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ECONOMIC DEVELOPMENT BOARD

Tuesday, May 23, 2023

8:00 AM

North Conference Room

Agenda

- 1. Call to Order, Roll Call**
- 2. Approval of Meeting Minutes from April 25, 2023**
Action requested: review and approve.
- 3. Industrial Land Uses**
- 4. Port Washington Road Land Uses**
- 5. Announcements**
The next meeting is Tuesday, June 27, 2023, at 8:00 a.m.
- 6. Adjourn**

Dated: May 19, 2023

/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, April 25, 2023

8:00 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
 Vice Chair Michael Kramer
 Alderperson William Gebhardt
 Board Member Dennis Engel
 Board Member Colin Boyd
 Board Member Daniel Gannon
 Board Member Tracy Johnson
 Board Member Jeff McLean
 Board Member Inge Plautz
 Board Member Bruce Sipiora

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

2) Approval of Meeting Minutes from February 21, 2023.

Action

Board member Kramer made a motion to approve the meeting minutes from February 21, 2023.

Board member Plautz seconded the motion.

A voice vote was taken; vote passed (8-0)

RESULT: **Approved [Unanimous]**

MOVED BY: Board Member Kramer

SECONDED BY: Board Member Plautz

RESULT: **Approved [Unanimous]**

MOVED BY: Board Member Kramer

SECONDED BY: Board Member Plautz

AYES: Carr, Gebhardt, Engel, Gannon, Johnson, Kramer, Plautz, Sipiora

Attachment: EDB_04.25.23_DRAFT (8472 : Meeting Minutes from April 25, 2023)

3) Industrial Land Uses

Director Kim Tollefson stated that she needs decisions from the Board today on the following issues:

- Conditions of the roads.
- Access to public sewer and water to serve the area.
- Vetting of the set of land uses on the chart.
- Confirmation of the scope of the area to be rezoned.

She outlined the timeline of the next steps:

- Concepts from EDB presented to the Planning Commission in June.
- Concepts presented to the Common Council in July.

She commented that it is the appropriate time in the process to check in with these two governing bodies for feedback before getting too far along in the process.

She reviewed a large version of the map of the area so that the Board could discuss the final scope of the area to be included in the rezoning. She explained the amount of acreage, the ownership of the individual parcels and the type of uses are indicated on the map. The surrounding uses are also included.

Dir. Tollefson discussed some of the existing zoning and environmental features present and stated that the targeted area to be rezoned is approximately 200 acres with approximately 160 acres that would be buildable.

There was consensus from the Board about the targeted area to be rezoned and to recommend a split zone for the north parcel as industrial to south and residential to the north of the critical environmental features.

She explained that the rating of the roads is 7 & 8 which is very good and that none of the roads are currently on the city's work program for repair within the next year. She commented that there could be a recommendation from the Board to have a specific road reconsidered for resurfacing through this process, which would take place in 2024. The roads are re-evaluated by the engineering department every year.

The Board gave feedback that Granville Road is in poor condition due to heavy trucks traveling more regularly on that road. There was discussion about the roads in the area that would be affected by increased traffic to the southwest corner of the city (County Line Road and Wasaukee Road) and what could be done going forward to better access their condition, what volume of traffic could be expected and what standards of roads would be required.

Dir. Tollefson stated that the sewer mains are located at the intersection of Granville Road

and County Line Road. As mentioned in the staff report, both M7 and Ozaukee Economic Development believe that public water access is critical. The water connection is quite a bit further east at the intersection of Swan Road and County Line Road. As previously mentioned, the agreement with the City of Milwaukee needs to be modified to ensure that water access can be obtained at this location as all of the potential businesses will require fire suppression.

She summarized the issue by stating that both entities communicated that public water is critical, but that the expectation is that both public water and public sewer be accessible. She explained what is involved and the timing to provide the infrastructure, such as DNR and MMSD approvals that are required.

There was follow-up discussion with the Board about how the costs would be paid for as there are many options such as by the city, TIF money, special assessments and/or developer build and contribute. Staff will do some more analysis to better understand the investment required once infrastructure data and location is known.

Regarding the land use chart, Dir. Tollefson discussed some of the uses and explained the reasoning for including or excluding a few specific uses. She commented that the chart can continue to be modified. She explained that the next step is to create specific development standards; whether the use is permitted or conditional, with the goal of making the uses “turnkey” and transparent to the public market as to what is allowed.

The Board discussed light/medium manufacturing and what they believe is appropriate to be allowed in this new area. They talked through a few of the listed uses and whether they wanted to include those uses.

Dir. Tollefson explained that the conversation about this new area in the southwest corner of the city has been simultaneous to a conversation about the area south of Donges Bay Road, along Baehr Road, central to the city. There is an interest to convert this area to residential zoning as it is currently zoned industrial. She suggested that as the rezoning for the southwest corner is presented to the Planning Commission and the Common Council, a preliminary conversation about a conversion to this area also will take place. Historically, the Common Council has not wanted to reduce the acreage in the city zoned for industrial zoning.

