



CITY OF NEW RICHMOND  
THE CITY BEAUTIFUL

156 East First Street  
New Richmond, Wisconsin 54017  
ph 715.246.4268 fx 715.246.7129  
[www.newrichmondwi.gov](http://www.newrichmondwi.gov)

**Economic Development Commission Meeting**  
**City of New Richmond, Wisconsin**  
**Thursday, September 1, 2016**  
**7:30 a.m. at City Hall – ED Lab**

Please call Kari Kraft at 715-243-0407 or e-mail her at [kkraft@newrichmondwi.gov](mailto:kkraft@newrichmondwi.gov) if you cannot attend this meeting.  
Thanks!

**AGENDA:**

1. Call to Order
2. Roll Call
3. Adoption of Agenda
4. Approval of Minutes of the previous meeting, July 14, 2016
5. Business & Development Updates
6. Downtown Plan
  - a. Public Art
  - b. Connect Communities Program
7. Master Sign Plan Updates
8. Open seat on the EDC
9. St. Croix EDC
10. NRAEDC
11. Chamber of Commerce
12. Announcements/Communications
13. Adjournment

**cc: City Council, The News, Northwest Community Communications, City Web site**

A majority of the members of the New Richmond City Council may be present at the above meeting.  
Pursuant to State ex rel. Badke v. Greendale Village Board., 173 Wis. 2d 553, 494 N.W. 2<sup>nd</sup> 408(1993) such attendance may be considered a meeting of the City Council and must be noticed as such, although the Council will not take action at this meeting.

If you need a sign language interpreter or other special accommodations, please contact the City Clerk at 246-4268 or Telecommunications Device for the Deaf (TDD) at 243-0453 at least 48 hours prior to the meeting so arrangements can be made.

**Come Grow With Us!**

**CITY OF NEW RICHMOND  
ECONOMIC DEVELOPMENT COMMISSION  
MINUTES OF MONTHLY MEETING  
THURSDAY, JULY 14, 2016**

Pursuant to due call and notice thereof, a regular meeting of the Board of Commissioners of the Economic Development Commission was called to order by President Mike Darrow at 7:31 a.m. on July 14, 2016.

Roll call was taken.

**Members Present:** John Soderberg, Judy Simon, Scott Jones, Karl Skoglund, John Walsh, Jim Zajkowski, Rob Kreibich and Mike Darrow.

Susan Lockwood arrived after the meeting had begun.

**Members Absent:** Summer Seidenkranz

**Others Present:** Beth Thompson, Kari Kraft, Noah Wiedenfeld, Mark Mitchell, and Bill Rubin

Jim Zajkowski moved to adopt the agenda, seconded by Scott Jones, and carried.

Karl Skoglund moved to approve the minutes of the May 5, 2016 meeting, seconded by Scott Jones, and carried.

**RECON Event – Beth Thompson**

Beth Thompson, Community Development Director, attended the RECon event in Las Vegas, NV at the end of May. Her focus during the event was to connect with additional retailers (shoes and clothing) as well as hotels. There were over 37,000 people in attendance and 1,200 vendors/developers. Beth felt that the event was well worth her time as she made several connections and had successful email/marketing follow-ups with some. Some developers have shown interest in New Richmond.

**Business and Development Updates – Beth Thompson**

- The groundbreaking for Aldi was held on June 24<sup>th</sup> and was well attended. Underground utilities have already been installed at the site.
- Ribbon cuttings were held for Goodwill, Backyard Paradise and Markfotography.
- There is a developer looking at the available lots within 18 acres in TIF 6.
- Application is on file for R3 Sons, LLC. They are planning to build a 4,798 sq. ft. retail building that could house up to 3 retail establishments.
- To accommodate the growth in the area, a section of East Richmond Way will be widened.
- East Suburban Resources (ESR) has stated that they will be submitting their site and stormwater plans to the City for approval by July 21<sup>st</sup>.
- The New Richmond Auto Mall project has slowed down a bit. Right now the owners don't appear to be in a rush to get started.
- All plans have been approved by the City for the Dairy Queen move to a new location.
- TIF 6 – There is a plan to complete the road between Cernohous and Madison.

