



Whitewater CDA – Board of Directors  
Wednesday November 20, 2013  
5:00 PM  
Room 105  
Innovation Center  
1221 Innovation Drive  
Whitewater, WI 53190

- 
1. **Call to order and roll call.**
  2. **HEARING OF CITIZEN COMMENTS.** *No formal CDA Action will be taken during this meeting although issues raised may become a part of a future agenda. Items on the agenda may not be discussed at this time.*
  3. **Approval of agenda**
  4. **Approval of Minutes**
    - a. **October 23, 2013**
  5. **Acceptance of Financial Statements**
    - a. **October, 2013**
  6. **Presentation by Wisconsin Housing and Economic Development Authority regarding New Market Tax Credits (Members of the City Council, Plan Commission and Technology Park Board have been invited to attend the meeting)**
  7. **Adjourn into closed session per Wisconsin State Statutes 19.85(1)(e) "Deliberating or negotiating the purchase of public property, the investing of public funds, or conducting other specified public business , whenever competitive or bargaining reasons require a closed session".**
    - a. Consideration of awarding a Capital Catalyst Fund grant request for a manufacturing company to be located in the City of Whitewater. (Application 2013-5)
    - b. Consideration of a Capital Catalyst Fund loan/equity/royalty request for a manufacturing company to be located in the City of Whitewater. (Application 2013-5)
    - c. Consideration of a Capital Catalyst Fund loan/equity/royalty request for a manufacturing company to be located in the City of Whitewater. (Application 2013-6)
    - d. Consideration of a CDBG RLF loan request for a manufacturing company located in the City of Whitewater.
    - e. Update on negotiations with potential retail opportunities to be located in the City of Whitewater.
    - f. Update on negotiations with potential housing opportunities to be located in the City of Whitewater.
  8. **Return to open session for possible action on closed session items.**
  9. **Consideration and discussion of start-up program for potential innovation projects. Andrew Hoeft to present information on the topic.**
  10. **Consideration and discussion of the establishment of a corporation to assist with equity investments under the Capital Catalyst Fund.**
  11. **Consideration and authorization to request a zoning ordinance amendment regarding directional signs in the B1 and B2 zoning districts.**
  12. **Future agenda referrals.**
  13. **Adjourn**

**Whitewater Community Development Authority  
Meeting Minutes  
October 23<sup>rd</sup>, 2013**

**1. Call to Order**

The meeting was called to order by Chairman Jeff Knight at 5:00pm. The meeting was held in Room 105, Innovation Center, 1221 Innovation Drive, Whitewater, WI 53190.

Present: Allen, Henry (5:29pm), Kachel (5:10pm), Knight, Meyer, Singer (5:19pm), Winship  
Absent: None

Also: Patrick Cannon, Cameron Clapper, Anna Schwarz, Mitchell Simon; Esquire

**2. Hearing of Citizen Comments**

None

**3. Approval of Agenda**

- a. Move to Move items 8-10 to after items 11 & 12 and approve Agenda as amended by Meyer, 2<sup>nd</sup> by Allen
  - i. All Via Voice Vote-Motion Passes

**4. Approval of Minutes**

- a. **October 2, 2013**
  - i. Move to Approve the Minutes by Allen, 2<sup>nd</sup> by Winship
    1. All Via Voice Vote- Motion Passes

**5. Acceptance of Financial Statements**

- a. **August 2013**
- b. **September 2013**
  - i. Move to Approve the Financial Statements as Presented by Winship, 2<sup>nd</sup> by Meyer
    1. All Via Voice Vote- Motion Passes

**6. Consideration and discussion of Technology Park Board Code of Ethics**

- a. The Chair noted that for the past several meetings, the Technology Park Board has discussed the adoption of a Code of Ethics for the members of that Board. Under the current composition of the Technology Park Board, the Chair of the CDA is a seated voting member of the Board. Members of the Technology Park Board have voiced concerns over the apparent limitations that would be placed on members if the Code of Ethics were to be adopted by the Technology Park Board.

The proposed Code of Ethics would require that members who have either a personal or professional conflict, to recues themselves from participation in the discussion or vote on the matter.

CDA staff members also expressed their opinion that the proposed Code of Ethics would virtually eliminate most members from service on the Technology Park Board. This would include not only the CDA member but everyone involved from the University.

CDA Attorney Mitch Simon was asked to review the proposed Code of Ethics and to attend the CDA meeting. In his opinion, the proposed Code of Ethics would not accomplish desired results. He felt that as proposed, members would be forced to recues themselves on a regular basis. In addition, the Non Disclosure Agreement that was presented also served to restrict involvement.

After considerable discussion, a motion was made to direct Staff to return with a draft of the new corporation initiative to the next CDA Board of Directors meeting by Singer, 2<sup>nd</sup> by Meyer

- i. All Via Voice Vote-Motion Passes

**9. Consideration and discussion of TIF Project Plans**

- a. **TIF 5**
- b. **TIF 6**
- c. **TIF 7**
- d. **TIF 8**

1. The Board discussed the various TIF Project Plans, while no formal action was taken, this topic will be revisited at future meetings. Staff was directed to continue to research the details behind the projected costs.