4) Staff Updates

Dir. Tollefson stated that the zoning changes and streetscaping to the Port Washington Road area are being modified. There is some property owner outreach that is also taking place.

The Tile Shop is going into the former DSW location which has triggered some site updates and changes being required of Brixmor to update a portion of the building and make changes to the parking lot.

She noted that the Ferrante’s building will be demolished, and new development will occur.

She commented that the construction of the public improvements in Town Center is beginning in

May.

5) Announcements

The next meeting is Tuesday, May 23, 2023, at 8:00 a.m.

6) Adjourn

Action

Board member Gannon made a motion to adjourn the meeting.

Board member McLean seconded the motion.

A voice vote was taken; vote passed (8-0)

The meeting concluded at 9:20 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: May 23, 2023
SUBJECT: Industrial Land Uses by Location

Background:

Staff is advancing the policy discussions related to future industrial land use in the City, per the Board direction. This memo serves to address updated information regarding infrastructure and further details draft technical standards for a prospective zoning district.

Zoning District

The Board previously vetted the uses, by permitted or conditional, for a future industrial zoning district (see attached use table). Staff have drafted the technical standards associated with the uses for land development (see technical standards). Additional standards, such as building design, are necessary and continue to be evaluated for the Board's review.

Infrastructure

Based on the technical standards and the overall study area's acreage, the new area could accommodate 9M square feet of industrial use. Based on that, the sewer and road analysis has been initiated.

Roads.

The roads are jointly owned and will require negotiations with other governmental entities related to improvements and maintenance. Washington County, Village of Germantown and the City of Milwaukee will be partners related to road improvements. The city has begun an evaluation of the trip generation based on the type and amount of industrial operations at full buildout. This will assist the city in determining upgrades to current road conditions for future projected use. The road will likely remain as two lanes of travel, with a center turn lane and accel/decel lanes. In addition, the staff is evaluating potential concentrated traffic locations for common access points and will provide the benefits and cons of that analysis.

Sewer.

As previously indicated, expansion of the sewer service area is a 6–9-month process and requires the approval of SEWRPC, DNR and MMSD. A baseline analysis was completed to determine if a gravity system can serve the area of our scope. The analysis concluded that will not be feasible. Therefore, alternative routes to serve the area are currently being explored. Detailed analysis will be necessary before requesting the expansion of the sewer service area. As part of this analysis, the city is considering west growth area for potential residential development and how that could help or hinder the process of sewer expansion.

Water.

Water Utility will seek a third connection point with the City of Milwaukee in conjunction with the city's master plan update (June). An additional option being considered is an extension from the east (new subdivision of Swan Farm Fields).

Attachments:

Use Table Comp 04.25.23 (XLSX)
Tech Standards 05.23.23 (DOCX)

Uses	City of Mequon					Menomonee Falls			Germantown				TECHNICAL STANDARDS
	B5 Light Ind	B4 Business Park	B6 Rural Ind	UC MC Mixed Comm	NEW SW	I1 Light Ind	I2 Heavy Ind	I3 Executive	M1 Limited Ind	M2 General	M3 Special	HIA Overlay	
light manufacturing	P	C	C	P	P	P		P	p	P	P/C		Min Lot Size2 Acre Min Lot Width150 feet FAR50% Bldg HT50 feet Setback50 feet Offset*30 feet Open Space30%
processing	P	C			P	P		P					
wholesale	P	C			P	P			P	P	P		
distribution	P	C			P	P							
R & D	P	C		P	P	P		P					
Print and Publication	P	C			P	P							
offices	P	P			P	P		P					
furniture repair	P				P								
specialty trade	P			P									
salons	C	C		C									
bookstores	C	C											
daycare	C	C			ACCESSORY			P		C			
non fast food restaurants	C				ACCESSORY								
florists - large scale assembly and storage	C	C			P								
gift shops	C	C											
pharmacy	C	C			ACCESSORY								
studios for art	C	C											
lumber / bldg supply	C			P	C	C							
transporation terminals	C				C		C						
warehousing	C	C			C	P			p	P	P		
auto service	C	C											Min Lot Size2 Acre Min Lot Width150 feet FAR50% Bldg HT50 feet Setback50 feet Offset*30 feet Open Space30%
pet day care / kennels	C	C		C									
fitness centers	C	C						P					
indoor sport shooting	C		C										
resale furniture and household merch	C												
architectural salvage	C												
outdoor power equipment	C												
theatres		C											
agriculture			P	P	NON CONFORM					C			
wineries			C	P									
microbreweries			C	P									
storage					P	P			P	P/C	P		
commercial bakeries				C	P								
greenhouses				P				P					
corporate campus					P	P		P					
salvage					C		C						
heavy manufacture					C		C	P					
High tech w corporate and headquarters				P	P								
athletic fields				P/C				P					
banks								P					
data processing				P	P			P					
recycling					P					C			
second had goods retail										C			
landfill										C			
schools				C									
religious institutions				C									
vet clinics				C									
Lodge / clubs				C									
Performing Arts Center				C									

P=Permitted
C=Conditional

Ordinance

Sec. 58-XXX. – Name To Be Determined

(a) *Purpose.* The _____ district is established to increase the supply of land served with public water and sewer for the development industrial uses in proximity to the corridor of HWY 41/45.

