



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2903
Fax: 262-242-9655
www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, April 27, 2021

8:00 AM

Virtual Meeting

AGENDA

ELECTRONIC MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect our community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens may join the meeting online or by phone. Please go to <https://global.gotomeeting.com/join/156685141> to join the meeting online or call into the meeting by dialing 1.877.309.2073 and enter access 156-685-141

WRITTEN PUBLIC COMMENTS may be made in writing in advance of the meeting. Written comments should be directed to the Department of Community Development at least 2 hours prior to the meeting by email at DCD1@ci.mequon.wi.us addressed to the intended committee. Written public comment may also be deposited in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon at least 2 hours prior to the meeting. Comments received timely will be forwarded to all members of the body for their consideration.

VERBAL PUBLIC COMMENTS will be accepted only from members of the public who register in advance. Registration shall be made by sending an email to Robin Buzzell at rbuzzell@ci.mequon.wi.us or by leaving a message at 262.236.2902 no later than 2 hours prior to the meeting.

- 1) Call to Order, Roll Call**
- 2) Approval of Meeting Minutes from March 23, 2021**
Action requested: review and approve.
- 3) Port Washington Tax Increment District (TID) No. 5 Incentive Request for property located at 10448 N. Port Washington Road.**
Action requested: review and recommend.
- 4) Port Washington Road Redevelopment**
- 5) Overview of Town Center TID Workshop on May 4, 2021**
- 6) Staff Updates**

7) Announcements

The next meeting is Tuesday, May 25, 2021 at 8:00 a.m.

8) Adjourn

Dated: April 22, 2021

/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.



See Agenda Packet for
Login and Complete Packet Details
Mequon, WI 53092
Phone:
Fax: 262-242-9655

www.ci.mequon.wi.us

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.

Attachment: EDB_03.23.21_DRAFT (6168 : Meeting Minutes from March 23, 2021)

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.
- Ulao 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

DRAFT

Attachment: EDB_03.23.21_DRAFT (6168 : Meeting Minutes from March 23, 2021)

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: April 27, 2021
SUBJECT: Port Washington Road Tax Increment District (TID) No. 5 Incentive Request for property located at 10448 N. Port Washington Road.

Background:

Michael Kelly, Blue Ribbon Management, has submitted a proposal for a Tax Increment District (TID) No. 5 financial incentive for a property located at 10448 N. Port Washington Road. The following outlines the criteria:

- New construction value of \$1.5M beyond the current improvement value.
- The payback period is 15 years or less.
- The maximum incentive allowed is the “gap”, which is defined as the removal base improvement value plus the cost of site demolition and repair and a 5% incentive.

Application: Blue Ribbon Management’s application shows the following:

- A total new construction value estimated at \$4.76M, which is a net value of \$3.8M beyond the current improvement value of \$902,700.
- A total eligible incentive under the Fast Track Formula of \$462,600.
- A payback period, based on estimated annual tax revenue, would occur in approximately 6.4 years, prior to the required 15-year payback period and prior to the close of the TID.

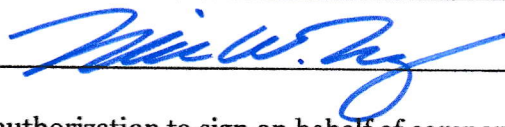
Included for the Board’s review is the Blue Ribbon Management’s construction costs for demolition and site repair and a copy of the Fast Track Formula under the City’s TID incentive policy as it applies to the subject redevelopment site.

Staff Summary: Staff recommends providing the incentive because the proposal meets the standards to qualify for TID funds under the approved Fast Track Formula. In addition, the project will generate a net financial benefit to the TID and sponsors the redevelopment at a high visibility location (please see attached site plan and rendering).

The redevelopment proposal is subject to Common Council approval of a rezoning which is scheduled for the May 11th meeting. The Planning Commission took action to approve the rezoning on March 22, 2021.

