



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2903
Fax: 262-242-9655

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, September 20, 2022

8:00 AM

North Conference Room

Agenda

- 1. Call to Order, Roll Call**
- 2. Approval of Meeting Minutes from July 27, 2022**
Action requested: review and approve.
- 3. TC Business Loan: Mammoth Fitness**
- 4. Update on Port Washington Road Streetscape Design Concepts**
- 5. Economic Development Event: Spring 2023**
Discuss Agenda Topics, Speakers, Audience and Date
- 6. Staff Updates**
- 7. Announcements**
The next meeting is Tuesday, October 18, 2022, at 8:00 a.m.
- 8. Adjourn**

Dated: September 16, 2022

/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:
 Fax: 262-242-9655

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, July 26, 2022

8:00 AM

Christine Nuernberg Hall

Minutes

1) Call to Order, Roll Call

Present:

Chairman Timothy Carr
 Alderman Brian Parrish
 Board Member Dennis Engel
 Board Member Daniel Gannon
 Board Member Tracy Johnson
 Board Member Michael Kramer
 Board Member Jeff McLean
 Board Member Inge Plautz
 Board Member Bruce Sipiora
 Alternate Alderman Kathleen Schneider
 Board Member Andrew Petzold -- **Absent**

2) Approval of Meeting Minutes from June 28, 2022

Action

Ald. Schneider made a motion to approve the June 28, 2022, meeting minutes.

Board Member Johnson seconded the motion.

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

RESULT:	Approved [Unanimous]
MOVED BY:	Alderwoman Schneider
SECONDED BY:	Board Member Johnson
AYES:	Carr, Gannon, Johnson, Kramer, McLean, Plautz, Sipiora, Schneider
ABSENT:	Petzold

Attachment: EDB_07.26.22_DRAFT (7688 : Meeting Minutes from July 26, 2022)

3) TIF Incentive Policy

Chairman Carr thanked Asst. Dir. Zader for his presentation to the Committee of the Whole on behalf of the EDB.

Asst. Dir. Zader stated that there was a lot of support for the policy changes as well as some suggestions made (also listed in the report):

1. Sunset the provision for 5-7 years as this will incentivize development to happen more quickly and as it is related to the expiration of the TIF in 2030.
2. High priority uses need more definitions. Additionally, adopt the incentive policy concurrent with the design guidelines and the zoning approval.
3. Incentivize the Sobelman and Ferrante buildings to remain as same uses.

He concluded that overall there is support of the changes and a high level of interest in the redevelopment of the south portion of Port Washington Road.

There was discussion about the Sobelman's and Ferrante's buildings and whether the preference is to tear down those buildings or have them repurposed. It was commented that these are different sites with different setbacks and different challenges. The preference is to have a restaurant replace the Ferrante's building.

Dir. Tollefson suggested that other banks in the community could be approached to set up a new incentive that could be another tool to offer businesses.

Asst. Dir. Zader agreed that a list of prohibited uses would be beneficial. He answered that focusing on the high priority uses and the zoning changes should be the immediate focus.

Ald. Parrish suggested that the Board review the Neighborhood Commercial zoning uses as the uses will be similar for this area. He also stated that the north end of the Pavilions is a high priority area and that zoning will set the tone for the new areas as to what will be allowed. He does not believe that the north end and the south end of the Pavilions need to be the same zoning.

Dir. Tollefson stated that work to be done going forward includes:

- Breakdown of the Port Washington Road corridor into data and statistics and review with the Mayor.
- Policy Subcommittee will reconvene to work on the zoning regulations for the Port Washington Road southern corridor.
- Refine the financial policy – create administrative guidebook to be approved by the Council.
- Uses to be reviewed by EDB as zoning is assigned.

4) Outreach Event Subcommittee

Board member Johnson stated that the committee has not met since the last board meeting but shared the following updates:

- Foxtown supplied 5 available dates for the event this fall.
- Event could be done for \$5,000 – based on 75 attendees with an open bar, food and printed materials
- Suggested speakers: Tim Sheehy, Tom Nieman – or his son. Someone with a positive success story in Mequon.
- The rental space at Foxtown was discussed.

Dir. Tollefson added these updates:

- DCD budget has funds available for Board support.
- Donations can be accepted less than \$5,000 without any approvals.
- Staff should vet donations to ensure they comply with policy.

She also commented that without having the incentive policy approved in time for a Fall, there will not be the opportunity of a big announcement at the event. Additionally, the speakers need to deliver an authentic message. There needs to be some control regarding the speeches content and suggestions.

Board member Plautz suggested that there be a prep meeting with the speakers and possibly script could be requested ahead of time.

There was discussion regarding the date and whether there is enough time to put together the event for fall or whether it is best to wait until Spring. There was Board consensus that the event needs to be done correctly and that the incentive announcement is an important component. The Board also discussed whether this could be an annual event or grow into two events per year. There was agreement that the focus should be a celebration and highlight the successes in the city. There was discussion about whether the event held at Foxtown is appropriate considering the event may be focused on new facets of Port Washington Road (east side of town).

The subcommittee plans to meet in August to fine tune event details.

5) Staff Updates

Dir. Tollefson gave an update about new developments recently approved:

- New 11-lot subdivision located by the northern section of Gazebo Hills and east of North Shore Estates. The residents on Fairway Circle were adamant about not having a connection between their court and the proposed subdivision. The subdivision was approved by Planning Commission with a pedestrian/bike path connection (and not a road connection).
- MTC1 was approved to convert the second floor of the south building commercial space into 8 residential 1-bedroom apartments. This is allowed as part of the PUD as only 28 residential units are currently used of 150 allowed. A parking analysis was done as shows it will be beneficial to the development and each apartment will be assigned a parking space in the covered garage.

- Anytime Fitness and a new smoothie store was approved over in the Panera Bread development.
- Spirit Halloween will temporarily be using the DSW space until November 10th.

Ald. Parrish stated he has been working with the Council on the “absent” policy and some new content will be coming forward in the next few months.

6) Announcements

The next meeting is Tuesday, September 20, 2022, at 8:00 a.m.

7) Adjourn

Action

Board member Gannon made a motion to adjourn..

Board member McLean seconded the motion.

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

Meeting adjourned at 9:20 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development



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: September 20, 2022
SUBJECT: Neighborhood Commercial Zoning Districts

Background

At the July Board meeting, it was suggested that the Board considered uses allowed in each of the City's Neighborhood Commercial Zoning Districts (see meeting minutes). Please find those attached.

Attachments:

UCNC Ulao Creek Neighborhood Commercial Zoning District (DOCX)
CC Final Approved Ord_01.08.19 (PDF)

Ordinance Exhibit A

Sec. 58-304. –Ulao Creek Neighborhood Commercial (UCNC) district.

- (a) *Purpose.* The Ulao Creek Neighborhood Commercial (UCNC) district is established to provide a limited commercial environment for office and services that enhance residential, limited commercial and institutional uses desired in the Ulao Creek neighborhood by providing neighborhood scale services for nearby residential neighborhoods.
- (b) *General requirements.*
 - (1) Buildings shall be designed in individual or small groupings and shall not exceed 25,000 square feet per structure, nor exceed two stories in height. The commercial development shall be designed and sized in a manner which is architecturally, aesthetically and operationally harmonious with surrounding development.
 - (2) All business, servicing or processing, except for off-street parking or loading, shall be conducted within completely enclosed buildings. Outside storage is prohibited.
 - (3) Building and site plan review required. The Planning Commission shall review and act on development within the UCNC district. All applicants are required to meet with city staff for a pre-application meeting. All development is subject to the following minimum building and site standards:
 - a. Primary and secondary conservation features, including but not limited to, wetlands, floodplains, drainage courses, steep slopes, specimen trees, woodlands, meadows, scenic features and viewsheds shall be integrated into an open space and landscaping plan.
 - b. Access to the development shall be minimized and shall be accessed from roadway that are classified as Arterials: Primary and Secondary as described in Resolution 607.
 - c. Street alignments and cross street connections are required. Roads shall be designed to ensure that adjacent parcels have adequate connection to maximize development. Connections shall be required even if the adjacent sites do not yet have streets. The approved alignment and cross connection(s) are to be constructed in its entirety or in a phasing plan approved by the Planning Commission.
 - d. A walkway internal to the site, connecting internal site and external neighborhood amenities shall be installed at the time of street construction and prior to occupancy.
 - e. Open space and features adjacent to the site's entire extent of perimeter public right-of-way shall be identified. Open space adjacent to the entire extent of any public right-of-way shall be a minimum of 20 feet in width and include light fixtures and street trees, which are subject to the approval of the City Tree Board and Planning Commission. City approved and designated UC entryway light fixture(s) are required within this defined entryway and open space. An asphalt multi-use path of 8 feet in width is required on the west side of North Port Washington Road.

