Attachment A

REZONE NARRATIVE

REZONE:

This request is to rezone Parcel 744412254003 (the former Menards store) from the P-C to C-2 to allow for the transformation of the former Menards store property into a multi-use development providing the community with exciting new services. The rezone will allow for the vacant parking lot to be repurposed with new commercial outlots providing potential for new food, shopping and personal care options while supplying the community with much needed self-storage units. Attractive new buildings and landscaping in the newly created outlots will bring a fresh appearance to the aging Lake Manawa Shopping Center and with the latest and greatest uses coming to fill these buildings, enthusiasm surrounding the Shopping Center will be just as prevalent as it was when Lake Manawa Shopping Center was first developed.

PROJECT DESCRIPTION:

Menards is extremely happy with how the new store turned out and is excited to watch the commercial area grow around the store. It has been quite the transformation from the old mall to what it is now. As part of the store relocation process, Menards is now at the point of determining what to do with the former store and how best to continue to serve this great community. One of the biggest fears is that this property continues to sit vacant. Vacant property is an eye sore, has security issues and depreciates the value of the area as the property continues to deteriorate. There are limited opportunities to backfill property of this size, but there are options to not only utilize the property but improve it to serve the community just as well as it has for years as a Menards store.

This project will do just that. It will result in the removal of a large parking field, putting the land to more productive uses as commercial outlots. Being over 3 acres, multiple new outlots will become available, each large enough to provide flexibility for the end user. The new commercial development will break up the existing pavement with their attractive structures and enhanced landscaping effectively blending in with the rest of the Lake Manawa Centre shopping district. Not only will additional services be provided through this project, but an increase in the city's tax base will also be realized as the new structures will be in addition to what is currently realized by the city. These uses will increase demand to this area, regenerating traffic patterns that were present when the Menards store was operating.

The conversion of the former store to self-storage allows this development to happen. Unlike most other uses, self-storage does not require a lot of parking which allows the parking lot to be separated out and developed. There is a need in the community for self-storage and this development will provide a solution to that need in addition to the services that will be offered with the new commercial lots. To bring the development full circle, the Menards building will also get a facelift when the Menards self-storage brand is applied to the building.

Menards currently has over 15 operating facilities in the Midwest and within the next couple of years will have close to 50. All facilities are located next to or close to Menards retail stores as the self-storage is an extension of the store operations. Store management and employees support day-

to-day operations which gives the self-storage facility a local presence. Further assistance is provided by Menards general office self-storage team in Eau Claire, Wisconsin.

The biggest benefit of this proposal is that Menards will be front and center on this development, meaning the city has a developer they can rely on. Although this development may not be as massive as the one Menards just completed, it is equally as important to the city, the community and Menards.