**10. Consideration and discussion of the 2014 budget and strategic goals**

Staff presented the draft 2014 Operating Budget for the CDA. The budget showed a slight increase in the marketing expenditures. Staff also asked about the transfer of funds from TIF 6 to the CDA for operational purposes.

A motion was made to approve the 2014 budget as presented with the understanding that if the additional increment from TIF 6 comes in the "Marketing" line item will be increased to \$30,000 and the rest will be used to reduce the UDAG contribution by Knight, 2<sup>nd</sup> by Meyer

- i. Roll Call Vote-Motion Passes

1. Aye: Allen, Henry, Kachel, Knight, Meyer, Singer, Winship

2. Nay: None

**13. Future agenda referrals**

- a. Speaker from WHEDA to present on New Market Tax Credits at November CDA Board of Directors Meeting, we will invite additional stakeholders to attend.

**14. Adjourn**

- a. Move to Adjourn by Kachel, 2<sup>nd</sup> by Winship
- b. All Via Voice Vote- Motion Passes, Meeting Adjourned at 7:18pm

*The minutes were reviewed and approved by the CDA at its meeting on:*

*Jeff Knight  
Chairman*

*Anna Schwarz  
Recorder*

**CITY OF WHITEWATER**  
**REVENUES WITH COMPARISON TO BUDGET**  
**FOR THE 10 MONTHS ENDING OCTOBER 31, 2013**

**CDA FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MISCELLANEOUS REVENUE</u>					
900-48100-56 INTEREST INCOME	7.94	93.43	25.00	( 68.43)	373.7
900-48600-56 MISC INCOME	.00	106.22	.00	( 106.22)	.0
<b>TOTAL MISCELLANEOUS REVENUE</b>	<b>7.94</b>	<b>199.65</b>	<b>25.00</b>	<b>( 174.65)</b>	<b>798.6</b>
<u>OTHER FINANCING SOURCES</u>					
900-49264-56 TRANSFER-FD 910-CDA PROGRAMS	.00	.00	42,668.00	42,668.00	.0
900-49290-56 CITY TRANSFER INCOME	.00	45,000.00	61,803.00	16,803.00	72.8
900-49300-56 FUND BALANCE APPLIED	.00	.00	25,000.00	25,000.00	.0
<b>TOTAL OTHER FINANCING SOURCES</b>	<b>.00</b>	<b>45,000.00</b>	<b>129,471.00</b>	<b>84,471.00</b>	<b>34.8</b>
<b>TOTAL FUND REVENUE</b>	<b>7.94</b>	<b>45,199.65</b>	<b>129,496.00</b>	<b>84,296.35</b>	<b>34.9</b>

**CITY OF WHITEWATER**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 10 MONTHS ENDING OCTOBER 31, 2013**

**CDA FUND**

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>CDA</u>					
900-56500-115	365.00	4,167.30	12,480.00	8,312.70	33.4
900-56500-151	28.90	633.62	986.00	352.38	64.3
900-56500-158	.00	.00	5,000.00	5,000.00	.0
900-56500-210	.00	28.80	1,500.00	1,471.20	1.9
900-56500-211	7,272.50	50,043.02	71,400.00	21,356.98	70.1
900-56500-212	.00	1,850.00	5,000.00	3,150.00	37.0
900-56500-219	.00	550.00	1,000.00	450.00	55.0
900-56500-223	.00	8,925.00	20,000.00	11,075.00	44.6
900-56500-224	.00	6,137.00	5,755.00	( 382.00)	106.6
900-56500-225	.14	1.76	850.00	848.24	.2
900-56500-310	101.38	192.86	800.00	607.14	24.1
900-56500-311	.00	151.63	650.00	498.37	23.3
900-56500-320	.00	345.00	800.00	455.00	43.1
900-56500-321	109.00	109.00	275.00	166.00	39.6
900-56500-330	.00	.00	2,000.00	2,000.00	.0
900-56500-341	.00	275.00	1,000.00	725.00	27.5
<b>TOTAL CDA</b>	<b>7,876.92</b>	<b>73,409.99</b>	<b>129,496.00</b>	<b>56,086.01</b>	<b>56.7</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>7,876.92</b>	<b>73,409.99</b>	<b>129,496.00</b>	<b>56,086.01</b>	<b>56.7</b>
<b>NET REVENUE OVER EXPENDITURES</b>	<b>( 7,868.98)</b>	<b>( 28,210.34)</b>	<b>.00</b>	<b>28,210.34</b>	<b>.0</b>

