

## COMMUNITY DEVELOPMENT AUTHORITY MEETING

May 17, 2022

Blaska called the meeting to order at 4:00 pm and confirmed that appropriate notice was given.

**Members Present:** Manke, Carter, Moomey, Blaska, Ald. Kowieski and Mayor Magnus  
**Members Excused:** Carlson  
**Staff Present:** Duffy, Frye, Gallo, Ald. Aultman-Kloth and Wallace

**Comments from audience:** None.

**Review CDA Mission:** None.

**Minutes of August 3, 2021:** Motion by Magnus to approve the August 3, 2021 minutes as presented; second by Moomey. Motion carried 6-0.

### New Business:

**Discussion/Action: Oconomowoc Business Loan- The Violet Table – 127 E WI Ave:** Duffy explained the loan process and the CDA's function to the loan. Duffy stated because of the success of the program that was started downtown the City approached First Financial Bank about expanding the boundaries from the roundabout east to Lorleberg's and Thackeray Trail to Olympia area. Duffy stated the applicant is looking to fill the former space of the Great Harvest Bread located at 127 E. Wisconsin Ave. Violet Table is being founded from the owner's background and will be a deli type of operation.

Motion by Magnus to approve the Downtown Business Development Loan for The Violet Table located at 127 E. Wisconsin Ave as written; second by Moomey. Motion carried 6-0.

**Discussion/Action: E. Wisconsin Design Overlay Area:** Duffy passed out a copy of the Downtown Revitalization Plan & Market Analysis that was adopted in June 2004. He explained the history of the Redevelopment & Land Use areas. There were 9 identified areas and nothing happened from 2004-2017 and until after the construction of the Worthington Apartments. Council asked Planning staff to move forward with creation of an Overlay District back in 2017 and adopted the Overlay District in January 2018. This is now part of the zoning. In 2019, Council authorized the CDA to do an RFP for a plan to implement the design guidelines on Wisconsin Ave. As staff went through the RFP process the costs were unfortunately in excess of what the CDA had available. Members met to seek out other opportunities which didn't occur. Duffy asked what are the wishes, desires or interests of the CDA now to pursue this. There is approximately \$34K in the CDA fund that staff can request from Council to use for some of the E. Wisconsin Ave area. Members discussed the E. Wisconsin Ave overlay area plan, creating a vision within the corridor area, building height, Council approval, meet with property owners and exploring UW-Milwaukee Community Design Solutions (CDS) or UW-Madison School of Architecture & Urban Planning (SARUP) for student concepts and designs. Members suggested that staff reach out to the property owners and CDS for site plan, graphic design and market potential.

Motion made by Kowieski to direct staff to re-engage in the E. Wisconsin Ave corridor revitalization and come back to CDA with an approach and envisioning for creating a revitalization for the E. Wisconsin Ave. corridor from City Hall to the City limits; second by Magnus. Motion carried 6-0.

### **Discussion: Role and Authority of the Community Development Authority (CDA)**

Duffy gave a brief history on the role and authority of CDA. He stated with the changes in policy makers there has been questions raised on granting more authority or abolishing the CDA. The memo in the packet has been distributed multiple times throughout the history of the CDA. Duffy stated the reason we are holding a Joint C-O-T-W and CDA meeting to make sure both have unified vision to move forward. He stated staff will continue to implement the City's adopted plans.

### Old Business:

**Update/Discussion: On Business and Development Topics:** Duffy reported that Homebody moved to where Beverly Designs was, The Lounge by Snips moved to the Ambiance building and Fresh Baked moved to where Homebody was. He stated a new group invested in the old Color Center building. It's called the Harbour House. There is a lot of interest and activity in the downtown. The commitment of Sendik's has helped fuel Olympia Fields with Panera, medical building and a

financial institution. Duffy stated there are three outlots that don't have a Letter of Intent. There will be some movement in the complex where Sendik's is. He stated the infrastructure should be put in place within the next 10 days and once this is complete and the HWY 67 work is done then the Pabst Road intersection will be shutdown completely to construct the roundabout which should be completed by October 15, 2022. Duffy stated there will be some movement to the lands to the west by the end of the year. Kowieski stated the intersection of Silver Lake St. and Summit Ave. will be getting a left turn signal. Duffy stated the joint meeting tonight is pretty important to be seen by both C-O-T-W and CDA because both committees have the redevelopment plan along with TIF District and planning. Kowieski suggested using TIF funds for a parking structure. Duffy stated this would have to be revisited by the City Council.

**Comments from CDA Members:** None.

Motion by Kowieski to adjourn; second by Moomey. Motion carried 6-0. The meeting adjourned at 5:22 PM.

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Tina Wallace, Deputy City Clerk