



Community Development Authority Meeting Agenda

Friday, April 5, 2019 at **7:30 a.m.**

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

1. Call to order.
2. Consideration of March 1, 2019 meeting minutes.
3. Consider 2019 and 2020 priorities.
4. Review of PDD and BID monthly reports.
5. Adjournment.

DATED at Shorewood, Wisconsin, this 2nd of April, 2019.

VILLAGE OF SHOREWOOD

Sara Bruckman, CMC/WCMC, Village Clerk

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
Friday, March 1, 2019
3930 N. Murray Avenue, Shorewood, WI 53211

DRAFT

1. Call to order.

The meeting was called to order at 8:34 a.m. Members present: Chair Peter Hammond, Tr. Wesley Warren, Mike Dawson and Jon Krouse. Also Present: Village President Allison Rozek (via phone), Planning and Development Director Bart Griepentrog and Finance Director Mark Emanuelson.

2. Consideration of February 1, 2019 meeting minutes.

Tr. Warren moved to approve the minutes, seconded by Ms. Dawson. Vote 4-0.

3. Consider RFP for financial advisory services.

Chair Hammond noted that the CDA has independent responsibilities from the Village Board and could utilize their own financial advisory service. However, he also noted that logistically that presents some challenges and is not practical. He shared his belief that the CDA could use the same financial advisor but get independent review. Therefore, he recommended that the CDA consider joining the Village in the proposed RFP and selection of a financial advisor. Director Emanuelson concurred with Chair Hammond's recommendation.

Tr. Warren questioned if there were instances when the CDA would want a separate advisor, and Chair Hammond expressed that it would be an issue specific exception and could be considered if ever needed. Director Emanuelson added that although hypothetically possible, he could not think of a situation.

President Rozek pointed out that the CDA is relatively new to having its own funds. She questioned whether or not a memorandum of understanding would need to be initiated or if both parties would sign the contract. Tr. Warren noted that it would make sense to have separate signature lines for both entities.

Tr. Warren moved to approve the RFP for financial advisory services and the review team of Budget & Finance Committee Chair (or designee), CDA Chair (or designee), Village Manager and Finance Director; seconded by Ms. Dawson. Vote 4-0.

4. Consider consultant and funding for parking and transportation study.

Chair Hammond introduced the item by pointing out that there were two elements to consider: funding level and consultant selection. He noted that in the past he had presented that the CDA had a specific obligation in relation to the Metro Market requirement of the study. However, after being involved with the RFP process it was clearer to him that the commercial corridor is a critical part of the study and that there are a lot of challenges and opportunities in that area to be identified. He further noted that the request to the CDA was presented more as an expectation and that in the future he'd hope for better upfront communication regarding participation. After talking with residents and Board members it was clear to him that this is an important topic, and the Board is limited in their funding ability and he is therefore comfortable at recommending the CDA's participation at the requested level of \$30,000.

Tr. Warren agreed that communication can be better between the groups, and reiterated that he felt \$30,000 was appropriate and that he hears need for this study

from the constituents quite a bit. President Rozek shared that four persons were involved in the review of the RFP and within the interview process it was clear that the downtown commercial corridor was important to the study. She also added that not just residents are calling for the study, but also businesses. Mr. Krouse shared that he agreed on participation, but had other questions on implementation from the perspective of a resident rather than a CDA member. He noted that while many people are concerned about the issue, he also hears that others are not as concerned, but ultimately was recommending participation with the hope that a good product is the result. President Rozek mentioned that the CDA would have a representative on the technical advisory group and suggested that Mr. Krouse might be a good choice so that he can be sure to have his concerns covered. Chair Hammond agreed that the group can talk about selecting their representative. Ms. Dawson had no questions, but voiced that she was on board with the study.

Mr. Krouse motioned that the CDA participate at the \$30,000 requested level by the Board for the parking and transportation study; seconded by Ms. Dawson. Vote 4-0.

Chair Hammond next led discussion on a recommendation for the selection of a consultant. He provided that himself, along with President Rozek, Tr. Warren and Director Griepentrog reviewed the RFPs and interviewed the three finalists. He shared that the group fairly quickly came to conclusion on the recommended firm of Walker Ericsson.

