



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

[www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)

**ECONOMIC DEVELOPMENT BOARD**

**Tuesday, June 25, 2024**

**8:00 AM**

**North Conference Room**

**Agenda**

- 1) **Call to Order, Roll Call**
- 2) **Approval of Meeting Minutes from May 21, 2024**  
*Action requested: review and approve*
- 3) **Community Survey Topics**
- 4) **Ulao Creek Development Implementation**
- 5) **Port Washington Road Streetscape Plan: Corridor Concept Sign Designs**
- 6) **Staff Updates**
- 7) **Announcements**  
The next meeting is Tuesday, July 23, 2024, at 8:00 a.m.
- 8) **Adjourn**

**Dated: June 20, 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.*



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

[www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)

## ECONOMIC DEVELOPMENT BOARD

Tuesday, May 21, 2024

8:00 AM

North Conference Room

### Minutes

1) Call to Order, Roll Call

**Present:**

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

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

2) Approval of Meeting Minutes from February 20, 2024, and March 19, 2024

**Action**

Board Member McLean made a motion to approve the meeting minutes from February 20, 2024, and March 19, 2024.

Board member Engel seconded the motion.

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

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

Attachment: EDB Minutes\_05.21.2024\_DRAFT (9480 : Meeting Minutes from May 21, 2024)

### 3) Port Washington Road Market Analysis

Assistant Director Jac Zader stated that a baseline report of the market analysis was presented to the Common Council (included in Board packet). He highlighted and briefly discussed the “unmet demand for the area” which was a point of discussion at the Council meeting (packet page 29).

Other noted categories from the analysis:

- Mequon Road & Port Washington Road & Town Center sees very similar visits as Grafton Commons.
- Identified cluster industries.
- Low retail vacancy.
- Traffic trends - weekday/weekend.
- Stakeholder input regarding residential land uses.

Director Tollefson stated that if the Board has any questions or comments or if they feel that there is missing data, that information should be forwarded to the consultant for review.

Ald. Gebhardt commented that the Council overall was pleased with the initial outcome of the analysis and feels encouraged that useful data will be provided. He mentioned that hotels were a topic of discussion as well as a focus on the “unmet demand” chart. The Council is interested in the recommendations that will be made once all the data is collected.

Asst. Dir. Zader stated that the market analysis will last through September and there will be another update to the Council in the process.

### 4) Port Washington Road Streetscape Plan

Asst. Dir. Zader stated that with all the I-43 road construction the Port Washington Road streetscape project has been delayed so that these efforts would not add more construction congestion for the motorists. It was decided by the Common Council last year that the streetscape construction project would be pushed to 2025. Meanwhile, staff have been working with the consultant to update the concept plan from feedback previously provided by the Council.

Overall feedback from the Council includes:

- Approval of the use of the stamped asphalt at the intersections.
- Elimination of annuals and pots that resulted in high maintenance costs.
- The Donges Bay intersection will be modified and that will need county approval.
- Signage desired.

Asst. Dir. Zader commented that all the medians will have some features and decorative treatment. All the plans will need to be approved by Ozaukee County and the DOT. TIFs #4 and #5 have increased in value and there are enough funds to cover this project.

There will be three locations for gateway signage. Director Tollefson commented that staff will start vetting sign designs and will then bring the options to this Board to review.

#### 5) Community Survey

Director Tollefson stated that the Community Survey is being initiated by the Public Welfare Committee (“PWC”) and they are beginning to vet vendors to manage the survey. It will not go out to the residents until 2025 with results available late 2025. PWC has asked that all city boards and commissions bring forward a few ideas about topics that they would like to have included on the survey related to work they are doing.

She commented that this Board should think about future economic issues and begin to brainstorm ideas to suggest for the survey.

The Board discussed ideas and asked questions of staff about previous survey topics.

#### 6) Town Center Story Map Presentation

Asst. Dir. Zader explained that staff has been working on a creating a story map, which is an interactive multi-media presentation. This will be posted on the city website soon. It details the history of how the Town Center district was created and the various steps of development. He demonstrated an overview of the interactive program and the economic impact of this area.

