

VILLAGE OF GRAFTON

COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

JULY 14, 2010

The Community Development Authority (CDA) meeting was called to order at 6:15 p.m. by Chair John Gassert.

CDA members present: Alan Kletti, Roger Kirgues, Jim Grant, John Gassert

CDA members absent: Ron LaPean, Dan McKelvey, Al Richards

Staff/Officials present: Director of Planning and Development Michael Rambousek, Village Clerk Teri Dylak, Trustee Lisa Harbeck, Village President Jim Brunnquell

Others present: Todd Taves-Ehlers

MINUTES

Motion by Alan Kletti, seconded by Roger Kirgues, to approve the June 9, 2010 Community Development Authority meeting minutes, as presented. Approved unanimously.

HEAR PERSONS REQUESTING TO BE HEARD

None.

SIGN GRANT REQUEST FOR FORTE LOCATED AT 1110 BRIDGE STREET

Director of Planning and Development Michael Rambousek briefly reviewed a request for a sign grant for the property at 1110 Bridge Street. Christine Mieloch is applying for a sign grant for a new business at this location. The proposed business is a full-service salon. The submitted sign face is proposed to read: "Forte – making luxuries... affordable".

The proposed signage consists of a wall sign which is to be constructed of smooth plywood and will be oval in shape. The proposed sign has approximate dimensions of 4 feet by 8 feet or 32 square feet. The sign color will be light blue with black letters. The sign is proposed to be mounted above the roofline above the east building entrance and will face Bridge Street. The total sign cost is estimated to be \$1,280.00.

Mr. Rambousek indicated that he is recommending three modifications to the sign design. The first change is that the sign must be mounted below the roof line. The second change is the inclusion of a black border around the sign to be consistent with the design guidelines. The third change is that the sign text should be reduced to simply state "Forte". Mr. Rambousek informed the members that the CDA has made exceptions in the past for additional text on a sign face and referenced Sweet Trio as an example.

Christine Mieloch, owner of the business, requested that the CDA reconsider Mr. Rambousek's recommendation to eliminate some of the sign text. She stated that her business is about

making luxury salon items affordable and is that concept is an integral part of her business plan. She also referenced the existing Sweet Trio sign and the Solutions sign which both have additional text on the sign face.

Alan Kletti commented that the sign appears to be very large and questioned if it will fit the location. Mr. Rambousek responded that the sign is at the maximum size allowance; however, due to the large front façade of the building, it will look proportional.

After limited discussion it was the consensus of the members to allow the extra sign text on the proposed sign.

Motion by Jim Grant, seconded by Alan Kletti, to approve a sign grant for Forte located at 1110 Bridge Street in an amount not to exceed \$640.00, subject to the following design changes: 1. The sign must be mounted below the roof line; 2. The sign face must include a black border around the outside of the sign; and 3. The sign text is approved to read: "Forte – making luxuries... affordable". Approved unanimously

SIGN GRANT REQUEST FOR DOWNTOWN PIZZA LOCATED AT 1230 12TH AVENUE

Daryl Kranich, owner of a new business at 1230 12th Avenue, known as Downtown Pizza, has applied for a sign grant for his business signage. The sign is proposed to be made of armor wood with a UV film over lay and is 4 feet x 6 feet in dimension and 24 square feet in area. The sign is proposed to have the text "Downtown Pizza – Dine-In, Carry-Out, Catering, Delivery (262) 376-1234." The sign will be mounted to the existing pole that is attached to the south side of the building. The total cost of the sign is estimated to be \$2,000.76.

Director of Planning and Development Rambousek indicated that he has worked with the applicant to revise the sign so it meets the required design guidelines. He indicated that Mr. Kranich has agreed to remove all of the text other than "Downtown Pizza", add a border to the sign, and add texture to the sign similar to other perpendicular signs in the Downtown to give the sign dimension. Mr. Rambousek stated that even though there appears to be enough clearance between the sidewalk and the sign on the plans, he want to be sure that there is at least 9 feet of clearance from the bottom of the sign to the sidewalk. Mr. Kranich has indicated he will meet the clearance requirements.

Mr. Rambousek stated that the business phone number, and text (Dine-in, Carry-out, Catering) can be located in the front window of the business.

There was limited discussion on the proposed grant by the CDA.

Motion by Roger Kirgues, seconded by Jim Grant, to approve a sign grant for Downtown Pizza, located at 1230 12th Avenue, in an amount not to exceed \$1,000.00 remove all of the text other than "Downtown Pizza", add a border to the sign, and add texture to the sign similar to other perpendicular signs in the Downtown to give the sign dimension. Approved unanimously.

