



VILLAGE OF THIENSVILLE
Plan Commission
MINUTES

DATE: Tuesday, July 12, 2022

LOCATION: 250 Elm Street, Thiensville, WI

TIME: 6:00 PM

I. CALL TO ORDER

Chairman Mobley called the meeting to order at 6:00 PM.

II. ROLL CALL

CHAIRMAN:	VAN MOBLEY
COMMISSIONERS:	DOUGLAS CHIMENTI
	MIKE DYER (EXCUSED)
	RICK GATTONI
	CAROL GENGLER
	JEFF HERSHBERGER
	KEN KUCHARSKI
PLANNER:	JON CENSKY
DIRECTOR OF	ANDY LAFOND
COMMUNITY	
SERVICES/PUBLIC	
WORKS:	

III. CITIZENS TO BE HEARD

A. Open to any resident or taxpayer on items not subject to a public hearing: Please be advised per §19.84(2), information will be received from the public. Village policy limits a three (3) minute time period per person, with time extension by the presiding official's discretion or a vote of 2/3 of the Board or Committee; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. Written comments on agenda items are encouraged to be sent and addressed to the intended body by noon on the day of the meeting. Comments received timely will be forwarded to all members of the body. If you wish to speak, you must pre-register by emailing the Village Clerk at alanglois@village.thiensville.wi.us by 4:00 PM on the day of the meeting or by signing in immediately prior to the meeting.

There were no citizens present to be heard or correspondence received.

IV. BUSINESS

A. Approval of Minutes

1. May 10, 2022 (att)

MOTION by Commissioner Gengler, **SECONDED** by Commissioner Chimenti to approve the May 10, 2022, Minutes. **MOTION CARRIED UNANIMOUSLY.**

B. Review and possible recommendation to the Village Board to adopt Ordinance 2022-01 Creating Section 17.03018 Creating a Premier Economic Development District Within the TID#2 Boundaries (att)

Director LaFond reported that the Wisconsin Legislature enacted a law in 2015 that provides the ability to create a Premier Economic Development District. The measure was initially enacted to assist in the development of the Titledown District in Ashwaubenon. Other municipalities have drafted a similar ordinance.

The proposed Ordinance has the same boundaries as Tax Incremental Finance District #2. This is proposed as a marketing tool and allows for up to two additional liquor licenses. A municipality must adopt an ordinance creating the District. Zoning ordinances require a recommendation from the Plan Commission to the Village Board for consideration and action and also requires a public hearing.

Requirements include creating a minimum of \$20 million in new value, and the district must be less than 40 acres and contiguous. TID #2 is 15 acres. The charge for the initial issuance of the liquor license must be a minimum of \$30,000. The municipality is not allowed to rebate or otherwise subsidize the cost of that initial license.

Commissioner Chimenti questioned if the minimum \$20 million in new value applied to an individual business obtaining a liquor license or to the entire District. Director LaFond shared that it applies to the value of new development across the district.

Commissioner Hershberger inquired if potential developers have asked about the availability of a liquor license. Director LaFond noted there have been inquiries. Without this tool, there are no available liquor licenses. Chairman Mobley noted liquor licenses in the Village are now held by Remington's, Skippy's, the cheel, Prime Minister, Chuck's Place, Daily Taco and Shully's. Commissioner Kucharski noted state law allows communities to have one liquor license per 500 residents. This is already one more than that because there was a license that was grandfathered. Commissioner Kucharski added this could cut into everyone else's business who now holds a liquor license. Planner Censky noted that the idea behind a TID is to create economic development. A liquor license is essential for a good restaurant.

Director LaFond shared that the Village's attorney drafted the language in the proposed Ordinance based on state law. The Village Clerk has been in contact with the Department

of Revenue as well. Director LaFond noted that the boundaries of the District set in the Ordinance are now the same as the TID but could be changed; it has to meet the provisions in the state law in terms of maximum size and minimum new value.

MOTION by Commissioner Gattoni, **SECONDED** by Commissioner Chimenti to recommend to the Village Board adoption of Ordinance 2022-01 Creating Section 17.03018 Creating a Premier Economic Development District Within the TID#2 Boundaries.

Ayes: Commissioners Chimenti, Gattoni, Gengler, Hershberger and Chairman Mobley

Naes: None

Abstain: Commissioner Kucharski

MOTION CARRIED.

C. Review and discussion regarding Thiensville Crossing RFP (att)

Director LaFond initiated a discussion about the properties the Village has acquired at the northwest corner of North Main Street and East Freistadt Road. A Request for Proposal is a mechanism to sell the property to a preferred developer. Proposals from developers would be specific about intentions, the business plan, density, architecture, purchase price and requests for Village incentives. The District is zoned B-4, which also includes the allowed uses in B-2 zoning. It is likely anything mixed-use would need a PDO.

Development envisioned for the site includes high-quality retail, mixed-use, commercial and residential. The site also is in close proximity to the heaviest-used section of the Ozaukee Interurban Trail, which is increasingly used for commuting. There are potential technology applications for public and private use in the District that could include district-wide Wi-Fi, electric vehicle charging stations and apps that identify available parking. The Village has the right to review and potentially reject proposals. The Village will retain control of the property until approvals are obtained and financing is in place. If something does not go through or if the developer does not follow through, the property remains with the Village.

Commissioner Gattoni noted the project around the Walgreens property is included in the TID and asked if developers are getting assistance. Director LaFond shared that this proposal includes a pay-go incentive. The developer will get payment for the project after they pay taxes that would otherwise go toward the TID. This support option means there is less risk to the Village than providing assistance with the development in a lump sum. There is nothing out-of-pocket for the Village. Each development in the district can be handled differently.

Director LaFond added staff discussions have included identifying businesses that residents now have to leave the Village for. An update on the RFP will be presented at the next Plan Commission meeting.

V. STAFF REPORT

A. Staff Report (att)

Director LaFond reported Village staff approved fence applications at 608 Green Bay Road, 208 Park Crest Drive and 409 Susan Lane, alterations to a front porch at 313 Riverview Drive were approved and driveway modifications at 311 Park Crest Drive and 121 Ellenbecker Road were approved.

Staff continues to discuss placement of a shed at 202 Woodside Lane that had been moved to a non-compliant location by the previous property owner. Staff has been involved with compliance issues that include an unapproved fence at 400 Laurel Drive and improper drainage from a sump pump at 421 Bel Aire Drive. Village staff also mailed 21 letters on June 6, 2022, to residents with grass longer than allowed. There were no citations issued.

VI. ADJOURNMENT

MOTION by Commissioner Chimenti, **SECONDED** by Commissioner Gattoni to adjourn the meeting at 6:47 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,

Gary Achterberg
Administrative Assistant

Signed by,

Amy L. Langlois
Village Clerk/Deputy Treasurer