**CITY OF WHITEWATER  
BALANCE SHEET  
OCTOBER 31, 2013**

**CDA PROGRAMS FUND**

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>LIABILITIES</u>				
910-21100 VOUCHERS PAYABLE	545.38	.00 (	545.38)	.00
910-21200 DEPOSITS	900.00	.00 (	900.00)	.00
910-22000 ACCUM DEPREC-BUILDING	121,759.88	.00	.00	121,759.88
<b>TOTAL LIABILITIES</b>	<b>123,205.26</b>	<b>.00 (</b>	<b>1,445.38)</b>	<b>121,759.88</b>
<u>FUND EQUITY</u>				
910-30110 CONTRIBUTED CAPITAL	456,815.37	.00	.00	456,815.37
910-34300 PROPRIETARY CAPITAL	8,559,759.27	.00	.00	8,559,759.27
910-35000 HOUSING LOANS RESERVE	174,316.71	.00	.00	174,316.71
910-35100 ECONOMIC DEV LOANS RESERVE	433,615.17	.00	.00	433,615.17
910-35160 FACADE LOANS RESERVE	29,033.05	.00	.00	29,033.05
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	1,814.90	151,895.60	151,895.60
<b>BALANCE - CURRENT DATE</b>	<b>.00</b>	<b>1,814.90</b>	<b>151,895.60</b>	<b>151,895.60</b>
<b>TOTAL FUND EQUITY</b>	<b>9,653,539.57</b>	<b>1,814.90</b>	<b>151,895.60</b>	<b>9,805,435.17</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>9,776,744.83</b>	<b>1,814.90</b>	<b>150,450.22</b>	<b>9,927,195.05</b>

**CITY OF WHITEWATER  
BALANCE SHEET  
OCTOBER 31, 2013**

**CDA PROGRAMS FUND**

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
910-11101	135,034.44	2,916.77	6,651.62	141,686.06
910-11102	251,662.98	6,361.35	24,397.46	276,060.44
910-11103	278,929.01	5.88	(168,608.85)	110,320.16
910-11104	14,816.59	.79	15.77	14,832.36
910-11105	57,233.99	101.62	(27,516.87)	29,717.12
910-11106	2,698.42	.14	2.85	2,701.27
910-11110	.00	28.49	167,747.09	167,747.09
910-11303	619,010.05	.00	.00	619,010.05
910-11305	25,000.00	.00	.00	25,000.00
910-11310	575,000.00	.00	.00	575,000.00
910-14310	80,704.27	(272.59)	(1,353.93)	79,350.34
910-14331	.00	.00	41,360.00	41,360.00
910-14332	.00	.00	102,500.00	102,500.00
910-14337	9,121.56	(253.35)	(2,741.04)	6,380.52
910-14339	6,084.59	.00	(6,084.59)	.00
910-14340	2,243.91	.00	(2,243.91)	.00
910-14341	2,403.03	(2,403.03)	(2,403.03)	.00
910-14342	9,066.10	(392.69)	(4,248.58)	4,817.52
910-14345	146,325.77	(1,070.98)	(10,590.37)	135,735.40
910-14346	18,673.18	(233.24)	(2,297.82)	16,375.36
910-14347	132,153.98	(2,437.67)	(19,276.14)	112,877.84
910-14348	62,600.00	(436.59)	(3,877.52)	58,722.48
910-14349	.00	.00	34,600.00	34,600.00
910-14350	8,220.00	.00	.00	8,220.00
910-14351	10,203.84	.00	.00	10,203.84
910-14353	18,420.02	.00	.00	18,420.02
910-14356	8,062.00	.00	.00	8,062.00
910-14359	10,818.00	.00	.00	10,818.00
910-14361	11,000.90	.00	.00	11,000.90
910-14363	11,000.00	.00	.00	11,000.00
910-14366	12,504.15	.00	.00	12,504.15
910-14368	15,517.48	.00	.00	15,517.48
910-14371	1,900.00	(100.00)	(1,000.00)	900.00
910-14375	18,422.00	.00	.00	18,422.00
910-14378	34,448.00	.00	.00	34,448.00
910-14379	12,630.00	.00	.00	12,630.00
910-14380	90.00	.00	(90.00)	.00
910-14381	7,595.00	.00	(390.00)	7,205.00
910-14384	38,095.00	.00	(300.00)	37,795.00
910-14385	.00	.00	863.08	863.08
910-14387	60.00	.00	25,455.00	25,515.00
910-14388	60.00	.00	(60.00)	.00
910-14389	60.00	.00	(60.00)	.00
910-14554	750,000.00	.00	.00	750,000.00
910-15208	15,711.04	.00	.00	15,711.04
910-15521	275,171.53	.00	.00	275,171.53
910-15531	6,087,994.00	.00	.00	6,087,994.00
<b>TOTAL ASSETS</b>	<b>9,776,744.83</b>	<b>1,814.90</b>	<b>150,450.22</b>	<b>9,927,195.05</b>