The Board appreciated the presentation and feel that the story map is an educational and easy tool to use to learn more about the creation of the Town Center district.

#### 7) Staff Updates

The staff provided updates on various developments and projects in the city.

Dir. Tollefson communicated that over 1,400 postcards were mailed out regarding the floodplain open house on May 29<sup>th</sup>. It will be an all-day open house with a presentation by staff three times throughout the day to provide an overview of some of the changes and new maps that have been implemented by FEMA and how they affect the city. Residents have the opportunity to sign up to meet with staff individually to discuss how their property may be affected.

#### 8) Announcements

The next meeting is Tuesday, June 25, 2024, at 8:00 a.m.

#### 9) Adjourn

##### Action

Board member Engel made a motion to adjourn the meeting.

Board member Boyd seconded the motion.

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

The meeting was adjourned at 9:25 a.m.

Respectfully Submitted,

*Kim Tollefson*  
*Director of Community Development*

Attachment: EDB Minutes\_05.21.2024\_DRAFT (9480 : Meeting Minutes from May 21, 2024)



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: Kim Tollefson, Director of Community Development**  
**DATE: June 25, 2024**  
**SUBJECT: Community Survey Topics**

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.

The EDB discussed potential topics at its meeting in May. The following attachments are provided because of that discussion (see meeting minutes) and to generate additional concept topics. Included for review is:

- 2019 Survey Economic Development Questions and Responses
- 2010 Blue Ribbon Citizens Visioning Committee Report Summary and Action Steps
- 2035 Comprehensive Plan: Economic Development Chapter's identification of strengths and weaknesses

EDB's Work Program includes:

- Administration of City's TIDs
- Administration of City's RLF program
- Administration of City's Town Center Business Loan Program
- Management of Port Washington Road Market Analysis and Recommendations
- Development of Port Washington Road Corridor Design / Signage
- Development of SW Industrial Land Use
- Land Acquisition and Sale
- Manufacturing Month Celebration

**Recommendations:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Attachments:  
Survey Packet (PDF)

Respondents were also asked about the City’s use of “transfer” of development rights of lots from one site to another to prevent residential development from occurring on sites that have attributes that may merit preserving, such as environmentally sensitive areas. Table 7.4 shows that a plurality of respondents (45.5%) favor continuing this practice, while 26.2% oppose.

**Table 7.4: Should the City continue to encourage the use of transfer development rights?**  
 (% of Respondents Answering Yes/Neutral/No)

	Frequency	Percent
Yes	1389	45.5%
Neutral	861	28.2%
No	800	26.2%
Total	3050	100.0%
Don't know	702	
No Response/Invalid	66	
Total	3818	

**ECONOMIC DEVELOPMENT (Questions 15-16)**

The next section of the survey focused on economic development tools and their use. Respondents were asked about promotion of business retention and expansion, improvement of infrastructure, addition of amenities, purchase of underutilized/undervalued sites, and incentivization of redevelopment for underutilized/undervalued, blighted, and environmentally contaminated sites.<sup>7</sup> Tables 8.1 through 8.7 show that a majority of respondents favor the continued use of each and every one of these economic development tools.

**Table 8.1: Support for Continued Use of Business Development Tool (Promoting business retention and expansion)**

	Frequency	Percent
Support	2563	70.3%
Neutral	682	18.7%
Oppose	403	11.0%
Total	3648	100.0%
Don't Know	94	
No Response/Invalid	76	
Total	3818	

**Table 8.2: Support for Continued Use of Business Development Tool (Improving existing infrastructure such as streets and sidewalks)**

	Frequency	Percent
Support	3163	85.6%
Neutral	370	10.0%
Oppose	164	4.4%
Total	3697	100.0%
Don't Know	54	
No Response/Invalid	67	
Total	3818	

<sup>7</sup> In 2013, respondents were asked about support for economic development tools, but the questions feature substantial wording differences that prevent apples-to-apples comparisons.

