

**CITY OF OCONTO FALLS
MAIN STREET COMMITTEE MEETING
Council Chambers – Municipal Building
500 N. Chestnut Avenue
Oconto Falls, WI 54154**

**WEDNESDAY, APRIL 25, 2023 – 5:00 PM
MINUTES**

City Administrator Peter Wills called the meeting to order at 5:00 pm.

Roll Call

Present: Chairman Barb Salscheider – Salscheider’s Antique Bar
Stephanie Holman – Senn Hometown Insurance
Peter Wills – City Administrator
Ashley Bahrke – City Alderman
Peter Bruesch – Coachlight Inn

Absent: Jayme Sellen – OCEDC, Melanie Rice – The Flower Shoppe

Also Present: Mayor Brad Rice, and Deputy Clerk Jenny Friedman, Building Inspector Jane Meissner, Fire Chief Tim Magnin, Warren Bloom, Max Mayer, Nate Wellens

DISCUSSION AND POSSIBLE RECOMMENDATION/ACTION ON THE FOLLOWING:

2. Approval of Main Street Committee Minutes- 3-15-2023

Motion: Bahrke/Holman

Motion to approve with amendments recommended Main Street Committee Minutes-3-15-2023

Voice Vote: All present voting aye - **MOTION CARRIED**

3. Building Inspector/Fire Chief

Fire Chief Tim Magnin and Jane Meissner Building Inspector have been doing routine inspections on Main Street with having fourteen done. This has been going well and they have been able to get into most of the buildings with property owners cooperation. There have been some properties that are harder to get into due to scheduling and owners. These properties Chief Magnin and Building Inspector Meissner are expecting to get into this week if not they will be getting a certified letter in the mail. Upon inspections the building inspector did notice there were some address plates missing. If anyone else notices missing numbers please inform the building inspector or fire chief and they will get one right away. They will also be checking on this a well when doing inspections.

No Action Taken

4. City Administrator

a. Downtown Revitalization Presentation for Open House

The committee discussed having guidelines on how the façades, signs and design review would look for business owners looking to improve their businesses on Main Street and how they are zoned commercial. Drafts of the Downtown Review Application and Downtown Oconto Falls Design Guidelines were presented to the committee.

No Action Taken

OLD BUSINESS

A. Main Street Goals for Downtown Redevelopment.

i. Establish Downtown Historic Preservation District

ii. Downtown Design Review Area (District)

iii. Downtown Building Design & Sign Guidelines

iv. Establish Revolving Loan Fund-Funded by Payments to Closed RLF

v. C-1 Downtown Ordinance Amendment to permit Downtown Upper & Rear Residential

Administrator Wills Presented the Redevelopment Plan is consistent with the recommendations contained in the City of Oconto Falls Comprehensive Plan, adopted in 2008. The entire district is currently zoned General Commercial. This zoning designation allows for retail, restaurant, entertainment, office, transportation, and warehouse uses. Residential uses are not permitted. However, several commercial buildings in the district are leased and occupied on the first floor by residential tenants. The City would look at the Downtown Ordinance and look into amendments to permit Downtown Upper & Rear Residential living. The objectives of the Redevelopment Plan are to establish and vision and implementation strategy to facilitate revitalization of downtown Oconto Falls. Downtown Oconto Falls was once a vibrant business district. However, over the course of several years, buildings have been allowed to fall into disrepair, and several properties are hosting non-conforming uses, or remain vacant. Understanding the potential downtown Oconto Falls has to be a destination to outdoor enthusiasts, as well as to serve the community as a central business district, the existing group of buildings has potential to perform to higher and better uses. Through this plan the City will be in a position to eliminate blight, ensure proper land uses and attract economic vitality (tax base, jobs and wealth creation) to create a dynamic Main Street for the City of Oconto Falls.

Historical Preservation District

Administrator Wills explained that establishing a Historical Preservation District means any parcel of land whose historic significance is due to a substantial value

in tracing the history of aboriginal people, or upon which an historic event has occurred, and which has been designated as an historic site under this section, or an improvement parcel, or part thereof, on which is situated an historic structure and any abutting improvement parcel, or part thereof, used as and constituting part of the premises on which the historic structure is situated. Administrator sought input from Committee members on any changes, will bring back to Next meeting for approval.

Downtown Design Review Area (District) overlap of the Historic District Administrator Wills presented the Downtown Design Review proposal Guidelines as well as sample application for approval to be managed by main Street Committee with appeal process to Planning Commission and Council. Historic structure means any improvement which has a special character or special historic interest or value as part of the development, heritage or cultural characteristics of the City, State or Nation and which has been designated as an historic structure pursuant to the provisions of this chapter. Improvement means any building, structure, place, work of art or other object constituting a physical betterment of real property, or any part of such betterment. Improvement parcel is the unit of property which includes a physical betterment constituting an improvement and the land embracing the site thereof, and is treated as a single entity for the purpose of levying real estate taxes. Administrator sought input from Committee members on any changes, will bring back to Next meeting for approval.

Downtown Building Design & Sign Guidelines

Administrator Wills brought forth examples of façades, signs and design that might go with the vision of Main Street. The committee discussed having guidelines on how the façades, signs and design review would look for business owners looking to improve their businesses on Main Street and how they are zoned commercial. The Administrator sought input from Committee members on any changes, will bring back to next meeting for approval.

Establish Revolving Loan Fund-Funded by Payments to Closed RLF

Administrator Wills presented a Revolving Loan Fund Manual. The City of Oconto Falls and citizens could benefit from an RLF. The City of Oconto Falls Revolving Loan Fund (RLF) funds are to encourage business redevelopment and attraction in the city's Downtown. These funds are used to loan to a business in the Downtown. The business, in return for use of the public funds, provides private investment in building improvement. When a business repays City of Oconto Falls the loan (principal and interest payments), these funds are used to capitalize a local revolving loan fund (RLF). With the RLF, the City makes additional loans to businesses wishing to expand or locate in the City's

Downtown. This manual contains the policies and procedures for the City of Oconto Falls Revolving Loan Fund (RLF) and governs the use of revolving loan fund. Administrator sought input from Committee members on any changes, will bring back to Next meeting for approval.

C-1 Downtown Ordinance Amendment to permit Downtown Upper & Rear Residential


Administrator Wills review the proposed Amendment to C-1 Downtown Ordinance that would permit Upper Residential and Rear Residential in the C-1 District. Discussion on having this taken up by Ordinance committee. Administrator sought input from Committee members on any changes, will bring back to Next meeting for approval.

No Action Taken

B. Next meeting 3rd Wednesday of the Month -**May 17 2023 10:00am Council Chambers**

C. Adjournment

Having no further business, City Administrator Wills declared the meeting adjourned at 5:59 pm.



City Administrator Peter Wills