



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, September 24, 2024**

**8:00 AM**

**North Conference Room**

**Agenda**

- 1) **Call to Order, Roll Call**
- 2) **Approval of Meeting Minutes from June 25, 2024**
- 3) **Approving a Development Agreement Amendment related to ownership from Blue Ribbon Storage to Extra Space Properties Two LLC for the TID No. 5 incentive for the Life Storage development located at 10448 N. Port Washington Road.**
- 4) **SW Industrial sewer analysis**
- 5) **Port Washington Road Market Analysis Update**
- 6) **Staff Updates**
- 7) **Announcements**  
The next meeting is Tuesday, October 22, 2024, at 8:00 a.m.
- 8) **Adjourn**

**Dated: September 19, 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.*



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**ECONOMIC DEVELOPMENT BOARD**  
**Tuesday, June 25, 2024**  
**8:00 AM**  
**North Conference Room**

**Minutes**

1) Call to Order, Roll Call

**Present:**

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

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

2) Approval of Meeting Minutes from May 21, 2024

Ald. Gebhardt made a motion to approve the May 21, 2024, meeting minutes.  
Board member Engel seconded the motion.  
*A voice vote was taken, vote passed (6-0)*

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

3) Community Survey Topics

Director Kim Tollefson stated that the Board’s comments from the brainstorming session at the previous meeting, mostly were based on results that should be generated from the current market analysis. She does not want to include these types of questions on the community

Attachment: EDB Minutes\_06.24.24 DRAFT (9698 : Meeting minutes from June 25, 2024)

survey because any action implementation from the market analysis results would need to wait until the community survey results are received which pushes this project to late 2025.

She commented that she had included previous surveys in the Board packet as examples for the Board to review to help generate ideas for questions to be included on the upcoming survey.

There was discussion amongst the Board about possible topics to include.

#### 4) Ulao Creek Development Implementation

Dir. Tollefson stated that development is occurring in this area of the city, and she talked through some specific sites within the Ulao Creek district.

There was some discussion about that district amongst the Board.

Dir. Tollefson concluded by stating that there is beginning to be development here in response to the zoning and it would be beneficial to continue to gather intel about specifics about some of the sites; both threats and opportunities, in order to be more proactive about possibly marketing some of these sites or encouraging consolidation and opportunities for future development.

She commented that there may be an opportunity for a capital improvement project to do something such as a gateway feature or something to anchor that corner at the corner of N. Port Washington Road and Highland Road.

She explained that there is a requirement for all new developments to include the multi-use path located on the west side of N. Port Washington Road. There is a park system planned for this area of the city that is included in the Parks and Open Space Comprehensive Plan. It is a linear park that is a 10-mile loop that runs from Pioneer Road alongside Ulao Creek down to Oriole Lane out to Port Washington Road.

#### 5) Port Washington Road Streetscape Plan: Corridor Concept Sign Designs

Dir. Tollefson stated she is looking for feedback regarding the type of style for signage on N. Port Washington Road. Dir. Tollefson shared specific designs for consideration. The Board's preference is a traditional structure, with stone, if permissible and some elements that can be used consistently in the city such as Ulao Creek and other geographic areas.

#### 6) Staff Updates

Staff gave updates on current projects and developments in the city.

#### 7) Announcements

The next meeting is Tuesday, July 23, 2024, at 8:00 a.m.

## 8) Adjourn

**Action**

Board member Gannon made a motion to adjourn the meeting.

Board member Engel seconded the motion.

*A voice vote was taken, vote passed (6-0)*

The meeting adjourned at 9:08 a.m.

Respectfully Submitted,

*Kim Tollefson*

*Director of Community Development*



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 Fax: 262-242-9655

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Office of Community Development

**TO: Economic Development Board**  
**FROM: Kim Tollefson, Director of Community Development**  
**DATE: September 24, 2024**  
**SUBJECT: Approving a Development Agreement Amendment related to ownership from Blue Ribbon Storage to Extra Space Properties Two LLC for the TID No. 5 incentive for the Life Storage development located at 10448 N. Port Washington Road.**

### **Background**

In June of 2021, the Common Council authorized a TID incentive through a Development Agreement between the City of Mequon and Blue Ribbon Self Storage III, LLC for the redevelopment of the property located at 10448 N. Port Washington Road. The redevelopment included the Life Storage facility. Blue Ribbon Self Storage III, LLC requests a minor change to the agreement for ownership. Current ownership is now under contract to sell the property to Extra Space Properties Two LLC.

### **Analysis | Reporting**

The Development Agreement provides a pay-as-you-go TID No. 5 incentive for partial demolition and clearing of the site. The project met the Fast Track incentive provisions executed through the TID, providing new development valued at \$5.6M (January 1, 2024) and eligible for a total incentive of \$462K. A partial incentive was executed in 2023 and the first full incentive was executed in 2024 for \$77,969.

Extra Space Properties Two, LLC, is the current property manager of the site under the Life Storage brand. The ownership change is a result of a merger between Life Storage and Extra Space Storage that occurred in 2023. Extra Space Storage is the largest operator of self-storage facilities in the country, founded in 1977 and includes more than 3500 locations in the United States. The company is a publicly traded REIT.

All other terms and provisions of the Development Agreement shall remain in full force and effect.

### **Staff Recommendation**

Staff recommends **approval** of the Development Agreement amendment subject to the following:

1. All other terms and provisions of the Development Agreement shall remain in full force and effect.

Attachments:

First Amendment DA Change of Ownership 09.23.24 (PDF)

**FIRST AMENDMENT TO DEVELOPMENT AGREEMENT**

**WHEREAS**, the parties to this First Amendment to Development Agreement executed that certain Development Agreement of June 3, 2021 (“the Development Agreement”).

**WHEREAS**, the parties are desirous of amending said Development Agreement, in order to amend and restate certain terms and obligations, as follows.

**NOW THEREFORE**, the parties to this Amendment to Development Agreement, agree that the following shall modify and amend certain provisions of the Development Agreement, as follows:

- 1. All references to and meaning of Developer shall be defined as Extra Space Properties Two LLC and all references to and meaning of Owner shall be defined as Extra Space Properties Two LLC.
- 2. It is therefore authorized that the Developer approved to operate and manage the Project is Extra Space Properties Two LLC.
- 3. Except as hereby amended, all other terms and provisions of the Development Agreement shall remain in full force and effect.

**IN WITNESS WHEREOF**, the parties to the Development Agreement and this Amendment to Development Agreement have caused this to be signed in duplicate originals this \_\_\_\_\_ day of \_\_\_\_\_, 2024, which shall be the effective date of this First Amendment to Development Agreement.

**CITY OF MEQUON**

\_\_\_\_\_  
Andrew Nerbun, Mayor

\_\_\_\_\_  
William H Jones, Jr., City Administrator

Attachment: First Amendment DA Change of Ownership 09.23.24 (9696 : Approving a Development Agreement Amendment related to

**EXTRA SPACE PROPERTIES TWO LLC**

**By:** \_\_\_\_\_ **Dated:** \_\_\_\_\_

**Name:** \_\_\_\_\_, **Title:** \_\_\_\_\_

Attachment: First Amendment DA Change of Ownership 09.23.24 (9696 : Approving a Development Agreement Amendment related to



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Office of Community Development

**TO: Economic Development Board**  
**FROM: Kristen Lundeen, Director of Public Works/City Engineer**  
**DATE: September 24, 2024**  
**SUBJECT: SW Industrial sewer analysis**

Please find attached the technical memorandum from the consultant completing the feasibility study on serving Section 31 (Southwest Industrial) with public sanitary sewer. The technical memorandum summarizes the results of Tasks 1 and 2 which were required to:

1. Define the options of how to serve the area within the boundary of the attached maps with public sewer.
2. Define parcels outside of the proposed area that could be served by the options in Task 1. While the focus of the current discussion is on the potential industrial zoned lands, if additional parcels could be served by the same infrastructure, the Sewer Utility may allow for further expansion of the Sewer Service Area.

