



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

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

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Tuesday, June 15, 2021

6:30 P.M.

City Hall, Council Chambers  
500 Genesee St.

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**Regular Meeting**

**1. Call to Order**

The meeting was called to order at 6:31 PM.

**2. Roll Call**

**Committee Members Present:**

*Ald. Jackie Valde  
John Siepmannn  
David Simon*

*Plan Commission Bob Weiler  
Gerry Holton  
Scott Krienke*

*Jonathan Kemmem  
Ken Beckman  
Craig Reinders*

**Also Present:**

*Amy Barrows, City Planner  
Tom Hafner, City Administrator/Director of Public Works  
Dan Botich, Senior Economic Developer, SEH (via video conference call)  
Cassy Rivers, City Administrative Support*

**3. Approve Minutes from June 8, 2021**

None available

**4. Public Comments**

Lynda Holton 485 Lillian Ct – Commented that she loves our downtown and shops there all the time. Would like to consider a uniform standard for business operating hours. She indicated most of the businesses close at 5:00pm, limiting shopping. She feels that people that come to restaurants in the evening would visit the shops if they were open. Brought up possibly Thursday, Friday and Saturday having extended hours, especially during peak season. She also commented on infrastructure. She stated we do not have city water to supply high density. She is concerned about water/sewer density and parking. She stated most of the people who frequent restaurants use up the parking. She feels changing the infrastructure would be a considerable expense for the city.

Ralph Gerber 3707 Campbell Trace - Commented about relooking at Morris and CELA properties in the NE quadrant of the city. He feels the group doesn't understand the neighborhood make up and he would like the group to take a closer look. He stated the eastern side of Campbell Trace (which is the Village of Hartland) has a steep grade it is unbuildable. The western side of Campbell Trace has 11 residential properties. A great portion between the farm fields and Campbell trace is residential. He spoke against any commercial development and stated it was his belief (along with his neighbors) that area would always stay residential.

**5. Summary of Cost of Community Services Study**

Barrows stated the final report is not available, however Dan Botich who is managing the report was available to discuss via a Teams meeting.

Botich gave an overview of Cost of Community Services report based off 2021 City of Delafield budget. Botich explained SEH took approach developed by AFT (American Farmers Trust) and modified it to apply tax and user fee revenues to determine a more accurate COCS of a land use classification to a tax unit.

The video is available on YouTube <https://www.youtube.com/watch?v=XWPv-mgl9BA&t=4462s>

The report will be provided as a separate document upon completion.

## 6. Brief Review of Downtown Development Plan 1993

Barrows briefly went over the Downtown Development Plan from 1993:

### A. Goals and objectives:

- Preserve the original architectural character and integrity of the Downtown area.
- Maintain the integrity of the single-family neighborhoods surrounding Downtown.
- Control the type of growth at I-94/Hwy C. Specific concerns related to appearance, traffic safety and stormwater drainage.
- Preserve the residential corridor of Genesee Street between the interchange and downtown.
- Maintain the efficiency of Genesee Street and Main St as arterials to downtown.
- Provide sites suitable for multifamily development and identify areas where high density use can be created without congestion.
- Promote use of the Bark River Parkway and the southwest area of Lake Nagawicka for recreational use to include St. John's.
- Provide greater orientation of the Downtown area towards the lake – downtown is facing away from the lake.
- Promote limited transit tie-up boat docking at the pond bulkhead with a walking trail with access to Downtown.

### B. Land use recommendations

- Potential of St. Johns near the river to include townhouses or medium density multi-family development. Access to this area should be provided off Exeter Street.
- Design St. John's as a planned use development.
- Preserve areas zoned single family and lake residential should not be zoned at higher density except as a PUD requiring more efficient use and attractive development

### C. Transportation Recommendations

- Traffic recommendations.
- Architectural recommendations.
- Street scape improvements.
- Parking improvements.

## 7. Deeper Dive on Mapping Exercise (maps 3 & 4)

Barrows distributed and discussed zoning district table. Refer to City of Delafield Economic Development Focus Group website: <https://www.delafielgrowth.com>

Committee members were encouraged to keep zoning map for reference in recommending a certain zoning district or creating new districts moving forward.

Discussion about downtown - Barrows stated most of the stickers related to pier slips, exploring options for boats, river walks and downtown access. Barrows stated any recommendations would require quite a bit of analysis and research. She will be putting a line item in as it came up in the survey, however this is not the group to explore details. Barrows stated this could be discussed at the next meeting with formal voting.

Discussion about one sticker south of City Hall – multi-tenant complex -promote mixed use – potential redevelopment for this site. Currently this is in the CBD2 district which is in a transitional zone that allows business and multifamily units. CBD2 floor area ratio compared to building footprint was discussed. Discussion about extending or creating new zoning with regards to height and setback requirements.

Discussion about area on Genesee Street next to cemetery (area between I-94 and downtown district) – mainly the two southern most properties across from Cushing School. Barrows indicated she is getting many calls to redevelop it for commercial use or small-scale professional offices. Discussion about whether to change zoning to allow it to be commercial. No further discussion or recommendations.

Discussion about area near City Hall which is CBD2 rezoning to CBD1. Barrows discussed difference in setbacks and height and also recommend taking out the floor area ratio and going to a building footprint. Barrows stated she would create options for this transitional area for the group to discuss at final meeting.

Discussion about area North of Division Street, going East, current both CBD2 and R4 - making it higher density -possibly getting rid of the floor area ratio changing to footprint ratio. Parking “awareness issue” was talked about and signage, however Barrows stated that would be a whole new study.

Discussion about area West of Genesee Street, near Kurt’s Steakhouse - leaving it at its current zoning. No further discussion.

Discussion about St. John’s property and possible redevelopment with higher density in SE and lower density or green space along the West.

## **8. Action Steps for Next Meeting (July 20, 2021, 6:30pm – 9:30pm)**

Barrows indicated she would come up with potential recommendations with specific language ahead of the meeting. Next meeting will continue discussion about St John’s and move onto recommendations with the rest of the city

## **9. Adjournment**

*Motion by Holton seconded by Valde, to adjourn the meeting at 9:35 PM. Motion carried.*

Respectfully Submitted,

Cassy Rivers  
Administrative Support