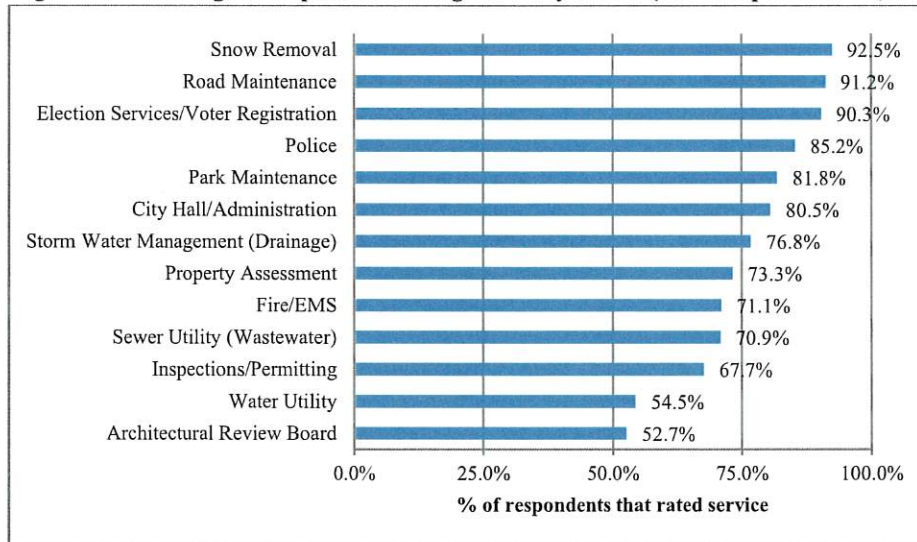
**Table 8.7: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of environmentally contaminated sites)**

	Frequency	Percent
Support	2568	73.9%
Neutral	497	14.3%
Oppose	411	11.8%
Total	3476	100.0%
Don't Know	171	
No Response/Invalid	171	
Total	3818	

**SATISFACTION WITH CITY SERVICES (Question 17)**

This section of the survey asked respondents about satisfaction with services received from the City. Respondents were offered the choice to indicate whether or not they had interacted with each of the services listed; Figure 9.1 shows the proportion of respondents that indicated they had interacted with the service in question and provided ratings. Respondents were most likely to report having interacted with Snow Removal (92.5%), Road Maintenance (91.2%), and Election Services/Voter Registration (90.3%), and least likely to report having interacted with the Architectural Review Board (52.7%), the Water Utility (54.5%), and Inspections/Permitting (67.7%). Notably, a majority of respondents reported having had interactions with every City service listed.

**Figure 9.1: Percentage of Respondents Rating Each City Service (Total Respondents = 3,818)**



Respondents were asked to rate their level of satisfaction with City services as “Excellent”, “Good”, “Fair”, or “Poor”. Table 9.1 displays the distribution of satisfaction ratings for each service. Each row includes only those who said they interacted with the given city service.

Placing responses on a four-point ordinal scale (where “Poor” = 0, “Fair” = 1, “Good” = 2, and “Excellent” = 3) allows the comparison of respondents’ average levels of satisfaction across services. Figure 9.1 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 9.2 shows the same information arrayed on a traditional bar chart, sorted by average levels of satisfaction. Respondents were most satisfied with Fire/EMS, Police, and Election Services/Voter Registration, while Inspections/Permitting, the Architectural Review Board, and Road Maintenance earned the lowest average satisfaction ratings.



# **VISION**

---

# **2010**

**CITY OF MEQUON  
BLUE RIBBON CITIZENS  
VISIONING COMMITTEE REPORT**

---

**PRESENTED TO:  
THE MAYOR AND THE  
COMMON COUNCIL OF MEQUON**

*City of Mequon Vision 2010 Report***ACKNOWLEDGEMENTS**

The City of Mequon's 2010 Visioning Project was the collective effort of many individuals on the Blue Ribbon Citizens Visioning Committee. The following highlights those individuals who put a significant amount of time and effort into this project.