The technical memorandum concludes:

- There is sufficient planned capacity to add the area to the City's Sewer Service Area (SSA).
- Most of the study area can be served by a gravity sewer system with a smaller portion of the study area requiring a pressure sewer system.
- A waterway that generally bisects the study area from west to east is the primary reason for the conceptual layout proposed as well as the division of the pressure and gravity sewer areas.
- The development of system options is limited and placement of the trunk line sewers in the existing right of way (instead of acquiring easements) seems most appropriate for future access and maintenance.
- At least a portion of the sewers in the gravity sewer area would need to be installed, to serve as the outfall for the sewers in the pressure sewer area.
- Based on topography, slope and cover of sewers, and the concept layout developed for Task 1, an additional 621.9 acres could be served outside of the study area.

Pending the review of the technical memorandum, next steps could include the following tasks:

3. Generation of a Master Trunk Plan: map the layout, size and critical depths for the master trunk system serving the identified parcels and identify tributary areas (sewersheds) for each section of the master trunk plan.
4. Provide cost estimate(s) for the Master Trunk Plan(s) identified in Task 3.
5. Based upon the cost estimates generated in Task 4, provide the options and costs of any of a variety of funding mechanisms, including, but not limited to: special assessment, TIF, etc.

Attachments:

Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 1 & 2 -  
071724 (PDF)

## TECHNICAL MEMORANDUM

DATE: September 17, 2024

TO: Kristen Lundeen, P.E.  
City of Mequon

FROM: Jonathan Steinbach, P.E.  
Baxter & Woodman

SUBJECT: Southwest Sewer Utility Feasibility Study – Tasks 1 & 2

### BACKGROUND

The City of Mequon (the City) contracted with Baxter & Woodman to complete a feasibility study to provide public sanitary sewer services to portions of Section 31, located in the southwest corner of the City. The portions of the section that are being contemplated for rezoning for industrial use are shown on an exhibit in Attachment A and comprise the study area for the feasibility study. The study area is now primarily undeveloped agricultural lands with a few residential properties and several commercial facilities that are generally located adjacent to the perimeter roads.

Section 31 is currently outside of the City's Sewer Service Area, but is within Southeastern Wisconsin Regional Planning Commission (SEWRPC) and Milwaukee Metropolitan Sewerage District (MMSD) Planning Areas. The City is assessing the capability to provide regional utilities with mainline trunk sewers that can provide service to adjacent properties, rather than requiring each individual development to provide its own service.

### TASK 1 - IDENTIFICATION OF PUBLIC SANITARY SEWER SERVICE OPTIONS

#### *WASTEWATER SYSTEM CAPACITY*

The size and capacity of the MMSD sewer conveyance and treatment facilities are set forth in their 2050 Facilities Plan (<https://www.mmsd.com/government-business/2050-facilities-plan>). The study area is completely contained within the boundaries of MMSD sewershed ME3013. A sewershed map of the City, showing the limits of ME3013, is included in Attachment B. The boundaries of ME3013 extend significantly beyond the study area. The MMSD facilities plan is based on a planned ME3013 peak flow allocation of 3.52 million gallons per day (MGD). Attachment C contains tables from the 2050 Facilities Plan containing baseline and projected buildout information for the sewersheds in the City. These tables show the anticipated buildout of 286 acres of commercial, government, institutional and industrial land uses (266.7 acres for industrial land use) and the increase of nearly 3000 residents within ME3013. The current balance of flow allocation remaining for buildout in ME3013, is 3.42 MGD (97.2% of the total flow allocation) per the table provided by the MMSD in July 2024 and included in Attachment D.

The proposed study area would add approximately 9,000,000 square feet or 206.6 acres of industrial zoned property per the City's Community Development staff. The 2050 Facilities Plan assigns a base sanitary flow for future/buildout industrial land uses at 1500 gallons per acre per day (gpad) with peak hourly flow contribution of 4000 gpad for load allocation planning, when their typical diurnal peaking and infiltration related factors are applied. When applied to the study area this equates to a peak hourly flow addition of about 0.83 MGD, which is less than the 3.42 MGD allocation balance remaining for ME3013. Future use of these properties would need to meet the requirements of an Industrial User in MMSD's Rules and the 2050 Facilities Plan.

Based on the aforementioned data and facilities plan, MMSD staff have verified that there is planned capacity available in their systems for the study area proposed to be added to the City's sewer service area.

### *CONCEPTUAL SYSTEM LAYOUT*

The proposed location of the connection to the MMSD's Metropolitan Interceptor Sewer (MIS) system is at the MMSD-assigned load point for ME3013, which is existing structure 19717. The table in Attachment D provides this assignment and the location of the structure is shown in the MIS record drawing included in Attachment E.

The critical elevation (the lowest level of connection to mitigate risk) established by MMSD in this area of the City is understood to be elevation 138.80 (local datum). Conceptually extending sewer service from the connection point at this elevation shows most of the study area can be served by a gravity sewer system with a smaller portion of the study area requiring a pressure sewer system (see Attachment A for the locations of these areas).

Gravity sewer systems are generally typical and preferred due to the long term operation and maintenance costs associated with pressure sewer systems. Therefore, the area served by pressure sewer systems was minimized during the evaluation. A conceptual layout of the proposed system is also included in Attachment F.

A waterway that generally bisects the study area from west to east is the primary reason for the conceptual layout proposed as well as the division of the pressure and gravity sewer areas. To cross the waterway with adequate cover and slope for a gravity sewer extending from elevation 138.80, the crossing point needs to be near the far west end of the study area. Properties in the northeast area of the study area are generally low lying and without a gravity sewer solution to cross the waterway, thus requiring the pressure system.

Given the MIS connection point and the waterway crossing constraints, the development of system options is limited and placement of the trunk line sewers in the existing right of way (instead of acquiring easements) seems most appropriate for future access and maintenance. Future service into the individual properties would then be as public main extensions or private sanitary sewers connected to the trunk line sewers.

The sewers for the gravity sewer area could be installed with or without the sewers serving the pressure sewer area. At least a portion of the sewers in the gravity sewer area would need to be installed, to serve as the outfall for the sewers in the pressure sewer area.

For the proposed system layout as shown in Attachment F, there would be approximately 12,400 linear feet of gravity sanitary sewer and 500 feet of pressure sanitary sewer (forcemain), including one pumping station near the waterway crossing at Granville Road.

