



**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*

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Tuesday, July 20, 2021

5:00 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 5:00pm.

**2. Roll Call**

**Committee Members Present:**

*Ald. Jackie Valde*

*John Siepmann*

*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*

*Kent Attwell, Mayor*

*Mike Henry, Intern/Hendricks Commercial Properties*

*Cassy Rivers, City Administrative Support*

**3. Approve Minutes from [June 8, 2021](#) & [June 15, 2021](#)**

*Motion by Simon, seconded by Reinders, to approve the minutes of the June 8, 2021 and June 15, 2021 meetings as presented. Motion carried.*

**4. Public Comments**

None

**5. Presentation from Hendricks Commercial Properties/Delafield CRE Market Statistics**

Mike Henry, Intern at Hendricks Commercial Properties – Presentation on commercial real estate assets in high demand.

The video is available on YouTube <https://www.youtube.com/watch?v=g2P7k1E4CPU&t=511s>

**6. Deeper Dive on Mapping Exercise & Final Recommendations**

Refer to Proposed Land Use Recommendations which includes maps and detailed property recommendations: [https://static1.squarespace.com/static/605a1ab06d82191cbcc4d64c/t/60f044bec57e07264c24f89d/1626358978035/All+Recommendations+Combined\\_7\\_15\\_21.pdf](https://static1.squarespace.com/static/605a1ab06d82191cbcc4d64c/t/60f044bec57e07264c24f89d/1626358978035/All+Recommendations+Combined_7_15_21.pdf)

## **A. St. John's Military Academy/Hendricks Property Recommendations**

- 1. Initial Recommendations from DOT Exercise:** Keep north and west part of land adjacent to subdivisions as RE-1, add multi-family to east and utilize south side as part of downtown development; expand downtown; condominiums; residential; & higher density housing.
- 2. Initial Recommendations from Focus Group Discussion:** Group agreed that higher density residential and condominium style development would be appropriate to east and south and that development should transition to lower density adjacent to subdivisions to west and north.
- 3. Possible Final Recommendations for Focus Group Consideration:**
  - a. Option A:** Transition from high-density to low-density residential (see Map 1 for St. Johns). Group may want to consider form of desired ownership (owner-occupied vs rental).
  - b. Option B:** Hybrid or variable option to Option A as generally shown on map 2 (see Map 2 – St John's). May want to consider higher density to the west, such as R-3 (20,000 sq. ft. lot size) and require a conservation subdivision with a 100-200 ft. vegetative buffer from west and north instead of requiring 1-acre density and consider extending the high density residential (R-6) to the west along the southern corridor to maximize the use along the Bark River.
  - c. Option C:** Do nothing

Discussion: Significant discussion ensued regarding the western acreage. Most of the discussion revolved around understanding how a conservation subdivision is reviewed related to density and lot sizes.

*Motion by Simon, seconded by Krienke to approve Map 2 – conservation subdivision West of Kemper and north of the high density residential (red on map) with a vegetative buffer on the far west side with variable widths, (20,000 sq. ft. density includes acreage of blue and green areas on map) – for which the city should reconsider zoning code to allow single family only (no duplexes), high density residential to the north and south (red areas on map) with exception of post office changed to CBD1. Conservation subdivision area could include smaller than ½ acre lots, which would require a text amendment. Motion carried with Beckman abstaining.*

## **B. Gehl Farmland Investments**

- 1. Initial Recommendation from DOT Exercise:** Condominiums, business park
- 2. Initial Recommendation from Focus Group Discussion:** Propose no change, leave as agriculture.
- 3. Possible Final Recommendations for Focus Group Consideration:**
  - a. Option A:** No Change
  - b. Option B:** Match surrounding land uses, encourage PUD (2-acre)

*Motion by Beckman, seconded by Holton to approve Option A -no change, leave as agriculture. Valde and Reinders oppose in favor of Option B. Motion carried.*

## **C. Bradley A. Binkowski Properties**

- 1. Initial Recommendations from DOT Exercise:** Business
- 2. Initial Recommendations from Focus Group Discussion:** High Density residential, consideration was given to owner-occupied units and apartments, bulk of structure not a concern because of location and lack of visibility.

