



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2902
Fax: 262-242-9655

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, May 21, 2024

8:00 AM

North Conference Room

Agenda

- 1) **Call to Order, Roll Call**
- 2) **Approval of Meeting Minutes from February 20, 2024, and March 19, 2024.**
Action requested: review and approve
- 3) **Port Washington Road Market Analysis**
- 4) **Port Washington Road Streetscape Update**
- 5) **Community Survey**
- 6) **Town Center Story Map Presentation**
- 7) **Staff Updates**
- 8) **Announcements**
The next meeting is Tuesday, June 23, 2024, at 8:00 a.m.
- 9) **Adjourn**

Dated: May 17, 2024

/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, February 20, 2024
8:00 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

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

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

2) Approval of Meeting Minutes from January 23, 2024

Action

Board Member Gannon made a motion to approve the January 23, 2024, meeting minutes.
 Board Member Engle seconded the motion.
A voice vote was taken; vote passed ((7-0))

RESULT	Approved [Unanimous]
MOVED BY:	Board Member Gannon
SECONDED BY:	Board Member Engle
AYES:	Carr, Gebhardt, Engel, Gannon, Kramer, Plautz
ABSENT:	Boyd, Johnson, McLean

3) Port Washington Road RFP for real estate market analysis

Assistant Director Jac Zader stated that the interview panel meet on January 29th to review the proposal. The two main concerns are the scope of the proposal and the cost. It was decided not to rush the process with a special EDB meeting, and the applicant submitted an updated RFP and adjusted the price from \$85,000 to \$69,000. He commented that staff is comfortable with the modified scope of the project and recommends approval.

Ald. Gebhardt added that he is supportive of the revised RFP as he believes it aligns with the objective and the city's strategy.

Director Kim Tollefson reminded the Board of how the actions of the EDB are part of the larger context of redevelopment along Port Washington Road and that it includes multiple action steps:

- **Streetscape Plan** - staff will finalize the plan and fall bids will go out for construction to commence in Spring 2025. The timing of construction is purposely delayed so as not to conflict with the I-43 construction. The intent is for the enhancement of public space and aspects.
- **TIF Incentive Policy** - the goal is to provide an economic toolbox with as many options to fit the redevelopment needs as possible.
- **Design Standards** - to cover a variety of commercial style developments. Staff presented this issue to the Planning Commission to begin discussions regarding modifying the design guidelines.
- **Rezoning and Land Use** - changes to be made to address design issues and to provide transparent requirements to developers. The market analysis will help determine what type of zoning should be in place in various areas in the city and capture high priority opportunities.

Action

Board Member Kramer made a motion to recommend the RFP to the Common Council.

Alderman Gebhardt seconded the motion.

A voice vote was taken; vote passed ((7-0))

RESULT	Approved [Unanimous]
MOVED BY:	Board Member Kramer
SECONDED BY:	Alderman Gebhardt
AYES:	Carr, Gebhardt, Engel, Gannon, Kramer, Plautz
ABSENT:	Boyd, Johnson, McLean

4) Annual Revolving Loan Fund Program Report

Director Tollefson stated that she will provide an RLF update annually to the Board every February.

She commented that she worked together with the Finance Director to follow up on an outstanding loan. It has since been paid and that account is currently in good standing.

5) Staff Updates

Asst. Dir. Zader stated that he had Placer.ai present a demo for the county EDB. Although there is interest by some of the other communities, he is not certain that there would be funds to support this service and it would not be feasible until 2025 budgets are in place.

Director Tollefson stated that staff is continuing to push forward with the southwest industrial zoning initiative. She reminded the Board that the Council directed staff to hire a consultant to further the sewer service analysis. The preliminary review by the Deputy Director of Service and Utilities indicated that it is more complicated than originally anticipated. There are dollars budgeted in the 2024 budget to address some of the issues and that an RFP will go out this month with the intent of awarding the contract and work completed in the 2nd quarter. The sewer analysis will identify for the city how to masterplan as development incrementally happens, the developers can be directed on the correct size of mains, how to properly place the sewer for interconnectivity and how to assess cost of the sewer infrastructure and evaluate whether it is an appropriate expenditure that can be passed onto developers.

Staff answered questions from the Board regarding various developments and projects in the city.

6) Announcements

The next meeting is a special meeting on Tuesday, March 19, 2024, at 8:00 a.m.

7) Adjourn

Action

Board Member Gannon made a motion to adjourn the meeting.

Board Member Sipiora seconded the motion.

A voice vote was taken; vote passed ((7-0))

The meeting was adjourned at 8:55 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development



11333 N. Cedarburg Road
 Mequon, WI 53092
 Phone: 262-236-2903
 Fax: 262-242-9655

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

Minutes

1) Call to Order, Roll Call

Present:

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

Acting Chairman McLean call the meeting to order at 8:00 a.m.

2) Closure of Tax Increment District #2 (Mequon Business Park - Phase II)

1. **RESOLUTION 4110** A Resolution Dissolving Tax Incremental District No. 2, and Authorizing Distribution of Excess Incremental Revenue to the Affected Taxing Jurisdictions

Action

Alderman Gebhardt made a motion to recommend closing TID #4 to the Common Council.
 Board Member McLean Seconded the motion.
A voice vote was taken; vote passed (5-0)

RESULT **Approved [Unanimous]**
MOVED BY: Alderman Gebhardt
SECONDED BY: Board Member McLean
AYES: Sipiora, Gannon, Kramer,
ABSENT: Boyd, Johnson, Carr, Plautz, Engel,

3) Announcements

The next meeting is Tuesday, April 30, 2024, at 8:00 a.m.

4) Adjourn

Action

Board Member Sipiora made a motion to adjourn the meeting.

Alderman Gebhardt Seconded the motion.

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

Respectfully Submitted,

Kim Tollefson

Director of Community Development



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: May 21, 2024
SUBJECT: Port Washington Road Market Analysis: Phase I Baseline Summary Report

Background & Analysis

Redevelopment Resources' Principal and CEO, Kristen Fish-Peterson, presented a summary of the Phase I Baseline Report for the Port Washington Road Market Analysis that was initiated in April of 2024. The report includes demographic, geographic, workforce and economic data, as well as stakeholder engagement and an external market analysis of nearby commercial areas (e.g., Bayshore Mall, Village of Grafton, Mequon Town Center, etc.). Please find attached a copy of the Phase I Baseline Summary Report for the Port Washington Road corridor, between County Line Road and Glen Oaks Lane.

The market analysis is one of several on-going efforts intended to support redevelopment of the City's east side commercial corridor. Amongst others, these efforts include:

- A revised Incentive Policy for Tax Increment Districts Nos. 4 and No. 5 Incentive
- Streetscape Plans for Port Washington Road from Mequon Road to County Line Road
- Architectural Design Standards for Port Washington Road

Committee of the Whole

The Common Council Committee of the Whole discussion provided the following comments:

- Workforce population is low and retirement age population is high - keep this in mind as commercial services and housing demand is evaluated
- Well educated, high income residents
- Service is the largest commercial industry
- All industry categories are growing in Ozaukee County
- Stakeholder input suggests opportunities for age in place housing and residential uses at the north end of the study area and an interest regarding demand for entertainment and indoor recreation
- Medical specialties could be a cluster industry
- Grafton Commons, Mequon Pavilions and the Town Center generate similar visitor traffic
- Additional evaluation of the secondary markets of Green Bay, Madison and Chicago is of interest
- Further information on the type of general merchandise that is in demand is requested
- Office and residential condominium development that exist in the study area is lagging and appears dated, consideration of the barriers to redevelopment, due to ownership or others, is requested

- Commercial use diversity exists, a strategy for enhancement should be considered
- Hotel opportunities may be present based on preliminary data
- Further assessment of the market gap within the 5-mile radius is requested

Next Steps

The project's next steps are as following:

- Trend analysis
- Inventory of commercial and residential projects
- Occupancy and vacancy calculations for commercial and residential sectors
- Gap Analysis
- Analysis of the highest and best use of key sites
- Identification of high-value opportunities
- Recommended action steps to achieve short-, mid-, and long-term goals

The analysis is projected to be complete by September 2024.

Recommendation

The Board is asked to review the data, determine if any additional baseline information is needed to advance the objectives of the next steps and document any additional observations of the data generated to date.

Attachments:

Full Mequon Baseline Report1 (DOCX)



Mequon – Port Washington Road Corridor Study Baseline Report

Initial work for the Port Washington Corridor Study project, as proposed, included a review of internal documents, gathering and analysis of demographic, geographic, workforce, economic data. It also included a competitive analysis, and analysis of trends locally, regionally, and nationally as they relate to commercial real estate development. Culminating in a baseline report, this data and analysis will inform the remainder of the study.

Internal Document Review

Goals stated on the Community Development Department web site as they related to Port Washington Road include the following:

- Develop policies, zoning, text amendments and tools for the Port Washington Road corridor to plan for redevelopment and future, new development opportunities.
- Contract and construct Port Washington Road public streetscaping improvements.

Tax Increment Financing

Tax Increment Financing Districts #4 and #5 cover areas along Port Washington Road. Both districts were created in 2012, and both are rehabilitation/conservation districts. Each project plans estimated expenditures totaling approximately \$5 million and estimated new tax based created to be roughly \$24 million in each district. Both districts' project plans also stated that it was anticipated 70% of new development within district boundaries would be retail. However, the project boundary map for TID #4 indicates commercial and institutional uses, and the map for TID #5 indicates commercial and residential uses. Both districts anticipated expending incentives to developers as the primary use of funds in the districts.

Comprehensive Plan

Goals stated at the beginning of the comprehensive plan (as they relate to Port Washington Road) include:

- Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
- Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state government, and utility costs.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
- Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local level.
- Preserve and enhance Mequon's rural and small-town character.
- Retain and foster the City's healthy and vital commercial areas.
- Ensure Well-Designed, Visually Attractive Development While Preserving the City's Existing Small Town Character
- Develop and Retain a Diverse Tax Base
- Develop a Proactive Economic Development Strategic Plan

There is a section of the Comprehensive Plan that lists desirable business types for the City. Those business and industry types include;



- Biotechnology, including the biomedical technology industry
- Health care, including home healthcare firms and facilities such as RCACs and CBRFs
- Information systems, including software development and data processing
- Communications media, including computer/web-based/electronic and print
- Construction industry
- Entrepreneurial companies and independent businesses led by visionaries that will attract venture capital to the City and produce new ideas in fields such as computer technologies and biotechnology
- Research and development firms
- Manufacturing, including advanced technology manufacturing and niche manufacturing such as the plastics and medical industries and manufacturing that requires high precision and low product volume
- Developers specializing in providing housing for seniors, including senior living arrangements
- Educational institutions
- Educational support services
- Necessity retail, such as grocery stores, in areas of the City that are currently underserved
- Financial services, including financial planning, banking, online support facilities, and processing facilities
- Business incubators that provide shared services for small businesses looking for cost efficient start-up facilities, which may grow into larger businesses and expand in Ozaukee County
- Small businesses and home-based businesses
- Niche agriculture, including organic farming; food production for local restaurants, micro-breweries, and other niche marketing; and crop production for the bio-fuel industry
- Dairy farming and other types of agriculture existing in the City
- Additional restaurants, both locally owned and franchises
- Alternative fuel suppliers

The goals listed on the City's website, within TID project plans, and in the comprehensive plan are all consistent with encouraging development and redevelopment along the Port Washington Road corridor.



Demographic, Geographic, Workforce and Economic Data

Population and Household Trends

The City of Mequon's population grew by approximately 2,400 residents between 2010 and 2023 to 25,631. The study area grew by about 90 residents during the same period and is estimated at 1,862 in 2023. Esri estimates the city's population in 2028 to be 25,685 and the study area to be 1,881. While the population continues to increase in real numbers, the annual growth rate is slowing down. According to Mequon's Comprehensive Plan, the projected 2035 population for the City of Mequon planning area is 29,480, which is a 30.2 percent increase over the 2000 population of 22,643. The 2035 regional land use plan envisions a future population range of 27,264 to 31,695 persons for the City of Mequon sewer service area, while a continuation of recent trends would result in about 31,082 City residents in 2035, compared to 22,643 residents in 2000.

Ozaukee County grew by 1.2% between 2020 and 2022. Growth was mixed among the 10 most populous municipalities, but the countywide rate outpaced statewide growth (0.9%). Ozaukee County ranks 8th in the state for population density, despite having no definitive urban center. Its 92,623 residents are spread across the county. The largest municipality, Mequon, is about twice the size of Port Washington, which is designated as the county seat. A key difference between the two communities is location. Milwaukee is more accessible from Mequon, and many of the residents are employed in the much larger neighbor to the south.

	2020 Census	2022 Final Estimate	Numeric Change	Percent Change
Mequon, City	25,142	25,141	-1	0.0%
Port Washington, City	12,353	12,853	500	4.1%
Cedarburg, City	12,121	12,446	325	2.7%
Grafton, Village	12,094	12,269	175	1.5%
Cedarburg, Town	6,162	6,180	18	0.3%
Grafton, Town	4,355	4,372	17	0.4%
Saukville, Village	4,258	4,247	-11	-0.3%
Thiensville, Village	3,290	3,288	-2	-0.1%
Belgium, Village	2,421	2,473	52	2.2%
Fredonia, Village	2,279	2,280	1	0.0%
Ozaukee County	91,503	92,623	1,120	1.2%
Wisconsin	5,893,718	5,949,155	55,437	0.9%

Source: WI Dept. of Administration, Demographic Services Center

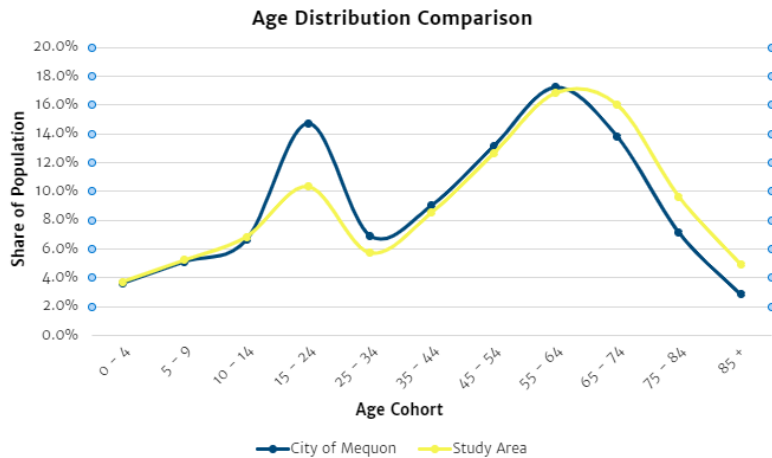
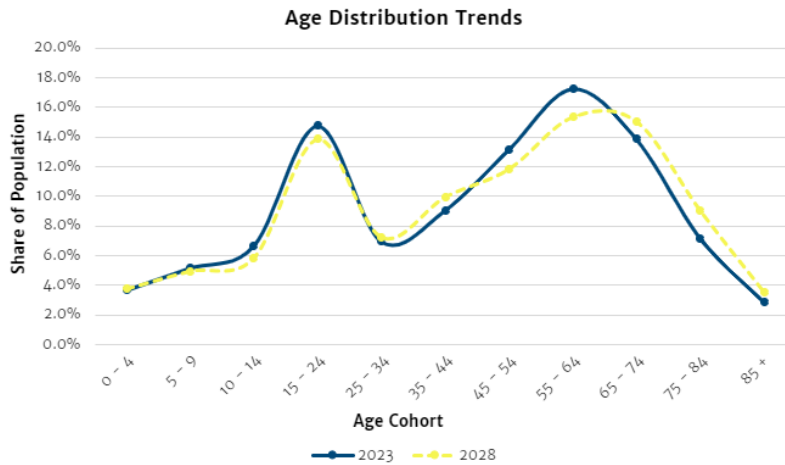
The story, however, is a little different for households. In 2000, there were 7,861 households with an average size of 2.52 persons per household in the City of Mequon. Between 2010 and 2023, there was an increase of



approximately 1,030 households in the city. Esri estimates there are 9,681 households in the city and 915 in the study area in 2023.

Households increased at a slightly faster rate between 2020 and 2023 particularly in the study area. This rapid growth rate is likely due to the shrinking average household size and natural growth. However, Esri predicts that household growth will mirror population growth by 2028.

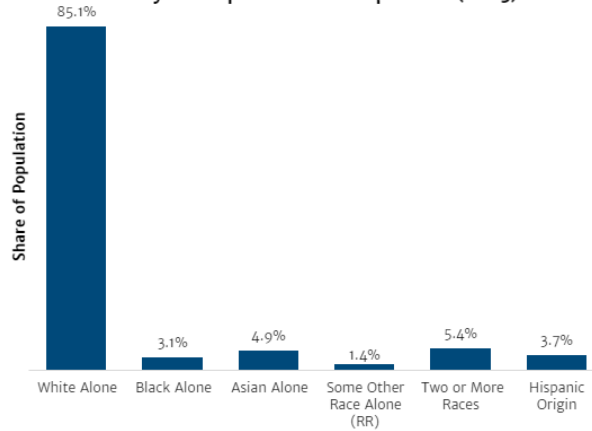
Compared to the rest of the city, the age distribution of the study area tends to be those of retirement age or older, which could be explained by the presence of Newcastle Place, an assisted living community. By 2028, Esri predicts that the share of Mequon’s population by age cohort will decline in each category except for those between ages 35–44 and those above retirement age. The working-age population is 25–64. Therefore, it is anticipated that this, the largest share of the city’s population, is also expected to decline. Declining birth rates and an aging population are factors in this calculation.



The racial composition of both the city and the study area is mostly white (85.1% and 88.1% respectively). The largest minority category is of two or more races.



