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ECONOMIC DEVELOPMENT BOARD
Tuesday, January 28, 2025
8:00 AM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. Meeting Minutes from November 19, 2024
- 3) 2025 Work Program Overview
 1. 2025 Work Program Overview
- 4) Port Washington Road Market Analysis
 1. Port Washington Road Market Analysis
- 5) Southwest Industrial Sewer Service Analysis
 1. Southwest Industrial Sewer Service Analysis
- 6) Community Survey
 1. Community Survey
- 7) Staff Updates
- 8) Announcements
- 9) Adjourn



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ECONOMIC DEVELOPMENT BOARD
Tuesday, November 19, 2024
8:00 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

- Chair Timothy Carr
- Alderman William Gebhardt
- Board Member Colin Boyd
- Board Member Dennis Engel
- Board Member Daniel Gannon
- Board Member Michael Kramer
- Board Member Tracy Johnson
- Board Member Jeff McLean
- Board Member Inge Plautz -- **Absent**

2) Approval of Meeting Minutes from September 24, 2024

Action

Board Member McLean made a motion to approve the September 24, 2024, meeting minutes. Board Member Gannon seconded the motion.
A voice vote was taken; vote passed (8-0)

RESULT: **Approved [Unanimous]**
MOVED BY: Board Member McLean
SECONDED BY: Board Member Gannon

AYES:	Carr, Gebhardt, Boyd, Engel, Gannon, Kramer, Johnson, McLean
ABSENT:	Plautz

3) Port Washington Road Market Analysis - Final Report

Director Kim Tollefson stated that staff are interested in hearing feedback from the Board regarding the Port Washington Road market analysis. She added that the Common Council (CC) has also reviewed the analysis and has provided some feedback. After today, EDB and

Attachment: 11.19.24_DRAFT (10015 : Meeting Minutes from November 19, 2024)

CC modifications will be given to the consultant and a final document from the consultant can be expected. She explained that staff will put together a 2025 Work Program with priorities, action steps and a timeline associated with the hierarchy of the recommendations which will then be presented to the Board in January.

The memo provided in the packet outlined the comments from the Common Council, some of which may have budgetary implications (hotel analysis).

There was discussion amongst the Board regarding the analysis report, including the topics noted by the Council:

- Positive feedback regarding the concept of redevelopment of the out lots (parking lots) of existing sites, such as Metro Market, Marcus Theatre. Although they were uncertain about fast food restaurants at those locations.
- Hotel option is a desired action step by the Council. A hotel feasibility study would need to be conducted.
- Branded architecture due to concerns about adapted reuse (specifically the number of financial institutions).
- Redevelopment opportunities for the Chalet Motel - including the concept of including the Chalet Motel to create a more substantial redevelopment site. There was mixed response by the CC to consider residential sites to the rear.
- Business Incubator concept was appealing to the Council.
 - There was a recommendation for a Review Authority for redevelopment but there was mixed response on whether the Council wants to give up authority involving that level of partnering and financial partnerships with businesses and developers. Mayor Nerbun added that this should be discussed at a later date.
- Consider greater density and building massing as well as no parking minimums.
- Push positive PR aspects of the corridor.

Ald. Gebhardt added that the Council also discussed the idea of a recreational area. He believes there are really important findings and recommendations in the analysis, and the challenge is going to be the execution of these recommendations. He also commented it is important to be aware of the timing of the TIFs and their impact on developers.

He introduced the idea of zoning that corridor as one zoning district instead of individual zoning districts with varying requirements based on specific properties. He also believes that the city should play a more active role in helping property owners regarding redevelopment and improvements to their sites.

Staff gave feedback regarding the one zoning district idea citing that the CC has communicated that they do not want the properties to be non-conforming. Staff believe there could be some consolidation but not necessarily one zoning district across the entire corridor. It was suggested that there are some existing conditions throughout the corridor that could be leveraged to attract certain uses that are in demand. It was noted that fewer zoning districts

could help with clustering of similar uses that would help with the cohesiveness of the corridor.

Additional feedback from the Board included:

- Marketing element is an important output for property/business owner feedback.
- Priority areas, specifically in the southern portion of the corridor should be a concentrated focus.
- Architecture and design standards are important.
- Open spaces should be incorporated throughout the corridor.

4) 2025 Work Program

Director Tollefson stated that there are two major policy items that will be included on the 2025 Work Program; the Port Washington Road Market Analysis and the Southwest Industrial Sewer Analysis.

5) Staff Updates

Staff gave an update about recent and ongoing projects and developments in the city.

6) Announcements

The next meeting is Tuesday, January 28, 2025, at 8:00 a.m.

The 2025 Meeting Calendar was included in the packet.

7) Adjourn

Action

Board Member Gannon made a motion to adjourn the meeting.

Board Member Boyd seconded the motion.

A voice vote was taken; vote passed (6-0)

(Members Kramer and Johnson had left the meeting)

The meeting adjourned at 9:13 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 28, 2025
SUBJECT: 2025 Work Program Overview

Background: The following outlines the Economic Development Board's Work Program for 2025. As a reminder, much of 2024 was focused on transactional work by the Board including our on-going programs such as the Revolving Loan Fund program and TID Incentives and plan management. A major accomplishment was the completion of the streetscape project plan and bid documents that are ready for public notice.

Analysis: The work associated with two major policy initiatives were being conducted by contracted consultants and included the Port Washington Road Market Analysis and the SW Industrial sewer service analysis in 2024, and the Board elected to not pursue other large scale policy initiatives during that time.

With that analysis completed, the 2025 Work Program provides the Board the opportunity to build consensus around the desired outcomes and implement the necessary regulatory and policy structure for execution of both projects. Staff will address the work program items, and the additional staff tasks and action steps necessary during our discussion as well as the potential timelines and the milestones needed to meet those timelines.

Attachments:
Work Program 2025 (XLSX)

Economic Development Board Work Program 2025					
	EDB	PC	COTW	CC	Notes:
Port Washington Road Redevelopment Market Analysis Zoning Cluster Destination of Uses Infill Development Opportunities TID Authority Target Transformative Uses Marketing Branding Wayfinding Signage Redevelopment Authority Design Standards Streetscape Plan Implementation	January-March January -March January - March January - March	May	April	August	Prepare Recommendation and get Council action prior to remaining tasks MF, Hotel & Entertainment, Age-Restricted Housing w Amenities
SW Industrial Development Sewer Service Analysis Water Connection Contract Zoning Road Reconstruction Maintenance Aesthetics	January - April		April		Prepare Recommendation and get Council action prior to remaining tasks Under Negotiations with CA Draft Complete Multi-jurisdictional
Community Survey Questions	January		March	April/May	
TID Administration Project Plan and Policy Incentive Program TID 2 Close JRB	October-November				On-Going On-Going Administrative Post Audit Annually
Revolving Loan Fund Program					On-Going
Emergency Loan Fund Program	Feb				These should close in 2025
October Manufacturing Month	July - October				Select Featured Business by July meeting

Attachment: Work Program 2025 (10016 : 2025 Work Program Overview)



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 28, 2025
SUBJECT: Port Washington Road Market Analysis

Background

In March of 2024, the Economic Development Board recommended, and the Common Council authorized a contract with Redevelopment Resources of Madison to conduct a real estate analysis of the Port Washington Road corridor. The market analysis is one of several on-going efforts intended to support redevelopment of the City's east side commercial corridor and is complete as of November 2024. Please refer to your packet materials from November 19, 2024 for the final market analysis report. Alternatively, you may find the report on the city website here:

<https://mequoncitywi.iqm2.com/Citizens/default.aspx>

Select Economic Development Board
 Select Agenda Packet for November 2024 meeting

Analysis | Reporting

The analysis formulates the opportunities and recommended actions for the City's consideration. Redevelopment Resources presented the final findings and recommendations to the Common Council on November 12th.

The following outlines the Common Council's Committee of the Whole feedback:

- A medical center of excellence should be a cluster given the diversity of services and vendors
- Pursue redevelopment opportunities for the parking lot Outlots of existing sites (unsure if fast-food is the desired use for these locations)
- Pursue the hotel option (requires a hotel feasibility study)
- Address branded architecture due to concern of adaptive reuse
- Redevelopment opportunities for the Chalet Motel should be explored
- A business incubator concept is appealing
- An RDA needs further policy analysis and discussion
- Consider more density and no parking minimums via zoning amendments

- Positive assessment of the corridor in its current condition, there is continued potential, and the corridor is performing well when benchmarked against comparable areas.

