



11333 N. Cedarburg Road
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ECONOMIC DEVELOPMENT BOARD
Tuesday, February 25, 2025
8:00 AM
North Conference Room

Agenda

- 1) Call to Order, Roll Call**
- 2) Approval of Meeting Minutes**
Action requested: review and approve
- 3) Emergency Load Fund Update**
- 4) Southwest Sewer Service Analysis**
- 5) Southwest Industrial Zoning – Milwaukee Water Agreement**
- 6) Port Washington Road TID Reports**
- 7) Port Washington Road Zoning Change**
- 8) Staff Updates**
- 9) Announcements**
The next meeting is Tuesday, March 18, 2025, at 8:00 a.m.
- 10) Adjourn**

Dated: February 21, 2025

/s/ Tim Carr, Chairman

.....
Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and / or gather information about a subject over which they have decision making responsibility, although they will not take formal action thereto at this meeting.

Any questions regarding this agenda may be directed to the Dept. of Community Development office at 262-236-2903, Monday through Friday, 8:00 a.m. – 4:30 p.m.



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

Minutes

1) Call to Order, Roll Call

Present:

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

Chairman Carr called the meeting to order at 8:00 a.m.

2) Approval of Meeting Minutes from November 19, 2024

Action

Board member Gannon made a motion to approve the November 19, 2024, meeting minutes.
 Board member Kramer seconded the motion.
A voice vote was taken; vote passed (7-0)

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

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

3) 2025 Work Program Overview

Director Kim Tollefson stated that the Board deliberately chose to not take on any new large projects last year as there are currently two large policy items active: the Port Washington Road Market Analysis and the Southwest Sewer System Analysis. Both items are back in

front of the Board after consultant work during 2024, and will entail a heavier workload with actionable steps moving forward. Staff continues to work on these two projects.

She discussed timelines and gave an overview of some of the issues:

Port Washington Road Market Analysis:

- Zoning changes.
- Types of uses based on market.
- TIF incentives and possible modifications.
- Common Council's position on level of financial partnership for redevelopment projects.
- Targeted redevelopment sites.
- Creation of cluster uses.
- Marketing medical and office destinations.

Sewer System Analysis:

- Amended area.
- Location of desired infrastructure.
- Funding mechanisms.

4) Port Washington Road Market Analysis

Director Tollefson summarized that there are mostly positive results from the Port Washington Road Market Analysis and the main question going forward is how aggressive the Common Council will want to be in offering incentives to deal with targeted properties for redevelopment.

She commented that the current TIF incentive is running out of time for developers to recoup the benefits of the incentive which makes it less attractive. The Council has the authority to offer any incentive per the TID project plans.

The Board discussed the analysis results and the idea that the Board needs to guide the Council about proposed actionable items and gauge the Council's tolerance for being proactive in this corridor.

There was agreement that there are both short-term and long-term goals and the corridor requires a multi-faceted action plan.

The Board will prepare recommendations for the upcoming strategic workshop in April/May.

5) Southwest Industrial Sewer Service Analysis

Director of Public Works/City Engineer Kristen Lundeen stated that the consultants have completed the analysis of task #4 in the contract which includes analyzing the following issues:

- Geographic Area: both the proposed industrial area and potentially the adjacent residentially owned area.
- The physical layout of the sewer system - how to best serve the area utilizing the public roads for installation of sewer main.

If authorized, Task #5 is next and would consider the financial mechanisms for sewer infrastructure.

She commented that location and infrastructure needs will have to be considered including the correct size of the pipe required and the potential number of new residential homes that may be included at a future date. The pros and cons and the estimated cost will need to be reviewed and analyzed.

Staff also mentioned issues such as only ½ the road is included (County Line Road) and that a lift station would need to be included in the estimated costs. The changing boundary areas that would be required to be served have tax implications and would affect all the properties in the study area being required to pay sewer costs whether they utilize the public sewer system or not. The more acreage included lowers each individual property's cost.

Dir. Lundeen discussed various ways that the costs could be distributed, issues the master trunk analysis would need to consider and various financial and infrastructure policy discussions that would need to be had.

There was consensus from the Board to have the consultants move forward and continue their analysis of task #5 and to keep the lift station in the analysis for “delta” costs for now. Staff will run cost analysis, considering pros and cons of the public benefits. This item will be back in front of the Board over then next several months.

6) Community Survey

Director Tollefson discussed the 3 questions being considered to be included in the 2025 Community Survey. She discussed some modifications recommended by staff. There was a brief discussion and support from the Board to submit the revised questions back to the Public Welfare Committee.

7) Staff Updates

Staff gave a quick update on ongoing development projects.

8) Announcements

The next meeting is Tuesday, February 25, 2025, at 8:00 a.m.

9) Adjourn

Action

Board member Kramer made a motion to adjourn the meeting.

Board member Engle seconded the motion.
A voice vote was taken; vote passed (5-0)

The meeting adjourned at 9:40 am.

Respectfully Submitted,
Kim Tollefson
Director of Community Development

DRAFT

Attachment: DRAFT_01.28.25 (10103 : Meeting Minutes from January 28, 2025)



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: February 25, 2025
SUBJECT: Emergency Loan Fund Update

Background: Please find attached the annual report for the 2024 Revolving Loan Fund Program.

Status: Wick Metcalf Inc. paid off the emergency loan in 2024 and it appears that the remaining emergency loan balances will be paid in full by the closure of 2025.

Balance: The cash balance at closure in 2024 was approximately \$540K.

Attachments:

12.31.24 RLF Summary (PDF)

Revolving Loan Summary 2023 to 2024

Name	Loan Type	12/31/2023 Loan Balance	2024 Loans Issued	2024 Principal Payments	2024 Write Offs	12/31/2024 Loan Balance
Mind+Neurology	Revolving Loan	87,732.65	-	7,484.56		80,248.09
Donges Bay LLC	Revolving Loan	81,919.00	-	10,098.50		71,820.51
Bear Arms	Revolving Loan	21,697.29	-	5,262.83		16,434.46
Screaming Tuna	Revolving Loan	5,346.23	-	5,346.23		(0)
Big Shot Sports	Revolving Loan	0.01	-			0
Form And Fitnesss	Emergency Loan	6,009.31	-	3,784.28		2,225.03
Fresh Start Physical	Emergency Loan	5,695.40	-	4,104.77		1,590.63
The Colour Bowl	Emergency Loan	5,695.40	-	3,787.44		1,907.96
Wick Metcalf Inc	Emergency Loan	6,737.70	-	6,737.69		0
Vertz Marketing	Emergency Loan	5,381.22	-	3,790.59		1,590.63
The Joxel Group	Emergency Loan	5,695.40	-	4,422.36		1,273.03
Sixty Five Inc	Emergency Loan	5,381.22	-	3,790.59		1,590.63
Ruby Tap	Emergency Loan	5,066.81	-	3,793.75		1,273.06
Michael Kim DDS	Emergency Loan	0.00	-			0
Shoot The Moon	Emergency Loan	4,366.47	-	2,903.70		1,462.77
Westpoint Cleaners	Emergency Loan	0.00	-			0
Bodhi Ayurveda	Emergency Loan	1,298.28	-	1,298.29		(0)
		248,022	-	66,605.58	-	181,417

12/31/2023 RLF Cash Balance	469,305
Principal Payments	66,606
Interest Payments	3,113
AP Invoices	(2,200)
Interest Income	5,077
Loans Issued	-
12/31/2024 RLF Cash Balance	541,901

Attachment: 12.31.24 RLF Summary (10104 : Emergency Loan Fund Update)



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: February 25, 2025
SUBJECT: Southwest 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. Since then, further financial policy discussions are occurring about appropriate locations for new development relative to the generation of tax base that balances the single-family residential contribution. 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. *Draft regulations have been created.*
- Master plan the utilities and infrastructure. *City consultant has completed four of five tasks associated with the scope of services.*
- Conversion of industrially zoned land to residential south of the Mequon Business Park. *Pending decision-making related to new industrial area.*

Staff also administered outreach to all property owners in each study area and discussed the location and marketability with regional agencies to determine demand and criteria of business operations.

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 Ulaio 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 from the Baxter & Woodman Technical Memorandum date December 30,2024, which was included in the Board's January 2025 packet materials.

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 including public water, road construction and any additional landscaping or signage desired for identity will be additional expenditures.

Preliminary Analysis:

The Board requested preliminary cost | benefit analysis. The Board chose to leave the construction and cost (\$750K) of the lift station in the analysis. The following estimates a range of scenarios:

Full Industrial Potential

The following chart summarizes value and payback period based on the following:

- Entire SW Industrial Zoning Area is included in the SSA
- All properties develop except OWLT
- All industrial properties develop within Year 1
- Lift station is constructed
- Entire public sewer main for industrial area constructed
- Future residential value and cost estimate for expansion is NOT included

Full Industrial Potential (OWLT out)				
Acreage/ Sq. Ft.	PROJECT VALUE			
	Estimate 1 Mequon	Estimate 2 M Falls	Estimate 3 Gown	
152.50 Acres / 6,642,900	\$ 66,637,925.00	\$ 108,199,970.00	\$ 289,178,430.00	
	PROJECT TAX BASE			
	\$ 974,246.00	\$ 1,581,883.00	\$ 4,227,788.00	
		AVG Value		154M
		AVG Tax Base		2.26M
		ROI		3.5 YRS*

*only if all development occurs in YR 1

Partial Industrial Potential

The following chart summarizes value and payback period based on the following:

- Entire SW Industrial Zoning Area is included in the SSA
- OWLT land is not developed
- Only some industrial properties develop within Year 1
- Lift station is constructed
- Partial public sewer main for industrial area constructed thus partial cost
- Future residential value and cost estimate for expansion is NOT included

Partial Industrial Potential (OWLT out)				
Acreage/ Sq. Ft.	PROJECT VALUE			
	Estimate 1 Mequon	Estimate 2 M Falls	Estimate 3 Gown	
98 Acres / 4268880	\$ 42,823,060.00	\$ 69,531,784.00	\$ 185,832,696.00	
	PROJECT TAX BASE			
	\$ 626,073.00	\$ 1,016,554.00	\$ 2,716,874.00	
		AVG Value		99.4M
		AVG Tax Base		1.45M
		ROI		2.75 YRS*

*only if partial development occurs in YR1

Full Industrial Potential + Residential Zoning Area

The following chart summarizes value and payback period based on the following:

- Entire SW Industrial Zoning Area and Residential Zoning Area are included in the SSA

- OWLT land is not developed
- All industrial properties develop within Year 1
- Lift station is constructed
- Entire public sewer main for industrial area constructed and sized for residential area
- Future residential value and cost estimate for expansion is included
- Future residential value and cost estimate for expansion on pace to develop within Year 1*
- Future residential value and cost estimate for expansion on pace to develop within Year 1-6** at an average of 35 homes/year.