City of Mequon Racial Composition (2023)



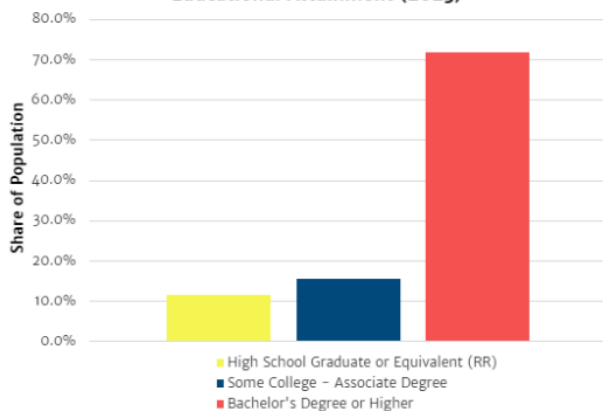
Education, Employment, and Income

Residents of the city tend to be highly educated professionals in services such as the following:

- Professional/Scientific/Tech Services
- Management of Companies/Enterprises
- Admin/Support/Waste Management Services
- Educational Services
- Health Care/Social Assistance
- Arts/Entertainment/Recreation
- Accommodation/Food Services

Educational attainment is high for the City of Mequon, with 72% of residents holding a bachelor's degree or higher. Fifteen percent of residents have some college or an associate degree.

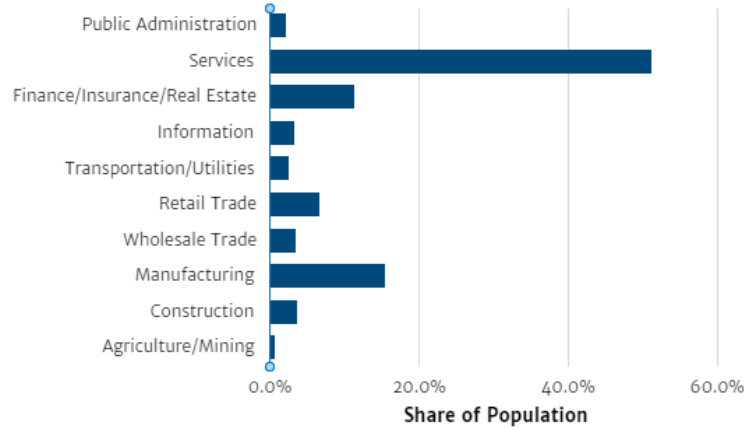
Educational Attainment (2023)



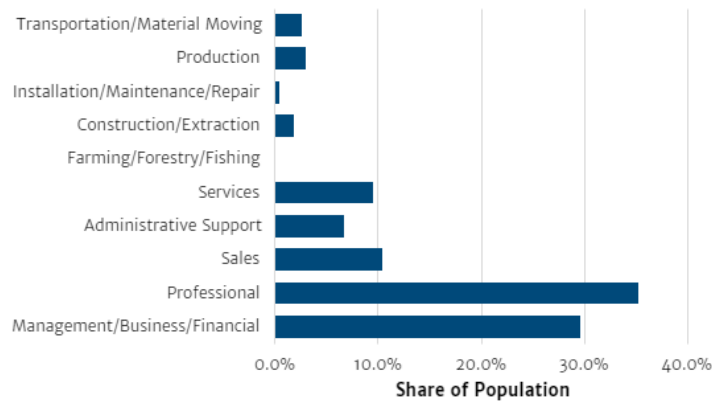
Employment in Mequon is dominated by services, followed by manufacturing and finance/insurance/real estate. As noted in the second graphic, the services category is filled with occupations in professional and management, business, and hospitality service (and other) occupations.



Employed Population 16+ by Industry (2023)



Employed Population 16+ by Occupation (2023)



Industry Employment Projections

The workforce is constantly evolving as workers retire, change careers, take promotion opportunities, or complete retraining. DWD's projections methodology accounts for these types of job changes. The state is split into 11 Workforce Development Areas (WDAs), and projections are updated every two years. Ozaukee County is part of the WOW WDA that also includes Waukesha and Washington County. The industry employment projections below are for the WOW WDA.

Attachment: Full Mequon Baseline Report1 (9392 : Port Washington Road Market Analysis)



Industry	2020 Employment	Projected 2030 Employment	Employment Change	Percent Change (2020-2030)
Total All Industries	364,810	401,378	36,568	10.0%
Natural Resources and Mining	1,774	1,970	196	11.1%
Construction	21,512	23,505	1,993	9.3%
Manufacturing	64,310	67,837	3,527	5.5%
Trade, Transportation, and Utilities	66,178	71,685	5,507	8.3%
Information	4,119	4,217	98	2.4%
Financial Activities	21,120	22,852	1,732	8.2%
Professional and Business Services	41,579	50,228	8,649	20.8%
Education and Health Services	69,233	74,974	5,741	8.3%
Leisure and Hospitality	27,245	33,021	5,776	21.2%
Other Services (except Government)	19,658	21,941	2,283	11.6%
Public Administration	10,438	11,035	597	5.7%
Self Employed and Unpaid Family Workers	17,644	18,113	469	2.7%

Regional employment is expected to grow by 10.02% or 36,568 jobs from 2020 to 2030. Statewide employment is projected to grow at a slower rate during the same timeframe (6.29%). Growth is projected to be stronger in service industries than product industries, due to a projected rebound in leisure and hospitality. Note that these projections only forecast levels of filled positions rather than potential demand, which can further illustrate the issues associated with an aging population. Job growth is expected to continue, despite declines in labor force levels. Employers find it difficult to replace workers even if overall employment in the industry declines. Businesses already face difficulty replacing retirees' positions, and this difficulty will expand to filling new openings, too. This could constrain job growth by limiting expansion.

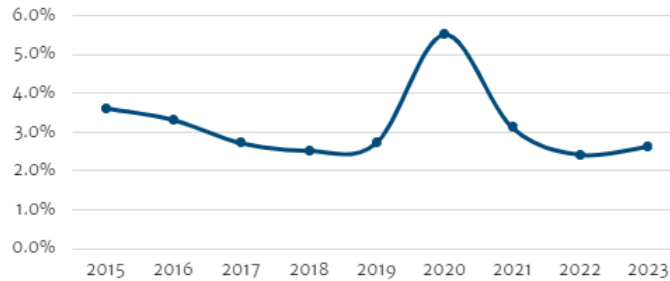
Although solutions will be different for each business, they will likely include a combination of talent pipeline development, increased focus on talent attraction and retention, engagement of under-utilized populations, increased automation, and retention of retirees in non-conventional work arrangements. (Excerpt taken from the Ozaukee County Workforce Profile, Wisconsin Department of Workforce Development, 2022).

According to [Wisconomy](#), Ozaukee County had 49,050 people in the labor force in 2022, and that number has grown to 49,543 people in 2023. This is a significant increase in the labor force over the past year.

Unemployment information was not available for the city; therefore, the unemployment rate of the county was examined. Unemployment spiked in 2020, but by 2022 recovered to its pre-COVID levels and remains at less than 3%.

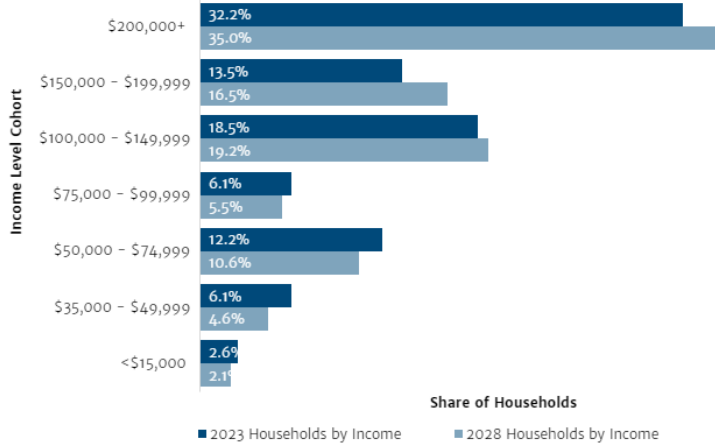


Ozaukee County Unemployment Rate Trends (2015-2023)



The median household income is \$134,930 and Esri predicts that this will increase to \$153,311 by 2028. The largest share of resident households earns more than \$200,000 annually. The 1999 median annual household income for the City of Mequon was \$90,733.

City of Mequon Households by Income Trends



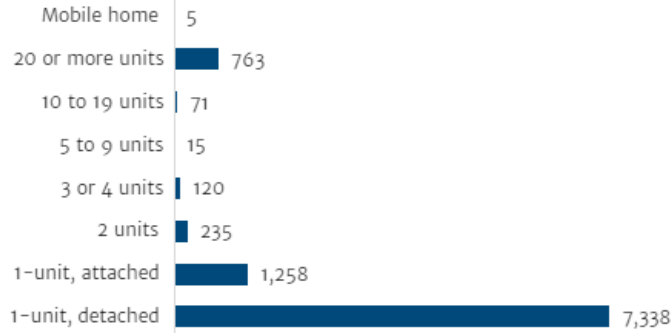
Since population growth, employment growth, and income growth are factors of housing demand, these factors will be further analyzed in the housing section of this report.

Housing

The housing market in Mequon consists of approximately 9,805 total units of housing including (mostly) single family homes, condos, apartments, and mobile homes as shown in the graphic below.



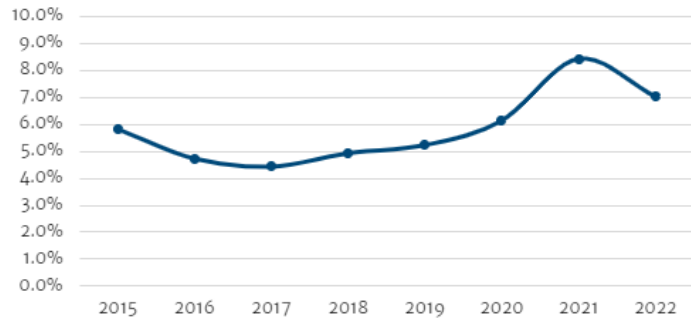
Housing Units by Type (2022)



The market has a healthy vacancy rate, which was trending downward from approximately 7% in 2022.

It is possible that vacancy rate is even lower when considering that in April of 2024, there were 19 homes sold; eight were sold under asking price, two were sold at asking price, and nine were sold over asking price. This shows there is healthy demand for residential properties in Mequon.

Vacancy Rate Trends (2015-2022)



According to [Rocket Homes](#) Mequon continues to be a seller’s market for residential for-sale units. In April of 2024, the median sold price was \$610,000, and the median sold price in each bedroom category increased over the 2023 median sold price. The Mequon housing market is not the most expensive market compared to nearby cities, but sees the second highest median sold price.

# BEDROOMS	APR 2023	APR 2024	CHANGE
1 Bedroom	\$150K	\$166K	+10.7% ↑
2 Bedrooms	\$345K	\$376.5K	+9.1% ↑
3 Bedrooms	\$432K	\$502.7K	+16.4% ↑
4 Bedrooms	\$640K	\$700K	+9.4% ↑
5+ Bedrooms	\$969.9K	\$1.1M	+22.5% ↑

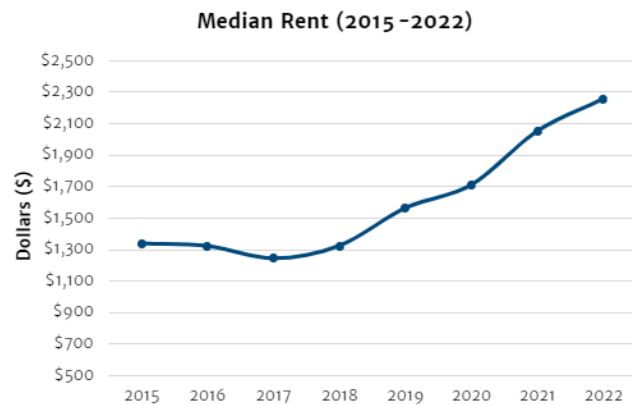
CITY	APR 2023	APR 2024	CHANGE
Mequon	\$490K	\$610K	+24.5% ↑
Cedarburg	\$447K	\$467.9K	+4.7% ↑
Bayside	\$480K	\$500K	+4.2% ↑
Thiensville	\$316K	\$325K	+2.8% ↑
River Hills	\$768.9K	\$636K	-17.3% ↓



Median rent has been increasing for the last several years. This is occurring in markets across the state and country and is not unique to Mequon. More and more residents are choosing to rent, from young singles and couples to empty nesters who don't want to care for yards and snow removal anymore.

Commercial property vacancies are primarily made up of small office spaces inside larger multi-tenant office buildings. According to LoopNet, office space available totals between 15,129 sq. ft and 30,317, in spaces between 111 sq. ft., all the way up to 6,566 sq. ft.

Retail space available is approximately 6,800 sq. ft., and there is one large available site on the market at approximately 4 acres, marketed as a pad site available for retail development. Retail spaces at the Mequon Pavilions are reportedly fully occupied.



Stakeholder Engagement

Stakeholders were engaged in individual interviews. Interviewees included Chamber of Commerce staff, Ozaukee County Economic Development staff, multiple investor/developers, commercial real estate brokers, business owners, and City staff.

Those interviewed agreed that the new interchange at the south end of the study area will make things on Port Washington Road more accessible and have an overall positive impact. They also all shared the thought that more office space is not needed on Port Washington Road, unless there is a single large office user which has a building constructed for their use. One person questioned if existing office space is using all the surface parking that is allocated to each building. The thought was voiced that other buildings could be constructed on some of the existing parking lots, if parking were not being used by the office tenants.

A few of those interviewed were interested in more housing along Port Washington Road, specifically townhomes and high-density market rate multi-family, located at or near the northern end of the study area.

Although there is a significant presence of medical sector uses, specialty medical would be a cluster worth exploring. Certain outpatient clinics, med-spa, personal care, and wellness-related businesses could support a strong cluster of health and wellness entities along the corridor.

The restaurants located on Port Washington Road appear to be busy and do good business. While those interviewed believe more restaurants are welcome, it did not seem as if there was a high demand for more restaurants in the study area.

Some interviewees believe there is space in the market for more high-quality assisted living facilities, due to the alleged waiting list at Newcastle Place.



Other potential uses which could be located on Port Washington Road include business to business goods & services, family entertainment complexes, a daycare/KinderCare, and a hotel.

Competitive Analysis

The following retail nodes were identified as potential comparisons with Mequon Pavilions, which is part of the study area, to analyze comparable retail nodes similar in area and the potential impact to the corridor: Mequon Town Center, Bayshore Mall, and Grafton Commons.

Mequon Town Center



Mequon Town Center is an urban-density development located on three acres adjacent to the civic campus. The community includes approximately 36,000 square of retail, 33,000 square feet of luxury apartments, and an American Legion post. Collectivo Coffee, Café Hollander, The Ruby Tap, salons, and other services fill the center.

The Town Center development was completed in 2019 and has complemented other retail and commercial activity in the core of Mequon. The Mequon Public Market boasts numerous tenants, including a florist, ice cream, brew pub and several food vendors.

Spur 16 is a 14-acre residential neighborhood comprised of luxury townhomes and market rate multi-family development.

Bayshore Mall



Bayshore Mall is an outdoor, regional mall in Glendale, WI, approximately 6 miles south of the study area. It currently has 86 total stores, restaurants, banks, and other types of services.

It is currently anchored by Barnes & Noble, Kohl's, Total Wine & More, and Target along with one of the Milwaukee area's two Apple Stores.

Included in the are several entertainment offerings including a cinema, creative arts space, board game place. Coming soon is Kids Empire. Kids Empire is a secure indoor children's entertainment center that features mazes, slides, rides, creative building games, climbing, bouncing, and ball pits. In addition to a large, multi-level playground, there will be a smaller playground for infants and toddlers.

Kids Empire is a screen-less environment where children of all ages can enjoy playtime. Also opening May 2024 is The Tap, a lively beer garden experience featuring 36 craft beers from local and regional brewers, as well as a



variety of wines and hard seltzers. The Tap at Bayshore will be located adjacent to The Yard, the large, open-air community and entertainment space located in the heart of Bayshore.

Events are scheduled and promoted at Bayshore throughout the year, including Cinco de Mayo, Mother’s Day brunches, blood drives, Ultimate Ladies Night Out, and Fly Fishing 101.

Grafton Commons



Located approximately 8 miles north in the Village of Grafton, Grafton Commons is a Class A shopping center located at the I-43/Hwy 60 interchange, with over 1,800’ of I-43 frontage.

Anchors include Costco, Ulta, Kohl’s, Dick’s Sporting Goods, TJ Maxx, PetSmart, Michaels, Steinhafels, and Aldi. South of Hwy. 60 is more commercial development including Target, Home Depot, Meijer, Office Max, and a variety of smaller stores.

There is an available site where surface parking is currently. This indicates that there is plenty of parking and the developers wish to maximize development of the site.

There are at least two hotels including Comfort Inn and Suites, and Hampton Inn (east of I-43).

