



Redevelopment Authority

Regular Meeting

335 South Broadway
De Pere, WI 54115
<http://www.de-pere.org>

Final Minutes

Monday, June 27, 2016

6:00 PM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 6:00 PM by Board Member Ted Penn

Attendee Name	Title	Status	Arrived
Jerry Henrigillis	Board Member	Excused	
Carol Karls	Board Member	Present	
Bill Komsi	Board Member	Present	
John Nusbaum	Board Member	Excused	
Ted Penn	Board Member	Present	
Joe Van Deurzen	Board Member	Present	
Julie Van Straten	Board Member	Present	

Also present: Planning Director Kim Flom and City Planner Peter Schlein.

2. Approval of the minutes of the September 15, 2015 meeting of the Redevelopment Authority.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Julie Van Straten, Board Member
AYES:	Karls, Komsi, Penn, Van Deurzen, Straten
EXCUSED:	Jerry Henrigillis, John Nusbaum

3. Approval of the minutes of the October 20, 2015, March 15, 2016, and May 17, 2016 joint meetings of the Common Council/Redevelopment Authority.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Julie Van Straten, Board Member
AYES:	Karls, Komsi, Penn, Van Deurzen, Straten
EXCUSED:	Jerry Henrigillis, John Nusbaum

4. TID #7 Project Plan Update

Planning Director Kim Flom provided a project plan update for TID #7 located on the east side of downtown. Previously the MAC Dental redevelopment site located directly North of City Hall, the Mulvas have proposed to develop and construct a dynamic, cultural, historic event space at this property. They will go through city approvals later this year and then begin construction next year and open in 2018. The development is envisioned to be 30,000-40,000 square feet, two story building with views of the river. Planning on underground parking as well as an event space, potential coffee shop, permanent exhibit space to highlight De Pere's heritage, history, and culture, as well as traveling exhibit space that would target very large national and international exhibits. Because this site was intended to be a redevelopment project as part of the TID project plan, the City needs to amend the project plan because the Mulva Center will not be a taxable building and will not generate new increment on the property. Therefore, the project plan needs to be updated to consider this as a project so that the Council has the ability to review it and its impacts in considering the Mulva's request for the land. As of right now, this matter will be considered at a Joint Review Board meeting on Tuesday,

July 19, Plan Commission meeting on Monday, July 25, Common Council meeting in August and then another Joint Review Board meeting. At this time, only amending the project plan and the text of the report, not amending any project boundaries or adding or deleting any parcels into the TID District. Joe Van Deurzen asked if the city will only deed over the property after all final approvals have been made. Planning Director Kim Flom explained that a drafted developer or sale agreement would be reviewed by the Common Council, the Finance Personnel Committee and many other public meetings before the property would be deeded over to the Mulvas. Carol Karls asked if the City will be updating the plan for payback on the TID in conjunction with updating the plan. Kim stated that Springsted, the consultant who updates all of the TID plans, will be updating the plan so the draft will only update this particular area, not going back all the way to update all the numbers to the original 2006 plan. Joe Van Deurzen asked when the underground parking was proposed. Kim replied that this was brought up last fall after suggestion from the RDA, but the Mulvas did not have an architect on board at that time; however they agreed with the RDA at that time to add parking to accommodate the project. Ted Penn asked who the architect of the project is and Planning Director Kim Flom replied that as of right now this information is not open to the public since they have not technically applied for anything from the city yet. Hopefully more details will be revealed in September.

RESULT:	DISCUSSED
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5. 102 N Broadway Project Update

Planning Director Kim Flom reported that the developer of the 102 N. Broadway project closed on the property so the city no longer owns this property. They are planning to start construction in mid to late July, with a ground-breaking ceremony, which the RDA will receive invitations to. The developer anticipates the completion of construction next year, so they will start leasing the units next year also. The code states that in order to have a mixed use building, there must be a conditional use permit. Since the original CUP stated that there would be residential on the second through fourth floors and there is now a fifth floor, the CUP has to be amended to reflect this change. The Plan Commission meeting regarding this will take place directly after the RDA meeting tonight and then the Council public hearing to consider it will take place on July 19.

RESULT:	DISCUSSED
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6. Downtown De Pere Updates

Planning Director Kim Flom updated the RDA on various downtown projects. The facade grant program has not received an application since fall of 2015. She reminded the RDA members to let business owners know that there is a grant available out of the TID, up to \$10,000 that requires a match, to help property owners in the downtown upgrade their buildings.

