

**COMMUNITY DEVELOPMENT AUTHORITY MEETING
CITY OF WISCONSIN DELLS
MARCH 28, 2016**

Chairperson Borchner called the meeting to order at 5:00P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Chairperson Ben Borchner, Ald. Jesse DeFosse, Ald. Mike Freel, Lisa Delmore, Joan Ragan, John Campbell and Shaun Tofson.

Others: Mayor Brian Landers, City Clerk/Coordinator Nancy Holzem, City Treasurer Karen Terry, Ald. Brian Holzem, City Planner/Zoning Administrator Chris Tollaksen, Public Works Director David Holzem, and Ed Legge from the *Dells Events*.
2. Motion by Ald. Freel seconded by Ald. DeFosse to approve the November 16, 2015 meeting minutes. Motion carried unanimously.
3. Motion by Lisa Delmore seconded by Shaun Tofson to approve the write-off of \$21,656 for Home Owner Loan #29 due to a foreclosure and subsequent sheriff's sale of the property. Motion carried unanimously.
4. Chairperson Borchner updated the committee on the Dough of the Dells (Great Harvest Bread Company) loan default. Stated that he has been working with a local realtor to get another business in that location that could purchase and utilize the bakery equipment that was used as collateral on the loan. He noted that the resale value of the used equipment is now far less than the \$35,000 still owed on the loan.
5. City Planner Chris Tollaksen updated the committee on Kilbourn Inn Property. The CDA purchased the property \$125,000. Asbestos testing and removal was done and the building was removed for an addition \$24,000. All the work should be completed next week, weather permitting. Current balance in the RLF business loan program is currently around \$237,000. Mayor Landers noted that Phil Helley offered to store the original Kilbourn Inn sign for possible future use.
6. The committee reviewed and discussed the current Economic Development Revolving Loan Program Manual to see if changes needed to be to the current loan program; in addition to what role the Design Review Committee (DRC) and the new Downtown Design Standards would play in the new façade improvement grant program. Chairperson Borchner stated the future loans need to be smart investments that benefit the entire community by increasing real estate taxes and generating premier resort tax. The committee felt that any business wanting to apply for the matching grant program would first have to have their façade plans approved by the DRC before submitting an application. Ald. Brian Holzem stated from the audience that \$10,000 is not going to go very far as some façade improvements cost over \$50,000. City Clerk Nancy Holzem stated that she has received several calls from businesses wanting to know when the city would begin taking applications. Chairperson Borchner stated that the committee should wait and see what comes in before making any changes. The

program was meant to provide an incentive for business owners to make improvement, not fund a large portion of it. Mayor Landers stated that they city is making significant investments to the downtown so business owners need to do their part as well. Attorney Hasler will draft an update to the manual to reference DRC approval of plans before submission of an application. This will be reviewed at the next meeting.

7. No date was set for the next meeting.
8. Motion by Ald. Freel seconded by John Campbell to adjourn. Motion carried unanimously and the meeting adjourned at 5.45pm.

Nancy R. Holzem
City Clerk/Coordinator

3.5 DESIGN STANDARDS

All applications shall utilize the city's Downtown Design Standards as a guide for designing improvements to buildings and façades. Applications for RLF projects in the C-2 Commercial Downtown Zoning District will not be consider by the CDA unless first approved by the city's Design Review Committee (DRC); however, DRC approval does not bind the CDA.

~~All applicants shall utilize the City's design standards as a guide for designing improvements to buildings. If the business or property is within a local historic district or is on the National Historic Roster, improvements must comply with the Secretary of the Interior's Standards for Rehabilitation & Guidelines for Rehabilitating Historic Buildings (Revised 1990).~~

(1) ~~Purpose & Intent~~

~~It is the general intent of DFP to renovate, preserve and maintain properties within the downtown area through a process of design review in order to:~~

- ~~• Encourage urban design excellence.~~
- ~~• Enhance the character of the downtown area.~~

(2) ~~Applicability~~

~~a. Context: The facility is designed in a manner that is mindful of and complementary to the existing building and natural environment.~~

~~b. Harmony: The facility uses materials, forms and colors that serve as unifying elements with the surrounding buildings and natural environment.~~

~~c. Compatibility: The facility should be compatible with nearby buildings' architectural scale, color, rhythm and proportions.~~

~~d. Building design: All buildings shall be designed with attention and sensitivity to the historical, architectural and physical context in which they are located.~~

~~e. Facades: Facades should exhibit rhythms similar to those found in adjacent structures.~~

~~f. Colors: Color selection for exterior surfaces, materials and equipment should not detract from the surrounding area. Neon and fluorescent tones are discouraged.~~

- ~~g. Signage: Placement of signs shall not unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the character of the area through the incorporation of tasteful presentations. Freestanding signs should incorporate architectural features or materials of the buildings or facilities they are intended to promote. Signs and awnings shall comply with all zoning requirements.~~
- ~~h. Historic preservation: Preservation of unique historic or architectural landmarks is encouraged.~~