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ECONOMIC DEVELOPMENT BOARD
Tuesday, July 25, 2023
8:00 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

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

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

2) Approval of Meeting Minutes from June 27, 2023

Action
Board member Gannon made a motion to approve the June 27, 2023, minutes.
Board member Johnson seconded the motion.
A voice vote was taken; vote passed (8-0)

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

3) P2 Development - Development Agreement Extension

Director Tollefson explained that Bob Bach from P2 Development is requesting an extension to the Development Agreement for his new townhome development. Earlier in the year there was an extension granted through September 1st but due to slow supply chain issues another extension is requested. Mr. Bach requested the middle of November as the deadline, but staff recommended the end of October to ensure there is ample time before the end of the year to address any financial contingencies that may arise. It is important that the project be completed by December 31st and the tax value generated as of January 1, 2024, to continue the obligation to P2 Development for their incentive with no disruption to the TIF district with forecasting values and city expenditures.

A recommendation from the EDB will be forwarded to the Finance and Personnel Committee and then to the Common Council.

Mr. Bach stated that the biggest obstacle is the electrical equipment delays and shortage of quantities of appliances. All the appliances are now secured, and the last set of switch gear is scheduled for next week. They have had a great reception from tenants and he commented that the sidewalk will be complete next week as well.

Action
Board member McLean made a motion to approve the Development Agreement extension until October 31st.
Board member Engel seconded the motion.
A voice vote was taken; vote passed (8-0)

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

4) Industrial Land Uses Update

Director Tollefson stated that she presented the Common Council with an overview of everything this Board has been discussing for the past several months regarding the possibly rezoning of the southwest corridor of the city to an industrial park.

The following answers were provided by the Council:

1. The process is at the point where a consultant would need to be hired to do a sewer analysis, and the Council communicated they do want to move forward on this.
2. It was decided that this should be included in the 2024 budget and will be rolled out in January.
3. Regarding the rezoning of the area in the southern central area of the city where there

have been two proposals for conservation subdivisions, it was decided that these two policy items do not need to run concurrently, and staff can begin to work on rezoning that area before the end of the year.

4. The district alderman, Jeff Hansher, requested that a neighborhood meeting be held by staff to discuss the proposed industrial zoning and it was decided to wait until after the sewer analysis has been completed to hold the informational meeting.

She stated that this item will be addressed again by the EDB in late February or early March. This item will be set aside for the next few months and the focus will be on the efforts on Port Washington Road.

This item was also presented to the Planning Commission and the feedback was consistent with the feedback from the Common Council.

5) Port Washington Road

Assistant Director Jac Zader talked about the inconsistent zoning in the area from Donges Bay to Mequon Road along Port Washington Road. He explained the goal is to consolidate similar uses and to create some zoning patterns. While going through the rezoning process, it was discovered that in doing so some non-conforming uses would be created. He stated that there are a number of PUDs in the area and very little can be changed on those properties. He explained that the Land Use Plan will be used as a guide for the rezoning process. In summary, he commented that the path going forward is somewhat difficult in that it is not just changing the zoning code district areas, it also will involve reviewing all of the uses that need to be adjusted and amending the Land Use Plan to indicate desired changes for going forward. He believes that changing the zoning alone will not accomplish the desired outcome. The goal is to be proactive instead of reactive regarding zoning and revising the Land Use Plan.

The Board discussed various uses, the classification of uses and possible zoning scenarios for different properties in the area.

In summary, staff stated that the following steps are next:

- Clean up the zoning.
- Identify the desired uses in the TIF policy plan.
- Create design standards.
- Implement the Streetscape Plan.

It is a multi-faceted plan that can happen simultaneously.

Asst. Dir. Zader stated that the first step will be a revised Land Use Plan which will be presented to the Board, possibly in October. Rezoning will need to be strategized as well.

Asst. Dir. Zader explained that the Common Council requested some changes to the proposed streetscape plan including extending the plan north of Mequon Road (which was not part of the original plan), concerns about costs of the maintenance of the improvements going forward as well as a few medians that may need to be redesigned that has delayed that process.

6) Staff Updates

Director Tollefson stated that the following items were on the July Planning Commission agenda:

- North Shore Bank was approved for a third extension to build a building just north of the Starbucks on Port Washington Road.
- Ci-Dell Plastics is future planning and was approval to extend their parking lot in anticipation of staff growth.
- Roots & Stems is a roadside stand that was approved for temporary use for seasonal festivities.
- State Farm had rezoning previously approved and the home on site will be upgraded.

7) Announcements

The next meeting is Tuesday, September 19, 2023, at 8:00 a.m.

8) Adjourn

Action
Board member Sipiora made a motion to adjourn the meeting.
Board member Engle seconded the motion.
A voice vote was taken; vote passed (8-0)

The meeting concluded at 9:10 a.m.

Respectfully Submitted,

Kim Tollefson
Director of Community Development