LIABILITIES AND EQUITY

**CITY OF WHITEWATER**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 10 MONTHS ENDING OCTOBER 31, 2013**

**CDA PROGRAMS FUND**

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>CDA PROGRAMS</u>					
910-56500-212 LEGAL/PROFESSIONAL/MARKETING	.00	5,729.00	5,000.00	( 729.00)	114.6
910-56500-295 ADMINISTRATIVE EXPENSE	.00	.25	5,000.00	4,999.75	.0
910-56500-404 HOUSING LOANS	.00	3,143.27	1,000.00	( 2,143.27)	314.3
910-56500-408 RENTAL EXPENSES	.00	275.00	500.00	225.00	55.0
910-56500-450 SEED FUND GRANTS	.00	30,000.00	.00	( 30,000.00)	.0
910-56500-550 TRANSFER-SEED FUND-ASSOC BK	.00	150,000.00	.00	( 150,000.00)	.0
TOTAL CDA PROGRAMS	<u>.00</u>	<u>189,147.52</u>	<u>11,500.00</u>	<u>( 177,647.52)</u>	<u>1644.8</u>
TOTAL FUND EXPENDITURES	<u>.00</u>	<u>189,147.52</u>	<u>11,500.00</u>	<u>( 177,647.52)</u>	<u>1644.8</u>
NET REVENUE OVER EXPENDITURES	<u>1,814.90</u>	<u>151,895.60</u>	<u>.00</u>	<u>( 151,895.60)</u>	<u>.0</u>

**CITY OF WHITEWATER**  
**REVENUES WITH COMPARISON TO BUDGET**  
**FOR THE 10 MONTHS ENDING OCTOBER 31, 2013**

**CDA PROGRAMS FUND**

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>INTERGOVERNMENTAL REVENUE</u>					
910-43530-00 WEDA GRANT-SEED FUND	.00	150 000.00	.00	( 150,000.00)	.0
TOTAL INTERGOVERNMENTAL REVENUE	.00	150,000.00	.00	( 150,000.00)	.0
<u>MISCELLANEOUS REVENUE</u>					
910-48101-00 INTEREST INCOME-BUSINESS DEV	5.88	1 545.15	3,400.00	1 854.85	45.5
910-48102-00 INTEREST INCOME-ECONOMIC DEV	389.64	3 424.54	6,200.00	2 775.46	55.2
910-48103-00 INTEREST INCOME-FACADE	7.57	187.45	700.00	512.55	26.8
910-48104-00 INTEREST INCOME-HOUSING	1.62	44.48	125.00	80.52	35.6
910-48105-00 INTEREST INCOME-ED DEV	.79	15.77	20.00	4.23	78.9
910-48106-00 INTEREST INCOME-MORAIN VIEW	.14	2.85	4.00	1.15	71.3
910-48108-00 INTEREST INCOME-SEED FUND	28.49	247.09	.00	( 247.09)	.0
910-48604-00 RENTAL INCOME-HOWARD ROAD	.00	5 600.00	8,400.00	2 800.00	66.7
910-48605-00 RENTAL INCOME-CROP LEASES	.00	14 790.00	6 090.00	( 8 700.00)	242.9
910-48645-00 LOAN INTEREST-LEARNING DEPOT	265.41	1 336.07	3,240.00	1 903.93	41.2
910-48647-00 LOAN INT-TOPPERS--\$115 659	.00	55.25	103.00	47.75	53.6
910-48648-00 LOAN INT-TOPPERS--\$33 960	.00	23.75	9.00	( 14.75)	263.9
910-48649-00 FACADE LOAN-INT-TOPPERS-15K	96.11	96.11	96.00	( .11)	100.1
910-48651-00 FACADE-INT-WALTON DIST-30K	17.37	262.08	360.00	97.92	72.8
910-48653-00 LOAN INT-RR WALTON-15K-HOTEL	22.90	297.69	392.00	94.31	75.9
910-48658-00 LOAN INT.-960 E. MILWAUKEE LLC	342.03	3 539.73	4,494.00	954.27	78.8
910-48663-00 LOAN INT-BLACK SHEEP-1/20/12	55.36	588.18	697.00	108.82	84.4
910-48664-00 LOAN INT-DR PLASTICS-2/27/12	384.39	3 300.34	4,659.00	1 358.66	70.8
910-48665-00 LOAN INT-BIKewise-\$62 600-4%	197.20	1 826.59	2,409.00	582.41	75.8
910-48680-00 ADMINISTRATION FEE-LOANS	.00	3 860.00	2,000.00	( 1,860.00)	193.0
TOTAL MISCELLANEOUS REVENUE	1,814.90	41,043.12	43,398.00	2,354.88	94.6
<u>OTHER FINANCING SOURCES</u>					
910-49100-00 TRANSFER-TO EST SEED FUND	.00	150 000.00	.00	( 150 000.00)	.0
910-49300-56 FUND BALANCE APPLIED	.00	.00	( 31 898.00)	( 31 898.00)	.0
TOTAL OTHER FINANCING SOURCES	.00	150 000.00	( 31,898.00)	( 181 898.00)	470.3
TOTAL FUND REVENUE	1,814.90	341 043.12	11,500.00	( 329 543.12)	2965.6

CITY OF WHITEWATER  
COMMUNITY DEVELOPMENT AUTHORITY  
INVESTMENT SCHEDULE

FUND	BANK	ORIG DATE	DUE DATE	TERM	AMOUNT	INT RATE	NUMBER	NOTES
Facade Loan	First Citizens	07/24/2012	01/22/2013	182 days	\$26,000.00	0.46%	3307054	Replaces 3306791
Facade Loan	First Citizens	01/22/2013	01/22/2014	365 days	\$25,000.00	0.50%	3308087	Replaces 3307054
TOTAL					\$25,000.00			