**Blue Ribbon Citizens Visioning Committee**

Patrick Marchese, Chairman/At Large  
Barbara Charlton, District #1  
Roger Reinemann, District #2  
Cheryle Rebholz, District #3  
Richard O'Malley, District #4  
Robert Ashmore, District #5  
Richard Cobb, District #6  
Tracy Wickwire, District #7  
Paul Sheldon, District #8  
Pamela Adams, Aldermanic Rep.  
Maureen Murphy, Staff Liaison

**Research and report completed by:**

Chamness Consulting Inc.  
408 South Third Street  
Milwaukee, WI 53204  
414.271.7900

## TABLE OF CONTENTS

<u>SECTION:</u>	<u>PAGE:</u>
Mequon Vision 2010	4
Action Steps to Realize Vision	6
Survey	
Synopsis	7
Summary	8
Results	14
Process & Approach	
Listening Sessions	20
Survey	20
SWOT Analysis	21
Visioning	23
Conclusions & Recommendations	24

## MEQUON VISION 2010

*Mequon is, in 2010, a community that distinguishes itself through these cherished and appealing aspects:*

- *Small-town character with controlled traffic and low density development through creative Land Use Planning*
- *Diverse types of topography including the Milwaukee River, Lake Michigan, wet lands, farmlands and woodlands*
- *Rural natural beauty with extensive green space and trees*
- *Organized roadways with I-43 as easy connector*
- *Transportation routes meeting different interests with streets, roadways, bike paths and trails*
- *Community hubs as centers of density allowing people to interact in an urban village setting*
- *Ability to live in varying degrees of privacy through residential choices*
- *Two colleges and public and private schools offering excellent education opportunities*
- *State-of-the-art hospital and medical care*
- *Unique retail shops and boutiques*
- *Variety of restaurants*
- *Many entertainment, recreation, and cultural options*
- *Outstanding city services*
- *Citywide state of the art communication technology*

*The City of Mequon has strengthened these valued and distinguishing aspects of the community. The preferred balance of urban and rural landscape which has long satisfied Mequon citizens continues through controlled population size, low density, fixed tax rates, and managed traffic. Numerous transportation modes connect Mequon's expansive open space, majestic lakeshore bluffs, extensive farmland, winding Milwaukee River, Town Center, community hubs, residential areas and cultural attractions. The community shows its environmental support through adhering to the Land Use Plan, protecting the water resources, controlling run-off, preserving green space and continuing to be a front runner in developing conservation subdivisions.*

*Citizens of Mequon value the safety, low crime and community services provided by the fire, police and other essential city services. Mequon is a model of volunteerism and citizen community involvement. The state-of-the-art medical facilities and*

*City of Mequon Vision 2010 Report*

*the excellent educational institutions are icons of the outstanding community they support and represent.*

*The magical makeup of Mequon is pleasing to its citizens and attractive to visitors. Those who live in Mequon have a diverse range of price, size and design in housing options from which to choose. They also benefit from extensive green space, active parks, and river and Lake Michigan access. All citizens conveniently access the many amenities offered in the Town Center and community hubs. The number of bike, pedestrian and bridal paths offers alternatives to streets and roadways in reaching the areas where goods and services are located. These hubs create opportunities to meet and greet neighbors and enjoy the small town atmosphere. The City of Mequon has resisted the pressures of growth, change, and loss of identity. Instead it has flourished by keeping the essence of what distinguishes Mequon.*

## ACTION STEPS

To fully realize Vision 2010 consistent with the views and preferences of the citizens, the City of Mequon should strongly consider the following action items for implementation, listed in no particular order:

- Identify zone parcels inside the sewer service area that are acceptable for senior housing
- Construct a bridge on Donges Bay Road across the Milwaukee River
- Maintain no increase in tax rate
- Encourage additional family and fine dining restaurants and specialty retail shops
- Reconcile the preferred population ceiling of 25,000 with the Land Use Plan
- Continue the development of the Town Center and River Walk consistent with public support for method of financing
- Seek opportunities to expand and connect bike paths
- Establish and keep a high priority on street and road maintenance
- Pursue improvements of Port Washington Road
- Organize a consortium to develop a significant cultural center
- Implement a Continuous Improvement Program for the city
- Advocate for a full-service post office along the Port Washington Road business corridor

We challenge the City of Mequon's elected officials to define a strategic plan around each of these action steps. This would be a laudable way to respond to the citizens' needs and wants for Mequon's future.