Mr. Krouse requested a brief explanation of the selection. Chair Hammond informed that the group felt community involvement was critical and that the analysis is as much about the process as it is the solution. Understanding that priority, the firm of Walker Ericsson was quite impressive and rose to the top. Mr. Krouse noted that too much community involvement could end up with paralysis. Chair Hammond agreed that to be a fair point and mentioned that facilitation of the community involvement that is important. President Rozek shared that the level expertise and access to data from this firm was exceptional. She was also impressed at their understanding that paralysis can happen if the right people are not involved with the study. Chair Hammond expressed that the second and third firms were also good, but that the recommended firm would bring a new voice without any previous baggage. This will give the community an opportunity to focus on the issues. Ms. Dawson asked for information on cost comparison, and Tr. Warren noted that this was not the cheapest option, but it also wasn't the most expensive. All were very comparable. Tr. Warren summarized his feeling that the recommended firm was balanced in their approach to both transportation and parking, that they showed broad based expertise, and that he was comfortable with them guiding public discussion and appreciated the leadership time commitment. Chair Hammond noted that this project will provide the CDA a good opportunity to show their commitment and transparency.

Tr. Warren motioned to recommend that the Board enter into a transportation and parking analysis with Walker Consultants on the CDA's behalf; seconded by Ms. Dawson. Vote 4-0.

5. Review of PDD and BID monthly reports.

Director Griepentrog summarized the business/development activity that took place within the last month as included in his report.

Chair Hammond and President Rozek summarized their participation and understanding of the taxable nature of the Ascension relocation to 4023 N. Oakland Ave. It was noted that the current clinic, which is attached to the hospital operations,

is taxable, and that Ascension has shared that to be their expectation moving forward. They also noted a potential switch to detach themselves from the hospital in the future, which would preclude tax exempt status and potentially better serve their clients. The Village will continue to seek to memorialize the conversation and define any potential re-review if tax exemption were sought.

6. Adjournment.

Mr. Krouse moved to adjourn the meeting at 9:25 a.m., seconded by Ms. Dawson.
Vote 4-0.

Recorded by,

Bart Griepentrog, AICP
Planning & Development Director



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO VILLAGE BOARD

Agenda Item: Discuss CDA initiatives for 2019 and 2020.

Date: April 5, 2019

Presenter: Rebecca Ewald, Village Manager

Department: Village Manager's Office

History – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

1. [March 5, 2018](#) – the Village Board approved the annual vision 2025 implementation plan process.
2. [May 4, 2018](#) – the CDA approved moving forward with submission of two initiatives to the Village Board for the 2019 prioritization process 1) [Determine under what circumstances Tax Incremental Districts \(TIDs\) may be considered](#), noting to include a TIF discussion with the Village Board as a first step within the “Determining under what circumstance TID may be considered”, and 2) [Review and amend the CDA toolkit](#).
3. October 22, 2018 - During the summer and fall of 2018 the Village Board met to discuss prioritization of initiatives. Over 100 were submitted from board members, committees and staff. Following the conclusion of the board discussions the Village Manager collected comments and developed staff work plans based upon what was discussed at the Board, see page 8 of the [packet](#). Of note were three primary initiatives: 1) parking and transportation analysis, 2) phased organizational review, and 3) implementation of an Automatic Meter Reading system.
4. January 7, 2019 – a detailed annual planning schedule (p.101) and staff work plans (p.103) were provided to the Village Board in their [packet](#). It was noted that work plans would change and adjust throughout the year, as conditions and direction may warrant. Identified within the work plan and specific to the CDA was freezing the Neighborhood Loan Program to allow for the program to be administratively reviewed by staff and discussed with the CDA (starting in May 2019) in conjunction with the potential for performing a housing study and/or market study to provide focus for the Village prior to continuation of the program. While the Village Board took action to suspend the Neighborhood Loan Program until further review, the CDA is the Village's housing authority. There has been discussion on having a housing or retail market analysis completed in light of the 100+ apartment units that have been constructed in the last few years. Also of topic has been the request for affordable housing. Obtaining a current pulse on market conditions would allow the CDA to assess whether the programs the Village or CDA were offering met the needs of the community. A housing study completed this year would also assist the Village with update of our comprehensive plan required in 2020.
5. February 2019 – the BID Director administers the Business Loan Program. The last time the program loaned funds was 2014. An applicant worked with the BID Director on a possible submission of a loan application, but for various reasons did not move forward with final submission. After reviewing the loan program and administrative process, staff is recommending that the CDA also suspend the Business Loan Program to allow for it to be administratively reviewed within the same process as the Neighborhood Loan Program. After a brief look at both programs, staff believes the Village may provide a more efficient service to our

constituents by continuation of any lending program through a financial institution that would work in partnership with the Village.