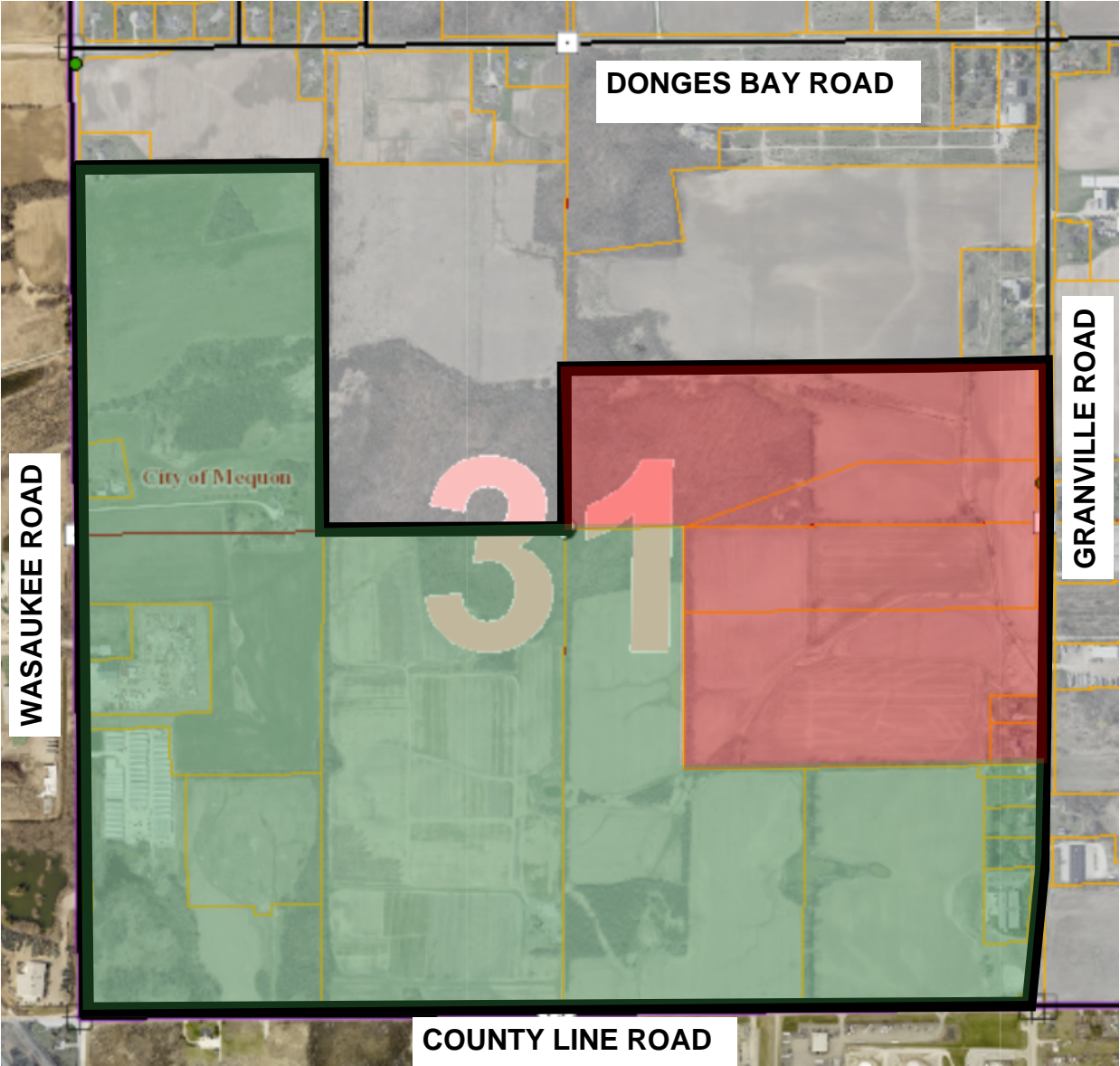
## **TASK 2 - IDENTIFICATION OF ADDITIONAL SERVICE AREAS**

Baxter & Woodman reviewed the constraints to extending sanitary sewer service beyond the study area from the infrastructure proposed in Task 1. Based on topography, slope and cover of sewers, and the concept layout developed for Task 1, a potential service study area was identified and is shown on the exhibit in Attachment G. The potential service study area is about 621.9 acres and is fully within ME3013. It is primarily a mix of undeveloped agricultural lands and low density residential developments. While the nature of future development in the potential service study area is not unknown at this time, it was assumed that the sanitary demand would be best estimated as low density residential development. Full development of the potential service study area would increase the resident population served by MMSD in this area by about 1555 persons.

The 2050 Facilities Plan assigns a base sanitary flow for future/buildout residential land uses at 54 gallons per capita per day (gpcd) with peak hourly flow contribution of 1248 gpcd for load allocation planning, when their typical diurnal peaking and infiltration related factors are applied. When applied to the potential service study area, this equates to a peak hourly flow addition of about 1.94 MGD (2.77 MGD when flows from Task 1 are added), which is less than the 3.42 MGD allocation balance remaining for ME3013.

Based on the aforementioned data and facilities plan, MMSD staff have verified that there is planned capacity available in their systems for the potential service study area that could be added to the City's sewer service area.

**Attachment A**  
**Conceptual Industrial Study Area**



Conceptual Industrial Study Area Boundary

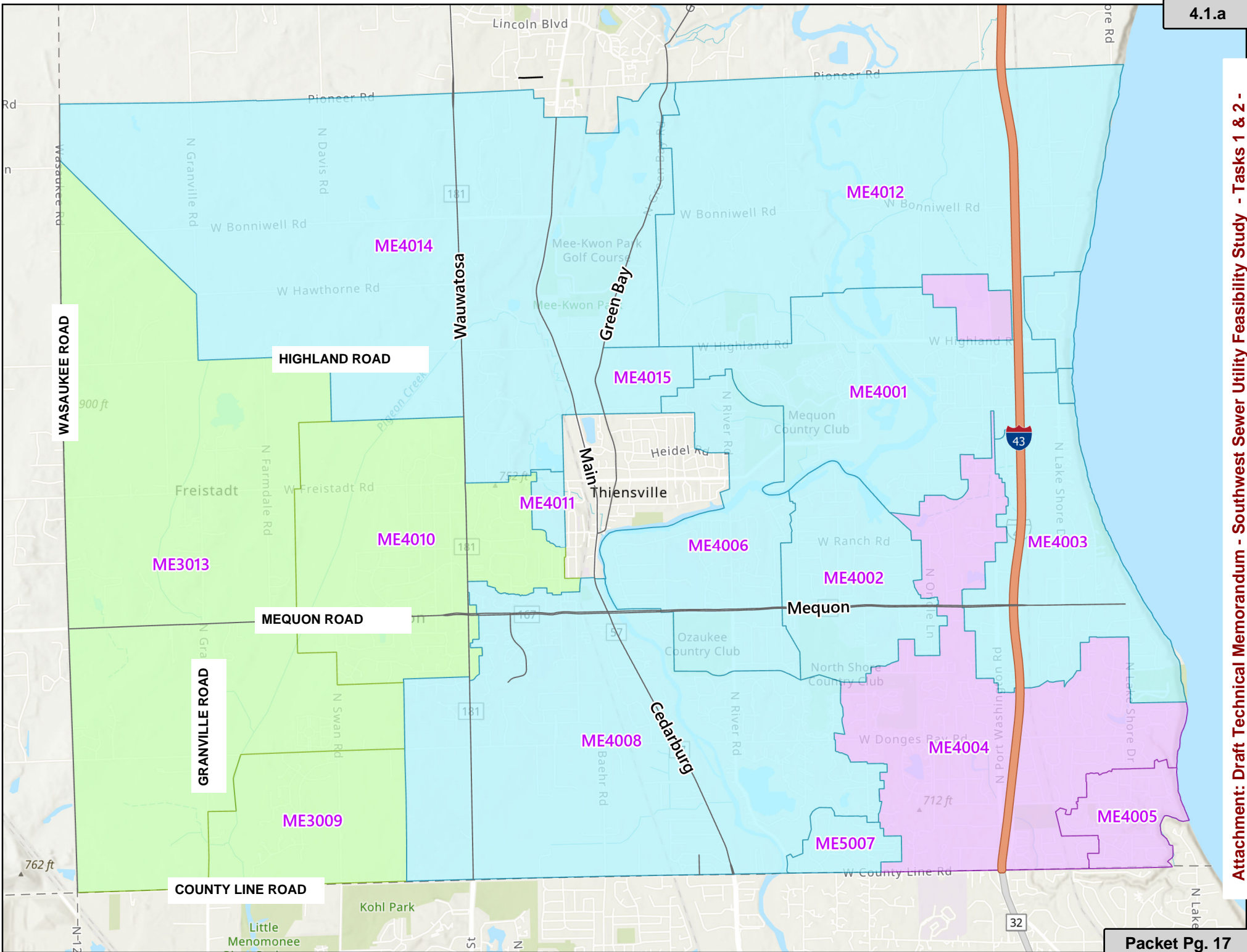


Able to be Served by Gravity System



Requires Pumped System

**Attachment B**  
**MMSD Sewersheds in Mequon**



**Attachment C**  
**Mequon Tables from MMSD 2050 Facilities Plan**

**TABLE 46  
POPULATION AND HOUSEHOLDS IN THE CITY OF MEQUON BY SEWERSHED**

Sewershed	Baseline - Year 2010		Future - Year 2035		Buildout - Year 2050	
	Population	Households	Population	Households	Population	Households
ME3009	809	278	909	327	992	357
ME3013	1,046	373	2,884	1,076	4,012	1,497
ME4001	2,540	1,069	2,565	1,133	2,651	1,172
ME4002	1,743	621	1,705	635	1,726	643
ME4003	1,218	495	1,254	534	1,310	558
ME4004	4,694	1,979	6,048	2,670	6,984	3,084
ME4005	460	159	439	159	439	159
ME4006	1,566	571	1,540	589	1,569	600
ME4008	3,406	1,416	10,103	4,410	14,218	6,207
ME4010	2,236	764	3,528	1,260	4,360	1,557
ME4011	60	20	57	20	57	20
ME4012	2,005	380	5,627	1,656	7,833	2,422
ME4014	1,047	369	1,829	717	2,322	926
ME4015	161	50	157	51	157	51
ME5007	119	39	125	43	131	45
<b>Totals</b>	<b>23,110</b>	<b>8,583</b>	<b>38,770</b>	<b>15,280</b>	<b>48,761</b>	<b>19,298</b>