**City of Mequon Economic Development Strengths and Weaknesses**

Section 66.1001 of the *Wisconsin Statutes* also requires that an assessment of City of Mequon strengths and weaknesses with respect to attracting and retaining businesses and industries be completed as part of the economic development element. This section includes a list of perceived strengths and weaknesses, which were identified by the Planning Commission using the same inventory data and public input as the desired businesses list for the City. The perceived strengths for attracting and retaining businesses and industries include:

- Low tax rate.
- Strong educational system including the primary and secondary schools within the local school district and technical schools (MATC). The City also has four year colleges such as Concordia University and is in close proximity to regional educational resources such as the University of Wisconsin – Milwaukee (UWM), Marquette University, and the Medical College of Wisconsin in Milwaukee County
- Strong quality of life, including good healthcare; tourism, recreational, and open space amenities; rural character; high quality public services; low crime rate; location in the Milwaukee Metropolitan Area; and strong historic preservation
- Good highway system, with location near I-43 and good access to Milwaukee and Chicago; easy work commutes
- Convenient access to good healthcare given the location of Columbia St. Mary’s hospital and associated medical clinics and offices.
- Tax Increment Financing (TIF) and Revolving Loan Fund Financing incentives
- High level of public health
- Available land within the City of Mequon existing and planned business/industrial parks
- An educated and skilled workforce
- City of Mequon government that is free from corruption and is receptive to business needs
- Location of the City of Mequon east of the Great Lakes Watershed Divide. This location ensures that the City will have access to Lake Michigan water in the future and lessens dependency on other sources of water, such as ground water. The City is also better able to accommodate industries that use large volumes of water than areas that rely on groundwater as their only water source
- Availability of business services
- Consistent population growth
- Highly developed utility infrastructure, including gas and electric lines and the We Energies power plant in the City of Port Washington
- Strong public transportation system including the Ozaukee County Express Bus System, Ozaukee County Shared Ride Taxi System, and Port Washington Transport Shared Ride Taxi System
- Access to transportation and shipping through Mitchell International Airport and the Port of Milwaukee
- Strong regional cooperation and promotion through the Milwaukee 7 economic development initiative

The City of Mequon’s perceived weaknesses regarding attracting and retaining desirable businesses and industries include:

- Lack of jobs with pay levels high enough to afford housing in the City
- Lack of affordable workforce housing
- Many educated young people leave the City<sup>1</sup>

<sup>1</sup> It is perceived that many young educated residents of Ozaukee County and the Milwaukee Metropolitan Area as a whole leave the area for larger regions with greater job opportunities, such as Chicago. According to the

- Aging of the City workforce population
- Lack of awareness of opportunities including technical education and employment in “trade jobs”
- Lack of workers with skills suited to trade jobs and manufacturing jobs
- High land costs
- High infrastructure costs in communities with large minimum lot sizes
- Lack of venture capital
- Disconnect between the education system and the business sector – students are not necessarily learning the skills required by employers
- Lack of public transportation options
- Over-regulation of businesses
- Residents can be reluctant to change and fearful of new business ideas
- Lack of meeting, convention, and exhibition facilities that operate year-round in the City and County to showcase local businesses
- “NIMBY” (Not In My Back Yard) attitude in some cases

**Summary:** The City has many positive attributes, or strengths, that may be used to attract target businesses, such as a strong educational system, good healthcare services, good quality of life, location, development incentives and available commercial land, and water resources. The City’s weaknesses for attracting businesses include the lack of workers with skills suited to trade jobs and manufacturing jobs, lack of public transportation options, over-regulation of businesses and the potential decrease in the labor force.

---

2000 Census, 23.9 percent of Chicago PMSA residents were in the 25 to 29 age group, compared to 21.9 percent in the Milwaukee-Waukesha PMSA.



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: Kim Tollefson, Director of Community Development**  
**DATE: June 25, 2024**  
**SUBJECT: Ulao Creek Development Implementation**

The Ulao Creek neighborhood was established as part of a multi-year land use analysis and defined, from a regulatory aspect, in 2022/23. The neighborhood is 750 acres, consumes a significant amount of environmentally sensitive land and is regulated by four distinct zoning districts and a Ulao Creek Design Guidebook. The neighborhood is bound by I-43 (east), Highland Road (south), Ulao Creek (west) and Pioneer Road (north). The City's Comprehensive Park and Open Space, and each new zoning district, identifies a 10-mile loop park system that will be implemented as development occurs and as park and open space funding/planning efforts are identified for area.