### **Downtown Banner**

Noah Wiedenfeld, Management Analyst, has done some research into whether or not a banner can be placed across the state highway passing through downtown New Richmond. The state guidelines require state approval, and the signage cannot be used as a form of advertisement. The purpose of the sign must be for community event advertisement, and there are timelines associated with how long the sign can be up (30-90 days) depending on the event.

Cost estimates for a banner run between \$1,200 and \$3,000. (Double-sided with wind slits). This price does not include color or potential artwork.

The light posts that are located downtown aren't evenly spaced on each side, so we would have to find businesses in the downtown area that would be ok with us drilling into their buildings for anchor placement.

Judy Simon made a motion to continue the conversation with area businesses, seconded by Rob Kreibich and carried.

### **Downtown Plan Update – Noah Wiedenfeld**

- The outdoor movie night that was held in June at Glover Park was a success. There were approximately 150 individuals in attendance. The next outdoor movie night will be held in August and will feature a viewing of Star Wars.
- A grant of \$1,500 was received from the NRACF to assist with getting bike racks in the downtown area. Students from WITC will build the bike racks as part of their class work.
- The City will be looking at making an application to the federal Highway Safety Improvement Program for pedestrian and automobile safety improvements to Knowles Avenue. This will be a collaborative effort with the Police Chief and the Fire Chief.

### **Farmer's Market**

The downtown Farmer's Market has gotten off to a good start. Additional vendors have been added. The event will be held every Thursday from 4-6 pm at MaRita Park.

### **Public Art**

Another idea that was generated a part of the Downtown Plan was incorporating public art into the downtown area. City staff met with a local artisan and shared some ideas/concepts for art to be placed on the electric boxes and planter benches in the downtown area. Both the Utility Commission and members of the EDC have asked that City staff talk to the business owners in the area of proposed displays to get their opinions on design, etc. The first bench that will be done as part of this project would be the one on City property near Glover Park on the corner of Knowles Avenue and First Street.

Beth Thompson, Community Development Director, stated that she has money in her budget from a WPPI grant and marketing dollars that will help to pay for the cost of 1-2 benches. (\$550 per bench)

### **Vacant Properties**

Noah Wiedenfeld presented an idea for generating enthusiasm and motivation for renting/selling vacant storefronts downtown, as a common complaint that we receive has to do with empty buildings/storefronts. A vacant property registration ordinance would offer incentives to business owners who rent/sell their buildings within a specified timeframe, and a fee of \$500 would be assessed to those that haven't filed a plan with the City to get their building rented/sold. Discussion followed. It was decided that this

proposal did not have EDC support and that additional ideas would be generated and presented at future EDC meetings.

### **Sign Ordinance Update**

Noah Wiedenfeld reported that the second draft of the ordinance should be completed this week and will be presented to the Plan Commission. A more “user friendly” guide is also being developed to assist people in understanding the ordinance.

### **Sign Master Plan for TIF 6**

The Sign Master Plan for TIF 6 was presented. Options include directional sign placement, monument signs, and business driveway signs. The idea of the plan is to better advertise businesses located in the park, but with a consistent brand and color scheme throughout. City staff will meet with businesses located within the park to get feedback. This feedback will be discussed at a future EDC meeting and costs/sources of funds will also be investigated and presented.

\*EDC member would like to see this plan include TIF 5 as well.

### **St. Croix EDC – Bill Rubin**

- \$150,000 loan was recently given to R3 Sons/Brose Family for their retail project
- 3<sup>rd</sup> annual Paddle Boat Tour to review the bridge construction progress was held in June. The newest progress is the addition of cables on the Wisconsin side.
- The unemployment numbers for the month of May showed that 42 of 71 counties in WI reported UE rates under 4%.