**TABLE 47  
COMMERCIAL AND INDUSTRIAL LAND USE IN THE CITY OF MEQUON BY SEWERSHED**

Sewershed	Baseline - Year 2010			Future - Year 2035			Buildout - Year 2050		
	Commercial Land Use (acres)	Industrial Land Use (acres)	Gov & Inst Land Use (acres)	Commercial Land Use (acres)	Industrial Land Use (acres)	Gov & Inst Land Use (acres)	Commercial Land Use (acres)	Industrial Land Use (acres)	Gov & Inst Land Use (acres)
ME3009	3.3	11.7	-	3.3	21.3	-	3.3	27.0	-
ME3013	12.1	5.7	9.4	13.5	172.4	20.0	14.4	272.4	26.4
ME4001	14.8	4.9	37.1	15.4	5.4	49.2	15.7	5.7	56.4
ME4002	2.0	-	49.4	2.0	-	55.4	2.0	-	59.0
ME4003	129.3	-	94.2	146.6	41.3	120.5	157.0	66.0	136.3
ME4004	62.3	15.2	53.9	153.2	15.0	66.3	207.8	14.8	73.7
ME4005	-	-	-	-	-	-	-	-	-
ME4006	1.2	-	64.1	1.6	-	66.7	1.8	-	68.3
ME4008	90.3	255.5	56.7	167.7	394.4	60.5	214.2	477.8	62.7
ME4010	6.8	-	2.0	14.7	-	7.9	19.4	-	11.5
ME4011	-	-	14.9	-	-	27.5	-	-	35.1
ME4012	4.8	-	8.2	129.7	127.9	35.7	204.6	204.6	52.2
ME4014	14.9	6.1	21.4	52.8	6.1	23.7	75.6	6.1	25.1
ME4015	-	-	63.5	-	-	123.4	-	-	159.3
ME5007	-	-	-	-	-	-	-	-	-
<b>Totals</b>	<b>341.8</b>	<b>299.1</b>	<b>474.8</b>	<b>700.5</b>	<b>783.8</b>	<b>656.8</b>	<b>915.8</b>	<b>1074.4</b>	<b>766.0</b>

Attachment: Draft Technical Memorandum - Southwest Sewer Utility Feasibility Study - Tasks 1 & 2 -

**TABLE 48  
SIMULATED SEWERSHED FLOWS IN THE CITY OF MEQUON BY SEWERSHED**

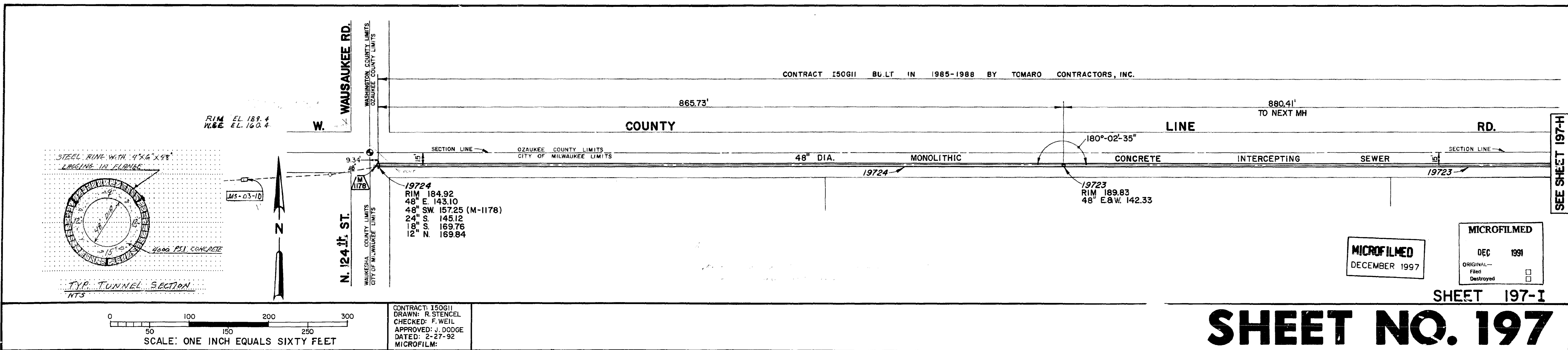
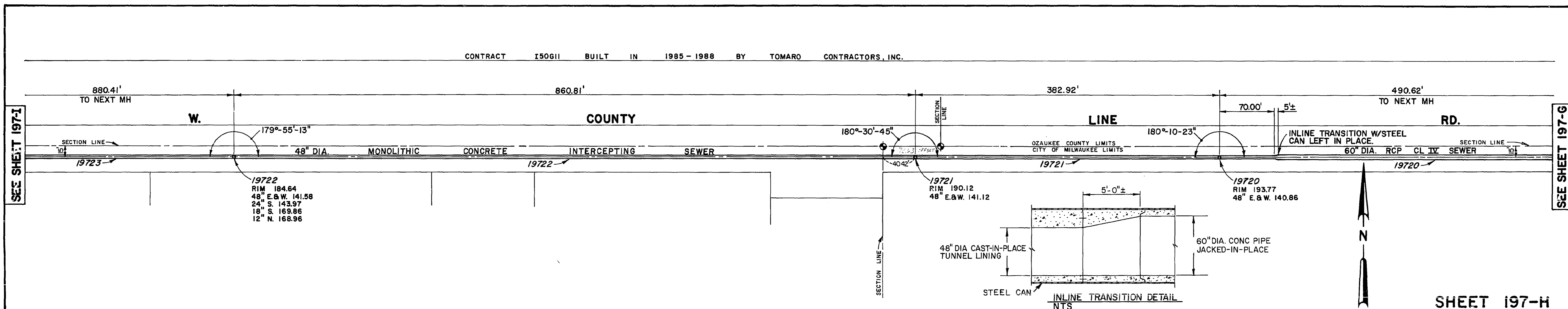
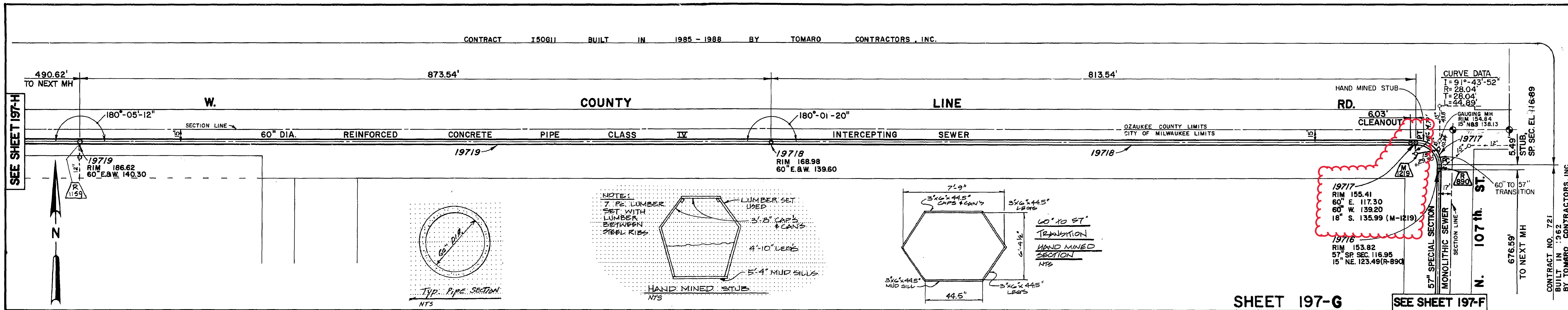
Sewershed	Sewershed Area (acres)	Est. Sewered Area (acres)	Baseline - Year 2010			Future - Year 2035			Buildout - Year 2050		
			Average BSF (MGD)	Average DWF (MGD)	Peak Hourly Flow (MGD)	Average BSF (MGD)	Average DWF (MGD)	Peak Hourly Flow (MGD)	Average BSF (MGD)	Average DWF (MGD)	Peak Hourly Flow (MGD)
ME3009	909.2	909.2	0.052	0.058	1.520	0.072	0.086	1.682	0.085	0.105	1.688
ME3013	5140.3	0.0	0.025	0.025	0.025	0.443	0.627	3.522	0.662	0.921	3.522
ME4001	1641.4	1641.4	0.186	0.213	4.589	0.201	0.234	4.651	0.214	0.251	4.713
ME4002	919.0	919.0	0.177	0.255	2.704	0.183	0.263	2.731	0.187	0.268	2.755
ME4003	1488.1	1488.1	0.156	0.204	4.171	0.272	0.329	4.357	0.344	0.406	4.501
ME4004	2516.5	2516.5	0.492	0.576	7.285	0.713	0.831	7.767	0.853	0.990	8.179
ME4005	342.3	342.3	0.046	0.068	0.981	0.046	0.068	0.981	0.046	0.068	0.981
ME4006	1227.9	1227.9	0.103	0.199	6.317	0.107	0.205	6.335	0.109	0.209	6.371
ME4008	3814.6	3814.6	0.467	0.590	19.596	1.157	1.401	20.911	1.576	1.893	22.656
ME4010	1963.4	1963.4	0.131	0.158	9.940	0.218	0.263	10.119	0.274	0.329	10.368
ME4011	80.7	80.7	0.005	0.012	0.396	0.017	0.026	0.435	0.025	0.034	0.445
ME4012	3772.6	0.0	0.007	0.007	0.007	0.718	0.799	1.367	1.081	1.204	2.334
ME4014	5708.2	0.0	0.019	0.019	0.019	0.185	0.300	0.780	0.248	0.397	1.760
ME4015	204.6	0.0	0.000	0.000	0.000	0.069	0.081	0.454	0.105	0.119	0.454
ME5007	190.0	190.0	0.005	0.015	0.708	0.006	0.016	0.722	0.006	0.017	0.867
<b>Totals</b>	<b>29918.7</b>	<b>15093.1</b>	<b>1.872</b>	<b>2.400</b>	<b>58.259</b>	<b>4.408</b>	<b>5.530</b>	<b>66.815</b>	<b>5.814</b>	<b>7.210</b>	<b>71.593</b>

