

**ECONOMIC DEVELOPMENT BOARD**  
**April 25, 2018**

**EDB20180425-1**  
**UNAPPROVED**

A meeting of the Economic Development Board of the City of Cedarburg, Wisconsin, was held on Wednesday, April 25th at 7:00 p.m. at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers.

The meeting was called to order by Council Member Arnett at 7:02 p.m.

Roll Call:      Present:                      Greg Zimmerschied, Joe Kassander, Eric Stelter, DJ Burns, Mike Pahl, Lynn Knutson, Council Member Jack Arnett,

                 Excused:                      Jim Pape, Mike Groth

                 Also Present:                  Economic Development Coordinator Mary Sheffield,  
                 Sue Gyarmati from Cedarburg Cultural Center, Dawn St. George  
                 from Cedarburg History Museum, Kurt Baehmann from  
                 Baehmann's Golf Center

**STATEMENT OF PUBLIC NOTICE**

Chairperson Arnett acknowledged that the agenda for this meeting was posted and distributed in compliance with the Wisconsin Open Meetings Law.

**APPROVAL OF MINUTES**

Motion made by Greg Zimmerschied, seconded by Mike, Pahl, to approve the March 28, 2018 minutes. Motion carried without a negative vote with Jim Pape and Mike Groth excused.

**COMMENTS & SUGGESTIONS FROM CITIZENS** – None

**REPORTS**

Economic Development Coordinator Sheffield reported:

- Silver Spring Coin on the corner of Center Street and Hanover Avenue will close in July. The owner is retiring. The space is 785 square feet and the rent is \$1,260 per month.
- The owner of the upper level apartment above At JJ's is seeking a Conditional Use Permit for a tourist rooming house. (5/7/18 Plan Commission agenda)
- Kettle Moraine Appliance is seeking a Land Use Plan Amendment and Rezoning from Industrial M2 to Commercial B2. (5/7/18 Plan Commission agenda)

**UNFINISHED BUSINESS**

**Review Project Sub-Committee Reports; and Action Thereon**

Brand Strengthening: Council Member Arnett and Greg Zimmerschied invited the Board to attend a ChandlerThinks presentation on May 21 at 5:30pm.

External Communication: No report.

Beautification: Joe Kassander continues to seek beautification project ideas.

Government/Regulatory: Council Member Arnett will schedule a meeting with Director Wiza, DJ Burns, and Jim Pape to get an update on the dams with regards to maintenance and possible exemptions.

**Discuss Highway 60 Development; and Action Thereon**

Chairperson Arnett stated the working group consisting of several Council Members and staff continues to meet. Greg Zimmerschied stated the CDA may be the best group to lead the business park development.

Motion made by Greg Zimmerschied, seconded by DJ Burns, to recommend to the Common Council that the CDA review the business park plan and consider the best use of the City owned 60 acres. After more discussion, Greg Zimmerschied withdrew the motion. DJ Burns withdrew the second motion.

**Discuss Design Review Guidelines; and Action Thereon**

Chairperson Arnett presented his thoughts on guidelines (see attached). Eric Stelter along with several architects will pursue a list of preferences for smart growth sites and bring to the next meeting for review.

**Discuss Creek Walk; and Action Thereon**

Coordinator Sheffield shared the Creek Walk expenditures to-date. The Board requested an update in six months.

**Discuss Social Media; and Action Thereon**

The group will discuss when the branding information on social media is released.

**Consider Shop Owner Suggestions for Follow-up; and Action Thereon**

Coordinator Sheffield will research façade grants and continue work on the community map board with the Tourism Promotion & Development group.

**NEW BUSINESS**

**Discuss Koehler/Visitor Center Event Board; and Action Thereon**

Greg Zimmerschied stated the Chamber of Commerce is planning upgrades to the event board and asked what the group thought about adding an electronic sign in place of the current board. The group was generally positive.

Motion made by Greg Zimmerschied, seconded by Eric Stelter, to recommend that the Landmarks Commission consider an LED electronic sign for the Koehler/ Cedarburg Chamber of Commerce Visitor Center board. Motion carried without a negative vote with Jim Pape and Mike Groth excused.

**Discuss Architectural Walking Tour with Quick Response Code; and Action Thereon**

Sue Gyarmati from the Cedarburg Cultural Center and Dawn St. George from the Cedarburg History Museum gave an overview of updating the current brochure and perhaps adding On Cell to the tour for audio. Coordinator Sheffield will follow-up with the Tourism, Promotion and Development group as they have also been researching walking tours, and will connect the two groups to collaborate and avoid duplication.

**Identify Future Agenda Items; and Action Thereon**

- Review project sub – committee list
- Highway 60 development

**ECONOMIC DEVELOPMENT BOARD**

**April 25, 2018**

**EDB20180425-3**

**UNAPPROVED**

- Design Review Guidelines
- Social Media

The next Economic Development Board meeting is scheduled for Wednesday, May 30, 2018 at 7:00 p.m.

**ADJOURNMENT**

Motion made by DJ Burns, seconded by Joe Kassander, to adjourn the meeting at 8:55 p.m. Motion carried without a negative vote with James Pape and Mike Groth excused.