CONTRIBUTION TOWARD MISSISSIPPI BLUES TRAIL MARKER

Director Rambousek stated that on July 6, the Village Board accepted a donation, from the Grafton Blues Association, of a Mississippi Blues trail marker valued at \$6,000. The sign is to be located in a Village Park yet to be determined.

The purpose of the marker is to commemorate the Village of Grafton's role in the blues culture of the 1920s and '30s. Many blues artists of that time recorded at the Paramount Studio in Grafton

The marker is 45" wide and 47" high and is made from hand cast aluminum. The marker is two-sided with one side having raised letters which are covered in gold leaf. The reverse side has a panel of vinyl with images and text.

Director Rambousek indicated that he is recommending that TID No. 3 contribute \$2,000 toward the cost of the trail marker, if it is placed in the Chair Factory Park. The TID contribution is allowed since the Chair Factory Park is located within ½ mile from the boundaries of TID No. 3. If the Grafton Blues Association selects Lime Kiln Park as the sign location, funding from TID No.3 would not be allowed.

Kris Raymond, representing the Grafton Blues Association, briefly summarized the Mississippi Blues Trail Marker program. She stated that there are approximately 110 Mississippi Blues Trail markers highlighting points of interest and various blues artists, in several states. The majority of the markers are located in Mississippi; however, there are markers in the states of Tennessee, Arkansas, Louisiana, Maine and Illinois. Each state that has a marker promotes all of the marker locations. In addition to the actual trail markers, the program is promoted via web-site interaction and a trail system map which shows all of the trail marker locations. She stated that many people follow the trail each year and with the nearest marker in Chicago, the transition to Grafton will be an easy connection.

Trustee Grant stated that the Village Board acceptance of the Trail Marker indicated placement in a Village Park and was not location specific.

Chair Gassert questioned why staff is recommending the \$2,000 donation. He questioned what impact the item will have on the TID district. Mr. Rambousek responded that the impact will be minimal. He informed the members that there are funds available for the donation from the marketing fund of the TID budget.

Mrs. Raymond indicated that she has discussed this project with the Historic Preservation Commission and they are very excited about the marker. She also stated that she has presented the proposal to EDGE and is hoping for a donation from that group. She commented that the Blues Association is looking for whatever funding assistance the CDA can provide. Mrs. Raymond stated that the Grafton Blues Association is heading up fund raising efforts for the \$6,000 cost of the trail marker.

Mr. Kirgues questioned what kind of attendance the various Blues Festivals draw. Mrs. Raymond indicated that they are very well attended and that the Blues Commission web-site has over 32,000 hits per month.

Mrs. Raymond stated that the location of the sign is critical to the program. The sign needs to be visible and easy to access. She stated that it was the Blues Association's original intent to place the sign in Lime Kiln Park; however, if TID funding is to occur the sign cannot be placed at that location.

The members briefly discussed the placement of the trail marker in the South Commercial District. It was determined that this would not be a viable location for the trail marker.

Mr. Kletti commented that he thinks the trail marker is a great idea and supports the promotion of Grafton's blues history. He stated that as an Ozaukee County Supervisor he is concerned that the Village has so many open TID's. Unfortunately, the values remain constant and the County does not realize any valuation increase, which is a problem. Mr. Kletti also commented that with the transfer of funds from TID 2 and TID 5, these two districts will remain open longer than originally anticipated which creates additional concerns for Ozaukee County. He would like to see another way of funding the trail marker.

Trustee Grant commented that at this time, TID 3 is struggling. Later this evening, the CDA will be reviewing an option for this district to receive funding assistance from another TID because the District is not currently solvent. He stated that he thinks the project will assist in promoting Grafton's blues past; however, funds are very tight in this district.

President Brunnuquell suggested that this would be a good time for the downtown businesses to get together and possibly create a Downtown Business Association. The Association would be charged with matters such as donations and parking issues and would take this type of issue out of the hands of the Village.

The \$2,000 is a budgeted item. The purpose of the marketing budget is to promote the downtown and this is a perfect use of the available funds. The trail marker will provide the Village with national recognition which is critical to the current branding efforts being pursued. This is a great investment from a marketing perspective.

Chair Gassert questioned how much is in the marketing budget. Mr. Rambousek responded that the budget includes \$10,000 and no funds have been spent to date.

