



136 North Monroe Street
Waterloo, WI 53594
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**A JOINT MEETING OF THE
WATERLOO COMMUNITY DEVELOPMENT AUTHORITY AND
WATERLOO COMMUNITY DEVELOPMENT COMMITTEE - AGENDA**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that a public meeting will be held to consider the following:

Date: August 16, 2016
Time: 6:00 p.m.
Location: Municipal Building, Council Chambers, 136 North Monroe Street

1. ROLL CALL AND CALL TO ORDER
2. MEETING MINUTES APPROVAL: July 19, 2016
3. CITIZEN INPUT
4. PROJECT UPDATES & REPORTS
 - a. Downtown Sub-Committee
 - i. April Storefront Initiative
 - b. 203 East Madison Street - Reuse Concept
 - i. Funding Update
 - ii. Sign At Site
 - c. UW-Whitewater Graduate Student Internship – Foreign Trade Zone #41 Feasibility Study
 - d. Downtown Waterloo Street Market Initiative
 - e. Fund 600 - Monthly Financial Review
5. NEW BUSINESS
 - a. Signage
 - b. Draft Economic Development Plan, Plan Support
 - c. 2017 Budget Submittal To Finance, Insurance & Personnel Committee
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
7. ADJOURNMENT

Mo Hansen

Clerk/Treasurer

Community Development Authority: **Ziaja**, Hermanson, Stinnett, Norton, Tuttle, Moe and Reynolds
Committee Development Committee: **Ziaja**, Thomas and Petts
Posted, Mailed and E-mailed: 08/13/2016

Please note: it is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

Community Development Authority
 April Storefront Initiative
 Initial Inquiry
 5/13/2016

REPLY	Street #	Street Name	Lname	Fname	Email	Mail	Hand Delivery	Call	addr	city	zip	notes
	103	N Monroe St	Muir	Jim	04/25/16	04/25/16		05/13/16	815 Clarkson Rd	Marshall	53559	5/13 phone message
No	145	N Monroe St	Marceil / Augustine	Joe / Kari	04/25/16					Marshall	53559	"One side for storage for the Marshall
Yes	120	W Madison St	Strauss	Todd	04/25/16							"This sounds good for now Mo. If the
No	122	S Monroe St	Bussan	Tom		04/25/16			106 Williamsburg Way	Fitchburg	53719	no window space
	121	N Monroe St	Burbach	Ray		04/25/16				Waterloo	53594	5/13 phone message
Yes	135	W Madison St	Battenberg	Steve / Deb	04/25/16					Waterloo	53594	
	115	N Monroe St	Gauthier	Diane	04/25/16							fu email 5/13
	132	W Madison St	Schumann	Devin	04/25/16		01/01/00		132 W Madison St	Waterloo	53594	fu email 5/13
No	141	E Madison St	Matheson	James/Chrisa		04/25/16			141 E Madison St	Waterloo	53594	fu email 5/13
	108	E Madison St	Hubred Properties			04/25/16			110 Enterprise Dr #105	Verona	53593	fu email 5/13
Yes	104	E Madison St	Sharrow	Nick		04/25/16			W4260 Owl Cir	Columbus	53525	tenative interest 1/2
Yes	143	N Monroe St	Haldiman	Tim / Trent	04/25/16		04/25/16		139 N Monroe	Waterloo	53594	
Yes	123	N Monroe St	Graff	Diane			05/13/16		123 N Monroe	Waterloo	53594	tenative interest 1/2

CITY OF WATERLOO

DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 8 MONTHS ENDING AUGUST 31, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>PUBLIC CHARGES FOR SERVICE</u>						
600-46-4674-000	MBC BUILDING RENTAL	.00	1,500.00	6,000.00	(4,500.00)	25.00
	TOTAL PUBLIC CHARGES FOR SERVICE	.00	1,500.00	6,000.00	(4,500.00)	25.00
<u>OTHER FINANCING SOURCES</u>						
600-49-4921-000	TRANSFER FROM GENERAL FUND	.00	.00	32,335.00	(32,335.00)	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	32,335.00	(32,335.00)	.00
	TOTAL FUND REVENUE	.00	1,500.00	38,335.00	(36,835.00)	3.91

CITY OF WATERLOO
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 8 MONTHS ENDING AUGUST 31, 2016