Actionable Items:

Zoning: Goal stated in report include:

- encourage development
- encourage density
- encourage efficient land use

The Board should consider these goals and others related on zoning changes. The Board should consider uses proposed on pages 56-65 of the report to ensure community desirability and then adoption into the new zoning district(s) including uses only at specific sites. Uses include:

- Fitness, recreation, amusement and entertainment venues
- Hotel and entertainment venues, Age Restricted Housing and Multiple-Family
- Should a hotel study be completed as recommended
- Should mixed-use be allowed and office developments be allowed only as conditional

Marketing and Branding: Several recommendations center on creating a destination of business activity and as a healthcare | medical hub. Consideration to these uses under zoning as well as strategic clustering in geographic locations and then a strategic marketing and branding effort, including wayfinding and streetscape signage are recommended.

Clustering of medical, retail, small office, professional service, and financial institutions are recommended as follows:

- Develop healthcare destination and medical hub w niche include networking opportunities and collaborations with pharm, wellness, fitness and medical device, med billing, law, clean and equipment suppliers, med education
- Business center

TID: Acquisition and Large-Scale Redevelopment:

The report targets transformative uses and 12 targeted sites. It recommends the city actively pursue these sites and begin discussions with property owners. Staff believes before we initiate these efforts, a review of the TID policy, timing associated with the length of the districts, base improvement values and potential limitation of zoning standards need to be considered. If transformative results are desired in the short-term, during the use of the TID, then agreement on the level of city participation in projects must be achieved. Staff recommends this aspect of our work should be the focus of the Board between January and April. The Council is expected to have a strategic financial planning workshop in late spring, providing the Board with an opportunity to address the Council with our recommendations.

Redevelopment Authority:

The Council prefers to evaluate this option at a later point in time. Staff will continue to build upon the recommendation by the consultant in the meantime.

Ancillary Infill Development:

Staff recommends pursuing infill sites for new development opportunities and initiating meetings with property owners.



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 28, 2025
SUBJECT: Southwest Industrial Sewer Service Analysis

Background: The Economic Development Board is considering industrial land uses in the southwest area of the city and discussions have been pending the results of sewer service analysis.

As a reminder, the impetus for the land use discussion was two residential development concepts located in the central area of the city, south of the Mequon Business Park, and located on Light Industrial (B-5) zoned lands. While some policymakers believed residential land uses in the proposed location may have merit, the Council directed staff to consider the potential for future industrial land uses elsewhere in the community. Staff advanced those policy discussions per the Board's direction for both the southwest area of the city for industrial and for new residential uses in the central area. The changes would include the following:

- Substantiate the current Rural Industrial zoned land with specificity of use and development standards.
- Master plan the utilities and infrastructure.
- Conversion of industrially zoned land to residential south of the Mequon Business Park.

Staff also administered outreach to all property owners in each study area and discussed the location, marketability with regional agencies to determine demand and criteria of business operations. Based on this, staff advanced draft zoning district regulations and determine the conditions of infrastructure including sewer, water and roads. As result, Council executed a contract in 2024 for the sewer service and the Board vetted the analysis results from Tasks 1 and 2 of the contract scope. The following addresses the results of the analysis from Task 3 and 4.

Sewer Service Analysis:

Task 3 addressed a master sewer trunk concept plan to serve the intended industrial area and an extended area that could serve future residential land uses that were previously identified under a staff housing analysis (approximate timeframe was 2012 and resulted in the development of Central Growth and Ulao Creek neighborhoods). The extended area for residential land use contemplates one dwelling/ 1 acre densities. Task 4 completes opinions of cost estimates for constructing the master trunk system, including design fees, easement acquisitions and contingency. The following summarizes the results of the sewer analysis to-date (please see Baxter & Woodman Technical Memorandum date December 30,2024 for additional details):

Study Area	Acreage	Development Opportunity	Cost/Acre	Total Cost
SW Industrial Area	286 acres	9M Sq. Ft.	27,867 / acre	\$7.97M
Extended Residential Area	336 acres	200 Dwellings*	8,065/acre	\$2.71M
Total	622 acres		\$17,170/acre	\$10.68M
* Acreage of already developed lands discounted from study area				

Infrastructure: The city constructed public sewer main for a portion of the central growth residential development through special assessment. The cost of the project was approximately \$1.4M and an average cost per acre of \$5,150. The added cost per acre is attributed to the following:

- Users on only one side of the public roads
- Required lift station
- Greater depth to mains
- There are unknown direct customers

Additional infrastructure needs exist including public water, road construction and any additional landscaping or signage desired for identity.

Next Steps: The Economic Development Board should consider the following:

- A lift station is included in the cost estimate to serve a portion of the study area, should that area remain within the sewer service area contemplated for the project or should the area be reduced in size and therefore need for lift station to be eliminated.
- Should the City consider value engineering the project for installation sewer main for only a portion of the study area, like implementation for Central Growth, with further exploration of funding mechanisms.
- Should the City serve the study area with only public water and scale the zoning and expectations of industrial development that is warehouse, storage, etc.

Attachments:

Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 3 4 - 123024 (002) (PDF)

TECHNICAL MEMORANDUM

DATE: December 30, 2024

TO: Kristen Lundeen, P.E.
Director of Public Works/City Engineer
City of Mequon

FROM: Jonathan Steinbach, P.E.
Project Manager
Baxter & Woodman

SUBJECT: Southwest Sewer Utility Feasibility Study – Tasks 3 & 4

BACKGROUND

The City of Mequon (the City) contracted with Baxter & Woodman to complete a feasibility study to provide public sanitary sewer services to portions of Section 31, located in the southwest corner of the City. The portions of the section that are being contemplated for rezoning for industrial use comprise the study area for this feasibility study. The study area is now primarily undeveloped agricultural lands with a few residential properties and several commercial facilities that are generally located adjacent to the perimeter roads.

Section 31 is currently outside of the City's Sewer Service Area, but is within Southeastern Wisconsin Regional Planning Commission (SEWRPC) and Milwaukee Metropolitan Sewerage District (MMSD) Planning Areas. The City is assessing the capability to provide regional utilities with mainline trunk sewers that can provide service to adjacent properties, rather than requiring each individual development to provide its own service.

Tasks 1 and 2 of the study (Identification of Public Sanitary Sewer Service Options and Identification of Additional Service Areas) were completed earlier this year. The results of those tasks and related discussion are documented in a Technical Memorandum that is included as Attachment 1.

TASK 3 – MASTER TRUNK CONCEPT PLAN

The intent of this task is to provide plan view exhibits showing concept layouts, sizes, and critical elevations for a master trunk system that would serve the proposed industrial area. An additional evaluation was performed to provide a master trunk system for the proposed industrial area that could, in the future, be extended from to serve approximately 621.9 acres of primarily undeveloped agricultural lands and low density residential development to the north of the study area. This additional area was identified and mapped during Task 2 (see Attachment G of the Technical Memorandum for Task 1 and 2).

Sewersheds were delineated for each reach in the master trunk system and are shown with the developed concepts in Attachment 2. The sanitary loading rates identified in Task 1 and Task 2 were revisited for use in the conceptual design of the master trunk sewers. The industrial land use sanitary loading rate was adjusted by increasing the peaking factor to four to address the relatively unknown nature of the type of industries that could utilize the trunk line sewers in the future. This results in a 6000 gallon per developed acre per day sanitary loading rate that was used to conceptually size the trunk line sewers. The residential land use sanitary loading rate used in Task 2 has a peaking factor in excess of four and was maintained for sizing the trunk line sewers. A future residential density of one-acre lots was used based on recommendation from City staff and is consistent with existing development typical in that area of the City.

The design and layout of the trunk line sewers were developed in accordance with the City's Standard Specifications for Land Development, edition dated December 2022. In general, the trunk line sewers would appear to best fit within the existing road right of ways near the north pavement edge of County Line Road, the west pavement edge of Granville Road and the east of pavement edge of Wasaukee Road. Based on our initial review, there appears to be a number of existing utilities along the back slope of roadway ditches and back to the road right-of-way line, which could limit new sewer placement in those areas.

It should be noted that a master trunk system required for future extended service to the additional approximately 621.9 acres, is larger and deeper along County Line Road and Wasaukee Road than would be required to service the proposed industrial area only. Additionally, the topography rises sharply as the Donges Bay Road and Wasaukee Road intersection is approached from the south. Topography then descends sharply as you continue north/northeast to a large low-lying area of wetlands before rising sharply again north of the wetland area. This results in what would have to be a very deep and expensive sewer around the aforementioned intersection in order to cross the wetland area. If the City elected to proceed with a shallower and smaller sewer design that would not cross the wetland area, the additional area that could be served in the future by sewer extension would be limited to a much smaller area near the northeast and southeast corners of the intersection. Much of that more limited area is already developed as residential subdivisions.