BSF - Base Sanitary Flow  
DWF - Dry Weather Flow  
MGD - Million Gallons per Day

**Attachment D**  
**Current Mequon Sewershed Flow Allocations**  
**from MMSD**

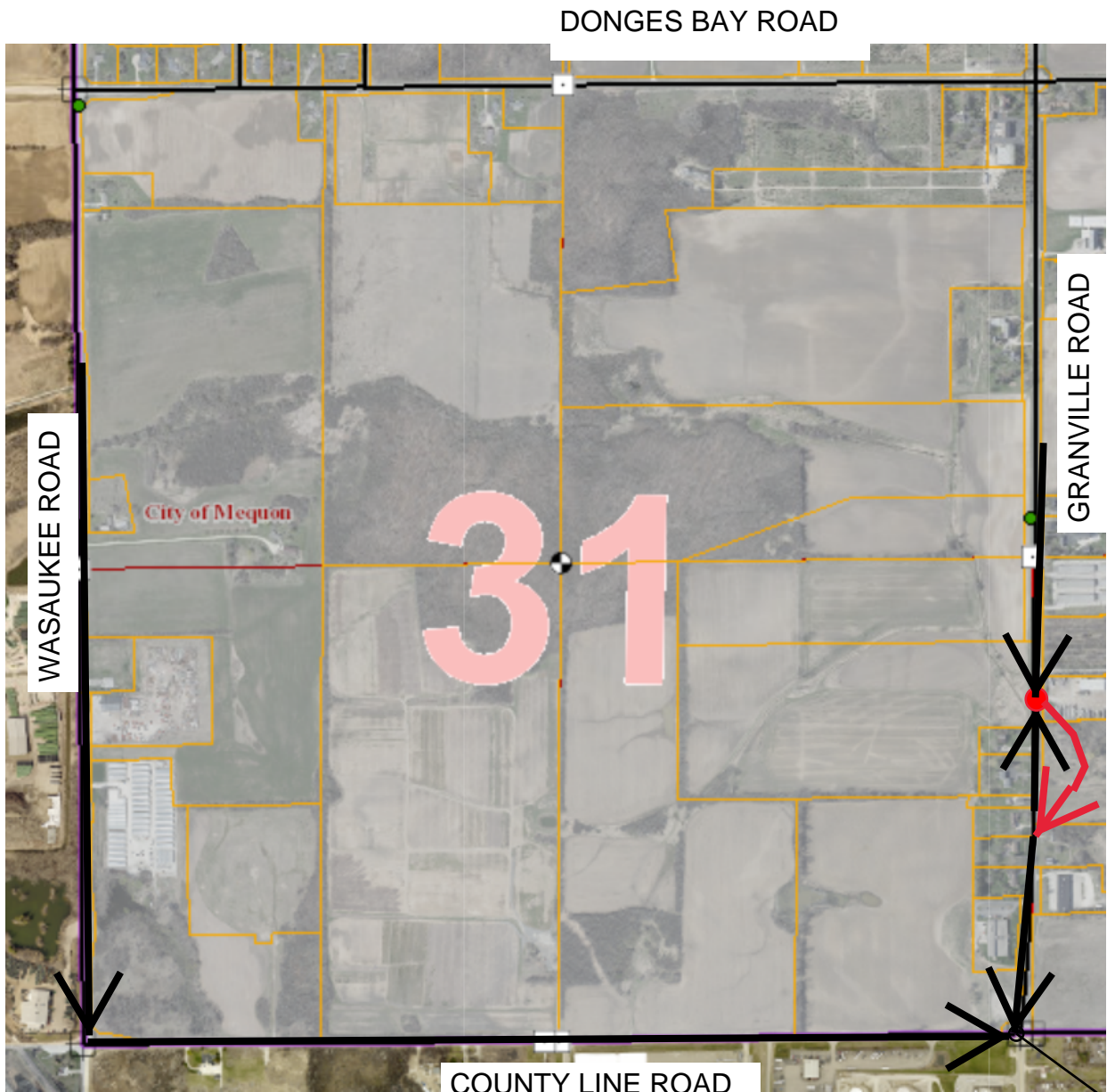
2050								
Sewershed ID	Municipality	Watershed	Load Point	Leg	Allocation(MGD)	Balance Remaining (MGD)	% Remaining	Last Allocation Change
ME3009	Mequon	Menomonee	19717	H	0.168	(0.000)	(0%)	12/21/23 2:00PM
ME3013	Mequon	Menomonee	19717	H	3.497	3.425	98%	12/21/23 2:00PM
ME4001	Mequon	Milwaukee	20306	B2	0.124	0.124	100%	
ME4002	Mequon	Milwaukee	20306	B2	0.051	0.051	100%	
ME4003	Mequon	Milwaukee	20306	B2	0.330	0.315	96%	9/8/22 12:48PM
ME4004	Mequon	Lake Michigan	20306	B2	0.894	0.784	88%	6/10/24 9:59AM
ME4005	Mequon	Lake Michigan	20306	B2	0.000	0.000	0%	
ME4006	Mequon	Milwaukee	14853A	A3	0.054	0.028	52%	2/15/23 7:19AM
ME4008	Mequon	Milwaukee	14853A	A3	3.060	2.441	80%	6/8/23 6:47AM
ME4010	Mequon	Menomonee	14853A	A3	0.428	0.428	100%	
ME4011	Mequon	Milwaukee	14853A	A3	0.049	0.049	100%	
ME4012	Mequon	Milwaukee	20306	B2	2.326	2.326	100%	
ME4014	Mequon	Milwaukee	14853A	A3	1.740	1.725	99%	5/21/20 10:13AM
ME4015	Mequon	Milwaukee	14853A	A3	0.454	0.454	100%	
ME5007	Mequon	Milwaukee	14859	A2	0.158	0.158	100%	