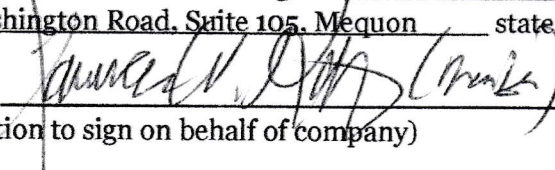
Attachments:

TIFApplication - BRM (executed) (PDF)
TIFApplication - BRM - Assessed Value (PDF)
TIF Incentive Calculation Worksheet - BRM(PDF)
TIFApplication - BRM - Construction Budget (3.30.21) (PDF)
TIFApplication - BRM - Architectural Drawings-compressed (PDF)

TIF Incentive Application**Contact Information for Applicant for TIF Incentive:**Company Name: Blue Ribbon Management LLCPrincipal / Agent Name: Michael KellyAddress: 1125 N. 9th Street, Suite A, Milwaukee state: WI zip: 53233Agent Signature: 

(provide proof of authorization to sign on behalf of company) - Applicant must show control of proposed sites or owner authorization to apply

State status of partnership between company and property owner:

Executed Purchase and Sale Agreement**Contact Information for Property Owner:**Project Property Location: 10448 N Port Washington Rd, Mequon, WI 53092Project Property Name: Mequon Self Storage (Life Storage Mequon)Property Owner Name: 10448 North Port Washington Road LLCAddress: 10936 N Port Washington Road, Suite 105, Mequon state: WI zip: 53092Property Owner Signature: 

(provide proof of authorization to sign on behalf of company)

Provide Detailed project plan:

- Site and building design or development and operational plan, expected completion date
- Is the project proposed to be phased? If so, describe.
- Property Assessments of Improvements (provide copies)
- Project Pro Forma/value with detailed costs
- Three competitive bids on authorized eligible improvements reimbursable by TIF
- Use attached TIF Incentive Calculation to demonstrate compliance and provide detailed documentation of values/costs shown in formula
- Provide documentation from lending firms regarding availability of funds

Please schedule a meeting with staff for submission of your application. An agreement will be drafted, signed and recorded to detail payment structure and timing for project completion.
Contact us at 262.2362902.

Application Fee: NA

Ozaukee County

Owner (s):
**10448 NORTH PORT WASHINGTON ROAD
 LLC**

Location:

Mailing Address:
**10448 NORTH PORT WASHINGTON ROAD
 LLC
 10936 N PORT WASHINGTON ROAD NO 105
 MEQUON, WI 53092**
 Request Mailing Address Change

School District:
3479 - Mequon-Thiensville School

Tax Parcel ID Number: Tax District: Status:
15-029-11-008.00 45255-City of Mequon Active

Alternate Tax Parcel Number: Government Owned: Acres:
4.9240

Description - Comments (Please see Documents tab below for related documents. For a complete legal description, see recorded document.):

**0852368
 PART SW SW 4.92 ACS
 COMM 298 FT N & 65 FT E OF SW COR BEING
 #2807 CSM LOT 1 VOL 20/124
 SEC 29 T 9 R 22**

Site Address (es): *(Site address may not be verified and could be incorrect. DO NOT use the site address in lieu of legal description.)*
10448 N PORT WASHINGTON RD Mequon, WI 53092

Tax Year: 2020
 Click here for detailed assessment data. (square footage, year built, building type, etc)

Real Estate Assessments

Code	Description	Acres	Land Value	Improvement Value	Total Value
2	Commercial	4.924	\$1,694,000	\$902,700	\$2,596,700
Total:		4.924	\$1,694,000	\$902,700	\$2,596,700

Estimated Fair Market Value:
 \$2,857,000
Average Assessment Ratio:
 0.90890667

* MFL, PFC, and Agriculture values are not included in the total Estimated Fair Market Value.

** Land classified Undeveloped and Agricultural Forest is assessed at 50% of market value. Doubling the assessed value then dividing by the average assessment ratio will determine the EFMV of these land classifications.

New to Tax Parcel Search? Click the "?" button on the top right of this page



TIF Incentive Calculation Worksheet

1.	Base Improvement Value*		\$80,000
2.	Site Repair and Demolition		\$148,486
3.	Total Costs of Gap	(Line 1 + Line 2)	\$228,486
4.	New Development Value**		\$4,762,285
5.	5% Incentive (Net Improvement Value)	(Line 4 – Line 1 multiplied by .05)	\$234,114
6.	Total City Incentive = Gap 5% Incentive	(Line 3 + Line 5)	\$462,600

Note: Line 4 must exceed Line 1 by \$1,500,00 to be eligible

** See Loss of Value Estimate dated April 15, 2021*

*** Current Assessed Value + Construction Cost less architectural fee, contractor's fee, contingency, and general conditions (see Construction Budget dated March 30, 2021)*

Project: Mequon Self Storage
Date: 3/30/2021 15:37
Location: 10448 N. Port Washington Road

