



Redevelopment Authority

Special Meeting

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

Agenda

Tuesday, December 3, 2019

5:00 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 **December 3, 2019** at **5:00 PM** in the **De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI 54115.**

This meeting can be viewed LIVE at www.depere.tv. This meeting is also rebroadcast on Spectrum Cable Channel 4 and AT&T U-verse Channel 99 throughout the week and available on demand at www.depere.tv.

Call to Order

1. Roll Call
2. Approval of the minutes of the September 23, 2019 Redevelopment Authority meeting.
3. Consideration and possible action regarding Facade Grant Guidelines. *

Adjournment

Any person wishing to attend this meeting, who, because of disability, requires special accommodations should contact the Development Services Department at 339-4043 by noon on the day of the meeting so that arrangements can be made.

*Items with an asterisk require City Council approval.

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: December 3, 2019

DEPARTMENT: Planning

FROM: Kelly Barker

SUBJECT: Approval of the minutes of the September 23, 2019 Redevelopment Authority meeting.

ATTACHMENTS:

- RDA_Sep2019_Minutes_Draft (PDF)



Redevelopment Authority

Regular Meeting

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

Draft Minutes

Monday, September 23, 2019

6:00 PM

De Pere City Hall Council Chambers

Call to Order

The meeting was called to order at 6:00 PM by Vice Chair Julie Van Straten

Attendee Name	Title	Status	Arrived
Jerry Henrigillis	Board Member	Excused	
Carol Karls	Board Member	Present	
Ted Penn	Chairman	Excused	
Tina Quigley	Board Member	Present	
Lisa VandenAvond	Board Member	Present	
Joe Van Deurzen	Board Member	Present	
Julie Van Straten	Vice Chair	Present	

Also present: Development Services Director Kim Flom and members of the public.

2. Approval of the minutes of the July 22, 2019 RDA meeting.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Lisa VandenAvond, Board Member
AYES:	Karls, Quigley, VandenAvond, Van Deurzen, Van Straten
EXCUSED:	Jerry Henrigillis, Ted Penn

3. Consideration and possible action regarding a temporary construction staging and parking request for 221 S Broadway (Parcel ED-812).

The RDA approved the item with no discussion. Joe Van Deurzen moved, seconded by Tina Quigley, to approve the staging and parking request for 221 S Broadway Street. Upon vote, motion carried unanimously. The applicant, Miron Construction will secure a Temporary Construction Staging Revocable Occupancy Permit with the City in order to allow the staging area and ensure that the site is restored to current conditions.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Tina Quigley, Board Member
AYES:	Karls, Quigley, VandenAvond, Van Deurzen, Van Straten
EXCUSED:	Jerry Henrigillis, Ted Penn

4. Consideration and possible action regarding a Facade Grant Request for 123 S. Broadway (ED-826). *

Development Services Director Kim Flom reviewed the facade grant request for 123 S Broadway. Back in 2014, the applicant, Saks Holdings LLC, secured two facade grant approvals for buildings located at 121 and 123 S Broadway Street. At the time, each building was part of an individual parcel. Andy Krans completed improvements and received grant funds of \$10,000 for the 123 S Broadway building but did not do any work or receive grant funds for the 121 S Broadway building. Since the time of the original approvals, the two parcels have been combined into one parcel. The applicant has requested to terminate the original approval for 121 S Broadway and has submitted a new facade grant application for consideration. The new request is eligible for the grant

maximum of \$10,000, but only \$3200 remains in the 2019 budget. The applicant requests splitting the award between the 2019 budget and the future 2020 budget. Julie Van Straten asked if staff was aware of any other pending facade requests for 2019. Kim stated she is not aware of any other applications. Carol Karls moved, seconded by Tina Quigley, to open the meeting. Upon vote, motion carried unanimously. Andy Krans explained that he plans to resurface the old brick and install new windows and door systems. He stated that he is not adding the marquee lettering since it is not permitted by the sign code. Joe Van Deurzen asked if he would be completing the work this year and Andy replied yes. Joe Van Deurzen moved, seconded by Lisa VandenAvond, to go back to regular session. Upon vote, motion carried unanimously. Joe Van Deurzen moved, seconded by Lisa VandenAvond, to terminate the 2014 facade grant award for 121 S Broadway and to approve the facade grant request for 123 S Broadway in an amount not to exceed \$10,000 and that the recommendation be forwarded to Council, subject to the following conditions:

- 1.) That \$3200 of the grant award be paid from the 2019 budget.
- 2.) That Council will not review the facade grant request resolution until the 2020 budget is approved, pending funds allocated to the Facade Grant Program.
- 3.) That final grant payment be calculated per program requirements based on receipt review.