General-Investments-Fund 900	Associated			Daily rate	\$25,083.24	0.15%		
SEED FUND-910-UDAG	Associated			Daily rate	\$167,747.09	0.20%		
TOTAL					\$192,830.33			

Business Development	Commercial	12/12/2012	12/19/2013	364 days	\$175,000.00	0.50%	210312	replaces 208802
Business Development	Commercial	08/02/2012	01/13/2013	152 days	\$100,000.00	0.46%	209993	replaces 209646
Business Development	Commercial	02/02/2012	02/06/2013	369 days	\$100,000.00	0.70%	209645	replaces 209638
Business Development	Commercial	02/05/2013	02/05/2014	365 days	\$100,000.00	0.50%	210370	replaces 209645
Business Development	First-Citizens	08/23/2012	02/21/2013	182 days	\$200,000.00	0.45%	3307354	replaces 3307068
Business Development	First Citizens	02/21/2013	02/21/2014	365 days	\$200,000.00	0.45%	3308110	replaces 3307354
Business Development	Commercial	01/31/2013	01/31/2014	364 days	\$100,000.00	0.50%	210373	replaces 209993
TOTAL					\$676,000.00			

Economic Development Loan	First Citizens	11/06/2012	11/06/2013	12 months	\$50,000.00	0.55%	3308022	replaces 3307057
Economic Development Loan	First-Citizens	06/26/2012	06/26/2013	12 months	\$162,400.00	0.60%	3307168	RENEWED
Economic Development Loan	First Citizens	05/25/2013	05/25/2014	12 months	\$152,100.00	0.50%	3308214	RENEWED
Economic Development Loan	Commercial	03/29/2012	03/28/2013	364 days	\$81,910.05	0.65%	209758	replaces 208862
Economic Development Loan	Commercial	03/28/2013	03/27/2014	364 days	\$81,910.05	0.50%	210466	replaces 209758
Economic Development Loan	First Citizens	06/19/2013	06/19/2014	365 days	\$60,000.00	0.45%	3308253	replaces 3308522
Economic Development Loan	First-Citizens	06/19/2012	06/19/2013	365 days	\$60,000.00	0.60%	3306622	replaces 3306622
Economic Development Loan	Commercial	08/02/2012	01/13/2013	182 days	\$100,000.00	0.46%	209994	replaces 209644
Economic Development Loan	Commercial	02/02/2012	02/05/2013	369 days	\$100,000.00	0.70%	209643	replaces 208837
Economic Development Loan	Commercial	02/05/2013	02/05/2014	365 days	\$100,000.00	0.50%	210377	replaces 209643
Economic Development Loan	First-Citizens	10/09/2012	10/09/2013	42 months	\$75,000.00	0.50%	3307498	replaces 3308838
Economic Development Loan	First Citizens	10/09/2013	04/09/2015	18 months	\$75,000.00	0.55%	3308371	replaces 3307408
Economic Development Loan	Commercial	01/31/2013	01/31/2014	364 days	\$100,000.00	0.50%	210372	replaces 208884
TOTAL					\$619,010.05			

TOTALS BY FUND  
 FUND 900 \$25,083.24  
 FUND 910 \$1,386,757.14  
 Total: \$1,411,840.38



Patrick A. Cannon  
Executive Director  
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Whitewater, WI 53190

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WEBSITE: [www.whitewater-wi.gov](http://www.whitewater-wi.gov)

November 14, 2013

Ms. Latisha Birkeland  
Neighborhood Services Director  
City of Whitewater  
312 W. Whitewater St.  
Whitewater, WI 53190

RE: Proposed Zoning Ordinance Change  
19.54.052

Dear Ms. Birkeland:

On behalf of the Whitewater Community Development Authority, I would like to submit the attached application to amend City Ordinance 219.54.052 (Maximum signs sizes and types).

Under the current ordinance, a directional sign in the B1 and B2 district is limited to a total of nine (9) square feet of signage. The current square footage allotment is to be shared by both sides of the sign. The need for a directional sign that can be seen from two sides is then limited to a maximum of four and one half square feet (4.5) per side.

The request is to amend the ordinance to allow for nine (9) square feet of signage on both sides of the directional signs. This will allow for proper signage for vehicles in both directions. The end result will be a better traffic flow through the directional signage.

We hope that your office will support this request. If you have any questions or need any additional information, please let me know.

Sincerely,

Patrick Cannon  
Executive Director

City of Whitewater  
Application for Amendment to Zoning District or Ordinance

**IDENTIFICATION AND INFORMATION ON APPLICANT(S):**

Applicant's Name: Whitewater Community Development Authority

Applicant's Address: 312 West Whitewater St  
Whitewater, WI 53190

Phone # 262 473

Owner of Site, according to current property tax records (as of the date of the application):  
N/A

Street address of property:  
N/A

Legal Description (Name of Subdivision, Block and Lot or other Legal Description):

Agent or Representative assisting in the Application (Engineer, Architect, Attorney, etc.)

Name of Individual: Patrick Cannon

Name of Firm: Whitewater CDA

Office Address: see above

Phone:

Name of Contractor:

Has either the applicant or the owner had any variances issued to them, on any property? ~~YES~~ NO  
If YES, please indicate the type of variance issued and indicate whether conditions have been complied with.