Mr. Kirgues stated that this proposal is a great initiative for EDGE. He questioned if any funds will be allocated from that group. President Brunnuquell stated that the matter was tabled at the last meeting to allow additional research into the project to occur. The item will be discussed again at the July, meeting. The dollar amount that may be donated by EDGE is not currently known. President Brunnuquell stated that the group only receives about \$2,500 in funding annually.

Trustee Grant stated that he sees the benefit of the trail marker as a marketing tool. He suggested that the CDA consider a matching funds, dollar for dollar, donation. When the Grafton Blues Association raises \$2,000, the CDA will provide a matching \$2,000 donation.

Chair Gassert commented that this proposal is a good opportunity to market the Village of Grafton and promote our rich blues history. Mr. Kletti stated that while he supports the project he does not support the use of TID funds.

Motion by Roger Kirgues, seconded by Trustee Grant, to approve a \$2,000 matching contribution from TID No. 3 toward the cost of a Mississippi Blues trail marker contingent upon the placement of the sign in the Chair Factory Park and the release of funds when the Grafton Blues Association has raised \$2,000 for the project.
Approved 3-1, (A. Kletti nay).

PROPOSED 2 HOUR PARKING ORDINANCE WITH RESTRICTION IN PUBLIC PARKING LOTS IN THE 1200 BLOCK BETWEEN 12TH AND 13TH AVENUE

Director Rambousek updated the CDA on the status of an alternative parking proposal for the public parking lots in downtown Grafton. He indicated that, to date, staff has not received any parking proposals from the downtown business owners.

At the May 11, Public Safety Committee meeting several business owners/operators from the Village Center and the 13th Avenue area were in attendance and requested that they be allowed to come up with an alternative to the proposed 2-hour parking restrictions being proposed by the Village. The owners were to make a presentation at the June 9, 2010 CDA meeting but were not prepared to do so and did not attend the meeting.

Mr. Rambousek stated that the proposed ordinance would restrict parking to 2-hours, in the public parking lot in the 1200 block between 12th Avenue and 13th Avenue, Monday-Saturday from 8:00 a.m. to 6:00 p.m.

Motion by Trustee Grant, seconded by Roger Kirgues, to recommend the Village Board approve an Ordinance amending section 10.36.060 Two-hour parking, as follows: from 8:00 a.m. to 6:00 p.m. Monday through Saturday in the public parking spaces located in any public parking lot in the 1200 block between 12th and 13th Avenues.

Trustee Grant reiterated that about a dozen people were in attendance at the May, Public Safety Committee meeting to discuss downtown parking concerns. They stressed that they wanted an opportunity to prepare an alternative to the proposed 2-hour parking restrictions; however, no proposal has been received. In addition, no one was present at the June, CDA meeting to discuss the situation. The Public Safety Committee will also be reviewing the matter on July 20, and making a recommendation to the Village Board. Final action on this issue will occur at the August 2, Village Board meeting.

Vino 100 owner Stephanie Metz, contacted Trustee Grant indicating that she was unable to attend this evening; however, she did state that implementing a 2-hour parking restriction is not the best alternative to the parking problems in the public parking lot.

Mr. Kletti stated that he has no problem with the 2-hour parking restriction. He questioned how the restriction will be enforced. Trustee Grant responded that the restriction will be enforced on a complaint basis.

Mr. Kirgues commented that even when a complaint is received it is unlikely that a car would be moved for a considerable amount of time. Consider that the car would have already been parked in the lot for more than two hours. The tires would be marked by the Police Department and checked 2 hours later. By the time the car is moved it could have been parked in the lot for 4-5 hours. Trustee Grant agreed and stated that having the ordinance in place enables the Police Department to write tickets, which they cannot do now.

Kris Steeno, one of the owners of Sweet Trio, stated that she shares the Village's frustration with the parking issues in the downtown public parking lot. She commented that she was "blindsided" by other Village Center tenants. She has found that they are not on board with the 2-hour parking restriction. She does not want to create problems with her neighbors but the purpose of the restriction is to keep employees from parking the lot for extended periods of time. Mrs. Steeno informed the members that the Milwaukee Ale House employees appear to be parking in the lot north of STH 60, which has freed up a number of parking spaces. Only Badger Optical and A-Nails employees appear to be parking in the lot for longer times. She also stated that she is tired of fighting with them about this issue.

Trustee Grant stated that if the ordinance is in place, the Police Department will be able to issue tickets for parking violations which may be deterrent.

Mrs. Steeno stated that the majority of the business owners in the Village Center owners do not want the restricted parking.

Trustee Grant stated that he has only heard from Mrs. Metz on this issue. He supports implementing the 2 hour parking restriction.