- f. Entryway amenities at the access to the development include signage, landscaping, light fixture(s), utilities and utility accessories. These entryway features shall enhance the open space adjacent to the public right-of-way and serve as a transition from public to private lands. City approved and designated UC entryway light fixture(s) are required within this defined entryway.
 - g. No commercial tenant space shall be less than 1,500 square feet.
 - h. Building Placement and Composition shall comply with the City approved Ulao Creek Design Standards.
- (4) Redevelopment of an existing building, where 50 percent or more of the existing building area is removed, shall be subject to the regulations in subsection (c) unless the city modifies the regulations in accordance with a conditional use process.
- (c) *Permitted, accessory and conditional uses.* Table 58-304-1, Uses in the Ulao Creek Neighborhood Commercial District, lists all the permitted and conditional uses.
- (d) *Lot size.* The minimum lot size shall have an area of not less than two (2) acres.
- (e) *Building size/floor area ratio.* The building(s) floor area ratio shall not exceed 25 percent.
- (f) *Building height.* The height of any structure shall not exceed 42 feet unless otherwise allowed in accordance with section 58-418.
- (g) *Minimum and maximum building setback.* All structures within the UCNC shall be set back from the ultimate road right-of-way as follows:
- (1) A minimum building front yard setback of 50 feet and a maximum of 75 feet when located on a highway,
 - (2) A minimum building front yard setback of 30 feet and a maximum of 50 feet when located on a local street.
- (h) *Minimum building offset.* No building or structure, hereafter erected, shall be placed closer than 20 feet to a side or rear lot line. If, however, adjacent properties are zoned or used as a residential land use, no commercial building or structure shall be placed closer than 50 feet to the adjoining residential land use or zoning. The offset area adjacent to residential land uses or zoning shall include landscaping that screens operations associated with commercial use activities including, but not limited to, vehicular headlights, service door and operations and parking.
- (i) *Open space ratio.*
- The open space ratio shall not be less than 30 percent and include the following open space features:
- (1) Create large and contiguous areas that represent an integrated system that connects to features on adjacent sites and public amenities within the surrounding neighborhood.
 - (2) Distribute common, open space throughout the development to serve as connection from the streets and structures to areas of contiguous open space. Small or fragmented open space shall be minimized.

- (3) Protection of site features.
 - (4) Connect to environmental features on adjacent sites. Long, thin strips shall be prohibited unless a conservation feature is linear and necessary to provide a green belt between lots or to provide connection with other natural features, amenities and adjacent developments.
 - (5) Maintain a perimeter, low-maintenance open space buffer with a minimum width of 20 feet along public streets, paved and unpaved paths.
 - (6) Include outdoor plazas and hardscape features intended for informal use or gatherings of customers and employees.
- (j) *Lot width and lot length.* The minimum average lot width and minimum average lot length shall be 150 feet.
- (k) *Off-street parking.* In accordance with applicable regulations set forth in section 58-441 of this chapter.
- (l) *Minimum parking and driveway offset.* No driveway or parking area shall be located closer than 20 feet from a side or rear lot line unless specifically waived by the planning commission.
- (m) *Minimum parking setback.* No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than 30 feet to the ultimate road right-of-way and shall not project further into the front yard than the building(s).

Table 58-304-1
Uses in the Ulao Creek Neighborhood Commercial District

Use	Neighborhood Commercial	Specific Development Standards
<i>Office and Clinic:</i>		
Office		
Medical clinics	P	
Optical and vision center	P	
Veterinary clinics or hospitals	C	Use shall comply with regulations as described in Division 11 and shall not include retail pet supplies. A 24-hour emergency operational plan and outdoor use and facility plan is subject to staff review and approval.

Financial institutions without drive-through		
Financial institutions with drive-through		
<i>Institutional and Public:</i>		
Public parks	P	Subject to Park and Open Space Board and Common Council approval for acceptance of land and shall comply with the City's Policy Statement #14 Donation Policy.
Public administrative offices and services	P	
Religious institutions		
Public or private schools of 5,000 square feet or less	P	An operational plan including hours, staffing, capacity, noise, safety and security regulations is subject to Planning Commission approval. The use may be subject to commissioning a Traffic Impact Analysis and implementation of conditions of such.
Public or private schools		
Private lodges and clubs of 5,000 square feet or less	P	Operations shall include open space components such as areas for private services, pools, dining, hardscape plazas and gardens, lodging is prohibited. An operational plan including hours, staffing, capacity, noise, safety and security regulations is subject to Planning Commission approval. The use may be subject to commissioning a Traffic Impact Analysis and implementation of conditions of such.
Private lodges and clubs		
Fine Arts School and studios of 2,000 square feet or less	P	May include studios for photography, painting, music, sculpture, and dance or similar related arts. The performance arts school shall not exceed 2,000 square feet
Community centers		

Libraries		
Museums		
Crematory services		
Mausoleums		
Cemeteries		
Public parking facilities, non-accessory		
<i>Residential:</i>		
Artist's live/work units	P	as described in 58-303
Residential uses, eight (8) units or less, if part of a mixed-use development		
Residential uses, nine (9) units to sixteen (16), if part of a mixed-use development		
Bed and breakfast		
Community Living arrangements for 8 or fewer persons		
Single-family residential cluster developments		
Age restrictive housing for persons of 55 years of age and older		
<i>Accessory Residential:</i>		

Residential quarters for the owner/proprietor		
Home Occupations		
Private outdoor recreational facilities without lights		
Private outdoor recreational facilities with lights		
<i>Retail and Services:</i>		
Art, hobby, game and educational supply stores, studios or galleries		
Interior design services		
Graphic design services		
Antiques, collectibles, gift or florists	P	as described in 58-303
Commercial use of a designated historic structure		
Stationary stores		
Bookstores, new		
Camera and photography supply store		
Computer and software store		
Electronic goods store		
Tobacco, cigar or nicotine product/e-cigarette store 2,000 square feet or less		

Music and musical instrument store including repairs		
Video stores		
Paint and wallpaper store		
Luggage and leather goods store		
Beauty and personal aid supply store		
Photocopying, film development, printing and publishing, packaging store of 4,000 square feet or less	P	
Dry cleaning and tailors	P	
Clothing and accessories including repairs		
Home furnishings and accessories of 4,000 square feet or less	P	
Sports and fitness centers including retail of 3,000 square feet or less	P	
Bicycle repair and sales	P	
Indoor recreation and amusement facilities		
Pet supplies, grooming and daycare		
Pet kennel		

Garden store		
Hardware store, 3,000 square feet or less, as part of a mixed-use commercial building	P	
Child daycare facilities, preschools, learning centers, as part of a mixed-use commercial building	P	An operational plan, including outdoor use and facilities, including hours, staffing, capacity, noise, safety and security regulations is subject to Planning Commission approval. The use may be subject to commissioning a Traffic Impact Analysis and implementation of conditions of such.
Specialty food stores	P	
Beer, wine and liquor stores, 3,000 square feet or less, as part of a mixed-use commercial building	P	
Sports and fitness retail store greater than 3,000 square feet		
Gas stations		
Gas stations with car wash		
Convenience store, no greater than 1,500 square feet, without gas, as part of a mixed-use commercial building	P	
Automobile service facilities including retail and repair		
Car dealerships		
Shopping centers		