**EXISTING AND PROPOSED USES:**

**Current Zoning District or Ordinance to be Amended:** 19.54.052 Maximum Sign sizes and types

**Proposed Zoning District or Ordinance**

Change of ordinance to allow for directional signs within districts to be 9 square feet per side. Current ordinance only allows for 9 square feet total

Zoning District in which property is located: B1 & B2

Section of City Zoning Ordinance that identifies the proposed land use in the Zoning District in which the property is located: 19.54.052

### PLANS TO ACCOMPANY APPLICATION

Applications for permits shall be accompanied by drawings of the proposed work, drawn to scale, showing, when necessary, floor plans, sections, elevations, structural details, computations and stress diagrams as the building official may require.

### PLOT PLAN

When required by the building official, there shall be submitted a plot plan in a form and size designated by the building official for filing permanently with the permit record, drawn to scale, with all dimension figures, showing accurately the size and exact location of all proposed new construction and the relation to other existing or proposed buildings or structures on the same lot, and other buildings or structures on adjoining property within 15 feet of the property lines. In the case of demolition, the plot plan shall show the buildings or structures to be demolished and the buildings or structures on the same lot that are to remain.

### STANDARDS

STANDARD	APPLICANT'S EXPLANATION
A. The proposed amendment for future structure, addition, alteration or use will meet the minimum standards of this title for the district being proposed;	The proposed amendment will allow for increased visibility for signage to serve as directional informational signs for truck traffic
B. The proposed development will be consistent with the adopted city master plan;	The proposed changes are consistent with City Master Plan
C. The proposed development will be compatible with and preserve the important natural features of the site;	N/A
D. The proposed use will not create a nuisance for neighboring uses, or unduly reduce the values of an adjoining property;	Proposed change will allow for more orderly flow of traffic

STANDARD	APPLICANT'S EXPLANATION
<p>E. The proposed development will not create traffic circulation or parking problems;</p>	<p>Will allow for better traffic flow</p>
<p>F. The mass, volume, architectural features, materials and/or setback of proposed structures, additions or alterations will appear to be compatible with existing buildings in the immediate area;</p>	<p>Will follow Park Covenants</p>
<p>G. Landmark structures on the National Register of Historic Places will be recognized as products of their own time. Alterations which have no historical basis will not be permitted;</p>	<p>N/A</p>
<p>H. The proposed structure, addition or alteration will not substantially reduce the availability of sunlight or solar access on adjoining properties.</p>	<p>N/A</p>

**CONDITIONS**

The City of Whitewater Zoning Ordinance authorizes the Plan Commission to hold a public hearing and make recommendation to the City Council for the proposed changes (Section 19.69).

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

**APPLICATION FEES:**

*Fee for Amendment to Zoning or Ordinance: \$200*

Date Application Fee Received by City \_\_\_\_\_ Receipt No. \_\_\_\_\_

Received by \_\_\_\_\_

**TO BE COMPLETED BY CODE ENFORCEMENT/ZONING OFFICE:**

Date notice sent to owners of record of opposite & abutting properties: \_\_\_\_\_  
Date set for public review before Plan & Architectural Review Board: \_\_\_\_\_

**ACTION TAKEN:**

Public Hearing: \_\_\_\_\_ Recommendation \_\_\_\_\_ Not Recommended by Plan & Architectural Review Commission.

**CONDITIONS PLACED UPON PERMIT BY PLAN AND ARCHITECTURAL REVIEW COMMISSION:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature of Plan Commission Chairman

\_\_\_\_\_  
Date

# **Tips for Minimizing Your Development Review Costs:**

## **A Guide for Applicants**

The City of Whitewater assigns its consultant costs associated with reviewing development proposals to the applicant requesting development approval. These costs can vary based on a number of factors. Many of these factors can at least be partially controlled by the applicant for development review. The City recognizes that we are in a time when the need to control costs is at the forefront of everyone's minds. The following guide is intended to assist applicants for City development approvals understand what they can do to manage and minimize the costs associated with review of their applications. The tips included in this guide will almost always result in a less costly and quicker review of an application.

## **Meet with Neighborhoods Services Department before submitting an application**

If you are planning on submitting an application for development review, one of the first things you should do is have a discussion with the City's Neighborhood Services Department. This can be accomplished either by dropping by the Neighborhood Services Department counter at City Hall, or by making an appointment with the Neighborhood Services Director. Before you make significant investments in your project, the Department can help you understand the feasibility of your proposal, what City plans and ordinances will apply, what type of review process will be required, and how to prepare a complete application.

## **Submit a complete and thorough application**

One of the most important things you can do to make your review process less costly to you is to submit a complete, thorough, and well-organized application in accordance with City ordinance requirements. The City has checklists to help you make sure your application is complete. To help you prepare an application that has the right level of detail and information, assume that the people reviewing the application have never seen your property before, have no prior understanding of what you are proposing, and don't necessarily understand the reasons for your request.