CSI #	SPEC SECTION	SUBCONTRACTOR	BASE BID	SFT COST	%
01 00 00	GENERAL CONDITIONS		203,710	\$1.67	4%
01 00 10	WINTER CONDITIONS		*****	-	-
02 40 00	DEMOLITION	Colt Construction	76,450	\$0.63	2%
02 50 00	MISC DEMO	Allowance	25,000		
03 30 00	CONCRETE & MASONRY	C&M	304,114	\$2.50	7%
05 10 00	STRUCTURAL STEEL / REINFORCEMENT	A&A Erecting	93,400	\$0.77	2%
05 21 00	STEEL STAIRS	GIS	35,200	\$0.29	1%
05 30 00	RAILINGS	GIS	15,600	\$0.13	0%
05 40 00	BOLLARDS & MISC STEEL	GIS	11,750	\$0.10	0%
06 10 00	CARPENTRY	Trecek Builders	22,850	\$0.19	0%
06 40 00	OFFICE MILLWORK	KCI	3,195	\$0.03	0%
07 21 00	INSULATION	Mr. Five Guy	6,350	\$0.05	0%
07 27 00	WEATHER MEMBRANE NICHIA PANELS	Mr. Five Guy	5,785	\$0.05	0%
07 53 00	MEMBRANE ROOFING	Langer Roofing	50,396	\$0.41	1%
07 60 00	NICHIA PANELS	Trecek Builders	209,375	\$1.72	5%
07 84 00	MISC FLASHING / TIE INS	A&A / Langer	11,085	\$0.09	0%
07 90 00	JOINT SEALERS	Frisch Weatherstrip	5,475	\$0.04	0%
08 10 00	HM FRAMES DOORS HDWRE	Builders Hardware	13,650	\$0.11	0%
08 33 00	HIGH SPEED DOOR	Reliable Door	33,399	\$0.27	1%
08 40 00	ENTRANCES & STOREFRONTS	Heritage Glass	91,004	\$0.75	2%
08 51 00	SLIDING DOORS	Autmoatic Entrances	7,400	\$0.06	0%
09 20 00	STUDS, DENSGLASS, DRWYALL	Applewood Drywall	108,794	\$0.89	2%
09 51 00	ACOUSTICAL CEILING	Strictly Ceilings	4,335	\$0.04	0%
09 65 00	OFFICE FLOORING	United Flooring	7,725	\$0.06	0%
09 67 00	FLOOR CLEAN / POLISH	Excalibur Flooring	29,390	\$0.24	1%
09 99 00	PAINTING	Wall Painting	71,000	\$0.58	2%
10 14 00	SIGNAGE	Allowance	30,000	\$0.25	1%
10 28 00	TOILET & BATH ACCESSORIES	Best Specialties	1,325	\$0.01	0%
10 44 16	FIRE EXTINGUISHERS	Best Specialties	2,785	\$0.02	0%
11 13 00	MEZZANINE SYSTEM & ADDITION	Trachte	1,319,454	\$10.84	28%
11 40 00	RESIN FLOORING ON MEZZANINE	MiTek Systems	221,689	\$1.82	5%
11 53 00	HALLWAY SYSTEMS	Trachte	in 11 13 00	\$0.00	0%
14 20 00	ELEVATORS	Schindler	84,500	\$0.69	2%
21 00 00	FIRE SUPPRESSION	Total Mechanical	208,270	\$1.71	4%
22 00 00	PLUMBING	Braden Plumbing	37,084	\$0.30	1%
23 00 00	HVAC	Air Associates	256,740	\$2.11	6%
26 00 00	ELECTRICAL	Gillitzer Electric	174,000	\$1.43	4%
27 00 00	FIRE ALARM SYSTEM	Gillitzer Electric	in 26 00 00	\$0.00	0%
28 00 00	ACCESS CONTROLS & CAMERAS	Allowance	32,000	\$0.26	1%
31 00 00	EARTHWORK	D&L	139,845	\$1.15	3%
32 10 00	ASPHALT PAVING	ProPave	68,105	\$0.56	1%
32 15 00	SEAL COATING	ProPave	1,800		
32 20 00	INTERIOR PAVEMENT MARKINGS	ProPave	1,500		
32 31 00	CHAIN LINK FENCE		*****	-	-
32 90 00	LANDSCAPING	Allowance	30,000	\$0.25	1%
32 95 00	RETAINING WALLS	C&M	in 03 30 00		
33 00 00	SITE PLUMBING	BV Tetzlaff	3,530		
33 00 00	WELL ABANDONEMENT	Ken Sweeney	4,236	\$0.03	0%
			4,063,296		
	ARCHITECTURAL / ENGINEERING FEE	5.0%	203,165		
	CONTINGENCY	2.5%	101,582		
			4,368,043		
	CONSTRUCTION MANAGEMENT FEE	6.0%	262,083	Work SFT	121,704
	TOTAL		\$4,630,126	SFT Price	\$38.04

