Public Notice of the Village of Cambridge, pursuant to Section 19.84, Wisconsin Statutes, is hereby given to the public and to the news media, that the following meeting may contain a quorum of the members of the Economic Development Committee who will be present to gather information related to their duties on the Committee; however, no official business will be conducted, and no action will be taken by the Committee.

ECONOMIC DEVELOPMENT COMMITTEE

DATE: TUESDAY, NOVEMBER 4, 2026 **TIME:** 4:30 PM

LOCATION: AMUNDSON COMMUNITY CENTER
200 SPRING ST.
CAMBRIDGE, WI 53523

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PROOF OF POSTING**
4. **PUBLIC COMMENTS (LIMIT OF 3 MINUTES PER PERSON)**
5. **APPROVAL OF MINUTES –** October 6, 2026
6. **UNFINISHED BUSINESS – ACTION REQUIRED**
   - **a.** Discussion and Possible Action on draft mural ordinance
   - **b.** Discussion and Possible Action on 2011 Economic Development Plan's action items
7. **NEW BUSINESS – ACTION REQUIRED**
   - **c.** Discussion and possible action on Economic Development Committee Ordinance, Chapter 2.80.010
8. **QUESTIONS, STAFF REFERRALS, AND FUTURE AGENDA TOPICS**
9. **ADJOURNMENT**

Posted: October 30, 2026

NOTE:
Individuals who need special accommodations are encouraged to call (608) 423-3712 at least 24 hours before the meeting. A quorum of the Village Board may be present to gather information related to their duties as Village Trustees; however, no official business will be conducted, and no action will be taken by the Board at this meeting. For more detailed information about agenda items, please contact (608-423-3712.

MINUTES

ECONOMIC DEVELOPMENT COMMITTEE
AMUNDSON COMMUNITY CENTER
200 SPRING ST., CAMBRIDGE, WI 53523
TUESDAY, OCTOBER 6, 2026, 4:30 PM

1. **CALL TO ORDER:** Trustee Busch called the meeting to order at 4:30 p.m.
2. **ROLL CALL:** Members Present – Trustee Betsy Busch, Scott Filter, and Kayla Papenfuss. Members Absent – Nadine Breunig and Matt McFalls.

   Others Present – Mandi Buonincontro, Richard Scott, and Village Clerk/Treasurer Brian Wilson.
3. **PROOF OF POSTING:** Confirmed - upper and lower levels of the Amundson Center, Cambridge Post Office, Badger Bank, Bank First, and the Village website.
4. **PUBLIC COMMENTS (LIMIT OF 3 MINUTES PER PERSON): None**
5. **APPROVAL OF MINUTES:** September 9, 2026

   A correction was made to the minutes to state that the committee had considered, not agreed to, an engineer-led approach before removing parking space on Main Street.

   Motion by Kayla Papenfuss to approve the minutes of September 9, 2026. Second by Scott Filter. Motion carried by unanimous voice vote.
6. **UNFINISHED BUSINESS – NO ACTION REQUIRED: None**

   a. Discussion and Possible Action on 2027 grant opportunities

   - Trustee Busch met with Deerfield Village Administrator Richard Downey to learn about potential CDBG funding opportunities.
   - Deerfield received a $60,000 grant to update its zoning code to encourage affordable housing development, including accessory dwelling units (ADUs). With an additional $30,000 Village contribution, the total project value was estimated at $90,000–$100,000.
   - CDBG applications typically open in the spring, around May, with a 4–6 week application period and required applicant training.
   - Funding opportunities discussed included community facilities and affordable housing or workforce development.
   - Members learned that CDBG funding is federally sourced and distributed through state and local government programs. Dane County reportedly had funding available due to fewer applications than anticipated.
   - The Deerfield administrator provided contact information for additional inquiries. Members suggested Village staff evaluate potential opportunities and the Village's role in pursuing funding.
   - Scott Filter contacted USDA Rural Development regarding potential funding opportunities for economic development initiatives.
   - The 2026 application period closed September 30. USDA staff indicated potential opportunities for 2027 and agreed to provide an informational packet.
   - Potential funding opportunities discussed included:
   - Economic development planning and business training assistance.