FUND 600 - COMMUNITY DEVELOP AUTHORITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAUNESHA BUSINESS CENTER</u>					
600-51-5162-220	MAUNESHA BUSINESS TELEPHONE	.00	342.48	300.00 (42.48)	114.16
600-51-5162-221	MAUNESHA BUSINESS ELECTRIC	.00	1,257.25	2,700.00 1,442.75	46.56
600-51-5162-222	MAUNESHA BUSINESS HEAT	10.89	459.06	1,200.00 740.94	38.26
600-51-5162-223	MAUNESHA BUSINESS WATER/SEWER	.00	265.38	525.00 259.62	50.55
600-51-5162-290	MAUNESHA BUSINESS CLEAN CONTRA	74.40	520.80	893.00 372.20	58.32
600-51-5162-341	MAUNESHA BUSINESS INTERNET	.00	660.00	821.00 161.00	80.39
600-51-5162-350	MAUNESHA BUSINESS CLEANING SUP	.00	28.99	50.00 21.01	57.98
600-51-5162-351	MAUNESHA BUSINESS REPAIRS/MAIN	.00	924.48	900.00 (24.48)	102.72
	TOTAL MAUNESHA BUSINESS CENTER	<u>85.29</u>	<u>4,458.44</u>	<u>7,389.00 2,930.56</u>	<u>60.34</u>
<u>PLANNING AND CONSERVATION</u>					
600-56-5630-220	PROJECT CDA PROGRAMS	.00	301.00	200.00 (101.00)	150.50
	TOTAL PLANNING AND CONSERVATION	<u>.00</u>	<u>301.00</u>	<u>200.00 (101.00)</u>	<u>150.50</u>
	TOTAL FUND EXPENDITURES	<u>85.29</u>	<u>4,759.44</u>	<u>7,589.00 2,829.56</u>	<u>62.71</u>
	NET REVENUES OVER EXPENDITURES	<u>(85.29)</u>	<u>(3,259.44)</u>	<u>30,746.00 (34,005.44)</u>	<u>(10.60)</u>

City of Waterloo, WI
Saturday, August 13, 2016

Chapter 385. Zoning

§ 385-26. Signs and billboards.

- A. Permit required. No sign shall hereafter be located, erected, moved, reconstructed, extended, enlarged, converted or structurally altered without a sign permit, except those signs excepted in Subsection **C** below, and without being in conformity with the provisions of this chapter. The sign shall also meet all the structural requirements of the State Building Code. Sign permits meeting all state and local requirements may be issued by the Clerk-Treasurer. The Clerk-Treasurer may refer approval of any sign permit to the Council and the Council may issue or refuse the permit.
[Amended 4-20-2006 by Ord. No. 2006-04]
- B. Application; fee. An application for a sign permit shall be filed with the Zoning Administrator on a form provided by the Clerk-Treasurer. A permit fee as stated in the City of Waterloo Fee Schedule shall accompany the application.^[1]
[Amended by Ord. No. 98-1; 11-17-2005 by Ord. No. 2005-4; 4-20-2006 by Ord. No. 2006-04]
^[1] *Editor's Note: The Fee Schedule is on file at the office of the City Clerk-Treasurer.*
- C. Signs excepted. All signs are prohibited in the residential, conservancy and agricultural districts, except the following:
- (1) Signs over show windows or doors of a nonconforming business establishment announcing, without display or elaboration, only the name and occupation of the proprietor, and not to exceed two feet in height and 10 feet in length.
 - (2) Real estate signs not to exceed eight square feet in area which advertise the sale, rental or lease of the premises upon which said signs are temporarily located.
 - (3) Name, occupation and warning signs located on the premises not to exceed 576 square inches, which is the equivalent of four square feet.
[Amended by Ord. No. 98-1]
 - (4) Bulletin boards for public, charitable or religious institutions not to exceed eight square feet in area located on the premises.
 - (5) Memorial signs, tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
 - (6) Official signs such as traffic control, parking restrictions, information and notices.
 - (7) Temporary signs or banners when authorized by the Council.
 - (8) Directional signs hung from City-owned poles meeting all requirements of the City Directional Sign Policy as approved by the Council and signed by the Mayor.
[Added 11-4-2004 by Ord. No. 2004-4]
 - (9) Residential development signs, up to 64 square feet, advertising the sale of lots in a subdivision.
[Added 12-5-2013 by Ord. No. 2013-06]
 - (10) Temporary political signs do not require a permit. Such signs are subject to the restrictions pertaining

to safety of persons and property, with the consent of the property owner or person entitled to possession of the property. No political sign may be more than 64 square feet, and the total area of all political signs per lot shall not exceed 32 square feet. All signs shall be removed in accordance with state law.

