



## CITY OF WAUWATOSA

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### MINUTES COMMUNITY DEVELOPMENT AUTHORITY Tuesday, March 17, 2015 – 12:00 P.M. Committee Room #1

PRESENT: Ms. Rettko, Ms. Eick, Ms. Wakefield, Mr. Schulz, Ald. Tilleson, Ald. Byrne

STAFF PRESENT: K. Ehley, Mayor; P. Enders, Development Director; A. Kesner, City Attorney; J. Archambo, City Administrator; J. Ruggini, Finance Director; T. Szudy, Principal Planner; M. Citro, Business Services Specialist

OTHERS PRESENT: Jack Hoffman, The 2100 LLC  
John Czarnecki, The 2100 LLC  
Jolena Presti, Vandewalle & Associates  
Mikaila Huot, Springsted  
Guy Roeseler, Ono Kine Grindz 7215 W. North Avenue, Wauwatosa, WI  
Brian Waterman, Indulgence Chocolatiers 6538 W. North Avenue, Wauwatosa, WI  
Jim Sileno, Serafino Square Apartments

Meeting called to order at: 12:08 p.m.

Approval of minutes from February, 12, 2015

MOTION by Ald. Tilleson to approve minutes. SECOND by Ms. Eick. MOTION CARRIED 6-0

Ms. Rettko suggested the CDA move items 6 & 7 from the agenda to the beginning of the meeting to expedite the applications for Sign Forgivable Loans so they didn't need to stay for the rest of the meeting which was unrelated to their requests.

Request by David Lau and Guy Roeseler d/b/a Ono Kine Grindz for Forgivable Code Compliance Loan funding for property at 7215 W. North Avenue.

Mr. Citro provided a staff summary of the application.

Mr. Roeseler gave a brief summary of the project and the difference between the two bids included in the application. One was for the total project cost, the other only included the mechanical installation.

Ald. Byrne asked for a brief description of how the city funds the forgivable loan program.

Ms. Enders stated that it was a development incentive line item. The Economic Development Advisory Committee recommended distributing funds through a forgivable loan program for signage, code compliance, and façade improvement. Funds were first made available in 2014. Ono Kine Grindz and Indulgence Chocolatiers are the first to take advantage of the program. If the programs prove popular, Ms. Enders anticipates requesting additional funds from the City.

Ald. Tilleson asked who was responsible for the loan if the business owners move to a new location but improvements were to the property itself which may be owned by another entity. Ms. Enders stated the business owner remains responsible.

Ald. Byrne asked Mr. Roeseler about their lease terms. Mr. Roeseler stated they are in a 2-year lease with an option in the 3<sup>rd</sup> year and that they have been at that location for 6 years.

Request by Indulgence Chocolatiers, LLC, for Forgivable Signage Loan funding for property located at 6538 W. North Avenue

Mr. Waterman introduced himself and summarized his sign improvement project.

Mr. Citro summarized staff report of application.

Motion by Ald. Tilleson, second by Ms. Rettko to move into closed session pursuant to Wisconsin Statutes Section 19.85(1)(e) for the purpose of deliberating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Motion Carried 6-0.

**\*\*CLOSED SESSION DISCUSSION OF APPLICATIONS\*\***

MOTION by Ms. Rettko, SECOND by Ms. Eick to move back into open session. MOTION CARRIED 6-0

MOTION by Ald. Tilleson, SECOND by Ms. Eick to approve a Code Compliance Forgivable Loan of the lesser amount of \$5,000 or 20% of the total project cost for code compliance improvements at 7215 W. North Avenue. MOTION CARRIED 6-0

MOTION by Ald. Tilleson, SECOND by Ms. Eick to approve a Sign Forgivable Loan for the lesser amount of \$1,000 or 50% of the total project cost for sign improvements at 6538 W. North Avenue. MOTION CARRIED 6-0

Proposed Creation of Tax Incremental Finance District No. 9 and the Proposed Boundaries Thereof, and on the Project Plan for Such Tax Incremental Financing District

Ms. Enders summarized the TID #9 Project Plan. Mikaela Huot provided a summary of the feasibility analysis. The feasibility study shows revenues will support project costs. The proposed budget is \$3.2M with \$1.99M to developer and the remaining retained by the city for infrastructure improvements and administration costs. The project is structured over a 12-year period and projects a total increase in value of just under \$11M. .