(b) *Definitions.*

(c) General Requirements.

- (1) The development shall be designed and sized in a manner which is architecturally, aesthetically, and operationally harmonious with surrounding development.
- (2) All business, servicing, processing or storage except for off-street parking or loading, shall be conducted within completely enclosed buildings unless specifically approved by the planning commission.
- (3) The development shall be improved with underground utilities.
- (4) *Off-street parking.* Off-street parking shall be in accordance with the applicable regulation set forth in this chapter.
- (5) *Minimum parking and driveway offset.* No driveway or parking area shall be located closer than 20 feet from a side or rear lot line unless specifically waived by the planning commission.
- (6) *Minimum parking setback.* No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than 25 feet to the ultimate road right-of-way.
- (7) *Loading docks.* Loading docks shall generally not face a dedicated or reserved public street.
- (8) *Roof-mounted equipment.* Roof-mounted equipment shall be located, screened and/or painted to minimize visibility from streets and adjacent sites.
- (9) *Storage.* Garbage and refuse containers shall be screened from view from streets and adjacent sites.
- (10) *Site development.* *Building and Site Plan designs* shall be approved by the planning commission in accordance with this chapter.

(c) *Permitted, accessory and conditional uses.* Table 58-XXX, Uses in the _____ District, lists all the permitted and conditional uses.

(d) *Yard Requirements.* The yard requirements shall be as follows in Table 58-XXX:

Table 58-XXX Lot Dimension and Yard Requirements

Uses	Min. Lot Area	Min. Lot Width	Front Yard	Interior Side / Rear Yard	Corner Side	FAR
Industrial Uses	2 AC	200 ft	50 ft	20 ft	50 ft	50%

(e) *Building standards.* Buildings shall have a minimum of 30,000 square feet.

(f) *Building height.* The height of any dwelling unit shall not exceed 60 feet. The height of any accessory structure shall not exceed 42 feet.

(g) Street alignments and cross connections are required as follows:

- (1) The development shall have one or more street connections at the boundaries of the development.
- (2) Provided at least one street connection creates legal access to an existing street, any other connection may be made to one or more adjacent undeveloped parcels or, as approved by the planning commission, parcels likely to be developed. For future street connections to undeveloped parcels.

(h) *Open space ratio.*

- (1) The open space ratio shall not be less than 30 percent and include the following open space features:
 - a) Primary conservation features including but not limited to wetlands, floodplains,
 - b) drainage courses, steep slopes, specimen trees shall be identified and protected.
 - c) Create large and contiguous areas that represent an integrated system that connects to features on adjacent sites.
 - d) Protection of site features.
 - e) Connect to environmental features on adjacent sites. Long, thin strips shall be prohibited unless a conservation feature is linear and necessary to provide a green belt with other natural features, amenities and adjacent developments.
 - f) Maintain a perimeter, low-maintenance open space buffer with a minimum width of 20 feet along public streets, paved and unpaved paths.

g) Include outdoor plazas and hardscape features intended for informal use or gatherings of customers and employees.

(i) *Development Agreement.* A development agreement is required for development in which public or private infrastructure and open space is planned and shall comply with the City Standard Specifications for Land Development, latest edition. The development agreement is subject to the approval of the City Planning Commission and Common Council.

(j) *Exceptions to the district requirements.* All district requirements shall be met unless a concept plan review application is submitted to the Planning Commission that includes each of the following:

- (1) Project concept plan meeting all district requirements.
- (2) Project concept plan graphically detailing any requested exceptions to district requirements.
- (3) Project narrative addressing reason for exception(s), the impact and effect of exception(s) and the additional amenities proposed to mitigate the impact and effect of such exception(s).

The burden of persuasion on the issue of whether the development, if completed as proposed, will comply with the spirit and intent of this district always remains on the applicant.

The Planning Commission may approve exceptions to the district requirements upon finding that the use or development includes building or site amenities that address any adverse effects of the exception(s) and where the Planning Commission finds that strict compliance to the requirements is impractical because of site conditions or location.

Further, Planning Commission approval of an exception shall require Common Council confirmation upon written request from two aldermen or one alderman and the mayor. Such request shall be made within 14 days of the corresponding Planning Commission approval of the exception.