Funeral homes		
Concert halls		
Theatres, live performances only		
Sexually oriented businesses		
Hotels		
Planned commercial development	PUD	
Grocery store of 25,000 square feet or less		An operational plan including hours, staffing, capacity, noise, safety and security regulations is subject to Planning Commission approval. The use may be subject to commissioning a Traffic Impact Analysis and implementation of conditions of such.
Pharmacy, 5,000 square feet or less without drive-through and as part of a mixed-use commercial building Pharmacy, 5,000 square feet or less with a drive-through, and as part of a mixed-use commercial building	P C	Masonry or compatible building materials shall be incorporated into any proposed drive-through facility and shall include a canopy. The drive-through service area and associated canopy shall be considered accessory and located to the rear of the building. The building, including the drive-through service canopy, shall incorporate the use of awnings, varied roof forms, roof lines and other elements to provide scale. The accessory structures, such as service or menu boards, signs, speakers shall be designed to complement the principal structure through the building materials and colors and other features. All speaker systems shall be operated at a low volume (maximum of 65 decibels) to not cause a nuisance for adjacent residential uses.
<i>Food and Beverage:</i>		

Catering services as part of a mixed-use commercial building	P	
Confectionary store without drive-through as part of a mixed-use commercial building	P	
Bakeries, including retail sales without drive through as part of a mixed-use commercial building	P	
Bakeries, including retail sales with drive through		
Coffee shop of 2,000 square feet or less without drive-through as part of a mixed-use commercial building	P	
Coffee shop of 2,000 square feet or less with drive-through	C	Masonry or compatible building materials shall be incorporated into any proposed drive-through facility and shall include a canopy. The drive-through service area and associated canopy shall be considered accessory and located to the rear of the building. The building, including the drive-through service canopy, shall incorporate the use of awnings, varied roof forms, roof lines and other elements to provide scale. The accessory structures, such as service or menu boards, signs, speakers shall be designed to complement the principal structure through the building materials and colors and other features. All speaker systems shall be operated at a low volume (maximum of 65 decibels) to not cause a nuisance for adjacent residential uses.
Delicatessen without drive-through as part of a mixed-use commercial building	P	
Delicatessen with drive-through		

Snack and non-alcoholic beverage bars without drive-through as part of a mixed-use commercial building	P	
Fast food restaurant without drive-through as part of a mixed-use commercial building	P	As described in 58-303
Fast food restaurant with drive-through		
Sit-down restaurants as part of a mixed-use commercial building	P	As described in 58-303
Nightclubs		
P = Permitted uses		
C = Conditional uses		

(k) *Park and Open Space Plan and Impact Fee.* A park and open space impact fee is required for the development in accordance with Section 58-138-152. All development shall comply with the City approved Ulao Creek Neighborhood Park and Open Space.

(l) *Development Agreement.* A development agreement is required for development in which public or private infrastructure and open space is planned and shall comply with the City Standard Specifications for Land Development, latest edition. The development agreement is subject to the approval of the City Planning Commission and Common Council.

(m) *Exceptions to the district requirements.* All district requirements shall be met unless a concept plan review application is submitted to the Planning Commission that includes each of the following:

1. Project concept plan meeting all district requirements.
2. Project concept plan graphically detailing any requested exceptions to district requirements.

3. Project narrative addressing reason for exception, impact and effect of exception and the additional amenities proposed to mitigate the impact and effect of such exception.

The burden of persuasion on the issue of whether the development, if completed as proposed, will comply with the spirit and intent of this district always remains on the applicant.

The Planning Commission may approve exceptions to the district requirements upon finding that the use or development includes building or site amenities that address any adverse effects of the exception and where the Planning Commission finds that strict compliance to the requirements is impractical because of site conditions or location.

Further, Planning Commission approval of an exception shall require common council confirmation upon written request from two aldermen or one alderman and the mayor. Such request shall be made within 14 days of the corresponding Planning Commission approval of the exception.

EXHIBIT A

Article VIII. Digital Security Imaging Systems

FINAL VERSION

Chapter 14-300. Digital Security Imaging Systems

- (a) Purpose and intent. To provide for the implementation and use of digital security imaging systems ("DSI System") that monitor the exterior and interior spaces and areas of certain commercial establishments. The DSI System will afford the opportunity for public safety departments (e.g., Police and Fire Department) to visually examine certain commercial establishments and will provide emergency response personnel with a visual assessment of an emergency situation in advance of arrival. The advanced visual assessment may pertain to a person(s) (personal identification), a location (scene identification), and/or a situation (action identification) in emergency situations.
 - (1) While it is anticipated that the implementation and usage of a DSI System will greatly aid law enforcement agencies in subsequent criminal investigations and prosecutions, it is recognized that DSI Systems alone cannot provide for or be solely relied upon to produce positive personal, action or scene identification.
 - (2) Furthermore, it is recognized that since there is no City requirement that these systems be actively monitored, it cannot be expected that these systems will, on their own, provide a safer or more secure environment, nor are they a substitute for other security measures.
 - (3) It is also the intent of this chapter to attain commercial and industrial establishments of sustained desirability and economic stability, and to avoid unreasonable adverse effects to the property values of the surrounding properties and surrounding neighborhoods, and to maintain and promote the public health, safety and welfare of the City.
- (b) Installation Requirements.
 - (1) All single or multitenant commercial uses falling under the Retail and Services or Food and Beverage use classifications of the Neighborhood Commercial (NC) zoning district shall provide, install and maintain in good working order a DSI System covering the interior and exterior of the property. It shall be the responsibility of the property owner and any/all successors in interest to ensure compliance. The property owner shall furnish to the Chief of Police documentation that describes the system, specifications and the name of the vendor that installed the product.
 - (2) Date of compliance.
 - a. All new commercial uses or buildings that require a DSI System, as set forth above, shall comply with the plan submittal requirements of sub. (c).

- b. All existing commercial uses or buildings that require a DSI System, as set forth above, shall comply with the plan submittal requirements of sub. (c) when there is a change in ownership, tenancy, or total area (square footage) of the use. In multitenant buildings, the affected individual tenant space shall comply
 - c. If the development consists of multiple buildings, tenant spaces and/or phases, the DSI System shall be installed and fully operational upon receipt of the occupancy permit of each building, tenant and/or phase. The adequacy of the implementation of the DSI System minimum standards for each building, tenant and/or phase shall be determined by the Mequon Police Department.
- (3) DSI Systems deployed under this chapter shall be in compliance with the hardware specifications that are approved and published by the Mequon Police Department and shall meet all of the following requirements unless modified by a developer's agreement with the City:
- a. DSI Systems shall provide for complete surveillance of all building entrances and exits, loading docks and parking lots within the development. Parking lot surveillance must be capable of monitoring and capturing all activities within 300 feet of the building.
 - b. DSI Systems shall function continuously or have an effective distance motion detection with two-second pre-record, whether the businesses are open or closed, and shall provide visible surveillance to the above-described areas during hours of darkness.
 - c. Properties having a DSI System installed shall provide and maintain a centrally located security room that will be accessible and used by the City departments responsible for public safety. Access to these spaces shall be in cooperation with the tenant or property owner.
 - d. DSI Systems shall archive video recorded by the system for a period of not less than 14 days and shall be available to the City for public safety purposes. Evidentiary copies of any such video shall be provided to the Police or Fire Department upon request within 12 hours of the request.
 - e. DSI Systems shall provide interior cameras that will, at minimum, monitor and record all areas of cash transactions with the public. This includes, but is not limited to, all cash registers and service desks.
 - f. All commercial uses that are open for business in excess of 16 hours a day will be required to install a remote access DSI System with a panic button activation feature that will allow remote access viewing of the internal surveillance system to public safety personnel.

(c) Plan submittal.

- (1) For developments that require a DSI System, the DSI System shall be a component of any required City site and/or operational plan application. Upon application, the applicant/property owner shall provide to the City seven sets of DSI System plans, which shall clearly depict the location of all proposed cameras and hardware as well as the location of the security room. The DSI System portion of the submittal shall also include a written narrative explaining in detail the required DSI System. If a site and/or operational plan is not required, the property owner must provide the DSI System plan prior to obtaining an occupancy permit.
- (2) Any occupancy or building permit application requiring the submittal of the DSI System plans will not be deemed complete and will not be released by the City until the DSI System plans are received and reviewed as required in this chapter.

(d) Nonoperational DSI System; penalty. In the event that an existing DSI System becomes nonoperational or incompatible with the Police Department for any reason, or there is a violation of any term or condition of this chapter, the Police Department shall provide the owner with a fifteen-day written notice of same and opportunity to cure. In the event that the system is not repaired within the time allowed in the notice, the owner shall be deemed in violation of this section. Any owner who shall violate this chapter shall, upon conviction thereof, forfeit not less than \$100 nor more than \$300, together with the costs of prosecution. Each day a violation exists or continues shall constitute a separate offense.