Ms. Eick asked if the City needs to do any work with the traffic lights. Ms. Enders stated the main infrastructure work required is the water main. Attorney Kesner added that the other part of the infrastructure improvement needed (widening the alley and improving the entranceway) is being done by the developer, we will then dedicate the improvements to the city.

Jim Selino asked who is paying for the \$700,00 water main. Attorney Kesner stated that it was debt financed and that the TIF revenue (\$182,000/year) would be used to service the debt. Mr. Archambo added that the concept of the TIF is that the \$182,000/year would not exist but for the TID development.

Jim Selino stated he was a resident of Wauwatosa and was worried about the City pursuing so much residential development and causing an oversupply. He would like the City to slow down development and allow newly created units to be absorbed by the market before adding more new ones. He stated that there will be 500-1000 new apartments hitting the market and that if the area was so popular why are we giving developers subsidies.

Ald. Byrne thanked Mr. Selino for his comments. She stated that the council is aware that a lot of apartment complexes have come to Wauwatosa. She added that Wauwatosa, having been largely built-out, relies more on redevelopment, unlike many neighboring communities with access to undeveloped "greenfield" parcels with much lower development costs, causing a need to incentivize those types of projects.

Ms. Enders added that the City is currently in the process of soliciting proposals for a housing study. The study will look for both gaps in housing types, as well as any potential overabundance of certain housing types.

Mr. Selino left the meeting.

Ms. Rettko asked if there were any further comments from the public. None were voiced. Ms. Rettko declared the public hearing closed.

Jack Hoffman summarized The 2100 project. Ms. Wakefield asked if there were photos of the entranceway of the building. Photos were displayed.

Mr. Schultz inquired as to what happens if additional parcels in the area are to be redeveloped. Ms. Enders said that if the developers of other parcels in the district request TIF financing, an amendment to the project plan would be necessary.

MOTION by Ms. Rettko, SECOND by Ald. Byrne to adopt the creation of Tax Incremental Finance District No. 9 and the proposed boundaries thereof, and on the project plan for such Tax Incremental Financing District. MOTION CARRIED 6-0

#### Discussion regarding Walnut Road Area Redevelopment Plan

Ms. Enders introduced Jolena Presti from Vandewalle & Associates.

Ms. Presti summarized the current proposed development plan, the establishment of the boundaries of the district, and the purpose of the redevelopment plans.

Ald. Byrne inquired as to why it went so far north with the railroad and North Avenue property. Ms. Presti stated there was a need to incorporate as much right-of-way that would be improved going north on the rail line up to North Avenue, compatible with future development plans. Attorney Kesner added that the Wisconsin DOT is closing the bridge in the area and moving the track temporarily in order to replace the bridge. It will then move the track back.

Ald. Byrne asked if it made sense to continue up to Center Street to incorporate bike/pedestrian improvement. Attorney Kesner stated that the City would look into it.

Ald. Tilleson inquired as to why the plan didn't include parcels like the Walgreen's distribution center or the Walgreen's to the north. Attorney Kesner stated that the plan was more about properties that are ready for redevelopment now and not some time into the future. He added that part of the rules for creating the boundary is that a certain percentage of the parcels included must be blighted and that adding those would reduce the percentage of parcels in the plan that met that requirement. He added that there are also continuity rules when creating boundaries and that they cannot use right-of-way to stretch the congruity of the parcels included.

MOTION by Ald. Byrne, SECOND by Ms. Eick to approve the boundary with a request for staff to examine and incorporate suggestions of extending border north to Center Street and including the two Walgreen's sites. MOTION CARRIED 6-0

MOTION by Ms. Rettko, SECOND by Ms. Eick to adjourn. MOTION CARRIED 6-0.

Mike Citro  
Business Services Specialist