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- Village-administered business loan programs, potentially including rent assistance, subject to eligibility requirements.
- Utility infrastructure improvements supporting economic development.
- Members expressed concern regarding Village staff capacity to administer a loan program and discussed potential administration through a local financial institution.
- Members also discussed possible income-based eligibility requirements and requested that the USDA informational packet be shared for further review.
- The committee expressed interest in evaluating available funding opportunities before determining whether to pursue an application.

b. Discussion and Possible Action regarding zoning districts and first floor storage

- Members reviewed a memorandum examining storefront and first-floor storage regulations adopted by other municipalities, noting that similar ordinances exist in several communities.
- The discussion focused on potential regulations intended to encourage active commercial storefronts and improve the vitality of downtown Cambridge.
- Members acknowledged longstanding concerns regarding vacant storefronts and emphasized that any proposed policy should encourage downtown revitalization rather than penalize property owners.
- Concerns were raised regarding prolonged vacancies, including properties reportedly remaining unoccupied for several years.
- Members discussed potential implementation approaches, including:
  - Establishing a future effective date with an extended compliance period, potentially one year.
  - Applying regulations upon changes in property ownership.
  - Balancing consistent enforcement with fairness to existing property owners.
- Members expressed concern that restricting applicability to ownership changes could leave longstanding vacancies unaddressed.
- A gradual, collaborative approach involving affected property owners was generally favored.
- Members discussed whether storefront regulations should also address first-floor residential occupancy in downtown commercial buildings.
- Examples from other municipalities included restrictions on street-facing residential units, requirements for residential entrances along side streets or rear entrances, and allowances for residential uses toward the rear of commercial buildings.
- Members discussed potential enforcement challenges and the need for clear, practical standards.
- The committee recognized that regulations should balance downtown commercial activity, existing property uses, and reasonable enforcement.

c. Discussion regarding sign ordinance; Chapter 17.80

No substantial discussion occurred as it was pointed out that this matter intersects with the mural ordinance discussion.

d. Discussion regarding WEDC Training

- Members discussed a recent regional training event in Stoughton focused on placemaking, economic development, and data-driven municipal decision-making.
- The three-hour session emphasized using community data to identify resources, evaluate opportunities, and guide public investments.
- Stoughton representatives, including the Mayor, highlighted public investments in the Stoughton Opera House, parks, and trail systems as examples of placemaking initiatives supporting economic development.
- Members discussed how these investments can generate economic benefits for local businesses, restaurants, hotels, and municipal revenues.
- Stoughton's downtown revitalization efforts were highlighted as an example of community investment

reportedly receiving strong local support despite construction-related disruptions.

- The roundtable was described as occurring twice annually, with sessions generally held in northern and southern Wisconsin.
- Participants included municipal staff, elected officials, and business representatives from Stoughton, Cambridge, Watertown, Middleton, Waukesha, and other communities.

7. NEW BUSINESS – ACTION REQUIRED:

a. Discuss Economic Development Plan

- Members discussed the existing Economic Development Plan and acknowledged that a comprehensive update or replacement would require significant time and resources.
- Members agreed that the current plan contains valuable information and should be evaluated before considering a complete revision.
- The committee agreed to review the goals and objectives outlined on pages 38–41 to identify completed initiatives, outstanding priorities, and goals that may no longer be relevant or feasible.
- Members emphasized the importance of full committee participation in evaluating and prioritizing the plan's objectives.
- The review will be placed on the next meeting agenda for further discussion without requiring a formal motion.

b. Discussion and Possible Action on draft mural ordinance

Draft Ordinance Review and Community Interest:

- Members received a two-page draft mural ordinance developed from examples adopted by other municipalities.
- The ordinance was developed in response to previous constituent requests and continued interest from downtown property owners in hosting murals.
- Members discussed murals, painted utility boxes, and public sculptures as opportunities to enhance community placemaking and downtown revitalization.
- The Wisconsin Economic Development Corporation (WEDC) mural toolkit was identified as an additional resource for developing municipal guidelines.
- Further consideration of the draft was deferred to allow members time to review the document and submit comments and proposed revisions by email.