Full Industrial Potential (OWLT out) + Residential Zoning Area				
Acreage/ Sq. Ft.	PROJECT VALUE			
	Estimate 1 Mequon	Estimate 2 M Falls	Estimate 3 Gtown	
152.50 Acres / 6,642,900 Apprx 200 homes**	\$ 66,637,925.00 \$140,000,000	\$ 108,199,970.00	\$ 289,178,430.00	
	PROJECT TAX BASE			
	\$ 974,246.00 2.1M	\$ 1,581,883.00	\$ 4,227,788.00	
		AVG Value	294M	
		AVG Tax Base	4.38M	
		ROI	2.4 YRS*	
		ROI	8.4 YRS**	
* only if all development occurs in YR 1				
** 35 homes/year				

Next Steps:

- Recommendation of Sewer Service Area (SSA)
- Recommendation of master sewer service plan
- Recommendation of the physical portion of the main
- Recommendation of funding mechanism

Staff have the following preliminary recommendations:

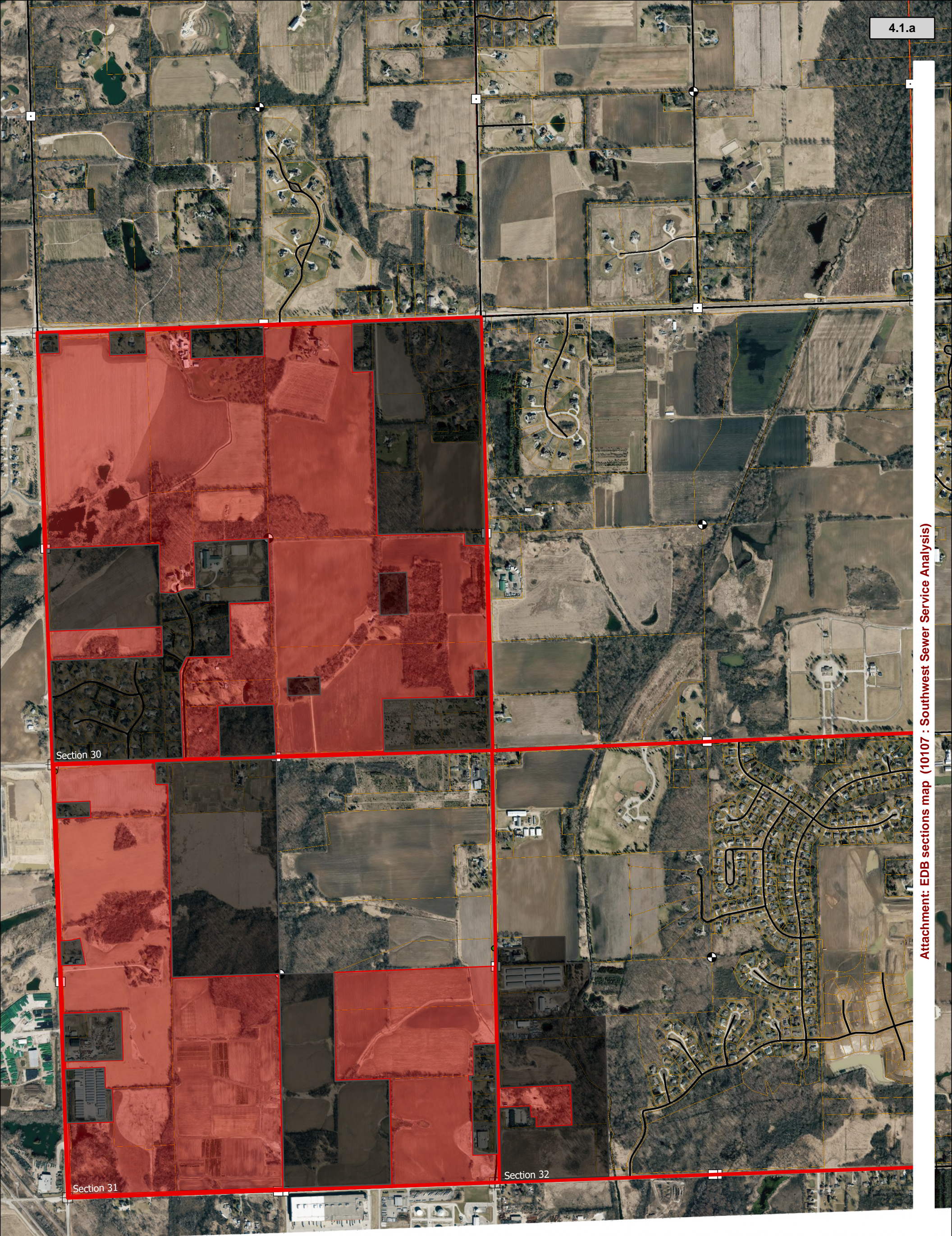
- A lift station may not be necessary due to sewer service through a master plan.
- Future residential areas could be allowed at 1 unit/acre, or greater, but less than the current 5 unit / acre and develop with private sewage disposal and private wells for water service.

These two factors contribute 3.46M\$ to the current estimated 10.68M\$ cost of public sewer main. There is an additional policy factor related to total city population to consider.

- Given additional costs for public water and roads, the unpredictable pace of industrial development and uncertainty related to owner interest in selling, a partial expansion is the least risk adverse.
- Staff could explore options and cost estimates for partial expansion.
- Staff could discuss development opportunities with property owners and industrial brokers regarding interest and pace of development again, since it was last discussed in 2023.
- Depending on pace and type of industrial use interest, staff will continue to evaluate the option to serve the study area with only public water and scale the zoning and expectations of industrial development to warehouse, distribution and storage to limit the sewer demand.

Attachments:

EDB sections map (PDF)



Section 30

Section 31

Section 32



Private Office:
 Wesolowski, Reidenbach & Sajdak, S.C.
 11402 W. Church St.
 Franklin, WI 53132
 (414) 529-8900

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Office of the City Attorney

MEMORANDUM

TO: Economic Development Board
 FROM: Brian C. Sajdak, City Attorney
 DATE: February 19, 2025
 RE: Southwest Industrial Zoning — Milwaukee Water Agreement

Introduction

I have been asked to provide an update with respect to the consideration of the southwest industrial zoning, and more specifically, the current Milwaukee Water agreement.

Discussion

Last year, I completed an analysis of the existing agreement with the Milwaukee Water Works for the provision of water service to the City. That review identified three primary issues with existing contract which could be impediments to the southwest industrial zoning: (i) the total amount of water to be provided under the agreement; (ii) the limitation on two connection points between the communities; and (iii) a limit on the amount of commercial development within the City. Of note, the third one is the only one which is unique to the Mequon agreement (in comparison to the contracts with other communities), which is likely the result of it being a carryover from the original Wisconsin Electric Power contract.

After this review, I have readied a revised version of the contract which eliminates the limit on commercial development and adds a third connection point. It is unclear at this time if the total gallons is an actual limitation on future development or not, although the addition of an additional connection point should result in more flow as well. Initially, I do not see any of changes as being problematic. Milwaukee has significant capacity available, and they are actively looking to expand their customer base (e.g., Waukesha is active, there were discussions with Franklin about replacing Oak Creek). Moreover, the “Milwaukee first” mindset, that would have been instrumental in the inclusion of the original language limiting commercial development, is no longer as prevalent today—having been replaced with a greater understanding and interest in regional cooperation.

I have reached out to the Milwaukee City Attorneys office to discuss the next steps. Given that the proposed version will basically mirror that agreement that they have with all of their other customers, there were not many concerns expressed. Once we are ready to proceed, the process will begin by reaching back out to the Attorney’s office. We anticipate that there may be some staff-to-staff meetings to discuss finer points of any agreement. Once finalized, the agreement will need to be approved by both water utilities. Preliminary thoughts are that the process will take two to four months, depending on whether staff identify and unanticipated issues that will need to be worked out.

BCS

Attachment: BS Memo SW Industrial Water Agmmt Status (10106 : Southwest Industrial Water Agreement Status)



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: February 25, 2025
SUBJECT: Port Washington Road TID Reports

Background: The Economic Development Board is considering targeted redevelopment sites, desired uses, property ownership interest and the level of financial partnership the City should consider for transformative sites within the Port Washington Road corridor. One consideration is the current timing and funding balance of the two (2) TIDs.

TID No. 4 and TID No. 5 Current Status:

The financial health of both TIDs are strong. TID No. 4 does not have any obligatory expenditure, but TID No. 5 does have active developer incentive agreements. Both TIDs have pending expenditures related to the PW Streetscape project slated for 2025.

Please see the attached annual reports and financial status.

Attachments:

StatusChart02.25.25 (XLSX)

TID 4 Annual Report (PDF)

TID 5 Annual Report (PDF)

CURRENT TIDS PORT WASHINGTON ROAD											
TIDs	Start Date	Base Value	Increment Jan 2024	Current Balance	Mandatory Termination Date	Projected Termination Balance	DA Incentives	DA P/O Year	On-Going Projects	On-Going Project Cost	P/O Earliest Closure
TID No 4	2/12/2012	41.8M	27.69M	921K	2/12/2039	7.2M	NA	NA	Streetscape Plan	600K	Now
TID No 5	2/12/2012	51.1M	26.3M	1.07M	2/12/2039	7.45M	Concord 39 Life Storage	2025 2029	Streetscape Plan	600K	2030*

* Could P/O DAs early and close 2025 per projections

November 19, 2024

ANNUAL TAX INCREMENTAL DISTRICT REPORT FOR:

City of Mequon, WI

Tax Incremental District No. 4



Prepared by:

Ehlers
N19W24400 Riverwood Drive,
Suite 100
Waukesha, WI 53188

BUILDING COMMUNITIES. IT'S WHAT WE DO.

Annual Tax Incremental District Report

City of Mequon, Wisconsin Tax Incremental District No. 4

Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

Purpose: State law requires municipalities with an active Tax Incremental District (TID) to electronically file an Annual Report for each TID by July 1 of each calendar year. This is a summary of that filing to be used at the annually required meeting of the standing Joint Review Board.

District Summary: Tax Incremental District No. 4 (“District”) was created on February 21, 2012 as a Rehabilitation or Conservation District. The District has not been amended.

The TID has an expenditure period that ends on February 21, 2034 and has a mandatory termination date of February 21, 2039.