1st floor gross sf 59,628
2nd floor mezzane sf 54,738
Addition sf 7,338

121,704 SF



SITE AERIAL



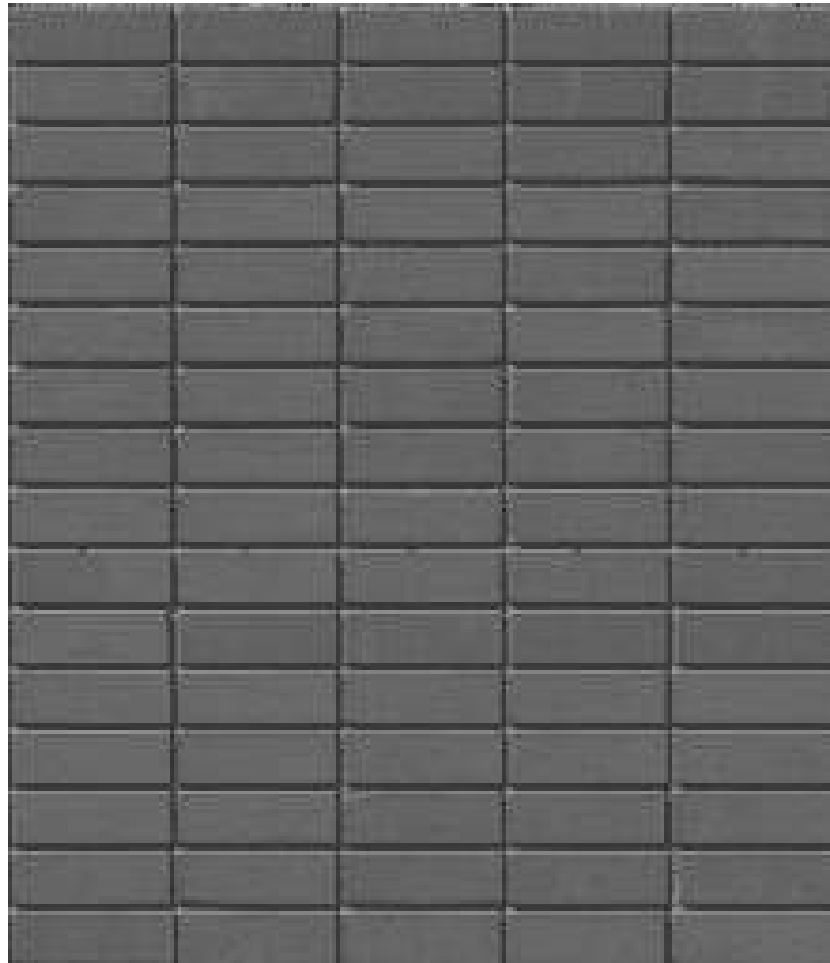
OFFICE



SOUTHWEST CORNER PERSPECTIVE RENDERING



EXISTING WALL FINISHES



DARK GRAY BRICK



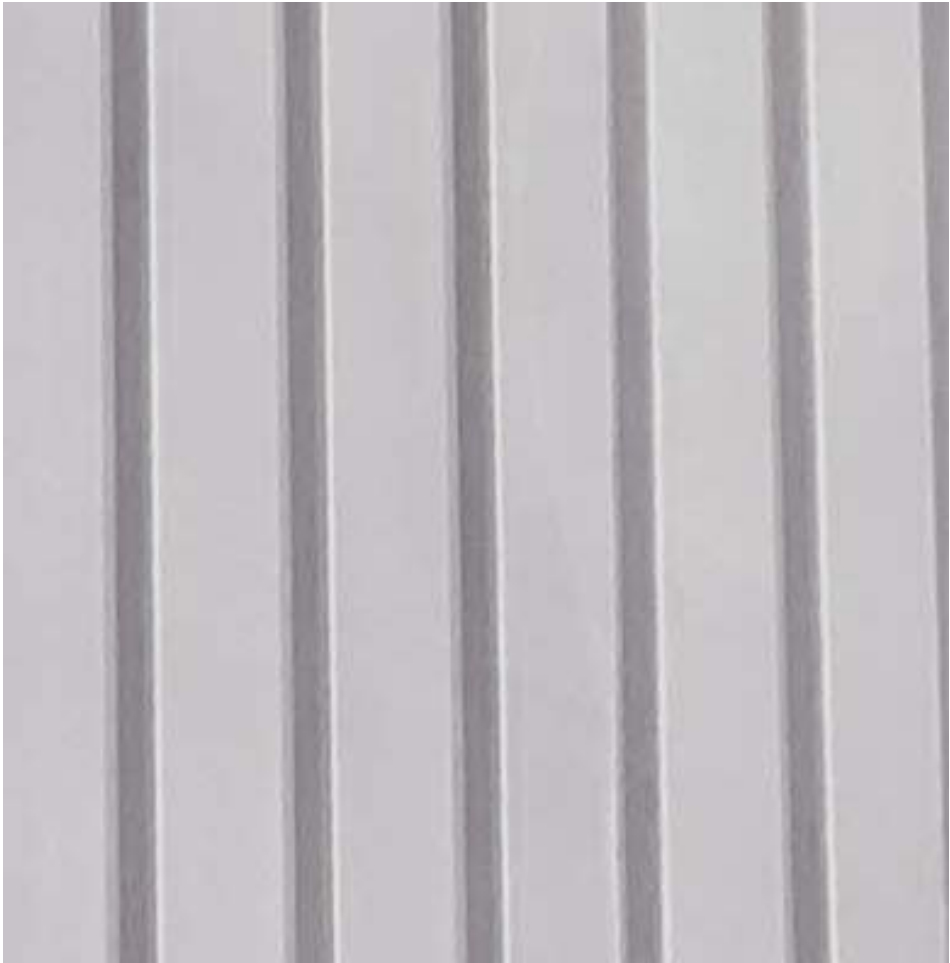
VINTAGEWOOD BARK



VINTAGEWOOD CEDAR



GLASS OVERHEAD DOOR



LIGHT GRAY PAINTED METAL PANEL

DRAFTED BY:	Author
DESIGNER:	NTL-F
ISSUE:	3/1/2021 10:14:10 AM
SUBMITTAL DATE:	2/15/2021
DESIGN NO.	3911
CONSTRUCTION NO.	

3D DRAWINGS

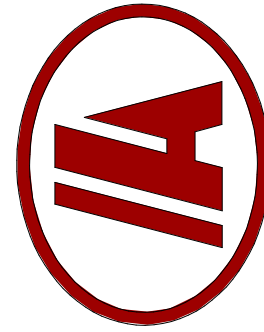
A901

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PRELIMINARY NOT FOR CONSTRUCTION