The private market has been responsive to the new zoning including the newly constructed Ascension medical office, an approved 38 lot residential conservation subdivision, an approved emergency veterinary clinic and prospective development concept proposals further north on the corridor that are currently being vetted by planning staff.

Staff presents two additional considerations for the Board to further implementation efforts of the City's development objectives in this neighborhood:

1. Is the Board willing to pursue discussions with brokers and landowners to identify opportunities for consolidation and marketing of large parcels for potential targeted land uses?

*Staff encourages the Board to drive the corridor in advance of our meeting. Staff will present current corridor conditions and sites that are being marketed at our meeting.*

2. Is the Board interested in developing an entryway feature at the intersection of Port Washington and Highland Road and requesting funds for the features as a 2025 capital improvement project. The city negotiated and secured an outlot for an entryway feature at the time the Ascension medical office was approved (see attached site plan).

Attachments:

UlaoCreekMemo06.25.24 (PDF)





11333 N. Cedarburg Road  
Mequon, WI 53092-1930  
Phone: 262-242-3100  
Fax: 262-242-9655

[www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)

Office of Community Development

**TO: Economic Development Board**  
**FROM: Kim Tollefson, Director of Community Development**  
**DATE: June 20, 2024**  
**SUBJECT: Port Washington Road Streetscape Plan: Corridor Concept Design Signs**

---

As part of the Port Washington Road streetscape project, planned for bid Fall 2024 and construction Spring 2025, the Board will be selecting concept corridor sign designs for further development by our landscape architect consultant and ultimately the Council's consideration. The following are some visual preference options for consideration. None of the images are intended to provide a specific set of material, shape, color or brand, but rather an intent of the variety of options related to materials, shaped, the layering of elements and styles. At this time, the objective is to eliminate undesirable styles.

The prominent signs will be located immediately south of the Port Washington and Mequon Road intersection and north of the Port Washington and Zedler Lane intersection. There are a series of smaller identification signs that can be installed throughout the corridor as part of the streetscape project.

Attachments:

PW Sign Concept Memo 06.25.24 (PDF)  
Attachment 1 (PDF)  
Pt Wash Rd Sign attachment (PDF)



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



PRIMARY GATEWAY  
PREFERRED OPTION

SECONDARY GATEWAY  
PREFERRED OPTION

Attachment: PW Sign Concept Memo 06.25.24 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)



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



Attachment: PW Sign Concept Memo 06.25.24 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)



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



Attachment: PW Sign Concept Memo 06.25.24 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)



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



Attachment: PW Sign Concept Memo 06.25.24 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)



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

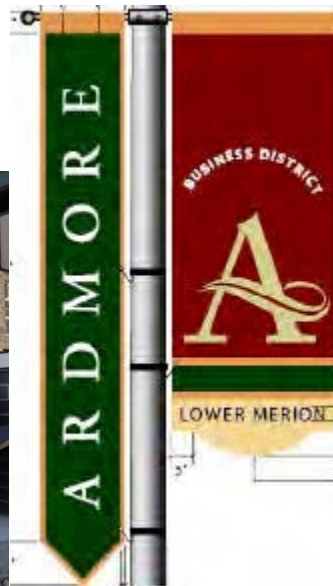


Attachment: PW Sign Concept Memo 06.25.24 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)





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





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



Attachment: PW Sign Concept Memo 06.25.24 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)



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

See interesting historic commercial activity of Port Washington Road and how abstract or actual feathers could symbolize the city's history of the corridor



shutterstock.com · 2026746239



shutterstock.com · 1993852853



Attachment: PW Sign Concept Memo 06.25.24 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)



**Historic Ozaukee County - Then and Now is on Facebook.** To connect with Historic Ozaukee County - Then and Now, log into Facebook.

