Authority

FROM: Nate Carlson, Economic Development Coordinator
Chris Heineman, Community Planning & Development Director

Northwest Area Process Advisory Committee discussion

SUMMARY AND ACTION REQUESTED:

The EDA Board is requested to discuss the recommendations from the Northwest Area Planning Advisory Committee.

BACKGROUND:

In 2017, the City Council initiated a comprehensive Strategic Planning process resulting in six strategic priorities for 2018-2020. One of these strategic priorities was economic development which included a desired outcome of expanded commercial and industrial tax base. One of the strategic initiatives under this desired outcome is to develop a new growth plan and increase the availability of commercial and industrial land. This relates to building opportunities for both business expansion and new business attraction.

In a spirit of collaboration, Mayor Pownell established a Process Advisory Committee and nominated representatives from the City Council, Planning Commission, Housing and Redevelopment Authority, Economic Development Authority, and other targeted stakeholders to form the Northwest Area Process Advisory Committee (PAC). Council approved the establishment of this committee at the January 16 Council meeting.

The PAC is tasked with reviewing the history of the planning process for the Northwest Area and exploring options for consulting services to facilitate working toward a shared vision for this area. The PAC will not have any responsibilities beyond exploring the process, determining who may be

appropriate to assist in that process review, and making that recommendation to the City Council.

The PAC includes the following representatives:

- Mayor Rhonda Pownell, Committee Chair (EDA, City Council)
- Jessica Peterson-White (Economic Development Authority, City Council)
- Greg Colby (City Council)
- Brent Nystrom (Housing & Redevelopment Authority)
- Tracy Davis Heisler (Planning Commission)
- Will Schroeer (Planning Commission)
- Betsey Buckheit (Planning Commission)
- Fred Rogers (Carleton College & Hospital Board)
- Jan Hanson (St. Olaf College)

St. Olaf owns a significant amount of property in the contiguous agricultural areas and within the City limits. These are identified in their adopted Framework Plan as potential future non-college development areas. St. Olaf College Vice President and Chief Financial Officer Jan Hanson was included as a strategic property owner and key stakeholder. Carleton College Vice President and Treasurer Fred Rogers was included as a representative of Carleton College and the Northfield Hospital Board of Directors.

At the March 19 meeting, the Northwest Area Process Advisory Committee outlined the proposed process to solicit and review consultants and recommend a consultant to the City Council. It was also proposed that one additional EDA member be invited to participate in the Northwest Area Process Advisory Committee.

FINANCIAL IMPACTS:

There are limited funds available for studies. The EDA Other Projects fund has been discussed as a potential source for consultant fees related to this process.

TENTATIVE TIMELINES:

- January 16 - Process Advisory Committee established
- Selection of a consultant/facilitator - May 31, 2018
- City Council, EDA and Planning Commission process completed - July 31, 2018
- Public review completed - September 30, 2018
- City Council approval of shared vision - October 16, 2018

RECOMMENDATION:

Staff recommends that EDA Board members review the process recommended by the Northwest Area Process Advisory Committee and provide staff with feedback on the recommendation.