**Attachment E**  
**MMSD MIS Record Drawing**



## Attachment F

### Conceptual System Layout



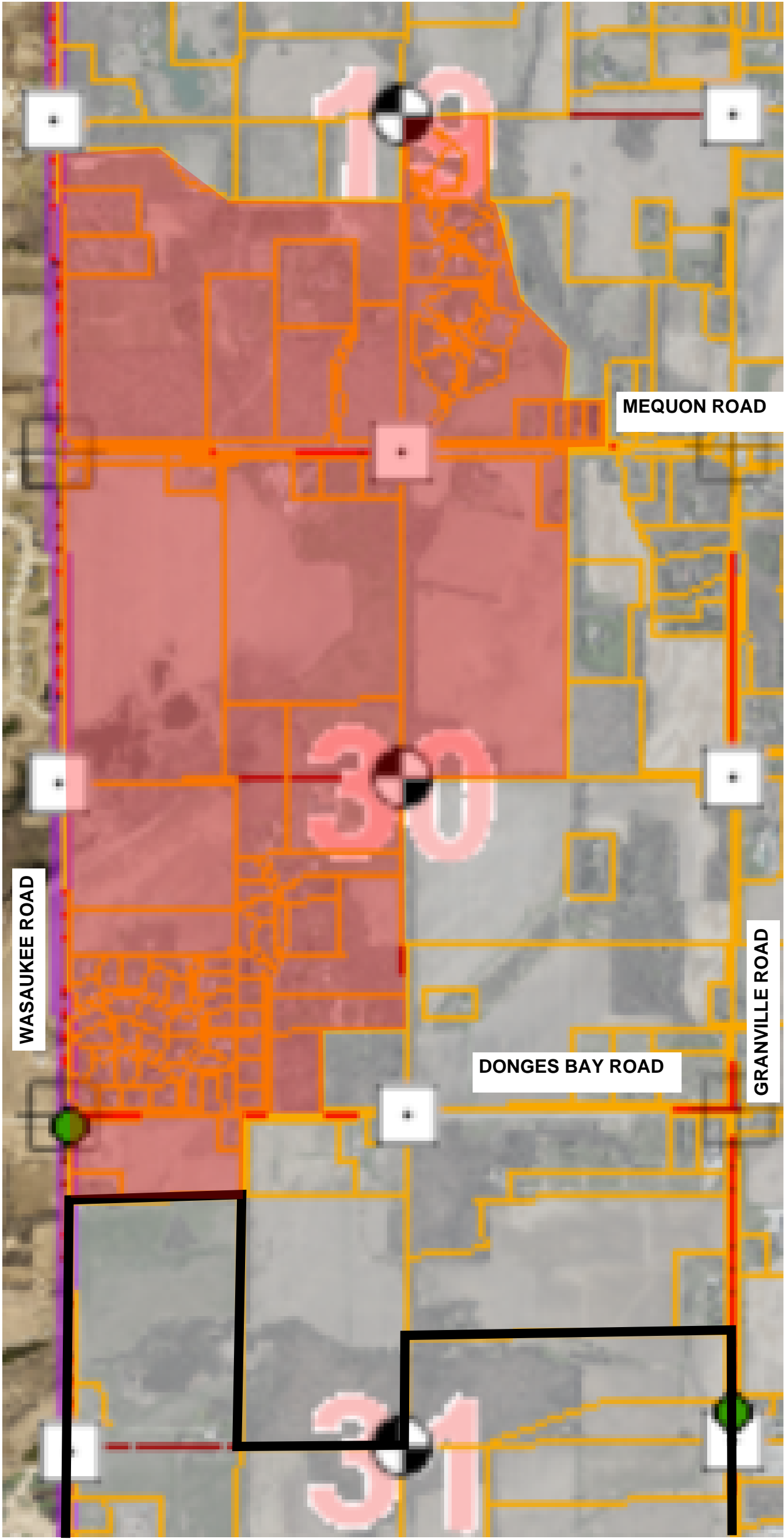
Conceptual Gravity Trunk Sewer with Flow Direction



Conceptual Lift Station and Pressure Sewer with Flow Direction (Installed in Street ROW)

Connection to M...  
Structure 19717

**Attachment G**  
**Potential Service Study Area**



WASAUKEE ROAD

MEQUON ROAD

DONGES BAY ROAD

GRANVILLE ROAD



Conceptual Industrial Study Area Boundary



Area (Parcels) Outside Study Area that Could be Served



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 24, 2024**  
**SUBJECT: Port Washington Road Market Analysis Update**

### **Background**

In March of 2024, the Common Council authorized a contract with Redevelopment Resources of Madison to conduct a real estate analysis of the Port Washington Road corridor. The market analysis is one of several on-going efforts intended to support redevelopment of the City's east side commercial corridor. Amongst others, these efforts include:

- A revised Incentive Policy for Tax Increment Districts Nos. 4 and No. 5
- Streetscape Plans for Port Washington Road from Mequon Road to County Line Road
- Architectural Design Standards for Port Washington Road

This project will result in the following:

- Inventory of commercial and residential projects
- Occupancy and vacancy calculations for commercial and residential sectors
- Gap Analysis
- Analysis of the highest and best use of key sites
- Identification of high-value opportunities
- Recommended action steps to achieve short-, mid-, and long-terms goals

The analysis is projected to be complete in October 2024.

### **Analysis | Reporting**

Redevelopment Resources presented a summary of the Phase II Report for this project to the Common Council Committee of the Whole, which includes short, mid and long-term opportunities for development derived from the data gathered in Phase I and based on viability of use categories including commercial, service, medical, education, hospitality, recreation and residential. Specific commercial targets as well as the type, scale and size of residential uses for inclusion in the corridor will be identified. Redevelopment sites will be identified and prioritized as well as any potential changes to zoning and the potential for high-impact opportunities such as clustering, transformative redevelopment sites and economic drivers. Please find attached a copy of the Phase II Summary Report for the Port Washington Road corridor, between County Line Road and Glen Oaks Lane.

Phase III and IV, which identify priority locations and recommendations for implementation, is expected in October.

### **Recommendation**

The Board is asked to review the data and information and address the objectives or documents

our observations before recommendations are finalized. The Board's comments will be forwarded to the City's consultant for consideration.

Attachments:

PHASE II Mequon Corridor Market Study COTW 08.14.24 (PDF)



# REAL ESTATE MARKET ANALYSIS

City of Mequon, WI

## PHASE II REPORT

Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)

# ACKNOWLEDGMENTS

## Public Officials

Andrew Nerbun, Mayor

### Alderman

District 1	Robert Strzelczyk
District 2	Kelly Tolocko
District 3	Dale Mayr
District 4	Jeffrey Hansher
District 5	Gregg Bach
District 6	Brian Parrish
District 7	Peter Bratt
District 8	Bill Gebhardt

## City Staff

William Jones, City Administrator  
 Kimberly Tollefson, Director of Planning and Development  
 Jac Zader, Community Development Assistant Director  
 Carolyn Vogel, Assessment Technician

## Consultant Team

Redevelopment Resources  
 Kristen Fish-Peterson, CECD, EDFP  
 Dayna Sarver, CECD



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# Introduction

When considering a commercial corridor and its propensity for redevelopment, the most important thing is to take a market-based approach to understand how the market is changing. Communities need to know the business case for redevelopment and new uses. Mequon is taking such an approach with their thinking about Port Washington Road.