6. February 21, 2019 – On February 21st staff met with the Chairs of the volunteer committees based upon their feedback from last year’s prioritization process. It was a productive meeting. The Chairs agreed that they desire quarterly communication from the Village Manager on the progress of overall Village initiatives. In addition, they desired to be reached out to directly should staff or the Board need their assistance. The Chairs recognized that there are statutorily required volunteer committees that require staff presence at every meeting to facilitate business of the Village. The Chairs also recognized that some volunteer committees are focused on education within the Village that while not required of the Village, is important based upon the values of our constituents. Staff and the Chairs agreed to continue fulfilling the volunteer educational efforts and volunteer projects that make a difference in our community. The CDA is a group that was formed by the Village Board via [resolution](#), authorized by Wisconsin State Statutes [Section 66.4325](#) and governed by Village approved [bylaws](#). It sits apart from other volunteer committees because it has been provided with funding from TID No. 1 to accomplish projects as the group deems appropriate within areas under its authority.
7. [March 1, 2019](#) – the CDA recommended a consultant for the village wide transportation and parking analysis, the number one initiative from 2019 Village Board prioritization. The CDA further approved funding \$30,000 of the study and is a primary stakeholder in this project. The CDA also approved their first RFP for financial advisory services.
8. [March 18, 2019](#) - The annual planner identified volunteer committees to document their 2018 accomplishments and prioritizing their 2020 initiatives in February-March. This process was put on hold as the Board continued their discussion on standing committees, committee of the whole and volunteer committees. In order to stay on schedule, the Board agreed for the volunteer committee to start this process in April. It was emphasized during last year’s prioritization process that the Village Board didn’t want to micro-manage the volunteer committees. On 2/21/19 the Chairs confirmed that they did not want direction on the projects to be worked on, particularly those volunteer committees that are not statutorily required. Staff indicated through the process they have the ability to identify within their workloads what initiatives are feasible to accomplish or make progress. When the committee formulates their initiatives, staff will meet with the committee chair to confirm the feasibility of the initiatives. Following this review, the documents will be forwarded to the Trustee liaison and Village President for informational purposes. All forms will be sent to the entire Village Board for informational purposes but not necessarily considered or deliberated among the Board’s initiatives. This will help the Village Board to be informed on other priorities with the volunteer committees, but yet the Board can utilize their time to remain focused on their own priorities. It was clearly noted that the Board may refer or request recommendations from a volunteer committee and if so, the volunteer committees are requested to reprioritize their current initiatives to provide assistance when requested by the Board. This has been a past practice of collaboration and one the Village Board desires to continue.

Agenda Item Discussion – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

Staff will update this document to be reflective of any revisions after the April 5 meeting.

Looking forward the CDA is projected to work on the following:

- Transportation & Parking Analysis – TBD based upon communication plan forthcoming mid-April
- Review of loan programs – May 2019
- Approve a financial advisor – May 2019
- Review of CDA investment policy and next steps – May/June
- Review of possible housing/market study – June 2019
- Update loan program documents to reflect review recommendations.
- Review and update of Memorandums of Understanding (MOUs) with the Village and BID as needed following updates to the loan program and investment policies.

Should the CDA decide to proceed with a housing and/or market study, the results may provide more direction on initiatives for the CDA. The same could also be true for the transportation and parking analysis.

Over the last year the CDA composition changed as we welcomed four new members to the group. There has been continued conversation relative to Tax Increment Districts (TIDs), their usage and future policy for use of TIDs. Perhaps one item to consider in the future is education on TIDs prior to engaging in policy discussions. Last month, the [Wisconsin Policy Forum](#) - a statewide nonpartisan, independent policy research organization - issued a research report on tax incremental financing. The report provides a concise, yet highly informative overview on how Wisconsin municipalities use TIF to drive local economic development. Click on the following link to read the full report: [Tax Incremental Financing on the Rise: How Do Municipalities Use Their Primary Development Tool?](#)

In addition, and for the CDA's consideration, the Conservation Committee has requested the CDA consider including Green Development tools, see attachment within the scope of their upcoming priorities. This is included for the CDA's consideration as they discuss their next projects.

At our meeting on April 5th the CDA is requested to review our upcoming items and discuss other future initiatives it would like to pursue.

Community and Business Outreach – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes No

If Yes, identify how and what community groups and businesses were notified.

