



**Community Development Authority
Meeting AGENDA**

March 4, 2016 7:30 A.M.

Village Hall Second Floor Committee Room
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.
2. Consideration of February 5, 2016 meeting minutes.
3. Consideration of economic development grant reimbursement for liquor license for 4075 N. Oakland Ave by Roundy's.
4. Discuss business incentive loan program
 - a. Review Program information presented in TID Annual Financial Report
 - b. Identify next steps
5. Update façade grant program.
6. Future agenda items.
7. Scheduling of future meetings.
8. Adjournment.

DATED at Shorewood, Wisconsin, this 26th day of February, 2016.

VILLAGE OF SHOREWOOD

Tanya O' Malley, Village Clerk WCPC

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals

DRAFT



**Community Development Authority
Meeting Minutes
February 5, 2016**

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 7:32 a.m. Members present: Chair Peter Hammond, Pete Petrie, Tr. Davida Amenta, Andrea Roschke and Tr. Tammy Bockhorst.

2. Consideration of January 8, 2016 meeting minutes.

Roschke moved to approve, seconded by Bockhorst with noted changes. Vote 5-0.

3. Review and discussion of Draft 2 – Annual Financial Review presentation document for the February joint CDA/Village Board meeting.

Dawn Gunderson from Ehlers financial was present to review the draft report. Members were given a revised report, updated per discussions at the previous CDA meeting. Each Tax Increment District was reviewed including assessments of projected closing dates. As part of the report, the CDA also reviewed the Village's projected general obligation debt based on current and future known financing needs. The state limits general obligation debt to 5% of equalized value. Shorewood's is at 3.3%.

Tr. Amenta requested notation on appreciation assumptions to include inflation.

Discussions addressed transferring certain expenses out of TID #1 that were approved previously in the TID #1 amended plan adopted June 9, 2011 stating the Village may provide funds to the CDA to be used for administration, planning operations, and capital costs. Finance Director Mark Emanuelson reminded the CDA that this is not a budget document: it gives authorization to spend.

Tr. Maher noted that there have been many other improvements to quality of life in the commercial districts not shown in the report and what the community would look like if improvements weren't done- for example, improvements to Capitol Drive and Oakland Avenue roads and streetscape.

Scenarios were reviewed for closing TID #1 including no transfers or development projects, transfers only and transfers with a small development project in 2016.

The report includes the façade program and business loan program. Petrie stated that funding for the façade program for 2016 was approved in the village budget for \$45,000. The TID #1 amended plan in 2011 included expenditures for a façade program and loan program.

Petri described the business loan program. It was established in 2009 to assist businesses and property owners in financing business expansion and startup projects, consistent with the economic development goals of the Village. All loan applications must be approved by the CDA and loans over \$25,000 must be approved by the Village Board. In order to continue the tool, it is recommended that \$200,000 be transferred from TID #1 to the CDA in late 2016. The new program would operate as a revolving fund.

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Roschke moved to recommend to the Village Board acceptance of the Community Development Authority and Tax Incremental Districts 2015 Annual Financial Report, as modified according to CDA direction, including the following aspects with addition for the document to reflect changes discussed:

- 1) Agreement with the overall economic development strategies and accept the resulting reprojections contained in the report for TIDs #1, #3, #4 and #5.
- 2) Approval of the recommended 2016 planned spending amount for all TIDs;
- 3) Approval of the recommended transfer of \$838,500 from TID #1 to the Shorewood CDA in late 2016 for the following purposes, subject to confirmation that TID #1 still has the capacity to close in 2021 if the transfers were made in the recommended amounts:
 - o Future façade program expenditures in what is now designated for TID #1 geographic area, \$330,000;
 - o Establishment of a perpetual District-wide business loan program comprised of the following transfers to the CDA:
 - \$200,000 transfer out of TID #1 at the end of 2016
 - Transfer of the existing outstanding business loan program balance and associated future P&I payments.
 - o Other future recurring expenses in what is now designated the TID #1 geographic area. \$308,500.
- 4) Concurrence with the outlined concept of a CDA perpetual, business district-wide, revolving business loan fund, with details to be agreed to later in 2016 before any transfer to the CDA of any funds for that purpose.

