

Reedsburg Economic Development Commission Agenda
April 3, 2024
Holiday Inn Express, 3017 Skinner Drive
12:00 PM

DUE TO THE RESTRICTIONS CAUSED BY THE COVID-19 PANDEMIC, SOME VOTING MEMBERS MAY BE PRESENT VIA TELECONFERENCE OR VIDEO CONFERENCE, AS PROVIDED BY THE RECOMMENDATIONS OF THE WISCONSIN DEPARTMENT OF JUSTICE. [HTTPS://WWW.DOJ.STATE.WI.US/NEWS-RELEASES/OFFICE-OPEN-GOVERNMENT-ADVISORY-CORONAVIRUS-DISEASE-2019-COVID-19-AND-OPEN-MEETINGS](https://www.doj.state.wi.us/news-releases/office-open-government-advisory-coronavirus-disease-2019-covid-19-and-open-meetings)

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE MEMBERS OF THE COMMON COUNCIL MAY ATTEND THIS MEETING TO GATHER INFORMATION ABOUT A SUBJECT OVER WHICH THE COMMON COUNCIL HAS DECISION-MAKING AUTHORITY. IF A QUORUM OF THE COMMON COUNCIL ATTENDS THIS MEETING, NO ACTION WILL BE TAKEN BY THE COMMON COUNCIL AT THIS MEETING.

CALL TO ORDER

APPROVAL OF MINUTES

I. APPROVE MINUTES FOR THE MEETING HELD ON OCTOBER 4, 2023:

THE COMMITTEE WILL RECEIVE INFORMATION ON NON-AGENDA TOPICS BROUGHT BEFORE THE COMMITTEE BY MEMBERS OF THE PUBLIC. THE COMMITTEE WILL NOT DISCUSS THESE TOPICS, AND WILL NOT TAKE ACTION ON ANY OF THEM AT THIS MEETING

I. GENERAL BUSINESS:

- A. Review design guidelines for the new Business Park.
- B. Update on the Childcare initiative including review of the Community Childcare Fund program.
- C. Update on REDC's role working with Reedsburg School District & MATC career pathways programs.
- D. Update on Business Directory
- E. Update on development projects
- F. Tour of Holiday Inn Express

II. ADJOURN:



The City of Reedsburg does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by calling (608) 524-6404. To be able to meet the needs of a request for a different format contact the City Clerk-Treasurer at 134 S. Locust Street, Reedsburg, WI at least 48 hours prior to the commencement of the meeting so that any necessary arrangements can be made to accommodate each request.

Reedsburg Economic Development Commission
Meeting Minutes
October 4, 2023

Meeting called to order by Chair Kurt Muchow at 12:00 PM in Reedsburg City Hall.

Present: Alder Mike Gargano, Alder Dave Knudsen, Jay Brunken Dan DeBaets, Ann Franke

Absent: Blaine Albert

Staff: Tim Becker, Brian Duvalle

Approval of Minutes

Motion by Gargano, seconded by DeBaets to approve the 1/4/2023 minutes.

Motion Approved

Update on Decorah Flooring Center project

This will be a new business on the corner of Zinga and Greenway Ct. It will have a 5700 SF building worth \$425,000. An agreement recently was approved by Council.

Discuss design standards in the new Business Park

Update on business park construction and potential business prospects

Muchow reviewed the map with the street as platted but most of the lots lines are still just a concept. Discussion held on building designs, landscaping, and signage as the area serves as a gateway and especially as some buildings will have two road frontages. Discussion will be held on I-4 standards at the next meeting.

Update on Child Care Committee activities and next steps

Muchow stated that the planning work is done, but there are concerns that there has not been as much engagement with businesses as is needed.

Update on other projects in the City

Muchow gave updates on TID 11 creation, My Home Estates and its community center, Retzlaff Dr duplexes, S Dewey Ave townhouses, workforce housing across from RAHS, Riffey Transload, and the Merrimac Bridge. The bridge construction is ahead of schedule and will allow faster speeds and heavier loads when complete.