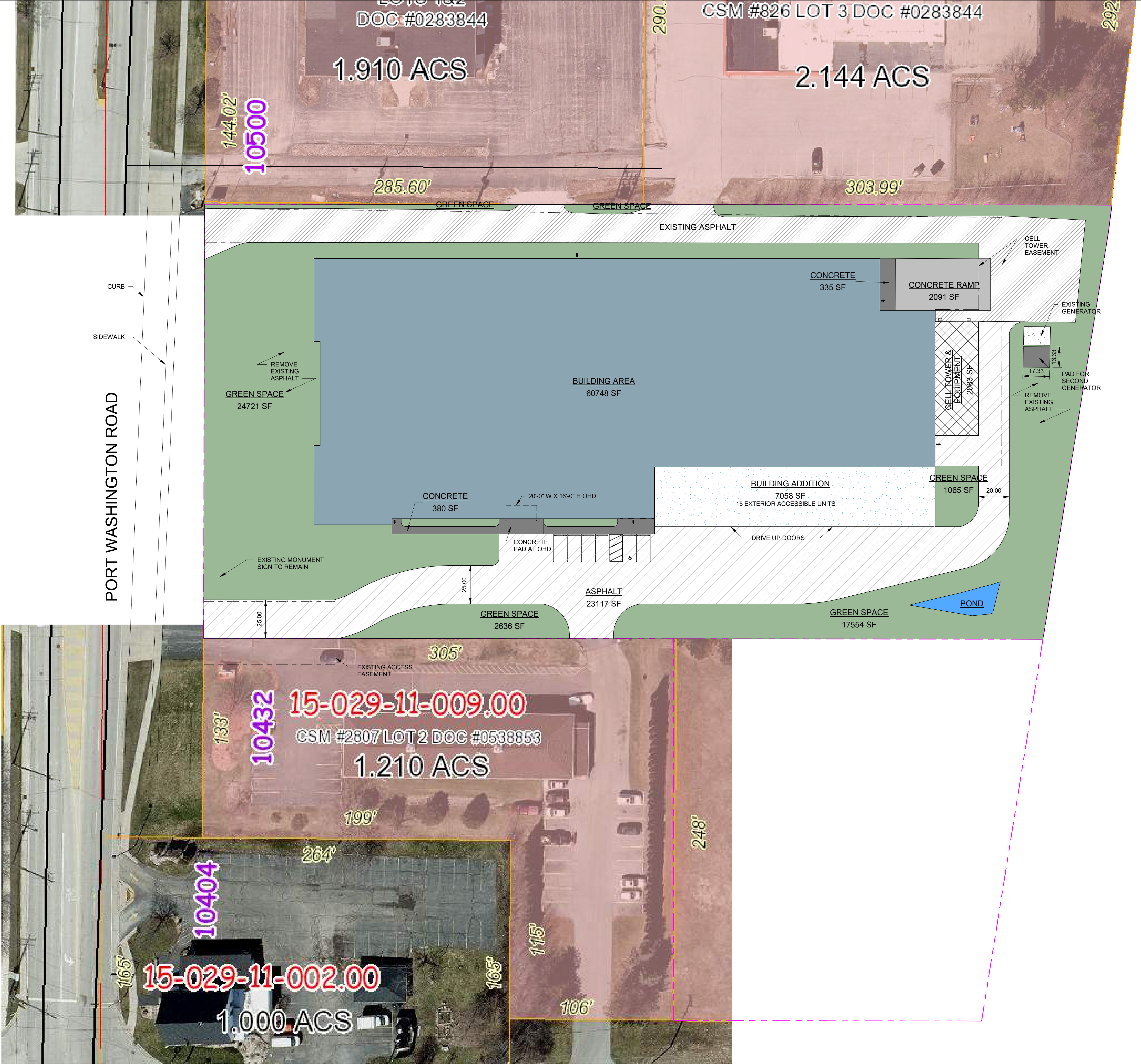
MEQUON SELF STORAGE

10448 NORTH PORT WASHINGTON RD., MEQUON, WI



ANDERSON
ASHTON
DESIGN / BUILD
2746 South 18th Street
New Berlin, WI 53151
Phone: (262) 786-4640
WWW.ANDERSONASHTON.COM

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SITE PLAN AREA		
AREA TYPE	SQUARE FOOTAGE	PERCENTAGE
ASPHALT	23117 SF	14%
BUILDING ADDITION	7058 SF	4%
BUILDING AREA	60748 SF	38%
CELL TOWER & EQUIPMENT	2083 SF	1%
CONCRETE	1718 SF	1%
CONCRETE RAMP	2091 SF	1%
EXISTING ASPHALT	14818 SF	9%
EXISTING CONCRETE	208 SF	0%
GREEN SPACE	47436 SF	30%
POND	632 SF	0%
Grand total	159909 SF	100%