Seconded by Tr. Bockhorst. Vote 4-1 with Amenta nay vote.

Tr. Bockhorst moved to amend the motion and remove item 3.2 “Approval of the recommended 2016 planned spending amount for all TIDs”, seconded by Roschke. Vote 5-0.

A copy of the report will be placed at the library and village hall and notification will be made through various social media.

4. Review and discussion of Draft 2 – Façade Program recommendations.

Chair Hammond reviewed the revisions per last CDA discussion. Over the last several months’ members reviewed program management, Village Board reporting, control procedures and program success factors. The revisions include:

- a) Under program management, provide additional stipulation that a property that has received a façade grant in the past may apply for additional façade grants. Once a site has received cumulative grant funds of \$25,000 per project site per five-year period for single tenant properties and \$50,000 per project site for multi-tenant properties, subsequent request within that period will require direct CDA review and approval.
- b) Under Village Board reporting, provide monthly updates to CDA and Village Board using new reporting template.
- c) Under control procedures, the BID will provide the village planning director with the applicant request packet for review and approval prior to grant funding.

Bockhorst moved to approve façade program revisions as provided, seconded by Roschke. Vote 4-1, Amenta voting nay.

5. Future agenda items.

Amenta asked for construction costs for the Metro Market.

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6. Scheduling of future meetings.

The next meeting is March 4, 2016.

7. Adjournment.

Amenta moved to adjourn the meeting at 9:54 a.m., seconded by Bockhorst. Vote 5-0.

Recorded by,

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned above the printed name.

Planning Director Ericka Lang

ROUNDY'S SUPERMARKETS, INC.

PICK 'N SAVE · COPPS · METRO MARKET · MARIANO'S

PO Box 473
Milwaukee, WI 53201
414-231-5000

February 16, 2016

VIA GROUND COURIER

Ms. Tanya O'Malley
Village Clerk / Treasurer
Village of Shorewood
Village Hall
3930 N. Murray Ave.
Shorewood, WI 53211

Re: Metro Market – Grant Request

Dear Tanya:

Enclosed please find the completed Application for Reserve "Class B" Alcohol Beverage Grant request for Mega Marts, LLC doing business as Metro Market at 4075 North Oakland Avenue. The \$10,000 Class B reserve fee was submitted to your office on December 16, 2015, and the \$275 prorated license fee was submitted on February 2, 2016.

Please let me know if we are expected to discuss our request with the Community Development Authority prior to the Board's consideration. Also advise if we are required to appear before the Board for this request.

Please contact me with any questions you may have at 414-231-5904 or jessica.ditscheit@roundys.com.

Very truly yours,

ROUNDY'S SUPERMARKETS, INC.

Jessica M. Ditscheit

Jessica M. Ditscheit
Paralegal

Enclosure



VILLAGE OF SHOREWOOD
3930 N MURRAY AVENUE, SHOREWOOD WI 53211
Telephone (414) 847-2601

APPLICATION FOR RESERVE "CLASS B" ALCOHOL BEVERAGE GRANT

To the Village Board of the Village of Shorewood, Wisconsin

Mega marts, LLC, has been issued an initial Reserve "Class B" license by the Village of Shorewood, Wisconsin effective 2/5/16 to operate at 4075 N Oakland Ave
(date) (address of licensed premises)

Licensee submits this application for the purpose of obtaining the Village of Shorewood initial Reserve "Class B" beverage grant for the licensee as allowed under Shorewood Code Section 335-15(B). By accepting this one time grant, the licensee agrees to waive any claim (he/she/it) may have against the Village of Shorewood for refund of any part of the Reserve "Class B" license fee paid to the Village by licensee. This waiver of claim shall be effective whether such license fee be repealed, rescinded or modified by action of the state legislature or by the courts. By accepting this one time grant, the licensee also agrees that, in the event that any court of competent jurisdiction shall determine that the Village's grant program does not serve a public purpose or is otherwise contrary to law, the licensee will, upon demand by the Village, repay the one time grant to the Village.