TASK 4 – COST ESTIMATE

Baxter & Woodman prepared opinions of probable costs for constructing the Master Trunk Concept Plans developed in Task 3. Construction unit costs for budgeting are based on the preliminary quantities from Task 3 and unit costs reflective of competitive bidding expected in the 2025 construction market. Recommendations for allocation for engineering design fees, easement acquisitions and project contingencies are also provided. Tables showing the opinions of probable cost are included as Attachment 3. General assumptions taken in developing the cost opinions are listed in the tables.

If the City chooses to advance the design of the trunk line sewers, we recommend a detailed geotechnical investigation along the full route of the trunk line sewers be performed early in the design process to confirm assumptions made in the development of the cost opinions.

Attachment 1
Technical Memorandum Documenting Tasks 1 and 2

TECHNICAL MEMORANDUM

DATE: September 17, 2024

TO: Kristen Lundeen, P.E.
City of Mequon

FROM: Jonathan Steinbach, P.E.
Baxter & Woodman

SUBJECT: Southwest Sewer Utility Feasibility Study – Tasks 1 & 2

BACKGROUND

The City of Mequon (the City) contracted with Baxter & Woodman to complete a feasibility study to provide public sanitary sewer services to portions of Section 31, located in the southwest corner of the City. The portions of the section that are being contemplated for rezoning for industrial use are shown on an exhibit in Attachment A and comprise the study area for the feasibility study. The study area is now primarily undeveloped agricultural lands with a few residential properties and several commercial facilities that are generally located adjacent to the perimeter roads.

Section 31 is currently outside of the City's Sewer Service Area, but is within Southeastern Wisconsin Regional Planning Commission (SEWRPC) and Milwaukee Metropolitan Sewerage District (MMSD) Planning Areas. The City is assessing the capability to provide regional utilities with mainline trunk sewers that can provide service to adjacent properties, rather than requiring each individual development to provide its own service.

TASK 1 - IDENTIFICATION OF PUBLIC SANITARY SEWER SERVICE OPTIONS

WASTEWATER SYSTEM CAPACITY

The size and capacity of the MMSD sewer conveyance and treatment facilities are set forth in their 2050 Facilities Plan (<https://www.mmsd.com/government-business/2050-facilities-plan>). The study area is completely contained within the boundaries of MMSD sewershed ME3013. A sewershed map of the City, showing the limits of ME3013, is included in Attachment B. The boundaries of ME3013 extend significantly beyond the study area. The MMSD facilities plan is based on a planned ME3013 peak flow allocation of 3.52 million gallons per day (MGD). Attachment C contains tables from the 2050 Facilities Plan containing baseline and projected buildout information for the sewersheds in the City. These tables show the anticipated buildout of 286 acres of commercial, government, institutional and industrial land uses (266.7 acres for industrial land use) and the increase of nearly 3000 residents within ME3013. The current balance of flow allocation remaining for buildout in ME3013, is 3.42 MGD (97.2% of the total flow allocation) per the table provided by the MMSD in July 2024 and included in Attachment D.

The proposed study area would add approximately 9,000,000 square feet or 206.6 acres of industrial zoned property per the City's Community Development staff. The 2050 Facilities Plan assigns a base sanitary flow for future/buildout industrial land uses at 1500 gallons per acre per day (gpad) with peak hourly flow contribution of 4000 gpad for load allocation planning, when their typical diurnal peaking and infiltration related factors are applied. When applied to the study area this equates to a peak hourly flow addition of about 0.83 MGD, which is less than the 3.42 MGD allocation balance remaining for ME3013. Future use of these properties would need to meet the requirements of an Industrial User in MMSD's Rules and the 2050 Facilities Plan.

Based on the aforementioned data and facilities plan, MMSD staff have verified that there is planned capacity available in their systems for the study area proposed to be added to the City's sewer service area.

CONCEPTUAL SYSTEM LAYOUT

The proposed location of the connection to the MMSD's Metropolitan Interceptor Sewer (MIS) system is at the MMSD-assigned load point for ME3013, which is existing structure 19717. The table in Attachment D provides this assignment and the location of the structure is shown in the MIS record drawing included in Attachment E.

The critical elevation (the lowest level of connection to mitigate risk) established by MMSD in this area of the City is understood to be elevation 138.80 (local datum). Conceptually extending sewer service from the connection point at this elevation shows most of the study area can be served by a gravity sewer system with a smaller portion of the study area requiring a pressure sewer system (see Attachment A for the locations of these areas).

Gravity sewer systems are generally typical and preferred due to the long term operation and maintenance costs associated with pressure sewer systems. Therefore, the area served by pressure sewer systems was minimized during the evaluation. A conceptual layout of the proposed system is also included in Attachment F.

A waterway that generally bisects the study area from west to east is the primary reason for the conceptual layout proposed as well as the division of the pressure and gravity sewer areas. To cross the waterway with adequate cover and slope for a gravity sewer extending from elevation 138.80, the crossing point needs to be near the far west end of the study area. Properties in the northeast area of the study area are generally low lying and without a gravity sewer solution to cross the waterway, thus requiring the pressure system.

Given the MIS connection point and the waterway crossing constraints, the development of system options is limited and placement of the trunk line sewers in the existing right of way (instead of acquiring easements) seems most appropriate for future access and maintenance. Future service into the individual properties would then be as public main extensions or private sanitary sewers connected to the trunk line sewers.

The sewers for the gravity sewer area could be installed with or without the sewers serving the pressure sewer area. At least a portion of the sewers in the gravity sewer area would need to be installed, to serve as the outfall for the sewers in the pressure sewer area.

For the proposed system layout as shown in Attachment F, there would be approximately 12,400 linear feet of gravity sanitary sewer and 500 feet of pressure sanitary sewer (forcemain), including one pumping station near the waterway crossing at Granville Road.