- GENERAL SITE NOTES:**
- VISIT JOB SITE TO VERIFY EXISTING SITE CONDITIONS PRIOR TO STARTING CONSTRUCTION. MEET WITH GENERAL CONTRACTOR PRIOR TO STARTING.
 - REMOVE EXISTING TREES ALONG WITH ROOTS AS REQUIRED @ PROPOSED BUILDING AND PAVING AREAS.
 - STRIP AND REMOVE ALL REMAINDER VEGETATION & X" +/- TOP SOIL FROM WITHIN THE BUILDING AND PAVING AREAS. STOCKPILE REUSABLE, UNCONTAMINATED TOPSOIL AND PROVIDE FOR ALL EXCESS MATERIAL TO BE TRUCKED OFF SITE. SPREAD SALVAGED TOPSOIL OVER DISTURBED AREAS TO APPROX. 4" DEPTH AFTER CONSTRUCTION IS FINISHED.
 - CUT (OR FILL) THE BUILDING AREA +5.0' BEYOND PERIMETER OF THE BUILDING
 - CUT THE FLOOR AREA TO THE SUB-GRADE ELEVATION. (THE PERIMETER FOUNDATION FOOTINGS TO BE EXCAVATED BY CONC. CONTR. TO THE REQUIRED DEPTHS PER THE FOUNDATION PLAN). BENCH GRADE BACK PER CURRENT OSHA CODE STANDARDS PART #1926 IF REQ'D BY THE G.C. FOR THE PROJECT
 - PROOF ROLL BUILDING AREA FOR ANY SOFT MATERIALS. REPORT ANY SOFT SPOTS TO THE GENERAL CONTRACTOR.
 - ALL FILL MATERIAL FOR BRINGING GRADES UP TO SUB-GRADE ELEVATIONS SHALL BE GRANULAR OR CLEAN COMPACTABLE CLAY AND APPROVED BY ANDERSON-ASHTON.
 - ALL EXTERIOR BACKFILL MATERIAL FOR STANDARD FROST FOUNDATION WALLS SHALL BE CLEAN COMPACTABLE CLAY. INTERIOR BACKFILL MATERIAL SHALL BE 3/4" CLEAR STONE.
 - ALL BACKFILL & FILL MATERIALS SHALL BE INSPECTED AND APPROVED BY ANDERSON-ASHTON PRIOR TO PLACEMENT. ALL FILL MATERIALS SHALL BE COMPACTED IN 8" MAX. LIFTS @ 95% MODIFIED PROCTOR.
 - PREPARE THE PAVING AREA AS SHOWN ON THE CONSTRUCTION DOCUMENTS TO +/- 0.10'
 - PREPARE ALL SWALES AS SHOWN ON PLAN TO PROVIDE POSITIVE DRAINAGE DURING CONSTRUCTION.
 - RETURN AFTER THE BUILDING IS ENCLOSED & FINISH GRADE AND TOPSOIL AROUND PERIMETER OF BUILDING. ALSO, FINISH GRADE AROUND ELECTRICAL, TELEPHONE, GAS, SEWER, WATER AND UTILITY TRENCHES.
 - GRADING CONTRACTOR SHALL FIX AND REPAIR PARKING AREA AND DRIVES AS REQUIRED AFTER UTILITY AND OTHER WORK THAT MAY DISTURB THE SOIL AND/OR GRAVEL BASE BEFORE PAVING BEGINS. GRADING CONTRACTOR SHALL SMOOTH DRUM ROLL ALL PARKING AREAS AND DRIVES BEFORE PAVING BEGINS.
 - GRADING CONTRACTOR SHALL BE PREPARED TO HANDLE ALL SPOILS WHICH MAY INCLUDE ON SITE STORAGE AND TRUCKING OFF SITE. GRADER TO GET PRIOR APPROVAL FROM G.C. FOR PLACEMENT OF STOCKPILE SITES PRIOR TO STARTING STRIPPING OF TOPSOIL.
