



Community Development Authority
Meeting Minutes
Friday, March 5, 2021 at 9:00 a.m.
via Tele/Video-Conference

Present: Jon Krouse, (acting Chair), Tr. Davida Amenta, Michal Dawson, Desty Lorino and Tr. Kathy Stokebrand.

Also present: Planning and Development Director, Bart Griepentrog; Katie Gnau, Elder Services Advisory Board.

1. Call to order.

The meeting was called to order at 9:04 am.

2. Consider February 11, 2021 meeting minutes.

Ms. Dawson motioned to approve the minutes as drafted; seconded by Tr. Stokebrand. Vote 5-0.

3. Consider February 18, 2021 meeting minutes.

Ms. Dawson motioned to approve the minutes as drafted; seconded by Tr. Stokebrand. Vote 5-0.

4. Review draft Housing Chapter for the Comprehensive Plan Update. (1:12)

Director Griepentrog noted that the primary purpose of today's meeting was to review the goals, objectives and recommendations that had been drafted since the CDA's September 5, 2020 meeting, although comments on any aspect of the draft chapter were welcomed. He began his presentation with an overview of the timeline for the Comprehensive Plan Update, which noted a community virtual open house on March 17th and a Plan Commission meeting to recommend the Plan Update on March 23rd, followed by a public hearing in front of the Village Board on April 19th. Tr. Amenta commented that invitations to participate in the Comprehensive Plan Update should be more targeted and feature reference to specific relevant issues in order to better grab people's attention. Tr. Stokebrand concurred and suggested that topics within the housing and economic development chapters would make sense. Director Griepentrog noted that he would work with Vandewalle to provide targeted content within future Village Manager's Memos.

Director Griepentrog noted that there are three overarching goals related to housing in the Comprehensive Plan Update. They related to a desire to Maintain/Preserve, Retain/Attract and Development.

With respect to the first goal, Tr. Stokebrand questioned property maintenance standards. Director Griepentrog noted that the fourth recommendation within that goal related to a review and refinement of the Village's property maintenance/code enforcement program, which had not taken place since the State Statutes removed point-of-sale inspections and the position was reduced to half-time. He noted that exterior inspections continue to take place.

Tr. Amenta questioned if there was any way to not penalize property owners for making improvements or investments in their property. She noted that improvements trigger higher assessments and higher taxes. She also noted a belief that residents did not understand the scope or authority of the Design

Review Board pertaining to aesthetics and style. Tr. Stokebrand questioned if the Board's authority was written into the code. Director Griepentrog confirmed that their authority was written into the code, and stated that he believed a review of their responsibilities was due, as he has heard both a desire to increase and relax their role. Mr. Krouse noted that perspectives on aesthetics are different to various demographics and within a village of Shorewood's size would be difficult to dictate. He also noted that requiring minimum materials, such as brick over vinyl siding, would impact housing affordability. Tr. Amenta suggested that the recommendation should remove "to preserve and enhance aesthetics within the Village," as she believed residents have a different expectation of what they actually do. She noted the examples of the North Shore Bank and Metro Market redevelopments in contrast to residential property improvements. Director Griepentrog pointed out that other areas of the Comprehensive Plan Update recommended the consideration of a form based code, which would detail greater expectations for contextually sensitive redevelopment within the commercial districts.

Director Griepentrog provided an overview of the second housing goal related to retaining and attracting both housing types and demographics. He noted that this tied into one of the four overall strategic directions, which focused on equity, diversity and inclusivity.

Director Griepentrog summarized the third housing goal pertaining to redevelopment stating that it aimed to confirm transparency and community support within the redevelopment process, as well as keep codes and housing programs up-to-date and more in-line with other goals within the Village.

5. Review draft Economic Development Chapter of the Comprehensive Plan Update. (26:30)

Director Griepentrog noted that the Comprehensive Plan Update included three Economic Development Goals. The first goal related to the Business Improvement District. The second goal pertained to Redevelopment and Taxes, and the third goal defined Employment and Consumer expectations.

In discussion of the redevelopment and taxes goal Tr. Stokebrand questioned the Village's tools in relation to other communities. Director Griepentrog noted that our sizes and demographics limit our ability to utilize programs like Community Development Block Grant funds, which are a common tool used by other communities in Milwaukee. He explained that Shorewood is eligible to utilize CDBG funds through a competitive county-wide consortium process, but at a much smaller scale than entitlement communities like Milwaukee, West Allis or Wauwatosa.

Mr. Krouse questioned why the redevelopment and tax goal sought to reduce residential tax obligations, but not all obligations. Director Griepentrog noted that the phrasing had previously been wordsmithed to align with other goals of residential affordability. Mr. Krouse noted that the residents within multi-family commercial buildings pay taxes through their rent and that smaller commercial buildings provide affordable rent for new small businesses. Director Griepentrog noted that understanding the balance of tax obligations when reviewing the impacts of redevelopment was perhaps the general goal. Mr. Krouse suggested that holding all tax obligations would seem more realistic.

Under discussion of the employment and consumer goal, Mr. Krouse noted that value of entry-level service jobs to support our business district. Director Griepentrog acknowledged those employees, and noted that the plan discusses a need to be accommodating with particular respect to transportation alternatives, parking needs and affordable housing.

Tr. Amenta questioned how the Comprehensive Plan Update dealt with home-based businesses, particularly in light of the COVID-19 pandemic and increase in working from home. Director Griepentrog noted that the increase in office workers simply working from home would not be impacted by a code review, but the concept of increased home-based businesses that may or may not impact the

quality of life within Shorewood's residential areas should be reviewed to make sure all relevant code language is current. Mr. Krouse noted that sustained home occupations post COVID-19 could have a positive impact on our commercial district by increasing daytime population. Tr. Stokebrand provided an example of home-based music lessons, and suggested that it was a positive thing to offer within the community. She questioned if there were zoning issues with it. Director Griepentrog noted that one-to-one instruction had not been identified as an issue, but group classes in residential districts were prohibited, likely for traffic reasons. However, he reiterated that a code-review was welcomed.

6. CDA Q4 financial report. (44:00)

Director Griepentrog noted that the report has been provided simply for reference.

7. Adjournment.

Tr. Stokebrand motioned to adjourn the meeting at 9:49 a.m.; seconded by Ms. Dawson. Vote 5-0.

Respectfully submitted,



Bart Griepentrog, AICP
Planning & Development Director