EXHIBIT B**New Zoning District: Neighborhood Commercial (NC)****FINAL VERSION****Sec. 58-293. - neighborhood commercial district.**

- (a) *Purpose.* The NC district is established to provide a commercial environment of mixed office, retail and services designed to serve immediate residential neighborhoods and allow for new residential development
- (b) *General Requirements.*
- (1) Buildings shall be designed in individual or small groupings and shall not exceed 20,000 square feet per structure, nor exceed two stories in height, except as approved as a Planned Unit Development. The commercial development shall be designed and sized in a manner which is architecturally, aesthetically and operationally harmonious with surrounding development.
 - (2) All business, servicing or processing, except for off-street parking or loading, shall be conducted within completely enclosed buildings. Outside storage is not permitted except as specifically approved by the planning commission.
 - (3) In approving or disapproving proposed locations for uses under this section the planning commission shall give due consideration to the character and suitability of development for the area in which any such use is proposed to be located and shall also base its decision on such evidence as may be presented to the city planning commission regarding traffic generation, ground water impact, sewage disposal impact, lighting, soil limitations and the emission of noise, smoke, dust or dirt, odorous or noxious gases attributed to the proposed use. The city planning commission, in applying the provisions of this section, shall in writing recite the particular facts upon which it bases its conclusion. The applicant shall have an opportunity to present evidence contesting such unsuitability or propose adequate mitigation, if they so desire. Thereafter, the city planning commission may affirm, modify or withdraw its determination of unsuitability.
 - (4) Site development shall be approved by the planning commission in accordance with this chapter.
 - (5) Redevelopment of an existing building, where 50 percent or more of the existing building area is removed, shall be subject to the regulations in subsection (c) unless the city modifies the regulations in accordance with a conditional use process.
 - (6) Digital Security Imaging Systems in accordance with Chapter 14-300 is required.

- (c) *Permitted, Accessory and Conditional Uses.* Table 58-293-1, Uses in the Neighborhood Commercial District, lists all the permitted and conditional uses.
- (d) *Lot size.* The minimum lot size shall have an area of not less than 1.5 acres.
- (e) *Building size/floor area ratio.* The building(s) floor area ratio shall not exceed 30 percent.
- (f) *Building height.* The height of any structure shall not exceed 42 feet unless otherwise allowed in accordance with section 58-418.
- (g) *Minimum building setback.* All structures within the B-1 district shall be set back from the ultimate road right-of-way as follows:
- (1) Highways, 50 feet, except when parking is proposed between the road and building the minimum setback shall be 95 feet.
 - (2) Local streets, 30 feet.
- (h) *Minimum building offset.* No building or structure, hereafter erected, shall be placed closer than 20 feet to a side or rear lot line. If, however, adjoining property is zoned residential, no commercial building or structure shall be placed closer than 30 feet to the adjoining residentially zoned lot line.
- (i) *Open space ratio.*
- (1) The open space ratio shall not be less than 40 percent except as follows:
 - a. Future additions to buildings that were approved by the planning commission prior to August 12, 1994, shall be subject to a 30-percent open space ratio.
 - b. Properties which were the subject of planned unit development zoning or development agreement approval prior to August 12, 1994, shall be subject to the contractual open space ratio approved by the city pursuant to such planned unit development zoning or development agreement.
 - c. Construction of additional buildings on sites developed prior to August 12, 1994, shall be subject to a 30-percent open space ratio.
 - d. Proposed redevelopment/reconstruction of sites developed prior to August 12, 1994, shall be subject to the 40 percent open space ratio if the redevelopment razes more than 50 percent of the existing building(s). If the redevelopment does not raze more than 50 percent of the existing building(s), a development shall be subject to a 30-percent open space ratio.

(2) No lot or parcel that was previously developed under a less restrictive open space ratio shall be deemed nonconforming due to lack of compliance with this current more restrictive open space ratio.

(j) *Lot width and lot length.* The minimum average lot width and minimum average lot length shall be 150 feet.

(k) *Off-street parking.* In accordance with applicable regulation set forth in section 58-441 of this chapter.

(l) *Minimum parking and driveway offset.* No driveway or parking area shall be located closer than 20 feet from a side or rear lot line unless specifically waived by the planning commission.

(m) *Minimum parking setback.* No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than 15 feet to the ultimate road right-of-way.

TABLE 58-293-1 USES IN THE NEIGHBORHOOD COMMERCIAL DISTRICT

Use	Neighborhood Commercial	Specific Development Standards
Office & Clinic:		
Office	P	
Medical clinics	P	
Optical and vision center	P	
Veterinary clinics or hospitals	P	✓
Financial institutions without drive-through	P	
Financial institutions with drive-through	C	✓
Institutional & Public:		
Public parks		
Public administrative offices and services	P	
Religious institutions		
Public or private schools of 5,000 square feet or less		
Public or private schools		
Private lodges and clubs of 5,000 square feet or less		
Private lodges and clubs		
Fine Arts School and studios of 2,000 square feet or less	P	
Community centers		
Libraries		
Museums		
Crematory services		
Mausoleums		
Cemeteries		
Public parking facilities, non-accessory		
Residential:		
Artist's live/work units	P	✓
Residential uses, eight (8) units or less, if part of a mixed-use development		
Residential uses, nine (9) units to sixteen (16), if part of a mixed-use development		
Bed and breakfast	C	✓
Community living arrangements for 8 or fewer persons		
Single-family residential cluster developments	C	Per Sec. 58-333
Age restrictive housing for persons of 55 years of age and older	PUD	

<i>Use</i>	<i>Neighborhood Commercial</i>	<i>Specific Development Standards</i>
Accessory Residential:		
Residential quarters for the owner/proprietor	P	Per Sec. 58-294 (d)(1)
Home Occupations	P	
Private outdoor recreational facilities without lights	P	
Private outdoor recreational facilities with lights	C	
Retail & Services:		
Art, hobby, game and educational supply stores, studios or galleries	P	
Interior design services	P	
Graphic design services	P	
Antiques, collectibles, gift or florists	P	✓
Commercial use of a designated historic structure		
Stationary stores	P	
Bookstores, new	P	
Camera and photography supply store	P	
Computer and software store	P	
Electronic goods store	P	
Tabacco , cigar or nicotine product/e-cigarette store 2,000 square feet or less		
Music and musical instrument store including repairs	P	
Video stores	P	
Paint and wallpaper store	P	
Luggage and leather goods store	P	
Beauty and personal aid supply store	P	
Photocopying, film development, printing and publishing, packaging store of 4,000 square feet of less	P	
Dry cleaning and tailors	P	
Clothing and accessories including repairs	P	
Home furnishings and accessories including repairs of 4,000 square feet or less	P	
Sports and fitness centers including retail of 3,000 square feet or less	P	
Bicycle repair and sales	P	
Indoor recreation and amusement facilities		
Pet supplies, grooming and daycare	P	✓
Pet kennel		
Garden store	P	
Hardware store	P	
Child daycare facilities, preschools, learning centers	C	
Specialty food stores	P	
Beer, wine and liquor stores		

<i>Use</i>		<i>Neighborhood Commercial</i>	<i>Specific Development Standards</i>
Sports and fitness retail store greater than 3,000 square feet			
Gas stations			
Gas stations with car wash			
Convenience store without gas		C	
Automobile service facilities including retail and repair			
Car dealerships			
Shopping centers		C	
Funeral homes			
Concert halls			
Theatres, live performances only			
Sexually oriented businesses			
Hotels			
Planned commercial development		PUD	
Grocery store of 20,000 square feet or less		PUD	
Pharmacy			
Food & Beverage:			
Catering services		P	
Confectionary store without drive through		P	
Bakeries, including retail sales without drive through		P	
Bakeries, including retail sales with drive through		C	✓
Coffee shop of 2,000 square feet of less without drive through		P	
Coffee shop of 2,000 square feet of less with drive through		C	✓
Delicatessen without drive through		P	
Delicatessen with drive through			
Snack and non-alcoholic beverage bars without drive through		P	
Fast food restaurant without drive-through		P	✓
Fast food restaurant with drive-through			
Sit-down restaurants		P	
Nightclubs			
Town Center breweries			

P = Permitted uses
C = Conditional uses

EXHIBIT C

Sec. 58-303. - Specific development and design standards

FINAL VERSION

- (a) *Purpose.* Specific development and design standards are established to provide supplemental regulations to address unique characteristics of certain land uses.
- (b) *Standards.* The uses listed below are subject to the following specific development standards, in addition to all other applicable regulations:

Antiques, collectibles and florists. An antique and/or collectibles store shall be an establishment where all or a substantial part of the value of the objects is derived from its age, uniqueness or historical association.