Mrs. Steeno stated that the tenants do not want signage in the lot identifying the parking restriction. Trustee Grant responded that signage will be erected if the ordinance is approved by the Village Board.

Trustee Harbeck commented that many of the tenants hope that when a patron visits a particular business they will also visit other businesses in the complex.

Mrs. Steeno commented that the businesses do not want to "scare away" patrons by restricting parking. Unfortunately, two businesses are creating the majority of the parking problems in the lot.

President Brunnuquell reiterated that this would be an ideal time for the creation of a Downtown Business Association to oversee this type of problem. All the downtown businesses have an impact on each other. Unfortunately, enforcement of the 2-hour parking restriction will be a challenge.

The CDA briefly discussed the impact of the parking restrictions on downtown businesses.

Trustee Grant stated that it will not take too long for the tenants and Police Department to recognize the vehicles that are continuing to park over the 2-hour allowed time. This will enable

the Police Department to issue citations to the offender. It is hoped that if the same vehicle owner receives multiple tickets eventually they will no longer park over the allotted 2-hour timeframe.

Mr. Kletti commented that he would be very unhappy if he received a parking ticket.

Trustee Grant stated, unfortunately, the \$10 cost of a parking ticket may not be much of a deterrent. The Village has created a public parking lot for use by all persons visiting the downtown, not for the exclusive use of the Village Center businesses or employees.

President Brunnuell informed the CDA that he will be meeting with Chamber President John Reichers this week and will bring up the possibility of creating a Downtown Business Association. This is ideal time to create such a group as the downtown continues to grow.

Mr. Kletti stated that he agrees that the parking issue needs to be resolved. Perhaps this is a perhaps good time to look at other options for enforcement.

President Brunnuell stated that creating a Downtown Business Association will take several months.

Mr. Kirgues stated that this is a reactionary ordinance that will be difficult to enforce; however, maybe the penalty will be somewhat of a deterrent.

At this time Trustee Grant called the question. The members unanimously agreed.

The motion to recommend the Village Board approve an Ordinance amending section 10.36.060 Two-hour parking, as follows: from 8:00 a.m. to 6:00 p.m. Monday through Saturday in the public parking spaces located in any public parking lot in the 1200 block between 12th and 13th Avenues was approved unanimously.

AWARD PROJECT 10-03 / BUILDING DEMOLITION–1435 WISCONSIN AVENUE

Director Rambousek indicated that five bids were received for the razing of the former Mooses Service building at 1435 Wisconsin Avenue, owned by the CDA. The purpose of the demolition is to ultimately assist with proposed development of the Lumberyard redevelopment site.

The five bids received were:

<u>CONTRACTOR</u>	<u>BID PRICE</u>
Guelig Waste Removal & Demolition, Eden, WI	\$18,022
Cream City Wrecking & Dismantling, Menomonee Falls, WI	\$20,364
Azarian/AZAR LLC, Racine, WI	\$23,563
Tyler Company, Inc., Milwaukee, WI	\$26,400
Veit & Company, Milwaukee, WI	\$32,605

Mr. Rambousek stated that the low bidder, Guelig Waste Removal & Demolition-(\$18,022), has complied with the prequalification and bonding requirements outlined in the bid documents. He also informed the members that this is the same contractor that demolished the homes for the public parking lots as well as the old Public Works building. There were no issues or problems with either of these projects.

Trustee Grant questioned if the Fire Department could use the building as a training burn. Mr. Rambousek responded that the building contains asbestos and there are possible chemical concerns that may be hazardous if burned.

Motion by Alan Kletti, seconded by Roger Kirgues, to recommend the Village Board award Project 10-03 / Building Demolition – 1435 Wisconsin Avenue, to Guelig Waste Removal & Demolition, Eden, WI for \$18,022.

Mr. Kletti questioned why the Village is rushing to demo the building. Mr. Rambousek responded that if the building is left vacant it may become a hazard. In addition, the vacant site may assist the Village in marketing the development of the adjacent former Lumberyard site.

The motion to recommend the Village Board award Project 10-03 / Building Demolition – 1435 Wisconsin Avenue, to Guelig Waste Removal & Demolition, Eden, W, in the amount of \$18,022 was approved unanimously.

REVIEW TID NO. 3 AND NO. 4 FINANCIAL PROJECTIONS AND HIRE EHLERS TO AMEND TID NO. 3 PROJECT PLAN (FISH PASSAGE AND DAM REPAIR EXPENSES)

Chair Gassert stated that he does not think that the dam repair expenses should be placed in TID No. 3, but should be the responsibility of the entire Village. The downtown businesses should not be impacted with the costs since the entire Village voted to save the structure.