Application Procedures and Regulatory Coordination:

- The draft establishes an application process through the Village administrative office, with preliminary staff review before forwarding applications for further consideration.
- Members discussed coordinating the proposed ordinance with the Village's existing commercial sign regulations, including adding a reference to the applicable ordinance.
- The appropriate responsibilities of Village staff, the committee, Plan Commission, and Village Board in reviewing and approving mural applications remain to be determined.
- Members identified the need to clarify administrative responsibilities, inspection authority, and the role of the Village's contracted inspection services.
- The ordinance and application procedures remain preliminary and subject to further review.

Maintenance and Property Ownership Requirements:

- Members discussed requiring a written maintenance agreement signed by both the mural artist and property owner.
- Clear maintenance standards were recommended to address deterioration, including excessive fading, peeling, or chipping paint.
- Members discussed provisions addressing property ownership transfers to ensure future owners understand and assume applicable mural maintenance responsibilities.

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- Potential mechanisms, including deed restrictions or other legally enforceable agreements, were identified for further consideration.

c. Discussion and Possible Action on Downtown Parking Spaces

Parking Configuration and Pavement Markings:

- Members reviewed aerial imagery of parking spaces near Strictly Discs, Forward Pharmacy, and Dynamic Fitness along Spring Street and Main Street.
- Members identified faded pavement markings, curb paint, and designated no-parking areas that create confusion regarding available parking spaces.
- Discussion centered on a proposal to eliminate two parking spaces, with disagreement regarding whether an additional location was an existing parking space or designated no-parking area.
- Members suggested repainting pavement markings and curbs to clearly identify parking restrictions without unnecessarily eliminating existing spaces.
- Converting certain spaces to compact-car parking was discussed as a possible alternative, provided pavement markings were adjusted to physically reduce the spaces.

Intersection Safety and Truck Turning Radius:

- Members discussed whether proposed parking restrictions were intended to improve intersection visibility, accommodate large-vehicle turning movements, or both.
- Members generally identified truck turning clearance as the primary concern associated with Spring Street parking, while recognizing separate visibility limitations along Main Street.
- Members noted that Highway 12 serves substantial heavy-truck traffic, including large quarry dump trucks traveling toward Rockdale.
- Existing restrictions on heavy-truck use of nearby alleys were identified as contributing to truck traffic along the route under consideration.
- Members discussed requesting an engineering assessment from MSA to evaluate turning radii and identify parking restrictions necessary to accommodate large vehicles safely.
- Additional information, including traffic counts and feedback from commercial truck operators, was suggested before considering parking modifications.

Downtown Parking Availability and Business Impacts:

- Members expressed concern regarding the potential loss of downtown parking serving existing businesses, including the pharmacy, fitness center, and nearby residential units.
- Members referenced previous development and conditional use permit (CUP) decisions in which downtown parking availability was a significant consideration.
- Concerns were raised regarding consistency between previous parking requirements and proposals to eliminate existing public parking spaces.
- Members emphasized the importance of evaluating parking availability comprehensively rather than considering individual spaces without assessing broader impacts.
- Soliciting input from affected businesses and property owners was recommended before developing a formal recommendation.
- Limited-time loading zones near the pharmacy were discussed as a possible alternative, although members cautioned against unnecessarily restricting parking.
- Members noted that some parking currently used by downtown patrons is privately owned and may not remain available for public use.

Pedestrian Safety and Highway 12 Improvements:

- Members discussed pedestrian crossing safety along Highway 12, including potential push-button crossing signals requiring Wisconsin Department of Transportation (WisDOT) approval.
- Members noted that highway grades, heavy-truck traffic, and stopping distances present challenges for pedestrian crossing improvements.

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- Pedestrian activity was described as greater near the Cambridge Market intersection than at Spring Street.
- Members acknowledged that state highway improvements may involve significant costs and extended implementation timelines.