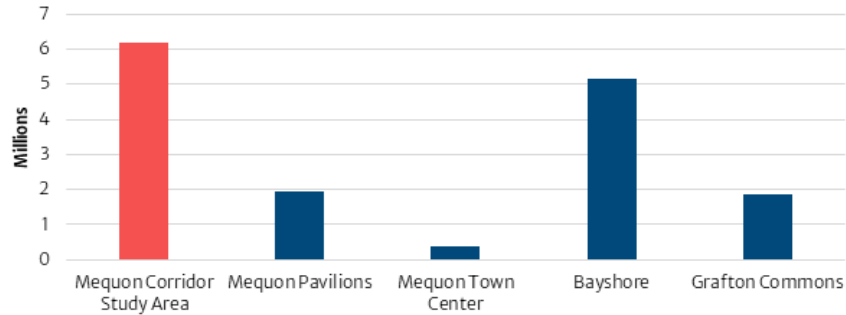
Visit Trend Comparison

Using Placer.ai, foot traffic counts that were more than 10 minutes in duration from January 1, 2023, to December 31, 2023, were analyzed. Bayshore Mall had the highest traffic counts by all metrics. Total visit counts to Mequon Pavilions (1.93M) exceeded both the Town Center and Grafton Commons (1.86M). However, while the total visit count to Grafton Commons is less than Mequon Pavilions, the visitors to Grafton Commons visit more frequently.

Attachment: Full Mequon Baseline Report1 (9392 : Port Washington Road Market Analysis)

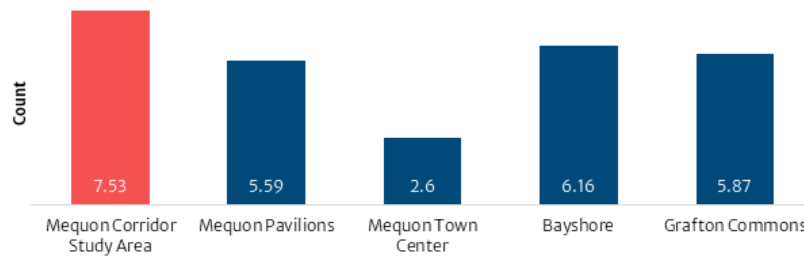


Visit Count Comparison



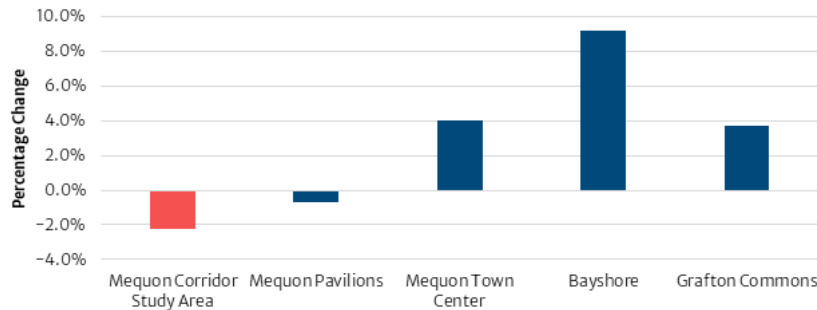
Source: Placer.ai, metric comparison of competitive retail nodes and visits of greater than 10 minutes in duration (2023).

Visitor Frequency Comparison



Source: Placer.ai, metric comparison of competitive retail nodes and visits of greater than 10 minutes in duration (2023).

Visit Change Year-Over-Year

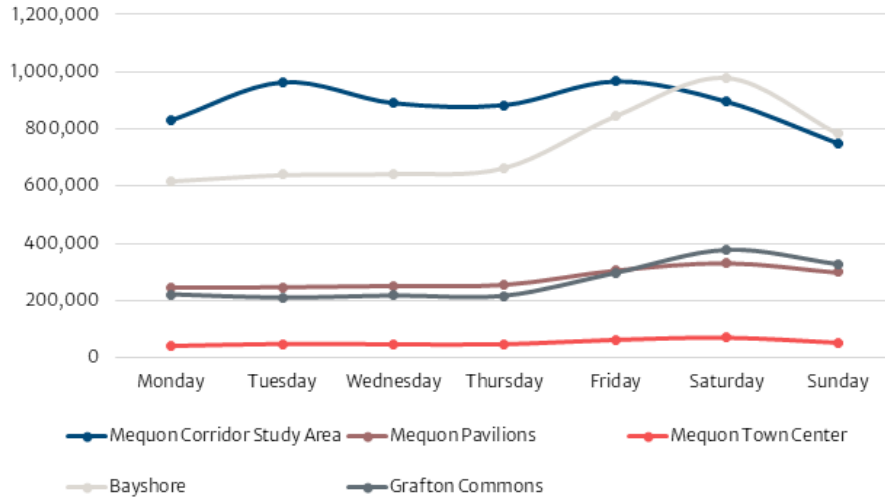


Source: Placer.ai, metric comparison of competitive retail nodes and visits of greater than 10 minutes in duration (2023).

Mequon Pavilions and Grafton Commons have remarkably similar traffic patterns in terms of day of the week and time of day visits occurred. Mequon Pavilions has more weekday traffic while Grafton Commons has more traffic on the weekends. Bayshore Mall is also primarily a weeknight and weekend destination while the Town Center has consistent traffic throughout the week.



Daily Visit Comparison by Retail Node

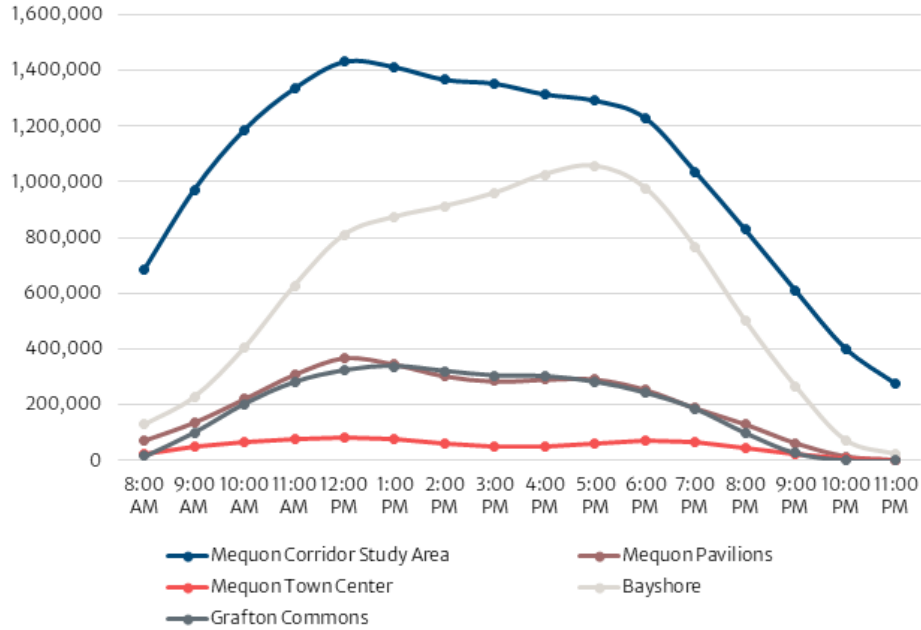


Source: Placer.ai, weekday visit comparison of competitive retail nodes and visits of greater than 10 minutes in duration (2023).

The Port Washington Road Corridor study area has the highest visitor traffic of all the areas studied. This may be because Port Washington Road is a corridor through which people travel, whether to work at the medical complex on Port Washington Road, or through the community, avoiding the interstate. Traffic to the other shopping centers likely travels on I-43 directly to the shopping center and back again, not using that shopping center area as a through-way to other destinations.

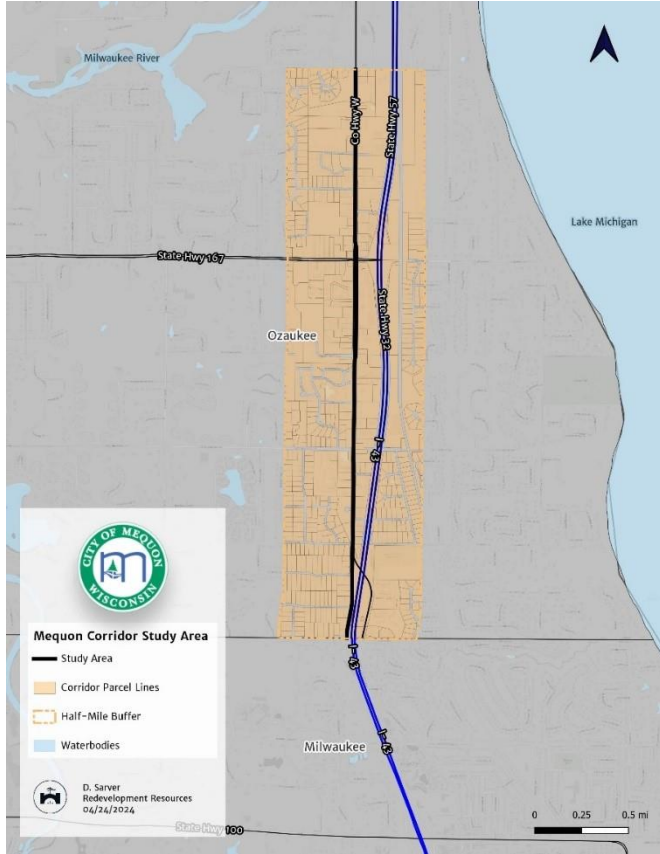


Hourly Visit Comparison by Retail Node



Source: Placer.ai, hourly visit comparison of competitive retail nodes and visits of greater than 10 minutes in duration (2023).

Trend Analysis



The corridor study area stretches approximately three miles along Port Washington Road (County Highway W) from County Line Road on the south end to Glen Oaks Lane on the north end and approximately a quarter mile on either side. State Highway 57/Interstate 43 is also a heavy traffic transportation corridor that runs nearly parallel to Port Washington Road.

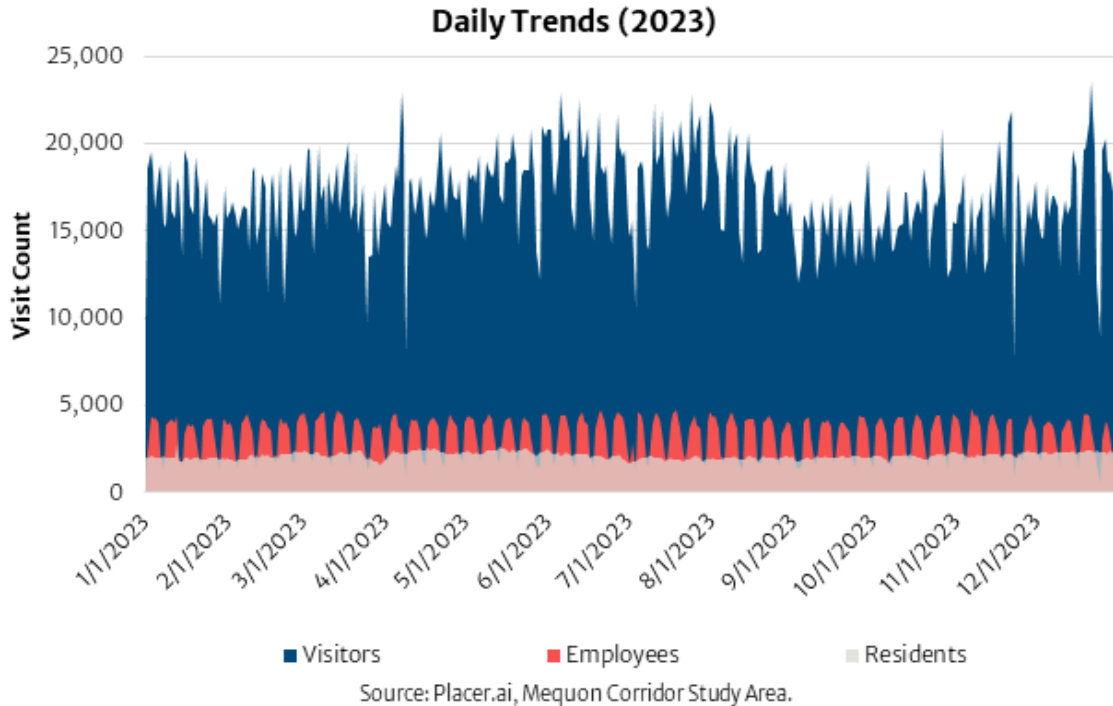
Placer.ai is a location analytics provider that allows researchers to analyze locations or geographic areas by audience type. Placer receives third party data from cell phone providers and characterizes the location data by audience type. Audience types include visitors, employees, and/or residents based on the visit frequency, time of day, number of days, and duration of a “visit”.

From January 1, 2023, to December 31, 2023, there were 820,094 visitors to the area. These visitors may include residents and employees of Mequon that do not live or work within the study area. During the same period, there were 8,066 employees and 2,589 residents within the study area. Visit frequency refers to the number of times the audience type frequented the area within the time frame.

Visits by visitors to the corridor study area have declined over the past couple of years, however, visits by residents and employees have increased significantly since 2020. There were a few days during that time frame that were inconsistent with the visitor trends in general. Further research indicates that it is possible that medium- heavy snowfall as well as holidays impacts the number of visitors to the area. However, unusually high volumes of visitors tend to frequent the area the business day before a holiday.

Mequon Corridor Study Area

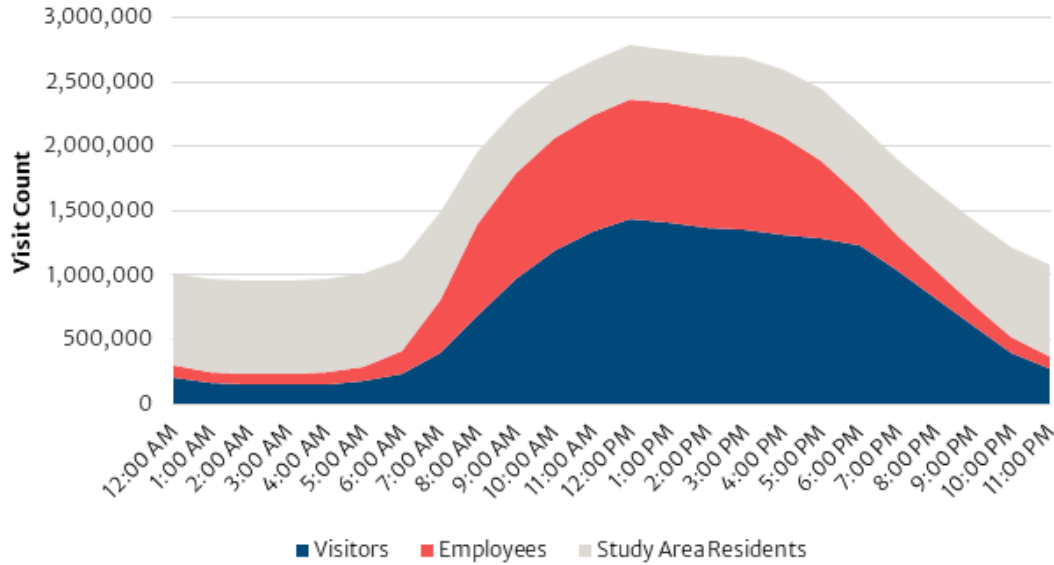
	Visits	Visit Frequency	Visits Change		
			since 2022	since 2021	since 2020
Visitors	6,175,158	7.53	-2.2%	-2.6%	11.4%
Employees	1,220,181	151.27	17.3%	22.6%	8.7%
Study Area Residents	777,923	300.46	14.8%	14.9%	9.0%



Sundays tend to be the lowest traffic day of the week. Traffic begins to pick up after 6:00 am and resumes its baseline by 10:00 pm. There were no visits to the corridor less than 10 minutes. The majority of visits are 15–29 minutes long or greater than 150 minutes by visitors. Employees and residents most commonly visit the area for more than 150 minutes.

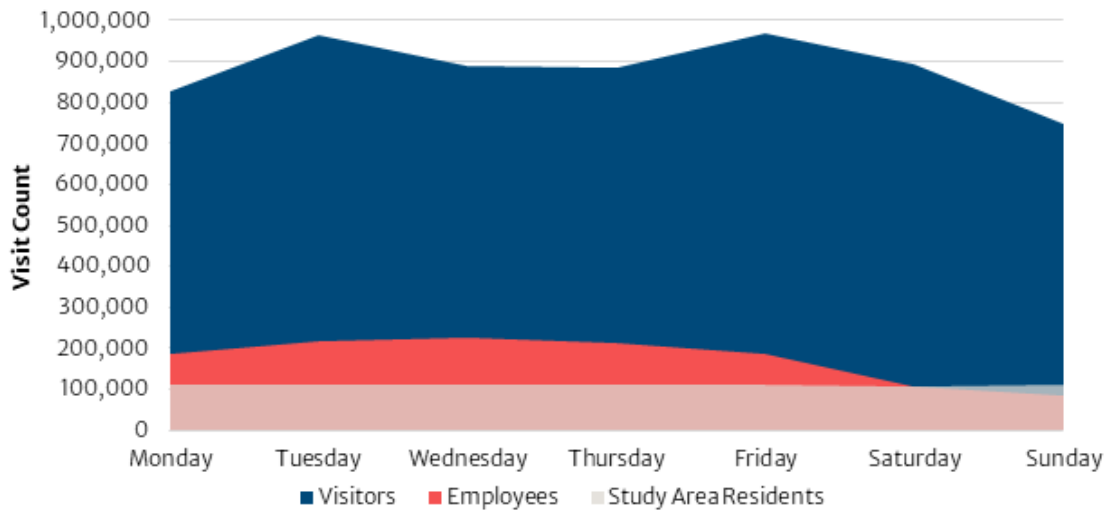


Visits by Time of Day (2023)



Source: Placer.ai, Mequon Corridor Study Area.

Visit Trends by Day of the Week (2023)



Source: Placer.ai, Mequon Corridor Study Area.

There are three places that are the favorite places to visit for all audience types: Bayshore, Marcus Theaters, and Mequon Pavilions. Employees and residents within the study area frequent local grocery stores and other local retail locations. Other favorite places of visitors include entertainment venues such as the state fairgrounds and major league baseball stadium, American Family Field, as well as O'Hare airport.

