



11333 N. Cedarburg Road
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ECONOMIC DEVELOPMENT BOARD

Tuesday, September 19, 2023

8:00 AM

North Conference Room

Agenda

- 1) Call to Order, Roll Call**
- 2) Approval of Meeting Minutes from July 25, 2023.**
Action requested: review and approve.
- 3) Port Washington Road Zoning**
Discussion & Recommendation.
- 4) October Event - Super Steel**
- 5) Staff Updates**
- 6) Announcements**
The next meeting is Tuesday, October 24, 2023, at 8:00 a.m.
- 7) Adjourn**

Dated: September 15, 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, 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

Attachment: EDB 07_25_23 DRAFT (8781 : Meeting Minutes from July 25, 2023)

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



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Office of Community Development

TO: Economic Development Board
FROM: Jac Zader, Assistant Director Community Development
DATE: September 19, 2023
SUBJECT: Port Washington Road Update

Background

Since the July EDB meeting, staff has spent considerable time reviewing the proposed zoning map and how it impacts current land uses that would be deemed nonconforming under the new category of land uses. This would include a wide variety of uses such as fast food, hotels, and auto related facilities. Preliminary analysis has identified at least ten parcels that include one or more uses that would be deemed nonconforming under the new zoning. There may be additional uses that are conforming but may exceed square footage requirements. This analysis has yet to be completed. Creating nonconforming uses, especially long-standing businesses in the city, can be viewed as heavy handed by property owners and elected officials. However, without going down this path, any changes to the zoning map and allowable uses will not be substantial enough to make any long-lasting impact to the character of the corridor. Staff needs direction from the Board on this issue before moving forward in our analysis. At the meeting, staff will be prepared to show a preliminary map and identify current uses that will become nonconforming based on suggested zoning changes.

The EDB direction on this land use matter will be presented to the Common Council Committee of the Whole in October to gain consensus and additional feedback.

END OF MEMO