



Redevelopment Authority

Regular Meeting

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

Agenda

Monday, February 26, 2018	6:00 PM	De Pere City Hall Council Chambers
----------------------------------	----------------	---

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Redevelopment Authority** of the City of De Pere will be held on **February 26, 2018** at **6:00 PM** in the **De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI 54115.**

Call to Order

1. Roll Call
2. Approval of the minutes of the November 27, 2017 Redevelopment Authority meeting.
3. Facade Grant Guidelines - Review Request

Adjournment

Any person wishing to attend this meeting, who, because of disability, requires special accommodations should contact the Clerk-Treasurer's office at 339-4050 by noon on the day of the meeting so that arrangements can be made.

Agenda Sent To:

Alderspersons
City Administrator
Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce

City of De Pere, Wisconsin**Request For Redevelopment Authority Action**

MEETING DATE: February 26, 2018

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Approval of the minutes of the November 27, 2017 Redevelopment Authority meeting.

ATTACHMENTS:

- RDA_Nov2017_Minutes_Draft (PDF)



Redevelopment Authority

Regular Meeting

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

Draft Minutes

Monday, November 27, 2017

6:00 PM

De Pere City Hall Council Chambers

Call to Order

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

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

Also present: Economic Development & Planning Director Kim Flom and members of the public.

- Approval of the minutes of the September 25, 2017 Redevelopment Authority meeting.

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

- Review Proposed Facade Grant Design Guidelines *

Economic Development & Planning Director Kim Flom outlined the changes to the facade grant guidelines which were previously discussed at the August RDA meeting. If approved by the RDA tonight, the guidelines would be forwarded to the Common Council for review in December. Kim pointed out that one item still needs some clarification, which is the approval of retroactive grants. Discussion followed regarding this item, and it was concluded and agreed upon by all RDA members that the RDA may approve retroactive funding on a case by case basis for work that has started within 90 days of the application being submitted to the City. Kim recommended that the RDA approve the facade grant guidelines memo with the condition that staff update it to move the historic renovation into the objective category and update Program Guideline #7 to permit review of work completed within 90 days of a facade grant application being submitted. Joe Van Deurzen moved, seconded by Carol Karls, to approve the changes to the facade grant guidelines. Upon vote, motion carried unanimously.

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

- Review 363 Main Ave. Facade Grant Application *

Economic Development & Planning Director reviewed the facade grant application for 363 Main Avenue, which was submitted by Saks Holdings. The request is for funding for both the front and rear facades of the former Buddha's Still building. Kim noted that

the building is not a historical building. Carol Karls moved, seconded by Julie Van Straten, to open the meeting. Upon vote, motion carried unanimously. Andy Krans, the owner of Saks Holdings, addressed the board. He provided a brief overview of his plans for the building. He has already painted the exterior and has plans to open up the west wall which was previously occupied with a dumpster enclosure. This area will become outdoor seating on the back half of the building. Staff recommended approval of the facade grant application as it seems to meet the guidelines that were approved by the RDA in the previous agenda item. If approved, this would go to the Common Council for their approval. Carol Karls moved, seconded by Joe Van Deurzen, to go back to regular order. Upon vote, motion carried unanimously. Joe Van Deurzen moved, seconded by Carol Karls, to approve the facade grant application. Upon vote, motion carried unanimously.

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

Adjournment

Joe Van Deurzen moved, seconded by Julie Van Straten, to adjourn the meeting at 6:37 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker

City of De Pere, Wisconsin

**Request For Redevelopment Authority Action**

MEETING DATE: February 26, 2018

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Facade Grant Guidelines - Review Request

The City Council approved the attached Facade Grant Guidelines on December 5, 2017. At the meeting, an alderman requested that the RDA review the guidelines one more time on a broader scale in order to explore ways to make the facade improvement program more attractive.