Top 10 Favorite Places by Audience Type

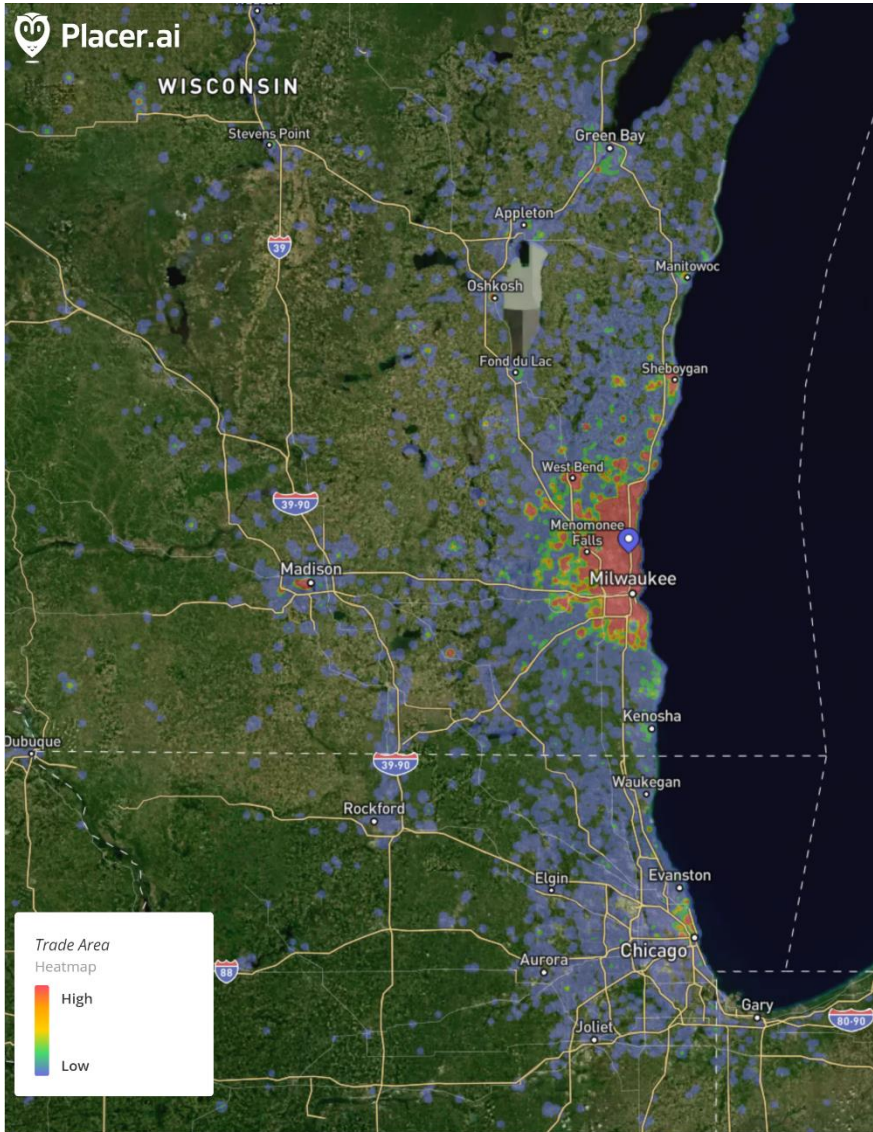
Audience Name Distance (Miles)

Attachment: Full Mequon Baseline Report1 (9392 : Port Washington Road Market Analysis)



Visitors, Employees, and Residents	Bayshore	6.4
	Marcus Theatres	1.2
	Mequon Pavilions	0.3
Visitors and Employees	Mayfair	12
	White Stone Station	9.5
Employees and Residents	Metro Market	1
	Marshalls	0.3
	Grafton Commons	7.5
	Sendik's Food Market	0.2
	Riverpoint Village Shopping Center	2.7
Visitors	American Family Field	13
	Brookfield Square	15.6
	O'Hare International Airport	85.3
	The Mayfair Collection	11.6
	Wisconsin State Fair Park	14
Residents	Costco Wholesale	7.7
	Walgreens	0.6

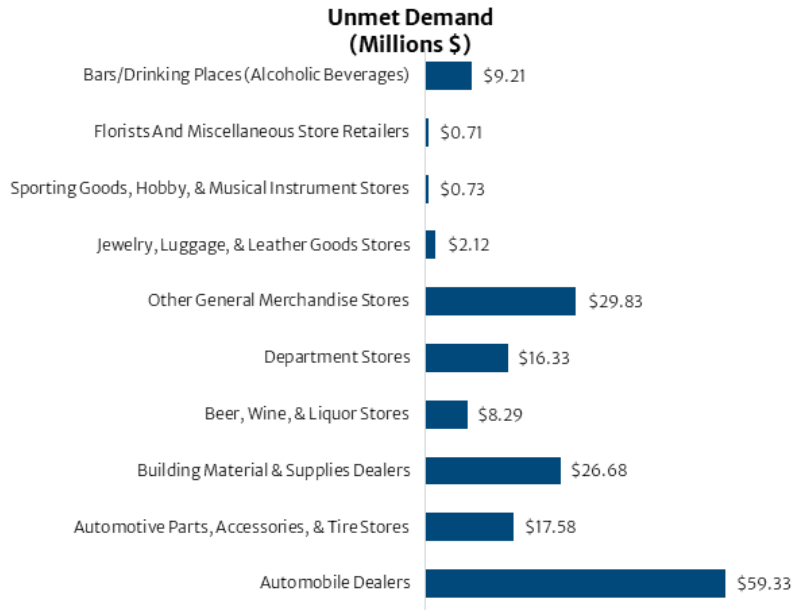
Visitor Trade Area and Market Outlook



Mequon Corridor Study Area | | Jan 1st, 2023 - Dec 31st, 2023
 Data provided by Placer Labs Inc. (www.placer.ai)

This map illustrates the true trade area (100% of visits by visitors) from Jan. 1, 2023 to December 31, 2023. Naturally, most visitors are from the Greater Milwaukee Area, however, Green Bay and Chicagoland may be considered secondary markets. Due to its proximity, however, to the Milwaukee market, the supply and demand of goods and services was limited to a five-mile radius. The following chart illustrates those business types in which demand exceeded supply which means the captured market left the area for these types of goods and services.

Attachment: Full Mequon Baseline Report1 (9392 : Port Washington Road Market Analysis)



Data Source: Placer.ai. STI: Market Outlook of Potential Market for 100% of visits within 5 miles of the study area from 01/01/2023 to 12/31/2023 benchmarked to state.

Future work for the Port Washington Road Market Analysis will include planning and data analysis for:

- Trend analysis
- Short-, mid-, and long-term opportunities for retail, office, and residential development
- Absorption rates, vacancy rates, inventory of space, rental rates, and other factors to determine viability of each category of commercial, service, medical, educational, hospitality, recreation, and residential uses.
- Redevelopment sites will be identified and prioritized based on their availability, access, size, function, and recommended future use.
- Any potential future changes to zoning will be identified.
- The area will be studied for potential regional or clustering, identification of transformative redevelopment, potential economic drivers, and other high-impact opportunities.



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: May 21, 2024
SUBJECT: Port Washington Road Streetscape Plan Update

The attached memo and Exhibits were discussed at the May 14th Common Council meeting. Staff will provide an overview of the results at the Board meeting.

Attachments:

2023 memo (DOCX)
Exhibit A (PDF)
Exhibit B (PDF)
Exhibit D (PDF)

Background

The attached streetscaping concept plan (Exhibit A) for TID No. 4 and TID No. 5 along the Port Washington Road corridor from County Line Road to Mequon Road is being presented to the Common Council for review and input. The plan is a culmination of over a years' worth of review and analysis by various committees and the City's landscape consultant, Harwood Engineering. The consultant estimates the cost to complete all the improvements, as shown, would be approximately \$1,000,000. Currently, TIF 4 and TIF 5 have approximately \$1,350,000 in cash reserves as of 2021 (see Annual Reports). The chronology of decisions to this point is as follows:

Economic Development Board Meeting - November 16, 2021:

The Economic Development Board recommended that existing and future unallocated increment in TIF Districts #4 and #5 should be used for the planning and implementation of public improvements along the Port Washington Road corridor from County Line Road to Mequon Road.

Port Washington Road Ad Hoc Design Committee Meeting - December 9, 2021:

The Port Washington Ad Hoc Design Committee recommended that the City hire a consultant to design streetscaping improvements along Port Washington Road from County Line Road to Mequon Road.

City Issues a Request for Proposals for Design Services - February 4, 2022:

The City received two responses to the RFP and conducted interviews with the two applicants on March 28. City staff (Director Tollefson, Assistant Director Zader and Public Works Director Lundeen) and four members of both the Ad Hoc Design Committee and Economic Development Board sat in on the interviews and evaluated and scored each applicant.

Common Council Approves Contract for \$24,000 with Harwood Engineering - April 12, 2022:

The Common Council awarded the contract to develop streetscaping features for the Port Washington Road commercial corridor from Mequon Road to Zedler Lane.

Port Washington Road Ad Hoc Design Committee Approves Final Concept Plan - January 24, 2023.

Concept Plan:

The final plan includes the following elements along the corridor:

Stamped Asphalt:

The plan shows the use of stamped asphalt at all three of the signalized intersections along Port Washington Road (Mequon Road, Donges Bay, and Town Square Road). The decorative stamped asphalt has a square pattern with darkened strip along the border. The Mequon Road intersection is under the jurisdiction of the Department of Transportation and would require their approval. If approved, work on this portion of the project would not take place until improvements to the intersection as part of the I-43 expansion are completed.

Light Fixtures:

The plan shows new 25' tall decorative median lights that replace the existing show box fixtures as well as new 20' poles lights on each side of the street. The lights will be spaced approximately 100 feet on-center. The additional lights will provide a greater amount of uniformity along the corridor - both illumination and street edge rhythm. Currently, there are bright spots primarily at the intersections with darker areas in between. The current situation is considered unsafe for both pedestrians and vehicles.

Median Treatments:

The overall goal for improvements was to add interest and cohesiveness throughout the corridor, creating a sense of place while keeping maintenance to a minimum. It was determined through a site analysis that the medians would be the main focus for the improvements. The medians throughout the corridor are generally wide and long, which offered the most area for improvements. The general design theme, which is carried out throughout the corridor (with minor variations) consists of an outer lawn edge followed by a wide band of decorative concrete edging with plantings located in the center. The lawn and decorative concrete will offer interest while keeping maintenance needs low for most of the median. The internal section of the medians is where the designs differ from the entry medians to the transitional medians and then to the central medians.

The central portion of the medians were designed to have a hierarchy moving into the Port Washington Road corridor from the south and north. As a traveler enters the corridor from both Mequon Road and Zedler Lane the medians have an entry feature with signage (TBD) along with movable planters and landscaping to accent the hardscape elements. Entry features are also located at the Donges Bay Road intersection. Maintaining the design theme as one travels along the corridor, the transitional medians include similar design elements without entry feature elements, and the landscape has been simplified. The medians located in the center of the corridor, adjacent to residential developments, have tree groves with a simple ground treatment of crushed stone.

Median Modifications

There are several areas where the existing medians are proposed to be enlarged in order to add landscaping, lighting or reduce safety concerns. Staff have reached out to all impacted property owners to make them aware of the proposed changes.

The first location near the intersection of Mequon Road shows the median being extended to the south which would eliminate the direct left hand turn over the current rumble strips into the northerly driveway of the Pavilions. In discussions with the Police Department, there is a moderate accident history at this location. Staff spoke with a representative of Brixmor, the owner of The Pavilions Shopping Center, and they have agreed to the modification request. In addition, they are contemplating other parking lot changes that would help address current circulation patterns.

The second location on the north side of the Donges Bay Road intersection shows the median being extended to the south which eliminates southbound access into the Goodyear/Life Storage shared driveway and northbound access to the Chalet Motel/Crave parking lot. The Police Department has also stated that there is a moderate accident history at this location. In addition to

the safety concern, the median extension is being proposed to accommodate additional landscaping and a new median light fixture.

The final location is on the south side of the Donges Bay Road intersection and shows the median being extended to the north which eliminates the northbound access into the Clark Station driveway and southbound access to the Baymont Hotel. The Police Department has stated that there is a low accident history at this location. The median extension is being proposed to accommodate additional landscaping and a new median light fixture.

Other Considerations:

Electrical Burial

There was a discussion regarding the burial of the overhead wires along Port Washington Road. In discussions with WE Energies, it was roughly estimated to bury all the lines in the project area would cost approximately \$15,000,000. While the Committee recognizes that the price tag was too high to address such as part of this project, there was consensus that burial of the wires should be considered by the Common Council in the future as future increment becomes available.

Annual Maintenance:

Port Washington Road is currently under the jurisdiction of Ozaukee County. The changes as shown in the concept plan will require the City to enter into a Memorandum of Understanding with the County that will shift maintenance responsibilities to the City of Mequon. According to Public Works Director, Kristen Lundeen, the cost associated with maintenance of this plan is estimated at approximately \$69,000 per year. That cost includes the median maintenance contract for top dressing the stone mulch, mowing and weed control within the medians, annual pot and planting materials for the planters, pruning, mulching, watering and plant replacement (as needed) within the medians, along with capital funding for future pot replacement and road infrastructure previously funded by Ozaukee County. It also includes the approximate energy costs for the additional street lights. Please see the attached exhibit for details.

While there are adequate cash reserves available in the two TIF Districts to address maintenance costs for a few years, ongoing maintenance costs will need to be addressed as part of the annual budget process.

Welcome Sign:

The Ad Hoc Committee felt that welcome signage should be included in the plan along Mequon Road just west of the I-43 overpass (See Exhibit B). This would require approval from the Department of Transportation and would not be completed until improvements associated with the I-43 expansion are completed in 2024/25. The sign is an eligible TID expenditure.

Summary

In order to move forward in the process, staff is looking for feedback from the Council on the draft concept plan. Specifically, staff seeks input related to the modifications to and the treatment of the medians, the location of the welcome sign and the style and location of the lighting fixtures. While early, gauging the Council's interest regarding the burial of the overhead utilities is also of interest.

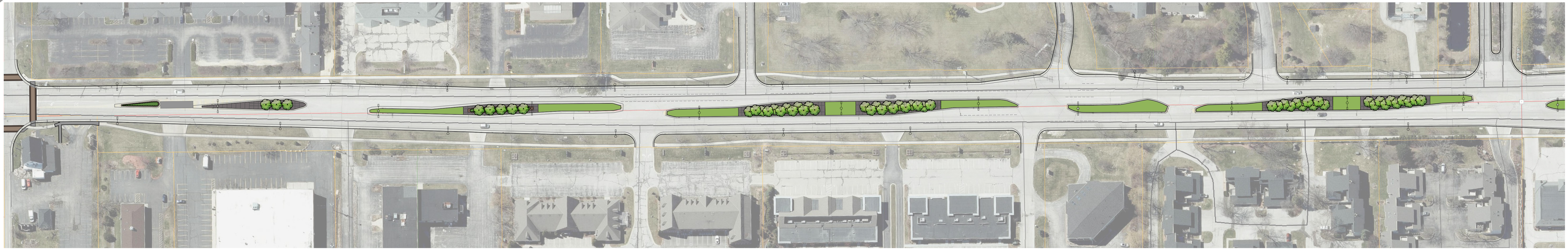
Based on feedback from the Council, a final concept plan will be developed and submitted for approval at an upcoming meeting.

