



**TOWN OF MADISON  
CONNECTICUT 06443  
ECONOMIC DEVELOPMENT COMMISSION**

Minutes of the regular meeting of the Madison Economic Development Commission held on April 12, 2007 in the Madison Town Campus

Present: Commissioners David Kadamus, Jim Ball, Jim Satterwhite, Edwin Moore, Roberta Willenkin

Also present: Bill Gladstone, Board of Selectmen; Pam McKinnon, Tourism; John Matthews, Present  
Moment Development

David Kadamus called the meeting to order at 7:36 p.m.

1. Public Comments. John Matthews was present to make the Commission aware of his client who has proposed a new regulation for a Highway Economic Development Service District. The client has an option for the Hall property at 155 New Road which was identified in the Comprehensive Plan of Development as an economic development site. He provided members with a copy of the proposed regulation which is intended to provide economic development opportunities that balance community acceptance with regional needs.
2. Distribution and approval of minutes. The following corrections were made to the minutes of the regular meeting of March 8, 2007:

Page 2, item 4.a.i., misspelling of name "Plattus"

Page 2, item 4.b, third paragraph should be "Jim Satterwhite" rather than "Bill Satterwhite"

Page 3, item 4.c., last paragraph should read, "David Kadamus will draft a letter to Planning and Zoning with the EDC's analysis that will detail the economic impact of the proposed development concept at 155 New Road and the draft letter will be circulated to the Commission before sending to Planning and Zoning.

Page 4, item 5, typing error in name "Thomas"

On motion made by Jim Satterwhite, and seconded by Jim Ball, the Commission voted to approve the minutes of the regular meeting of March 8, 2007 as corrected.

3. Old business.

a. **Letter to Local Press re: EDC position concerning Madison Landing.** David Kadamus noted that he had testified at the DEP hearing regarding the septic system that would be utilized in the Madison Landing Project. This project has a great potential to provide substantial tax revenue to the Town. There are currently 12 systems in the State and there are several proposed systems that will be affected if this one is found

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to not be acceptable. There is legislation being proposed for a moratorium. This is a very important issue that can have an impact on community long range planning. It will be important that DEP provide clarification of any issues they are examining and any change of policy or direction to the communities that can be affected.

b. **Potential Appointment of New EDC Commissioner.** David Kadamus noted that there is no update on a potential appointment of a new EDC Commission member.

4. New business.

e. **Discussion of 155 New Road and its economic impact.** David Kadamus noted that the developer of the 155 New Road proposed development concept is looking for EDC support for the concept of an economic development project in this area. The project as designed will require a special permit. This area was originally looked at for housing development but since this is a potential economic development area the idea of the Highway Economic Development Service District was developed. An EDC sub-committee was involved in assisting with some of the language development. With the area zoned for light industrial it is believed that the proposed regulation would be compatible with industrial use.

In response to a question by Jim Ball, David Kadamus noted that no subdivisions back-up to this area.

In response to a question by Jim Ball, David Kadamus noted that the original regulation was directed at a specific intersection area, however, based on a recommendation of the PZC, the applicant has withdrawn the original application and the regulation has been modified to be applicable for any appropriate area.

Pam McKinnon commented that the regulation is very specific about the type of development that is allowed so she believes any development will be limited enough to maintain the character of Madison.

John Matthews commented that the special exception language in the regulation refers to the Plan of Conservation and Development so this adds a layer of protection.

David Kadamus referred members to a hand out on the Estimate of the Impact of Property Improvements to the Grand List associated with this development concept at 155 New Road. The handout showed a comparison of the current value of the property compared to the value with the proposed use. The handout also showed comparative property assessments for Café, Alegra, Marketplace, the Hearth and 1291 Boston Post Road. David Kadamus noted that the annual taxes generated by the proposed project at the current mill rate would be \$243,000 as opposed to the current \$7,653 generated. There is clear economic evidence that this type of development would add value to the property and tax revenue to the Town.

David Kadamus provided a draft of a letter to Mr. MacDougald, Chairman, Planning and Zoning Commission. He asked for Commission input on possible modifications to the letter. The following changes were made:

1. Spelling of name Matthews
2. blank should be filled in the "Present Moment Development"
3. The last sentence in the first paragraph should refer to an assessed value of \$10.9 million
4. In the second paragraph the phrase "of this property (70% of market)" should be inserted between "the grand list value" and "is between".

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5. In the third paragraph "\$11.3" million should be replaced with "\$10.9" million" and "34 fold" should be replaced with "32 fold".

The draft motion to be included in the letter was reviewed and modified to read "The Economic Development Commission (EDC) for the Town of Madison has reviewed the proposed concept development site plan as presented by John Matthews, representing Present Moment Development, to the EDC on January 11, 2007 and on April 12, 2007 for the conceptual development plan at 155 New Road. The EDC believes that this project will have a net economic benefit to the Town of Madison in both business development growth and in a significant increase in the tax base for this property."

Jim Ball commented that it is important that the issue of the Highway Economic Development Service District and this specific project not be intertwined. He is in support of this development but is not necessarily in favor of extending this approval to other highway exits. He does not want approval of this motion to be interpreted as supporting the Highway Economic Development Service District regulation. Other specific development projects will need to be reviewed on their own merit. He believes this is different than the Bradley Road project since that project only deals with one section of the road.

David Kadamus questioned if the Commission should hold the letter until this specific proposal comes before the PZC or if it can be made more clear that the Commission is referring specifically to this piece of property.

Edwin Moore commented that this is all the Commission can comment on since it does not have the authority to make land use decisions. He also has concerns about Madison being turned into a rest stop area as this would change the Town's character.

David Kadamus commented that the Commission should consider whether a family motel and restaurant are a service that is needed in the Town. The Commission should also consider the potential for this project to generate revenue for the Town that would be the equivalent of the revenue that would be generated by 30-40 new homes without a significant need for Town services.

Jim Ball commented that this type of facility would also provide a meeting space facility in Town.

David Kadamus noted that the role of the EDC is not to endorse a project but to provide input on the economic development impact. There are other groups in Town that are charged to deal with Town character.

David Kadamus suggested the inclusion of a paragraph noting the although the Highway Economic Development Service District is before the PZC, the Commission feels it would be helpful to highlight the economic potential of 155 New Road at this time.

After discussion, on motion made by Jim Ball, and seconded by Roberta Willenkin, the Commission voted unanimously to authorize the Chairman to re-draft the letter to Joseph MacDougald, Chairman, Planning and Zoning Commission, incorporating the changes recommended above.

**a. Bradley Road/Downtown Development Support Plan.** David Kadamus noted that the vision and planning process for the Bradley Road/Downtown area should be applied to Wall Street in addition to

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Bradley Road. David Kadamus noted that the consolidated parcel concept provides for contiguous parcels being consolidated and viewed as one lot. He also noted the concept of shared parking and access ways and greater coverage ratios. The goals to pursue now include the build out of the geometry, and pursuit of whether Yale Urban Design can provide the needed services so that the Commission can move forward with pursuing another option if necessary. The Town is looking for a very specific land use plan. It would be most desirable to do the work this spring. The April 5<sup>th</sup> letter was sent back to Plainmetics advising that additional detail, maps and plans were needed.

David Kadamus requested guidance from the Commission on whether to authorize Planimetrics to begin pursuing the geometry study, mapping effort and land use plan and developing the design option study. The next step would be integration of these items to create a plan that gives detail and provides options and to survey the property owners to develop options. The survey would include questions on current limitations, interest in the possibility of neighbors consolidating parcels and possible investment in their property. It would be positive to find a few property owners to act as a test case. It was recommended that businesses obtain information on the concept in advance of the interviews.

The Commission members supported pursuit of the next steps in the effort. Davis Kadamus agreed to obtain prices once the scope of work is developed. James Satterwhite noted that Planimetrics should be asked to provide a proposal. David Kadamus agreed to obtain an answer from Planimetrics for the next meeting.

It was the consensus of the Commission to pursue the steps necessary to move forward with the Bradley Road/Downtown Development Support Plan.

**b. Intern support for EDC.** Bill Gladstone noted that the \$8000 request for funds for the intern did not survive the budget process although funds can be applied for the current year's budget.

**c. Tourism Report.** Pam McKinnon noted that there is a bill before the legislature that would require that individuals on visitor's bureaus have knowledge and experience in the tourism industry.

Pam McKinnon showed the Commission members the Madison ad in the 2007 Connecticut Vacation Guide. She also showed an ad in Country Living magazine on Connecticut noting that Connecticut is starting to receive national coverage. She noted that the Compass booklet put out by the CT Visitor's Bureau is taking steps to actively promote tourism in the State. Pam McKinnon showed the Commission members a well done booklet on Madison, New Jersey.

Pam McKinnon noted that she will be attending a Connecticut Main Street event and will report back to the Commission.

Pam McKinnon reported that there is a proposal before the Board of Selectmen to move the Chamber of Commerce office to the Visitor's Center. The Center would be open 5 days per week from 9:00 a.m. – 3:00 p.m. and they are seeking volunteers to cover the center on weekends. This will give the Town more tourism exposure. There will be a need to talk more about improved signage to the Visitor's Center

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d. **Housing Issues.** It was agreed that the housing issues item will be held off for discussion at the next meeting.

Jim Ball noted that the minutes for the March 29<sup>th</sup> special meeting of the Planning and Zoning commission will be posted on the town web site.

A motion was made by James Ball and seconded by Robert Willenkin to adjourn the meeting at 9:50 p.m.

The next regularly scheduled Madison Economic Development Commission meeting will be held on May, 10, 2007, 7:30 p.m. at the Madison Town Campus.

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Terry Holland-Buckley  
Clerk

Edwin Moore  
James Satterwhite  
Pamela McKinnon  
Roberta Willenkin

David Kadamus -- Chairman  
Peter Thomas -- Vice Chair  
Jim Ball -- Secretary