



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

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, September 19, 2023

8:00 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

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

Chairman Carr called the meeting to order at 8:05 a.m.

2) Approval of Meeting Minutes from July 25, 2023

Action

Board member Engel made a motion to approve the meeting minutes from July 25, 2023.

Board member Gannon seconded the motion.

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

RESULT: **Approved [Unanimous]**

MOVED BY: Board Member Engel

SECONDED BY: Board Member Gannon

AYES: Carr, Gebhardt, Engel, Boyd, Gannon, McLean, Plautz, Sipiora

ABSENT: Johnson, Kramer

3) Port Washington Road Zoning

Assistant Director Zader explained that an inventory of the businesses along Port Washington Road was done, and a map was created showing different draft districts, which is included in the Board packet. He stated that the zoning code is very diluted in terms of the uses. It was determined after identifying all the nonconforming uses, that there are several, and they are spread out along the corridor. He stated that staff needs feedback from the Board regarding creating nonconforming uses as there are some consequences for the businesses and the city as well as how to best address non-conformities.

Asst. Dir. Zader stated that there are three options of approach:

1. To tweak the current districts, which will not have much of an impact.
2. Expand the overlay but not allow at Donges Bay, with concentration on the south end of Port Washington Road with consideration of the impacts of the new 1-43 interchange at County Line Road.
3. Modify, which would not have a big impact on land use in the long term.

The Board agreed that the middle road approach (#2) is the most appropriate course of action.

The board discussed the various uses along Port Washington Road. It was agreed that the end goal is to have more concentrated areas of similar uses. Staff will work to revise the zoning language with a distinction of uses, contemporize use types and definitions between the districts.

The Board supports a market analysis of the area with funding available in the Community Development budget and/or TIF funds.

Following discussion, direction given to staff by show of hands:

- Support of a market analysis to be funded by TIF and DCD funds; the scope of the analysis to be determined by the Board and Common Council.
Yes 5:3

It was discussed that staff would include alternative land uses to office and retail as part of the analysis and look at similar communities to see what concepts have been implemented.

- Identifying long term locations for multi-family housing at in-fill sites (define type of housing that would be allowed).
Yes 6:2
- Should nonconforming uses be limited and should this review be conducted at the above mentioned middle road approach.
Yes 8:0
- Should the overlay be extended to capture some of the nonconformity uses and

capture some of these uses at the south end.

Yes 7:1

- Identify certain sites, that would require special design requirements to achieve some of the character or open space features desired.

Yes 8:0

4) October Event - Super Steel

Chairman Carr stated that Super Steel had a wonderful celebration event that was attended by some of the officers of the city.

Staff is working to secure a date with Super Steel to arrange for a tour of their site to celebrate manufacturing month.

5) Staff Updates

Director Tollefson stated that ReFresh, going into Ferrante's location, was approved at Planning Commission for their use but they need to bring back design plans for approval of their building.

The Concordia fish hatchery also was approved for their use but need to bring back architectural modification designs for final approval.

Director Tollefson reminded the Board that the Common Council is supportive of the southwest industrial park initiative but it will not be budgeted to begin hiring the necessary contractors until 2024.

6) Announcements

The next meeting scheduled for October 24, 2023, may be changed. Staff will send out an email if a date change occurs.

7) Adjourn

Action

Alderman Gebhardt 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 9:35 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development