EXHIBIT A: Current Concept Plan



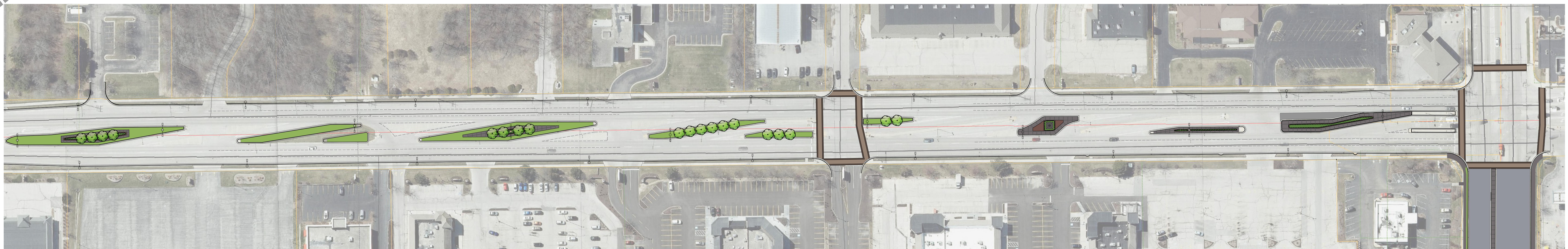
Overall Plan - South

Scale: 1" = 80'



Overall Plan - Mid

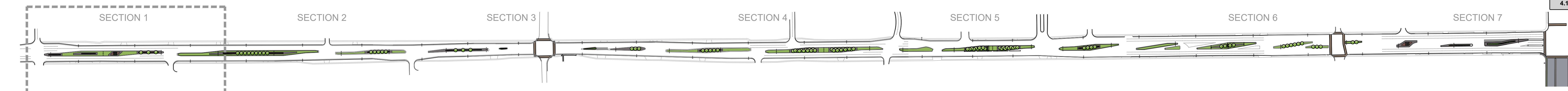
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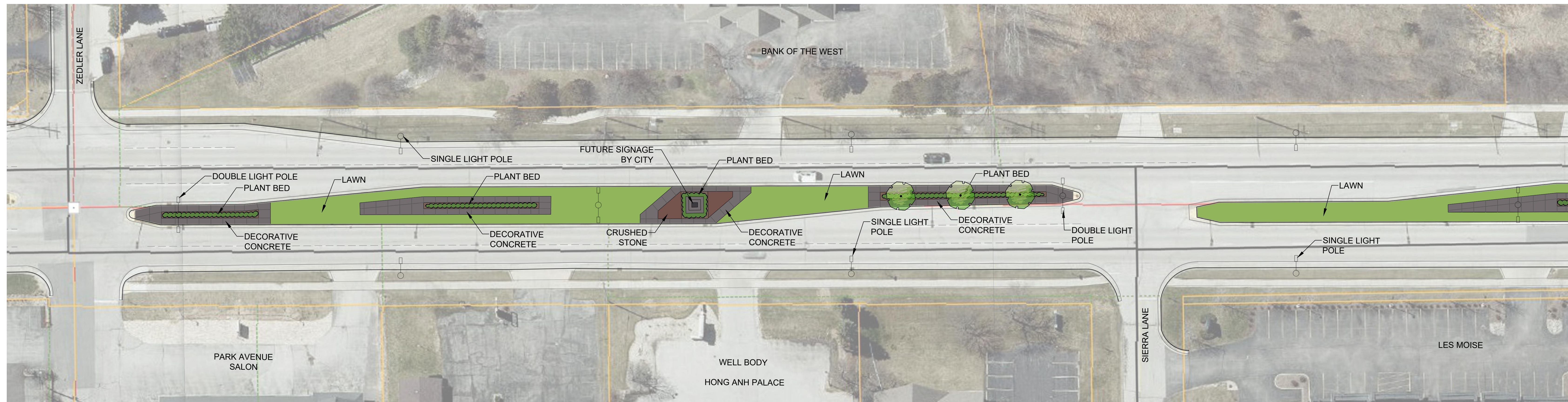
Overall Plan - North

Scale: 1" = 80'

Attachment: Exhibit A (9399 - Port Washington Road Streetscape Plan Update)



Key Plan
Scale: NTS



Detailed Plan - Section 1
Scale: 1" = 30'

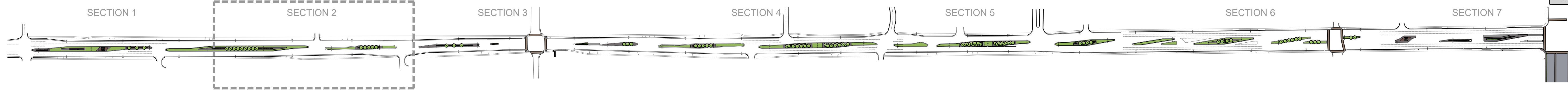


Rendering
Scale: NTS



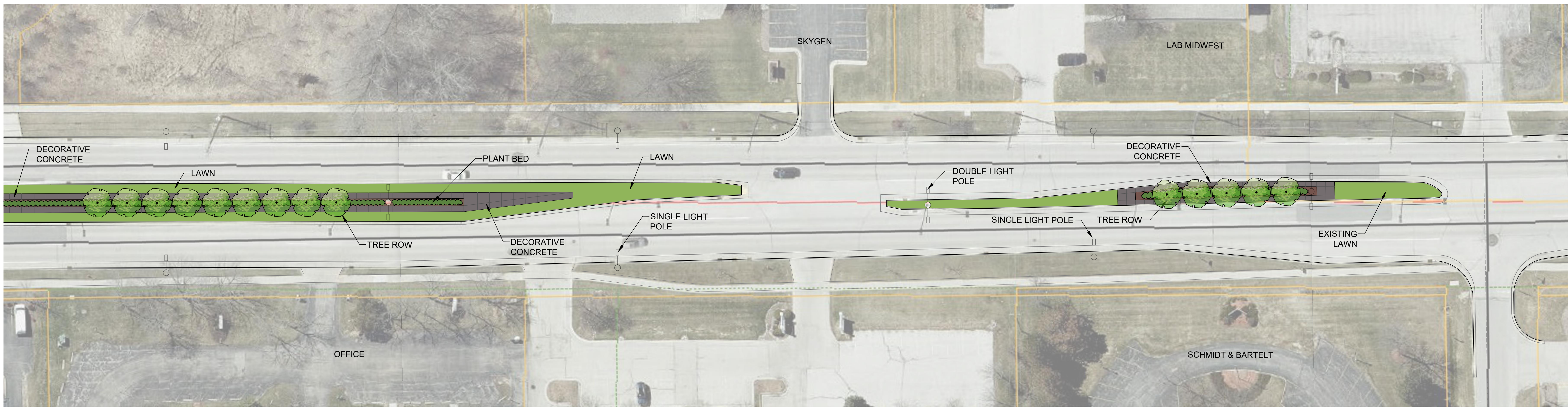
Rendering (Potential Future Sign)
Scale: NTS

Attachment: Exhibit A (9399 : Port Washington Road Streetscape Plan Update)



Key Plan

Scale: NTS



Detailed Plan - Section 2

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering

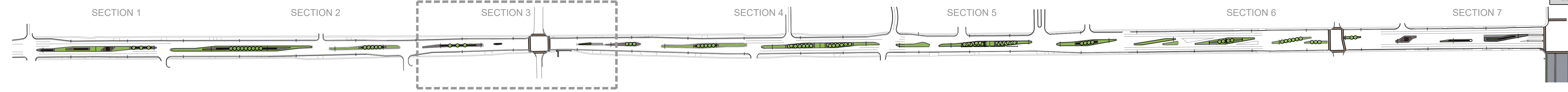
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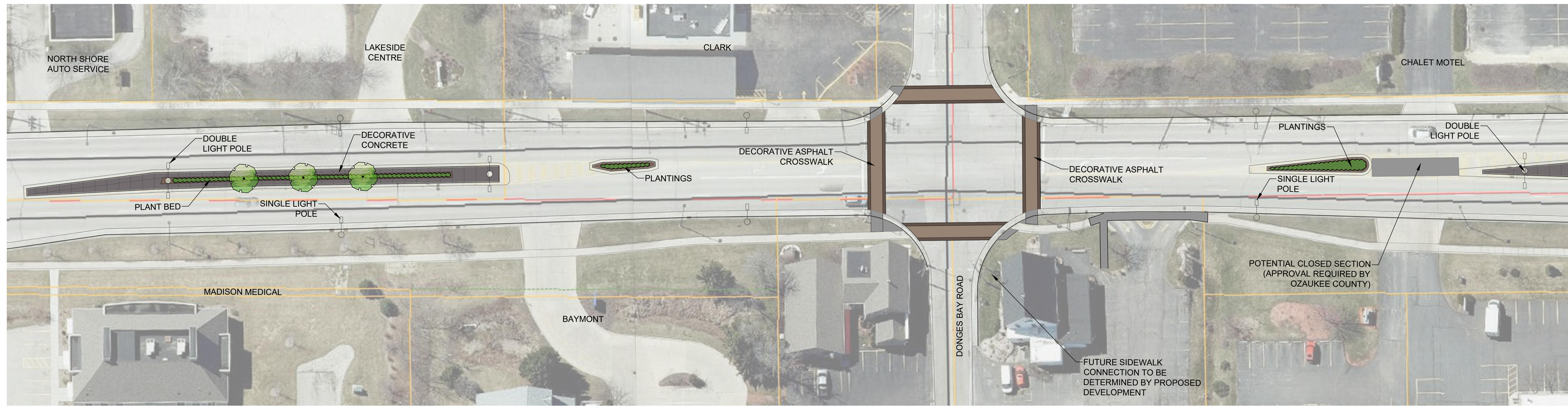
Rendering

Scale: NTS

Attachment: Exhibit A (9399 - Port Washington Road Streetscape Plan Update)



Key Plan
Scale: NTS



Detailed Plan - Section 3
Scale: 1" = 30'



Rendering
Scale: NTS

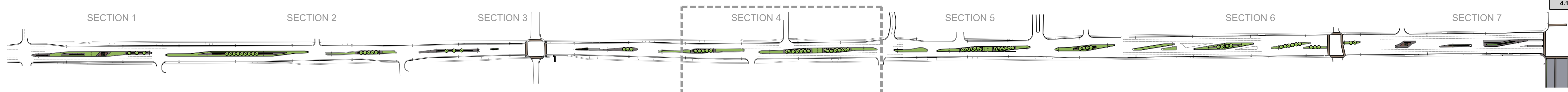


Rendering
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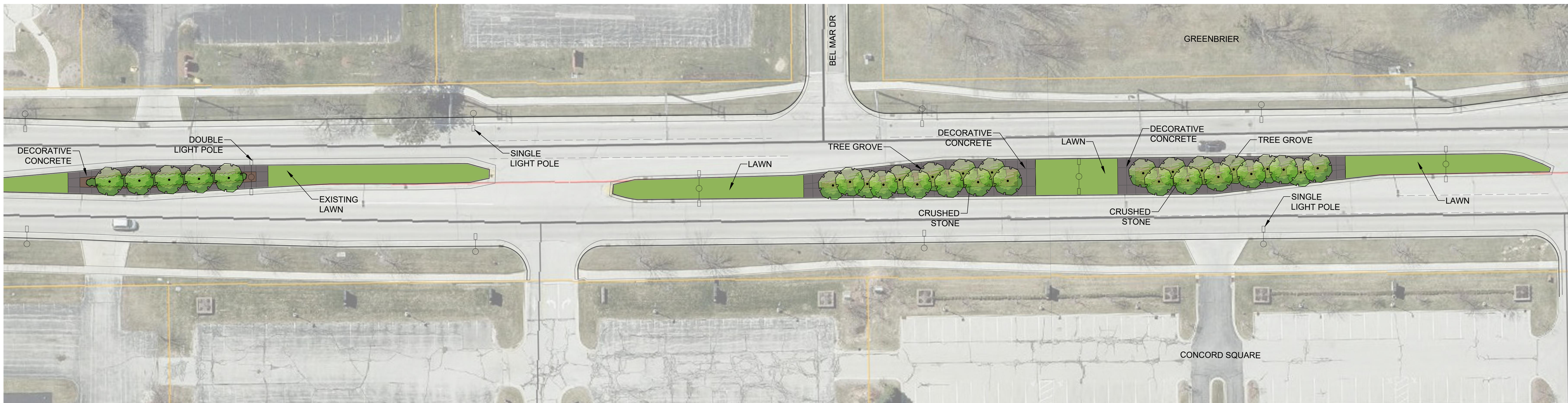
Rendering
Scale: NTS

Attachment: Exhibit A (9389) - Port Washington Road Streetscape Plan Update



Key Plan

Scale: NTS



Detailed Plan - Section 4

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering

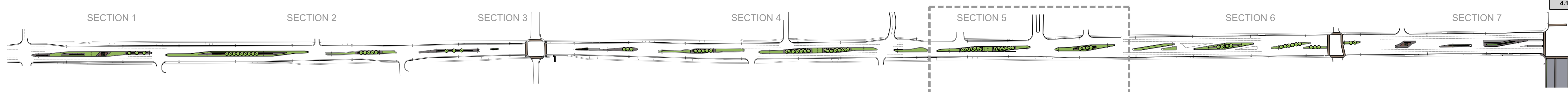
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Rendering

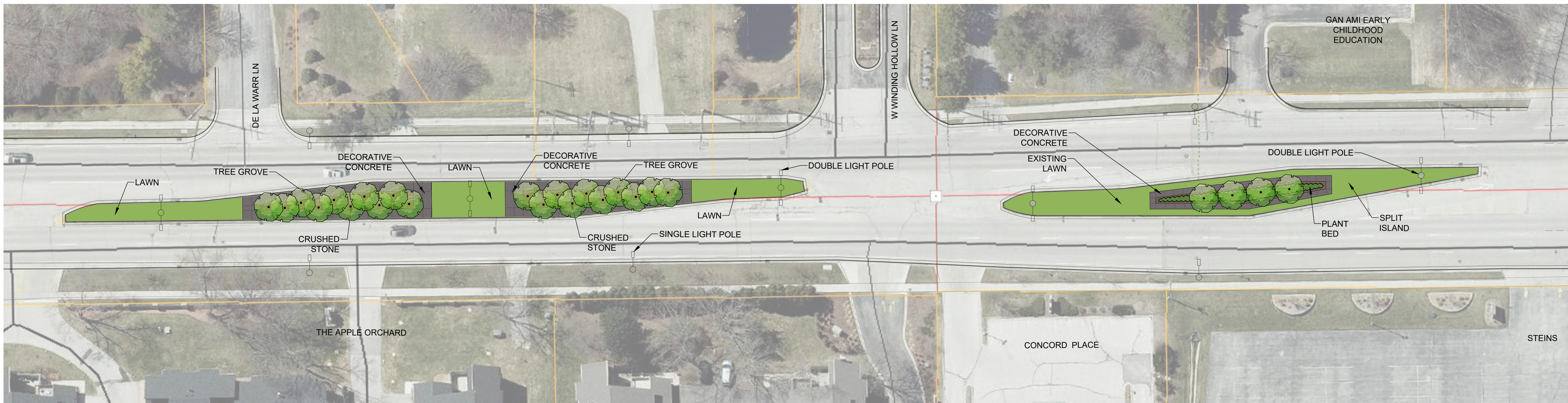
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Attachment: Exhibit A (9399 - Port Washington Road Streetscape Plan Update)



Key Plan

Scale: NTS



Detailed Plan - Section 5

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering

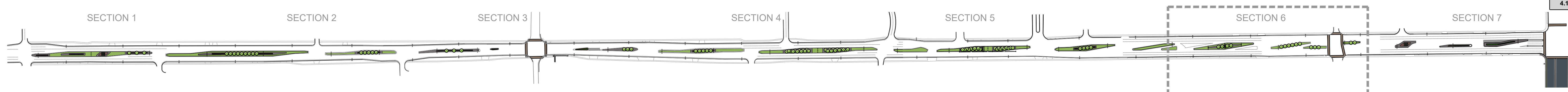
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Rendering

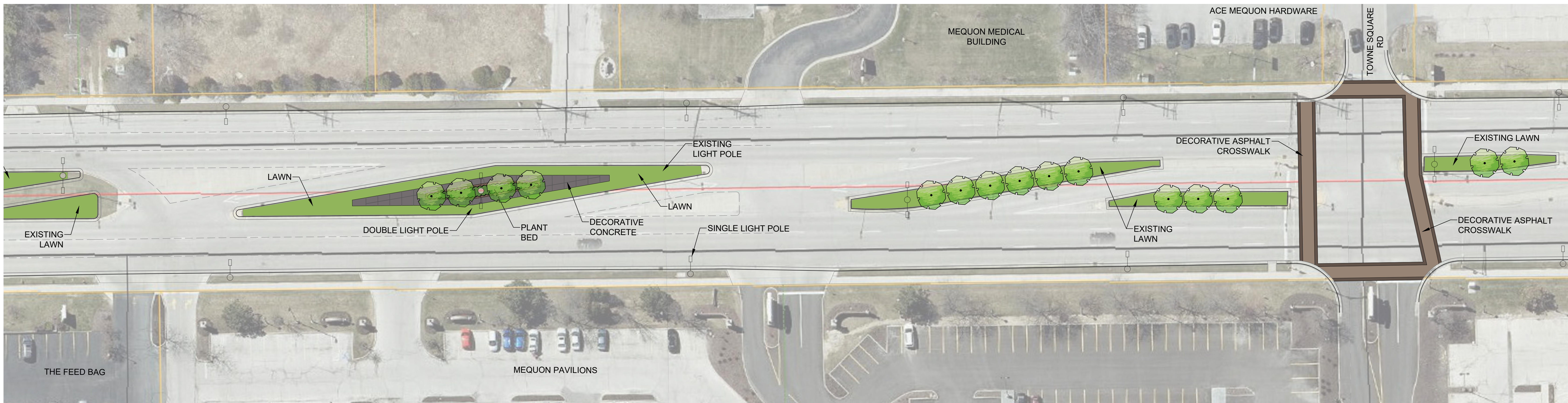
Scale: NTS

Attachment: Exhibit A (9389 - Port Washington Road Streetscape Plan Update)



Key Plan

Scale: NTS



Detailed Plan - Section 6

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering

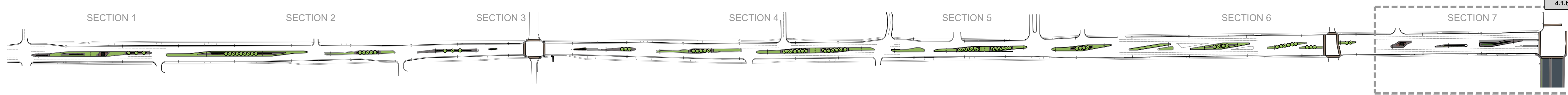
Scale: NTS



Rendering

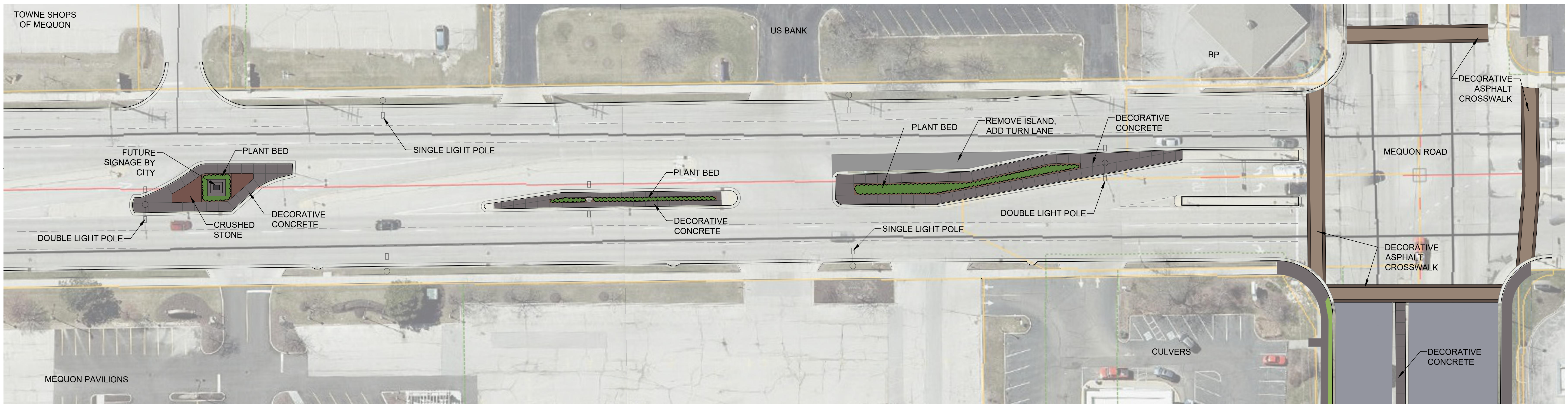
Scale: NTS

Attachment: Exhibit A (9399 - Port Washington Road Streetscape Plan Update)



