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ECONOMIC DEVELOPMENT BOARD

Tuesday, March 23, 2021

8:00 AM

Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman Kathleen Schneider
Board Member Daniel Gannon – arrived late at 8:40 am
Board Member Michael Kramer
Board Member James Baka
Board Member Bruce Sipiora
Board Member Andrew Petzold -- **Absent**
Board Member Rick Shneyder -- **Absent**

Chair Carr called the meeting to order.

2) Approval of Meeting Minutes from January 26, 2021

Action

Mr. Baka made a motion to approve the meeting minutes from January 26, 2021.

Ald. Schneider seconded the motion.

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

RESULT:	{Unanimous}
MOVED BY:	Baka
SECONDED BY:	Alderman Schneider
AYES:	Kramer, Carr, Schneider, Baka, Sipiora
ABSENT:	Petzold, Gannon, Shneyder

3) Gloria Rosenberg Acknowledgment of Volunteer Service

Dir. Tollefson stated that a letter of recognition will be sent to Gloria in recognition of her years of service.

4) Port Washington Road Redevelopment

Dir. Tollefson stated that staff has provided the Board with a lot of baseline information over the past several months. Some of it was related to the new zoning districts that have been created along Port Washington Road, north of Highland Road. One major objective of the Policy Subcommittee was not to have duplicate land uses south of Highland Road and for there to be a clear distinction between the two sections of the corridor. Some of the features in the corridor north of Highland Road include:

- More rural in character; site planning as well as the architectural (less massing, further setbacks from Port Washington Road).
- West side has mostly single-family residential.
- East side is a mix of some industrial style uses and senior family housing. There is some opportunity for some single-family housing if the market responds.

Some of the opportunity for uses south of Highland Road include office, retail and hospitality uses.

There are 4 planning elements that should be considered in an all-inclusive package:

- Economic Tools
- Regulatory Standards
- Design Standards
- Beautification - beyond what happens from the private sector.

These 4 elements were broken into 3 categories in a chart provided in the Board packet:

- Reactional – low risk
- Moderate – allow for some incentive and create distinctions within the corridor.
- Proactive – the city prompts the private market and offers some assistance to get projects redeveloped. This is a higher risk approach but has a greater impact in a shorter time.

Asst. Dir. Zader presented a power point presentation (included in the Board packet) and talked through various projects in the city and what category each project falls into and how the process has worked. The examples include:

- Town Center – Foxtown and Artesa - proactive approach, located in the TC TIF district (public investment, water main, public sidewalk, street frontage changes), offered pay as you go incentives and the zoning code allowed for higher densities. Deemed a very successful project.
- Spur 16 – proactive approach, solicited city owned land for sale, public investment, part of TIF, successful redevelopment.
- Spectrum – proactive approach, the city buried a portion of the power line; beautification of the corner. Successful in a timely manner.
- Port Washington Road – Marathon Buildings –somewhat moderate approach - not in a TIF district; not able to offer incentives, although there was improvement to the buildings; it was a lost opportunity for a more substantial redevelopment of the site.

- Port Zedler Motel – in a TIF district, only enforcement has been taken; raze order in place. Waiting for the owner to sell, not much action taken. Small parcel with limited options.
- The Pavilions – in TIF district, but did not qualify for incentive, staff asked the developer to make more significant changes, but they were not willing to do so.
- 10448 N. Pt. Wash Rd – old warehouse building, in TIF district, self-storage facility proposed, applicant will most likely request TIF incentive, result will be a modified building with cosmetic changes, but a less than desirable land use.
- Alpine Village – not in a TIF district, enforcement ordered a razing order, the city recently modified the zoning district, no redevelopment so far. May be a long time before redevelopment occurs.

The Board discussed the various areas of the city and what may be the most desirable for redevelopment. They also discussed meeting with the Common Council (“CC”) and Planning Commission (“PC”) to gauge the interest of those committees to provide additional incentives for developers.

Dir. Tollefson stated that the next steps are for staff to take a closer look at some of the areas discussed and to bring back to the Board some specific locations and strategies to vet through together. At that point, there may be enough material for a package to be presented to the CC and PC for a joint meeting.

5) Staff Updates

Dir. Tollefson gave an update on current project:

- Ascension Medical - construction has started on the medical office. There is interest from developers about residential development on the remainder of that parcel as it is the only parcel in that corridor served by public sewer. Due to the interest from developers, there is a slight modification to the zoning district standards to allow for slightly higher densities for that site.
- Ulaos Creek property owners and other residential developers are expressing interest for some new developments and projects.
- The self-storage project is moving through the approval process.
- ICAP is proposing a new multi-tenant building with a fast-food restaurant and drive thru.
- Foxtown has added many new tenants to their project including a bakery, bike shop and specialty meat and cheese shop.
- Spur 16 has had some tenant turnover at the Public Market, but they are near full occupancy again with new tenants. The residences at Spur 16 are all near full occupancy.
- Foxtown Distillery text amendment was approved allowing alcohol beverages other than beer to be served.

6) Announcements

The next meeting will be Tuesday, April 27, 2021 at 8:00 a.m.

7) Adjourn

Action

Ald, Schneider made a motion to adjourn the meeting.

Mr. Kramer seconded the motion.

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

Respectfully Submitted,

Kim Tollefson

Director of Community Development