Artist live/work units. An artist live/work unit may include the design and fabrication of jewelry, pottery and visual arts. Metalworking shall be prohibited. Artist live/work units shall be located above the ground floor.

Bed and breakfast establishments. A bed and breakfast establishment means any place of lodging that provides four or fewer rooms for rent, is the owner's personal residence and is occupied by the owner at the time of rental.

Car wash facility. Car wash facilities shall only be allowed as an accessory use to an existing gas station and shall be limited to one drive bay.

Cement tile roof. Cement roof tiles shall be in natural colors.

Child daycare facilities. A child daycare facility shall provide a designated area for the short term parking of vehicles loading and unloading children. The designated area shall be located where it provides the greatest safety. Playground equipment shall be prohibited in the front yard.

Coffee shop. A coffee shop is an establishment engaged in the sale of coffee and other non-alcoholic beverages for consumption on the premise or for carry-out, which also may include the sale of a limited number of food items. Drive-thru services shall be prohibited in the Town Center and Arrival Corridor districts. Any drive-through services approved in the Neighborhood Commercial district shall comply with the following:

- a. Incorporate masonry or compatible building materials into a drive-through canopy or facility.
- b. The coffee shop shall be considered the principal structure and located at the street edge and the drive-through service area and associated canopy shall be considered accessory and located to the rear.

c. The building, including the drive-through service canopy, shall incorporate the use of awnings, varied roof forms, roof lines and other elements to provide scale,

d. The accessory structures, such as service or menu boards, signs, speakers shall be designed to complement the principal structure through the building materials and colors and other features.

e. All speaker systems shall be operated at a low volume (maximum of 65 decibels) to not cause a nuisance for adjacent residential uses.

Confectionary. A confectionary is an establishment in which retail goods including chocolate, ice cream and frozen beverages and candy is sold, not produced.

Decorative concrete block. Decorative concrete block shall be allowed only when used in non-visible areas or as a secondary building material or accent. The use of standard, plain, gray block or glazed block is prohibited.

Delicatessen. A delicatessen is an establishment which sells ready-to-eat foods, in bulk or individual servings, primary for the consumption off the premise and is not a fast food restaurant. Drive-thru services shall be prohibited in the Town Center and Arrival Corridor districts.

Drug store/pharmacy. Drive-thru services shall be prohibited in the Town Center and Arrival Corridor districts. Any drive-through services approved in the Neighborhood Commercial district shall comply with the same design and development standards for coffee shops.

Farmer's market. A farmer's market is an establishment in which more than 50 percent of its product sold is agricultural produce. A farmer's market may be either a seasonal or year round operation and indoor or outdoor. If a farmer's market is a seasonal operation then an alternative, principal use (either permitted or conditional) shall be provided for the remainder of the year.

Fast food restaurant. A fast food restaurant is an establishment that includes five of the following:

- a. A permanent menu board.
- b. Customers pay for food before consuming it.
- c. A self-service condiment bar is provided.
- d. Customers must conduct self-service bussing.
- e. Furnishings are hard, finished, stationary seating.
- f. Most food items are prepared or cooked on premise and packaged in individual, non-reusable containers.
- g. Fast-food restaurants are only permitted within a multi-tenant building. Drive-through services shall be prohibited.

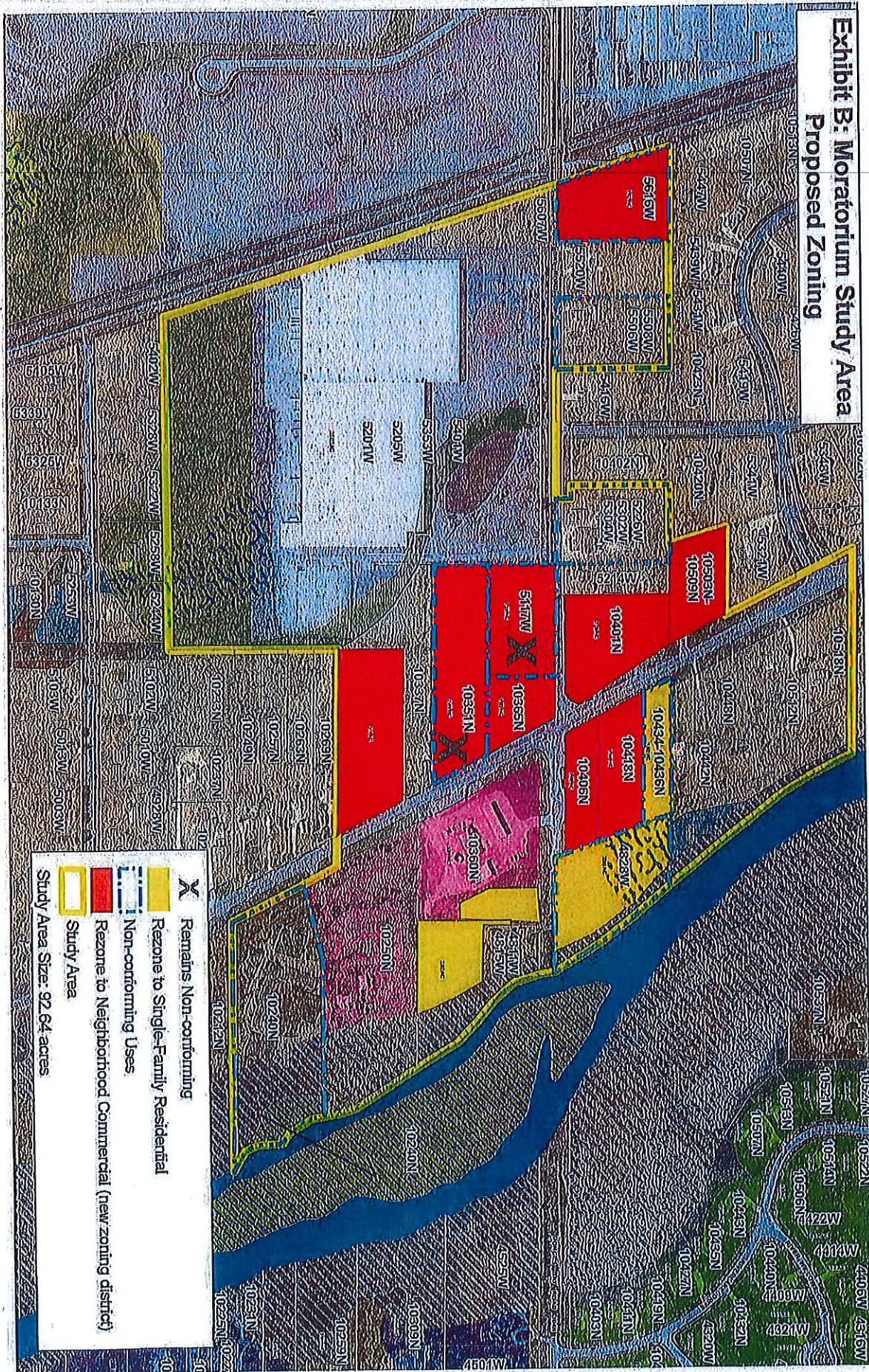
Financial institutions. Drive-through services, including an Automated Teller Machine (ATM) in the drive-through, shall be prohibited in the Town Center district. Any drive-through service approved in the Arrival Corridor or Neighborhood Commercial districts shall comply with the following:

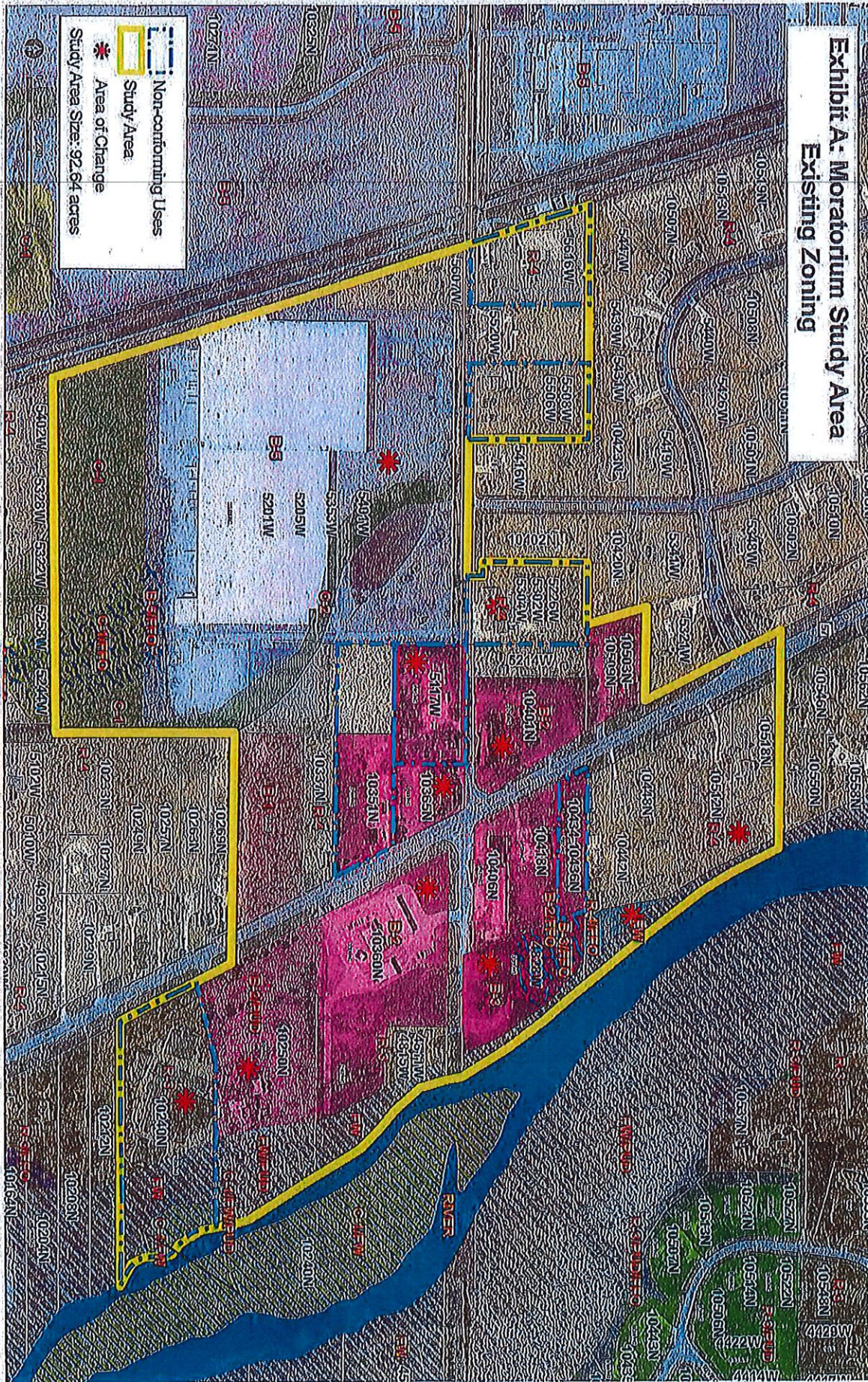
- a. Incorporate masonry or compatible building materials into the drive-through facility.
- b. The financial institution shall be considered the principal structure and located at the street edge and the drive-through service, canopy or ATM shall be considered accessory and located to the rear.
- c. The building shall incorporate the use of awnings, varied roof forms, roof lines and other elements to provide scale.
- d. The ATM shall be designed as part of the principal structure or located under the drive-through canopy and shall compliment the building materials and colors.
- e. All speaker systems shall be operated at a low volume (65db) to not cause a nuisance for adjacent residential uses.

Flat and combined roofs. Flat roofs shall combine gabled roofs, hip roof dormers or articulated parapet walls and may include extended and shaped parapets. Any parapet wall shall be designed in a manner to appear solid, three-dimensional form, rather than a veneer.

EXHIBIT D

Exhibit B: Moratorium Study Area Proposed Zoning







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: September 20, 2022
SUBJECT: TC Business Loan: Mammoth Fitness

Background:

As part of the 2103-2014 Work Program, staff pursued a loan pool program with First Bank Financial Centre. First Bank established a new branch in the city at the time and is an organization that focuses on the community and its needs. First Bank has since rebranded as Bank Five Nine. This program has been established in various communities and it is designed to focus on revitalization of downtown and main street areas. The City of Mequon's program was established in 2013.

City of Mequon Program: Sites within the Town Center TID are eligible for the program. Its purpose is to assist in revitalization efforts, increase capital investments and provide support to new and existing businesses. The program provides low-cost loans for start-up costs and for improving existing commercial structures and businesses. Loans are generally not less than \$10,000 or more than \$25,000 and have interest rates fixed at 1%. Bank Five Nine committed \$250,000 of capital to the program with the City of Mequon.

The loan processing and servicing is handled by Bank Five Nine. The local approval process includes a financial approval from Bank Five Nine and a recommendation by the Economic Development Board and final action by the Common Council related to business activities and the Town Center neighborhood objectives.

Economic benefits include the following:

- business development and start-up or expansion of existing, local businesses
- business and job retention and attraction
- redevelopment efforts consistent with Town Center goals
- provides below market interest rates
- provides longer term loans

Mammoth Fitness: Mammoth Fitness is a new business locating at Spur 16 in Town Center located at W 6400 Mequon Road within the commercial building that was previously home to a Pilates and yoga studio. The use is permitted by local zoning. Bank Five Nine has approved the loan for \$25,000 with 1% interest rate and 10 year amortization (financial information is provided under a separate cover letter). The use of funds will include further interior improvements to the space and fitness equipment as start-up capital for operations (please see equipment and capital budget attached). These are eligible activities within the program guidelines.

The owner of Mammoth Fitness, Mitchel Klopp, has been in the fitness industry since 2013 and graduated from Concordia University of WI. Mr. Klopp has continued his commitment to the Mequon area through his professional work since 2013, serving as a

head coach and general manager at Moro Performance (please see attached biography and business strategy).

The City finds Mammoth Fitness fulfills priorities for the Town Center business climate as established for the program initially approved by the Mequon Common Council:

- **A business that furthers the Town Center goals and spirit and intent as pedestrian oriented, mixed-use neighborhood.**

A fitness center caters to both residents and employees that live and work in the neighborhood and is considered a business that meets the day to day demands of residents attracted to the area.

- **A business that attracts a significant number of people to the Town Center and therefore creates activity at varying times.**

The business operation plan indicates that initially 50 members will be utilizing the services and therefore attracting consumers to the neighborhood with the potential to utilize other, adjacent retail and services.

- **A business that provides new jobs, start-up business and business expansion.**

The business operation plan indicates that 10 new jobs will be created at the time of opening the facility.

Planning Staff Recommendation: Per the approval by Bank Five Nine related to the financial strength of the application and Planning staff's recommendation related to the established neighborhood goals for the program, staff recommends **approval**.

Attachments:

Application 09.06.22 (PDF)

Biography

Since 2013 I have been emersed in the fitness culture, between being a college athlete as well as attending university specifically for exercise science. I graduated from Concordia University of Wisconsin with both my Undergraduate degree in Exercise Physiology and my master's degree was in Organizational Leadership and Administration. In the mixed of going through school I also hold certifications in USA Weightlifting, Living Fit Kettlebells, and CrossFit level 1 and Level 2 training certificates. I also have gone through numerus seminars to help my craft in fitness as well as rehabilitation. I have held a graduate assistant strength and coach position at Concordia and Interned at the division one level as a strength coach at University of Wisconsin Milwaukee.

Through the past five years I have held a position at a gym in Mequon (Moro Performance) where I have taken my craft as a coach and my determination as a person to be promoted to General Manager and Head coach. Over the last five years I have been rooted in the Mequon area and I am ready to venture out on my own. I have a deep following with the CrossFit community in the area so to start out I will begin with 50 members specifically for classes. On another note, I will be also bringing in 10 personal training clients upon opening the facility.