Log In

or

Join



**Historic Ozaukee County - Then and Now**

June 15, 2021 at 3:00 PM ·

Port Washington Road at Donges Bay Road  
Mequon, WI  
(ca. 1890)

Prior to modern settlement, the north end of present day Bayside and eastern section of Mequon, Wisconsin was inhabited by Native Americans who settled the location for hunting and fishing. The Sauk Indian Trail was the closest major trail which connected more populated areas such as Milwaukee to Ozaukee County, as well as farther north towards Green Bay. In Mequon, the Sauk Trail loosely followed along today's Port Washington Road, three miles east of what would be (at the time) the center of Mequon - Thiensville/Freistadt. The trail was named after the Sauk Indians who were driven from Green Bay by the French Army in 1737. These Indians eventually settled their village on a peninsula at the bend of the Milwaukee River in present day Saukville.

Another tribe of Indians, which arrived in the area from Illinois, was the Potawatomi tribe led by Chief Waubeka. Waubeka was likely one of the last of the Potowotami Indians known to assist white settlers who were new to living off the untouched Ozaukee land. Waubeka taught these settlers how to grow corn.

According to Potawatomi legend, it is said that Wooster Harrison, the eventual founder of Port Washington, was one of the first white men to learn harvesting skills from Chief Waubeka. Harrison arrived to the area by canoe on Lake Michigan. In return for his new harvesting skills, Harrison taught he taught the Indians about Christianity. While there is no official record of this missionary relationship, historians at Marquette University have stated that this story is most likely accurate.

Chief Waubeka left the Mequon area in 1845, but his legacy remains with the name "Mequon" being derived from the indian name of Waubeka's daughter, Me Kwon, which means "White Feather". Waubeka, Wisconsin, in Northern Ozaukee County, is named after the Chief himself.

By the end of the 19th century, the developing area of Ozaukee County became a desirable destination for travelers, prospectors and business opportunists. Area Indian trails, such as the Green Bay Trail, allowed easier access for people moving from Chicago to Green Bay. Several towns, including Cedarburg, Thiensville, Grafton, Saukville, Fredonia and Belgium, benefitted from the growing traffic these pathways provided. Port Washington would benefit from the Green Bay Trail as well. However, the vast area now known as Mequon was almost wholly associated with the growing community that would eventually grow into the Village of Thiensville with original Mequon settlement on



**Historic Ozaukee County - Then and Now is on Facebook.** To connect with Historic Ozaukee County - Then and Now, log into Facebook.

Log In

or

Join

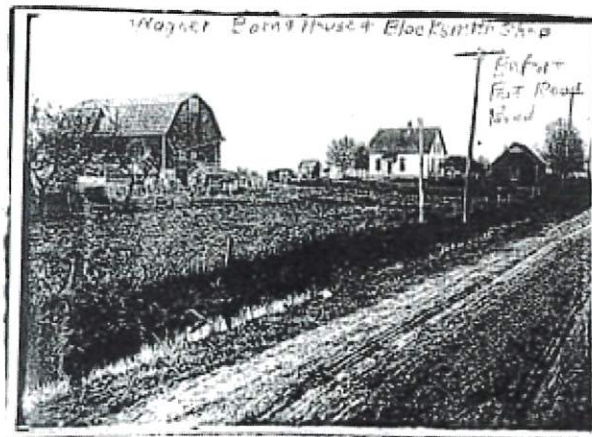
Attachment: Attachment 1 (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)

The Chalet Motel, which still exists today, was built in 1958 with renovations in 2000-01. The building, 10401 N. Port Washington Road, meets the criteria as a building of significance with the Register of Historic Places, is considered an excellent example of the Swiss Chalet Style of architecture. Most of the land in the historical perspective photo is now occupied by the southbound lane of Port Washington Road and the Chalet Motel parking lot.

The buildings located across the street to the west are occupied by Ferrante's Restaurant on the northeast corner, and Sobelman's Pub & Grill on the southeast corner. Both of these buildings are historic to the area, serving locals and travelers since the 19th century.

Sources/Photos

- onmilwaukee.com
- Ozaukee County Historical Society
- Mequon-Thiensville Historical Society
- Library of Congress
- books.google.com
- Bayside.wi.com
- Historic Ozaukee County - Then and Now



10 Shares



Susan Groeschel  
Thanks for the history.