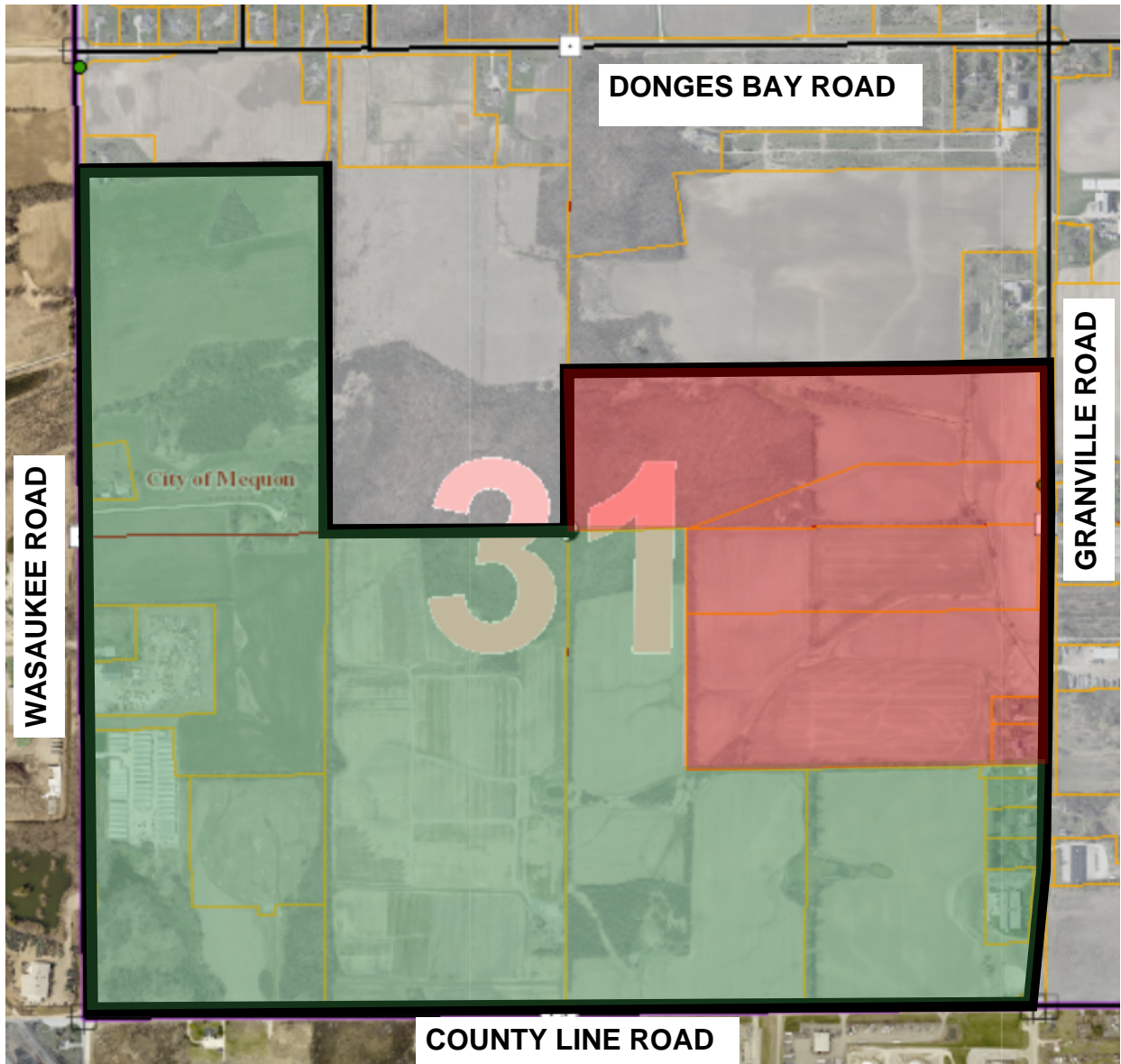
TASK 2 - IDENTIFICATION OF ADDITIONAL SERVICE AREAS

Baxter & Woodman reviewed the constraints to extending sanitary sewer service beyond the study area from the infrastructure proposed in Task 1. Based on topography, slope and cover of sewers, and the concept layout developed for Task 1, a potential service study area was identified and is shown on the exhibit in Attachment G. The potential service study area is about 621.9 acres and is fully within ME3013. It is primarily a mix of undeveloped agricultural lands and low density residential developments. While the nature of future development in the potential service study area is not unknown at this time, it was assumed that the sanitary demand would be best estimated as low density residential development. Full development of the potential service study area would increase the resident population served by MMSD in this area by about 1555 persons.

The 2050 Facilities Plan assigns a base sanitary flow for future/buildout residential land uses at 54 gallons per capita per day (gpcd) with peak hourly flow contribution of 1248 gpcd for load allocation planning, when their typical diurnal peaking and infiltration related factors are applied. When applied to the potential service study area, this equates to a peak hourly flow addition of about 1.94 MGD (2.77 MGD when flows from Task 1 are added), which is less than the 3.42 MGD allocation balance remaining for ME3013.

Based on the aforementioned data and facilities plan, MMSD staff have verified that there is planned capacity available in their systems for the potential service study area that could be added to the City's sewer service area.

Attachment A
Conceptual Industrial Study Area



Conceptual Industrial Study Area Boundary



Able to be Served by Gravity System



Requires Pumped System

Attachment B
MMSD Sewersheds in Mequon

Attachment C
Mequon Tables from MMSD 2050 Facilities Plan

**TABLE 46
POPULATION AND HOUSEHOLDS IN THE CITY OF MEQUON BY SEWERSHED**

Sewershed	Baseline - Year 2010		Future - Year 2035		Buildout - Year 2050	
	Population	Households	Population	Households	Population	Households
ME3009	809	278	909	327	992	357
ME3013	1,046	373	2,884	1,076	4,012	1,497
ME4001	2,540	1,069	2,565	1,133	2,651	1,172
ME4002	1,743	621	1,705	635	1,726	643
ME4003	1,218	495	1,254	534	1,310	558
ME4004	4,694	1,979	6,048	2,670	6,984	3,084
ME4005	460	159	439	159	439	159
ME4006	1,566	571	1,540	589	1,569	600
ME4008	3,406	1,416	10,103	4,410	14,218	6,207
ME4010	2,236	764	3,528	1,260	4,360	1,557
ME4011	60	20	57	20	57	20
ME4012	2,005	380	5,627	1,656	7,833	2,422
ME4014	1,047	369	1,829	717	2,322	926
ME4015	161	50	157	51	157	51
ME5007	119	39	125	43	131	45
Totals	23,110	8,583	38,770	15,280	48,761	19,298

**TABLE 47
COMMERCIAL AND INDUSTRIAL LAND USE IN THE CITY OF MEQUON BY SEWERSHED**

Sewershed	Baseline - Year 2010			Future - Year 2035			Buildout - Year 2050		
	Commercial Land Use (acres)	Industrial Land Use (acres)	Gov & Inst Land Use (acres)	Commercial Land Use (acres)	Industrial Land Use (acres)	Gov & Inst Land Use (acres)	Commercial Land Use (acres)	Industrial Land Use (acres)	Gov & Inst Land Use (acres)
ME3009	3.3	11.7	-	3.3	21.3	-	3.3	27.0	-
ME3013	12.1	5.7	9.4	13.5	172.4	20.0	14.4	272.4	26.4
ME4001	14.8	4.9	37.1	15.4	5.4	49.2	15.7	5.7	56.4
ME4002	2.0	-	49.4	2.0	-	55.4	2.0	-	59.0
ME4003	129.3	-	94.2	146.6	41.3	120.5	157.0	66.0	136.3
ME4004	62.3	15.2	53.9	153.2	15.0	66.3	207.8	14.8	73.7
ME4005	-	-	-	-	-	-	-	-	-
ME4006	1.2	-	64.1	1.6	-	66.7	1.8	-	68.3
ME4008	90.3	255.5	56.7	167.7	394.4	60.5	214.2	477.8	62.7
ME4010	6.8	-	2.0	14.7	-	7.9	19.4	-	11.5
ME4011	-	-	14.9	-	-	27.5	-	-	35.1
ME4012	4.8	-	8.2	129.7	127.9	35.7	204.6	204.6	52.2
ME4014	14.9	6.1	21.4	52.8	6.1	23.7	75.6	6.1	25.1
ME4015	-	-	63.5	-	-	123.4	-	-	159.3
ME5007	-	-	-	-	-	-	-	-	-
Totals	341.8	299.1	474.8	700.5	783.8	656.8	915.8	1074.4	766.0

Attachment: Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 3 4 -

**TABLE 48
SIMULATED SEWERSHED FLOWS IN THE CITY OF MEQUON BY SEWERSHED**

Sewershed	Sewershed Area (acres)	Est. Sewered Area (acres)	Baseline - Year 2010			Future - Year 2035			Buildout - Year 2050		
			Average BSF (MGD)	Average DWF (MGD)	Peak Hourly Flow (MGD)	Average BSF (MGD)	Average DWF (MGD)	Peak Hourly Flow (MGD)	Average BSF (MGD)	Average DWF (MGD)	Peak Hourly Flow (MGD)
ME3009	909.2	909.2	0.052	0.058	1.520	0.072	0.086	1.682	0.085	0.105	1.688
ME3013	5140.3	0.0	0.025	0.025	0.025	0.443	0.627	3.522	0.662	0.921	3.522
ME4001	1641.4	1641.4	0.186	0.213	4.589	0.201	0.234	4.651	0.214	0.251	4.713
ME4002	919.0	919.0	0.177	0.255	2.704	0.183	0.263	2.731	0.187	0.268	2.755
ME4003	1488.1	1488.1	0.156	0.204	4.171	0.272	0.329	4.357	0.344	0.406	4.501
ME4004	2516.5	2516.5	0.492	0.576	7.285	0.713	0.831	7.767	0.853	0.990	8.179
ME4005	342.3	342.3	0.046	0.068	0.981	0.046	0.068	0.981	0.046	0.068	0.981
ME4006	1227.9	1227.9	0.103	0.199	6.317	0.107	0.205	6.335	0.109	0.209	6.371
ME4008	3814.6	3814.6	0.467	0.590	19.596	1.157	1.401	20.911	1.576	1.893	22.656
ME4010	1963.4	1963.4	0.131	0.158	9.940	0.218	0.263	10.119	0.274	0.329	10.368
ME4011	80.7	80.7	0.005	0.012	0.396	0.017	0.026	0.435	0.025	0.034	0.445
ME4012	3772.6	0.0	0.007	0.007	0.007	0.718	0.799	1.367	1.081	1.204	2.334
ME4014	5708.2	0.0	0.019	0.019	0.019	0.185	0.300	0.780	0.248	0.397	1.760
ME4015	204.6	0.0	0.000	0.000	0.000	0.069	0.081	0.454	0.105	0.119	0.454
ME5007	190.0	190.0	0.005	0.015	0.708	0.006	0.016	0.722	0.006	0.017	0.867
Totals	29918.7	15093.1	1.872	2.400	58.259	4.408	5.530	66.815	5.814	7.210	71.593