**3. Possible Final Recommendations for Focus Group Consideration:**

- a. **Option A:** High Density Residential (> 4 units/acre)
- b. **Option B:** Medium Density Residential (up to 4 units/acre)
- c. **Option C:** Match surrounding land use to south and east, encourage PUD (2-acre)
- d. **Option D:** Do nothing – property remains agricultural with opportunity to develop 3-acre lots

Discussion: Costs related to development will be very high in order to extend sewer. High density may be a little too intense for this transitional area where adjacent lots are larger. There may only be one access point depending on available access. In the future, it may be appropriate for the city to consider higher density on the far west side of Hawthorn Farms as well, otherwise there will be a few larger lots over a lot of acreage leading to an area with up to 4 units/acre (Hawthorn Farms not part of the motion). Group felt that form of ownership was not relevant to the discussion at this level. Ownership can be reviewed at time of development.

*Motion by Reinders, seconded by Holton to approve Option B – Medium Density Residential. Motion carried.*

**D. Morris and CELA Holdings, LLC Properties (north of river), including adjacent properties along HWY 83**

- 1. **Initial Recommendations from DOT Exercise:** Commercial, industrial, light industrial, business/office park
- 2. **Initial Recommendations from Focus Group Discussion:** Potential commercial and/or higher density residential, which may include condominium style development near HWY 83, commercial/light industrial north toward railroad tracks, and lower density residential toward west and south
- 3. **Possible Final Recommendations for Focus Group Consideration:**
  - a. **Option A:** Maximize business opportunity/transition to residential, see map in meeting packet
  - b. **Option B:** Hybrid or variable option to Option A, such as including high-density residential in designated commercial area on map. B-6 would likely be the most appropriate Zoning District for this area
  - c. **Option C:** Maintain Rural Residential Environment (2-acre)
  - d. **Option D:** Do nothing – a majority of the property remains agricultural @ 35 acre per unit density

Discussion: Northern acreage ideal for industrial because so flat. Some steep topography that will need to be considered at time of development. Appropriate area of city to increase commercial/industrial area. If residential allowed on east side, may lose opportunity to increase the commercial/industrial area. Ensure protections for existing residential areas. It should be noted that east side of STH 83 has commercial park next to residential.

*Motion by Holton, seconded by Krienke to approve Option A – Maximize business opportunity/transition to residential with appropriate buffer zone, rather than 50 ft. Motion carried.*

**E. CELA Holdings, LLC (south of river) and Lake Country Land, LLC, including adjacent properties along HWY 83**

- 1. **Initial Recommendations from DOT Exercise:** Medium density conservation subdivision/commercial industrial/high density residential & institutional

**2. Initial Recommendations from Focus Group Discussion:** High density residential, senior living, and/or commercial on east side that transitions into residential conservation subdivision west of church

**3. Possible Final Recommendations for Focus Group Consideration:**

a. **Option A:** Maximize business opportunity/transition to residential (see map in meeting packet)

b. **Option B:** Hybrid or variable option to Option A (see packet recommendations for details)

c. **Option C:** Maintain Rural Residential Environment (2-acre)

d. **Option D:** Do nothing – A portion of the property remains agricultural @ 35 acre per unit density

Discussion: 2-acre residential may be too low of density for an area served by sewer and water. The group discussed that the removal of 2 acres meant that the yellow area on the map would extend to the west lot line-transition to 1-acre on the far west side.

*Motion by Reinders, seconded by Valde to approve Option A – removing 2 acres, with minimum appropriate buffer zone, rather than 50 ft. Siepmann abstained as he is owner of DELC0756997, Lake Country Land, LLC. Motion carried.*

**F. Joes Legacy Farm, JAG II & Nagawicka View Dairy Inc., including adjacent properties along STH 83**

**1. Initial Recommendation from DOT Exercise:** Office, Medium-Density Residential

**2. Initial Recommendations from Focus Group Discussion:** Residential only with variable density depending on adjacent uses, match Delafield density adjacent to existing development on east side.