Edward G. Kitz 2/12/16
(Signature of licensee authorized representative) (Date)

Edward G. Kitz VP/Secretary 2/12/16
(Type or Print Name) (Title) (Date)

SUBSCRIBED AND SWORN TO BEFORE ME
this 12th day of February, 2016

Jessica M Ditscheit

My commission expires: 3/12/17
(Notary Public)

Edward G. Kitz
Signature of Applicant - VP/Sec. of
Mega marts, LLC (Applicant)

Recommendation to the Village Board: _____

Community Development Authority Approval : _____
(Signature of Authorized Representative)

Date: _____

**SHOREWOOD FAÇADE PROGRAM
PENDING AND EXISTING FAÇADE GRANTS**

Property Location	Applicant Type	Status	Applicant Name	Date of Application	Date of Grant	Total Project Cost	Amount of Grant	Summary of work performed
4508 N. Oakland Ave.	Tenant	Rejected	The Workroom	2/16/16	n/a	n/a	n/a	applicant turned in application several months after completion of sign installation
1513 E. Capitol Dr.	Owner	Rejected	E. Capitol LLC (BP - Menlo/Capitol)	9/24/15	n/a	n/a	n/a	applicant turned in application several months after completion of sign installation
2205 E. Capitol Dr.	Tenant	Approved	City Market	11/21/15		5194	2597	new projecting blade sign for business
4488 N. Oakland Ave.	Owner	Pending	former Village Pub/4488 N. Oakland LLC	1/14/16				design phase only applied for to date; construction app pending
1572 E. Capitol Dr.	Owner	Completed	Northwoods	3/12/15	6/17/2015	9852.48	4926.24	reface of monument sign at building for new business/owner
2219 E. Capitol Dr.	Tenant	Completed	Swanky Seconds	3/16/15	6/5/2015	1500	750	new awning for expansion of business into new space
4326 N. Oakland Ave.	Tenant	Completed	Olson House	5/22/15	8/5/2015	1700	850	new awning for new business
4484 N. Oakland Ave.	Owner	Completed	Peter Gramoll Am. Fam Ins.	2/24/15	8/5/2015	15315.12	7657.56	new awning, business signs for existing business/owner
4414 N. Oakland Ave.	Owner	Completed	North Shore Bank	6/29/15	11/15/2015	11410.08	5705.04	reconstruction of landscaping around building.
1800 E. Capitol Dr.	Owner	Completed	Stein Office Building	7/14/15	12/15/2015	14556	7278	complete remake of two small storefronts; new doors, store glass, and awnings
1604 E. Capitol Dr.	Owner	Approved	New gas station	6/13/15			25000	new brickwork, dumpster enclosure, monument sign, and storefront glass, and landscaping for new gas station owner
4334 N. Oakland Ave.	Tenant	Approved	Sherwin Williams	4/28/15			850	new awning on business changeover (Mautz to Sherwin Williams)
3592 Oakland Ave.	Owner	Approved	Creve Café	7/16/15			9250	new monument sign, storefront business sign, parking lot screening
1425 Capitol Dr.	Tenant	Completed	Trilogy Hair Salon	9/15/14	2/19/2015	1557.6	778.8	new business sign
1916 E. Capitol Dr.	Tenant	Completed	Clicks	9/26/14	6/5/2015	6892	3446	new storefront; replacement of windows and doors, sign
2219 E. Capitol Dr.	Tenant	Completed	The Workroom		12/12/2014	1118.26	559.13	new business signs
3575 N. Oakland Ave.	Tenant	Completed	Groom For Men		11/24/2014	8151.98	4075.99	new awnings (long storefront)
4401 N. Oakland Ave.	Tenant	Completed	North Shore Boulangerie		10/6/2014	3268.88	1634.44	new signs for business
4413 N. Oakland Ave.	Owner	Completed	Draft and Vessel/Waxwing	8/28/14	2/25/2015	44806.74	22403.37	complete remake of two small storefronts; windows, doors, parapet repair, and signs
4508 N. Oakland Ave.	Tenant	Completed	Fyndig		2/13/2014	2266.3	1133.15	new business sign
3951 E. Capitol Dr.	Tenant	Completed	St. Moritz Salon	11/11/14	9/25/2015	1267.2	633.6	new business sign
1922 E. Capitol Dr.	Tenant	Completed	Movement Personal Trainer	6/18/14	10/21/2015	3405.12	1702.56	new business sign
2500 E. Capitol Dr.	Owner	Completed	Shorewood Animal Hospital		2/13/2014	14067.6	7033.8	new parking lot screening, sign, lighting and fence
4001 N. Downer Ave.	Owner	Completed	Hayek's		5/8/2013	17901	8950.5	new awnings and windows for building
4214 N. Oakland Ave.	Owner	Completed	Suzanne Powers Realty Group		5/29/2013		270000	complete redevelopment of former duplex residential property to office use; exterior siding, signs, windows, and landscaping
4449 N. Oakland Ave.	Tenant	Completed	Min's		1/4/2013	1457.62	728.81	new business sign
4514 N. Oakland Ave.	Tenant	Completed	Element's East Sign		1/4/2013	5215	2607.5	new business sign
4517 N. Oakland Ave.	Tenant	Completed	Three Lions Pub		10/25/2013	22228.38	11114.19	phase II of complete storefront for business including doors, windows, and custom signs
1431 E. Capitol Dr.	Tenant	Completed	Grande Flowers		1/25/2013	3800	1900	new awning for business
2127 E. Capitold Dr.	Tenant	Completed	Oticles		2/14/2012	1134.14	567.07	new sign for business
2219 E. Capitol Dr.	Owner	Completed	Swanky Seconds/Luxe		6/19/2012	1200	600	new awning for Swanky Seconds
2521 E. Capitol Dr.	Owner	Completed	Lakeshore Mobil		5/14/2012		11757.75	new garage doors, paint for entire building, fencing, and monument sign