[Added 12-5-2013 by Ord. No. 2013-06]

D. Signs permitted. Signs are permitted in all commercial and industrial districts, subject to the following restrictions:

- (1) Overhanging signs in commercial districts. An overhanging sign or sign projecting from a building shall not overhang or project into or over any sidewalk, alley or street of the City more than six feet from the building to which it is attached and shall not be less than 10 feet above the mean center-line street grade and less than 15 feet above a driveway or alley. All guides and stays shall be rods or chains and shall be firmly fastened.

[Amended 7-21-2003 by Ord. No. 2003-4]

- (2) Signs not to constitute a public hazard. No sign shall be erected at any location where it may, by reason of its position, shape, color or other characteristics, interfere with, obstruct the view of, or be confused with any authorized traffic sign, traffic signal or other traffic device, nor shall any sign make use of the word "stop," "look," "danger," or any other word which could be mistaken for an official sign.

- (3) Illuminated sign. No sign shall be illuminated by intermittent, rotating or flashing lights.

- (4) Ground signs. Ground signs shall be considered buildings and must observe all applicable setback lines and height restrictions, except that the setback from the street can be a minimum of 12 feet from the edge of the right-of-way and the location of the sign shall comply with the vision clearance set forth in § 385-3G of this chapter. Except as hereafter authorized, no ground signs advertising a business located off the premises where such sign is located, other than directional signs, shall be permitted. Such directional signs shall not exceed 100 square feet on one face and 200 square feet on all faces and shall not exceed 20 feet in height.

[Amended by Ord. No. 96-6]

- (5) Vacant lot maintenance. Vacant lots upon which advertising signs now exist or which are erected pursuant to this section shall be maintained in an orderly fashion by the frequent and periodic removal of rubbish and maintenance of any verdure growing on the lot.^[2]

[2] *Editor's Note: Original § 17.22(4)(f), Sign projection restrictions, which immediately followed this subsection, was repealed 7-21-2003 by Ord. No. 2003-4.*

- (6) Removal of signs at termination of business. At the termination of a business, commercial or industrial enterprise, all signs shall forthwith be removed from the public view. Responsibility for violation shall reside with the property owner according to the latest official tax roll listings.^[3]

[3] *Editor's Note: Original § 17.22(4)(h), Projection of nonilluminated signs, which immediately followed this subsection, was repealed 7-21-2003 by Ord. No. 2003-4.*

- (7) Shopping center and industrial park sign restrictions. In a shopping center or industrial park, one freestanding identification sign for each street upon which the development fronts may be permitted showing the name of said center or park and represented business or industries. The area of said sign shall not exceed 100 square feet on one side and 200 square feet on both sides. When multiple independent businesses share the same building or site, each additional business beyond the initial business is permitted 100 square feet of signage in addition to the maximum 200 square feet. This additional signage can be used on the building or a freestanding sign. (Example: A shopping center with three stores would be permitted 400 square feet of signage.) Each center or cluster of uses is permitted one freestanding sign. No signs are permitted within 20 feet of the right-of-way line of the street.

[Amended by Ord. No. 98-1]

- (8) Total surface display area restrictions. The total surface display area of business or industrial signs on the front facade of a building shall not exceed in square feet two times the number of linear feet of

width of the building frontage. In the case of a building located on a corner lot, such square foot display area on the side facing the secondary street may be increased by 1.0 times the number of linear feet of the length of the building which faces the secondary street. Said increased permitted display area shall be used only for the erection of a permitted sign on the length of the building which faces the secondary street. Where the premises abut a parking lot, the total display area may be increased by 0.5 times the number of linear feet of the width or length of the building frontage on such parking lot. Such increased display area shall only be utilized by the erection of a permitted sign on that part of the building which abuts said parking lot. In no case shall the wall area usable for sign display be in excess of 200 square feet, and in no case shall more than one of the above-mentioned criteria be used to calculate allowable sign area on any one building facade.