### **NRAEDC – John Soderberg**

John reported that the City of New Richmond is still on the top of the list for a possible new business using rail.

### **Chamber of Commerce**

- The chamber’s post on Aldi’s groundbreaking had over 14,000 views!
- The next Business After Five event will be held at Barley John’s on July 28<sup>th</sup>
- The August Business After Five event will be held at the Airport on August 18<sup>th</sup>. Aerial tours of the bridge construction progress will be offered from 5-7pm.
- Fun Fest was a great success this year! Carnival sales were up 20% as were beer sales. The Sunday condensed parade route was well received.

### **Announcements/Communications**

Jim Zajokowski – Construction on the Skatepark is starting. It is estimated that it will take about 8 weeks to complete.

Mike Darrow – The annual Utility Customer Appreciation Picnic will be held from 11 am – 1 pm on August 2<sup>nd</sup>. National Night Out will follow that evening.

A “thank you” BBQ for Council, Boards/Commission members will be held sometime at the end of August. Location is likely going to be Hatfield Park.

**Adjournment:**

Motion was made by Scott Jones to adjourn, seconded by Jim Zajkowski, and carried. The meeting adjourned at 8:36 a.m.

Minutes by Kari Kraft  
HR Manager/Executive Assistant

cc: Mayor Horne, Clerk and City Council



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## MEMORANDUM

**TO:** Economic Development Commission

**FROM:** Beth Thompson, Community Development Director

**DATE:** August 26, 2016

**SUBJECT:** Development Updates

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### City of New Richmond Development Updates

During the Economic Development Commission meeting I will be updating the Commissioners on the current and upcoming developments within the City. Updates will focus on Bakken Young, ESR, ALDI, Taco Bell, and R3 Sons Development.



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## MEMORANDUM

**TO:** Economic Development Commission

**FROM:** Beth Thompson, Community Development Director  
Noah Wiedenfeld, Management Analyst

**DATE:** August 26, 2016

**SUBJECT:** Downtown Public Art

### BACKGROUND

Local artist and New Richmond High School alumnus Taylor Berman contacted City staff this spring about the possibility of adding public artwork to the downtown. Taylor graduated in 2015 from UW-River Falls with degrees in Art Education and Printmaking, and he has painted murals and other public art projects in the area. The 2013 Downtown Plan recommends adding public artwork to the downtown.

### PROPOSAL

At the last meeting, City staff showed six possible designs from Taylor Berman for downtown benches and utility boxes (for possible locations at the intersections of 4th Street and 6th Street). As directed by the EDC from the last meeting, City staff met with property owners within the downtown district. The results of those meetings were extremely positive and everyone we visited was in favor of this type of public art. Please see the attached document for the results of our visits with the downtown businesses.



### COSTS & FUNDING SOURCES

The cost per utility box is approximately \$700, and the cost per bench is \$550. These costs are inclusive of labor, paint, and supplies. Funding sources for two benches would include WPPI Energy Economic Development Incentives (\$850) and the Economic Development Budget (\$250). Funding for the utility boxes would need to be approved by the Utilities Commission.

### ACTION

City staff recommends approval to the City Council of the public art project for two downtown benches, with funding as stated above. Due to the diverse opinions regarding art, City staff recommends the local artist take into account the opinions from the survey and do the public art projects as he recommends.