Traffic Speeds and Enforcement:

- Members discussed concerns regarding speeding through downtown Cambridge, particularly along Highway 12.
- Members noted that traffic volumes, commuter activity, and increased use of bicycles and electric scooters contribute to pedestrian and vehicle safety concerns.
- Members discussed limitations on traffic enforcement associated with contracted Dane County Sheriff's Office patrol coverage and competing service demands.
- Members acknowledged that traffic enforcement does occur but expressed interest in more consistent speed monitoring and enforcement.

8. QUESTIONS, STAFF REFERRALS, AND FUTURE AGENDA TOPICS:

a. Discuss Economic Development Plan

b. Discuss first floor zoning

c. Discuss mural ordinance

d. Discuss grant opportunities

9. ADJOURNMENT:

Kayla Papenfuss made a motion to adjourn the meeting. Second by Scott Filter. Motion carried by voice vote.

Meeting adjourned at 6:15 p.m.

Respectfully submitted by Brian Wilson, Clerk/Treasurer, Village of Cambridge

These minutes are not official until approved by the Economic Development Committee.

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VILLAGE OF CAMBRIDGE, WISCONSIN ORDINANCE #_____

A DRAFT ONLY

SECTION 1. PURPOSE AND INTENT

The Village Board of Cambridge finds that public art, including murals, enhances the aesthetic quality, cultural richness and sense of community within the Village. Murals can help foster community identity by depicting a scene or event of nature, social culture or historical significance. An attractive mural installation serves as a vibrant asset to the community. The purpose of this Ordinance is to encourage public art, while ensuring that murals are properly installed and maintained, structurally safe, compatible with the visual environment and compliant with standard building codes and constitutional protections regarding free expression.

SECTION 2. DEFINITIONS

Mural: A hand-painted, applied or digitally produced image, work of art or decorative design affixed to, painted directly on, or integrated into an exterior wall, fence or facade of a structure..

Commercial Sign: Any sign, image, graphic, logo, or text that advertises or directs attention to a business, product, brand, service or commercial activity conducted on or off the premises.

SECTION 3. APPLICABILITY AND CONTENT NEUTRALITY

1. Scope: This ordinance applies to all exterior murals placed on private or public structures visible from any adjoining property, public roadways or public right-of-way within the Village limits.
2. (Content Neutrality: No permit decision or enforcement action shall be based on the message, ideology, artistic style or viewpoint expressed in a mural.)
3. Commercial Speech Exclusion: Any mural that incorporates commercial text, business logos or branding, product depictions or promotional messaging intended to direct attention to a commercial enterprise shall be classified as a SIGN and governed by the Village's Sign Ordinance rather than this mural ordinance.

SECTION 4: GENERAL REQUIREMENTS AND PERFORMANCE STANDARDS

1. Owner Consent: No mural may be installed without explicit, written and notarized consent from the Property Owner.
2. Placement and Safety:
    - Murals shall not obscure or obstruct doors, windows, fire escapes, emergency exits, address numbers or utility meters.
    - Murals shall not interfere with driver line-of-sight, vehicular traffic, or pedestrian safety.
3. Historic and Downtown District: Murals proposed on designated historic structures or within the Downtown Business District must preserve the underlying architectural integrity of the structure. Painting over unpainted masonry or historic brickwork requires prior approval from the Village of Cambridge Plan Commission.
4. Materials and Execution: Murals must be completed using durable, weather resistant paints or media designed for exterior application to prevent rapid fading, peeling or water damage.
5. Prior to painting or affixing a mural, the building surface must be fully repaired and/or deemed suitable for the proposed mural. The _____ shall check the surface of the structure for general suitability.
6. Exterior lighting may be allowed, depending on the location and potential off-site impacts on residential properties.