- (9) Projection of signs in industrial districts mounted on buildings restricted. Industrial signs mounted on buildings shall not be permitted to project more than six inches beyond the building line.
[Amended 7-21-2003 by Ord. No. 2003-4]
 - (10) Number of signs permitted. Multiple signs shall be permitted; however, the combination of the multiple signs, including any advertisement permanently fastened to show windows or display cases, and including lettering on canopies, shall not exceed 200 square feet.
 - (11) Directional ground signs. Necessary directional ground signs which shall not exceed four square feet in area shall be permitted. Permission to erect such signs must be obtained from the Building Inspector.
 - (12) Lighting. Business and industrial signs may be internally lighted or illuminated by a hooded reflector; provided, however, that such lighting shall be arranged to prevent glare, and no sign shall be lighted by a lighting of intermittent or varying intensity. Animated signs, or signs having moving parts, or signs which may be mistaken for traffic signal devices or which diminish the visibility or effectiveness of such traffic signal devices, are prohibited.
 - (13) Signs causing obstruction prohibited. Any sign so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or opening used as means of ingress or egress, or for fire-fighting purposes, or placed so as to interfere with any opening required for legal ventilation, is prohibited.
 - (14) Signs at intersection prohibited. No sign or advertising device shall be erected or maintained at the intersection of streets in such a manner as to obstruct clear vision of the intersection.
 - (15) Subdivision sign maintenance. Subdivision signs which are erected pursuant to this section shall be maintained in an orderly fashion by the frequent periodic removal of rubbish and maintenance of any verdure growing on the lot.
 - (16) Directional signs hung from City-owned poles must meet all requirements of the City Directional Sign Policy as approved by the Council and signed by the Mayor.
[Added 11-4-2004 by Ord. No. 2004-4]
- E. Existing signs. A sign lawfully existing at the time of the adoption or amendment of this chapter may be continued, although the use, size or location does not conform to the provisions of this section. However, it shall be deemed a nonconforming use of the structure and the provisions of § 385-5 of this chapter shall apply. See also Subsection **D(6)** above.

City of Waterloo
Economic Development Strategic Plan

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FOCUS: Industrial & Commercial Development

GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING	PHASE / YEAR	EXPENSE NOTES
Ready 17 acre industrial site (333 Portland Rd) for reuse	Pursue grants for remediation of blighted site with focus on future industrial reuse and job creation	Site ready with for reuse 1/1/2018	City	CDA	2016 site research; 2017 remediation; 2018 site marketing	TID #3 plus staff time
Comprehensive vacant property marketing	List available properties on site selector websites (LoopNet, LocateInWisconsin, etc)	Listings on a minimum of 3 site selector websites as of 1/1/2017	City	CDA	Begin 1/1/2017 quarterly updates thereafter	\$1,000 per year plus staff time
Target/Recruit business start-ups in growing sectors	Convene pro bono real estate team to guide assembly of materials tied to specific parcels	One growing sector business located by 6/1/2018;	City	JCEDC, Chamber	Convene team by 1/1/2017; one sector outreach each quarter	\$1,000 per year plus staff time

City of Waterloo
Economic Development Strategic Plan

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FOCUS: Downtown Commercial Activity

GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING PARTIES	PHASE / YEAR	EXPENSE NOTES
Draw customers downtown with effective, creative signage.	Continue matching façade grant program	3 municipal façade grants per yr.	City	CDA, Property owner	2016-2020	\$5,000 per year plus staff time
Facilitate redevelopment of key downtown locations	work with owners to explore in-fill redevelopment	Building permits for four targeted locations.		Chamber, CDA, Property owners	One location per calendar year	Waiving all permit fees
Fill vacant downtown spaces	Establish program to recruit downtown tenants, focused on local existing businesses	90% occupancy	City	CDA, Chamber, Property owners	2016 Program Development, 2017 Program funding & roll-out	TBD
Recruit a full service downtown restaurant as an anchor draw	Develop 3 concepts for building reuse as restaurants	Project plan before Parks-Commission; <u>market study 2017; one project building permit in 2018</u>	CDA	Property owners	2017-2020	TBD
Redefine downtown as a family friendly commercial destination	Establish recurring weekly Street Market	Project plan before Parks-Commission <u>Meeting CDA subcommittee progress timeline; market launch 2017</u>	CDA	Chamber	2016 ID market champions; 2017 launch market; 2018 build sustainability	2016- 2017: \$6,000

City of Waterloo
Economic Development Strategic Plan

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FOCUS: Waterloo Promotion

GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING PARTIES	PHASE / YEAR	EXPENSE NOTES
Coordinated external advertising	Coordinated advertising by local businesses	Measurable retail sales increases linked to ad campaign	Chamber	JCEDC	2017 test campaign; 2018 follow-up campaign	TBD
Marketing databases & monthly outreach to market area	Build digital market area lists for monthly Waterloo promotional initiatives or opportunities	12 creative digital/social media outreach efforts	Chamber	JCEDC; <u>City</u>	2017 test campaign; 2018 follow-up campaign	TBD
Marketing databases & monthly outreach to market area	Build digital market area lists for monthly Waterloo promotional initiatives or opportunities	12 creative digital/social media outreach efforts	Chamber	JCEDC	2017 test campaign; 2018 follow-up campaign	TBD