## **For more complex or technical types of projects, strongly consider working with an experienced professional to help prepare your plans**

Experienced professional engineers, land planners, architects, surveyors and landscape architects should be quite familiar with standard development review processes and expectations. They are also generally capable of preparing high-quality plans that will ultimately require less time (i.e., less cost for you) for the City's planning and engineering consultants to review, saving you money in the long run. Any project that includes significant site grading, stormwater management, or utility work; significant landscaping; or significant building remodeling or expansion generally requires professionals in the associated fields to help out.

## **For simpler projects, submit thorough, legible, and accurate plans**

For less complicated proposals, it is certainly acceptable to prepare plans yourself rather than paying to have them prepared by a professional. However, keep in mind that even though the project may be less complex, the City's staff and planning consultant still need to ensure that your proposal meets all City requirements. Therefore, such plans must be prepared with care. Regardless of the complexity, all site, building, and floor plans should:

1. Be drawn to a recognized scale and indicate what the scale is (e.g., 1 inch = 40 feet).
2. Include titles and dates on all submitted documents in case pieces of your application get separated.
3. Include clear and legible labels that identify streets, existing and proposed buildings, parking areas, and other site improvements.
4. Indicate what the property and improvements look like today versus what is being proposed for the future.
5. Accurately represent and label the dimensions of all lot lines, setbacks, pavement/parking areas, building heights, and any other pertinent project features.
6. Indicate the colors and materials of all existing and proposed site/building improvements.

Including color photos with your application is one inexpensive and accurate way to show the current condition of the site. Color catalog pages or paint chips can be included to show the appearance of proposed signs, light fixtures, fences, retaining walls, landscaping features, building materials, or other similar improvements.

## **Submit your application well in advance of the Plan and Architectural Review Commission meeting**

The City normally requires that a complete application be submitted four weeks in advance of the Commission meeting when it will be considered. For simple submittals not requiring a public hearing, this may be reduced to two weeks in advance. The further in advance you can submit your application, the better for you and everyone involved in reviewing the project. Additional review time may give the City's planning consultant and staff an opportunity to communicate with you about potential issues with your project or application and allow you time to efficiently address those issues before the Plan and Architectural Review Commission meeting. Be sure to provide reliable contact information on your application form and be available to respond to such questions or requests in a timely manner.

## **For more complex projects, submit your project for conceptual review**

A conceptual review can be accomplished in several ways depending on the nature of your project and your desired outcomes.

1. Preliminary plans may be submitted to City staff and the planning consultant for a quick, informal review. This will allow you to gauge initial reactions to your proposal and help you identify key issues;
2. You may request a sit-down meeting with the Neighborhood Services Director and/or Planning consultant to review and more thoroughly discuss your proposal; and/or
3. You can ask to be placed on a Plan and Architectural Review Commission meeting agenda to present and discuss preliminary plans with the Commission and gauge its reaction before formally submitting your development review application.

Overall, conceptual reviews almost always save time, money, stress, and frustration in the long run for everyone involved. For this reason, the City will absorb up to \$200 in consultant review costs for conceptual review of each project.

## **Hold a neighborhood meeting for larger and potentially more controversial Projects**

If you believe your project falls into one or both of these two categories (City staff can help you decide), one way to help the formal development review process go more smoothly is to host a meeting for the neighbors and any other interested members of the community. This would happen before any Plan and Architectural Review Commission meeting and often before you even submit a formal development review application.

A neighborhood meeting will give you an opportunity to describe your proposal, respond to questions and concerns, and generally address issues in an environment that is less formal and potentially less emotional than a Plan and Architectural Review Commission meeting. Neighborhood meetings can help you build support for your project, understand others' perspectives on your proposals, clarify misunderstandings, and modify the project and alleviate public concerns before the Plan and Architectural Review Commission meetings. Please notify the City Neighborhood Services Director of your neighborhood meeting date, time, and place; make sure all neighbors are fully aware (City staff can provide you a mailing list at no charge); and document the outcomes of the meeting to include with your application.

## Typical City Planning Consultant Development Review Costs

The City often utilizes assistance from a planning consultant to analyze requests for land development approvals against City plans and ordinances and assist the City's Plan and Architectural Review Commission and City Council on decision making. Because it is the applicant who is generating the need for the service, the City's policy is to assign most consultant costs associated with such review to the applicant, as opposed to asking general taxpayer to cover these costs.

The development review costs provided below represent the planning consultant's range of costs associated with each particular type of development review. This usually involves some initial analysis of the application well before the public meeting date, communication with the applicant at that time if there are key issues to resolve before the meeting, further analysis and preparation of a written report the week before the meeting, meeting attendance, and sometimes minor follow-up after the meeting. Costs vary depending on a wide range of factors, including the type of application, completeness and clarity of the development application, the size and complexity of the proposed development, the degree of cooperation from the applicant for further information, and the level of community interest. The City has a guide called "Tips for Minimizing Your Development Review Costs" with information on how the applicant can help control costs.