 - AWARDED GRADING CONTRACTOR SHALL BE RESPONSIBLE FOR THE LABOR AND MATERIAL NEEDED FOR SUPPLYING ANY TRAFFIC CONTROL BARRIERS OR SIGNS AS NEEDED PER LOCAL OR D.O.T. CODES & REGULATIONS DUE TO ANY ROAD WORK OUTSIDE OF PROPERTY LINES
 - 30% OF THE SITE SHALL REMAIN AS OPEN SPACE TO COMPLY WITH LOCAL ORDINANCES

- ASPHALT PAVING WORK**
- FURNISH AND INSTALL A 8" CRUSHED AGGREGATE BASE AT THE ASPHALT PAVING PARKING AREAS.
 - FINE GRADE AND COMPACT STONE BASE.
 - FURNISH AND INSTALL A 4" (TWO LIFT) AVG. THICKNESS COMPACTED ASPHALT PAVEMENT AT TRUCK/DRIVE AREAS
 - FURNISH AND INSTALL ALL PARKING STALL STRIPING, H.C. SYMBOLS, & H.C. SIGNS ON METAL POSTS

SITE PLAN LEGEND

- ASPHALT
- BUILDING ADDITION
- BUILDING AREA
- CELL TOWER & EQUIPMENT
- CONCRETE
- CONCRETE RAMP
- EXISTING ASPHALT
- EXISTING CONCRETE
- GREEN SPACE
- POND

3.1.e

REVISIONS

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ANDERSON ASHTON
DESIGN / BUILD
2746 South 18th Street
New Berlin, WI 53151
Phone: (262) 786-4640
WWW.ANDERSONASHTON.COM

PRELIMINARY NOT FOR CONSTRUCTION

PROPOSED ADDITION, REMODEL, NEW BUILDING FOR:
MEQUON SELF STORAGE
10448 NORTH PORT WASHINGTON RD., MEQUON, WI

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DRAFTED BY: MFP
DESIGNER: NTL-F
ISSUE: 2/25/2021 9:47:02 AM
SUBMITTAL DATE: 2/15/2021
DESIGN NO. 3911
CONSTRUCTION NO. ####

ARCHITECTURAL SITE PLAN

AS01

Attachment: TIF Application - BRW - Architectural Drawings-compressed (6169 : Port Washington Road Tax Increment District (TID) No. 5 Incentive Request)

Packet Pg. 16

TO: Economic Development Board
FROM: Jac Zader, Assistant Director Community Development
DATE: April 27, 2021
SUBJECT: Port Washington Road Redevelopment

Background

At the March 23rd meeting, staff provided four categories of tools that can be leveraged to encourage redevelopment of the Port Washington Road corridor. In addition, staff informed the board of redevelopment projects that included varying degrees of city involvement. In addition, the Board has previously received a significant amount of baseline data regarding the current condition of the commercial corridor and the draft, new zoning regulations of the corridor north of Highland Road.