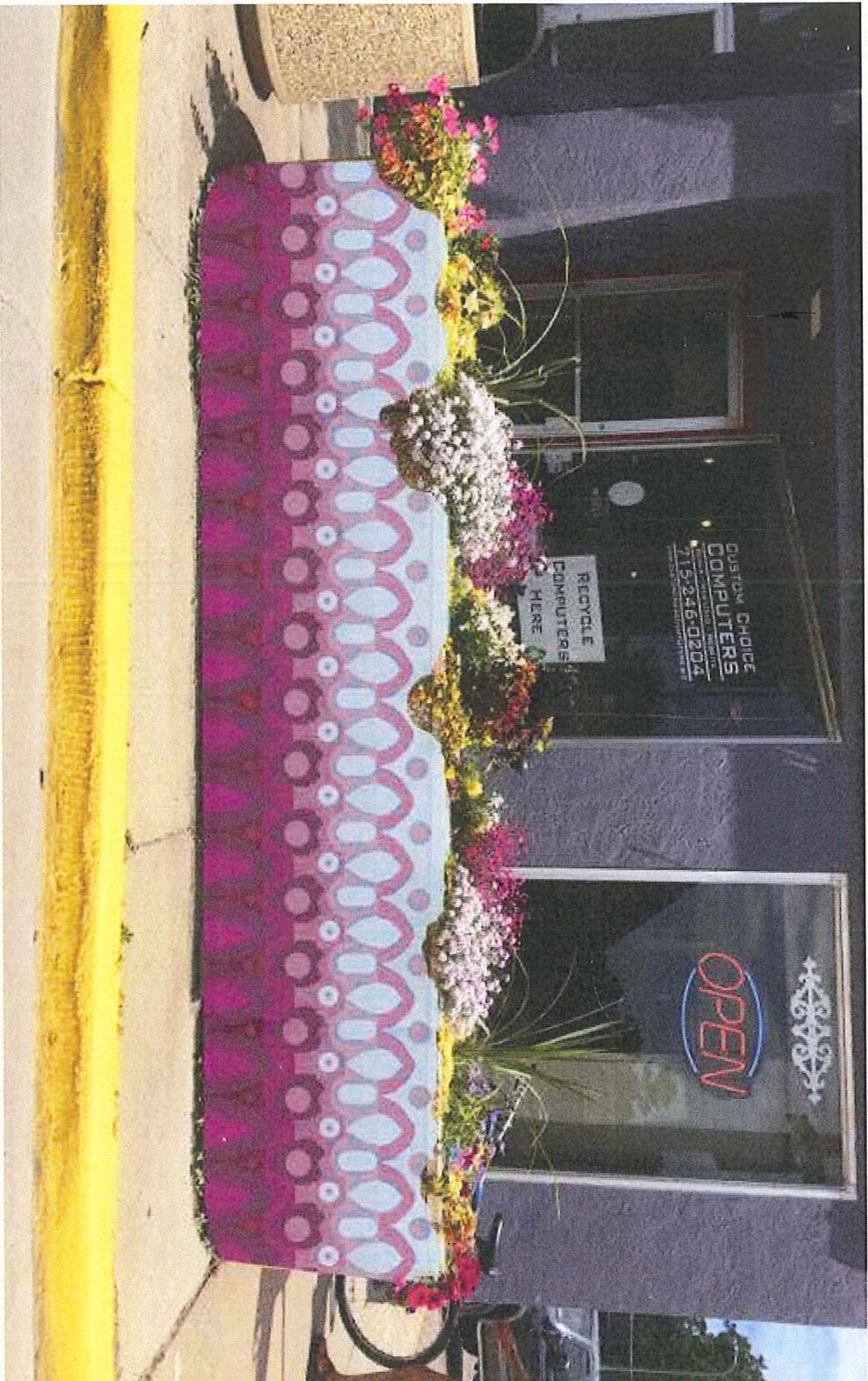
# Meetings with Downtown Business Owners Regarding Public Art