Discuss 2024 REDC work plan and priorities

Items that the REDC worked on in 2023 included child care, business directory, career pathway program and city promotions. Discussion held on being a check/balance with the Plan Commission, reducing the development review process, and sponsoring quarterly business meetings in 2024. The 2023 priorities will still be worked on in 2024.

Motion by Gargano, seconded by Knudsen to adjourn at 1:07 PM.

Motion Approved

Respectfully submitted,

Brian Duvalle
Planning/Building

CITY OF REEDSBURG

COMMERICAL & INDUSTRIAL DESIGN GUIDELINES

1.0 INTRODUCTION

The purpose of the Commercial & Industrial Design Guidelines is to aid in the development of new and existing commercial and industrial properties in the City. As recommended in the Economic Development section of the 2042 City of Reedsburg Comprehensive Plan, these guidelines have been prepared to articulate what design objectives are expected as new development and redevelopment occurs in such areas of Reedsburg. It is intended that this document will provide guidance to both designers and property owners in the preparation, review, and approval of site and building plans.

1. Preserve and enhance property values.
2. Enhance commercial corridors which play an important role in Reedsburg's economy, providing shopping, dining, and entertainment options for residents and visitors. The entrances or gateways to these corridors from other adjacent communities should raise individual's awareness of the city, orient visitors and residents to the corridor, and strengthen community identity.
3. Continue to enhance and beautify the streetscape along major corridors and community gateways, particularly Main Street/STH 33 and S Albert Ave./STH 23.
4. Continue to improve the appearance of the major commercial and mixed-use corridors within the city by requiring higher quality private landscaping, improving public landscaping, and educating developers about the community and economic benefits of quality site planning and architecture.

2.0 APPLICABILITY

1. The following design guidelines shall be effective within the boundaries of the Skinner Drive Business Park and B-2 zone along E Main Street up to Viking Dr. The guidelines contained herein may be more or less restrictive than the regulations of the underlying zoning district. In either case, these regulations shall take precedence. These guidelines apply to new development and any proposed improvements or changes to existing development that requires review by the Plan Commission and/or Reedsburg Economic Development Commission (REDC). These guidelines also apply to any new sign.
2. Nothing in these guidelines shall be construed to prevent the ordinary maintenance, repair, or minor alterations of any exterior feature in the coverage area that does not involve a change in design or material.

3.0 REVIEW OF DESIGN GUIDELINES

Design guidelines are a very important part of maintaining the unique character of the commercial and industrial areas of Reedsburg. These guidelines serve as a communication tool in educating property owners and developers as to the community expectations for new construction and renovations of existing buildings. The accompanying narrative and illustrations have been developed to provide detailed information and direction to property owners, developers, and interested citizens.

Design guidelines also serve as a guide for the Plan Commission and/or REDC to review applications for alterations prior to the issuance of a permit by the City of Reedsburg. Given the architectural variety and multiple uses in the commercial and industrial areas, the review of proposed alterations and new construction shall be conducted on a case-by-case basis.

BUILDING FAÇADE

1. The exterior walls of each principal building shall be constructed of durable, permanent architectural materials that are compatible with parklike standards established by the existing buildings, detention ponds, decorative lighting and other landscape features.
2. At least 25% of the front facade and street side(s) facades of the office portion of the principal building shall incorporate brick, stone, architectural block, architectural concrete panels, architectural wood and/or glass into their design. Front facade materials shall be continued for not less than 20 feet on each side from the front surface.
3. In addition, at least 50% shall apply to highway-facing façades for properties with both street and highway frontages as well as 25% for facades facing east in the Skinner Drive Business Park.
4. The non-office portion of the building may consist of architectural metal block, tilt-up concrete panels or similar materials designed to be compatible with the color and design theme of the office portion of the building. Unfaced concrete block, structural concrete and the like shall not be permitted without the prior approval of the Plan Commission and/or REDC.



5. Building massing. Breaking up large building sections with such elements as variable planes, projections, setbacks or changes in the roofline is encouraged.



6. Building elevations. All elevations of the building shall be designed in a consistent and coherent architectural manner. Changes in material, color and/or texture shall occur at points relating to the massing and overall design concept of the building.