Upon vote, motion carried unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Joe Van Deurzen, Board Member
SECONDER:	Lisa VandenAvond, Board Member
AYES:	Karls, Quigley, VandenAvond, Van Deurzen, Van Straten
EXCUSED:	Jerry Henrigillis, Ted Penn

5. Consideration and possible action regarding a Facade Grant request for 368 Main Avenue (WD-379). *

Development Services Director Kim Flom reviewed the facade grant request for 368 Main Avenue, the former Keeweenaw Pub. The applicant, Saks Holdings LLC, is eligible for the grant maximum of \$10,000. However, no funds remain in the 2019 facade grant budget. After two budget increases in 2019, the Council requested that any future applications be directed towards the potential 2020 budget. Joe Van Deurzen moved, seconded by Carol Karls, to open the meeting. Upon vote, motion carried unanimously. Joe asked what the plans were for the apartment on the second floor. Andy Krans stated that the apartment will be removed and replaced with light commercial use. He is planning to remove the stone from the first floor of the facade and possibly preserve the lower transom windows that were underneath the stone. Carol Karls moved, seconded by Tina Quigley, to go back to regular session. Upon vote, motion carried unanimously. Carol Karls moved, seconded by Joe Van Deurzen, to approve the facade grant request for 368 Main Avenue, in an amount not to exceed \$10,000 and that the recommendation be forwarded to Council, subject to the following conditions:

- 1.) That Council will not review the facade grant resolution until the 2020 budget is approved, pending funds allocated to the Facade Grant Program.
- 2.) That final grant payment be calculated per program requirements based on receipt review.

Upon vote, motion carried unanimously.

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

Adjournment

Joe Van Deurzen moved, seconded by Carol Karls, to adjourn the meeting at 6:17 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker



City of De Pere, Wisconsin

Request For Redevelopment Authority Action

MEETING DATE: December 3, 2019

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Consideration and possible action regarding Facade Grant Guidelines. *

ATTACHMENTS:

- FG Update and Guidelines 12-2019 (PDF)
- Facade Grant Guidelines (PDF)
- Facade Grant App (PDF)

CITY OF DE PERE MEMO



To: Redevelopment Authority
 From: Kim Flom, Development Services Director
 Date: December 3, 2019
 RE: **Façade Grant Program and Guidelines**

When reviewing the TID #9 Façade Grant budget amendment request in August, the Common Council requested that the Redevelopment Authority discuss the following topics to see if program and/or guideline updates should be pursued for 2020.

1. Are project and/or funding deadlines needed? For example, should applicants have a set period of time to complete their work? Should approvals have an expiration date?
2. Should projects be reviewed in a different fashion than as 'first come, first serve'? If so, what priorities or processes should be in place in order to competitively score projects?

In addition to the program summary provided below, the current guidelines and application are attached for your review.

Façade Grant Program Summary

AVERAGE GRANT AWARD PER YEAR

2012	2013	2014	2015	2016	2017	2018	2019	2020
\$6,628	\$7,995	\$8,084	\$0	\$0	\$7,900	\$15,865	\$18,711	\$8,400

TOTAL GRANT FUNDS AWARDED PER YEAR

2012	2013	2014	2015	2016	2017	2018	2019	2020
\$13,900	\$30,000	\$48,000	\$10,000	\$0	\$15,801	\$63,458	\$100,980	\$16,800.0

TOTAL GRANT FUNDS PAID PER YEAR

2012	2013	2014	2015	2016	2017	2018	2019	2020
\$13,257	\$31,981	\$40,422	\$0	\$0	\$4,658	\$8,673	\$28,420	

FAÇADE GRANT BUDGET

	2013	2014	2015	2016	2017	2018	2019
(TID 5)	\$20,000.00	\$0.00	\$30,000.00	\$0.00	\$40,000.00	\$0.00	\$0.00
(TID 7)	\$0.00	\$0.00	\$30,000.00	\$0.00	\$30,000.00	\$30,000.00	\$30,000.00
(TID 9)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$30,000.00	\$71,000.00
TOTAL:	\$20,000.00	\$0.00	\$60,000.00	\$0.00	\$70,000.00	\$60,000.00	\$101,000.00

The City Council approved the following Façade Grant funds for the 2020 budget year:

TID #7: \$60,000

TID #9: \$60,000

The Council and RDA approved two façade grants in September of 2019 that will utilize funds from the 2020 Budget.