Action Required / Recommended – *Please include the recommended motion or possible actions for this agenda item.*

The CDA is requested to discuss and possibly consider future initiatives for 2019 and 2020.

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Shorewood Conservation Committee Green Development Recommendations

Shorewood Conservation Committee Green Development Recommendations

This document outlines green development considerations according to levels of priority, with an eye toward maximizing sustainability features in new development and major renovation projects. Each *level up assumes completion in the previous level plus additional features* from the lists provided.

Site/Landscaping

GOOD

- Develop a construction waste management plan to maximize the amount of construction and deconstruction waste from construction projects that can be diverted from landfills and directed to alternative streams such as recycling or salvaged for reuse.
- Create an erosion and sediment control plan for site
- Promote infiltration and maintain natural stormwater flows by using one of the following strategies: Pervious paving, Bioswales, rain gardens, retention ponds, stormwater harvesting for reuse in irrigation or buildings, vegetated roof. Look for ways to provide openings in the curb to let water flow into boulevard bioswale/rain garden plantings so it can be retained and filtered/infiltrated rather than collected in the storm system.
- Develop a post-construction site maintenance plan and commit to using environmentally responsible snow removal, landscape and pest management

BETTER - all of the above, plus additional features from the following

- If trees need to be removed as part of construction, work with a tree management service so that the trees can be harvested and milled for timber rather than just being chipped.
- Soil disruption mitigation plan, using integrated soils and compost to minimize compaction and topsoil loss and improve porosity
- Implement measure to reduce light pollution, such as using cut-off fixtures and having lights on timers/programs. Minimizing night lighting also reduces bird strikes on glass.
- Develop a landscape plan that prioritizes native plantings to support native birds, animals and insects.

BEST - all of the above, plus additional features from the following

- Provide parking for energy-efficient vehicles or electric vehicle charging stations
- Support alternative transportation, encourage the use of bicycles by providing bike racks, shower/changing facilities and/or indoor bike storage. If there is a bus stop on the site, look for ways to incorporate a bus shelter into the site design.
- Maintain 20% land for green space on the site
- If trees must be removed during construction, offset removals by planting new trees in other areas of the project site to maintain overall canopy balance.

Water Efficiency

GOOD

- Use fixtures (faucets, toilets, urinals, dishwashers, clothes washers, ect) rated EPA Watersense-certified or that meet equivalent flow standards
- Use native, drought-tolerant plants to minimize need for watering, mowing, and fertilization. When possible, select plants that require no additional water beyond the establishment period.

BETTER - all of the above, plus additional features from the following

-

BEST - all of the above, plus additional features from the following

- If irrigation is needed, use efficient landscape irrigations strategies such as drip irrigation, micro misters, and moisture sensors.
- Use captured rainwater or greywater on site for irrigation. Do not use potable water for irrigation on site.
- Reduce total indoor water use by 30% over baseline

Energy Efficiency

GOOD

- Purchase Green Power to offset building energy usage as part of Shorewood's 25x25 Resolution to achieve 25 percent renewable energy generation by 2025.
- Confirm that building attic or roof and exterior walls are adequately insulated.
- All projects should work with a program such as Focus on Energy or other agency to conduct an energy audit of existing projects or evaluate energy efficient design strategies on new projects
- On new construction projects and major renovations improve building envelope performance by using energy star-rated doors, windows, skylights. Renovations projects should target increasing insulation levels to current code minimums and new construction to implement strategies for continuous insulation.
- Use weather stripping and properly insulate gaps around windows and doors.
- Confirm that old piping and water heater tanks are insulated properly.

BETTER - all of the above, plus additional features from the following

- Replace old HVAC systems with high-efficiency Energy Star-rated systems.
- Implement solar hot water technology for domestic hot water use, swimming pools or other hot water uses.
- Install programmable or smart thermostats (residential) or automated building systems
- Building project agrees to track energy usage and participate in Village benchmarking program

BEST - all of the above, plus additional features from the following

- Use LED fixtures or outfit existing fixtures with LED lamps

- Building is heated/cooled by biomass, geothermal, or solar technologies.
- For interior fixtures use occupancy sensors to control lights and for exterior light fixtures use motion sensors or timers
- Building is powered by on-site renewable energy, such as electric system (PV's).
- For the building envelope; use Energy Star-rated doors, windows, skylights, etc. (or meet the equivalent U-value for climate zone) and have continuous insulation on the exterior.
- Update old windows with energy-efficient alternatives with U-value performance criteria or Energy Star rating