Based on feedback from that meeting, staff believes the best approach moving forward is to provide targeted incentives for specific sites along the Port Washington Road corridor. The current formula that is in place was created to address wholesale redevelopment of one or more parcels and does not work as well for projects where redevelopment of existing structures is contemplated. Staff also believes a targeted approach to specific sites would be more beneficial to the overall look of the corridor and additional city involvement and/or incentives is warranted. Staff believes this targeted approach will also result in a faster pace of development for key sites in the corridor. Based on the matrix that was presented to the board at the last meeting, the approach recommended by staff would be in the middle in terms of aggressiveness and risk.

In addition to the changes proposed above, staff believes a more aggressive approach towards beautification is warranted. There are excess funds available in both TIF#4 and #5 that could be used for enhanced streetscape improvements along Port Washington Road similar to what is being done in the Town Center with funds from TIF #3. Staff believes it is unlikely that this can be achieved through other funding sources and not all improvements can be placed on the private developer for contribution. There has been interest by the city to improve the look of the medians along Port Washington Road and potentially adding some gateway signage.

Analysis

The attached matrix highlights what staff believes are the priority objectives. If the economic development board is amenable to this approach, staff will provide a more detailed analysis at next month's meeting that will include an inventory of sites within each of the two TIF districts. Sites will be evaluated on their potential for redevelopment and what level of involvement the city should play in those efforts. In addition, staff will review the current fast track formula and provide alternative solutions to address other and perhaps specific development scenarios. Staff will also review the current conditions of the streetscape along the corridor to determine what types of improvements may be warranted. Further, staff will provide a timeline for this work, including a possible meeting with the Common Council.

In addition, it is expected that the Economic Development Board will be involved with reviewing recommendations from the Ad Hoc Committee as it relates to architectural design as well as reviewing changes to the zoning of parcels along the corridor.

END OF MEMO

Attachments:

Copy of Chart (XLSX)

	Reaction/Lower Risk/Slow Results	Middle Point	Proactive/Higher Riask/Greater Impact/Quicker Results
<u>Objectives:</u>			
1. Economic Tools	Current Incentive	Modify Incentive for Expanded Applicability	Target Priority Sites
TIF			Consider Assemblage & Acquire Market Case by Case Incentive
RLF	Current Loan Program Based on Job Creation		Modify for Target Priority Sites Assess Other Neighborhoods In Need
2. Regulatory	Update Technical Standards	Modify to Create Distinction by Use / Location	Evaluate Market Need / Trends / Hire Analyst
Zoning	Require Consistency: Specified Waivers		
3. Design	Update Architecture	Form Based: Heirarchy Based on Location	
Guideline / Zoning	Update Site Design	Create Design Board	Offer Matching \$ Program
Site Plan Approvals	Require Consistnecy: Specified Waivers		
4. Beautification		Develop Streetscape & gateway features by location	Hire Design Consultant
TIF		Encourage Project/Fundraising	
Comminuity Orgs			
Examples:	Donges Bay & Cedarburg Road Neighborhood	Port Zedler Motel	Town Center Central Growth

Police & Fire Station: early assessment suggests if a new facility is desired/needed, then a joint facility on the east side is better positioned

Park N Ride: an Intergovernmental Agreement mandates a City responsibility for a park-n-ride

Attachment: Copy of Chart (6173 : Port Washington Road Redevelopment)



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: April 27, 2021
SUBJECT: Overview of Town Center TID Workshop on May 4, 2021

Director Tollefson is leading a discussion with the Common Council on May 4th at 6:00 pm to discuss the financial and redevelopment success of the Town Center neighborhood and provide an overview of the public improvements to date. The Council will discuss the final phase of the Town Center TID and consider any remaining public infrastructure and improvement projects for the neighborhood through TID expenditures. The success of the TID affords the City great opportunity to complete projects and fulfill original policy and project objectives as documented in the TID Project Plan. The TID is set to close in 2028 and the City can authorize expenditures through April 2023, leaving two years to plan for any remaining work. Please review the packet of materials for the May 4th meeting at [Town Center Workshop](#) and consider any expenditures that could be of benefit to continue the economic momentum and further the investment within the neighborhood. Staff will provide a brief overview and then open the discussion for Board commentary.