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ECONOMIC DEVELOPMENT BOARD
Tuesday, March 18, 2025
8:00 AM
North Conference Room

Minutes

d1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman William Gebhardt
Board Member Daniel Gannon
Board Member Michael Kramer
Board Member Inge Plautz
Board Member Jeff McLean – **Absent / Joined the meeting virtually**
Alt. Board Member Colin Boyd -- **Absent**
Alt. Board Member Dennis Engel -- **Absent**
Board Member Tracy Johnson -- **Absent**
Alternate Alderman Jeffrey Hansher -- **Excused**

Chairman Carr called the meeting to order at 8:05 a.m.

2) Approval of Meeting Minutes from February 25, 2025

Action

Board Member Kramer made a motion to approve the February 25, 2025, meeting minutes.
Board Member Gannon seconded the motion.

A voice vote was taken; vote passe (5-0)

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

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

3) Southwest Industrial Sewer Service Analysis

Community Development Director Kim Tollefson stated that her staff memo was a recap of all the progress made on this project. She added that she has an update regarding the water connection cost estimate from the Water Utility. After the last EDB meeting, staff met to discuss this proposed project as the Board had supported the path to partially serve the site and that the city should be ready to partner with prospective development as it happens. She commented that the plus side is that the city is not extending expenditures based on speculation that development would happen. The downside is that it then ends up happening systematically closest to the public utility connection point (Granville Road and County Line Road), Fortunately, this location does line up with the properties that are most likely to be sold by the current property owners.

Dir. Tollefson reminded the Board of the decisions made at the last meeting:

- Decided not to pursue adding a new lift station along Granville.
- Decided not to expand public sewer to the residential area north of the industrial study area site. This area could be rezoned from 5-acres down to 1-acre to allow for residential development not reliant on public systems.
- These decisions help reduce the cost by approximately \$3.5M of the \$10M originally explored.

She mentioned that the consultants explored different funding mechanisms that could be implemented. Staff recommend initiation of a sewer service map amendment to include the portion of the industrial study area to the extent where staff have a reasonable consensus among the property owners. She reminded the Board that once a property is included in the sewer service charges are assessed.

Dir. Tollefson stated that she reached out to a few large industrial developers as well as M7 and Ozaukee County. The feedback is that there may be a slowing in pace/normalization for the industrial market and emphasized that if the city can have a good handle on the intention of the property owners in this area regarding selling their properties that it would help move development along. Both Ozaukee County Economic Development (“OED”) and M7 have communicated that they can assist property owners ready to sell their land and prospective industrial builders.

She explained that there are two options for the water connection:

- If the City Attorney can negotiate a third connection with Milwaukee, the analysis run by the Water Utility is approximately \$393,000 (with a \$75,000 contingency).
- If Milwaukee does not agree to the additional connection, the public water would be run from Swan Road and County Line Road (approx. \$2.5M).

Dir. Tollefson stated that staff reached out to with OWLT for a meeting. They have not made any improvements to their property and staff plans to inquire whether they are interested in developer contributions to improvements to the open space so that it can be utilized for the

proposed industrial park. She explained that it would be beneficial to OWLT to have their property enhanced while the employees and the public could enjoy open space features. The developers would therefore not need to meet all of the open space requirements on their land.

Alderman Bill Gebhardt gave an overview from the Common Council perspective including:

- There will be a Council workshop in the next few months where this proposed development will be discussed and he will support it.
- ARPA funds that have previously been available have been assigned and are no longer available for new projects.
- The Council is hyper-sensitive about costs; costs to run the city globally are increasing.
- A business case needs to be created to properly present the proposed industrial park to the Council.
- He discussed the Janseen property and believes it should be able to be rezoned and developed.
- He supports moving forward with both projects and does not believe one is dependent on the other.

The Board discussed the information presented. The consensus is that the industrial park and the Janseen property should move forward. The Board voiced that the proposed industrial park should support the rezoning for the Janseen property to be rezoned to residential. It was mentioned that the Board should not be too ingrained in the details but to view the city more globally. The Board directed staff to prepare these projects and to have them ready for Council action.

4) Port Washington Road Zoning Changes

Director Tollefson stated that staff will continue to finesse the details and if the Board supports the recommendations, then it should be presented to the Planning Commission (“PC”). Assuming there is consensus from both EDB and PC, staff will then do the work to formulate all the rezoning which will then go to PC for official approval.

She summarized the changes that have been made:

- The east side of Port Washington Road will be treated differently than the west side including:
 - Structures larger than 20,000 sq. ft. would be allowed.
 - 3-story structures allowed.
- Consolidated sites on the east side to larger scale development, ignoring non-conforming uses.
- Took the retail overlay off of the south property, as it is a prospective site for a hotel.
- Consolidated the west side shopping center and retail.
- Showcased potential residential infill sites will most likely dwindle down the number of sites that will ultimately be included and only designated on the land use plan map.
- All changes were matched back to the market analysis to demonstrate consistently

with those recommendations.

The Board consensus is to support staff recommendations and forwarded to the Planning Commission.

Dir. Tollefson stated that a next step is to move forward on a new hotel development feasibility RFP located on Port Washington Road.

5) Staff Updates

Dir. Tollefson talked about the Civic Campus master planning project and that the consultant, The Lakota Group, has completed the focused sessions with all the alderpersons as well as identified community stakeholders; in which 100% of the stakeholders participated. A project website will be launched which will provide opportunities for the general public to weigh in, take surveys and ask questions. The consultant will host an open house in which they will present their gathered baseline analysis of the civic campus along with some of the feedback from the stakeholders focus groups in presenting some visual preferences. The public will be invited to this open house. The public outreach will continue.

Staff discussed various other developments in the city.

6) Announcements

The next meeting will be Tuesday, April 22, 2025, at 8:00 a.m.

7) Adjourn

Action

Board Member Kramer made a motion to adjourn the meeting.

Board Member Plautz seconded the motion.

A voice vote was taken; vote passe (5-0)

The meeting concluded at 9:25 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development