123 S. Broadway - \$6,800 (\$53,200 remaining for 2020)

368 Main Avenue - \$10,000 (\$50,000 remaining for 2020)

Minutes from the August 13, 2019 Finance/Personnel Committee

RESULT: ADOPTED [UNANIMOUS]

MOVER: Michael J. Walsh, Mayor

SECONDER: Casey Nelson, Alderperson AYES: Crevier, Jennings, Kundinger, Nelson, Walsh

10. Consideration and possible action regarding the TID #9 Façade Grant program budget. *

Alderperson Nelson asked for an explanation of the staff recommendation that additional 2019 facade grants move to 2020. Development Services Director Flom explained she feels that \$71,000 is a good stopping amount for this year and no further budget amendments should be requested, and considering fall is approaching, it is less likely that major projects would be completed before the end of the year. Although funds would be capped for this year, any additional applications received could be used to help structure the program funding for next year. Alderperson Jennings indicated that while he fully supports the facade grant program, he doesn't like to extend beyond the program limits and would prefer a competitive method be in place before accepting applications in the future to fund the best grants. The Mayor added that he is in favor of this request as the City needed Nicky's to improve its facade, which included the alleyway, in order to support the art the City is having installed there, but he does generally agree with Alderperson Jennings regarding budget extensions. Administrator Delo added that in the past, there have been years no one has applied for grants, but with recent changes to the program, that number is increasing; the intent of the program is to offer an incentive to downtown building owners to improve, update and preserve buildings in need. Competitive applications might be difficult to obtain because the property owner's timing may not match up with the time period the City would propose to receive applications and it would be tough for functionality; some owners could submit for a grant and may not follow through. Ald. Jennings indicated that if the set amount is adhered to, the grant submissions will naturally become more competitive. Administrator Delo responded that typically the grants applications are handled on a first come, first served basis, but if more than one proposal is received that would cause the funds to be exceeded, the Redevelopment Authority (RDA) would review the proposals and determine the most appropriate for funding. DSD Flom added that the RDA did discuss at a recent meeting a refining of the guidelines and types of projects that could be

funded, and the RDA was along the same thought process as Ald. Jennings, whether the program becomes competitive or whether the guidelines are tightened as to qualifying projects. A discussion followed between Alderperson Crevier and DSD Flom regarding a timeline in which a grant recipient has to complete the work and request funds and whether the RDA could review the guidelines to implement a timeline to ensure that the awarded funds are being utilized.

Minutes from the August 20, 2019 Council Meeting

RESULT: ADOPTED [6 TO 0]

MOVER: Dan Carpenter, Alderperson

SECONDER: Jonathon Hansen, Alderperson AYES: Boyd, Carpenter, Crevier, Hansen, Kundinger, Raasch

AWAY: Ryan Jennings, Casey Nelson

15. Resolution #19-94 Authorizing Amendment to 2019 City Budget for Additional TID Facade Improvement Grant Funding.

Alderperson Raasch stated that while he is in favor of the facade grant program, he is concerned that the City is not sticking within the budget with this proposal. Development Services Director Kim Flom pointed out that the resolution indicates that the fund would be capped here. She stated that an increase was suggested last year during budget planning, but the direction received from Council was to keep the amount the same, and that staff should make a request if they were interested in doing an increase. Discussion followed about potential ideas to make the program more competitive, and to set time limits for project completion. Kim stated that she will bring these ideas to the Redevelopment Authority for discussion. Discussion followed about scenarios when staff from other departments has requested funds above what was set in the budget. Alderperson Jennings pointed out that there is a difference where the funds are drawn from; certain requests come from the general tax fund, while facade grant funds come from the TID district. He feels the applicants have submitted good projects and the City should support them. Alderperson Boyd stated that these renovation projects have been contagious, spurring neighborhood businesses to do the same; he fears that projects might not happen if the City tells them they have to wait.

City of De Pere MEMORANDUM



City of De Pere Façade Grant Program Guidelines *Approved by Common Council Resolution #18-67 (July 17, 2018)*

The below Façade Grant Program Guidelines have been prepared to provide clearer direction for potential applicants and to make the review process more efficient.