Background Data:	Base Value	\$41,872,200
	Incremental Value (as of January 1, 2023)	\$21,134,200
	Incremental Value (as of January 1, 2024)	\$27,691,700
	Year End Fund Balance (2023)	\$921,260
	Projected Closure (based on current cash flow*)	Not projected
	* The City expects to make additional projects costs through the end of the District’s expenditure period. The projected closure year has not been identified in the cash flow projections.	

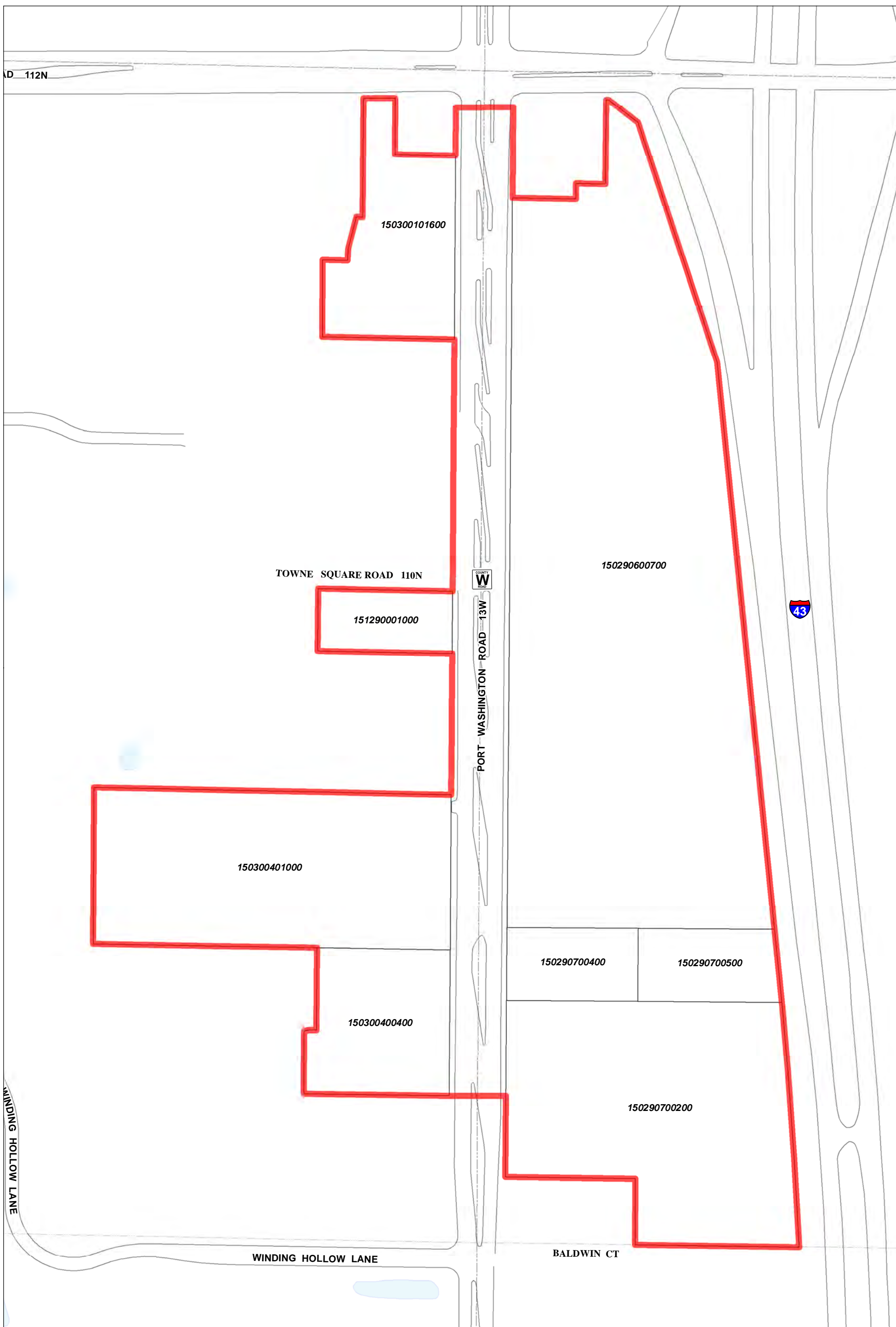
Notes: No future development is projected.

Joint Review Board Action: Resolution acknowledging filing of Annual TID Report and compliance with annual meeting requirements.

- Attachments:**
- TID Boundary Map
 - TID Incremental Projection
 - TID Cash Flow Projection (Detail)
 - State Submittal (DOR Form PE-300)

Proposed TIF District #4 Parcel Identification

6.1.b



Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

City of Mequon, Wisconsin

Tax Increment District #4

Tax Increment Projection Worksheet

Type of District	Rehabilitation	Base Value	41,872,200
District Creation Date	February 21, 2012	Appreciation Factor	0.00%
Valuation Date	Jan 1, 2012	Base Tax Rate	\$14.91
Max Life (Years)	27	Rate Adjustment Factor	
Expenditure Period/Termination	22 2/21/2034		
Revenue Periods/Final Year	26 2039		
Extension Eligibility/Years	Yes 6		
Eligible Recipient District	Yes		

Construction Year	Value Added	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment
8 2019	2,662,700	2020		10,059,200	2021	\$15.50	155,696
9 2020	76,000	2021		10,135,200	2022	\$14.91	151,116
10 2021	4,568,300	2022		14,703,500	2023	\$13.57	199,504
11 2022	6,430,700	2023		21,134,200	2024	\$12.72	268,831
12 2023	6,557,500	2024	0	27,691,700	2025	\$12.72	352,243
13 2024	200,000	2025	0	27,891,700	2026	\$12.72	354,787
14 2025	0	2026	0	27,891,700	2027	\$12.72	354,787
15 2026	0	2027	0	27,891,700	2028	\$12.72	354,787
16 2027	0	2028	0	27,891,700	2029	\$12.72	354,787
17 2028	0	2029	0	27,891,700	2030	\$12.72	354,787
18 2029	0	2030	0	27,891,700	2031	\$12.72	354,787
19 2030	0	2031	0	27,891,700	2032	\$12.72	354,787
20 2031	0	2032	0	27,891,700	2033	\$12.72	354,787
21 2032	0	2033	0	27,891,700	2034	\$12.72	354,787
22 2033	0	2034	0	27,891,700	2035	\$12.72	354,787
23 2034	0	2035	0	27,891,700	2036	\$12.72	354,787
24 2035	0	2036	0	27,891,700	2037	\$12.72	354,787
25 2036	0	2037	0	27,891,700	2038	\$12.72	354,787
26 2037	0	2038	0	27,891,700	2039	\$12.72	354,787
Totals					Future Value of Increment		5,787,601

Notes:
 Actual results will vary depending on development, inflation of overall tax rates.

Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

City of Mequon, Wisconsin

Tax Increment District #4

Cash Flow Projection

Year	Projected Revenues					Expenditures				Balances			Year
	Tax Increments	Interest Earnings/ (Cost)	Computer Aid	Personal Property	Total Revenues	Admin	Professional Services	Capital Expenses	Total Expenditures	Annual	Cumulative	Principal Outstanding	
2021	155,696		6,091		161,787	150	1,750		1,900	159,887	572,200		2021
2022	151,116		6,091		157,207	150	1,750	4,618	6,518	150,689	722,889		2022
2023	199,504		6,091		205,595	150	1,750	5,324	7,224	198,371	921,260		2023
2024	268,831	2,303	6,091		277,225			74,230	74,230	202,995	1,124,255		2024
2025	352,243	2,811	6,091	37,188	398,333				0	398,333	1,522,588		2025
2026	354,787	3,806	6,091	37,188	401,873				0	401,873	1,924,461		2026
2027	354,787	4,811	6,091	37,188	402,878				0	402,878	2,327,338		2027
2028	354,787	5,818	6,091	37,188	403,885				0	403,885	2,731,223		2028
2029	354,787	6,828	6,091	37,188	404,894				0	404,894	3,136,117		2029
2030	354,787	7,840	6,091	37,188	405,907				0	405,907	3,542,024		2030
2031	354,787	8,855	6,091	37,188	406,921				0	406,921	3,948,946		2031
2032	354,787	9,872	6,091	37,188	407,939				0	407,939	4,356,884		2032
2033	354,787	10,892	6,091	37,188	408,959				0	408,959	4,765,843		2033
2034	354,787	11,915	6,091	37,188	409,981				0	409,981	5,175,824		2034
2035	354,787	12,940	6,091	37,188	411,006				0	411,006	5,586,830		2035
2036	354,787	13,967	6,091	37,188	412,033				0	412,033	5,998,863		2036
2037	354,787	14,997	6,091	37,188	413,064				0	413,064	6,411,927		2037
2038	354,787	16,030	6,091	37,188	414,096				0	414,096	6,826,023		2038
2039	354,787	17,065	6,091	37,188	415,131				0	415,131	7,241,154		2039
Total	6,094,413	150,751	115,729	557,820	6,918,713	450	5,250	84,172	89,872				Total

Notes: Projected TID Closure

Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
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Section 1 – Municipality and TID

Co-muni code 45255	Municipality MEQUON	County OZAUKEE	Due date 07/01/2024	Report type ORIGINAL	
TID number 004	TID type 3	TID name N/A	Creation date 02/21/2012	Mandatory termination date 02/21/2039	Expected termination date N/A

Section 2 – Beginning Balance	Amount
TID fund balance at beginning of year	\$722,889

Section 3 – Revenue	Amount
Tax increment	\$199,504
Investment income	
Debt proceeds	
Special assessments	
Shared revenue	\$6,091
Sale of property	
Allocation from another TID	
TID number	
Developer guarantees	
Developer name	
Transfer from other funds	
Source	
Grants	
Source	
Other revenue	
Source	
Total Revenue (deposits)	\$205,595

Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
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Section 4 – Expenditures	Amount
Capital expenditures	\$5,324
Administration	
Professional services	\$1,750
Interest and fiscal charges	
DOR fees	\$150
Discount on long-term debt	
Debt issuance costs	
Principal on long-term debt	
Environmental costs	
Real property assembly costs	
Allocation to another TID	
TID number	
Developer grants	
Developer name N/A	\$0
Transfer to other funds	
Fund	
Other expenditures	
Name	
Total Expenditures	\$7,224

Section 5 – Ending Balance	Amount
TID fund balance at end of year	\$921,260
Future costs	\$541,900
Future revenue	\$4,649,684
Surplus or deficit	\$5,029,044

Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
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Section 6 – TID New Construction

Current Year TID New Construction Values				
TID	TID New Construction Increase	TID New Construction Decrease	Prior Year Correction	TID Net New Construction (NNC)
002	\$2,127,200	\$0	\$0	\$2,127,200
003	\$8,245,500	\$-421,700	\$0	\$7,823,800
004	\$1,500,400	\$0	\$0	\$1,500,400
005	\$2,450,300	\$-6,700	\$0	\$2,443,600
Total	\$14,323,400	\$-428,400	\$0	\$13,895,000

Current Year Allowable Levy Increase Attributable to TID NNC					
TID	TID Net New Construction	Prior Year Municipal Equalized Value	TID Net New Construction %	Prior Year Adjusted Actual Levy	Allowable Levy Increase Attributable to TID Net New Construction
002	\$2,127,200	\$5,997,009,400	0.04	\$20,987,544	\$8,395
003	\$7,823,800	\$5,997,009,400	0.13	\$20,987,544	\$27,284
004	\$1,500,400	\$5,997,009,400	0.03	\$20,987,544	\$6,296
005	\$2,443,600	\$5,997,009,400	0.04	\$20,987,544	\$8,395
Total	\$13,895,000	\$5,997,009,400	0.24	\$20,987,544	\$50,370

Current Year Actual TID NNC Impact to Municipal Levy	
Levy Increase Attributable to TID Net New Construction	Increase per \$100,000
\$50,370	\$0.50370

Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
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Section 7 – Contact Information

Contact name Jennifer Engroff	Contact title Treasurer
Contact email jengroff@ci.mequon.wi.us	Contact phone (262) 236-2955

Attachment: TID 4 Annual Report (10105 : Port Washington Road TID Reports)

November 19, 2024

ANNUAL TAX INCREMENTAL DISTRICT REPORT FOR:

City of Mequon, WI

Tax Incremental District No. 5



Prepared by:

Ehlers
N19W24400 Riverwood Drive,
Suite 100
Waukesha, WI 53188

BUILDING COMMUNITIES. IT'S WHAT WE DO.

Annual Tax Incremental District Report

City of Mequon, Wisconsin Tax Incremental District No. 5

Attachment: TID 5 Annual Report (10105 : Port Washington Road TID Reports)

Purpose: State law requires municipalities with an active Tax Incremental District (TID) to electronically file an Annual Report for each TID by July 1 of each calendar year. This is a summary of that filing to be used at the annually required meeting of the standing Joint Review Board.

District Summary: Tax Incremental District No. 5 (“District”) was created on February 21, 2012 as a Rehabilitation or Conservation District. The District has not been amended.

The TID has an expenditure period that ends on February 21, 2034, and has a mandatory termination of February 21, 2039.

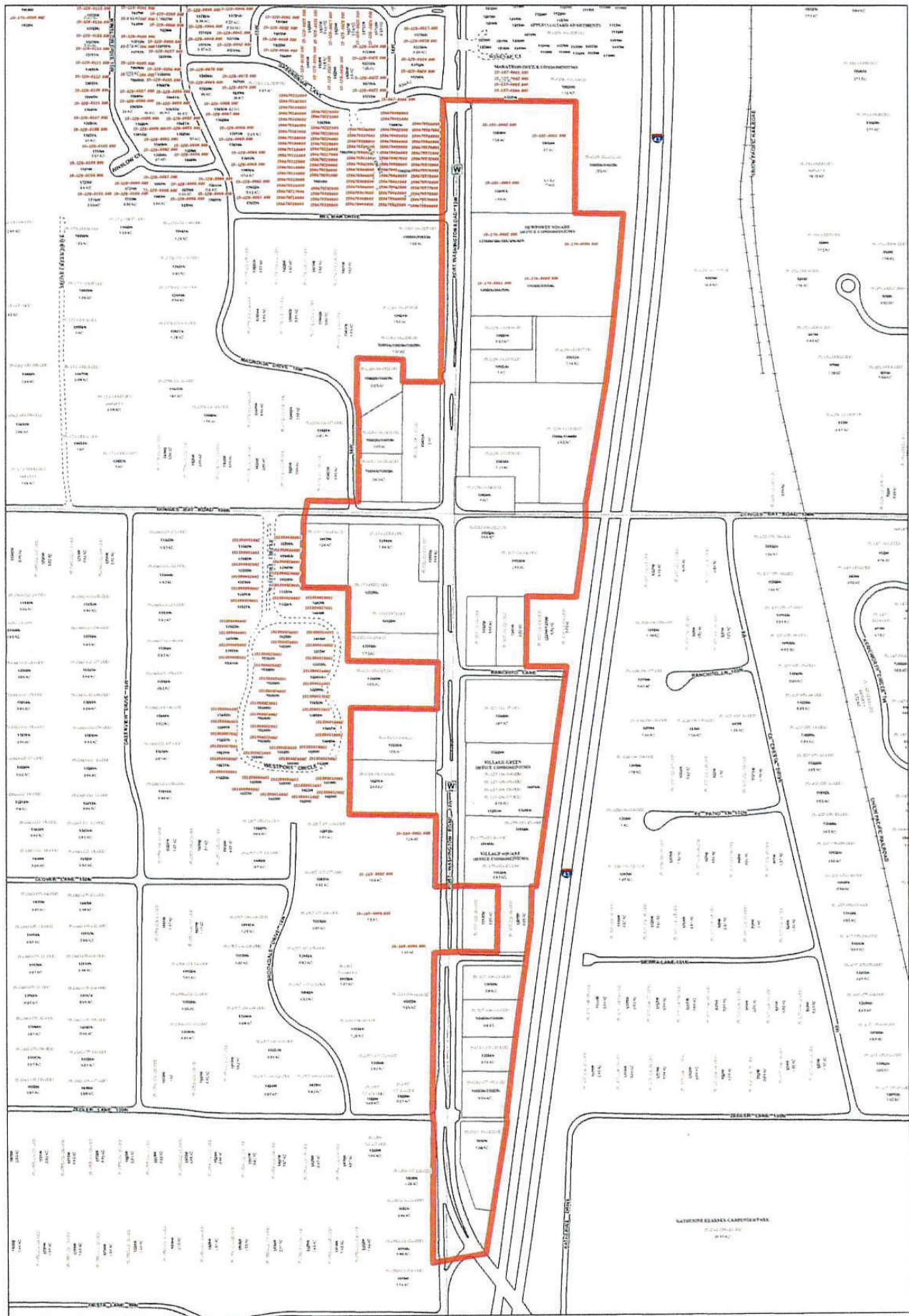
Background Data:	Base Value	\$51,186,900
	Incremental Value (as of January 1, 2023)	\$21,177,500
	Incremental Value (as of January 1, 2024)	\$26,310,200
	Year End Fund Balance (2023)	\$1,079,228
	Projected Closure (based on current cash flow*)	Not projected
	* The City expects to make additional projects costs through the end of the District’s expenditure period. The projected closure year has not been identified in the cash flow projections.	

Notes: No future development projected.

Joint Review Board Action: Resolution acknowledging filing of Annual TID Report and compliance with annual meeting requirements.

- Attachments:**
- TID Boundary Map
 - TID Incremental Projection
 - TID Cash Flow Projection (Detail)
 - State Submittal (DOR Form PE-300)

Proposed TIF District #5 Parcel Identification



1:4,600

City of Mequon, Wisconsin

Tax Increment District #5

Tax Increment Projection Worksheet

Type of District	Rehabilitation	Base Value	51,186,900
District Creation Date	February 21, 2012	Appreciation Factor	0.00%
Valuation Date	Jan 1, 2012	Base Tax Rate	\$14.14
Max Life (Years)	27	Rate Adjustment Factor	
Expenditure Period/Termination	22 2/21/2034		
Revenue Periods/Final Year	26 2039		
Extension Eligibility/Years	Yes 6		
Eligible Recipient District	Yes		

Construction Year	Value Added	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment
8 2019	2,935,500	2020	0	13,442,300	2021	\$15.50	222,876
9 2020	1,065,000	2021	0	14,507,300	2022	\$15.41	223,586
10 2021	-618,000	2022	0	13,889,300	2023	\$14.14	196,413
11 2022	7,288,200	2023	0	21,177,500	2024	\$12.72	269,382
12 2023	5,132,700	2024	0	26,310,200	2025	\$12.72	334,670
13 2024	0	2025	0	26,310,200	2026	\$12.72	334,670
14 2025	0	2026	0	26,310,200	2027	\$12.72	334,670
15 2026	0	2027	0	26,310,200	2028	\$12.72	334,670
16 2027	0	2028	0	26,310,200	2029	\$12.72	334,670
17 2028	0	2029	0	26,310,200	2030	\$12.72	334,670
18 2029	0	2030	0	26,310,200	2031	\$12.72	334,670
19 2030	0	2031	0	26,310,200	2032	\$12.72	334,670
20 2031	0	2032	0	26,310,200	2033	\$12.72	334,670
21 2032	0	2033	0	26,310,200	2034	\$12.72	334,670
22 2033	0	2034	0	26,310,200	2035	\$12.72	334,670
23 2034	0	2035	0	26,310,200	2036	\$12.72	334,670
24 2035	0	2036	0	26,310,200	2037	\$12.72	334,670
25 2036	0	2037	0	26,310,200	2038	\$12.72	334,670
26 2037	0	2038	0	26,310,200	2039	\$12.72	334,670
Totals					Future Value of Increment		5,485,851

Notes:
Actual results will vary depending on development, inflation of overall tax rates.