<u>Business</u>	<u>Do they like the idea of Public Art</u>	<u>Theme 1</u>	<u>Theme 2</u>	<u>Theme 3</u>	<u>Who did we meet with</u>
Advance Auto	Yes - Loved the idea; no choice on the design				Travis Carlsrud / Manager
Eye Care Center	Yes			X	Jen
Computer Shop	Yes			X	Tony / Owner
Wild Badger	Yes			X	Brian / Owner
Champs	Yes			X	Lisa/Nicole
Applegate	Yes		X		Number of employees
St. Croix Financial	Yes	X			Kelly
Swenbys	Yes	X			Sean Fitzgerald
Goldsmith Shop	Ok Idea but will not bring people into our dt				Owner
Remington Law Office	Yes		X		Jim/Judy Remington
River Valley Anesthesia	Leave as is or....	X			Diane
FNCB	Yes			X	Tom Mews
Youth Gone Wild	Yes			X	Christopher
Larsons	Yes			X	Diane
The News	Yes	X		X	Cindy & Ray
Family Vision	Yes		X		Cindy
The Smoke Shop	Yes	Local Theme - Tigers			Chad
Apple Blossom	Yes	X			Cathy
St. Croix Title Co	Yes			X	Amanda
Thrift Shop	Yes			X	Jane
Bobcats	Yes			X	Lee
State Farm	Yes		X		Kaitlyn
Simply Staffing	Yes			X	Megan
Covet	Yes		X		Devon
Travel Leaders	Yes				Kim
Halo's	Yes				Kelli
Old Saloon	Tried twice not open in day time				
Sport Cuts	Tried twice - they told us that the only time they can talk is if they are not busy				
Williamson & Siler	Yes	X			Marissa
Al-A-Mode	Tried twice stated the owner is only there 6 times a month				
Pileth & Skokan PA	Tried twice have not found them open				
RCU	Yes	X		X	Chris/three other ladies
Radio Shack	Yes	X			J.R.
<b>Totals</b>		<b>8</b>	<b>5</b>	<b>13</b>	

# Flower Box/Benches: Floral Theme 3



# Flower Box/Benches: Floral Theme 1



( Petal Pattern made from the petal shapes of various flora native to New Richmond )

# Flower Box/Benches: Floral Theme 2



( Vertical Flower design inspired by local flora )



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## MEMORANDUM

**TO:** Economic Development Commission

**FROM:** Noah Wiedenfeld, Management Analyst

**DATE:** August 26, 2016

**SUBJECT:** Connect Communities Application

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### **BACKGROUND**

The Connect Communities program was created by the Wisconsin Economic Development Corporation (WEDC) to help improve downtown/historic commercial development. For an annual fee of \$200, communities can receive site visits from WEDC community development staff, access to resources and training materials developed for Wisconsin Main Street Program communities, and access to Main Street Executive Director workshops and webinars. It is essentially a lower-cost program than the Main Street Program, with many of the same benefits. Twenty communities are selected each year to participate. City staff feel that applying for this program can help assist with implementing our Downtown Plan.

### **NEXT STEPS**

City staff will submit a Connect Communities application before the mid-October deadline.

### **ACTION**

No formal action by the Economic Development Commission is needed at this time.



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## MEMORANDUM

**TO:** Economic Development Commission

**FROM:** Beth Thompson, Community Development Director  
Noah Wiedenfeld, Management Analyst

**DATE:** August 26, 2016

**SUBJECT:** Business & Technical Park Wayfinding Signage

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### **BACKGROUND**

At the last EDC meeting, City staff showed a preliminary wayfinding sign plan for TID No. 6 that was prepared by Danyelle Pierquet from Landform Professional Services. After discussion, it was decided that the signage map should be changed so that it also includes businesses located on Wisconsin Drive and St. Croix Avenue. The original map and a new map are included with the memo.

### **DESIGN**

City staff created a draft sign that includes the City of New Richmond's blue and green color scheme, as well as decorative brick, lighting, and landscaping. Landform Professional Services also suggested two additional signage types: a smaller "street sign" style and a sign for business driveways. However, City staff feel that the driveway signs should be the decision and responsibility of the business owner, and that the "street sign" style would not be effective nor has it been requested by business owners. Thus, the primary focus now is on the larger wayfinding signs that would be placed at key intersections.

### **COST**

Each sign is currently estimated to cost in the neighborhood of \$10,000-\$13,000. Businesses who wish to have their name on the sign could pay a one-time fee (e.g. \$1,000) to have their name included. This would help cover the costs of the signs, and would be simpler for administrative purposes (as opposed to working on multi-year contracts and billing/payment plans). Remaining costs would come from the tax increment district.

**NEXT STEPS**

The EDC should discuss the proposed locations and sign designs, and consider a motion to allocate funds in the FY 2017 budget towards the signs. Formal designs and quotes would be brought back to the EDC and shown to business owners for additional input. The design would be finalized this winter, with a goal of installing the signs in the early spring of 2017.

# BUSINESS PARK WAYFINDING

NEW RICHMOND, WISCONSIN

This plan is an effort to alleviate wayfinding concerns within the New Richmond Business & Technical Park neighborhood.

**Sign Type A:** Wayfinding solutions can be implemented to better connect the business park neighborhood to the community per sign type A. This sign type can be mounted on the same poles as City street signs or on a decorative pole like the district's street lights.

**Sign Type B:** Visitors to the business park neighborhood can be directed or made aware of the variety of businesses along a street via sign type B.

Materials and design details for sign types A and B should be part of a cohesive palette. In this example, the vibrant blue of New Richmond's city logo, a highly-legible sans serif font, Myriad Pro, and natural limestone on the monument base give the sign a timeless aesthetic that can be replicated throughout the District and in other areas of the City

**Sign Type C:** Large sites with multiple access drives may benefit from sign type C which helps sort traffic (large trucks to a loading dock or visitors to the front door) as they approach a business. As these signs serve specific businesses, their materials and design details should coordinate with the business' sign package.

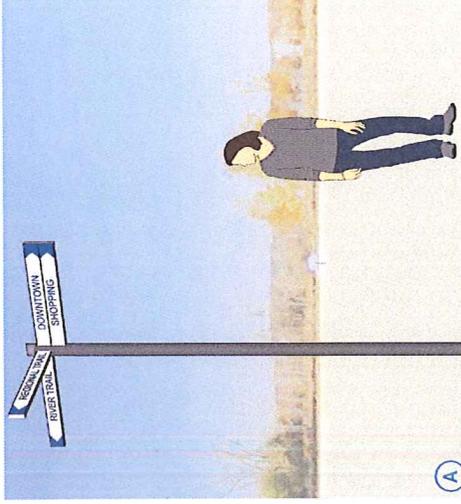
In all cases, new wayfinding signs should comply with the City's Sign Ordinance and should work to support existing business signs and future new business signs. Their placement should be closely coordinated to minimize conflicting views.



## SIGNAGE MASTER PLAN

June 27, 2016

LANDFORM is a registered service mark of Landform Professional Services, LLC.



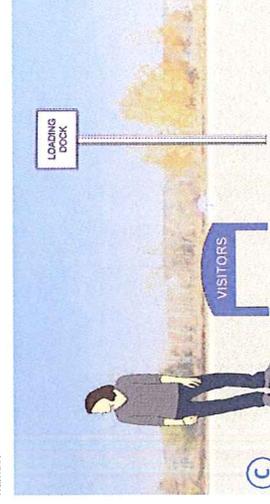
**A**

A - Landmark Wayfinding may be appropriate to give visitors reference to major assets in the community. The scale is appropriate for trail-users and automobiles.



**B**

B - Neighborhood Wayfinding can anchor space along major streets within the Business Park. The sign format can be taller or shorter depending on required quantity of business names.