Program Objectives

1. Support the rehabilitation and renovation of exterior building 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 Funding Requirements

1. Grant provides \$1 of City funds for \$1 of private funds for eligible expenses (100% match).
2. Grant maximum is determined by the length of building, measured along the total linear frontage of adjacent public right of way, up to \$30,000 per property.

Building Width	Maximum Grant Amount
1' to 60'	\$10,000
61'-120'	\$20,000
121'+	\$30,000

3. Property owners are limited to the grant maximum amount every ten years.
4. For projects restoring or renovating historic buildings (must be listed as contributing on the City of De Pere Intensive Survey), interior improvements and roof repair/replacement may be included in the project budget for the required matching dollars, but cannot be funded with façade grant dollars.

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 7, or 9).
4. Funds reviewed and distributed on a 'first come, first serve' basis.

5. Applications should be reviewed by the RDA prior to work commencing on the project.
6. In rare cases (due to weather, contractor availability, etc), the RDA may consider approving funding for work completed up to 90 days after an application submittal.
7. Retroactive funding requests for work completed before an application submittal will not be considered.
8. Façade grant funds may be used for any side of the building.
9. 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. Restoration or renovation of historical identifying features that may not be relevant to the current building use (reviewed on a case-by-case basis)
16. 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.



CITY OF DE PERE

APPLICATION FOR FAÇADE GRANT

Date:

The City of De Pere, in conjunction with Downtown De Pere Inc., will assist with façade improvements for commercial properties located within the boundaries of designated Tax Increment Districts (TID). Applications will be acted upon on a first come first serve basis. See the back of this form for funding requirements and review process.

Read all instructions provided before completing. If additional space is needed, attach additional pages. Type or use black ink.

SECTION 1: Applicant / Permittee Information

Applicant Name (Ind., Org. or Entity)	Authorized Representative	Title	
Mailing Address	City	State	ZIP Code
Email Address	Phone Number (incl. area code)	Fax Number (incl. area code)	

SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)

Name (Ind. Org. or Entity)	Contact Person	Title	
Mailing Address	City	State	ZIP Code
Email Address	Phone Number (incl. area code)	Fax Number (incl. area code)	

SECTION 3: Project or Site Location

Project Address/Description	Parcel No.
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SECTION 4: Project Information

Project Description:			
Estimated Start Date:		Estimated Completion Date:	
Existing Façade Photo (attach):		Design Drawing (attach):	
<i>Fill in below form with cost estimates based on category. Attach quotes to this application.</i>			
Category	Cost Estimate	Category	Cost Estimate
Total Eligible Expenses:		Requested Grant Amount:	

SECTION 5: Certification and Permission

Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.

Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.

Name of Owner/Authorized Representative (please print)	Title	Phone Number
Signature of Applicant		Date Signed

Attachment: Façade Grant App (8947 : Consideration and possible action regarding Façade Grant Guidelines. *)

Program Funding Requirements & Guidelines

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2. Grant maximum is determined by the length of building, measured along the total linear frontage of adjacent public right of way, up to \$30,000 per property.

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5. Funds reviewed and distributed on a 'first come, first serve' basis.
6. Applications should be reviewed by the RDA prior to work commencing on the project.
7. In rare cases (due to weather, contractor availability, etc), the RDA may consider approving funding for work completed up to 90 days after an application submittal.
8. Retroactive funding requests for work completed before an application submittal will not be considered.

City of De Pere Façade Grant Program Process

1. Application Submittal

- a) Property owner shall complete (1) hard copy and (1) PDF version of the grant application.
- b) Property owner shall attach (1) hard copy and (1) PDF version of the following:
 - A photo of the existing façade.
 - The proposed project design. Color rendering required.
 - The project cost estimates by major category (design, material, labor, etc).
 - Any other relevant information
- c) Application and attachments are submitted to the Development Services Director.

3. Review Process

- a) Internal Review
- b) Redevelopment Authority Review (may be preliminary or final)
- c) City Council Review
- d) In instances where a site plan is required, the Plan Commission may also review

4. Applicant Obtains Necessary Permits and Completes Project

5. Payment Process

- a) Applicant submits proof of payment for eligible activities to the Development Services Department, who will determine if appropriate match dollars have been spent.
- b) The Development Services Department will conduct a building inspection to ensure that the work has been completed according to plan.
- c) Payment request is completed and issued to applicant.

Please refer to the Façade Grant Guidelines for more information on the program objectives and a list of eligible and ineligible expenses.