



**Community Development Authority
Meeting AGENDA**

February 5, 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 January 8, 2016 meeting minutes.
3. Review and discussion of Draft 2 – Annual Financial Review presentation document for the February joint CDA/Village Board meeting.
4. Review and discussion of Draft 2 – Façade Program recommendations.
5. Future agenda items.
6. Scheduling of future meetings.
7. Adjournment.

DATED at Shorewood, Wisconsin, this 29th day of January, 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



Community Development Authority

Meeting Minutes

January 8, 2016

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 7:30 a.m. Members present: Chair Peter Hammond, Pete Petrie, Andrea Roschke, Tr. Davida Amenta, Michal Dawson, John Florsheim and Tr. Tammy Bockhorst(arrived 8:04). Also present Village Manager Chris Swartz.

2. Consideration of December 4, 2015 meeting minutes.

Ms. Dawson moved to approve the minutes, seconded by Mr. Florsheim. Vote 6-0.

3. Review and discussion of Draft 1 – Annual Financial Review presentation document for the February joint CDA/Village Board meeting.

Mike Harrigan and Dawn Gunderson from Ehlers Financial were present. Members were provided various documents on all Tax Increment Districts. The discussion went over economic projections for each district. TID #1 must close in 2022 with expenditures stopping five years before. Ehlers discussed the process by which funds can be transferred out of a TID for ongoing activities such as a façade program and business loan program. In 2011 Shorewood identified these programs and the CDA, Village Board and Joint Review Board approved.

Bockhorst asked if tools other than TIF are available to the CDA and village for ongoing façade and loan programs.

Amenta noted that there should be a focus on neighborhoods and residences as well as business-related economic development.

Hammond noted that it is critical for the CDA and Village Board to determine what the next era will look like after TID #1 closes including whether to continue various economic development activities such as the Façade Program and Business Loan Program and, if so, how to fund these activities.

The CDA will be provided the entire financial report at the February CDA meeting for review and approval prior to the joint CDA/Village Board meeting.

4. Review and discussion of the draft Façade Program recommendations. 4 attachments:

- a. **Façade Program Recommendations – Draft 1 for January CDA Meeting.docx**
- b. **Façade best practices.docx**
- c. **Comparison of Program Grant Amounts.xlsx**
- d. **Façade Reporting Template.xlsx**

Business Improvement Business Director Jim Plaisted called into the meeting. Mr. Hammond introduced the item, reviewed the materials including the findings from his review of other community's façade programs and detailed the proposed updates included in the Draft of the update to the Façade Program. At the February CDA meeting, members will review the proposed program changes per discussion. Mr. Hammond noted that it was important to maintain the program's efficient and non-bureaucratic structure.

Members discussed various changes, such as, but not limited to:

- Roschke: for landscaping, would it be possible to postpone grant funding a few years to ensure the growth matches what was approved. Roschke also noted she did not believe it would be burdensome if all grant requests went to the CDA.

- Plaisted: the CDA could define specific levels of allowable landscaping and possibly use forgivable loan program for the landscaping. He concurred with the recommendation that no exclusionary language be inserted for BID Board members and that in the 30 comparative programs he reviewed, none had such language. He noted that one of the programs benefits was the clarity and simplicity of the program and that grants are approved if they meet criteria and there is no subjectivity to the process.
- Amenta: suggested that the CDA review and approve all grant requests and believes that this provides better management of public resources than the current process.
- Petrie: suggested that the CDA could review the current allowable grant amounts under the program and possibly have lower limits for approvals by BID staff. He also noted that Village Staff could review applications for an additional level of oversight.
- Florsheim: stated that, given the objective structure of the program as it currently stands, if a grant request meets the stated criteria, then there is no conflict of interest. He also stated he was not sure what benefit would be achieved by having the CDA review and approve all grant requests since grants are approved if they meet the criteria. He also stated that if all approvals had to go to the full CDA, this could diminish attention on other items.
- Dawson: stated that the CDA's job is to define and explain the program criteria and to oversee the program. She noted that one of the program updates is to enhance the level and timing of grant reporting to the CDA and Village Board and this increased level of grant reporting will allow the CDA to meet its oversight responsibility.

5. Review prioritization of Opportunity Site List. Revised Pdf

Mr. Hammond briefly reviewed the list and noted that the purpose of the list is to serve as a guide to help village staff prioritize activities.

6. Update on identified action items

- a. **Identification of potential candidates for the “small development project”**
- b. **Identification of any potential large façade project candidates**

7. Future agenda items

Tr. Amenta requests the construction costs for the General Capital project compared to what was approved.

Mr. Swartz noted that there will most likely be an economic development grant request.

8. Scheduling of future meetings

9. Adjournment.

The meeting was adjourned at 9:25 a.m.

Recorded by,



Ericka Lang
Planning Director



FACADE IMPROVEMENT PROGRAM NUMBER ONE

PURPOSE

This Facade Improvement Program is established to stimulate exterior building improvements to existing commercial buildings in the target area which are sufficient in scope to produce visible changes to the building facades.

