

*Note: Minutes are not approved until approved by the CDA

NEW BERLIN COMMUNITY DEVELOPMENT AUTHORITY

NEW BERLIN CITY HALL COUNCIL CHAMBERS

MINUTES

February 5, 2004

The Community Development Authority Meeting of February 5, 2004 was called to order by Mayor Wysocki at 7:30 A.M.

In attendance were Mayor Wysocki, Alderman Kenneth Harenda, Alderman Thomas Augustine, Danielle Cast, John Fillar, Doug Barnes. Also present were Greg Kessler, Director of Community Development; Mike Holzinger, Director of Finance and Administration; Nikki Jones, Associate Planner; Mark Blum, City Attorney; David Cappon, Executive Director of the Waukesha County Housing Authority. Bob Dude was excused.

Motion by Alderman Harenda to approve the 01/08/04 CDA Meeting Minutes. Seconded by Alderman Augustine. Motion carried unanimously.

Community Development Authority Secretary's Report. (CDA-04-02) - CDA members received a communication on an Economic Development Seminar put on by Ehlers & Associates Inc.

Finance and Occupancy Reports / Year End Report (CDA-04-04-01) – Mr. Cappon reported that the program continues to be very successful in the City of New Berlin. He spoke about the possibility of the merging of voucher programs. Mr. Cappon reviewed the Financial Data Schedule which showed revenue and expenses.

Apple Glen Certificate of Compliance (CDA-04-04-02) –

Motion by Ms. Cast to accept the Compliance Certificate for Apple Glen Apartments dated January 28, 2004. Seconded by Mr. Fillar. Motion carried unanimously.

OLD BUSINESS

New Berlin Industrial Park Modernization Plan Update Draft - Presentation by Doug Barnes from Zimmerman Design Group (CDA-03-09)

Mr. Barnes began with discussion on the recommended choice for street lighting, showing pictures. The light poles will be 24 feet high with approximately 60 lights being required for the entire park with a cost of \$3,250.00 per light and pole. The consensus of the members was for the recommended choice of lighting and Mayor Wysocki said these lights will be incorporated into the final plan.

Mr. Barnes showed the recommended signage with size dimensions. He explained how the look of the monument signs is tied in with the look of the street signs. Mr. Barnes said the cost of these signs fits within the budgeted cost. Mayor Wysocki suggested the possibility of renaming the parks to New Berlin Commerce Center – North and South instead of the individual names and asked the City Attorney if there is any legal issues of concern if we were to change the name of the Industrial Parks.

City Attorney Blum said he would need to think that over more but on the surface you have a Declaration of Restrictions for specific parks and there might be some modifications needed there.

Mayor Wysocki said this is not a suggestion made lightly, because it does mean letterhead changes, etc. for the businesses in the parks, but it was a comment made by a represented number of

businesses on the survey prepared by UWM students and is worth considering.

Mr. Fillar asked if the area west of Calhoun is included. Mayor Wysocki said I don't know if it has been resolved. I have been looking at basically the corridor of the parks between Calhoun and Moorland. Even in our Master Plan, Lincoln Avenue Park is considerably out there with regards to development along that corridor. Mayor Wysocki asked Mr. Kessler to clarify this. Mr. Kessler said our main focus is the area between Calhoun and Moorland and along Liberty Lane just West of Calhoun.

Ms. Cast suggested that since we already have City Center, that Commerce Center would be too close in name and cause confusion, perhaps Commerce Park North & South would be better. Mayor Wysocki said it is not so much the title, it's that there will be no further distinctions between the parks. For the purposes of communication and people finding things, there would be just one title for the whole park. Mr. Fillar said that the term "Industrial Park" should remain, just add the North and South.

Mayor Wysocki asked the City Attorney to do the necessary research and asked the CDA members to think about renaming the parks and be ready to move forward on this at our next meeting. The options of the names will be presented to the people in the parks when a draft plan is ready.

Further discussion on the signage including suggested coloring and type of lettering. It was the consensus of the members for Option 1 Signage.

Mr. Barnes said the next areas for discussion is architectural building standards and construction requirements and landscaping. He presented color-coded written material showing what part of the code had changed from the last meeting and each section was discussed individually.

Mayor Wysocki spoke about the major upgrade being done by the businesses themselves. As the changes to the standards are discussed keep in mind that people in the park who want to see these changes are also sensitive in terms of their investment that they may be forced to make because of the change in these codes. We will be making this presentation at a public information meeting to those within the park when a draft plan is ready.

Mayor Wysocki spoke about the commitments made by the City for this project. The investment the City is making starts with the Calhoun Road project. There will also be significant public infrastructure on the roads in the park. A summary of these features will be included in our presentation at the public informational meeting.

In the discussion on parking lots, Mayor Wysocki brought up the topic of pervious concrete, indicating that during a visit to New Berlin Ready Mix this product was demonstrated. The water actually goes through the concrete but it still functions as a solid concrete parking lot. Perhaps we should incorporate this into our industrial park. It is a more expensive product. Perhaps a business using it could apply it to storm water requirements. Mr. Kessler agreed that research could be done on these types of products. Mr. Barnes said it is a good material if it is used properly. If the area of pervious concrete is large enough, it helps, otherwise the water hits it and sheds off of it before absorbing. If it is a large enough area where the water can actually sit there and have the ability to absorb, it works. It is a good material if we create the grading to allow the water to absorb through it. Because it is a concrete, there will be a tenancy for water to sheet off of it.

Mayor Wysocki asked for any additional comments on the Architectural Building Standards and Construction Requirements.

Mr. Fillar asked what is going to happen when we have a building that is unsightly now and your expecting the neighbors across the street to pour a lot of money into theirs and make it look good and yet the one that is not looking so good is grandfathered. Aren't those people who are being asked to make an investment to make their structures look good going to be somewhat reluctant if they feel their neighbors are going to get away with something that is already there that may be substandard?

Mayor Wysocki said the thing that we can indicate to them is that there will come a time when the same requirements will be put on that property as has been put on them. You are saying to them that at

some time in the future, they will have to change.

Ms. Cast suggested putting a specific year as a deadline for all properties to comply. The business owner would then know to start setting aside money every year to accomplish this, just like we do in our own homes. Mayor Wysocki said I do not know what the reaction of the industrial park owners would be. According to the surveys, the vast majority of the people would like to see the park modernized but the issue becomes how it is to be accomplished, how much does it cost and who is contributing to it. How much of a financial burden can you put on the people who are existing there right now? That is probably what one of our last discussions will be, if we want to put these kind of conditions into our standards.

Mr. Kessler indicated voting on the Architectural Building Standards and Construction Requirements would be at a later date.

NEW BUSINESS

7. Communication To: CDA
Communication From: Mayor Wysocki
Re: Declaration of Restrictions for the New Berlin Industrial Park

Document supplied by City Attorney Blum for informational purposes.

8. Communication To: CDA
Communication From: Greg Kessler, Director of Community Development
Re: Ehlers Economic Development Seminar – Handout

Mayor Wysocki recommended attendance at this seminar. Registration forms can be turned in to Greg Kessler for processing.

9. Communication To: CDA
Communication From: Nikki Jones, Associate Planner
Re: New Binders & Dividers & Document Tracking System

Binders were distributed to CDA members.

10. Persons wishing to be heard. - none

Motion by Ms. Cast to adjourn the Community Development Authority Meeting. Seconded by Alderman Harenda. Motion carried unanimously.