The next update on the agenda was for two revolving loan fund requests. The first one is for New Leaf Market at 310 N. Wisconsin. They are in the final stages of pulling all their financing together. They have gone after a WEDC grant that the city helped them apply for. They were not selected in the first round of grant funding, but are being considered in the second round of grant funding, which is all about demonstrating financial readiness. Planning Director Kim Flom explained that the WEDC grant provides equity in the project that provides for a USDA loan guarantee which locks in the private loan part of the project which then makes it feasible to come to the city and the county for a revolving loan fund request. Once that is all in place, the project is essentially ready to

go. Kim thinks the location at 310 N. Wisconsin by the Shopko would be a great location for them. She stated that she should hear something about the grant by the end of the week and if that is positive news, she anticipates that in the following weeks, the revolving loan fund would come to both the County Board and the City Council.

The second revolving loan fund request was for Healthy Bellies, which sells smoothies and other fresh foods and recently expanded to a larger facility on the South side of Main Avenue, across from Luna Cafe. They are missing some additional information which needs to be received before their loan request can be reviewed. They have been very busy at their new location. Hopefully they will provide the necessary information soon so their revolving loan request can move forward.

Next, Tedd Penn asked about the parking survey. The City has been working on downtown parking studies and reviews. Planning Director Kim Flom reported that in the last few months, there has been quite an increase in the police enforcement of short term parking spaces, which has triggered a number of calls to City Hall from business owners and employees who park downtown and work all day. There were a lot of employees having to move their car every two hours so they wouldn't get a ticket. What was learned from this is that there is a lack of long-term downtown parking on the east side of De Pere. Also, there is a need for more short term spaces for customers of retail businesses. This issue was brought to the internal parking and traffic team, discussed at a Definitely De Pere economic enhancement committee and as a result of this, a plan was put together to add 100 long term spaces to the east side of downtown. This was done by converting some short term spaces to long-term, which was approved by the City Council last week. As part of the parking study, letters were sent to all property owners and business owners in the bid district. The comments that were received were mostly positive. Planning Director Kim Flom explained that there is a need to take a comprehensive look at the City's downtown parking since the mix that is out there today was created for a set of businesses that has changed over time. The City does not want to be in a position where we're changing our parking regulations every couple of years but instead we need to start looking at industry best practices for downtown parking. Kim also stated that we need to be stricter as the downtown grows to ensure that we have the parking we need to support a successful downtown. To that end, a parking survey was created online, with 160 responses. When that survey closes on Thursday, June 23 we will look over all the feedback as a starting point for a more comprehensive look at the downtown parking situation. One thing that a lot of communities, particularly main street communities, have started doing is redefining short term parking from a two hour window to a 3-4 hour window. Tedd Penn asked what the hours for short term parking are right now. Planning Director Kim Flom replied that it is now 2 hours and it is enforced between 9 am & 6 pm, Monday-Friday. She then asked for the RDA members' opinion on this definition of short term parking. Ted Penn replied that 2 hrs is sufficient, Julie Van Straten stated that 2 hours is too short. Joe Van Deurzen asked if the city is considering adding an hour to the short term parking time frame. Kim replied that this is something that should be looked at in the future. She stated that there probably won't be any more ordinance changes until there is a more comprehensive analysis of the downtown as a whole. Bill Komsi stated that some of the business owners are concerned about enough parking for their clients. Kim said that having the convenient customer parking is a critical part to a successful downtown parking strategy and we need to make sure that the parking plan that's in place is helping the businesses be successful instead of inhibiting them from being successful.

For the next item on the project update list, Planning Director Kim Flom reported that the Humana building is still on the market either for sale or to lease floors or a subsection of

the building. About a month ago, there was an interested party, but nothing has come of this since that time. The building is still vacant. While there has not been any new developments with the Humana building, there has been quite a bit of interest in the redevelopment of other downtown projects, ranging from condominium projects to smaller commercial businesses. Kim stated that the city will work with all developers to help them find the right site and the right project for downtown. There especially seems to be an interest in adding condominiums on the river; hopefully one of these projects will come to fruition soon.

Planning Director Kim Flom stated that Definitely De Pere will be presenting a lunch & learn on Wednesday, June 22 to talk about what they do as a mainstreet program and their economic impact in downtown De Pere. She encouraged anyone interested to attend this event.

Joe Van Deurzen asked if the bowling alley has been sold. Planning Director Kim Flom reported that there has been some interest in developing condominiums, and targeted the bowling alley as a redevelopment site. She stated that she doesn't think a sale has occurred as of yet.

RESULT:	DISCUSSED
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Adjournment

Joe Van Deurzen motioned, seconded by Julie Van Straten, to adjourn the meeting at 6:27 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker