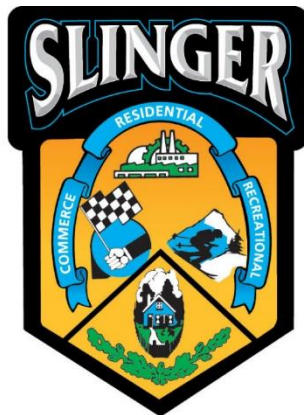


Village of Slinger

*Incorporated 1869
Washington County
300 Slinger Road
Slinger, Wisconsin 53086*



Slinger Utilities

*Electric, Water, Sewer,
& Stormwater
Telephone: (262) 644-5265
Facsimile: (262) 644-6341*

AGENDA

For a Meeting of the Slinger Redevelopment Authority to be held at the Slinger Municipal Building, 300 Slinger Road, Slinger, WI on Wednesday, February 4, 2026 at 8:00am.

- 1. Call to Order - Noting of Roll Call**
- 2. Approval or Correction of Minutes from 01-07-2026**
- 3. Unfinished Business**
 - A. Continued Revisions to Façade Program Guidelines and Manual**
 - B. Update on VC-D Village Center- Downtown Zoning**
- 4. New Business & Action Thereon**
 - A. Review of Façade Grant Application**
 - B. Review of Potential Comprehensive Plan Amendments and Rezonings**
 - C. Review of Sign Code Regulations for Village Center – Downtown District**
- 5. Adjourn Meeting**

“Members of the Village Board & Committee members may attend the above meeting. Pursuant to State ex rel. Badke v. Greendale Village Board, 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) such attendance may be considered a meeting of the Village Board or of any such Committee. This notice is given so that members of the Village Board & Committee members may attend the meeting without violating the open meeting law.” No action will be taken at this meeting by any Village governing body except by the governing body identified in the caption of this notice.”

“Upon reasonable notice, efforts will be made to accommodate persons with disabilities requiring special accommodations for attendance at the meeting. For additional information and to request services, contact the Village Clerk at (262)644-5265.”

MINUTES OF THE REDEVELOPMENT AUTHORITY MEETING

January 7, 2026

The meeting of the Slinger Redevelopment Authority was called to order by President Stortz at Slinger Village Hall, 300 Slinger Road, Slinger, Wisconsin on January 7, 2026 at 8:00 a.m. in accordance with the Notice of Meeting delivered to the members on Friday, January 2, 2026.

1. Roll Call & Notice of Meeting:

Present: Scott Stortz, Dean Otte, Sherry Schaefer, Dianne Retzlaff, Angelina Iturrian, and Corey Foerster.
Absent: Colette Troeller, excused

Also Present: Village Administrator Margaret Wilber, Village Engineer Jim Haggerty, Village Deputy Clerk Christina Schrank and Community Development Director Dyann Benson.

President Stortz informed the members that the open meeting law had been complied with in connection with the meeting. Notice of the meeting was sent to all who requested same and posted in three public locations.

2. Introduction of Community Development Director Dyann Benson

The Redevelopment Authority welcomed Dyann Benson to the Village team.

3. Approval or Correction of Minutes from 11-05-2025

Motion Iturrian/Retzlaff to approve the minutes of 11-05-2025 as presented. Passed.

4. Unfinished Business

A. Updates on Work Plan Components and Projects

Administrator Wilber provided updates on some of the ongoing projects of interest to the RDA. She informed the group that the Old Creamery has been demolished and the Village just received an application to demolish the property located at 120 Stork Street. Administrator Wilber also informed the group that the developer for 119 Kettle Moraine Drive South (KMDS) has made significant progress. The demolition of the two neighboring properties has started this week and should be completed by the end of the week.

B. Possible Revisions Façade Program Guidelines and Manual

Administrator Wilber presented potential consideration for the façade program based on the last RDA meeting. These changes included: the boundaries of the façade program eligibility and types of projects that may be funded to accomplish the aesthetic goals of the downtown district. RDA members reviewed these and added some additional changes they'd like to make. Administrator Wilber stated these would be prepared for review at the next meeting.

5. New Business & Action Thereon

A. Review of VC-D Village Center-Downtown Zoning

Development Director Benson discussed a number of land uses in the Village Center Downtown District and whether those land district uses are consistent with the goals of the comprehensive plan and the redevelopment district for the downtown. These uses included: business warehousing, vehicle related uses, conversion of commercial buildings, drive thru facilities, and contractor facilities. The feedback and recommendations by the RDA will be shared with the Planning Commission as part of their discussion on the same topic for all commercial districts.

6. Adjourn Meeting

Motion Otte/Schaefer to adjourn at 9:34am. Passed.

Scott Stortz, Village President

Prepared by: Christina Schrank
Village Deputy Clerk

Village of Slinger - Memorandum

Date: January 23, 2026
To: Redevelopment Authority
From: Dyann Benson, Community Development Director
Re: Continued Revisions – Façade Program Manual

The Redevelopment Authority has been discussing potential changes to the Façade Program Manual to better align the Program to the goals and objectives of the Redevelopment District. Based upon the prior conversations, the next draft has the following changes for discussion by the RDA:

- The Façade Program boundaries have been updated to reference the Village Center – Downtown District.
- Eligible Projects have been updated:
 - ▣ Utilities Facilities has been further clarified to reduce the broad nature to cover failing infrastructure or upgrades to facilitate a commercial tenant
 - ▣ Street landscaping has been eliminated since it is the most susceptible to being temporary. Both the grant and loan provisions require matching funds. The applicants matching funds can be used to cover the cost of landscaping while the Village's funds focus on permanent improvements.
 - ▣ Energy efficiency and safety improvements has been eliminated as these are now standard in the building code. These are no longer above and beyond what the building code requires and are integrated into any project.
 - ▣ Language was added that design services and other related services may be eligible if from a professional service or licensed contractor.
- Ineligible Projects have been updated to include the conversion of 1st floor commercial space based upon the January zoning discussion.
- Timelines have been reduced from 6 months to three months.
- Start date has been clarified to cover projects after they have started as determined by RDA.
- Required attachments include either letters of intent, signed leases or strategy for tenant recruitment for commercial projects.
- Language has been added that new applications will be given consideration over returning applicants.

VILLAGE OF SLINGER REDEVELOPMENT AUTHORITY

FAÇADE AND BUILDING IMPROVEMENT PROGRAM MANUAL



Approved mm/dd/yyyy

1) PROGRAM OBJECTIVE:

The Village of Slinger Façade and Building Improvement Program (“the Program”) provides assistance in the form of grants and loans, to incentivize development in and around the Village’s traditional downtown area.

2) POLICY STATEMENT:

The Village of Slinger Redevelopment Authority (RDA) will accept and consider applications for the Program for projects that will improve or enhance the condition and appearance of properties located within the Village Center-Downtown District. ~~Village’s Redevelopment District #2 (RD #2) and Tax Increment District #6 (TID #6), as well as those properties located within a .5-mile radius of the boundaries of TID #6.~~

The RDA is the sole authority for approval or denial of applications to this Program but may establish a Grant and Loan Review Committee to evaluate applications and recommend further action. The RDA reserves the right to deny any application that is found to be inconsistent with the vision, strategy and intent of the RDA in the development of the areas included in the Program.

It is the intent of the Village of Slinger and the RDA that funds from this Program serve as development incentives to encourage the desired kind of improvements and increase overall tax base. The RDA will work with local lenders and others to maximize the leverage of Program dollars so that the result is the maximum possible economic development. It is further intended that the RDA use the Program to supplement, but not compete with, capital that may already exist.

Applicants shall not be disqualified based on age, race, religion color, handicap, sex, physical condition, developmental disability, sexual orientation or national origin.

3) ELIGIBLE APPLICANTS:

To be eligible for funding, a proposed project must meet all of the following minimum requirements:

- **Property Location.** Owners of Residential and Commercial Real Estate Property located within Village Center- Downtown District RD #2 or TID #6. ~~and within a .5-mile radius of the boundaries of TID #6~~
- **Private Funds Leveraged.** One dollar of private sector investment shall be provided for each dollar of Program investment. Private sector investment is defined as financing from a private lending institution, public sector funding programs, or new equity that is part of the project.
- **Financial Feasibility and Viability.** The applicant shall demonstrate that the proposed project is viable and they have the economic ability to repay any loan funds.
- **Compliance with Applicable Laws.** Applicants shall comply with all applicable local, State and Federal laws and codes.

4) TYPES OF PROJECTS ELIGIBLE FOR PROGRAM FUNDING:

The RDA retains the sole discretion to determine if a project is eligible for Program funding based on the expected improvement and enhancement of the condition and appearance of properties. The types of projects eligible include, but will not be limited to:

- ❑ Exterior Improvements to Buildings in the Subject Area that are consistent with the aesthetics, vision and goals of the Redevelopment District and neighboring properties
- ❑ Interior or Structural Improvements of a Permanent or Fixed Nature that Increase Property Value or Viability – Commercial Properties only
- ❑ Restoration of Historic Elements
- ❑ Construction or Restoration of Building Structural Elements
- Utilities Facilities Upgrade of utilities to facilitate a change of use for a commercial tenant
- ❑ Replacement of sanitary sewer or water service laterals due to failing infrastructure due to the age and or material.
- ❑ Hazardous Materials Abatement to accommodate commercial business tenant
- ❑ Street facing Landscaping
- ❑ Energy Efficiency and Safety Improvements
- ❑ Accessibility Structures
- ❑ Eligible Project costs may include carpentry, masonry, windows, doors, lighting, awnings, painting, roof repairs, and similar activities.
- ❑ Eligible Project Costs may also include design services, installation and other labor provided through professional services and licensed contractors.

5) TYPES OF PROJECTS/ACTIVITIES INELIGIBLE FOR PROGRAM FUNDING:

The RDA retains the sole discretion to determine if a project is ineligible for Program funding based on the expected improvement and enhancement of the condition and appearance of properties. The types of projects ineligible include, but will not be limited to:

- ❑ Normal Maintenance Activities
- ❑ Removal of Historic Elements
- ❑ Temporary or Tenant-Specific Equipment, Furnishings or Other Improvements that would be removed with a change of use
- ❑ General Improvement Loans related to normal replacement needs of a business
- ❑ Projects that primarily provide working capital with limited security
- ❑ Projects which, based on the judgment of the RDA, would create a conflict of interest, potential for conflict of interest, or any appearance of a conflict of interest
- ❑ Conversion of first floor commercial space into residential

6) TYPES OF AWARDS AVAILABLE:

- ❑ Grants
- ❑ Loans

A) GRANT TERMS AND CONDITIONS:

- ❑ **Amount.** Grants may be provided in an amount up to 50% of the total cost, not to exceed \$10,000 and subject to funds availability.
- ❑ **Application Fee.** A non-refundable application fee of \$50 will be due at the time of application submittal.

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- ❑ **Applicant Status.** Applicants must be in good standing with the Village of Slinger, with current taxes and utilities paid in full. Any outstanding building code violations must be resolved by the conclusion of the project. They must also provide proof of property and liability insurance prior to the start of the grant performance period.
- ❑ **Eligible Projects.** Grants will be awarded for projects that will improve the façade of any building or property. The façade is defined as the side of the property facing the street address and any side of the building or property that is primarily visible from the street.
- ❑ **Reimbursement Basis.** Grants will be provided on a reimbursement basis only, upon full project completion. Payment of an approved grant will require submittal of all project invoices, receipts or similar documentation of actual costs incurred in the completion of the project. No funds will be disbursed until the property is in complete compliance with the building code.
- ❑ **Combined Funding.** Grants may be provided in addition to, or independent of, loans issued under this program subject to review and approval of separate application(s) for each means of assistance.
- ❑ **Required Documentation.** Applicants must document the source(s) of all matching funds.
- ❑ **Grant Agreement.** Within ~~three~~ six months of RDA approval, applicants must enter into a Grant Agreement with the RDA, obtain any required building permit, and commence work.
- ❑ **Start Date.** Applicants are ~~encouraged~~ required to apply for assistance before a project is started. The RDA reserves the right to provide funding to commercial projects after work has been started if the project furthers the goals and visions as identified in the Redevelopment District #2 Project Plan. When allocating funds for such projects, the RDA shall state basis for its decision, and preference will be given to applicants who plan accordingly. Applications received after a project has been started must include photographic or other documentation showing the condition of the property before the work began. Funding assistance will not be considered if the project has been completed more than six months prior to the date the application is received. Projects must commence within three (3) months of entering the grant agreement.
- ❑ **Completion Date.** The project will be completed and grant funds requested no later than two years from the date of the Grant Agreement. Extensions may be authorized subject to sufficient justification.

B) LOAN TERMS AND CONDITIONS:

- ❑ **Amount.** Loans may be provided in an amount up to 50% of the total cost, not to exceed \$25,000 and subject to funds availability.
- ❑ **Application Fee.** A non-refundable application fee of \$50 will be due at the time of application submittal.
- ❑ **Applicant Status.** Applicants must be in good standing with the Village of Slinger, with current taxes and utilities paid in full. Any outstanding building code violations must be resolved by the conclusion of the project. They must also provide proof of property and liability insurance prior to the start of the loan performance period.
- ❑ **Interest Rates.** Loans will be issued at the Village's current interfund interest rate.
- ❑ **Repayment Terms.** Repayment shall be for a term of no more than five years. Loans will be structured for annual repayment. The RDA reserves the right to allow more

frequent repayment schedules if circumstances warrant.

- ❑ **Combined Funding.** Loans may be provided in addition to, or independent of, grants issued under this program subject to review and approval of separate application(s) for each means of assistance.
- ❑ **Required Documentation.** Applicants must document the source(s) of all matching funds.
- ❑ **Loan Agreement.** Within ~~three~~ six months of RDA approval, applications must enter into a Loan Agreement with the RDA, obtain any required building permit, and commence work.
- ❑ **Legal Information.** Applicants and any business owner or officer must answer the questions regarding any lawsuits in the past 5 years or pending, bankruptcy or insolvency proceedings in the past or pending, civil or criminal charges in the past 5 years or pending that may adversely affect the project, and whether there are any outstanding tax liens as they are stated on Page Five of the Program Application form (Exhibit A).
- ❑ **Security.** Loan recipients will be required to sign a Waiver of Special Assessment Notices and Hearings form to allow the Village to levy special assessments in the event of default or failure to satisfy the terms of the Loan Agreement.
- ❑ **Start Date.** Applicants are ~~required encouraged~~ to apply for assistance before a project is started. The RDA reserves the right to provide funding to commercial projects after work has been started if the project furthers the goals and visions as identified in the Redevelopment District #2 Project Plan. When allocating funds for such projects, the RDA shall state basis for its decision... Projects must commence within three (3) months of entering the loan agreement, and preference will be given to applicants who plan accordingly. Applications received after a project has been started must include photographic or other documentation showing the condition of the property before the work began. Funding assistance will not be considered if the project has been completed more than six months prior to the date the application is received.
- ❑ **Successors Bound.** All provisions and conditions of the Loan Agreement shall be binding upon and inure to the benefit of the heirs, administrators, executors, successors in interest and assigns of each of the parties.

7) APPLICATION PROCESS:

All applicants for Program funding will be required to complete an application form, providing verifiable data which demonstrates that their proposed projects are economically feasible and will produce improvements for the subject property. Applicants will be notified whether their application is complete and may be granted additional time to provide requested information or make necessary corrections. Applications will not be considered complete until the following required attachments have been received:

- ❑ Photos of existing conditions of the subject property.
- ❑ Architectural drawings, renderings, or photos of the proposed project, if applicable.
- ❑ Copies of estimates, bids, contracts or quotations to be done in connection with the project.
- ❑ If the space is currently vacant, any leases or commitments from future tenant or proposal for securing a commercial tenant.

Applicants or properties that have not received funding through the Program will be given first consideration over returning applicants or properties.

8) APPLICATION SELECTION PROCESS:

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- ❑ **Staff Review.** Applications will be reviewed by Village staff for completeness and accuracy. Applicants will be notified whether their application is complete and may be granted additional time to provide requested information or make necessary corrections.
- ❑ **Grant and Loan Review Committee.** If the RDA elects to create a Grant and Loan Review Committee, the Committee will review applications within one month of application completion. The applicant may be required to meet with the Grant and Loan Review Committee and possibly with the RDA to discuss the application and project in more detail. Recommendations made by the Committee shall serve as the basis for funding approvals. If a Grant and Loan Review Committee is not established, Village staff will conduct all application reviews.
- ❑ **RDA Approval.** The Grant and Loan Review Committee or Village staff will make its recommendation to the RDA. Final approval resides with the RDA. Upon recommendation by the Grant and Loan Review Committee or Village staff, the RDA will review and approve each individual application.
- ❑ **Notification.** All applicants will be notified in writing of the RDA's decision.

9) AWARD CRITERIA:

Grants and loans will be awarded based on:

- ❑ Availability of funds
- ❑ Expected impact of the proposed project, both on the subject property and the overall downtown district
- ❑ Projected increase in property value
- ❑ Environmental or safety hazard elimination
- ❑ ~~Expected increase in energy efficiency~~
- ❑ Improvement in accessibility
- ❑ Compatibility with the aesthetics and general appearance of the downtown district
- ❑ Business record or job creation for commercial properties
- ❑ ~~Readiness to proceed~~
- ❑ Whether the applicant has previously received funding through the Program

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10) CLOSING AND DISBURSEMENT PROCESS:

A) LOANS

At closing or prior to releasing funds, the following documentation must be in place or provided at the appropriate time during the term of the loan.

- ❑ **Notice of Award.** The RDA must have reviewed and approved a complete application for an eligible applicant.
- ❑ **Loan Agreement.** The Village or its Attorney shall prepare a loan agreement, which shall be executed by representatives of each party. (See Exhibit B2 for an example of this document.)
- ❑ **Promissory Note.** A promissory note shall be prepared by the Village or its Attorney and signed by the appropriate parties. It must reference the agreement between the parties and it must specify the amount and terms of the loan. (See Exhibit C for an example document.)
- ❑ **Security.** A completed Waiver of Special Assessment Notices and Hearings shall be signed by the appropriate parties. (See Exhibit D for an example.)

- ❑ **Repayment Schedule.** A loan repayment or amortization schedule shall be prepared. The repayment schedule shall be dated and signed by both parties. At that time, the repayment schedule shall be attached to both parties' copies of the agreement.
- ❑ **Evidence of Expenditures.** As appropriate or necessary, documentation shall be provided to evidence expenditures prior to the release of funds. Documentation can include bills and invoices or receipts for materials, final bills of sale or canceled checks.
- ❑ **Other Documentation.** As appropriate or necessary, the borrower may be asked to provide the following:
 - ❑ Current financial statements.
 - ❑ Evidence of having secured other funds necessary for the project.

All documents will be executed before funds are disbursed. Depending on the nature of the project, collateral documentation may be recorded with the County Registrar of Deeds.

B) GRANTS

Prior to releasing funds, the following conditions must be met and the following documentation must be in place or provided at the appropriate time during the term of the grant.

- ❑ **Notice of Award.** The RDA must have reviewed and approved a complete application for an eligible applicant.
- ❑ **Grant Agreement.** The Village or its Attorney shall prepare a Grant Agreement, which shall be executed by representatives of each party. All terms of the Grant Agreement shall have been fulfilled prior to the release of funds. (See Exhibit B1 for an example of this document.)
- ❑ **Evidence of Expenditures.** The Grantee will be reimbursed for eligible pre-approved grant-related expenses. Documentation shall be provided for review to evidence expenditures prior to the release of funds. Documentation can include bills and invoices or receipts for materials, final bills of sale or canceled checks.
- ❑ **Inspection Report.** As appropriate or necessary, the entire project shall have obtained the necessary permits and a satisfactory inspection report shall be provided to document the successful completion of the project.

11) CONDITIONS UPON COMPLETION:

Upon completion of the grant or loan project, or execution of a grant or loan agreement, the RDA may issue a press release and submit a photo to local media to celebrate the project and promote the Program. During the project's completion, grantees and borrowers may also be requested to exhibit a sign indicating that the project is funded in part through Program funds.

12) LOAN MONITORING:

The RDA will require the loan recipient to remain in good standing with the Village throughout the duration of the project and loan period. A representative of the RDA may initiate a phone call to the loan recipient to review performance and issues. On-site visits may be conducted annually to verify and evaluate the use of loan funds.

An annual review and report of the outstanding loans of the loan fund and a summary of all grants issued will be compiled by Village of Slinger staff for presentation to the RDA.

13) FILE RETENTION:

All Program files will be retained for a period of not less than 2 full years after the loan has been paid in full. After 2 years, the files may be destroyed by shredding or incineration. Files will be secured in a locked, safe place and access will be limited to Village of Slinger/Slinger Utilities staff with RDA responsibilities only. Other security measures will be initiated as needed to protect confidentiality of loan documents.

Village of Slinger - Memorandum

Date: January 23, 2026
To: Redevelopment Authority
From: Dyann Benson, Community Development Director
Re: Update - Village Center – Downtown District (VC-D) - Land Uses

At the January Redevelopment Authority (RDA) meeting, the members discussed various uses within the Village Center – Downtown District and whether they aligned with the Redevelopment District #2 Project Plan and the Comprehensive Plan. The feedback from the RDA was shared with the Planning Commission.

The attached land use spreadsheet provides a summary of both RDA and Planning Commission discussions. Land uses that would be removed as permitted uses in the VC-D District are crossed out. The “grayed out” land use – conversion of commercial buildings and accessory business warehouse – was not discussed at the Planning Commission.

The RDA discussed changing the accessory business warehouse by removing it as a conditional use and creating new language under the accessory use to accommodate the intent but adjust the requirements to align with the Redevelopment District Project Plan.

The RDA deferred changes to the drive thru and construction services/contractor shops land uses.

COMMERCIAL DISTRICTS

LAND USES	VC-D
Accessory Business Warehouse/Storage	CU/SC
Antique & Secondhand Merchandise Sales	CU
Assisted Living Facilities for Elderly	
Athletic Clubs/Associated Facilities	
Athletic/Recreation Facilities (Indoor/Outdoor)	
Auto Body Repair Existing as of 12/1/2022	
Bed & Breakfast Establishment	CU
Car & Light Truck Repair/Service	
Car Washes	
Cellular & Digital Communication Antennas/Towers	
Child Care Facilities	
Community Based Residential Facilities	
Community Living Arrangements	
Conference Centers/Banquet Halls/Event Facilities	CU
Congregate Housing for the Elderly	
Construction Services/Contractor Shops	CU
Conversion of Commercial Bldgs	CU
Day Care	
Drive Thru Banking Facilities	
Drive Thru Facilities	CU
Enclosed Connecting Walkways (Sideyard)	
Essential Services	P
Financial/Banking Institutions	P
Fuel/Auto Service Stations	CU
Funeral Homes without Crematoriums	
Green Space Requirements of 35% Lot Area	
Hotels/Motels	P
Indoor Health/Fitness Facilities	
Indoor Vehicle & Trailer Rental/Displays	CU
Indoor Vehicle Sales/Displays	CU
Laboratories	
Medical Clinics	P
Microbrewery	CU
Mixed Use Development	CU
Multifamily Residential Structures	CU
Nano Distillery	CU
New (After 12/1/2022) Outdoor Vehicle Sales/Rental	CU/SC
Nursing Homes	
Offices	P
Outdoor Sales/Consumption Alcohol as part of a Tavern/Restaurant	CU
Professional Services	P
Residential Care Facilities for the Elderly	
Retail Stores	P

Septic Tank Services Existing as of 8/14/2002	CU
Single Family (Constructed Pre 8/14/2002)	P
Single Family (S/SW of Buchanan St & Polk St)	P
Tattoo/Body Piercing	CU
Taverns/Restaurants	P
Theaters	P
Two-Family (Constructed Pre 8/14/2002)	P
Uses Permitted in M-1 w/o Outdoor Storage	
Uses Permitted in the B-1 (VCD) & B-2 Districts	
Vehicle & Trailer Rentals & Parking Existing as of 12/1/2022	CU
Vehicle Sales/Display Existing as of 12/1/2022	CU
Vehicle Towing Services Existing as of 12/1/2022	
Veterinary Services	
Winery	CU
Youth Activity Clubs	CU

SC= Staff note indicating additional details regarding this land use in the code

Village of Slinger - Memorandum

Date: January 26, 2026
To: Redevelopment Authority
From: Dyann Benson, Community Development Director
Re: Façade Program Grant Application

Kettle Moraine Playhouse at 204 Kettle Moraine Drive South (V5_004800) has submitted a grant application for \$10,000 for the Façade Program. The grant application is to help cover the costs associated with a new sewer lateral. The sewer lateral is at the end of its useful life due to the age of the clay material. The Village worked closely with their contractor to identify the issue and facilitate the repair. The costs associated with the project include excavation, televising the system, sewer replacement, concrete repairs and rental of portable water closets.

The grant application meets the program requirements. It is located within the designated boundaries, the scope of work is eligible, the matching funds will come from their general operating fund, and they are in good standing with the Village. The total project costs are \$20,000 and the request of \$10,000 does not exceed the 50% threshold.

The Kettle Moraine Playhouse is a significant amenity within the Redevelopment District that not only draws local residents, but attracts individuals from outside of the community to the downtown. Attendees are exposed to other businesses that may not otherwise visit downtown. It is staff opinion that this award would be appropriate, and we ask for the RDA's positive consideration of this request to allow for the show to go on.

**VILLAGE OF SLINGER
REDEVELOPMENT AUTHORITY (RDA)
FAÇADE AND BUILDING IMPROVEMENT
APPLICATION**



DATE: 1/23/26

APPLICANT NAME: Kettle Moraine Players, Inc.

APPLICANT ADDRESS: PO Box 227

PHONE #: 262-223-6061 **EMAIL ADDRESS:** board@kmplayhouse.com

PROPERTY ADDRESS: 204 Kettle Moraine Dr. S.

TAX KEY #: V5 004800A **ASSESSED VALUE:** \$228,000

TOTAL PROJECT COST: _____

AWARD AMOUNT REQUESTED: \$7,500

(Cannot exceed 50% of project cost; maximum amount will depend on type of award granted)

BUSINESS INFORMATION – IF APPLICABLE

LEGAL NAME: Kettle Moraine Players, Inc.

TRADE NAME: Kettle Moraine Players, Inc.

BUSINESS ADDRESS: PO Box 227

PHONE #: 262-223-6061 **EMAIL ADDRESS:** board@kmplayhouse.com

PROPERTY ADDRESS: 204 Kettle Moraine Dr. S.

FEIN or TAX ID: 26-1678639

SIC or NAICS: _____
(Standard Industrial Code or
North American Industrial Classification)

STATE OF ORGANIZATION: Wisconsin

TYPE OF BUSINESS: ☐ C Corp ☐ S Corp ☐ LLC ☐ LLP ☐ Partnership
☐ Sole Proprietor ☒ Non-Profit

WEBSITE: www.kmplayhouse.com

PRIMARY PRODUCT OR SERVICE: Theatrical Entertainment

TOTAL COMPANY EMPLOYMENT (Full-Time Equivalent): 0

TOTAL PROJECT LOCATION EMPLOYMENT (FTE): 0

THREE MAJOR CUSTOMERS (Name, Address and Percentage of Sales):

- 1) All "customers" are strictly in the form of event ticket sales.
- 2) _____
- 3) _____

PROJECT DESCRIPTION

DESIRED TIMELINE FOR THE START AND COMPLETION OF PROJECT:

2/10/2026

WRITTEN DESCRIPTION OF PROJECT: _____

Tree roots are blocking an estimated 70% of the lateral between Kettle Moraine Dr. S. and our building, causing sewer backups during usage. As an emergency situation, the work is already underway, with completion expected within the next ten days.

As a non-profit organization, we are looking for whatever assistance the village can provide.

BUDGET AND FUNDING INFORMATION – Please provide an estimate of the total budget for this project and identify the sources of the matching funding that will be used.

Total expenses for the project are expected to come in at \$20,000. Any matching funding will be provided through the organization's general fund. Expenses will include but not limited to excavation, sewer lateral and pipe inspections and repair, rental and service

of temporary porta-johns, concrete replacement.

Provide contact information for the funding sources listed above. (Name, Title, Phone #, Email Address)

Source #1: Kettle Moraine Players, Inc., Peter Gibeau (Board Chair), 262-223-6061, board@kmplayhouse.com

Source #2: _____

Source #3: _____

Awards will be issued based on the criteria listed in the application instructions. Please explain how this project meets any of the criteria that will be considered:

1. Environmental or safety hazard elimination

2. Readiness to proceed

LEGAL INFORMATION

Has the applicant or any business owner or officer been involved in any lawsuits in the last 5 years or have any lawsuits pending? ☐ Yes ☒ No

Has the applicant or any business owner or officer ever been involved in any bankruptcy or insolvency proceedings or have any proceedings pending? ☐ Yes ☒ No

Has the applicant or any business owner or officer had any civil or criminal charges in the last 5 years that could have a material adverse impact on the project or have any charges pending? ☐ Yes ☒ No

Does the applicant or any business owner or officer have any outstanding tax liens? ☐ Yes ☒ No

Please attach a detained explanation of any YES responses.

CERTIFICATION STATEMENT

The undersigned hereby:

1) Certifies that to the best of the applicant's knowledge and belief, the information being submitted to the Village of Slinger RDA as part of the Application is true and correct.

2) Certifies that the applicant is in compliance with all laws, regulations, ordinances and orders of public authorities applicable to it.

3) Certifies that the applicant is not in default under the terms and conditions of any grant or loan agreements, leases, or financing agreements with its other creditors.

4) Certifies that the Village of Slinger RDA is authorized to obtain a credit check and Dun and Bradstreet report on the applicant, the business and/or individuals associated with the business.

5) Certifies that the applicant has disclosed and will continue to disclose any occurrence or event that could have an adverse material impact on the project. Adverse materials impact includes but is not limited to lawsuits, criminal or civil actions, bankruptcy, proceedings, regulatory intervention or inadequate capital to complete the project.

APPLICANT SIGNATURE _____ DATE 1/23/2026

PRINTED NAME Ray VonGunten

Applications will not be considered complete until the following required attachments have been received:

- Photos of existing conditions of the subject property
- Architectural drawings or rendering of the proposed project, if applicable
- Copies of estimates, bids, contracts or quotations to be done in connection with the project.

Any questions regarding this application or process should be addressed to:

- Village Administrator Margaret Wilber
262-644-2632
mwilber@vi.slinger.wi.gov
- Village Clerk Tammy Tennies
262-644-2636
ttennies@vi.slinger.wi.gov

Applications and attachments may be emailed to the above addresses or mailed to the Slinger Village Hall at 300 Slinger Road, Slinger WI 53086. Applications and attachments may also be dropped off at Village Hall.

Village of Slinger - Memorandum

Date: January 26, 2026

To: Redevelopment Authority

From: Dyann Benson, Community Development Director

Re: Potential Comprehensive Plan Amendments and Rezonings

Every community is required to have a Comprehensive Plan. The Comprehensive Plan is the long term vision for how a community will grow and develop over a 20 year time period. The Comprehensive Plan contains a map called the Future Land Use Map. The Future Land Use Map broadly outlines the types of land uses envisioned for each area of the community.

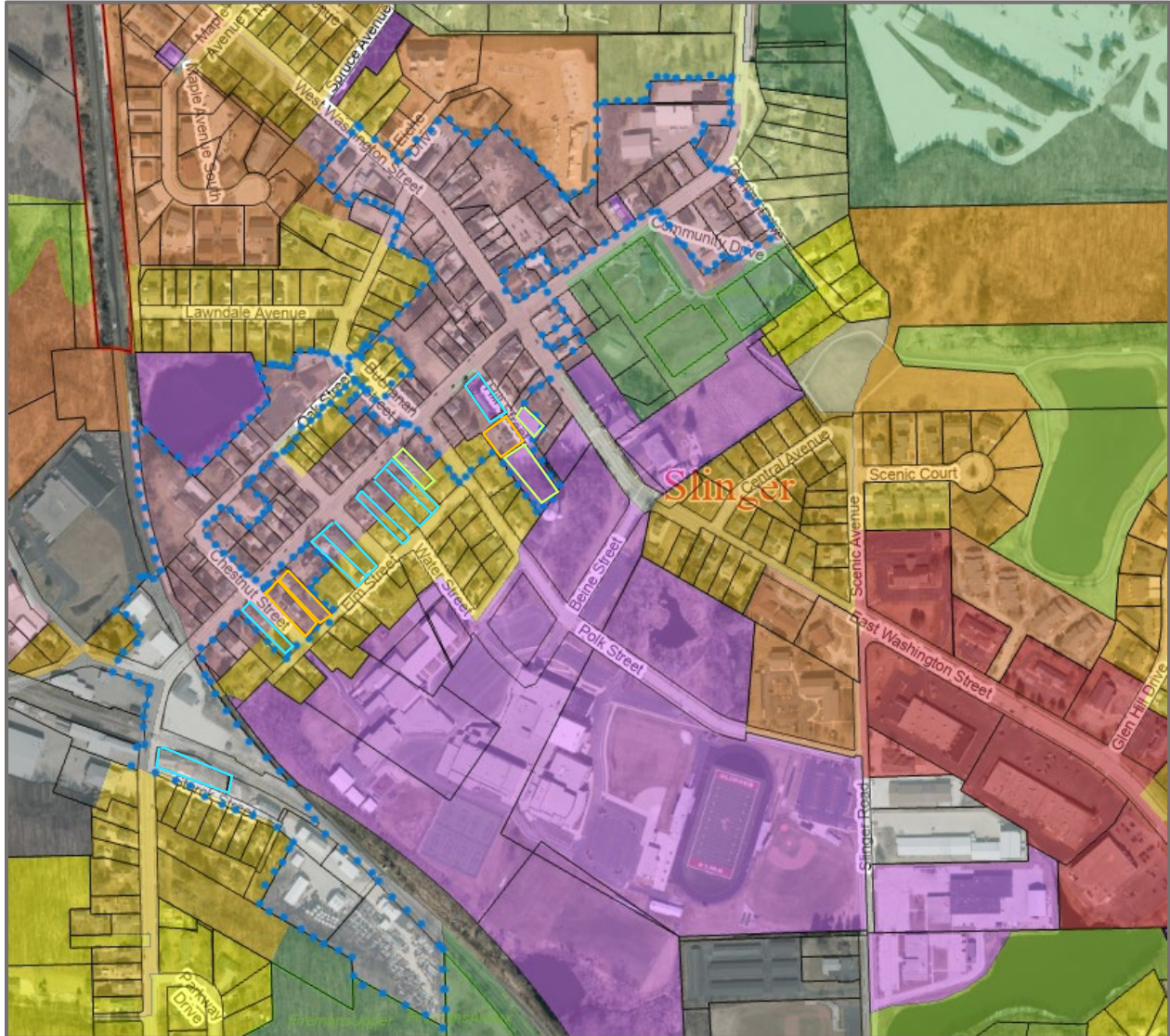
The Comprehensive Plan is implemented through the Zoning Code and the Zoning Districts. Zoning Districts are the regulatory boundaries for identifying land uses and activities and the Zoning Code provides the actual regulations for how those different land uses/activities will develop within the community.

The Comprehensive Plan is not intended to be a static document. It can evolve as the Village's vision and goals for development evolve during its tenure. However, the Comprehensive Plan and the Zoning Districts must be consistent to comply with State Statute. Please note the use of the term "consistent" versus the "same." A Future Land Use can be accommodated through multiple Zoning Districts. There is not a single Zoning District that aligns with a Future Land Use. There can be overlap.

The attached maps show proposed changes to the Zoning District and/or Comprehensive Plan. The "orange" parcels are Comprehensive Plan amendments only. The "green" parcels are rezonings only. The "aqua" parcels are both Comprehensive Plan amendments and rezonings. These are represented on the Village Center-Downtown District and Redevelopment District #2 overlay map that was shared at the January meeting as well as the new Comprehensive Plan excerpt map. A table of addresses and the proposed changes is attached as the guide.

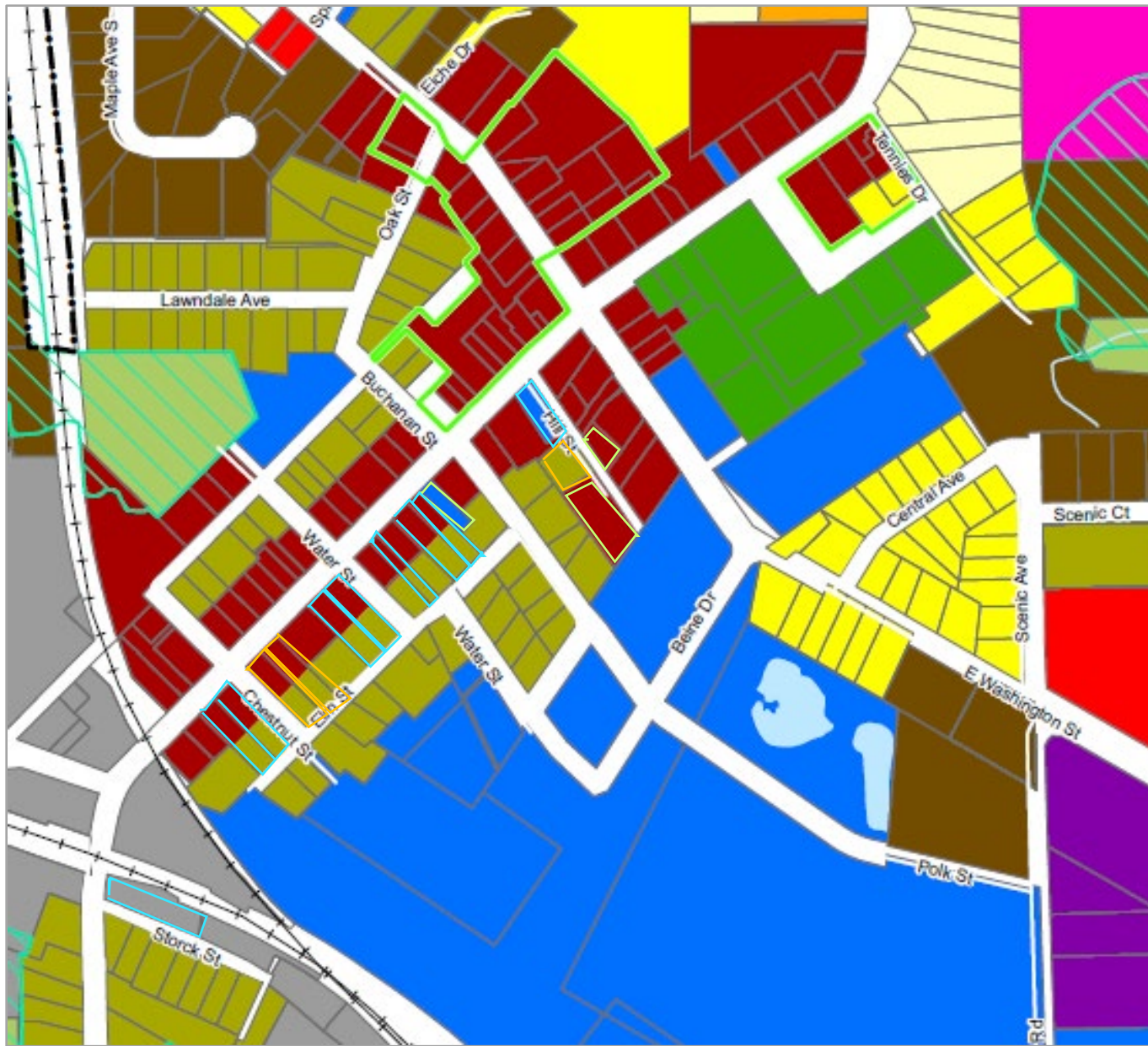
The discussion will further clarify and refine the vision for the redevelopment of the downtown area.

**REDEVELOPMENT DISTRICT #2 BOUNDARY WITH
VILLAGE CENTER – DOWNTOWN (VC-D) DISTRICT ZONING**



- = Redevelopment District #2 Boundary
- = VC-D Zoning District

FUTURE LAND USE MAP – COMPREHENSIVE PLAN



Tax Parcel	Address	Existing Zoning	Existing Comp Plan Future Land Use	Proposed Zoning	Proposed Comp Plan Future Land Use
COMP PLAN AMEND ONLY					
V5_003300D	110 Hill Street	VC-D	Two Family Residential	VC-D	Downtown
V5_0052	312 Kettle Moraine Drive S	VC-D	Downtown/Two Family Residential	VC-D	Downtown
V5_0053	316 Kettle Moraine Drive S	VC-D/RD-1	Downtown/Two Family Residential	VC-D	Downtown
REZONING ONLY					
V5_003300E	Vacant Lot Off Hill St	I-1 Institutional District	Downtown	VC-D	Downtown
V5_002800A	Vacant Lot Off Hill St	I-1 Institutional District	Downtown	VC-D	Downtown
V5_004800A	204 Kettle Moraine Drive S	VC-D/RD-1 (2-Family District)	Institution	VC-D	Institution
COMPREHENSIVE PLAN AMENDMENT & REZONING					
V5_003100A	116 Kettle Moraine Drive S	I-1 Institutional Disict	Institution	VC-D	Downtown
V5_0044	206 Kettle Moraine Drive S	VC-D/RD-1	Downtown/Two Family Residential	VC-D	Downtown
V5_0045	208 Kettle Moraine Drive S	VC-D/RD-1	Downtown/Two Family Residential	VC-D	Downtown
V5_0047	214 Kettle Moraine Drive S	VC-D/RD-1	Downtown/Two Family Residential	VC-D	Downtown
V5_0049	300 Kettle Moraine Drive S	VC-D/RD-1	Downtown/Two Family Residential	VC-D	Downtown
V5_0050	304 Kettle Moraine Drive S	VC-D/RD-1	Downtown/Two Family Residential	VC-D	Downtown
V5_0054	400 Kettle Moraine Drive S	VC-D/RD-1	Downtown/Two Family Residential	VC-D	Downtown
V5_017300B	100 Storck Street	M-1 Manufacturing District	Industrial	VC-D	Downtown

Village of Slinger - Memorandum

Date: January 23, 2026

To: Redevelopment Authority

From: Dyann Benson, Community Development Director

Re: Discussion Regarding Sign Regulations for the Village Center – Downtown District (VC-D)

The Village has invested a significant effort in the redevelopment and reinvestment of the downtown. The Village has many tools at its disposal to facilitate that effort but one of the primary tools, the regulatory tool is the Zoning Code. Within the Zoning Code, the Sign Code serves to help create the aesthetic character of a particular district as well as contribute towards the branding of an area.

Staff would like to have a discussion with the Redevelopment Authority (RDA) components of the Sign Code that relate to the VC-D District. The discussion will help staff understand the vision for the district. Staff has provided an abbreviated summary of each sign code section to help facilitate the conversation.

Once again, excerpts from the Comprehensive Plan and Redevelopment District #2 Project Plan are provided to assist with the discussion as it relates to the Sign Code and the VC-D.

Comprehensive Plan – Future Land Use

Under the current Comprehensive Plan, the vision for the future land use designation for Downtown (which closely matches the VC-D zoning district boundary) includes the following description: “Pedestrian-oriented indoor commercial, retail, office, service, entertainment, institutional, and infill multi-family residential in a “downtown” setting, with streetscaping, low-key signage, on-street parking, and minimal building setbacks.”

The following policies and programs are recommended for this future land use category:

- Preserve and enhance the character of the downtown by encouraging compatible new development and redevelopment, where appropriate.
- Promote the use of first-floor spaces for specialty retail, restaurants, and commercial service uses, and upper-story spaces for housing and offices.
- Promote the downtown as a commercial, civic, and social center of the community.
- Work with downtown property owners and businesses to preserve and renovate historically significant buildings.

Redevelopment District #2 Project Plan excerpts

Downtown Slinger Vision Statement

The vision statement for downtown Slinger, expressed in the Downtown Slinger Vision and Strategy, is as follows: Downtown Slinger is the place that Slinger residents go to meet, connect, and have fun.

Centered on Slinger's origin at the crossroads of Washington Street and Kettle Moraine Drive, today it is home to a dynamic mix of entertainment, dining, personal services, gathering places, new housing, and recreation options. The Downtown's effortless blend of attractive storefronts, new residential buildings that complement existing historic buildings, attractive lighting, lively plantings, and outdoor seating makes walking downtown feel inviting, safe, energizing, and familiar. Slinger residents feel a strong sense of ownership and pride in the downtown and support unique, locally-owned businesses.

The project goals that related to the discussion are referenced below.

Economic Development

1. Increase the tax base through the redevelopment of vacant or underutilized parcels to support specialty retail and restaurant uses, multi-family residential units, community gathering places, professional offices, personal services, and small-scale lodging.
4. Eliminate barriers to economic growth such as blighted properties, deteriorating site improvements, obsolete platting, and other functional deficiencies.
5. Position downtown Slinger as a desirable community gathering place, making it more attractive to visitors and residents.
6. Capitalize on Slinger's natural setting and build on its status as an Ice Age Trail Community to make Slinger known as a destination for those hiking the Kettle Moraine and Ice Age Trail.

Mixed Use

1. Replace obsolete buildings with new development and encourage development of mixed-use buildings primarily with upper floor residential and some ground floor commercial space.
2. Increase residential density by adding high-quality, multi-family housing to attract empty nesters, retiring boomers, and young adults interested in living close to amenities, shopping, and eating and drinking establishments.
3. Create developments with an appropriate balance of residential, entertainment, service, retail, office, and greenspace use.

Rehabilitation/Restoration of Existing Buildings

1. Retain downtown Slinger's historic character. Restore historically significant buildings, preserve and restore historic elements to building façades (windows, doors, decorative elements), and remove inappropriate, contemporary features from façades.
2. Improve appearance of non-historic buildings by repairing exterior damage and decay, painting siding and tuckpointing masonry, and removing abandoned signs.

Quality Design and Density

1. Encourage high architectural and site design standards that ensure development consistent with the vision statement in the Downtown Slinger Vision and Strategy, described above.
2. Promote building and streetscape design that is oriented to residents and visitors walking between destinations. Include human-scale façade elements and design features that prioritize pedestrian comfort. Encourage outdoor seating/activity areas on sides of buildings.
3. Improve appearance of the downtown fabric by screening outdoor storage and improve outdoor display for vehicle-oriented uses using vegetative screening and/or fencing and setting back display areas from sidewalks.

Sign Code

550-57 Exemptions

(This section of the sign code provides those signs that are exempted from the permit process.)

(A)(5) Nonilluminated signs painted on canopies, awnings and marquees. Such signs shall not exceed an aggregate gross surface area of 30% of the visible surface area of the awning, canopy or marquee to which the painted image is being affixed. Individual lettering shall not exceed six inches in height.

Section 550-61 Permanent Signs

D. On properties zoned VC-D, B-2, B-3, I-1, M-1, M-2, B&LM-1, and P-1 and containing permitted and approved nonresidential use(s) and building(s), the following signs are permitted:

(1) Wall signs.

- Number of Signs: One per principal building; one for each façade facing a street
 - Commercial buildings- multitenant: one wall sign per tenant
- Size: 32 sq ft or 75% of the tenant's lineal façade, which ever is less
 - Commercial buildings – multitenant: 30 sq ft or 75% of tenant's lineal frontage, whichever is less
- Location: Cannot project more than 10 inches from the wall
- Height: Not project higher than the top of the wall or parapet to which the sign is affixed

(2) Freestanding ground signs

- Number of Signs: One or One per each street frontage of fronts multiple streets (eg corner lot)
- Size: 32 sq ft in VCD
- Location (Setback): 5 feet
- Height: 15 ft
- Spacing 50 ft between freestanding signs on a single property as the crow flies

(3) Exceptions. (*Intentionally omitted from memo.*)

(4) Projecting signs.

- Number: One per principal building or individual tenant occupant
- Size: 16 sq ft
- Location: No more than 5 ft over lot line, no more than 5 ft from the back of curb
- Height: Not less than 10 ft minimum clearance
- Spacing: 25 ft apart and not within 25 ft of a freestanding sign

(5) Awning, canopy and marquee signs.

- Number: One aggregate gross surface area of 4 sq ft per principal building or tenant space.
- Size: 4 sq ft or less – exempt from regulations; cannot exceed 50% of surface area to which sign is affixed or 30 sq ft in area –whichever is less
- Location: No closer than 2 ft to the back of curb

- Height: 8 ft clearance; cannot interfere with street trees, traffic signs or signals
- Translucent or internally lit plastic awnings, canopies or marquees are not permitted

(a) Number. Not more than one awning, canopy or marquee sign exceeding an aggregate gross surface area of four square feet shall be permitted for each principal building or individual tenant occupant therein.

(b) Area. Awning, canopy and marquee signs which are four square feet or less in aggregate gross surface area are exempt from the provisions of §§ 550-55.2 thru 550-55.6 above. The gross surface area of an awning, canopy or marquee sign shall not exceed 50% of the surface area to which such sign is to be affixed or 30 square feet in area, whichever is less.

(6) Window signs.

- Number: One Neon or LED illuminated sign not exceeding 4 sq ft or 40% of the window area, which ever is less. (Not blinking, flashing, scrolling, strobe, etc.)
- Size: 25% of glass area of which the sign is affixed/displayed

(c) If the window signage is applied directly to windows, it must be professionally designed and of a permanent material so as not to peel, chip, crack, smudge or rub off easily.

(7) Special conditions. All signs on a lot shall exhibit uniformity in design, colors, size, materials, lighting, etc., and shall be so located as will prevent visual distraction and cluttered appearance among signs.

(8) Changeable copy and electronic message signs. Changeable copy and electronic message signs shall only be allowed with prior Planning Commission approval. In reviewing the permit request the Planning Commission may approve or deny any application based upon, but not necessarily limited to, architectural design, size, potential interference with surrounding development, area, shape, height, manner or intensity of lighting, location, pedestrian and vehicular traffic safety.

(9) Sandwich board signs.

(10) Multiple-tenant signs. *(Summarized under wall signs)*

(11) Master sign plan approval.

(12) Distance between signs. Distance between signs on an individual parcel shall generally be measured in the shortest straight line, as the crow would fly, between two signs.

Discussion

The conversation will focus on how does the Sign Code align with the vision for the downtown and Redevelopment District. While the land uses/activities the VC-D District felt like they were substantial changes, the discussion of the Sign Code will be more along the lines of minor tweaks or nuances in placement, proportion, and relationship with the building and the public.

SIGN EXAMPLES



Cabinet Sign – Wall Mounted



Projecting Sign – Cabinet Style



Projecting Sign



Projecting Sign – Cabinet Style



Projecting Sign- Cabinet Style



Projecting Sign



Projecting Sign



Awning w/Signage



Awning w/Projecting Sign



Awning w/ Wall Sign



Metal Awning