PROGRAM GOALS

- Maintain vibrancy and enhance the attractiveness of the target area.
- Promote a high level of maintenance for a sustainable commercial area.
- Promote commercial vitality and increase economic activity.
- Maintain or improve existing property values in the target area and adjacent areas.
- Support all businesses including regional and national entities with a focus on encouraging local businesses and local entrepreneurship.

NOTE FOR CDA DISCUSSION: In our January discussion, I did not hear any desire to implement specific activities within the Façade Program to encourage local businesses and local entrepreneurship.

TARGET AREA

The target area for this Facade Improvement Program is the area included within Tax Incremental District #1. Please see the attached map.

ELIGIBLE ACTIVITIES

Eligible activities shall include but are not limited to the following:

- Repair and/or replacement of the original building's materials and decorative details which are deteriorated or missing.
- Repair of non-original materials which cannot be removed due to deterioration of the underlying original building material.
- Cleaning of exterior building surfaces.
- Tuck pointing and masonry repair.
- Painting.
- Repair, replacement or addition of entrances, doors, display windows, transoms, or second story windows.

- Removal, repair and/or replacement of existing signs and awnings.
- New signs and awnings.
- Design fees on completed projects.
- Permanent exterior lighting.
- Permit fees for completed projects.

NON-ELIGIBLE ACTIVITIES

- Work on a Facade not facing a public street.
- Work on a roof.
- Work done before approval of an Application Agreement for this Facade Improvement Program.
- Purchase of property.
- Construction of a NEW building.
- Fixtures and equipment.
- Inventory.

NOTE FOR CDA DISCUSSION: In our January discussion, there was some discussion but no consensus regarding landscaping. One suggestion was to make horticultural landscaping improvements ineligible and hardscape elements eligible. As was discussed at the January CDA meeting, the goal of the program is to ensure we as a community have a vibrant, attractive business district. Landscaping can play a key role in accomplishing this objective. My recommendation is to keep landscaping as an eligible activity.

CDA REVIEW

- Grants in excess of current limits*
For grant requests in excess of current limits, the CDA and Village Board must review and approval the size of the grant request.

NOTE FOR CDA DISCUSSION: This is currently the process we follow but it was not specifically detailed in this program document.

- Cumulative Grant Evaluation*
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 (or other properties that qualify under this document), subsequent requests within that period will require direct CDA review and approval. These limitations exclude sign/awning requests due to business change outs.

PROGRAM FUNDING

This program is established to stimulate eligible exterior improvements **and projects are funded on a first come first served basis**. Two types of grants are available under the program.

Concept Design Grant

This grant will share the cost of developing a conceptual design and cost estimate for improvement of the subject building facade. An approved applicant will receive 90% of the consultant cost for developing the COMPLETED conceptual design and cost estimate up to \$2,000.

Facade Improvement Grant

This grant will share in the actual cost of implementing the improvements identified in the conceptual design and cost estimate including the cost to complete final design and construction documents. An approved applicant will receive an amount equal to 50% of the aforementioned costs up to \$25,000. Amounts above the maximum may be authorized with approval by the Community Development Authority of the Village of Shorewood.

APPLICATION PROCESS

- A. An official application containing all information requested shall be submitted to the Administering Agency by an Owner/Applicant.
- B. Agency staff reviews the application, meets with the Owner/Applicant to discuss the concept design process and program agreement.
- C. Agency staff and/or Owner/Applicant arranges for preliminary consultation with a design professional to ascertain the aesthetic and functional goals of the facade remodeling and determine the potential budget parameters.
- D. Design professional prepares schematic concept elevation of the facade and a cost estimate for approval by Owner/Applicant and Village review process.
- E. Owner/Applicant submits a building permit for the accepted remodeling concept to the Shorewood Design Review Board for approval.
- F. Owner/Applicant obtains a minimum of two written proposals from experienced contractors to complete the remodeling in accordance with the plans and specifications and all applicable laws and submits them to the Administering Agency for review and approval.
- G. **Administering Agency provides Shorewood Village Planning/Development Director with Owner/Applicant request packet for review and approval prior to grant funding.**

NOTE FOR CDA DISCUSSION: In our January meeting, there was some discussion regarding changes to the approval process including having Village

staff review applications and whether the full CDA should review applications. It is my recommendation that we insert Step G above and have a Village staff review step. The completed application with all materials will be provided to the Village staff member for sign off on the application and on the reimbursement process prior to any grants being funded. I believe this step provides the desired check and balance while maintaining an efficient and responsive process. I do not believe a full CDA review of all applications is needed given the program is non-discretionary and if an application meets the required criteria, it is approved.

- H. The Owner/Applicant and Agency execute an agreement in which the Owner/Applicant agrees to complete the project within one year. In return, the Agency agrees to reimburse the Owner/Applicant for 50% of the cost of the project, up to \$25,000, including the preparation of plans and specifications, upon completion of the project.