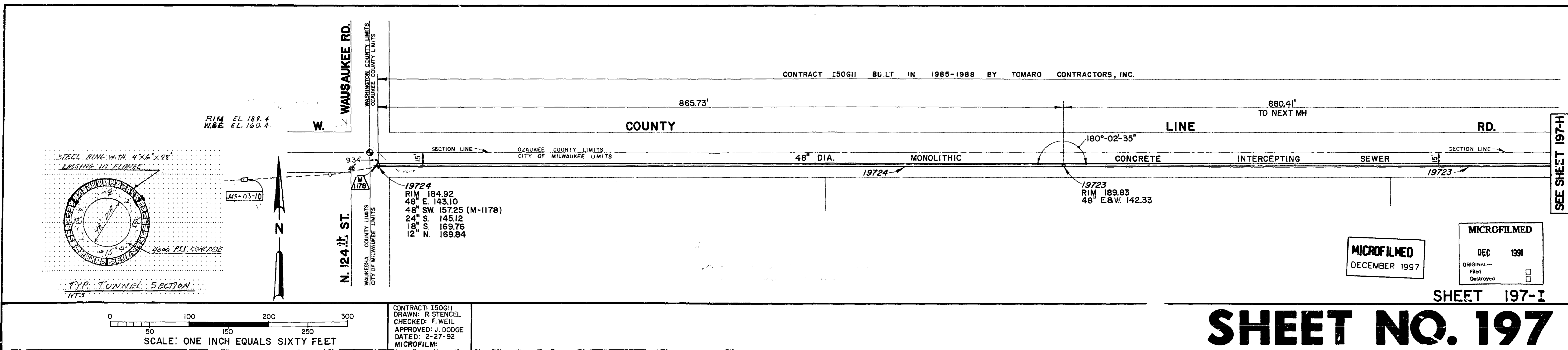
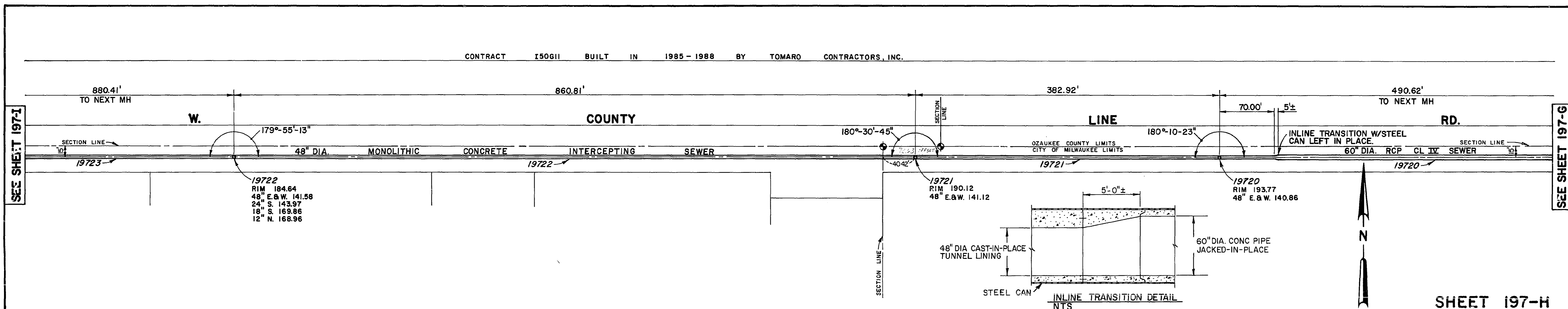
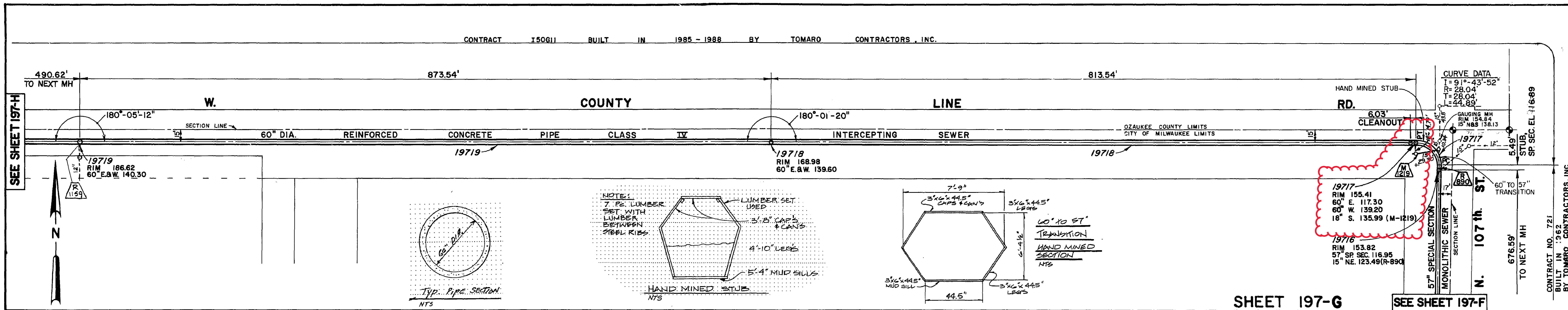
BSF - Base Sanitary Flow
DWF - Dry Weather Flow
MGD - Million Gallons per Day

Attachment: Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 3 4 -

Attachment D
Current Mequon Sewershed Flow Allocations
from MMSD

2050								
Sewershed ID	Municipality	Watershed	Load Point	Leg	Allocation(MGD)	Balance Remaining (MGD)	% Remaining	Last Allocation Change
ME3009	Mequon	Menomonee	19717	H	0.168	(0.000)	(0%)	12/21/23 2:00PM
ME3013	Mequon	Menomonee	19717	H	3.497	3.425	98%	12/21/23 2:00PM
ME4001	Mequon	Milwaukee	20306	B2	0.124	0.124	100%	
ME4002	Mequon	Milwaukee	20306	B2	0.051	0.051	100%	
ME4003	Mequon	Milwaukee	20306	B2	0.330	0.315	96%	9/8/22 12:48PM
ME4004	Mequon	Lake Michigan	20306	B2	0.894	0.784	88%	6/10/24 9:59AM
ME4005	Mequon	Lake Michigan	20306	B2	0.000	0.000	0%	
ME4006	Mequon	Milwaukee	14853A	A3	0.054	0.028	52%	2/15/23 7:19AM
ME4008	Mequon	Milwaukee	14853A	A3	3.060	2.441	80%	6/8/23 6:47AM
ME4010	Mequon	Menomonee	14853A	A3	0.428	0.428	100%	
ME4011	Mequon	Milwaukee	14853A	A3	0.049	0.049	100%	
ME4012	Mequon	Milwaukee	20306	B2	2.326	2.326	100%	
ME4014	Mequon	Milwaukee	14853A	A3	1.740	1.725	99%	5/21/20 10:13AM
ME4015	Mequon	Milwaukee	14853A	A3	0.454	0.454	100%	
ME5007	Mequon	Milwaukee	14859	A2	0.158	0.158	100%	