**3. Possible Final Recommendations for Focus Group Consideration:**

a. **Option A:** Transition from medium-density residential (up to 4 acres/unit) to low-density residential (1-acre)

b. **Option B:** Match surrounding land uses/zoning (2-acre west side, encourage PUD & 1-acre east side)

c. **Option C:** Do nothing – property remains agricultural with opportunity to develop 3-acre lots on west side and east side remain as medium density

Discussion: Hafner stated the City would expect water to be carried to Joes Legacy Farm property. Limitations on east side subject to settlement agreement (limited to residential uses). Surrounding lots to west are large, but buffered with woods (PEC) and significant elevation change. Could have townhomes on north side with beautiful views. Group favored higher density on north side of Nagawicka Road and lower density on south side. Perhaps acreage on south side could be used to benefit development on north side if lots are developed together. A traffic light may be required at intersection, determined at time of development. Could be very expensive to extend services to western property on north and south sides of Nagawicka Road. Therefore, may need higher density in order to make development feasible. However, the higher density (4 units/acre) wouldn't align with adjacent uses.

*Motion by Valde, seconded by Krienke to approve Option A – Transition from medium density residential to low density residential with the inclusion of the existing farmstead on the west side of STH 83. Holton opposed. Motion carried. Note: Opposition was related to variable discussion on western parcels, which may warrant leaving it unchanged.*

### G. Cedar Square, LLC Property

Barrows stated the developer is proposing multi-family (higher-end apartments). Barrows recommends B6 zoning, which would match the zoning to the south, and allow commercial by-right and condominiums or apartments through a PUD.

*Motion by Valde, seconded by Weiler to change zoning to B6. Motion carried.*

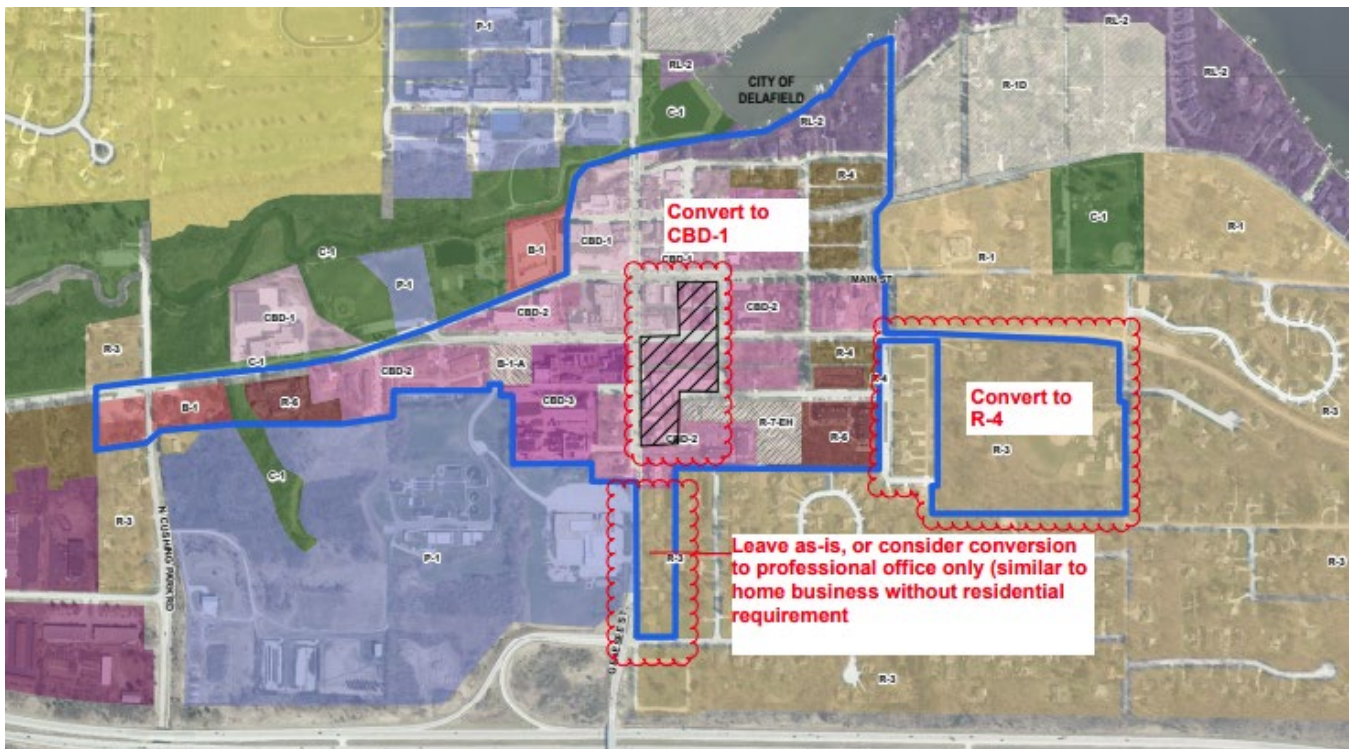
### H. Rock River Property Holdings, LLC (SE corner of CTH C & I-94)