Key Plan

Scale: NTS



Detailed Plan - Section 7

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering (Potential Future Sign)

Scale: NTS



Rendering (Potential Future Sign)

Scale: NTS

Attachment: Exhibit A (9399 - Port Washington Road Streetscape Plan Update)



Detail Plan - I-43 Interchange Entry Median*

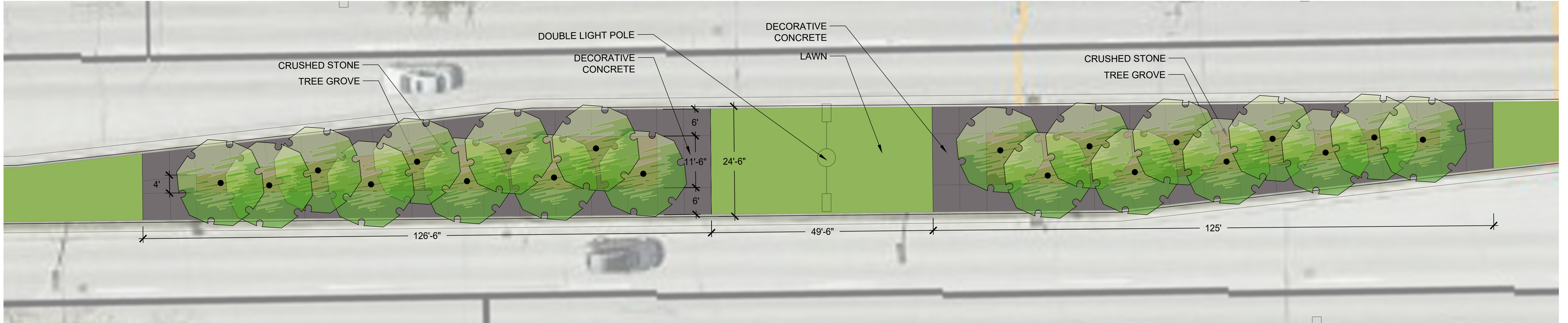
Scale: 1" = 30'

*Note: DOT approval needed for proposed improvements.

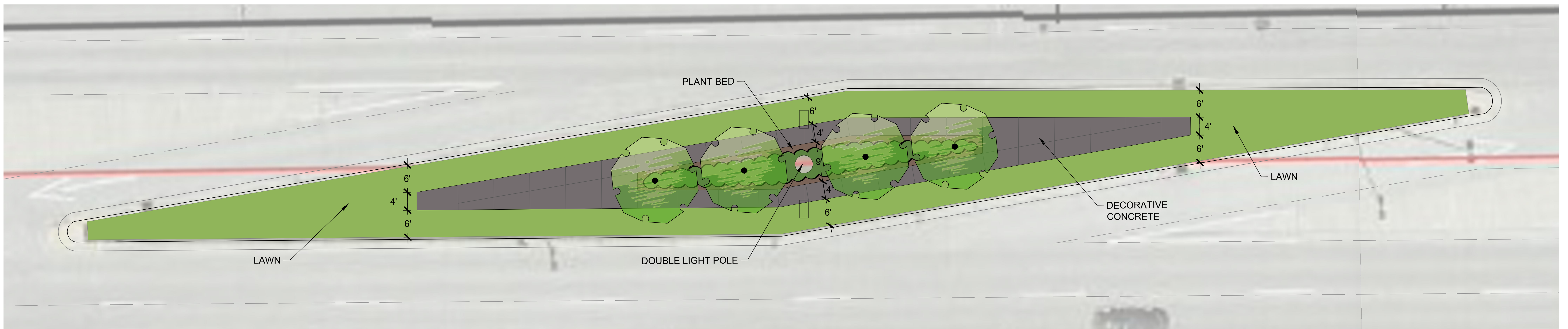


Rendering (Potential Future Sign)

Scale: NA



Detail Plan - Tree Grove in Crushed Granite adjacent to Decorative Concrete
Scale: 1" = 10'



Detail Plan - Trees and Perennials adjacent to Decorative Concrete
Scale: 1" = 10'



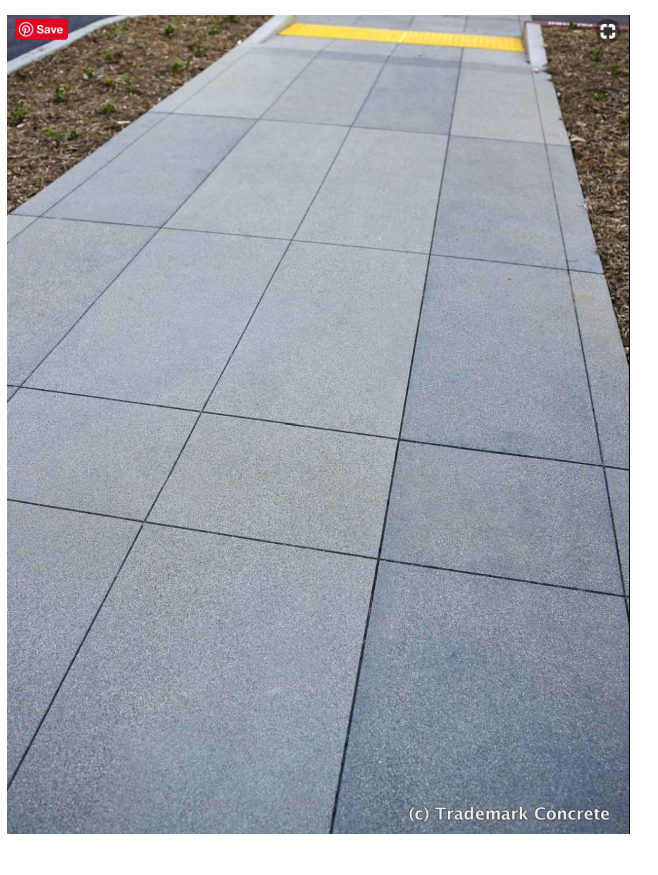
Crushed Granite © Kalita Granite



Decorative Concrete © Spragues' Ready Mix



Decorative concrete adjacent to planting bed © David Reed Landscape Architecture



© Trademark Concrete

Attachment: Exhibit A (9399 - Port Washington Road Streetscape Plan Update)

TENON MOUNTED ARM XWB

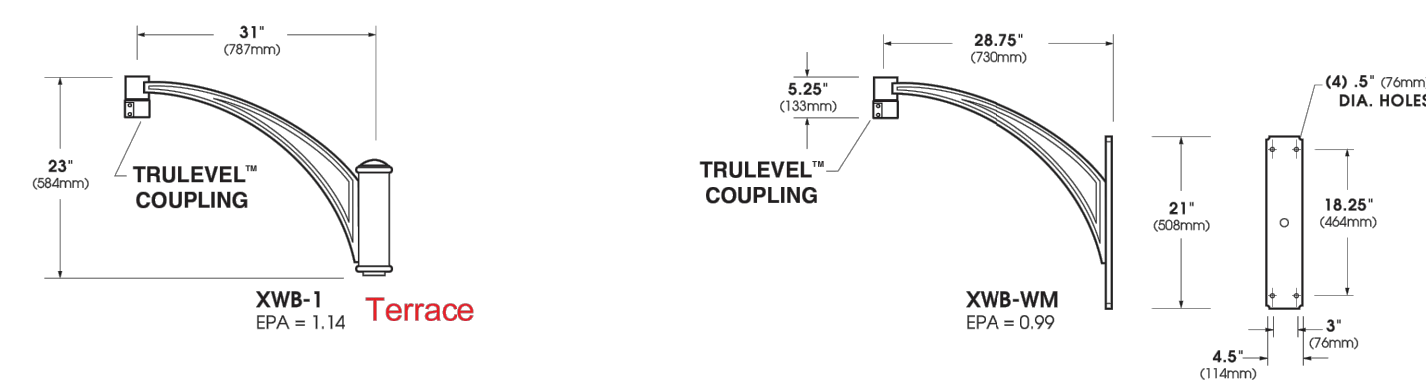
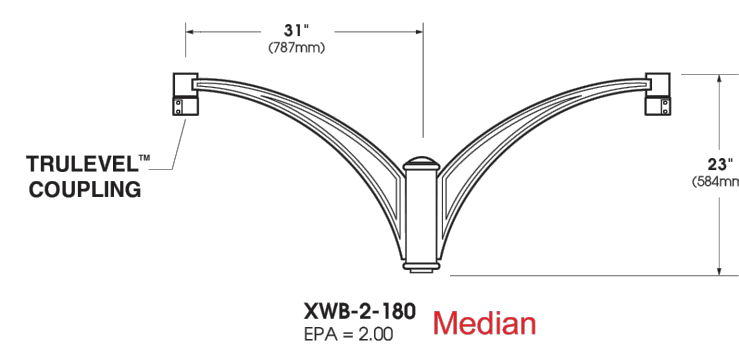
FEATURES

Arm
Heavy cast aluminum (A356 alloy, <0.2% copper) swept arm welded to an extruded aluminum hub with a domed pole cap. The mounting hub is designed for a 2.7/8" x 6" tenon and has 8 (4 x 2) recessed socket head leveling screws. All welds are blended to create a one-piece, unified appearance. Fixture mounting uses the pendant Trulevel mounting to allow for luminaire leveling in the field. A wiring harness is provided through the arm assembly terminating in the Trulevel hub with quick-connects. All hardware is stainless steel.

Finish
Electrostatically applied TGIC Polyester Powder Coat on substrate prepared with 20 PSI power wash at 140°F. Four step media blast and iron phosphate pretreatment for protection and paint adhesion. 400°F bake for maximum hardness and durability.

Black

PROJECT NAME: _____
PROJECT TYPE: **ARM OPT1**



U.S. Pole Co Inc. 600 West Avenue O, Fremont, CA 94551 Phone (925) 238-0000 Fax (925) 238-0001 www.uspole.com

UL LISTED

MADE IN THE USA

2021301

U.S. ARCHITECTURAL LIGHTING

Light Pole Arms

SOLID STATE AREA LIGHTING DSS SERIES-PLED

FEATURES

Luminaire
Upper housing is heavy gauge cast aluminum (min. .125" wall; alloy >0.2% Cu for DSS30) or spun aluminum with reveal (.125" min. wall for DSS20). Lower housing is 0.080" thick spun aluminum with integrated LED module seal. Lower housing is vented at top and bottom for convective cooling of LED module. Top Driver chamber is barriered from LED Module chamber. Trulevel ball coupling mount is welded to housing and facilitates quick leveling and installation.

PLED® Optics
Emitters (LED's) are arrayed on a metal core PCB panel with each emitter located on a copper thermal transfer pad and enclosed by an LED refractor. LED optics completely seal each individual emitter to meet an IP66 rating. In asymmetric distributions, a micro-reflector inside the refractor re-directs the house side emitter output towards the street side and functions as a house side shielding element. Refractors are injection molded HI2 acrylic. Each LED refractor is sealed to the PCB over an emitter and all refractors are retained by an aluminum frame. Any one Panel, or group of Panels in a luminaire, have the same optical pattern. LED refractors produce standard site/area distributions. Panels are field replaceable and field rotatable in 90° increments.

LED Emitters
High output LED's are utilized with drive currents ranging from 350mA to 875mA. 70CRI Minimum. LED's are available in standard Neutral White (4000K), or optional Cool White (5000K) or Warm White (3000K). Consult Factory for other LED options.

LED Driver
Constant current electronic with a power factor of >90 and a minimum operating temperature of -40°F/-40°C. Driver(s) is/are UL and cUL recognized. In-line terminal blocks facilitate wiring between the driver and optical array. Drivers accept an input of 120-277V, 50/60Hz or 347V-480V, 50,60Hz, (0-10V dimmable driver is standard. Driver has a minimum of 3KV internal surge protection. Luminaire supplied with 20KV surge protector for field installation.)

Amber LED's
PCA (Phosphor Converted Amber) LED's utilize phosphors to create color output similar to LPS lamps and have a slight output in the blue spectral bandwidth. TRA (True Amber) LED's utilize material that emits light in the amber spectral bandwidth only without the use of phosphors.

Finish
Polyester powder coat incorporates four step iron phosphate process to pretreat metal surface for maximum adhesion. Top coat is baked at 400°F for maximum hardness and exterior durability.

Black

PROJECT NAME: _____
FIXTURE TYPE: **POLE FIXTURE OPT2**



U.S. Pole Co Inc. 600 West Avenue O, Fremont, CA 94551 Phone (925) 238-0000 Fax (925) 238-0001 www.uspole.com