City of Waterloo
Economic Development Strategic Plan

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FOCUS: Community Aesthetics & Infrastructure

GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING	PHASE / YEAR	EXPENSE NOTES
Community wide Spring Clean-up	Promote a coordinated two weekend Spring clean-up period	40 volunteer hrs. for public spaces; less than 5 blight causing properties post event	City	CDA	First two April weekends	TBD
Improve downtown aesthetics & pedestrian amenities	Adopt a pot planter program on bridges and Veterans Park	Five additional planters in each of the next 4 yrs.	Chamber	City	2017 = 5; 2018=10; 2019 = 15; 2020 20	TBD
Implement planned bike connections from local & regional connectivity plans	Fund parks development plans for paths	One path segment each year	City	CDA	2016 - Riverwalk Dev (W. Madison to Edison).; 2018 - Waterloo / Watertown Phase 1 (Trek to downtown)	TBD
Offer free garden space, surplus produce to food pantry	Re-establish seasonal public community garden space	Make available ten garden plots each March	CDA ; <u>Parks Commission</u>	City	2017 - 2020	< \$100

City of Waterloo
Economic Development Strategic Plan

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FOCUS: Communication & Organizational Capacity

GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING PARTIES	PHASE / YEAR	EXPENSE NOTES
Engage residents with expanded online presence	Expand social media with focus on new residents	2,000 FB likes by August 2018	Chamber	City	2016-2020	\$500 per year
Make available New Resident Welcome Packet	Annually update digital and printed welcome material	100% of new residents reach by August 2018	Chamber	Waterloo Water & Light	2017 planning; 2018 implement	
Maintain community market data for businesses on City website	Quarterly update of information	3000 page views annually	City	Chamber	Quarterly	Staff time
Broaden funding sources for economic development capacity	Explore options for community foundations and other private organizations to fund economic development capacity	New support dollars source in 2017, 2018 and 2019	City	Chamber, CDA, JCEDC	One new funding source each year	New net revenue for specific goal
Increase organizational capacity with Chamber business director hire (part-time)	Fund and hire to organize community and business events and serve as primary point of contact	20 per week staff on-board 1/1/2018	Chamber	CDA	Secure funds 2016 - 2018, hire 4th quarter 2017; start 1/1/2018	\$25K annually <u>with a diversified funding partnership including City</u>

City of Waterloo
Economic Development Strategic Plan

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FOCUS: Housing

GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING PARTIES	PHASE / YEAR	EXPENSE NOTES
Incentivize new home construction	Reconstitute "Find Your Path Here" Program	Development agreement(s) with residential builder/developers	CDA	City	2016: Program planning; 2017: Implement	Work with permitting fees & impact fees for revenue neutral program over three years
Increase investment in improving existing housing stock focused along state highways	Market existing programs directly to property owners in targeted areas along state highways.	10% annual increase in residential projects per permitting application	CDA	JCEDC, Project Home, USDA	2016 program planning; 2017 Implement with focus on STH 19 construction area.	Marketing material \$1,000 per year and staff time.
Eliminate 100% of lead-water services	Seek state/federal funding for replacement expense	100% of known lead services by August 2020	Waterloo Utilities	City, WisDNR	2016 Fund-award; 2017-2019- implement	Marketing-material- \$1,000 per year and staff time.

City of Waterloo
Economic Development Strategic Plan

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FOCUS: Fostering Entrepreneurial Opportunity

GOAL	ACTION	GOAL METRICS	LEAD	SUPPORTING PARTIES	PHASE / YEAR	EXPENSE NOTES
Provide easy access to locally based information for those starting, expanding or relocating a business	Create a "Doing Business in Waterloo" information set with charts describing ease of local development	500 page views per year	CDA	City, JCEDC and Chamber	Roll out second quarter of 2017 with annual updates thereafter	Staff time
Encourage business creation with annual opportunity for pop-up store fronts in empty storefront	Spring pop-up store with graduated rental rents	three pop-up stores each Spring until vacancy rates limit storefront options	CDA	Chamber, JCEDC	Four quarter 2016 program planning; Spring 2017 pop-up launch	Staff time