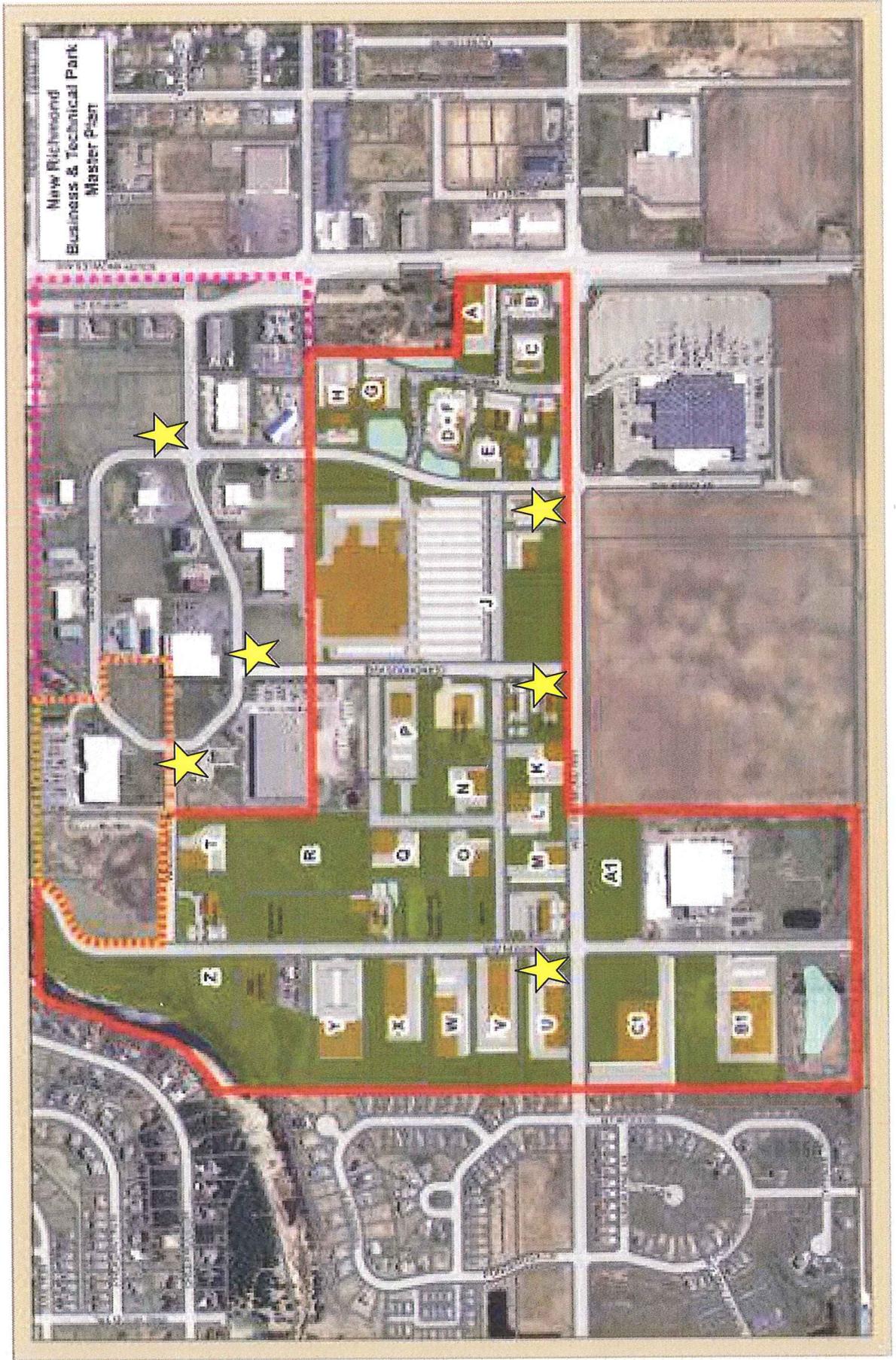
**C**

C - Business Wayfinding may be necessary for sites with multiple access points to give direction for large trucks versus visitors.



**SIGN MASTER PLAN** - This plan is an effort to alleviate wayfinding concerns within the New Richmond Business & Technical Park neighborhood. As the business park develops, see the Master Plan document for guidance, the intent of this sign master plan should be extended. Major thoroughways should be extended. Major thoroughways should be considered for sign type B. Sites should be considered for sign type C and major community assets may need to be updated or added in sign type A.

# Proposed Locations for Large Wayfinding Signs





*City of New Richmond  
Business & Technical Park*

**Barley John's Brewery**



**45th Parallel Distillery**



**Accelerated Plastics**

