



**CITY OF DELAFIELD
MEETING MINUTES
ECONOMIC DEVELOPMENT FOCUS GROUP**

Members: Ald Jackie Valde, Plan Commissioner Bob Weiler, Jonathan Kemman, John Siepmann, Gerry Holton, Ken Beckman, David Simon, Scott Krienke, Craig Reinders

Tuesday, April 27, 2021

6:30 PM

City Hall, Council Chambers
500 Genesee St.

Regular Meeting

1. Call to Order

2. Roll Call

All members were present, except that Bob Weiler was available by Zoom meeting. Tom Hafner, City Administrator; Amy Barrows, City Planner; and Darren Fortney, SEH Planner were also present to facilitate the meeting.

3. Member Introductions

Each member provided some background information about themselves, including how long they have lived in the city or how they are associated with economic development and their interest related to the project.

4. Expectations & Rules of Participation

This agenda item was tabled to the next meeting.

5. Summary of Project

Ms. Barrows provided a brief background of the project and requested that the group review the website materials. The focus group agreed that the website should be used for the distribution of materials.

6. SWOT Analysis

A SWOT Analysis was conducted. The results are listed below. The results will also be summarized as part of a separate document.

A. Strengths

- 1) Vibrant downtown, quality of restaurants, proximity to freeway
- 2) Outdoor activity, lakes, parks
- 3) Charming downtown, Convenient shopping, access, Lake Nag
- 4) Vibrant downtown, natural resources, trails, parks, small town charm
- 5) Schools, Lake Nag, access to Lapham Peak, quiet, safe
- 6) Easy access to 94, lots of land, restaurants, shopping, and bigger box shopping just down road, Lapham Peak
- 7) Access, don't have to drive to restaurants, pastoral feel, vibrant downtown, walkability, paths, nature, charming place to live.

- 8) Location, I-94, easy on and off, Lapham Peak, quality of life, lake, walkability, restaurants, unique, hills, character, peace and quiet, plan for City is well thought out with big boxes on Hwy 83.
- 9) Street festivals
- 10) Nice developments & improvements in city
 - a. Fish Hatchery building
 - b. Cushing park
 - c. Veterans walk
 - d. Original Lang/Hendricks properties set the tone and standard.
 - e. Micro business developments that support each other.
 - f. Condo building with wine shop. Adds more shops and restaurants on a smaller scale.
 - g. Bark River improvement area, cleaning out brush really improved area.

B. Weaknesses

- 11) Vacant properties, need bike trails improved and connected, lack of restaurants and diversity of restaurants.
- 12) Former wine place and former BP by Hwy 83 needs redeveloping
- 13) Integrate river improvements into downtown like Pewaukee.
- 14) Perkins
- 15) Old liquor store/bakery building needs redeveloped
- 16) No yard waste pick-up, hence need to burn.
- 17) More purposeful tree plantings, parking by Be Fitness can be a problem
- 18) People take downtown for granted. More entry level housing for younger families. Missing town square. No central place to congregate. Both sides of City Hall are prime for redevelopment. St Johns property. Parking lot in front of condo building is a big mistake. Farms around Rustic Inn present opportunities.
- 19) Need missing middle housing. Zero lot line, townhomes, etc. Huge need for this. Lots of employment opportunities however no middle housing.
- 20) Post Office has best views in city of river and lake. Redevelop.
- 21) Good mixed-use properties in City. Mixed use, retail, residential of varying densities, senior living, ways to keep people in downtown longer.
- 22) Water access to downtown could be better. Value of city is festivals, livability, etc. Town square opportunity. City creates fertile environment for development. Public private partnerships needed.
- 23) Park by Oakwood Ave (Oakwood Park). Park is vacant. Enhance or use land in more productive way.

C. Opportunities

- 1) Bring in business and employers that hire more employees.
- 2) More voices for stakeholders. Have opportunities for more piers and access. More inclusion in decisions being made by City.
- 3) Housing is generally not available in City. Very little inventory. Need more single-family homes as there are not that many.
- 4) Entry level condos make sense for City. More integration of lake into downtown.
- 5) Community center/band shell/beer garden. Oconomowoc has one and people love it.
- 6) Best way to see private property developed is to lay out expectations by City and let private market invest. Create environment for private funds to enter market.

- 7) Employers and size of businesses are small. Larger users around 10,000 sq ft or more so people come and work. City should provide incentives to help development. See weakness list. Those can be opportunities.
- 8) City services should equal density. Density tolerance is different for each of us. There is a reason why much of the land in the City is not developed. Cost of development is very high, even cost prohibited at times. Barriers to entry. Ordinances and land use plans need to tell developers what they want; therefore the City will get what they want. Use the tools you have. TIF opportunities are huge.
- 9) St Johns/Hendricks situation is most critical issue for City. Huge opportunity.
- 10) Need to attract more businesses and job creators.

D. Threats

- 1) Sustainability of environment.
- 2) Don't want condos and apartments to dominate City.
- 3) How does City deal with tensions within City on development.
- 4) Don't want more apartment buildings in Delafield. Want commercial development competition in City. Lange to Steiner to Hendricks. Want other developers.
- 5) Traffic can be a problem locally and surrounding areas. Need infrastructure planning.
- 6) Affordable housing. What is the definition? Can't have 125K houses any more.
- 7) Development and construction costs are a challenge.
- 8) Need for municipal water.
- 9) Oconomowoc, Pewaukee, Hartland, etc. have vibrant downtowns.
- 10) Parking, however if you have parking issues, that is likely a good thing.
- 11) \$500K for new home, small lot home in Pabst Farms.
- 12) Interest rates will be heading up soon so cost of purchase/building will also be going up.
- 13) Housing for up and coming 30-year-olds is missing. We are becoming an aging City. Young people can put roots down in our community.
- 14) Millennials are coming. Biggest group is coming. Need to prepare.
- 15) What are the other communities doing to get by financially? Mostly no services and no staff. Delafield has amenities and services. 2011-2017 Delafield was doing well. 2017 added two new police officers and change in state law room tax. \$150,000 hit in revenue matched with \$250,000 in expenses.

7. Visual Preference Survey

A Visual Preference Survey was conducted. The results will be provided as part of a separate document.

8. City of Delafield Map Exercise

The focus group identified specific properties that should be considered for land use amendment consideration. These maps are included in the materials for the May 25th meeting.

9. Select a Chairperson

Mr. Siepmann was nominated as the Chairperson and the group unanimously approved the nomination.

10. Action Steps for Next Meeting

Collection of data and survey results will likely be available for the next meeting.

11. Public Comments

There were two members of the public that thanked the focus group for their efforts.

12. Adjournment

The meeting was adjourned at 9:15 pm

Respectfully Submitted,

Amy Barrows
City Planner