Attachment: TID 5 Annual Report (10105 : Port Washington Road TID Reports)

City of Mequon, Wisconsin

Tax Increment District #5

Cash Flow Projection

Year	Projected Revenues					Expenditures						Balances			Year
	Tax Increments	Interest Earnings/ (Cost)	Personal Property	Computer Aid	Total Revenues	Concord Development 39	Concord Development 40	Life Storage Incentive	Capital Expenditures & Prof. Services	Admin.	Total Expenditures	Annual	Cumulative	Remaining Incentives	
2021	222,876			44,375	267,251	29,634	31,451		12,074	150	61,235	206,016	775,722	144,116	2021
2022	223,586			44,375	267,961	28,681	30,235		80,664	150	139,730	128,231	904,003		2022
2023	196,413			44,375	240,788	28,400	29,939		7,074	150	65,563	175,225	1,079,228		2023
2024	269,382	2,698		44,375	316,455	28,400		77,959	74,230		180,589	135,866	1,215,094		2024
2025	334,670	3,038	54,737	44,375	436,820	28,400		77,959			106,359	330,461	1,545,554		2025
2026	334,670	3,864	54,737	44,375	437,646			77,959			77,959	359,687	1,905,241		2026
2027	334,670	4,763	54,737	44,375	438,545			77,959			77,959	360,586	2,265,827		2027
2028	334,670	5,665	54,737	44,375	439,447			77,959			77,959	361,488	2,627,315		2028
2029	334,670	6,568	54,737	44,375	440,350			72,205			72,205	368,145	2,995,460		2029
2030	334,670	7,489	54,737	44,375	441,271						0	441,271	3,436,731		2030
2031	334,670	8,592	54,737	44,375	442,374						0	442,374	3,879,104		2031
2032	334,670	9,698	54,737	44,375	443,480						0	443,480	4,322,584		2032
2033	334,670	10,806	54,737	44,375	444,588						0	444,588	4,767,173		2033
2034	334,670	11,918	54,737	44,375	445,700						0	445,700	5,212,872		2034
2035	334,670	13,032	54,737	44,375	446,814						0	446,814	5,659,687		2035
2036	334,670	14,149	54,737	44,375	447,931						0	447,931	6,107,618		2036
2037	334,670	15,269	54,737	44,375	449,051						0	449,051	6,556,669		2037
2038	334,670	16,392	54,737	44,375	450,174						0	450,174	7,006,842		2038
2039	334,670	17,517	54,737	44,375	451,299						0	451,299	7,458,141		2039
Total	5,932,313	151,457	821,048	843,125	7,747,943	143,515	91,625	462,000	174,042	450	859,558				Total

Notes:

Projections for computer aid + personal property don't change.
 No assumptions for additional development included

Projected TID Closure

Attachment: TID 5 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
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Section 1 – Municipality and TID

Co-muni code 45255	Municipality MEQUON	County OZAUKEE	Due date 07/01/2024	Report type ORIGINAL	
TID number 005	TID type 3	TID name N/A	Creation date 02/21/2012	Mandatory termination date 02/21/2039	Expected termination date N/A

Section 2 – Beginning Balance	Amount
TID fund balance at beginning of year	\$904,003

Section 3 – Revenue	Amount
Tax increment	\$196,413
Investment income	
Debt proceeds	
Special assessments	
Shared revenue	\$44,375
Sale of property	
Allocation from another TID	
TID number	
Developer guarantees	
Developer name	
Transfer from other funds	
Source	
Grants	
Source	
Other revenue	
Source	
Total Revenue (deposits)	\$240,788

Attachment: TID 5 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
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Section 4 – Expenditures	Amount
Capital expenditures	\$5,324
Administration	
Professional services	\$1,750
Interest and fiscal charges	
DOR fees	\$150
Discount on long-term debt	
Debt issuance costs	
Principal on long-term debt	
Environmental costs	
Real property assembly costs	
Allocation to another TID	
TID number	
Developer grants	
Developer name Concord 39	\$28,400
Developer name Concord 40	\$29,939
Transfer to other funds	
Fund	
Other expenditures	
Name	
Total Expenditures	\$65,563

Section 5 – Ending Balance	Amount
TID fund balance at end of year	\$1,079,228
Future costs	\$1,061,262
Future revenue	\$5,240,082
Surplus or deficit	\$5,258,048

Attachment: TID 5 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
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Section 6 – TID New Construction

Current Year TID New Construction Values				
TID	TID New Construction Increase	TID New Construction Decrease	Prior Year Correction	TID Net New Construction (NNC)
002	\$2,127,200	\$0	\$0	\$2,127,200
003	\$8,245,500	\$-421,700	\$0	\$7,823,800
004	\$1,500,400	\$0	\$0	\$1,500,400
005	\$2,450,300	\$-6,700	\$0	\$2,443,600
Total	\$14,323,400	\$-428,400	\$0	\$13,895,000

Current Year Allowable Levy Increase Attributable to TID NNC					
TID	TID Net New Construction	Prior Year Municipal Equalized Value	TID Net New Construction %	Prior Year Adjusted Actual Levy	Allowable Levy Increase Attributable to TID Net New Construction
002	\$2,127,200	\$5,997,009,400	0.04	\$20,987,544	\$8,395
003	\$7,823,800	\$5,997,009,400	0.13	\$20,987,544	\$27,284
004	\$1,500,400	\$5,997,009,400	0.03	\$20,987,544	\$6,296
005	\$2,443,600	\$5,997,009,400	0.04	\$20,987,544	\$8,395
Total	\$13,895,000	\$5,997,009,400	0.24	\$20,987,544	\$50,370

Current Year Actual TID NNC Impact to Municipal Levy	
Levy Increase Attributable to TID Net New Construction	Increase per \$100,000
\$50,370	\$0.50370

Attachment: TID 5 Annual Report (10105 : Port Washington Road TID Reports)

Form PE-300	TID Annual Report	2023 WI Dept of Revenue
------------------------	--------------------------	-----------------------------------

Section 7 – Contact Information	
Contact name Jennifer Engroff	Contact title Treasurer
Contact email jengroff@ci.mequon.wi.us	Contact phone (262) 236-2955



11333 N. Cedarburg Road
 Mequon, WI 53092-1930
 Phone: 262-242-3100
 Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Community Development

TO: Economic Development Board
FROM: Jac Zader, Assistant Director Community Development
DATE: February 25, 2025
SUBJECT: Port Washington Road New Zoning

Background

In 2023, the Economic Development Board and the Common Council Committee of the Whole vetted a proposed zoning map for the Port Washington Road Corridor. It was determined at the time to delay any further analysis of the proposed zoning map until the Market Analysis was completed in order to review potential recommendations coming out of the report. The final report included recommended changes to the code as well as identified priority redevelopment sites with potential users that could possibly occupy these spaces.

Zoning

Both the Board and the Council recognized that the existing zoning categories and allowable uses that encompass most of the land along Port Washington Road need to be amended. The current zoning districts in the area (B-1, B-2, B-3, B-4), were last modified in the early 1990's and many of the use categories are no longer applicable in today's commercial environment. In addition, modifications to each of the use categories over the years have diluted the differences between the individual zoning districts. Accordingly, staff has spent considerable time reviewing the current zoning and the existing land use patterns along the corridor. Based on this analysis, staff prepared an updated zoning map (see attached) with the following objectives as determined by the Board and Council:

- Provide common language regarding use categories in each district.
- Segregate uses based on current land use patterns.
- Limit certain uses, such as fast food, retail, and auto-related facilities, to specific areas along the corridor.
- Limit the amount of nonconforming uses created by the zoning changes.

Market Analysis Zoning Recommendations

The most impactful recommendation coming out of the Market Analysis is the consolidation of all existing zoning districts into one large zoning district. The rationale for this is based on the similar zoning classifications in each district. While staff concurs that the uses have become similar over time due to isolated text amendments, staff does not support the recommendation to consolidate all districts into one large district. Instead, staff is recommending that the use categories are modified to create distinction among the districts based on existing land use patterns. Staff will need direction on which approach is recommended prior to moving forward.

The report suggested several technical changes to zoning districts that are intended to encourage redevelopment and maximize density, including the following:

- Minimum Lot Size 1.5 acres
- Open Space ratio changed to 30%
- Allow three stories as permitted.
- Allow building size at 30,000 square feet as permitted.

While these changes to the code are relatively straightforward to make, several of these are significant deviations from the existing standards that have been in place for several decades and may not be supported by the general public.

There are other recommendations that will need to be vetted more thoroughly regardless of if there is one overall zoning district or multiple districts including:

- Incorporating residential uses.
- Address office uses as conditional.
- Fitness and Indoor Rec as permitted.

Staff will need direction on these issues prior to moving forward.

Recommended Redevelopment Sites

The Market Analysis identified nine redevelopment sites (see map) and provided a list of potential users for these sites. Staff has evaluated each of the proposed sites against the proposed zoning districts and uses and have made the following determination.

Sites #1 and #2

Sites #1 and #2 are located in the excess parking lots of Marcus Theatres and Metro Market. The report identifies these locations suitable for sit down or fast-food restaurants. The proposed zoning code would permit these uses provided that there is no drive thru. Staff did not provide an allowance for a drive-thru at these locations based on the Council directive to limit the amount of fast-food restaurants with drive-thrus along the Port Washington Road corridor.

Site #3

Site #3 is an office development that has redevelopment potential according to the report. Potential uses for the site include a hotel and entertainment complex. Both uses are allowed under the proposed zoning code.

Site #4

Site #4 is the location of the former Bank Mutual Financial Institution. According to the report, the site would be suitable for a restaurant, retail and medical office. The proposed zoning would allow these uses as well as a drive-thru restaurant since it is part of the overlay.

Site #5

Site #5 is currently occupied by Steins Garden Center. The report states that the site would be suitable for a restaurant or entertainment complex. The proposed code would permit both uses provided that there is no drive-thru.

Site #6

Site #6 is the Chalet Motel and Crave restaurant. The report states that the site would be suitable for a mixed-use building with retail on the first floor with residential on the second and third floor. The site is challenging for several reasons. First, the site is only two acres in size and currently includes a popular restaurant. Any redevelopment would require underground parking, which would drive up development costs. Second, the area to the west is zoned single family and two-family zoning where a three story building may not be well received. Finally, staff has a concern with adding a mixed use or residential use component to a commercial zoning district. In the past, staff has recommended amending the land use plan to certain areas where residential development may be warranted in the future.

Site #7

Site #7 is located at 10500-105200 N Port Washington Road and includes a vacant office building and a multi-tenant building to the rear. The report states that the location would be attractive site for a hotel or entertainment venue. Entertainment venues would be allowed but a hotel would not.

Site #8

Site #8 is vacant land located at the south end of Port Washington Road. The report calls for high density residential or senior housing. Similar to Site #6, staff has a concern with adding a residential use component to a commercial zoning district. In the past, staff has recommended amending the land use plan to certain areas where residential development may be warranted in the future. If the Board is supportive of senior housing, a rezoning to IPS would be warranted.

Site #9

Site #9 is a combination of five parcels located at 9900-10050 N Port Washington Road. The report states that a mixed-use residential project with fast food restaurants as a potential use for the site. While the proposed zoning would allow for fast food restaurants with a drive-thru, staff has a concern with adding a mixed use or residential use component to a commercial zoning district. In the past, staff has recommended amending the land use plan to certain areas where residential development may be warranted in the future.

Staff Summary

Staff is looking for direction on the following issues in order to further the proposed zoning designations.