Mary Sheffield  
Economic Development Coordinator

adk

Dear EDB:

For several months, our agenda has contained a discussion of Design Review Guidelines. Although some may opine that this question should fall under the purview of the Plan Commission, we have proceeded with these discussions under the premise that such guidelines would make it easier for a developer to do business in Cedarburg as they would not waste time or money pursuing a development which would ultimately be unacceptable to the City.

The City does have an existing process for approving proposed developments. All in-fill developments start with a meeting with the Planner who explains that such developments must comply with our Land Use Plan. The Land Use Plan requires compatibility with the surrounding neighborhood. And the issue of compatibility is dictated by Plan Commission approval of architectural plans as well as Council approval. (Additionally, the Landmarks Commission would have input should any proposed development occur in the Historic District). So, there are three levels of contact with a developer...staff level...Plan Commission...and Council.

Cedarburg is home to an eclectic mix of buildings. Some are quarried limestone, some are cream city brick, some wooden clapboard.

Some staff members (and when discussed previously at Plan Commission former Council Members and the Mayor) have concerns that establishing guidelines can handcuff the City. If a proposed building looks like the photo in the Design Review Guidelines, are we obligated to approve?

Who picks those photos? How often are the guidelines updated?

My thought is that anything the EDB comes up with will have to be approved by the Plan Commission and possibly the Council anyway. (Certainly any funding would have to go through the Council.)

Should a local firm be willing to volunteer some time doing a preliminary plan, I would recommend that the firm submit a brief letter specifying what services they are willing to provide and what type of deliverable might be expected.

So, if this Board feels Design Review Guidelines are needed, my recommendation would be to refer this issue to the Plan Commission and/or the Council. Any recommendation could be limited to a specific Smart Growth Area (for example, Amcast or Western Avenue or both). See minutes below as this issue was informally discussed at the July 13, 2017 Plan Commission meeting.

Please don't reply to this note as it should be discussed in open session tonight.

Thanks, Jack Arnett

## PLAN COMMISSION PLN - July 13, 2017 UNAPPROVED MINUTES

### COMMENTS AND ANNOUNCEMENTS BY PLAN COMMISSIONERS

#### Architectural Standards for Smart Growth Areas (SGA)

Commissioner Poellot suggested that for Smart Growth Areas a study be done of the area that identify the current features and forms that would help developers quickly understand what look is desired by the City, which could help shorten up the approval process. Or the City could create a template to provide to developers and/or architects so that they could do that work.

Council Member Czarnecki found Cedarburg unique because of all its differences. His concern was that if the City starts handing out pamphlets on what is acceptable, that might create too much similarity. He noted that the first plans submitted for the Arrabelle project were based on the Washington House Inn and the nearby buildings.

Mayor Kinzel understood the thought to try to provide information so that it does not take eight months to receive approval, but also had concerns of limiting architectural options.

Commissioner Poellot noted that initially the developers had proposed flat roofs and doors facing inward instead of the facing the street. Those are some of the issues that could be addressed.

Planner Censky suggested that the process may help the community accept development because they can see that the Plan Commission and Council are looking out for them to make sure the development benefits and reflects Cedarburg. If the process moves faster, it could be construed that things are being rushed through.

Council Member Czarnecki wondered if standards are set, some exceptional piece may be missed. Even if a developer submitted plans identical to the standards, the process would probably not be any shorter. Issues always unfold.

Mayor Kinzel agreed that coming in for consultation has been working well. Commissioner Poellot was not advocating telling developers exactly what to build but, for example, noting that all the homes in the neighborhood are set twenty-five feet from the road right-of-way. Commissioner Zimmerschied left the building at 8:20 p.m.

Arrabelle Developers did incorporate surrounding architectural details into final plan:



## NEIGHBORHOOD CONTEXT

HORIZONTAL TRIM AT PORCH AND ABOVE  
SECOND STORY WINDOWS  
DIAL BRACKET BELOW GABLE RETURNS  
ACCENT COLOR IN GABLE FORM



## NEIGHBORHOOD CONTEXT

HORIZONTAL TRIM AT PORCH AND ABOVE  
SECOND STORY WINDOWS  
SHAKE SIDING IN ACCENT COLOR  
GABLE RETURNS



## NEIGHBORHOOD CONTEXT

HORIZONTAL TRIM AT POPE AND ABOVE  
SECOND STORY WINDOWS  
SHAKE SHED IN ACCEPT FOR  
GABLE RETURNS

From Shorewood Design Review Guidelines. Who gets to pick the bottom two photos...who approves them. How often are they updated? What will those photos look like.



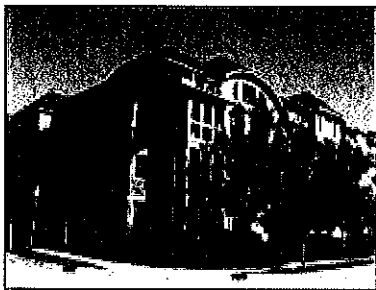
Building incorporates high-quality materials, material changes, clear glass storefronts, and a distinct first-floor retail base.



Example of mixed-use development.



Townhomes.



Examples of condominium developments.



From Town of Cedarburg Design Review. Who gets to pick the bottom two photos...who approves them. How often are they updated? What will those photos look like.

landscape elements such as trees to maintain privacy and maintain the privacy of residential units. <

Unacceptable



Acceptable



<sup>1</sup> Reference regarding all landscape elements: if any die, they must be replaced within 6 months of dying.