Indoor Environment Quality

GOOD

- Design/improve building to use natural day lighting in regularly occupied spaces.
-
- Provide temperature controls that can be adjusted by building occupants.
- Use low VOC finishes - Paint, stain, adhesive, sealants, and flooring materials

BETTER - all of the above, plus additional features from the following

- Use composite wood products with no added Urea-formaldehyde

BEST - all of the above, plus additional features from the following

- Install light shelves at building exterior windows (recommended at 7'6") to push natural light deeper into occupant spaces.
- Purchase Greenguard Certified or other environmentally responsible furniture.
- Evaluate acoustics for exterior noise impacts and interior conditions
- Use operable windows for natural ventilation, and look at CO₂ sensors for densely occupied spaces that are linked to increased ventilation.

Building Materials

GOOD

- Purchase used or repurposed furniture, shelving, or storage.
- Use products and materials made with recycled content.

BETTER - all of the above, plus additional features from the following

- Use local products and materials that are manufactured and /or harvested within 500 miles of the project site.
- Use products and materials made from renewable resources.

BEST - all of the above, plus additional features from the following

- Use wood based products and materials that come from Sustainably Managed Forests (FSC certified, etc.)

Waste Management

GOOD

- Offer waste sorting stations with visual signage for recycling

- Provide on-site composting container whenever possible
- Encourage landscape practices that reduce extraction and debris removal

BETTER - all of the above, plus additional features from the following

- Use a compost collection service to maximize diversion of organic waste
- Train staff and residents in proper waste sorting and best management practices
- Develop a waste reduction plan with aggressive diversion targets and set benchmarks for measuring progress

BEST - all of the above, plus additional features from the following

- Commit to a zero-waste strategy with tiered diversion targets



Planning & Development Department – CDA Report

March 29, 2019

I. BUSINESS/DEVELOPMENT

- a. PDD Director Griepentrog processed annual approvals for businesses seeking parklets or outdoor seating for their establishments through the Village Board on March 4th and 18th.
- b. PDD Director Griepentrog met with Dan Sidner of Blue's Egg on March 4th to discuss the review and approval process for a potential outdoor bar for customers waiting to be seated. The request is expected to be placed on an April 15th Village Board Committee meeting.
- c. Village President Rozek, CDA Chair Hammond, Village Manager Ewald and PDD Director Griepentrog convened a conference call on March 13th with Village Attorney Bayer to review and discuss memorialization of understanding with Ascension regarding the intended tax status of their relocated clinic at 4023 N. Oakland Ave.
- d. PDD Director Griepentrog sent out requests for loading zone renewals on March 22 to businesses who currently have signage in their vicinity. A new annual approval and permit fee was adopted by the Village Board in 2018.
- e. The Plan Commission approved a conditional use permit for Many Roads Clinic, a mental health clinic located at 2510 E. Capitol Dr. on March 26.

II. EVENTS/UPDATES

- a. On March 4th the Village Board approved staff to enter into a contract with Walker Consultants in an amount not to exceed \$89,400 for the Village's Transportation and Parking Analysis. (The CDA has committed \$30,000 to this project.) A preliminary meeting with the consultant to outline the process and identify stakeholders has been scheduled for April 4th.
- b. PDD Director Griepentrog participated in Wisconsin Policy Forum's Local Government Finance Committee meeting on state/municipal finance relationship, State budget and regional consolidation discussions.
- c. Village Staff met with a parking consultant from CivicSmart on March 14th to discuss technology related to paid parking (meters) or monitoring devices.

- d. Chair Hammond and CDA member John Florsheim, along with various elected officials and Village Staff attended a breakfast meeting on March 21 to learn more about the "Age-Friendly Shorewood" efforts being led by the Elder Services Advisory Board.
- e. PDD Director Griepentrog and Tr. Maher met with Milwaukee County Parks on March 27th to discuss an application for a connection from the Oak Leaf Trail to the Milwaukee River Trail through The Oaks of Shorewood redevelopment, as required within the Developer's Agreement.

III. GRANTS/LOANS

- a. Received an inquiry on March 6th from the North Star Bistro and Wine Thief for a potential façade grant to assist in installing folding doors to allow greater access between the interior restaurant spaces and the outdoor patio.
- b. Worked with a homeowner who has an application on file for an attic improvement loan under the currently suspended Neighborhood Loan Program. Provided guidance on next steps, as well as a deadline date to close the loan, if still being sought.

Prepared By:



Bart Griepentrog, AICP
Planning & Development Director