Equipment budget**REP****Dumbbell Rack**

Matte Black \$209.99

B-3100 Adjustable Weight Bench

Matte Black \$269.99

Slam Balls

10lb \$34.99

Slam Balls

5lb \$19.99

3-in-1 Wood Plyo Boxes

Large (20x24x30) \$119.99

3-in-1 Wood Plyo Boxes

Small (12x14x16) \$59.99

Medicine Balls

20lb \$75.99

16lb \$69.99

10lb \$55.99

Double \$689.99

Hex Dumbbell Sets

5-50lb Set \$1,099.99

Ab Support Mat

No Tailbone / Red \$19.99

Subtotal \$ 6,437.55**Shipping FREE****ROGUE FITNESS****Rogue 10KG Junior Bar****\$390.00****The Bella Bar 2.0 - Black Zinc****\$1,410.00****The Rogue Bar 2.0 - Black Zinc****\$1,740.00****Rogue OSO Barbell Collars****\$714.00****Rogue 9 Bar Holder \$330.00**

25KG Change Plate Set (IWF)

\$1,276.00

Rogue SPEAL Pull-up Bar 2.0

\$450.00

W-4 Unit - 4' Wall Mount

\$2,680.00

Gymnastic Wood Rings

\$455.00

Concept 2 Wall Mounted SkiErg with PM5

\$2,310.00

Assault AirBike

\$3,745.00

Black Concept 2 RowErg Rower - PM5

\$4,500.00

150KG Bumper Set

\$5,208.00

Rogue Vertical Plate Tree 2.0

\$490.00

Bolt-Together Bumper Stacker w/ Wheels

\$254.00

Est. Total

\$25,952.00

FLOORING

Tractor supply in Kohler 54 4x6 Rubber Stall Mats

\$49.99 x 54 = \$2,700

AMAZON

- 14 lb Wall balls champion sports \$44.20 X6
- Pull up bands Wikday \$33.99
- Hip circles Fit Simplify Resistance Loop Exercise \$12.95

TOTAL = (18 items): \$546.84

Grand Total: \$35,636.39

BUSINESS DEVELOPMENT LOAN POOL APPLICATION**I. APPLICANT INFORMATION**Name: Mitchel Klopp Telephone: 414.731.5157Home Address: 124 E Walters St. ; Port Washington, WI
53074Social Security Number: 399.13.3526**II. PROPOSED PROJECT**Full Legal Name of Borrower: Mitchel A. Klopp / Mammoth Fitness LLCAddress: 6300 W. Mequon Rd ; Mequon, WI 53092
Street City State ZipContact Person: Mitchel Klopp Phone Number: 414.731.5157Type of Business: Crossfit GymYear Business was Established: 2022Years Under Current Management: 1st yr

Number of employees: Current: _____ Proposed: _____

Business Ownership:

☐ Sole Proprietorship☐ Corporation☐ General Partnership☒ Limited Liability Co.☐ S Corporation☐ Limited PartnershipLandlord Information: Name: Cindy ShafferPhone Number: 414.405.0860Lease Expiration: TBAAnnual Rent: \$36,000

Any relationship between the business and the Landlord?

☐ Yes ☒ No

Attachment: Application 09.06.22 (7690 : TC Business Loan: Mammoth Fitness)

III. LOAN REQUESTAmount Requested: \$25,000.00Term Requested: 10yrsFor what purposes will this credit be used?: Building Improvements
Equipment PurchasesHow will business repay this credit?: Cash Flow from Operations
(Projections Attached)Is business subject to either seasonal or cyclical cash flow variations? Yes X No

If yes, please explain: _____

IV. PURPOSE OF LOAN

Describe the scope of work which the Business Development Loan Pool funds are proposed for, and the anticipated benefits to be realized from the proposed project. (Examples: benefits low income employees, youths, minorities, handicapped, veterans, elderly, local economic benefits, Impact on the environment (if any), community benefits, financial impact on local government, etc.)

Please be as specific as possible by presenting a detailed outline of all proposed work, including all renovations, equipment, start-up costs and training costs, etc. If applicable, the design proposal should also accompany the application.

Location I am looking to rent has been a Yoga Studio and requires very minor changes on my part

I've attached an equipment/construction budget totalling \$35,636. This \$25,000 would assist with obtaining these items.

I've also attached my Biography showing my work up to now with Megua clientele

V. FINANCIAL INFORMATION

- a. Does this business currently pay taxes to the City of Mequon?
 Yes ___ No X If yes, what is the amount \$ _____.
 Enclose copies of tax bills (property, inventory and equipment if applicable).
- b. Have you received any assistance from the City of Mequon, State of Wisconsin or any federal programs for the above presented project or any other property?
 Yes ___ No X
- c. n/a Submit copy of deed or legal description of property, purchase and sales agreement or lease, whichever applies regarding use of loan proceeds.
- d. Business financial statements for the past three (3) years if the business is already in existence. If the business is new, a business plan is required which must include projections for at least two years into the future. (Attached)
- e. n/a Business' income tax returns for the past three (3) years, including all schedules.
- f. n/a Interim financial statements (if six (6) months have passed since the last fiscal year-end, provide all available interim statements).
- g. Personal Financial Statement for each proposed borrower, owner, partner or guarantor.
 (Attached)
- h. Personal Federal Income Tax Returns for the past three (3) years for each proposed borrower, owner, partner or guarantor, include all schedules.
 (Attached)

VI. COLLATERAL OFFERED TO SECURE LOAN *

Accounts Receivable	Aging Report (Attached)	Date of Report: <u>n/a</u>
Inventory	Inventory List (Attached)	Valuation: <u>n/a</u>
Equipment	Bill of Sale (Attached)	Valuation: <u>n/a</u>
Real Estate	Recorded deeds (Copy(ies) (Attached) Address: _____	<u>n/a</u>
Vehicle(s)	Title(s) (Copy(ies) (Attached) Valuation: _____	<u>na</u>

* If any collateral is pledged, identify and indicate name of secured party.

VII. Bank Relationships

Bank Name	Loan Type	Account Number	Balance
Bank Five Nine	Checking		

VIII. Credit References (include loans from banks, finance companies, individuals, other financial institutions, etc.)

Creditor	Loan Type	Account #	Monthly Payment	Balance	Collateral

IX. Trade References (List your four largest trade creditors).

Trade Creditor	Trade Terms	High Credit	Balance	Collateral

X. Top Four Customers

Name and Address	Selling Terms	% of Sales

	September	October	November	December	January	February	March	April	May	June	July	August
REVENUE												
Membership Dues - Unlimited	\$5,280	\$5,440	\$5,600	\$5,760	\$5,920	\$6,080	\$6,400	\$6,720	\$7,040	\$7,360	\$7,680	\$8,000
Membership Dues - 3 Days/Wk	\$1,800	\$1,920	\$1,920	\$2,040	\$2,160	\$2,160	\$2,280	\$2,400	\$2,520	\$2,620	\$2,640	\$2,760
Membership Dues - Personal Training	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380
TOTAL REVENUE	\$9,460	\$9,740	\$9,900	\$10,180	\$10,460	\$10,620	\$11,060	\$11,500	\$11,940	\$12,260	\$12,700	\$13,140
EXPENSE												
Payroll - Owner	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Payroll - Staff	\$0	\$0	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Payroll Expenses	\$240	\$240	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Utilities	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Insurance	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888
Affiliation Fees	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Other - New Equipment Loan	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219
TOTAL EXPENSE	\$7,097	\$7,097	\$7,657	\$7,657	\$7,657	\$7,657	\$7,657	\$7,657	\$7,657	\$7,657	\$7,657	\$7,657
NET INCOME	\$2,363	\$2,643	\$2,243	\$2,523	\$2,803	\$2,963	\$3,403	\$3,843	\$4,283	\$4,603	\$5,043	\$5,483

Notes

5% increase in membership per month, 1% churn per month (net 4% increase rounded up per month)

5% increase in membership per month, 1% churn per month (net 4% increase rounded up per month)