7. Building color. Building colors shall have one base color and one additional feature color or material. Complementary colors, textures and materials are required. All exterior colors shall be subject to approval of the Plan Commission and/or REDC.



8. Heating, ventilating and air conditioning (HVAC) units and miscellaneous equipment. Cooling towers, rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building, screened with roof structures and architectural elements or screened from view from the primary public street and highway view.



5.0 PARKING & LANDSCAPING

All employee and visitor parking shall be provided on-site. Property owners shall provide parking as required by these guidelines and § 690-64. Parking areas shall be located at least 10 feet from any parcel line. All parking areas and driveways shall be hard-surface paved, dust-free and properly marked. When curbs are desired, they shall be of concrete.

1. The setback area abutting streets shall be landscaped with a combination of deciduous canopy trees, shrubbery and ground cover. At least one tree at least six feet in height for each 50 feet of street frontage shall be planted in the setback area. Any buffer zone, shall be a minimum of 40 feet wide and planted with plant materials at least six feet in height of such variety and growth habits as to provide a year-round, effective screen for the abutting residential properties. All off-street parking areas that serve 20 vehicles or more shall be provided with landscaped areas totaling not less than 5% of the surfaced area.
2. All landscaping shall be completed within 90 days of issuance of a certificate of occupancy of allowing occupation and use of such property by the Building Inspector. If the certificate of



occupancy is issued after October 1 of any given year, the owner's or lessee's landscaping completion date shall be 90 days, beginning April 1 of the following year (July 1).

3. All grass, trees and shrubbery shall be kept in good appearance at all times.
4. Fences are prohibited on the east and north sides of buildings in the Skinner Drive Business Park.



6.0 AWNINGS/CANOPIES

The purpose of these guidelines is to encourage the use of awnings or canopies for the creation of protected space from the weather and enhance the aesthetics of exterior doors and facades.

1. Awnings should reflect traditional examples in scale and placement, but may be contemporary in design.
2. Awnings should not cover architectural elements.
3. Where applicable, awning configuration should coordinate with adjacent building awnings height, width, and profile. Awning color should be muted and complement rather than overwhelm the overall building color scheme.



7.0 SIGNS

All signs shall be constructed in accordance with these guidelines and Article XXI of the zoning ordinance.

1. All identity signage not attached to the building shall be set back a minimum of 15 feet from the property line. Signs shall be incorporated into the landscape plan. Sign material shall be compatible with the building and landscaping. All signs shall be presented to the Plan Commission and/or REDC for approval.
2. All identity signage attached to the building shall be incorporated into the building architecture and shall be presented for approval with the architectural plans. Signs may not exceed 10% of the square feet contained in the wall to which they are affixed. In addition, signs may not extend above the roof parapet line or project more than 18 inches from the face of the building.
3. Traffic control and directional signage within individual lot developments shall be consistent with the identity signage and submitted for approval with the landscape design.

4. Flashing signs and scrolling electronic reader board signs are prohibited in the I-4 zone.
5. To encourage higher quality of design and increased effectiveness of graphics, the city seeks to reward this effort through an increase of sign face area following a review by the Plan Commission and/or REDC. Ground sign area may increase by up to 50% if constructed of natural or decorative materials such as wood, logs, stone, brick, etc., or a synthetic material that matches such appearance; has a front setback at least five feet; and has a height of 15 feet or less.



8.0 PROCEDURES

1. Pre-application. Applicants are encouraged to schedule a pre-application meeting with the city staff. At this meeting, the applicant should provide a preliminary site plan for new construction or additions plus drawings and/or photos of the new or proposed building façade or sign.
2. Application. Applicants shall complete the Reedsburg Uniform Building Permit Application or online permit system. The applicant shall provide a final site plan plus drawings and/or photos detailing the proposal.
3. Appeals, Variances, and Interpretations. In the case of a denial or to the request a variance or interpretation of the Guidelines standards, the applicant may apply to the Common Council for design matters and the Zoning Board of Appeals for zoning matters.

9.0 SEVERABILITY

If any provision of these guidelines or the application thereof to any person or circumstances is held invalid by a court of competent jurisdiction, the remainder of these guidelines and the application of such provisions to other persons or circumstances shall not be affected thereby.