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ECONOMIC DEVELOPMENT BOARD

Tuesday, May 25, 2021

8:00 AM

Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman Brian Parrish
Board Member James Baka
Board Member Dennis Engel
Board Member Daniel Gannon
Board Member Tracy Johnson
Board Member Michael Kramer
Board Member Jeff McLean
Board Member Bruce Sipiora
Board Member Andrew Petzold -- **Absent**

2) Approval of Meeting Minutes from April 27, 2021

Action

Mr. Baka made a motion to approve the meeting minutes from April 27, 2021.

Ald. Parrish seconded the motion.

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

RESULT: **Approved [Unanimous]**

MOVED BY: Baka

SECONDED BY: Alderman Parrish

AYES: Carr, Parrish, Baka, Engel, Gannon, Johnson, Kramer, McLean, Sipiora

ABSENT: Petzold

3) Introduction of Board Members

The Board introduced themselves to each and gave a quick background on their work and volunteer experience.

4) Port Washington Road Redevelopment

Asst. Dir. Zader talked through the story map provided for the Board via a link provided in board packet:

- Overview of both TIF #4 and TIF #5 Districts.
- TIF #4:
 - US Bank – high potential for redevelopment, underutilized, large site.
 - Pavilions – 2018-2019 façade improvements to ½ of the structures. They did not seek incentives. Staff has encouraged the owner to do something more wholesale and they are not interested.
 - Ace Hardware – smaller, constrained site. Part of the Town Square condo development. Rumor that they are looking for a larger site; would be high priority redevelopment site.
 - ICAP Development – 5 parcel development, approached staff about TIF incentive but did not follow through.
 - The Feedbag – built in 2010, a good business, property is in good shape.
 - Milwaukee PC – built in 2012, constricted site due to wetlands.
 - Stein – large parcel, successful business, may have potential for redevelopment outside current incentive programs for some beautification/site improvement efforts.
- TIF #5:
 - Newport Square 2 – two separate condo buildings, received incentive. 2012-2015 successful redevelopment.
 - Newport Square 1 – land in the rear available for redevelopment, not a priority site and would not qualify for current incentive plan (it is already green land). Good add incentive for this type of development.
 - Office Development (adjacent to yellow warehouse bldg.) – on going construction, did not qualify for incentive. Maybe have lost opportunity for redevelopment on this site.
 - Copy Master Building – difficult due to multiple owners, was targeted as high priority but surrounding parcels in redevelopment phase.
 - Warehouse – recently approved for storage facility. Received an incentive.
 - Good Year – good business on a small site, not a high priority.
 - Ferrantes – active business, small site, not a high priority at this point.
 - Single Family & 2 Duplexes (directly behind Chalet) - at one point thought to incorporate 3 parcels, multiple owners now.
 - Chalet Motel – very small parcel, could have been combined with residential parcels behind it. High priority for redevelopment, but very small parcel and active business there now (Crave).
 - Sobelmans – very small parcel, for sale now, some interested parties but difficult to build on the parcel due to setbacks. At one point thought could be combined with Baymont site.
 - Baymont Hotel – haven't heard any interest in combining parcels.
 - Lakeshore Eye Care – built in 2013, active user, not a high priority site.
 - Mixed Use Building – behind Lakeshore Eye Care – very small site.
 - Clark Gas Station – razed and rebuilt in 2019, did not qualify for an incentive

- (went down in value).
- Lakeside Mixed Use – built in 2000's, active user, nice building. good condition.
 - North Shore Detailing – high priority for redevelopment façade or some remodeling, small site. Modification of incentive policy would be required.
 - Funeral Home – large parcel, active user, good upkeep of property.
 - Mixed Use Office – 2 offices (condo) next to each other, small parcel, hard to lease, reduced assessment.
 - RDC Investments – several improvements made, did not qualify for incentive, looking to expand but are up against their FAR requirements.
 - Skygen – good business, active user.
 - Mixed Use Office – mixed use, office condo, loss of assessed value.
 - Office – good shape, active use, not a priority site.
 - Mixed Use Commercial – site needs some work, could use incentive for façade or minor site work or wholesale redevelopment.
 - Mixed Use with restaurant – would have been good to combine with Port Zedler.
 - Port Zedler – high priority site, currently has a raze order, once razed will need for incentive is gone.
 - Park Place – attractive to combine with Port Zedler, owner has some interest.
 - Mixed Use with daycare – tired site and building, façade upgrade or raze.

Asst. Dir. Zader showed pictures of Port Washington Road:

- Corridor is very wide.
- No landscaping.
- Lighting does not match.
- Very few vertical elements other than utility poles.
- Lack of street trees, medians.

He commented that matching lighting and the addition of some street trees would add needed landscaping.

He stated that staff is interested in feedback from the board on creating new incentive programs and the level of interest in implementing some beautification efforts.

The board discussed the available funds to do some of the beautification projects and how much should be allotted (approx. \$700,000 available). Adopt-a-highway and maintenance programs were discussed. It was suggested that the three most southern properties (#27, #28, #29) are high priority target sites for redevelopment. There is also an interest in site improvements for the north end of The Pavilions. There is agreement to focus/target priority sites.

The board supports modified incentive programs to spur redevelopment for the properties in these two TIF districts as well as new incentive formulas other than pay as you go. Additionally, there is support of possible incentives to encourage assemblage packages.

Board agreement to use some of the cash reserve for both incentives and some beautification efforts.

5) Recap of Town Center TID Workshop on May 4, 2021

Dir. Tollefson stated that there was a great amount of consensus on the priority on the public improvement projects; based on final design and cost. Each individual project will be back in front of the Common Council for final approval if any further expenditure is made. Staff recommended a package of both cash financing and borrowing in order to complete the projects. The Council was receptive to utilizing dollars beyond just the cash financing for an approximate total of \$4.5M.

6) I-43 Construction Update

Dir. Tollefson gave an update that the timeline for the I-43 project is a minimum 3-year construction schedule which will start later this year.

7) Staff Updates

8) Announcements

The next meeting is a date change to June 29th at 8:00 a.m.

9) Adjourn

Action

Mr. Kramer made a motion adjourn the meeting.

Mrs. Johnson seconded the motion.

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

Respectfully Submitted,

Kim Tollefson

Director of Community Development