While a number of options are possible, the RDA did discuss a few policy questions at their September 2017 meeting, including:

- Is the program still meeting the RDA and Common Council's goals for the Downtown?
- Are there specific buildings that should be prioritized for Facade Grant investment?
- Are there any other objectives or priorities desired for the Facade Grant program?
- Are the 25% match and \$10,000 maximum still the desired program parameters?
- Will there ever be a need to provide more than \$10,000 over the ownership term of a property?

ATTACHMENTS:

- Facade Grant Guidelines (PDF)

City of De Pere MEMORANDUM



To: Common Council
From: Kimberly Flom, Economic Development & Planning Director
Date: November 28, 2017

RE: **Façade Grant Program Guidelines**

The below Façade Grant Program Guidelines have been prepared to provide clearer direction for potential applicants and to make the review process more efficient. The RDA reviewed the guidelines at their September and November meetings. The below guidelines have been updated from the original based on feedback from the RDA.

Program History

The façade grant program has been investing in downtown buildings for approximately 10 years. In that time, the Redevelopment Authority (RDA) and Common Council approved 24 applications. Tax Increment Financing dollars are used to fund the program, and are generally allocated at \$30,000/year, per TID District. In 2017, the RDA approved approximately \$18,000 of façade grant funding for three buildings on the west side of Downtown De Pere. The attached application includes more information about required submittal items and the review process.

Program Objectives

1. Support the rehabilitation and renovation of building exterior facades in Downtown De Pere.
2. Support the job creation and business development in Downtown De Pere.
3. Support the renovation of historic buildings in Downtown De Pere.

Program Guidelines

1. Program administered in conjunction with Definitely De Pere (Definitely De Pere provides feedback on design and serves as the Main Street Program contact for architectural services).
2. Architectural designs and renderings that implement a historic renovation and/or follow the Main Street Design Guidelines are highly encouraged.
3. Property must be located in a Downtown Tax Increment Financing District (TID 5, 7, or 9).
4. Funds reviewed and distributed on a 'first come, first serve' basis.
5. Grant covers 20% of project cost. \$4.00 of private funds to each \$1.00 of public grant funds disbursed (\$40,000 expenditure for \$10,000 grant).
6. Owners are limited to a maximum of \$10,000 over their term of ownership of the property.

Attachment: Façade Grant Guidelines (6723 : Façade Grant Guidelines - Review Request)

7. Applications should be reviewed by the RDA prior to work commencing on the project.
8. In rare cases (due to weather, contractor availability, etc), the RDA may consider approving funding for work completed within 90 days of an application submittal.
9. Retroactive funding requests for work completed before an application submittal will not be considered.
10. Façade grant funds may be used for any side of the building.
11. Funds are distributed only after receipts are submitted and a City building inspector reviews the work.

Eligible & Ineligible Expenses

Eligible Expenses

1. New Windows and Doors
2. Window and Door Repair
3. Exterior Demolition
4. Exterior Construction including, electric, materials, labor.
5. Exterior Lighting
6. Pressure Washing
7. Painting
8. Roof upgrade/replacement that improves the overall building appearance.
9. Gutters/Downspouts
10. Waste Disposal
11. Decorative Awnings (no business specific graphics)
12. Contractor's Fees – Profit – Overhead directly related to exterior work

13. Permanent Exterior Site Work – Landscape, hardscape, pedestrian amenities, pergolas, etc.
14. Signage (if included as part of a more extensive façade renovation project)
15. Other expenses as approved by the Redevelopment Authority

Ineligible Expenses

1. Signage as a standalone request
2. Any improvement that could be removed from the building as personal property.
3. Security Cameras
4. Interior Improvements
5. Design/Engineering/Professional Fees
6. Roof repair/replacement that does not alter the appearance of the building.

Requested expenses not specifically included in the above list will be reviewed on a case-by-case basis by the Redevelopment Authority and Common Council.

The Common Council approved these guidelines on December 5, 2017.