25 classes (by coaches other than Mitchell) @ \$20/class

	September	October	November	December	January	February	March	April	May	June	July	August
REVENUE												
Membership Dues - Unlimited	\$8,160	\$8,320	\$8,480	\$8,640	\$8,800	\$8,960	\$9,120	\$9,280	\$9,440	\$9,600	\$9,760	\$9,920
Membership Dues - 3 Days/Wk	\$2,880	\$2,880	\$3,000	\$3,000	\$3,120	\$3,120	\$3,240	\$3,240	\$3,360	\$3,360	\$3,480	\$3,480
Membership Dues - Personal Training	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380
TOTAL REVENUE	\$13,420	\$13,580	\$13,860	\$14,020	\$14,300	\$14,460	\$14,740	\$14,900	\$15,180	\$15,340	\$15,620	\$15,780
EXPENSE												
Payroll - Owner	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Payroll - Staff	\$525	\$525	\$525	\$525	\$525	\$525	\$525	\$525	\$525	\$525	\$525	\$525
Payroll Expenses	\$303	\$303	\$303	\$303	\$303	\$303	\$303	\$303	\$303	\$303	\$303	\$303
Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Utilities	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Insurance	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888
Affiliation Fees	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Other - New Equipment Loan	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219
TOTAL EXPENSE	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685	\$7,685
NET INCOME	\$5,735	\$5,895	\$6,175	\$6,335	\$6,615	\$6,775	\$7,055	\$7,215	\$7,495	\$7,655	\$7,935	\$8,095

Notes

Net increase of 1 member / month
 Net increase of 1 member / 2 months
 Projected flat

25 classes (by coaches other than Mitchell) @ \$21/class

	September	October	November	December	January	February	March	April	May	June	July	August
REVENUE												
Membership Dues - Unlimited	\$10,080	\$10,080	\$10,240	\$10,240	\$10,400	\$10,400	\$10,560	\$10,560	\$10,720	\$10,720	\$10,880	\$10,880
Membership Dues - 3 Days/Wk	\$3,600	\$3,600	\$3,600	\$3,720	\$3,720	\$3,720	\$3,840	\$3,840	\$3,840	\$3,960	\$3,960	\$3,960
Membership Dues - Personal Training	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380	\$2,380
TOTAL REVENUE	\$16,060	\$16,060	\$16,220	\$16,340	\$16,500	\$16,500	\$16,780	\$16,780	\$16,940	\$17,060	\$17,220	\$17,220
EXPENSE												
Payroll - Owner	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Payroll - Staff	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550
Payroll Expenses	\$306	\$306	\$306	\$306	\$306	\$306	\$306	\$306	\$306	\$306	\$306	\$306
Rent	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Utilities	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Insurance	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888	\$888
Affiliation Fees	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Other - New Equipment Loan	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219	\$219
TOTAL EXPENSE	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713	\$7,713
NET INCOME	\$8,347	\$8,347	\$8,507	\$8,627	\$8,787	\$8,787	\$9,067	\$9,067	\$9,227	\$9,347	\$9,507	\$9,507

Notes

Net increase of 1 member / 2 months
 Net increase of 1 member / 3 months
 Projected flat

25 classes (by coaches other than Mitchell) @ \$22/class

Kimberly Tollefson

From: Rob Helm <Rob.Helm@bankfivenine.com>
Sent: Tuesday, September 06, 2022 12:31 PM
To: Kimberly Tollefson
Cc: Rob Helm
Subject: FW: New CDA Loan Request - Mequon (Mitchel Klopp / Mammoth Fitness)
Attachments: CDA Loan Application.pdf; WDFI Verification of LLC.pdf; PFS - Mitchel Klopp (08-17-22).pdf; Personal Tax Return - Mitchel Klopp (2021).pdf; Personal Tax Return - Mitchel Klopp (2020).pdf; Mammoth Fitness - Projections (3yrs).pdf

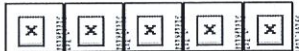
Kim –

Good afternoon. I am following up on a couple emails I sent last week regarding Mitchel Klopp and Mammoth Fitness (moving into the Yuma Yoga location)

Please respond at your earliest convenience as Mitchel is ready to go ... and the bank has approved him for a \$25,000 Community Development Loan.

I appreciate your reply.

Rob Helm



Robert D Helm

Vice President - Commercial Lender

Bank Five Nine, Mequon

11715 N. Port Washington Road | Mequon, WI 53092

p: (262) 518-5077 c: (262) 490-0187 f: (262) 804-9291

[website](#) | [email](#)

From: Rob Helm
Sent: Wednesday, August 31, 2022 2:38 PM
To: Nate Zastrow <Nate.Zastrow@bankfivenine.com>; 'Kimberly Tollefson' <KTollefson@ci.mequon.wi.us>
Cc: Rob Helm <Rob.Helm@bankfivenine.com>
Subject: New CDA Loan Request - Mequon (Mitchel Klopp / Mammoth Fitness)

Good afternoon. Mitchel Klopp was referred to the bank by Cindy Shaffer of Shaffer Development ... for a CDA Loan. Mitchel has been in the fitness industry since 2013 and graduated from Concordia University of Wisconsin with both his Undergraduate degree in Exercise Physiology and his Masters degree in Organizational Leadership and Administration. Through the past 5yrs Mitchel has held a position at a local gym in Mequon as General Manager and Head Coach. The owner of that business accepted an opportunity in China and let this business close. Mitchel is confident that with the clientele he has currently been working with, that he can start with 50 members specifically for classes as well as bring in 10 Personal Training clients.

The space in the Spur 16 Development he is looking to occupy had been a Yoga studio so will require very minimal work to get started.

Attachment: Application 09.06.22 (7690 : TC Business Loan: Mammoth Fitness)

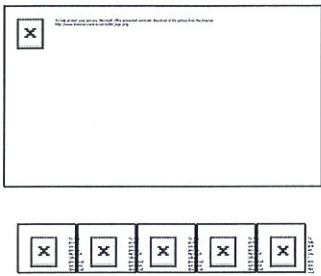
Mitchel is requesting \$25,000 to assist with minor improvements to the interior and equipment purchases.

I am attaching the following:

- CDA Loan Application (including Equipment Budget and Background)
- WDFI Verification of LLC
- PFS – Mitchel Klopp
- Personal Tax Return – Mitchel Klopp (2021)
- Personal Tax Return – Mitchel Klopp (2020)
- 3yrs of Projections

Let me know if either of you have any questions.

Rob



Robert D Helm

Vice President - Commercial Lender

Bank Five Nine, Mequon

11715 N. Port Washington Road | Mequon, WI 53092

p: (262) 518-5077 c: (262) 490-0187 f: (262) 804-9291

[website](#) | [email](#)

This e-mail and any files transmitted with it are the property of Bank Five Nine, are privileged and confidential, and are intended solely for the use of the individual or entity to which this e-mail is addressed. If you are not one of the named recipients or otherwise have reason to believe that you have received this message in error, please notify the sender at (262) 569-9900 and delete this message immediately from your computer. Any other use, retention, dissemination, forwarding, printing, or copying of this e-mail is strictly prohibited. Thank you.



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: Jac Zader, Assistant Director Community Development
DATE: September 20, 2022
SUBJECT: Update on Port Washington Road Streetscape Design Concepts

Background

On Tuesday, September 13th, the Ad Hoc Design Committee met to discuss the latest proposal from Harwood Engineering Consultants regarding the streetscape improvements along Port Washington Road south of Mequon Road. The Committee provided feedback to the latest concept plan with regard to landscaping, lighting at pedestrian crossings. Staff will display the concept plans and provide an update to the changes made by the Ad Hoc Committee at Tuesdays meeting.

END OF MEMO

Mequon Economic Development Meeting



TUESDAY, OCTOBER 25, 2022
4:00 PM - 6:30 PM
FOXTOWN



Attachment: MCEDC Flyer Sample 1 (7691 : Spring Event 2023)

Join us for the latest on what's happening with Mequon Economic Development! Hear from Mayor Andrew Nerbun, Developer Tom Nieman and Keynote by Tim Sheehy, President and CEO of the Metropolitan Milwaukee Association of Commerce (MMAC).

4:00 - 4:30 PM: REGISTRATION

4:30 - 5:30 PM: PROGRAM

5:30 - 6:30 PM: NETWORKING AND HAPPY HOUR

" MEQUON IS A GREAT COMMUNITY FOR BUSINESS - IF OFFERS ACCESS TO WORKFORCE, INFRASTRUCTURE AND CLUSTERS OF OTHER COMPANIES LEVERAGING THE MANY RESOURCES OF THE CITY" -- SOMEONE