**Historic Ozaukee County - Then and Now is on Facebook.** To connect with Historic Ozaukee County - Then and Now, log into Facebook.

Log In

or

Join



Log In



### Historic Ozaukee County - Then and Now

December 23, 2019 · 🌐

Port Washington Road at Mequon Road  
Mequon, WI  
(c. 1950)

In terms of early Ozaukee County History, the present day intersection of Port Washington Road and Mequon Road did not start out as a high traffic thoroughfare for travelers spreading north through Wisconsin.

For most of the 20th century, the intersection of highways 57 and 167 in Mequon was the main traveling hub as travelers headed north from Milwaukee, and was about as close to a major intersection as you could get. While Highway 57 (present day Green Bay Road, and Highway 167 (present day Mequon Road) served as early thoroughfares served to help populate and develop the areas we now know as Ozaukee County, the intersection of Port Washington Road and Mequon Road served as a more leisurely trip along Lake Michigan.

While the economic center of Mequon, located in Thiensville, was fed by traffic along Green Bay Road, Post Washington Road could be considered its more rural counterpart to the east.

However, Port Washington Road has a colorful history of its own.

Prior to modern settlement, the north end of present day Bayside and eastern section of Mequon, Wisconsin was inhabited by Native Americans who settled the location for hunting and fishing. The Sauk Indian Trail was the closest major trail which connected more populated areas such as Milwaukee to Ozaukee County, as well as farther north towards Green Bay. In Mequon, the Sauk Trail loosely followed what is now Port Washington Road, three miles east of what would be (at the time) the center of Mequon - Thiensville/Freistadt. The trail was named after the Sauk Indians who were driven from Green Bay by the French Army in 1737. These Indians eventually settled their village on a peninsula at the bend of the Milwaukee River in present day Saukville.

Another tribe of Indians, which arrived in the area from Illinois, was the Potawatomi tribe led by Chief Waubeka. Waubeka was likely one of the last of the Potowotami Indians known to assist white settlers who were new to living off the untouched Ozaukee land. Waubeka taught these settlers how to grow corn.

According to Potawatomi legend, it is said that Wooster Harrison, the eventual founder of Port Washington, was one of the first white men to learn harvesting skills from Chief Waubeka. Harrison arrived to the area by canoe on Lake Michigan. In return for his new harvesting skills, Harrison taught he taught the Indians about Christianity. While there is no official record of this missionary relationship, historians at Marquette University have stated that this story is most likely accurate.

**Log in or sign up for Facebook to connect with friends, family...**

Log In

or

Create new account

Attachment: Pt Wash Rd Sign attachment (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)



Log In

by the Potawatomi Indians, sat closer to Lake Michigan - only about one mile from the Lake Michigan shoreline.

Highway 167 (present day Mequon Road) begins at WIS 83 south of Hartford; west of WIS 83 and heads east along Holy Hill Road through Hubertus, Richfield and Germantown before moving through Mequon. Mequon Road ends at its connection with I-43.

The accompanying photos show the present day intersection of Port Washington Road and Mequon Road, looking south. According to the 1937 UWM Digital Imagery Photo Collection, the Port Washington Road would have sat in the present-day northbound lane with most buildings located in what would later become the intersection. The growth of the area could be directly linked to the expansion of I-43 north in the second half of the 20th century. As this area of Mequon grew, the roads were forced to do so as well.

Today, the intersection offers two lanes in all directions to accommodate daily traffic, and is considered the busiest intersection in Ozaukee County.

Sources/Photos

[onmilwaukee.com](http://onmilwaukee.com)

[books.google.com](http://books.google.com)

[Bayside.wi.com](http://Bayside.wi.com)

[Wikipedia.com](http://Wikipedia.com)

Photos by Jacob!

Ozaukee Historical Society

Mequon-Thiensville Historical Society

Library of Congress

1937 UWM Digital Imagery Photo Collection

Historic Ozaukee County – Then and Now



Attachment: Pt Wash Rd Sign attachment (9486 : Port Washington Road Streetscape Plan: Corridor Concept Design Signs)

Log in or sign up for Facebook to connect with friends, family...

Log In

or

Create new account