1. Is there support for a single zoning district or multiple zoning districts with differentiated uses.
2. Is there support for the proposed changes to the technical district changes.
3. Is there support for residential or mixed use along the corridor? If so how should they be incorporated into the code.
4. Any other concerns with the permitted or conditional uses in the proposed code?

Attachments:

New zoning (DOCX)
Copy of Use Chart _01.17.25 (XLSX)
Layout9 (PDF)
Layout10 (PDF)
Layout101 (PDF)

Sec. 58-295. B-2 community business district.

- (a) *Purpose.* The B-2 district is established to accommodate the retail and service needs of the greater community.
- (b) *General requirements.*
- (1) Buildings shall be designed in individual or small groupings and shall not exceed 320,000 square feet per structure, nor exceed ~~two~~ three stories in height, except as approved as a conditional use. The commercial development shall be designed and sized in a manner which is architecturally, aesthetically and operationally harmonious with surrounding development.
 - (2) All business, servicing or processing, except for off-street parking or loading, shall be conducted within completely enclosed buildings. Outside storage is not permitted except as specifically approved by the planning commission.
 - (3) Building design may provide for either single or multi-tenant structures with the appearance and operation being harmonious and compatible with the surrounding area.
 - (4) Site development shall be approved by the planning commission in accordance with this chapter.
 - (5) [Reserved.]
 - (6) In approving or disapproving proposed locations for uses under this section the planning commission shall give due consideration to the character and suitability for development of the area in which any such use is proposed to be located and shall also base its decision on such evidence as may be presented to the city planning commission regarding traffic generation, heavy vehicular traffic, ground water impact, sewage disposal impact, soil limitations and the emission of noise, smoke, dust or dirt, odorous or noxious gases attributed to the proposed use. The following uses may be allowed if the planning commission determines that the use would not be detrimental to the character of the surrounding area and/or would not generate a significant adverse impact relative to the above mentioned elements.
 - (7) [Reserved.]
- (c) *Permitted uses.* *See chart*
- (1) ~~Retail trade establishments which supply convenience and specialty goods.~~
 - (2) ~~Retail trade establishments whose primary product line is groceries.~~
 - (3) ~~Personal and professional service establishments which perform services on the premises including, but not limited to, repair shops, (watches, radio and television, etc.) tailor shops, beauty parlors or barber shops, photographic studios, dry cleaners, laundries.~~
 - (4) ~~General offices.~~
 - (5) ~~Finance, insurance and real estate services including, but not limited to, banks, insurance offices, savings and loan associations and security brokers.~~
 - (6) ~~Health care facilities Medical offices including, but not limited to, dental clinics, medical clinics, chiropractic clinics and health clubs.~~
- (d) *Accessory uses.* Accessory buildings and uses customarily incidental to the above uses including, but not limited to garages and dumpster storage facilities.
- (e) *Conditional uses.* *See chart*

-
- (1) ~~Public uses including, but not limited to, post offices, schools and local governmental offices and facilities.~~
- (2) ~~Restaurants and nightclubs.~~
- (3) ~~Cultural activities including, but not limited to, museums, libraries and art galleries.~~
- (4) ~~Public and/or private utilities, telecommunication installations, transmission and distribution lines, poles, and other accessories. Specific regulations related to wireless telecommunication installations shall be subject to this chapter. When a utility proposes a main inter-city transmission facility, the utility shall give notice to the city of such intention and of the date of hearing before the public service commission. Public and/or private utility installations less than three feet in height shall be subject only to City of Mequon staff approval and may be allowed subject to staff imposed conditions regarding, among other things, effective screening from public view with all season vegetation.~~
- (5) ~~Churches, temples and synagogues.~~
- (6) ~~Animal hospitals, veterinary clinics and kennels pursuant to the specific requirements set forth in division 11.~~
- (7) ~~Wholesaling establishments.~~
- (8) ~~Outdoor recreational facilities.~~
- (9) ~~Automobile service facilities including, but not limited to, gasoline sale and automotive repair.~~
- (10) ~~Motels and hotels.~~
- (11) ~~Satellite dishes.~~
- (12) ~~Warehouse and distribution facilities.~~
- (13) ~~Car dealerships.~~
- (14) ~~Research and development facilities.~~
- (15) ~~Child day care facilities.~~
- (16) ~~Light assembly or fabrication incidental to the principal use.~~
- (17) Structures in which shall be located only principal or conditional uses, as enumerated in subsections (c) and (e) above, but which are greater than 320,000 square feet, but not to exceed 40,000 square feet, in size and/or greater than two three stories in height. Buildings in excess of 40, 000 square feet shall only be approved as part of a PUD.
- (18) ~~Development that includes a proposed modification to one or more standard district regulation applicable to the base zoning district and located on a vacant parcel which is non-conforming to the required base zoning district standards for minimum lot size or minimum lot width.~~
- (19) ~~Fitness centers.~~
- (20) ~~Indoor recreation and amusement facilities.~~
- (21) ~~Development that includes a proposed modification to one or more standard district regulation applicable to the base zoning district and located on an improved parcel with an existing structure in which parcel, or improvement, or both, are non-conforming to any of the required base zoning district standards.~~
- (22) ~~General merchandise stores subject to the following regulations:~~
- ~~• The GLA of the use must be between 20,000 and 30,000 square feet.~~

- ~~The square footage of all uses classified as general merchandise stores shall not exceed 40 percent of the total GLA of a retail development.~~
 - ~~Floor area dedicated to food related merchandise shall not exceed five percent of the total GLA of the general merchandise store.~~
 - ~~The development in which the use is located shall be located along a secondary arterial and shall abut an interstate highway.~~
 - ~~General merchandise stores located in an existing multi-tenant building shall be subject to building and site plan review.~~
- (23) ~~Resale clothing and clothing accessories shall be subject to the following conditions:~~
- ~~The resale floor area shall not exceed 1,500 square feet.~~
 - ~~All merchandise shall be displayed on permanent racks or shelving which may or may not be affixed to the floor or walls.~~
 - ~~No outdoor display of merchandise.~~
 - ~~All windows into the tenant space shall remain clear of merchandise or shelving unless approved by planning commission.~~
 - ~~All interior walls and ceilings shall be finished with drywall or other city approved materials.~~
 - ~~No sale of furniture or other household items.~~
- (24) ~~Banquet or reception hall.~~
- (25) ~~Convention or conference center.~~
- (f) *Lot size.* The minimum lot size shall have an area of not less than **1.5** ~~two~~ acres.
- (g) *Building size/floor area ratio.* The building(s) floor area ratio shall not exceed 30 percent.
- (h) *Building height.* The height of any structure shall not exceed 42 feet unless otherwise allowed in accordance with section 58-418.
- (i) *Minimum building setback.* All structures within the B-2 district shall be set back from the ultimate road right-of-way as follows:
- (1) Freeways—50 feet.
 - (2) All other streets and highways (excluding local streets)—65 feet, except when parking is proposed between the road and building the minimum setback shall be 95 feet.
 - (3) Local streets—60 feet.
- (j) *Minimum building offset.* No building or structure, hereafter erected, shall be placed closer than 20 feet to a side or rear lot line. If, however, adjoining property is zoned residential, no commercial building or structure shall be placed closer than 30 feet to the adjoining residentially zoned lot line.
- (k) *Open space.*
- (1) The open space ratio shall not be less than **30** ~~40~~ percent except as follows:
 - a. ~~Future additions to buildings that were approved by the planning commission prior to August 12, 1994, shall be subject to a 30 percent open space ratio.~~
 - b. Properties which were the subject of planned unit development zoning or development agreement approval prior to August 12, 1994, shall be subject to the contractual open space ratio

approved by the city pursuant to such planned unit development zoning or development agreement.

- ~~c. Construction of additional buildings on sites developed prior to August 12, 1994, shall be subject to a 30 percent open space ratio.~~
 - ~~d. Proposed redevelopment/reconstruction of sites developed prior to August 12, 1994, shall be subject to the 40 percent open space ratio if the redevelopment razes more than 50 percent of the existing building(s). If the redevelopment does not raze more than 50 percent of the existing building(s), a development shall be subject to a 30 percent open space ratio.~~
- (2) No lot or parcel that was previously developed under a less restrictive open space ratio shall be deemed nonconforming due to lack of compliance with this current more restrictive open space ratio.
 - (l) *Lot width and lot length.* The minimum average lot width and minimum average lot length shall be 150 feet.
 - (m) *Off-street parking.* In accordance with applicable regulation set forth in section 58-441.
 - (n) *Minimum parking and driveway offset.* No driveway or parking area shall be located closer than 20 feet from a side or rear lot line unless specifically waived by the planning commission.
 - (o) *Minimum parking setback.* No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than 25 feet to the ultimate road right-of-way.

Sec. 58-296. B-3 office and service business district.

- (a) *Purpose.* The B-3 office and service district is intended to provide for individual or group office and special service uses where the office activity would be compatible with surrounding uses.
- (b) *General requirements.*
 - (1) Buildings shall be designed in individual or small groupings and shall not exceed 320,000 square feet per structure, nor exceed ~~two~~ three stories in height, except as approved as a conditional use. **Buildings in excess of 40, 000 square feet shall only be approved as part of a PUD.** The commercial development shall be designed and sized in a manner which is architecturally, aesthetically and operationally harmonious with surrounding development.
 - (2) The office development shall be designed and sized in a manner which is architecturally, aesthetically and operationally harmonious with surrounding development.
 - (3) All business, servicing, processing or storage except for off-street parking or loading, shall be conducted within completely enclosed buildings unless specifically approved by the planning commission.
 - (4) The size and location of projects within the district shall be based upon such factors as justifiable community need, satisfactory traffic impact and its potential contribution to the welfare of the community.
 - (5) In approving or disapproving proposed locations for uses under this section the planning commission shall give due consideration to the character and suitability of development for the area in which any such use is proposed to be located and shall also base its decision on such evidence as may be presented to the city planning commission regarding traffic generation, ground water impact, sewage disposal impact, lighting, soil limitations and the emission of noise, smoke, dust or dirt, odorous or noxious gases attributed to the proposed use. The city planning commission, in applying the provisions of this section, shall in writing recite the particular facts upon which it bases its conclusion. The applicant shall have an opportunity to present evidence contesting such unsuitability or propose