3956 N. Murray Ave.	Tenant	Completed	Wisconsin Gazette		9/4/2012	58825.66	25000	complete rehabilitation of exterior of building for conversion from residential to office. New sign
3801 N. Oakland Ave.	Tenant	Completed	Miss Cupcake		11/20/2012	3050	1525	new business sign
4042 N. Oakland Ave.	Owner	Completed	Camp/Sound By Design		12/18/2012	39420.56	19710.28	remake of two storefronts including windows, doors, tuckpointing, and signs
4473 N. Oakland Ave.	Owner	Completed	BK Oakland rehab after fire		6/15/2012		25441.98	complete remake of building after fire; three new storefronts, entries, signs,
1330 E. Capitol Dr.	Owner	Completed	Shorewood Auto Repair		1/31/2012		27000	complete rehab of building; brick work, signs, parking screening, storefront windows, and lighting
3549 N. Oakland Ave.	Tenant	Completed	Harry's Bar and Grill		10/11/2012	157200	59786	CDA approval; new exterior patio for restaurant; assisted all elements but deck floor
3601 Oakland Ave.	Owner	Completed	North Shore Funeral Services		8/30/2011	29071.04	14535.52	landscaping, pillars, and lighting for exterior
3970 N. Oakland Ave.	Owner	Completed	Geraldine Robinson		9/6/2011	488000	244000	CDA approval; new windows and decorative metal for building

<u>Applicant Type</u>	<u>Status</u>
Owner	Pending
Tenant	Approved
	Completed
	Rejected