UL LISTED

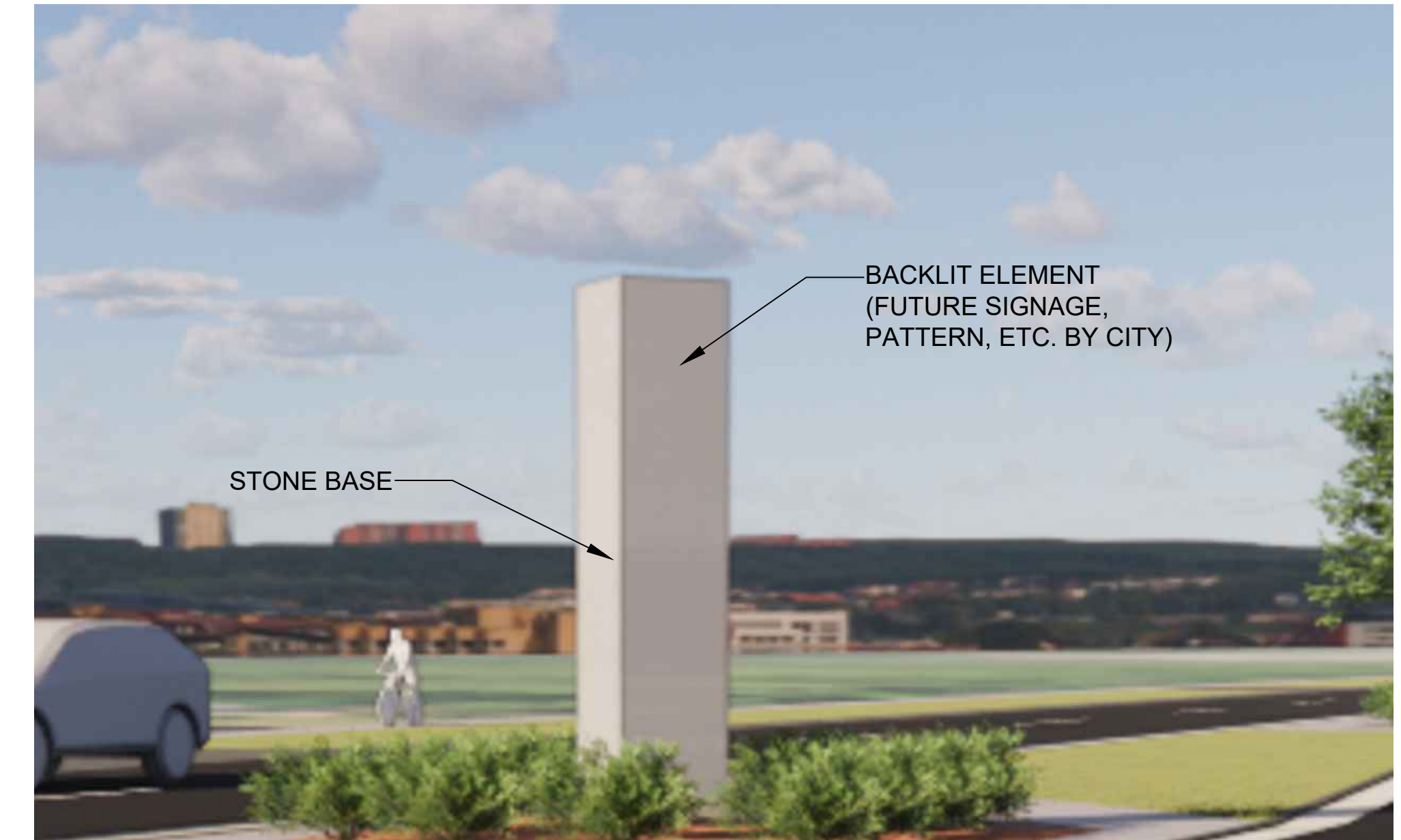
MADE IN THE USA

2021091

U.S. ARCHITECTURAL LIGHTING

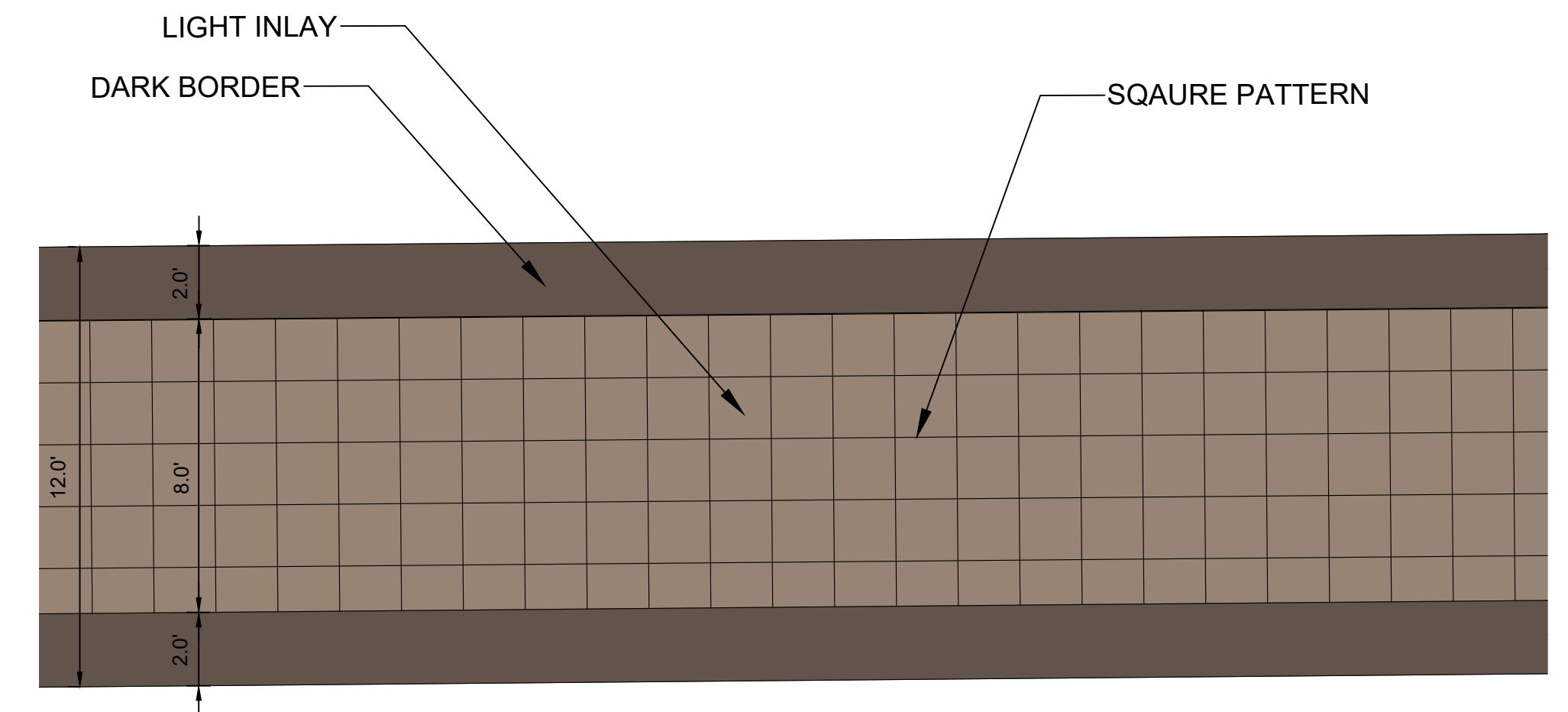
Light Pole Fixtures

Scale: NTS



Design Element Concept

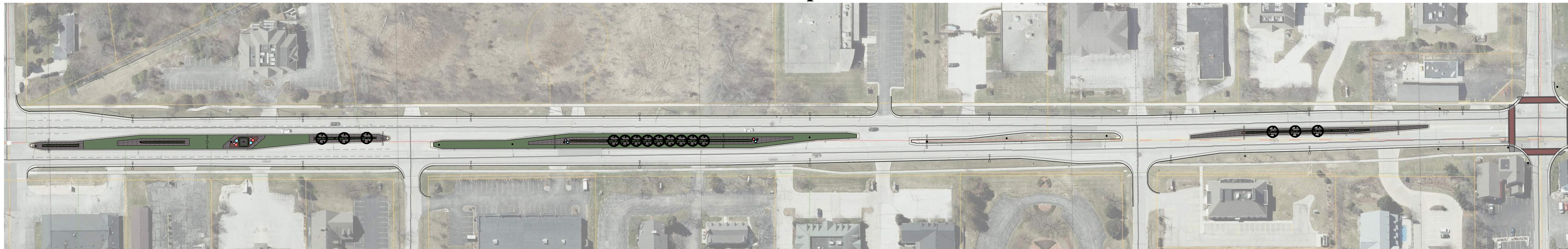
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Decorative Cross Walk - STAMPED ASPHALT

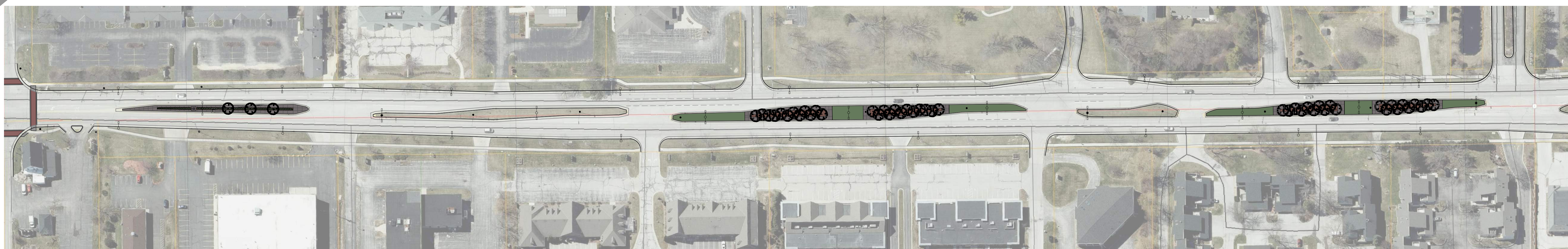
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EXHIBIT B: Previous Concept Plan



Overall Plan - South

Scale: 1" = 80'



Overall Plan - Mid

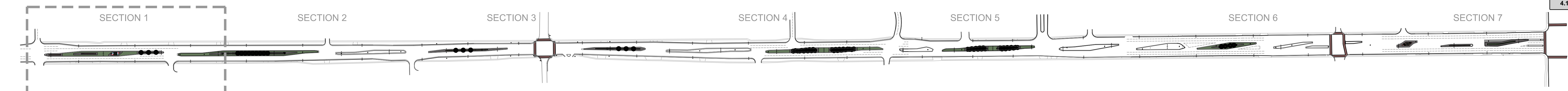
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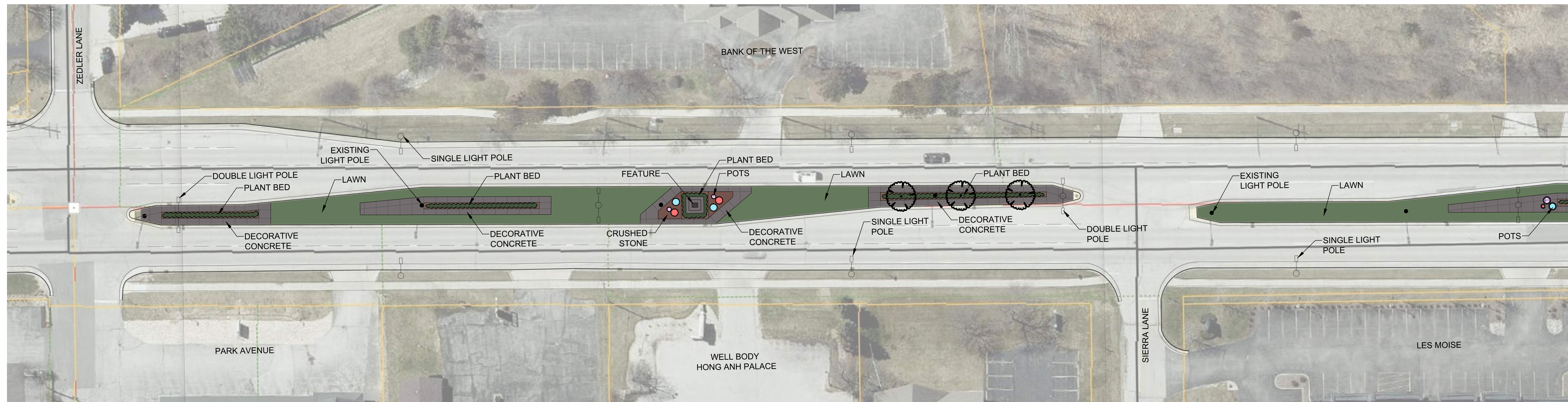
Overall Plan - North

Scale: 1" = 80'

Attachment: Exhibit B (9399 - Port Washington Road Streetscape Plan Update)



Key Plan
Scale: NTS



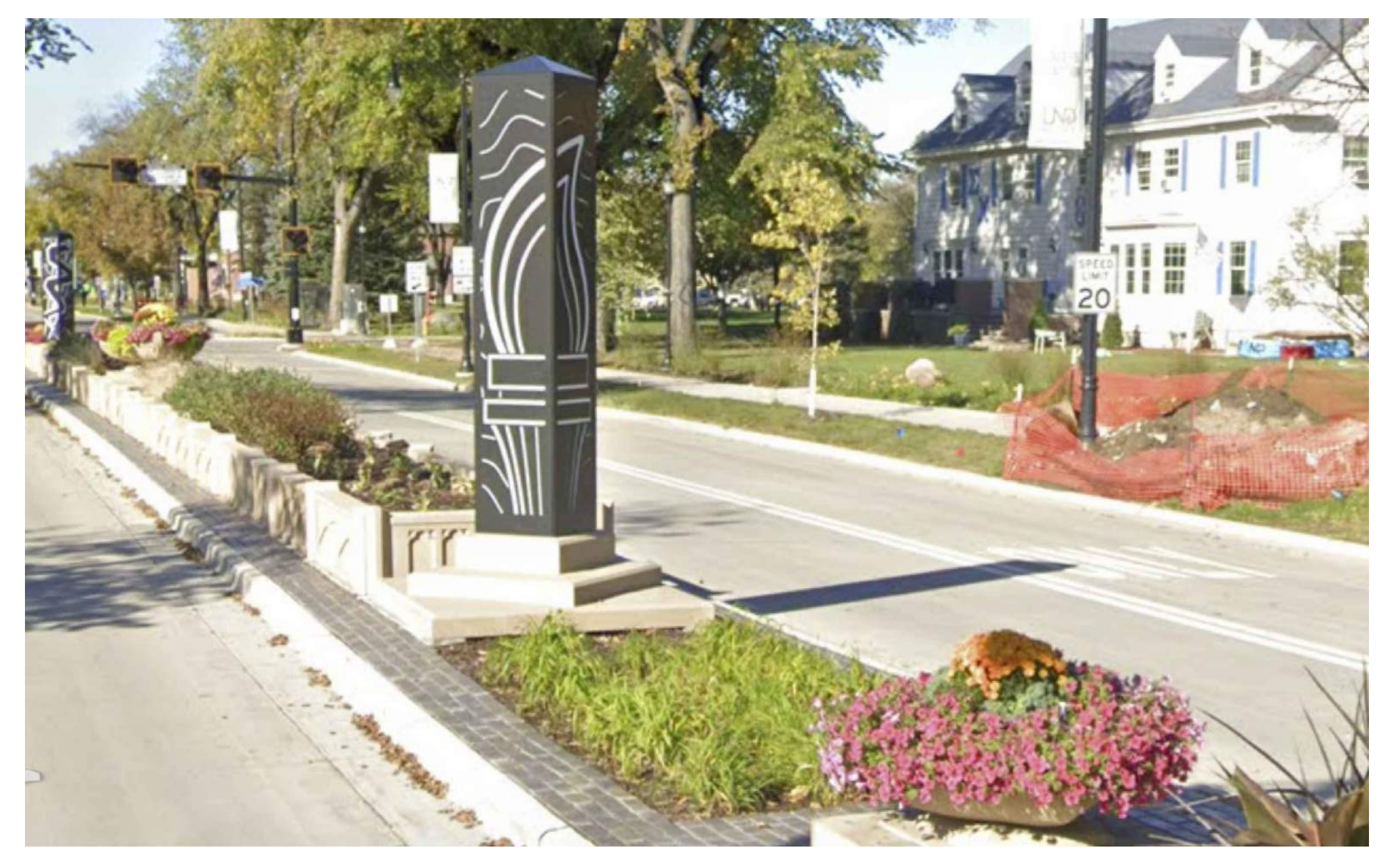
Detailed Plan - Section 1
Scale: 1" = 30'



Rendering
Scale: NTS

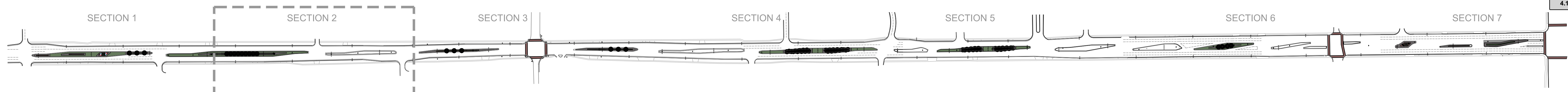


Rendering
Scale: NTS

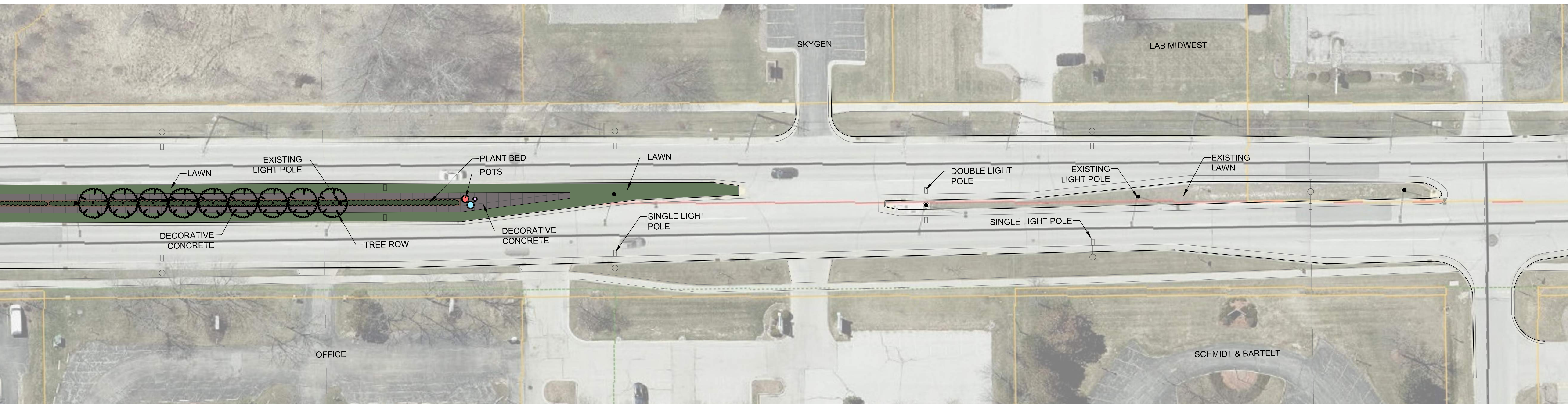


Design Image
Scale: NTS

Attachment: Exhibit B (9399) - Port Washington Road Streetscape Plan Update



Key Plan
Scale: NTS



Detailed Plan - Section 2
Scale: 1" = 30'



Rendering
Scale: NTS

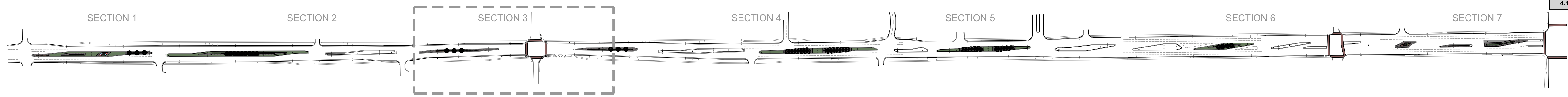


Rendering
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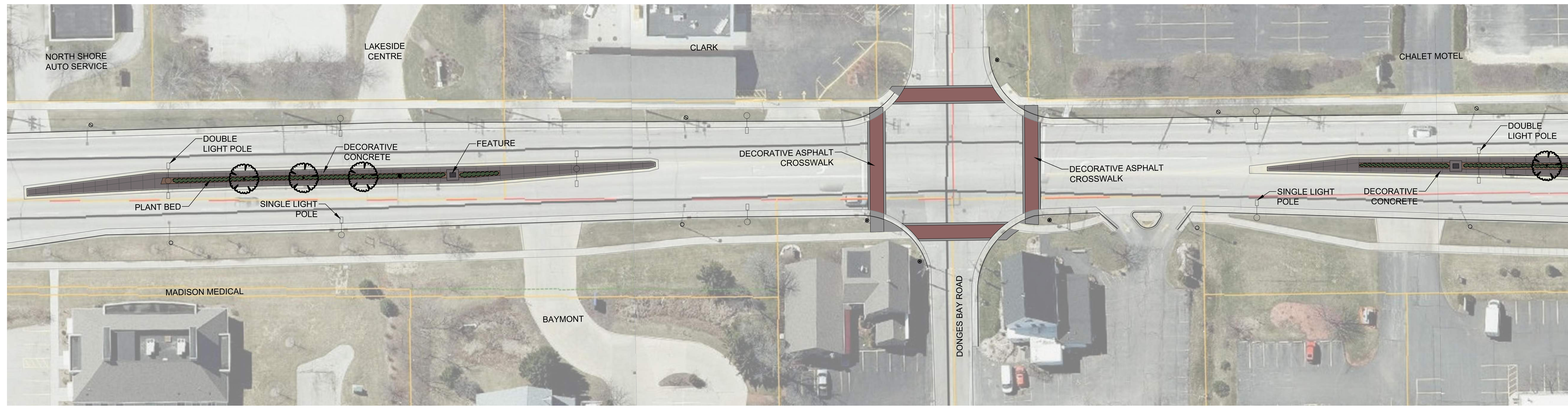