- adequate mitigation, if they so desire. Thereafter, the city planning commission may affirm, modify or withdraw its determination of unsuitability.
- (6) Site development shall be approved by the planning commission in accordance with this Code.
- (7) [Reserved.]
- (c) *Permitted uses. See chart*
- (1) ~~Professional office and services including, but not necessarily limited to, accounting, architectural, chiropractic, dental, medical, engineering and legal services.~~
- (2) ~~Business offices and services including, but not necessarily limited to, advertising agency, management consulting, manufacturing representatives, public relations, stenographic, travel agency and duplicating services.~~
- (3) ~~Financial, insurance and real estate offices and services including, but not necessarily limited to, financial institutions, security brokers, holding and investment companies, insurance agency, insurance carriers, governmental and public services.~~
- (d) *Permitted accessory uses.*
- (1) Garages for storage of vehicles used in conjunction with the operation of the business or for occupants of the premises.
- (2) Residential quarters for the owner/proprietor, located in the same building as the business, that were established prior to the effective date of this ordinance may be continued. Residential quarters shall not be allowed for office uses developed subsequent to the effective date of the ordinance from which this section is derived.
- (e) *Conditional uses.* Conditional uses shall include, but not necessarily be limited to the following: *See chart*
- (1) ~~Commercial child day care facilities.~~
- (2) ~~Studios for photography, painting, music, sculpture, dance or other recognized fine art.~~
- (3) ~~Residential quarters for the owner, proprietor, commercial tenant, employee or caretaker located in the same building as the business.~~
- (4) ~~Research and development facilities.~~
- (5) ~~Light assembly and/or warehouse if accessory to the principal use.~~
- (6) ~~Satellite dishes with appropriate screening.~~
- (7) ~~Public and/or private utilities, telecommunication installations, transmission and distribution lines, poles, and other accessories. Specific regulations related to wireless telecommunication installations shall be subject to this chapter. When a utility proposes a main inter-city transmission facility, the utility shall give notice to the city of such intention and of the date of hearing before the public service commission public and/or private utility installations less than three feet in height shall be subject only to City of Mequon staff approval and may be allowed subject to staff imposed conditions regarding, among other things, effective screening from public view with all season vegetation.~~
- (8) ~~Beauty aids and personal grooming services, including but not limited to facial, skin, hair and nail care services and ancillary therapeutic massages and the ancillary retail sale of related products.~~
- (9) ~~Sit-down restaurants subject to the following:~~
- a. ~~Restaurants shall be an occupant within a multi-tenant building and no stand-alone restaurants shall be permitted.~~

- b. ~~Restaurants shall not exceed 5,000 square feet in gross floor area or 50 percent of the total building size, whichever is less.~~
- c. ~~Only one restaurant shall be permitted per building.~~
- d. ~~Drive thru windows shall not be permitted.~~
- e. ~~Restaurants shall not be permitted if the property is also zoned as an LTD overlay.~~
- (10) Development that includes a proposed modification to one or more standard district regulation applicable to the base zoning district and located on a vacant parcel which is non-conforming to the required base zoning district standards for minimum lot size or minimum lot width.
- (11) Development that includes a proposed modification to one or more standard district regulation applicable to the base zoning district and located on an improved parcel with an existing structure in which parcel, or improvement, or both, are non-conforming to any of the required base zoning district standards.
- (12) Commercial use of historically significant structures not otherwise permitted.
- (f) *Lot size.* The minimum lot size shall have an area of not less than 1.5 acres.
- (g) *Building size/floor area ratio.* The building(s) floor area ratio shall not exceed 30 percent.
- (h) *Building height.* The height of any structure shall not exceed 42 feet unless otherwise allowed in accordance with section 58-418.
- (i) *Minimum building setback.* All structures within the B-3 district shall be set back from the ultimate road right-of-way as follows:
- (1) Freeways, 50 feet.
 - (2) All other streets and highways (excluding local streets), 65 feet, except when parking is proposed between the road and building the minimum setback shall be 95 feet.
 - (3) Local streets, 60 feet.
- (j) *Minimum building offset.* No building or structure, hereafter erected, shall be placed closer than 20 feet to a side or rear lot line. If, however, adjoining property is zoned residential, no commercial building or structure shall be placed closer than 30 feet to the adjoining residentially zoned lot line.
- (k) *Open space ratio.*
- (1) The open space ratio shall not be less than ~~34~~40 percent except as follows:
 - a. ~~Future additions to buildings that were approved by the planning commission prior to August 12, 1994, shall be subject to a 30 percent open space ratio.~~
 - b. Properties which were the subject of planned unit development zoning or development agreement approval prior to August 12, 1994, shall be subject to the contractual open space ratio approved by the city pursuant to such planned unit development zoning or development agreement.
 - c. ~~Construction of additional buildings on sites developed prior to August 12, 1994, shall be subject to a 30 percent open space ratio.~~
 - d. ~~Proposed redevelopment/reconstruction of sites developed prior to August 12, 1994, shall be subject to the 40 percent open space ratio if the redevelopment razes more than 50 percent of the existing building(s). If the redevelopment does not raze more than 50 percent of the existing building(s), a development shall be subject to a 30 percent open space ratio.~~

- (2) No lot or parcel that was previously developed under a less restrictive open space ratio shall be deemed nonconforming due to lack of compliance with this current more restrictive open space ratio.
- (l) *Lot width and lot length.* The minimum average lot width and minimum average lot length shall be 150 feet.
- (m) *Off-street parking.* Off-street parking shall be in accordance with applicable regulation set forth in this chapter.
- (n) *Minimum parking and driveway offset.* No driveway or parking area shall be located closer than 20 feet from a side or rear lot line unless specifically waived by the planning commission.
- (o) *Minimum parking setback.* No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than 25 feet to the ultimate road right-of-way.
- (p) *Loading docks.* Loading docks shall generally not face a dedicated or reserved public street.
- (q) *Roof-mounted equipment.* Roof-mounted equipment shall be located, screened and/or painted to minimize visibility from streets and adjacent sites.
- (r) *Storage.* Garbage and refuse containers shall be screened from view from streets and adjacent sites.

Sec. 58-297. B-4 business park district.

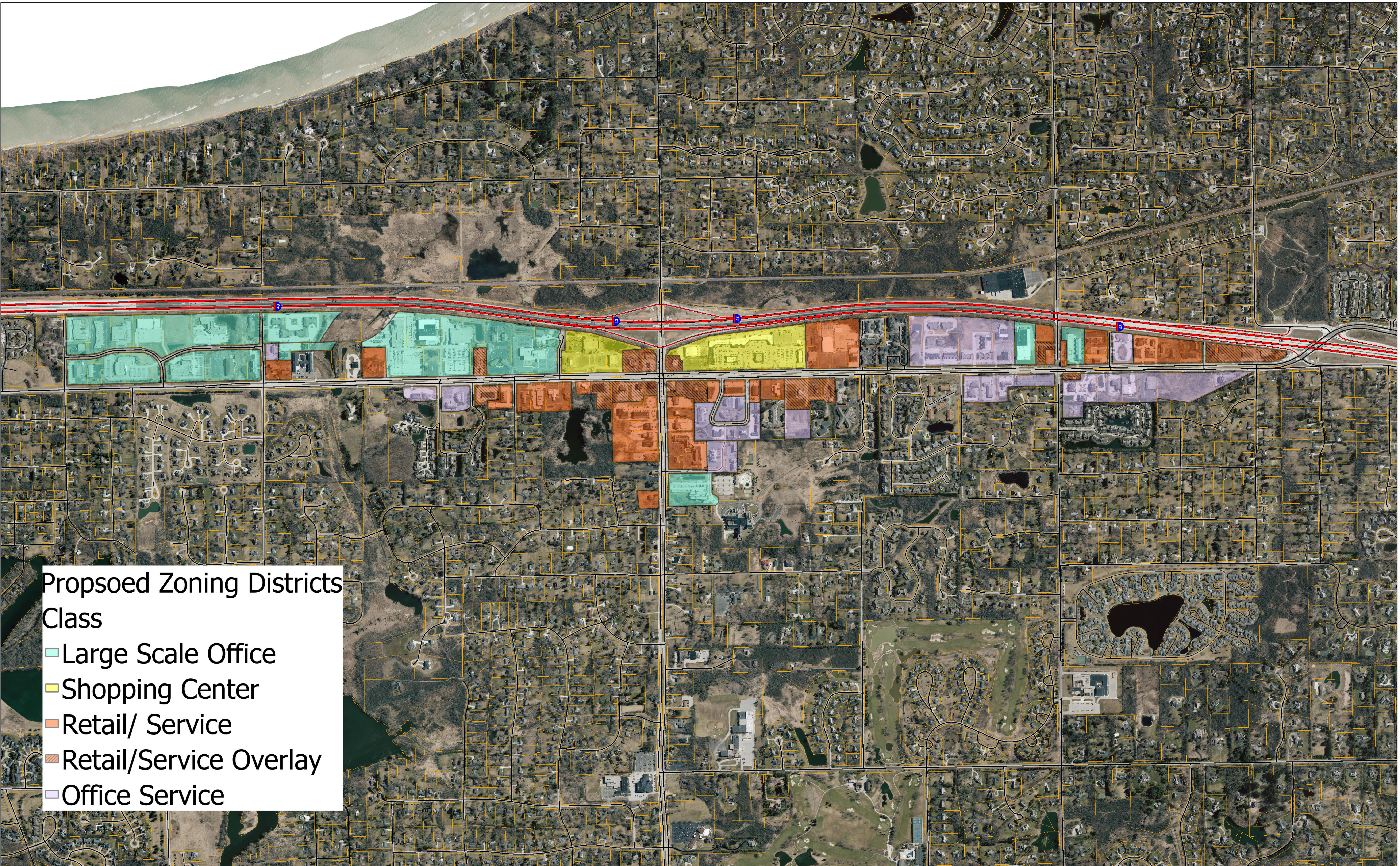
- (a) *Purpose.* The B-4 business park district is intended to provide for the development of an attractive and aesthetically mixed grouping of both office and limited light industrial uses in a planned park-like setting.
- (b) *General requirements.*
 - (1) Buildings shall not exceed 40,000 square feet of gross floor area **except as approved as a PUD.**
 - (2) The development shall be designed and sized in a manner which is architecturally, aesthetically and operationally harmonious with surrounding development.
 - (3) All business, servicing, processing or storage except for off-street parking or loading, shall be conducted within completely enclosed buildings unless specifically approved by the planning commission.
 - (4) The business park shall be improved with underground utilities.
 - (5) Vehicular circulation within the business park shall be oriented to internal circulation drives with limited access provided to city streets.
 - (6) No external nuisance which is offensive by reason of odors, lighting, smoke, fumes, dust, vibrations, noise, pollution or hazardous by reason of excessive danger of fire or explosion shall be permitted.
 - (7) Project elements such as architecture, landscaping, lighting, signage, access, circulation, parking and utilities shall be designed and constructed in a coordinated manner.
 - (8) In approving or disapproving proposed locations for uses under this subsection the planning commission shall give due consideration to the character and suitability for development of the area in which any such use is proposed to be located and shall also base its decision on such evidence as may be presented to the city planning commission regarding traffic generation, heavy vehicular traffic, ground water impact, sewage disposal impact, soil limitations and the emission of noise, smoke, dust or dirt, odorous or noxious gases attributed to the proposed use. The following uses may be allowed if the planning commission determines that the use would not be detrimental to the character of the surrounding area and/or would not generate a significant adverse impact relative to the above mentioned elements.
 - (9) Site development shall be approved by the planning commission in accordance with this chapter.