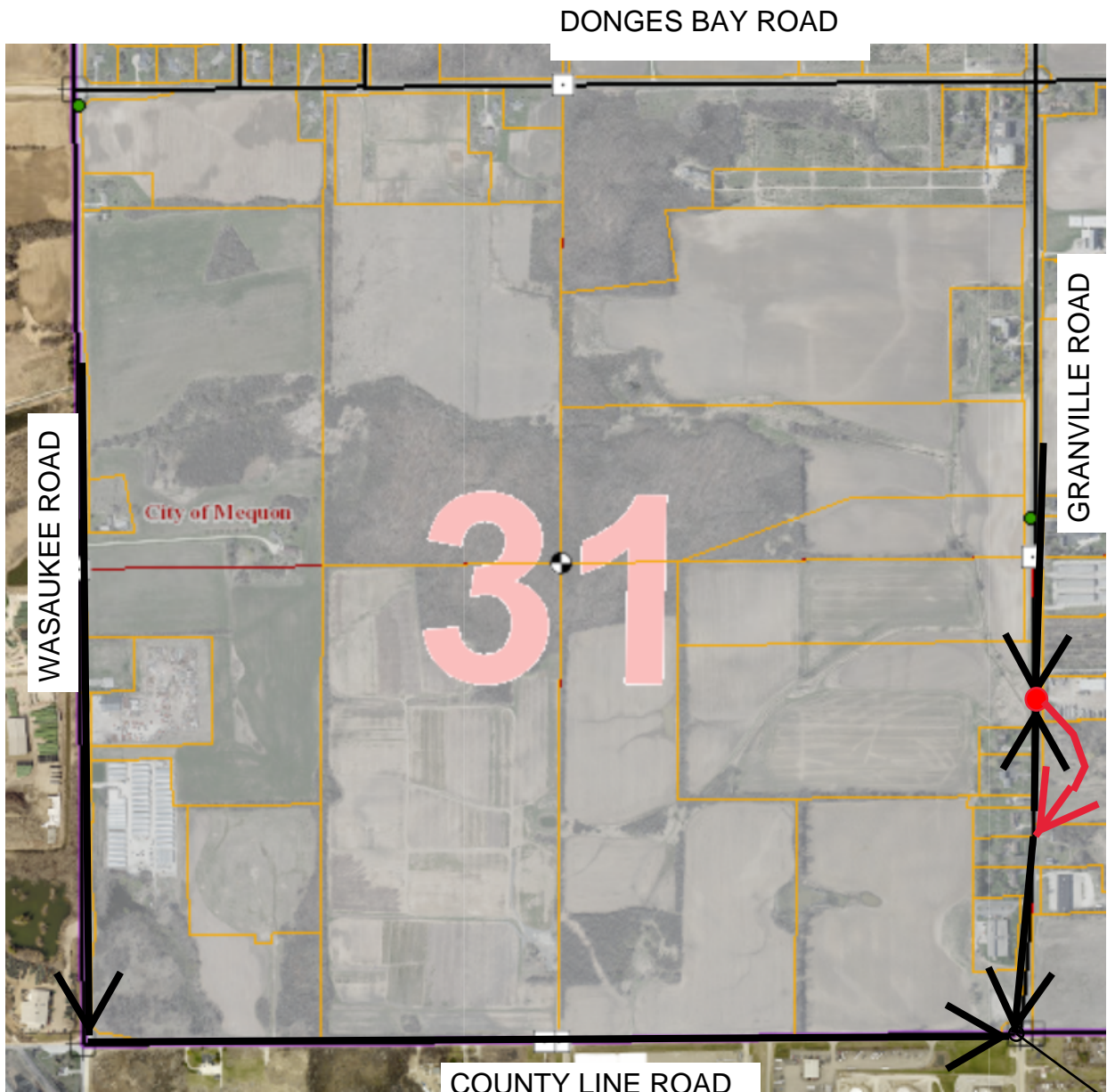
Attachment E
MMSD MIS Record Drawing



MMSD
 197
 GHI
 3-17
 Attachment Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 3, 4 - 12/20/24 (002) (10/16) Southwest Industrial Sewer Service Analysis

Attachment F

Conceptual System Layout



Conceptual Gravity Trunk Sewer with Flow Direction

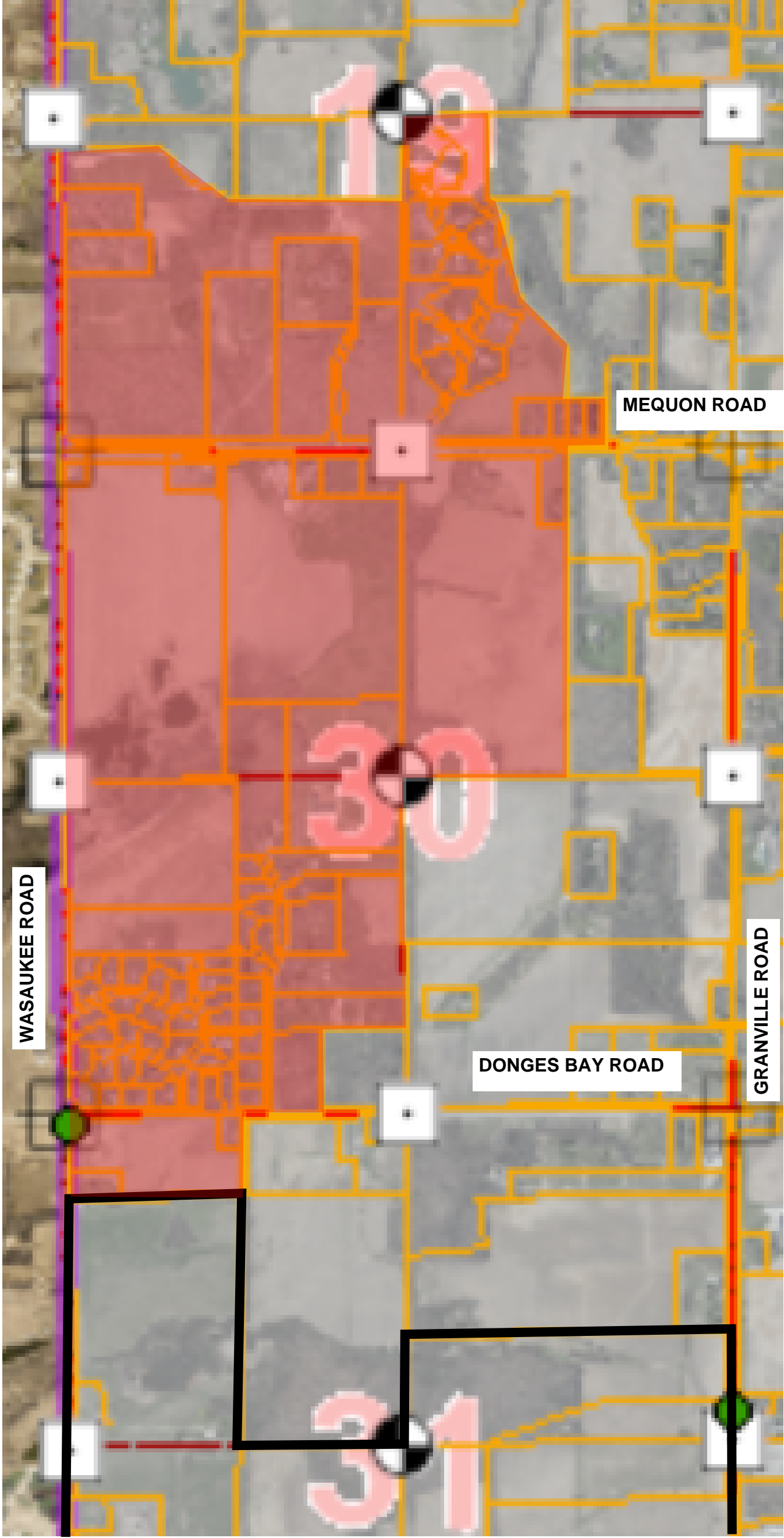


Conceptual Lift Station and Pressure Sewer with Flow Direction (Installed in Street ROW)