Type of Development Review Being Requested	Planning Consultant Review Cost Range
<b>Minor Site/Building Plan</b> (e.g., minor addition to building, parking lot expansion, small apartment, downtown building alterations)	
When land use is a permitted use in the zoning district, and for minor downtown building alterations	Up to \$600
When use also requires a conditional use permit, and for major downtown building alterations	\$700 to \$1,500
<b>Major Site/Building Plan</b> (e.g., new gas station/convenience store, new restaurant, supermarket, larger apartments, industrial building)	
When land use is a permitted use in the zoning district	\$700 to \$2,000
When land use also requires a conditional use permit	\$1,600 to \$12,000
<b>Conditional Use Permit with no Site Plan Review</b> (e.g., home occupation, sale of liquor request, substitution of use in existing building)	Up to \$600
<b>Rezoning</b>	
To a standard (not PCD) zoning district	\$400 to \$2,000
To Planned Community Development zoning district, assuming complete GDP & SIP application submitted at same time	\$2,100 to \$12,000
<b>Land Division</b>	
Certified Survey Map	Up to \$300
Preliminary Subdivision Plat	\$1,500 to \$3,000
Final Plat (does not include any development agreement time)	\$500 to \$1,500
<b>Annexation</b>	\$200 to \$400
Note on Potential Additional Review Costs: The City also retains a separate engineering consultant, who is typically involved in larger projects requiring stormwater management plans, major utility work, or complex parking or road access plans. Engineering costs are not included above, but will also be assigned to the development review applicant. The consultant planner and engineer closely coordinate their reviews to control costs.	

# Cost Recovery Certificate and Agreement

The City may retain the services of professional consultants (including planners, engineers, architects, attorneys, environmental specialists, and recreation specialists) to assist in the City's review of an application for development review coming before the Plan and Architectural Review Commission, Board of Zoning Appeals, and/or Common Council. In fact, most applications require some level of review by the City's planning consultant. City of Whitewater staff shall retain sole discretion in determining when and to what extent it is necessary to involve a professional consultant in the review of an application.

The submittal of an application or petition for development review by an applicant shall be construed as an agreement to pay for such professional review services associated with the application or petition. The City may apply the charges for these services to the applicant and/or property owner in accordance with this agreement. The City may delay acceptance of an application or petition (considering it incomplete), or may delay final action or approval of the associated proposal, until the applicant pays such fees or the specified percentage thereof. Development review fees that are assigned to the applicant, but that are not actually paid, may then be imposed by the City as a special charge on the affected property.

## Section A: Background Information

----- To be filled out by the Applicant/Property Owner -----

Applicant's Information:

Name of Applicant: \_\_\_\_\_

Applicant's Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Applicant's Phone Number: \_\_\_\_\_

Applicant's Email Address: \_\_\_\_\_

Project Information:

Name/Description of Development: \_\_\_\_\_  
\_\_\_\_\_

Address of Development Site: \_\_\_\_\_

Tax Key Number(s) of Site: \_\_\_\_\_

Property Owner Information (if different from applicant):

Name of Property Owner: \_\_\_\_\_

Property Owner's Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section B: Applicant/Property Owner Cost Obligations**

----- To be filled out by the City's Neighborhood Services Director -----

Under this agreement, the applicant shall be responsible for the costs indicated below. In the event the applicant fails to pay such costs, the responsibility shall pass to the property owner, if different. Costs may exceed those agreed to herein only by mutual agreement of the applicant, property owner, and City. If and when the City believes that actual costs incurred will exceed those listed below, for reasons not anticipated at the time of application or under the control of the City administration or consultants, the Neighborhood Services Director or his agent shall notify the applicant and property owner for their approval to exceed such initially agreed costs. If the applicant and property owner do not approve such additional costs, the City may, as permitted by law, consider the application withdrawn and/or suspend or terminate further review and consideration of the development application. In such case, the applicant and property owner shall be responsible for all consultant costs incurred up until that time.

A. Application Fee.....\$ \_\_\_\_\_

B. Expected Planning Consultant Review Cost .....\$ \_\_\_\_\_

C. Total Cost Expected of Applicant (A+B) .....\$ \_\_\_\_\_

D. 25% of Total Cost, Due at Time of Application.....\$ \_\_\_\_\_

E. Project Likely to Incur Additional Engineering or Other Consultant Review Costs? < Yes < No

The balance of the applicant's costs, not due at time of application, shall be payable upon applicant receipt of one or more itemized invoices from the City. If the application fee plus actual planning and engineering consultant review costs end up being less than the 25% charged to the applicant at the time of application, the City shall refund the difference to the applicant.

**Section C: Agreement Execution**

----- To be filled out by the Applicant and Property Owner -----

The undersigned applicant and property owner agree to reimburse the City for all costs directly or indirectly associated with the consideration of the applicant's proposal as indicated in this agreement, with 25% of such costs payable at the time of application and the remainder of such costs payable upon receipt of one or more invoices from the City following the execution of development review services associated with the application.

\_\_\_\_\_  
Signature of Applicant/Petitioner

\_\_\_\_\_  
Signature of Property Owner (if different)

\_\_\_\_\_  
Printed Name of Applicant/Petitioner

\_\_\_\_\_  
Printed Name of Property Owner (if different)

\_\_\_\_\_  
Date of Signature

\_\_\_\_\_  
Date of Signature