1. **Initial Recommendations from DOT Exercise:** Medical office, commercial/office, mixed use, and office with connection to downtown.
2. **Initial Recommendations from Focus Group Discussion:** Leave the land use plan and zoning as-is but ensure that senior living can be accommodated as an accessory use to a medical center and potentially allow residential housing for visitors of medical patients.
3. **Possible Final Recommendations for Focus Group Consideration:**
  - a. **Option A:** Provide for commercial and limited residential associated with a medical complex
  - b. **Option B:** Hybrid of Option A: Allow additional residential (visitors of medical patients)/consider small-scale hotel
  - c. **Option C:** Do nothing – maximize business park community

Discussion: Sewer and water would need to be extended and will be expensive.

*Motion by Holton, seconded by Valde to approve Option A – Provide for commercial and limited residential with a medical complete. Motion carried.*

### I. Downtown Recommendations:



**1. Area labeled Convert to CBD-1 (currently CBD-2)**

Barrows stated that properties on south end do not currently comply with CBD-2 standards.

*Motion by Valde, seconded by Simon to change CBD-2 to CBD-1. Motion carried.*

Barrows recommended modifying text of CBD-2 to require a 50% building footprint and controlling the height instead of floor area ratio.

*Motion by Beckman, seconded by Simon to approve modification of CBD-2 language. Motion carried.*

**2. Area labeled Convert to R-4 (currently R-3)**

Barrows explained the red bubble area outside of the blue lines was made to include the single-family portion of Delafield Woods. She also stated they have a developer interested in this area and R-4 would fit their proposal. Change would fit well with properties to west.

*Motion by Reinders, seconded by Weiler to convert R-3 to R-4. Motion carried.*

**3. Area labeled Leave as-is, or consider conversation to professional office only**

Barrows recommended a new zoning district specific to this area similar to home business without residential requirement.

*Motion by Beckman, seconded by Krienke to approve Barrows' recommendation with creating a new zoning district. Motion carried. Motion by Beckman, seconded by Valde to change zoning of the cemetery from R-3 to P-1. Motion carried*

**7. Determine process for approving meeting minutes from July 20, 2021 Meeting**

Barrows read off proposed mission statement that will be part of the final report:

“Identify opportunities for responsible and sustainable economic growth without losing the community’s charming and quaint character as a key tool to balancing the City of Delafield’s budget long-term and ensure the city can continue to be an attractive place to live, work and play.”

Focus Group approved the mission statement

Barrows thanked the committee and stated this had been a very productive project and commended Chairperson Siepmann for his work.

Barrows will email draft minutes to the committee for final approval.

**8. Determine process for sharing and providing input on Final Report to be prepared by Amy Barrows, SEH**

Barrows stated she will prepare a report and share with this committee. If anyone has concerns regarding the report, she will share with City Administrator Hafner and Mayor Attwell, and if anything significant needs to be revised, a future meeting could be set. Barrows also stated this report will be presented to the Common Council and Plan Commission and encouraged the committee members to attend those future meetings.

## **9. Feedback**

Mayor Attwell thanked everyone on the committee for their time and input.

## **10. Adjournment**

The meeting was adjourned at 7:39pm.

Respectfully Submitted,

Cassy Rivers  
Administrative Support