In April 2010, the electors of the Village of Grafton approved a binding referendum to retain the existing Bridge Street Dam and an advisory referendum vote requested that Tax Incremental District (TID) funds be used for costs associated with the repair and redesign of the dam to comply with NR333. In order to utilize funds from TID No. 3, the Village will need to amend the TID No. 3 Project Plan to allow for the costs to be reimbursed by the TID. There may also be costs for associated with the construction of the Bridge Street Dam fish passage/ladder.

Todd Taves, Financial Advisor-Ehlers, Inc., was present to review the current financial status of TID 3 and TID 4. He distributed a summary of financial projections for TID 3 and TID 4. Mr. Taves indicated that the Village has the ability to add expenditures to a TID if the expense is for a project that is within ½ mile of the TID boundary.

Mr. Taves stated that his firm is being asked to work on two TID plan amendments. The Finance Committee recently recommended Village Board approval of an amendment to TID 5 to be a donor district to assist TID 4-South Commercial District. The CDA is being asked to recommend Village Board approval of an amendment to TID 3 to allow costs associated with the fish ladder to be added to the district.

Mr. Taves stated that TID 3 does not currently have enough funds to cover the cost of the fish ladder project and the Village will need to borrow funds to cover the project expenses. The assumption is that funds transferred from TID 2 and TID 5 will ultimately cover the dam repair costs.

President Brunnuell stated that the east abutment will be repaired as part of the fish ladder project. The west abutment will be the responsibility of the Village of Grafton. It is anticipated that the Village will repair the dam at the same time as the fish ladder project to lessen costs. This will likely provide for the structure to meet the requirements of NR333.

The members briefly discussed the financial situation of TID 3 and reviewed a potential project list. With the known proposed projects, the TID will not close before 2025. With the current financial situation of the district, the Village does not have much flexibility to do other projects or provide much developer incentive funding.

Mr. Taves reviewed the development assumptions for TID 4. At this time, the Highland Ridge commercial development is the only major project proposed in this district. Mr. Taves stated that because the Village of Grafton has a developers agreement in place for this project, the Village is guaranteed payments either contractual or because the project was completed. Unfortunately, TID 4 is not financially strong and will need assistance from TID 5 to be stable over the next ten year period. It is anticipated that this district will be able to close in 2030.

Trustee Grant questioned what happens if the TIF laws change to eliminate the donor TID provision. Mr. Taves responded that any donor agreements that are in place would not be affected by a change in the TIF laws.

Mr. Kletti commented that TIF districts are misleading to the general public. The majority of residents do not understand how they work and assume the funds are there for use, even when they are not. The advisory referendum on use of TID 3 funds for the dam is a good example of this.

It was the general consensus of the members that any new projects in TID 3 and possibly TID 4 will have to be able to stand alone due to limited funds available for possible developer incentives. The Village will need to be creative in providing incentives for development in these areas.

Trustee Grant questioned if potential developers are aware of the current financial problems in these districts. Mr. Rambousek responded that he has indicated that the districts are having financial difficulties; however, has not gone into great detail.

Motion by Jim Grant, seconded by Roger Kirgues, to recommend the Village Board approve the hiring of Ehlers, Inc., Brookfield, WI, to complete an amended project plan for TID No. 3, not to exceed \$5,500. Approved unanimously.

OLD BUSINESS

Trustee Grant requested that the next CDA agenda include an update on the former brewery site and possible site clean-up options.

Trustee Grant questioned if the Village has the option of waiving property taxes as an incentive to bring business into the community. Mr. Rambousek responded no.

President Brunnuell informed the CDA that the branding group will be discussing incubator business development options at their upcoming meeting. He also indicated that the Village has revolving loan funds available to assist developers. There is a caveat with these loans that the business must guarantee job creation in order to receive funds.

Mr. Rambousek stated that the developer of the Highland Ridge project is working on site clean-up and has demolished the remaining buildings.

NEW BUSINESS

Mr. Kirgues commented that over the past three years the Village has experienced considerable economic challenges that were not anticipated when the TID's were created. It is important that we remain focused on what options we have available to assist in making these district work.

Village Staff will review development/funding options for developers in the TID and will provide the information at a future CDA meeting.

ADJOURN

Motion by Alan Kletti, seconded by Roger Kirgues, to adjourn at 8:00 p.m.
Approved unanimously.