Connection to MIF Structure 19717

Attachment G

Potential Service Study Area



WASAUKEE ROAD

MEQUON ROAD

DONGES BAY ROAD

GRANVILLE ROAD



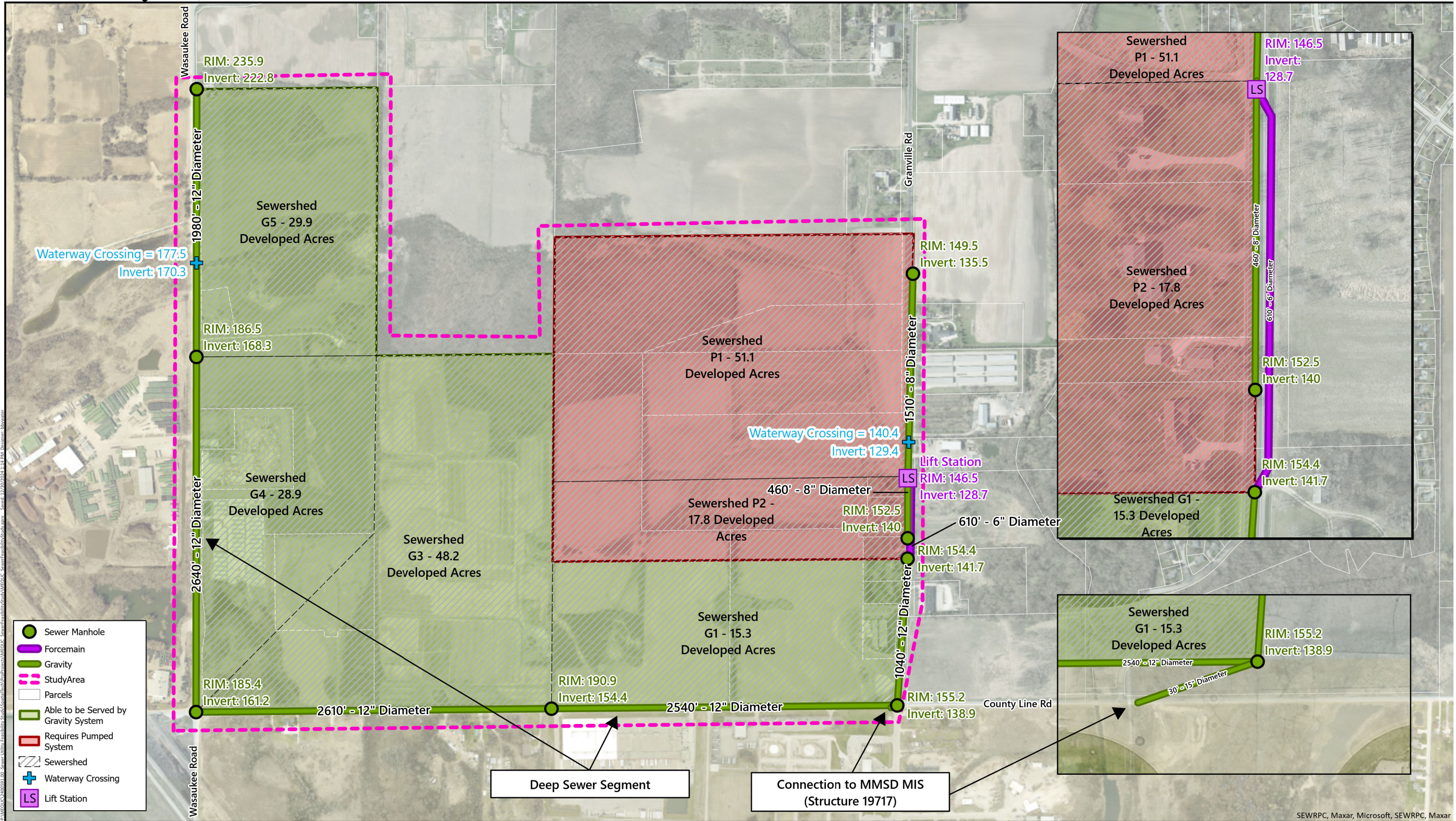
Conceptual Industrial Study Area Boundary



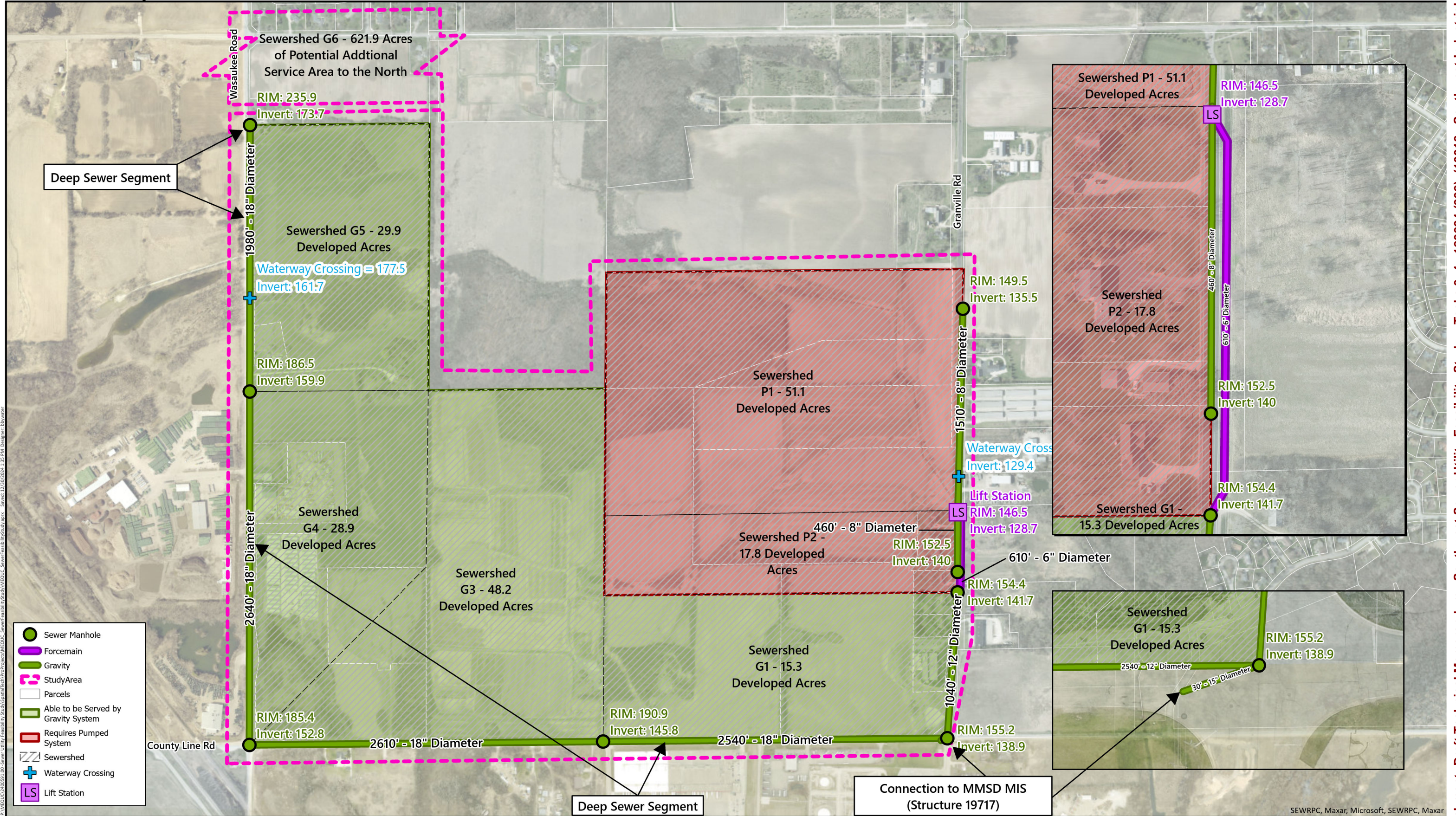
Area (Parcels) Outside Study Area that Could be Served

Attachment 2

Master Trunk Concept Plans



Attachment: Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 3 4 - 123024 (002) (10018 : Southwest Industrial



Source(s): Water Data received from MGP Feb 2020 and revised for B&W 2020 Water Master Plan



Attachment 3

Opinions for Probable Cost

CITY OF MEQUON, WI
SOUTHWEST SEWER UTILITY FEASIBILITY STUDY - TASK 4
 Service for Industrial Study Area Only

Attachment: Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 3 4 -

ITEM	UNIT	UNIT PRICE	QUANTITY	COST
20" Dia. Jacked Steel Casing (Waterway Crossings)	L.F.	\$1,000	400	\$400,000
8" Dia. Gravity Sewer (G.B.F.) (10'-15' Depth)	L.F.	\$240	620	\$148,800
8" Dia. Gravity Sewer (G.B.F.) (15'-20' Depth)	L.F.	\$290	1,350	\$391,500
12" Dia. Gravity Sewer (G.B.F.) (10'-15' Depth)	L.F.	\$260	2,290	\$595,400
12" Dia. Gravity Sewer (G.B.F.) (15'-20' Depth)	L.F.	\$310	1,670	\$517,700
12" Dia. Gravity Sewer (G.B.F.) (20'-25' Depth)	L.F.	\$350	1,840	\$644,000
12" Dia. Gravity Sewer (G.B.F.) (25'-30' Depth)	L.F.	\$430	2,720	\$1,169,600
12" Dia. Gravity Sewer (G.B.F.) (30'-35' Depth)	L.F.	\$470	1,790	\$841,300
12" Dia. Gravity Sewer (G.B.F.) (35'-40' Depth)	L.F.	\$520	500	\$260,000
15" Dia. Gravity Sewer (G.B.F.) (15'-20' Depth)	L.F.	\$350	30	\$10,500
6" Force Main (G.B.F.)	L.F.	\$270	610	\$164,700
Lift Station (Approx. 400,000 GPD)	EA.	\$750,000	1	\$750,000
Cast-in-Place Connection to MMSD MIS	EA.	\$150,000	1	\$150,000

SUMMARY OF ESTIMATED COSTS	
Total Construction Cost	\$6,043,500
Legal, Easements, Engineering (12%)	\$725,220
Contingency (20%)	\$1,208,700
Total Estimated Cost	\$7,977,420

Assumptions and Notes:

1. Anticipated 2025 construction market conditions.
2. L.F. piping unit costs include access structures/manholes (approximately every 300'), demolition and restoration.
3. Adequate electrical power is available at/near the lift station site.
4. Favorable soil conditions present for underground construction.