- (10) [Reserved.]
- (c) *Permitted uses.* *See chart*
- (1) Professional offices and services including, but not limited to, accounting, architectural, chiropractic, dental, medical, engineering and legal services.
 - (2) Business offices and services including, but not necessarily limited to, advertising agency, management consulting, manufacturing representatives, public relations, stenographic, travel agency and duplicating services.
 - (3) Financial, insurance and real estate offices and services including, but not necessarily limited to, financial institutions, security brokers, holding and investments, insurance agency, insurance carriers, governmental and public services.
- (d) *Permitted accessory uses.* Garages for storage of vehicles used in conjunction with the operation of the business or for occupants of the premises.
- (e) *Conditional uses.* Conditional uses shall include, but not necessary be limited to, the following: *See chart*
- (1) Light manufacturing.
 - (2) Processing.
 - (3) Wholesaling.
 - (4) Distribution.
 - (5) Research and development.
 - (6) Printing and publication.
 - (7) Warehousing.
 - (8) Barbershops and beauty salons.
 - (9) Bookstores.
 - (10) Commercial child day care facilities.
 - (11) Restaurants (not including fast food facilities).
 - (12) Florists (not including greenhouses).
 - (13) Gift shops.
 - (14) Pharmacies.
 - (15) Studios for photography, painting, music, sculpture, dance or other recognized fine art.
 - (16) Automobile service facilities.
 - (17) Satellite dishes.
 - (18) Public and/or private utilities, telecommunication installations, transmission and distribution lines, poles, and other accessories. Specific regulations related to wireless telecommunication installations shall be subject to this chapter. When a utility proposes a main inter-city transmission facility, the utility shall give notice to the city of such intention and of the date of hearing before the public service commission. Public and/or private utility installations less than three feet in height shall be subject only to City of Mequon staff approval and may be allowed subject to staff imposed conditions regarding, among other things, effective screening from public view with all season vegetation.
 - (19) Theatres.

- ~~(20) Structures greater than 40,000 square feet in size and/or greater than two stories in height.~~
- ~~(21) Development that includes a proposed modification to one or more standard district regulation applicable to the base zoning district and located on a vacant parcel which is non-conforming to the required base zoning district standards for minimum lot size or minimum lot width.~~
- ~~(22) Pet day cares and kennels pursuant to the specific requirements set forth in division 11.~~
- ~~(23) Fitness centers.~~
- ~~(24) Development that includes a proposed modification to one or more standard district regulation applicable to the base zoning district and located on an improved parcel with an existing structure in which parcel, or improvement, or both, are non-conforming to any of the required base zoning district standards.~~
- ~~(25) Convention or conference center.~~
- (f) *Lot size.* The minimum lot size shall have an area of not less than ~~one~~ 1.5 acre.
- (g) *Building size/floor area ratio.* The building(s) floor area ratio shall not exceed 30 percent.
- (h) *Building height.* The height of any structure shall not exceed 42 feet unless otherwise allowed in accordance with section 58-418.
- (i) *Minimum building setback.* All structures within the B-4 district shall be set back from the ultimate road right-of-way as follows:
- (1) Freeways, 50 feet.
 - (2) All other streets and highways (excluding local streets), 65 feet, except when parking is proposed between the road and building the minimum setback shall be 95 feet.
 - (3) Local streets, 60 feet.
- (j) *Minimum building offset.* No building or structure, hereafter erected, shall be placed closer than 20 feet to a side or rear lot line. If, however, adjoining property is zoned residential, no building or structure shall be placed closer than 30 feet to the adjoining residentially zoned lot line.
- (k) *Open space ratio.*
- (1) The open space ratio shall not be less than ~~3~~ 40 percent except as follows:
 - a. ~~Future additions to buildings that were approved by the planning commission prior to August 12, 1994, shall be subject to a 30 percent open space ratio.~~
 - b. Properties which were the subject of planned unit development zoning or development agreement approval prior to August 12, 1994, shall be subject to the contractual open space ratio approved by the city pursuant to such planned unit development zoning or development agreement.
 - c. ~~Construction of additional buildings on sites developed prior to August 12, 1994, shall be subject to a 30 percent open space ratio.~~
 - d. ~~Proposed redevelopment/reconstruction of sites developed prior to August 12, 1994, shall be subject to the 40 percent open space ratio if the redevelopment razes more than 50 percent of the existing building(s). If the redevelopment does not raze more than 50 percent of the existing building(s), a development shall be subject to a 30 percent open space ratio.~~
 - (2) No lot or parcel that was previously developed under a less restrictive open space ratio shall be deemed nonconforming due to lack of compliance with this current more restrictive open space ratio.

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- (l) *Lot width and lot length.* The minimum average lot width and minimum average lot length shall be 150 feet.
 - (m) *Off-street parking.* Off-street parking shall be in accordance with applicable regulation set forth in this chapter.
 - (n) *Minimum parking and driveway offset.* No driveway or parking area shall be located closer than 20 feet from a side or rear lot line unless specifically waived by the planning commission.
 - (o) *Minimum parking setback.* No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than 25 feet to the ultimate road right-of-way.
 - (p) *Loading docks.* Loading docks shall generally not face a dedicated or reserved public street.
 - (q) *Roof-mounted equipment.* Roof-mounted equipment shall be located, screened and/or painted to minimize visibility from streets and adjacent sites.
 - (r) *Storage.* Garbage and refuse containers shall be screened from view from streets and adjacent sites.

Code	Description	B-2 (Retail/Service)	B-3 (Office/Service)	B-4 (Large Scale)	Shopping Center	Retail Overlay	
441110	New Car Dealers	NP	NP	C	NP	NP	
4413	Automotive Parts, Accessories, and Tire Stores	NP	NP	NP	NP	C	
442	Furniture and Home Furnishing Stores	P	NP	NP	P	NA	
443	Electronics and Appliance Stores	P	NP	NP	P	NA	
444	Building Material and Garden Equipment and Supplies Dealers	P	NP	NP	P	NA	
4451	Grocery Stores	P	NP	NP	P	NA	
4453	Beer, Wine and Liquor	P	NP	NP	P	NA	
446	Health and Personal Care Stores	P	NP	C**	P	NA	** Drive Thru in rear
447	Gasoline Stations	NP	NP	NP	NP	C	
448	Clothing and Clothing Accessories Stores	P	NP	NP	P	NA	
451	Sporting Goods, Hobby, Book, and Music Stores	P	NP	NP	P	NA	
452	General Merchandise Stores	NP	NP	NP	C	NP	
4531	Florists	P	NP	P*	P	NA	* as part of multi-tenant building
4532	Office Supplies, Stationary, and Gift Stores	P	NP	NP	P	NA	
45391	Pet and Pet Supplies Stores	P	NP	NP	P	NA	
512131	Theaters	NP	NP	C	NP	NP	
52	Finance and Insurance	P*	P*	P**	P**	NA	* drive thru in rear **no drive thru allowed
5312	Offices of Real Estate Agents and Brokers	P	P	P	NP	NA	
53132	Offices of Real Estate Appraisers	P	P	P	NP	NA	
5411	Legal Services	P	P	P	NP	NA	
5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	P	P	P	NP	NA	
5413	Architectural, Engineering, and Related Services	P	P	P	NP	NA	
541410	Interior Design Services	NP	P	P	NP	NA	
541430	Graphic Design Services	NP	P	P	NP	NA	
5415	Computer Systems Design and Related Services	NP	P	P	NP	NA	
5416	Management, Scientific, and Technical Consulting Services	NP	P	P	NP	NA	
5418	Advertising, Public Relations, and Related Services	P	P	P	NP	NA	
541921	Photography Studios	P	P	P	P	NA	
541940	Veterinary Services	C	NP	C	C	NA	
6211	Offices of Physicians	P	P	P	P	NA	
6212	Offices of Dentist	P	P	P	P	NA	
6213	Office of Other Health Practioners	P	P	P	P	NA	
621493	Urgent Care and Emergency Centers	C	NP	C	NP	NA	
624410	Child day care facilities	C	C	C*	NP	NA	* as part of multi-tenant building
713940	Fitness and Recreational Sports Centers	P	C	C	P	NA	
72111	Hotels and motels	NP	NP	C	NP	NP	
7221	Full-Service Restaurants	C	C*	C	P	NA	*specific criteria
7222	Limited Service eating places	C	NP	C	P	NA	
7222	Limited Service eating places with drive thru	NP	NP	NP	NP	C	
722213	Snack and Nonalcoholic Beverage Bars	P	P*	P*	P	NA	* as part of multi-tenant building
722410	Drinking Places (Alcoholic Beverages)	C	NP	NP	C	NA	
811111	General Automotive Repair	NP	NP	NP	NP	C	
811192	Car Washes	NP	NP	NP	NP	C	
81211	Hair, Nail, and Skin Care Services	P	P	P*	P	NA	* as part of multi-tenant building
812210	Funeral Homes and Funeral Services	NP	C	NP	NP	NP	
81232	Dry Cleaning	C	C*	C*	C	NA	* as part of multi-tenant building
812910	Pet Daycare and Kennels	C	NP	C*	C	NA	*specific criteria
	Banquet or Reception Hall	C	NP	NP	NP	NA	
	Convention or Conference Center	NP	NP	C	NP	NP	
	Resale shops	C	NP	NP	C	NA	
	Research and Development	NP	NP	C	NP	NP	
	Light Manufacturing	NP	NP	NP	C	NA	
	Processing	NP	NP	NP	C	NA	
	Wholesaling	NP	NP	NP	C	NA	
	Distribution	NP	NP	NP	C	NA	
	Warehousing	NP	NP	NP	C	NA	



Proposed Zoning Districts
Class

- Large Scale Office
- Shopping Center
- Retail/ Service
- Retail/Service Overlay
- Office Service

Redevelopment Sites Identified in Market Analysis