The traditional approach to corridor improvements was to make infrastructure upgrades to accommodate higher density, reconstruct roads, add signs, and hope this would motivate developers to transform an area. The modern approach is for communities to take control of their own real estate to determine who owns what parcels and what can be done with them. It's a collaborative approach between the city, developers, residents and small business owners.

To revitalize a commercial corridor, there is ideally a transformative, or catalytic project, but it must be led by a champion. By understanding the corridor in today's market perspective, and the city preparing changes to the zoning code to anticipate future developments, Mequon will be creating near shovel-ready sites along Port Washington Road.

Understanding not only the market, but the properties and property owners, their individual goals for their property and how long-term the owners are thinking about their parcels will guide decision making when properties become available.

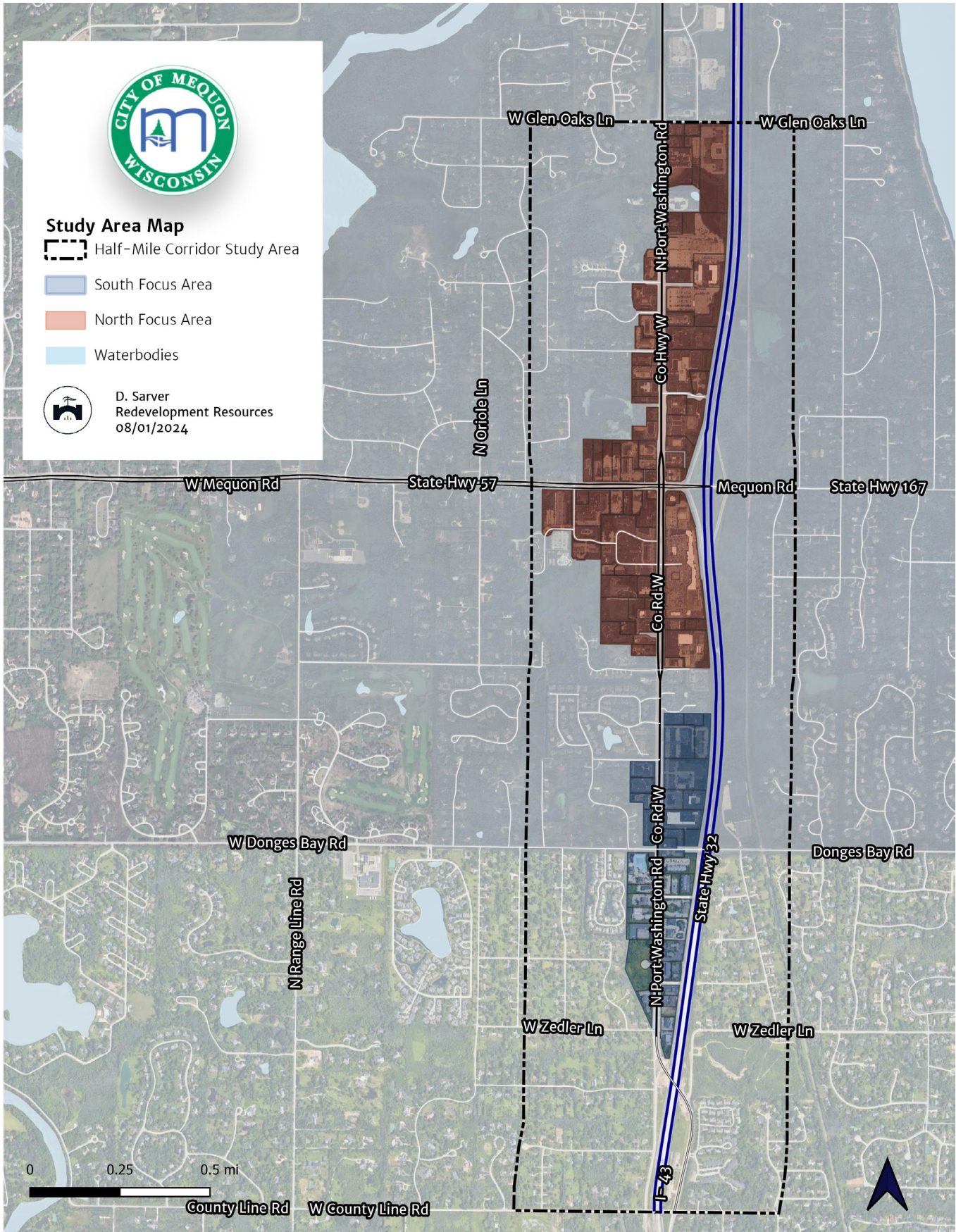
**This market analysis reviews existing conditions in the community compared to the study area, reviews competitive shopping/commercial districts, and checks in on national trends in commercial development.** It also considers future uses for property along the Port Washington Road corridor. The report considers residential for senior citizens, hotel, office, retail, medical, and recreational/entertainment uses.

The report looks at short-, mid-, and long-term opportunities in a variety of sectors. Redevelopment sites have been identified and prioritized based on their availability, access, size, function, and recommended future use.

## Study Area

The corridor study area stretches approximately three miles along Port Washington Road (County Highway W) from County Line Road on the south end to Glen Oaks Lane on the north end and approximately a quarter mile on either side. State Highway 57/Interstate 43 is also a heavy traffic transportation corridor that runs nearly parallel to Port Washington Road.





Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



## Comprehensive Plan

Goals stated at the beginning of the comprehensive plan (as they relate to Port Washington Road) include:

- Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
- Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state government, and utility costs.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
- Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local level.
- Preserve and enhance Mequon's rural and small-town character.
- Retain and foster the City's healthy and vital commercial areas.
- Ensure Well-Designed, Visually Attractive Development While Preserving the City's Existing Small Town Character
- Develop and Retain a Diverse Tax Base
- Develop a Proactive Economic Development Strategic Plan

There is a section of the Comprehensive Plan that lists desirable business types for the City. Those business and industry types include;

- Biotechnology, including the biomedical technology industry
- Health care, including home healthcare firms and facilities such as RCACs and CBRFs
- Information systems, including software development and data processing
- Communications media, including computer/web-based/electronic and print
- Construction industry
- Entrepreneurial companies and independent businesses led by visionaries that will attract venture capital to the City and produce new ideas in fields such as computer technologies and biotechnology
- Research and development firms
- Manufacturing, including advanced technology manufacturing and niche manufacturing such as the plastics and medical industries and manufacturing that requires high precision and low product volume
- Developers specializing in providing housing for seniors, including senior living arrangements
- Educational institutions
- Educational support services
- Necessity retail, such as grocery stores, in areas of the City that are currently underserved
- Financial services, including financial planning, banking, online support facilities, and processing facilities
- Business incubators that provide shared services for small businesses looking for cost efficient start-up facilities, which may grow into larger businesses and expand in Ozaukee County
- Small businesses and home-based businesses
- Niche agriculture, including organic farming; food production for local restaurants, micro-breweries, and other niche marketing; and crop production for the bio-fuel industry
- Dairy farming and other types of agriculture existing in the City
- Additional restaurants, both locally owned and franchises
- Alternative fuel suppliers

The goals listed on the City's website, within TID project plans, and in the comprehensive plan are all consistent with encouraging development and redevelopment along the Port Washington Road corridor.



# Stakeholder Engagement

## 3 – Stakeholder Engagement

Stakeholders were engaged in individual interviews. Interviewees included Chamber of Commerce staff, Ozaukee County Economic Development staff, multiple investor/developers, commercial real estate brokers, business owners, and City staff.

Those interviewed agreed that the new interchange at the south end of the study area will make things on Port Washington Road more accessible and have an overall positive impact. They also all shared the thought that more office space is not needed on Port Washington Road, unless there is a single large office user which has a building constructed for their use. One person questioned if existing office space is using all the surface parking that is allocated to each building. The thought was voiced that other buildings could be constructed on some of the existing parking lots, if parking were not being used by the office tenants.