SECTION 5. APPLICATION AND PERMIT PROCESS

1. Permit Required: Prior to beginning installation, an applicant must submit a Mural Permit Application to the Village of Cambridge Administrative Office.
2. Application Submittal Requirements

i. Completed application form and fee as set by the Village Board Fee Schedule; fee may be waived as decided by the Village Board
ii. Written and notarized authorization from the Property Owner.
iii. A scaled elevation drawing or digital mock-up showing the size, height, location, art and colors of the mural on the wall or structure
iv. Description of materials, protective clear coating (ie, anti-graffiti sealant) and proposed schedule for installation.
v. A written Maintenance and Removal Plan completed between the property owner and the artist.

3. Review Timeline: The _____ shall review completed applications within thirty (30) business days and forward for Village Board approval.

SECTION 6 PUBLIC PROPERTY

If any work related to the installation, cleaning or maintenance of the mural occurs on public property, the building owner shall provide evidence of adequate liability insurance in an amount and of a type acceptable to the Cambridge Village Administrator. The Village may require measures during painting or installation to add parking impacts, if any and to protect pedestrians and the public infrastructure.

SECTION 7. MAINTENANCE AND REMOVAL

1. Maintenance Obligation: The Property Owner is responsible for maintaining the mural in good repair. Murals exhibiting excessive peeling, fading, chipping, structural decay or graffiti vandalism must be repaired within thirty (30) calendar days of notice from the Village.
2. Federal Visual Artists Rights Act (VARA): Property owners and artists are encouraged to enter into a written VARA waiver agreement specifying ownership, removal terms and rights upon alteration or demolition of the underlying structure.
3. Public Nuisance and Abandonment: A neglected mural that remains unaddressed following notice shall constitute a public nuisance and may be abated by the Village in accordance with Municipal Nuisance Enforcement Procedures and any costs assessed to the property tax bill.
4. The Village of Cambridge and/or _____ shall not be responsible for any potential future failures associated with the structure, mural or mural installation.

SECTION 8. APPEALS

Any applicant or property owner aggrieved by an administrative decision or permit denial under this Ordinance may appeal to the _____ within thirty (30) business days of the decision.

SECTION 9. SEVERABILITY AND EFFECTIVE DATE

If any provision of this ordinance is held unconstitutional or invalid by a court of competent jurisdiction, the remaining provisions shall remain in full force and effect. This Ordinance shall take effect upon passage and publication as provided by Wisconsin law.

VILLAGE OF CAMBRIDGE
ORDINANCE NO 2024-02

AN ORDINANCE TO AMEND SECTION 2.80.010 (2)
OF THE ORDINANCES OF THE VILLAGE OF CAMBRIDGE
RELATING THE ECONOMIC DEVELOPMENT COMMITTEE COMPOSITION

The Village Board of the Village of Cambridge, Dane and Jefferson Counties, do hereby ordain as follows:

SECTION 2.80.010 (2) AMENDED AS FOLLOWS:

(2) Composition. The Committee shall consist of five (5) members appointed by the Village President. The members are: the Village President or the President's designee from the Village Board, and four (4) representatives of community and business interests ~~including at least one member from real estate or retailing, at least one member who is a small business owner and at least one member from the Legal or Banking community.~~ The Village president shall appoint the members of the Committee subject to confirmation by the Village board. Each member shall be ~~a village resident, own or work for a business within the village limits, or own or work for a business within one half mile from the village limits~~ shall have a vested interest in the Village of Cambridge. Terms of appointment of the citizen members shall be for two (2) years~~, however, initial appointment of two of the members shall be for a term expiring on April 30, 2012~~. ~~Initial appointment of the remaining citizen members shall be for a term expiring on April 30, 2013. Thereafter,~~ Each citizen member shall be appointed for a two-year term commencing May 1 and expiring April 30. The president/board terms shall coincide with his or her term of office. If the Village President serves on the Committee, the Village President shall act as chairperson. Otherwise, the chairperson will be elected by the Committee.

The Village Board DOES FURTHER ORDAIN that this Ordinance shall be effective following its adoption and publication.

Dated this 8th day of October, 2024.

By: Mark McNally, Village President

Attest: Lisa Moen, Village Clerk

Adopted: 10-8-24

Vote: Ayes: 7 Nays: 0

Published: 10-24-24