**CITY OF MEQUON, WI
SOUTHWEST SEWER UTILITY FEASIBILITY STUDY - TASK 4**

Service for Industrial Study Area with Potential Additional Service Area to North

ITEM	UNIT	UNIT PRICE	QUANTITY	COST
20" Dia. Jacked Steel Casing (Waterway Crossing)	L.F.	\$1,000	200	\$200,000
30" Dia. Jacked Steel Casing (Waterway Crossing)	L.F.	\$1,500	200	\$300,000
8" Dia. Gravity Sewer (G.B.F.) (10'-15' Depth)	L.F.	\$240	620	\$148,800
8" Dia. Gravity Sewer (G.B.F.) (15'-20' Depth)	L.F.	\$290	1,350	\$391,500
12" Dia. Gravity Sewer (G.B.F.) (10'-15' Depth)	L.F.	\$260	700	\$182,000
12" Dia. Gravity Sewer (G.B.F.) (15'-20' Depth)	L.F.	\$310	340	\$105,400
18" Dia. Gravity Sewer (G.B.F.) (15'-20' Depth)	L.F.	\$360	580	\$208,800
18" Dia. Gravity Sewer (G.B.F.) (20'-25' Depth)	L.F.	\$430	950	\$408,500
18" Dia. Gravity Sewer (G.B.F.) (25'-30' Depth)	L.F.	\$500	2,200	\$1,100,000
18" Dia. Gravity Sewer (G.B.F.) (30'-35' Depth)	L.F.	\$560	2,620	\$1,467,200
18" Dia. Gravity Sewer (G.B.F.) (35'-40' Depth)	L.F.	\$620	2,620	\$1,624,400
18" Dia. Gravity Sewer (G.B.F.) (40'-45' Depth)	L.F.	\$730	220	\$160,600
18" Dia. Gravity Sewer (G.B.F.) (45'-50' Depth)	L.F.	\$850	150	\$127,500
18" Dia. Gravity Sewer (G.B.F.) (50'-55' Depth)	L.F.	\$1,100	150	\$165,000
18" Dia. Gravity Sewer (G.B.F.) (55'-60' Depth)	L.F.	\$1,300	150	\$195,000
18" Dia. Gravity Sewer (G.B.F.) (60'-65' Depth)	L.F.	\$1,600	130	\$208,000
21" Dia. Gravity Sewer (G.B.F.) (15'-20' Depth)	L.F.	\$410	30	\$12,300
6" Force Main (G.B.F.)	L.F.	\$270	610	\$164,700
Lift Station (Approx. 400,000 GPD)	EA.	\$750,000	1	\$750,000
Cast-in-Place Connection to MMSD MIS	EA.	\$175,000	1	\$175,000

SUMMARY OF ESTIMATED COSTS	
Total Construction Cost	\$8,094,700
Legal, Easements, Engineering (12%)	\$971,364
Contingency (20%)	\$1,618,940
Total Estimated Cost	\$10,685,004

Assumptions and Notes:

1. Anticipated 2025 construction market conditions.
2. L.F. piping unit costs include access structures/manholes (approximately every 300'), demolition and restoration.
3. Adequate electrical power is available at/near the lift station site.
4. Favorable soil conditions present for underground construction.



Attachment: Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 3 4 -



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 Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: January 28, 2025
SUBJECT: Community Survey

Background: The Public Welfare Committee has developed three questions for the 2025 Community Survey. The Committee is currently seeking input from staff regarding the posed development questions (see attached).

Analysis: Staff recommends the following for consideration:

Question 6: Remove #10 as an option give the context of the question or rephrase the question.

Question 7: There is no context for the reader what the definition of “larger development” and water is not necessarily the criteria for larger development. Given the context of our discussion and decision-making for SW Industrial, staff believes there is a more informed question needed and one based on the City’s future decisions regarding development. Perhaps after our Board’s discussion on infrastructure and zoning, staff can craft a more specific question.

Question 8: Staff recommends the list of uses align with current zoning, uses that exist with excess supply and those with unmet demand as identified in the recent market analysis as well as the transformative uses identified in the same report.

Recommendation: Staff is seeking the Board’s input on modifications to the proposed survey questions.

Attachments:

Development Questions after 011425 Meeting (PDF)

SECTION THREE: DEVELOPMENT

The Common Council has long strived to maintain low property tax rates. Recent inflation has made that more challenging than in years past. There are two primary ways to increase revenues to fund city operations, tax rate increases and creation of new development. State of Wisconsin property tax levy limits further restrict local municipalities from increases to the tax rate beyond what new development achieves through growing the tax base. Current initiatives under consideration for new development include the following:



RESIDENTIAL DEVELOPMENT

City officials are exploring the addition of residential development in the following area called South Central. South Central is approximately 110 acres and has remained vacant and zoned for Industrial uses since xxx. South Central is adjacent to single-family residential and agricultural uses to the east, south and west and industrial uses to the north. Please refer to the reference map below to answer the following question.

6. If it is rezoned to residential, please rate your support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Very Opposed," to the following types of development within Mequon.

		Very Supportive	Supportive	Neutral	Opposed	Very Opposed	Don't Know
1.	Single-Family Homes based on under 1/2 acre lots	5	4	3	2	1	9
2.	Single-Family Homes based on lots between 1/2 and 1 acre	5	4	3	2	1	9
3.	Single-Family Homes based on lots between 1 and 5 acres	5	4	3	2	1	9
4.	Single Family Homes 5+ acres	5	4	3	2	1	9
5.	Two-Family Homes (Side-By-Side Homes)	5	4	3	2	1	9
6.	Townhomes (Attached Homes of More than 2)	5	4	3	2	1	9
7.	Apartments	5	4	3	2	1	9
8.	Age Restricted (55+ yrs of age) Housing	5	4	3	2	1	9
9.	Full Service / Care Retirement Communities	5	4	3	2	1	9
10.	Keep current Industrial zoning	5	4	3	2	1	9

INDUSTRIAL DEVELOPMENT *Community Development to adjust following paragraph as needed for Q7*

The City of Mequon has three locations which allow for varying types of industrial development (see reference map above). The term "light industrial" refers to professional office, research & development and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions. Area 1 is the current business park with xx vacant acres remaining. Area 2 is xx vacant acres and adjacent to industrial uses located in the City of Milwaukee, Village of Germantown and Menomonee Falls. Recent feasibility assessments

Attachment: Development Questions after 011425 Meeting (10019 : Community Survey)

indicate this area, given its proximity to Hwy 45/41 could support industrial development. South Central is 110 vacant acres, located south of Area 1 (business park) and the subject location identified in the prior question.

7. Are you in support of the City bringing water to this area to attract larger developments? Community Development to adjust this question's verbiage, but this was the general idea

_____ (1) Yes _____ (2) No

8. Please rate your support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Very Opposed," to the following types of development uses in the Port Washington Corridor between Highland Road and County Line Road.

		Very Supportive	Supportive	Neutral	Opposed	Very Opposed	Don't Know
1.	Hotel	5	4	3	2	1	9
2.	Fast food restaurant w/ drive-thru	5	4	3	2	1	9
3.	Casual dining restaurant	5	4	3	2	1	9
4.	Boutique stores	5	4	3	2	1	9
5.	Big Box stores	5	4	3	2	1	9
6.	Childcare Center	5	4	3	2	1	9
7.	Medical Offices	5	4	3	2	1	9
8.	Indoor Entertainment Complex	5	4	3	2	1	9
9.	Mixed Use Residential/Retail	5	4	3	2	1	9
10.	Apartments	5	4	3	2	1	9
11.	Senior Housing	5	4	3	2	1	9
12.	Personal Services (Salon, Spa, etc.)	5	4	3	2	1	9
13.	Financial Services	5	4	3	2	1	9
14.	Other _____	5	4	3	2	1	9