Rendering
Scale: NTS

Attachment: Exhibit B (9399 - Port Washington Road Streetscape Plan Update)



Key Plan
Scale: NTS



Detailed Plan - Section 3
Scale: 1" = 30'



Rendering
Scale: NTS

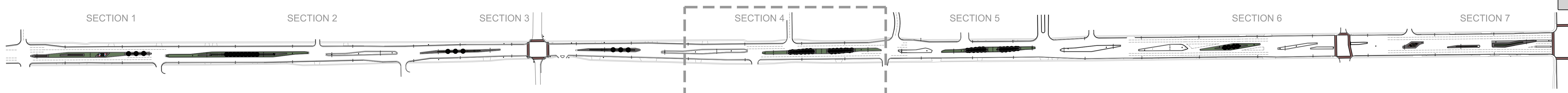


Rendering
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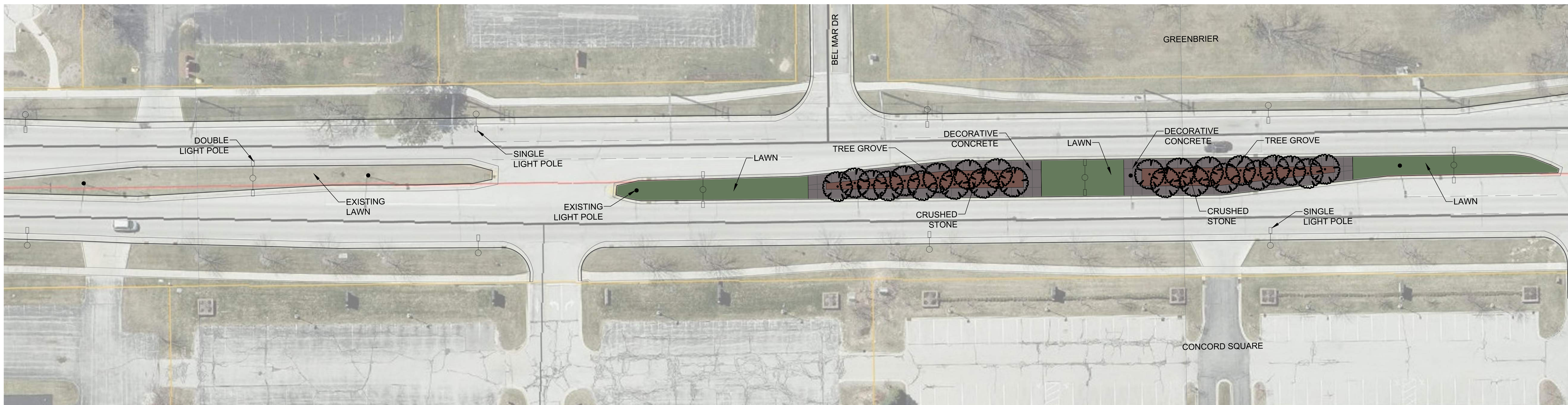
Rendering
Scale: NTS

Attachment: Exhibit B (9399 - Port Washington Road Streetscape Plan Update)



Key Plan

Scale: NTS



Detailed Plan - Section 4

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering

Scale: NTS

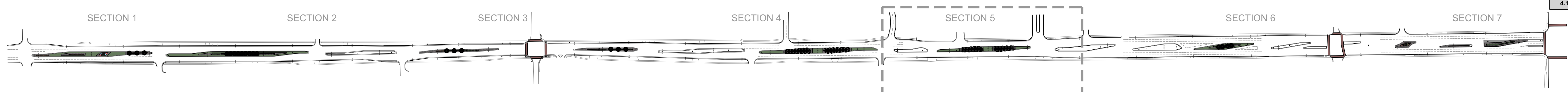


Rendering

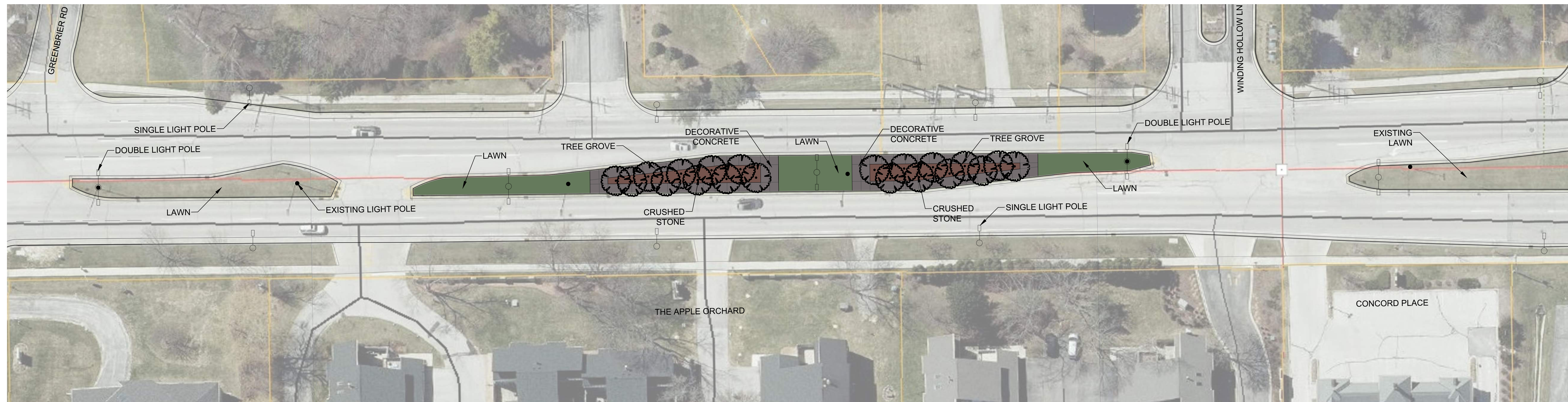
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Attachment: Exhibit B (9399 - Port Washington Road Streetscape Plan Update)

4.1.c



Key Plan
Scale: NTS



Detailed Plan - Section 5
Scale: 1" = 30'



Rendering
Scale: NTS

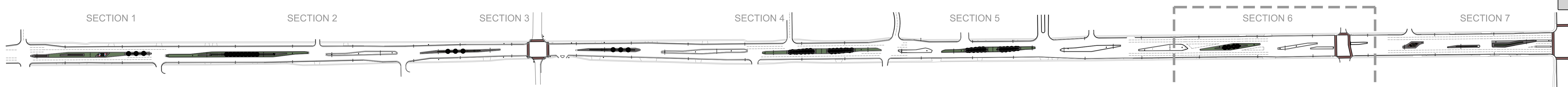


Rendering
Scale: NTS



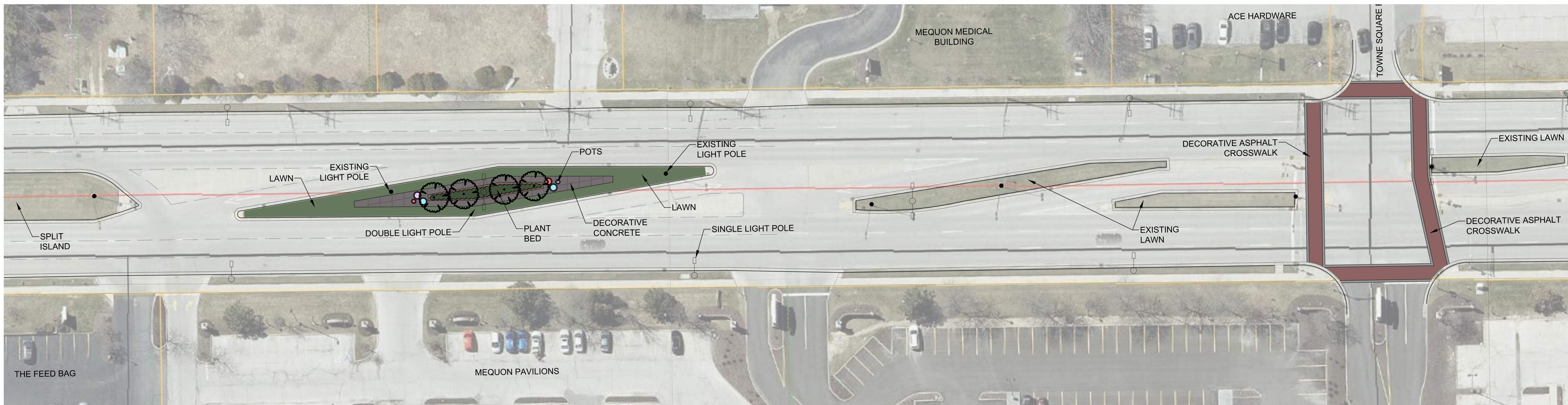
Rendering
Scale: NTS

Attachment: Exhibit B (9399 - Port Washington Road Streetscape Plan Update)



Key Plan

Scale: NTS



Detailed Plan - Section 6

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering

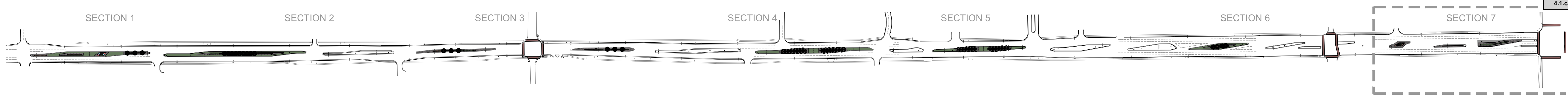
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Rendering

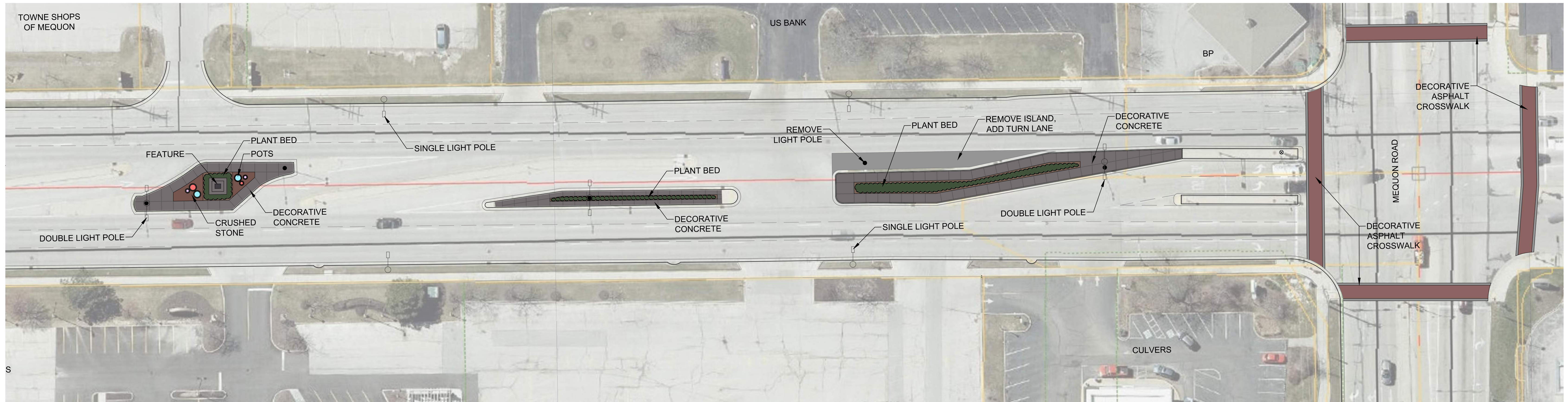
Scale: NTS

Attachment: Exhibit B (9399 - Port Washington Road Streetscape Plan Update)



Key Plan

Scale: NTS



Detailed Plan - Section 7

Scale: 1" = 30'



Rendering

Scale: NTS



Rendering

Scale: NTS



Rendering

Scale: NTS

Attachment: Exhibit B (9399 - Port Washington Road Streetscape Plan Update)

SOLID STATE AREA LIGHTING DSS SERIES-PLED

PROJECT NAME: _____

FIXTURE TYPE: **POLE FIXTURE OPT2**

FEATURES

Luminaire

Upper housing is heavy gauge cast aluminum (min. .125" wall; alloy >0.2% Cu for DSS30) or spun aluminum with reveal (.125" min. wall for DSS20). Lower housing is 0.080" thick spun aluminum with integrated LED module seat. Lower housing is vented at top and bottom for convective cooling of LED module. Top Driver chamber is barriered from LED Module chamber. Trulevel ball coupling mount is welded to housing and facilitates quick leveling and installation.

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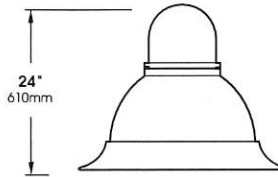
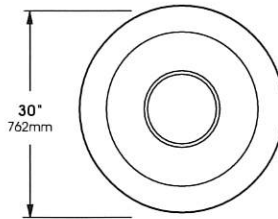
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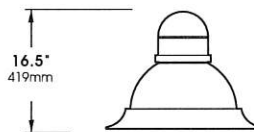
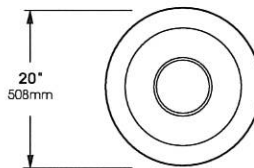
Black



DSS30 Median

(Formerly DSS1)

Patent pending



DSS20 Terrace

(Formerly DSS2)

Patent pending

Attachment: Exhibit D (9399 : Port Washington Road Streetscape Plan Update)

TENON MOUNTED ARM

XWB

PROJECT NAME: _____

PROJECT TYPE: **ARM OPT1**

FEATURES

Arm

Heavy cast aluminum (A356 alloy, <0.2% copper) swept arm welded to an extruded aluminum hub with a domed pole cap. The mounting hub is designed for a 2 7/8" x 6" tenon and has 8 (4 x 2) recessed socket head leveling screws. All welds are blended to create a one-piece, unified appearance. Fixture mounting uses the pendant Trulevel mounting to allow for luminaire leveling in the field. A wiring harness is provided through the arm assembly terminating in the Trulevel hub with quick-connects. All hardware is stainless steel.

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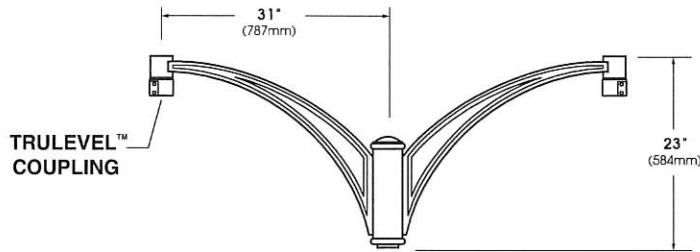
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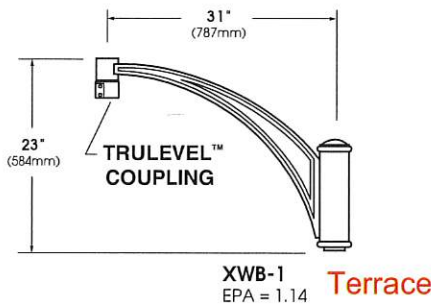
XWB*

SHOWN WITH OPTIONAL DOME CAP

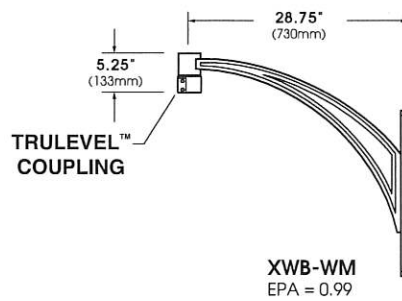
PATENT PENDING



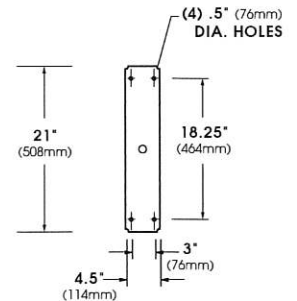
XWB-2-180 Median
EPA = 2.00



XWB-1 Terrace
EPA = 1.14



XWB-WM
EPA = 0.99



SCALE: 1/2"=1'

Attachment: Exhibit D (9399 : Port Washington Road Streetscape Plan Update)



11333 N. Cedarburg Road
Mequon, Wisconsin 53092
Phone: (262) 236-2903
Fax: (262) 242-9819

www.ci.mequon.wi.us

Department of Community Development

The Public Welfare Committee has begun work on the next Community Survey, which was last completed in 2019. Based on the Committee’s current timeline to allow for vendor selection and question formulation, the next survey is scheduled to go out in May 2025. The Committee is currently seeking input from staff and the City’s Boards, Committees, and Commissions for survey topics.

Public Welfare Committee is seeking the top three topics that your respective Board, Committee or Commission wishes to include. Please keep in mind that a typical survey has approximately 30 questions and while every topic has merit, not all can be included. Based on what is submitted, the Public Welfare Committee hopes to see what themes emerge as most pressing for our community at the present time.

Recommendations:

- 1. _____
- 2. _____
- 3. _____

Attachment: Letter (9400 : Community Survey)