Although there is a significant presence of medical sector uses, specialty medical would be a cluster worth exploring. Certain outpatient clinics, med-spa, personal care, and wellness-related businesses could support a strong cluster of health and wellness entities along the corridor.

The restaurants located on Port Washington Road appear to be busy and do good business. While those interviewed believe more restaurants are welcome, it was believed there was not a high demand for more restaurants in the study area.

Some interviewees believe there is space in the market for more high-quality assisted living facilities, due to the waiting list at Newcastle Place. Other potential uses which could be located on Port Washington Road include business to business goods & services, family entertainment complexes, a daycare/KinderCare, and a hotel.

A member of the leadership team at Concordia University shared that they own a significant amount of land to the south and north of their campus, so any future growth of their physical space will likely occur on their property. Their student population growth is occurring mostly online. Students shop at Meier, or online, for many of their necessities, if they can't find something on the well-appointed campus. Although it might appear that the student body would be a good source of part-time employees, the University has found that their student population is less likely to hold a part time job during their college years than students from the past. The University itself supports businesses along Port Washington Rd., adding to the economic impact.

One long-time retail tenant voiced the thought that the corridor needed a commercial anchor on the south end of the corridor. For that tenant, business has been strong for them, but it was not easy to find a new retail location on Port Washington Rd. This business owner believes there is opportunity for more retail space along the corridor.

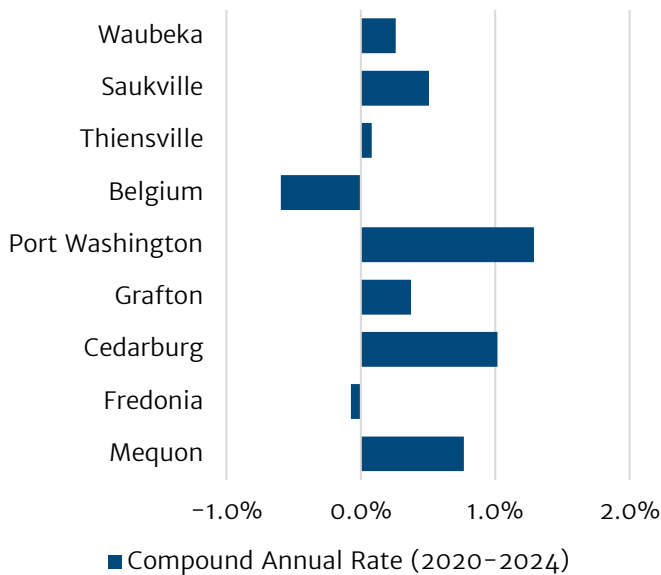
# Existing Conditions



## Population

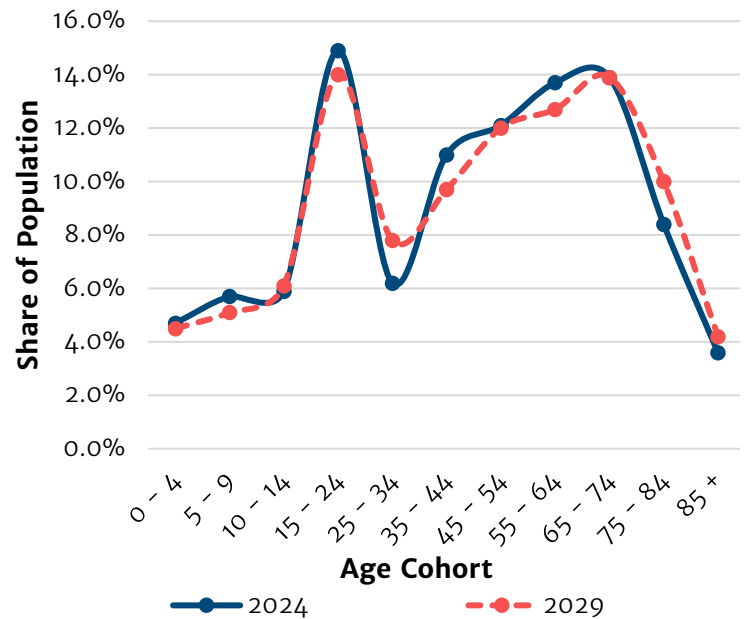
The City of Mequon’s population grew by approximately 2,565 residents between 2010 and 2024 to 25,724. Esri estimates the city’s population in 2029 to be 25,827. The following chart compares the compound annual growth rate from 2020–2024 of Mequon with other communities in Ozaukee County. While Port Washington and Cedarburg experienced higher rates of growth, they are also nearly half the size of Mequon.

Figure 1. Population trends by community in Ozaukee County



Data Source: ESRI Community Profile, Redevelopment Resources.

Figure 2. Age Distribution Trends

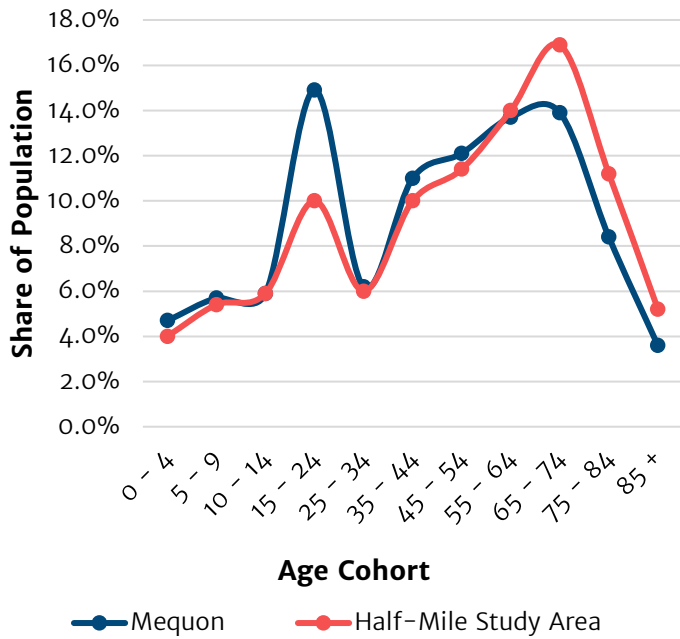


Data Source: ESRI Community Profile.

## Age and Race

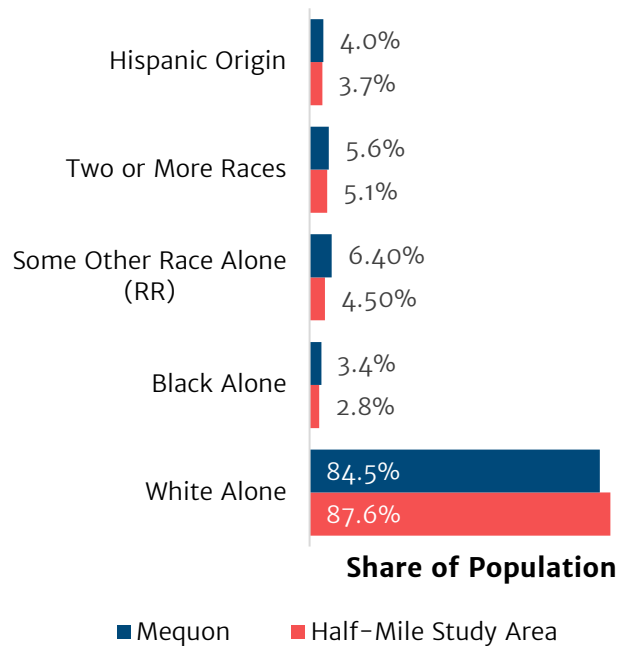
The largest age cohorts by population are between ages 15–24 and ages 65–74. Compared to the rest of the city, the age distribution of the study area tends to be those of retirement age or older, which could be explained by the presence of Newcastle Place, an assisted living community. By 2029, Esri predicts that the share of Mequon’s population by age cohort will decline in each category except for those above retirement age.

Figure 3. Age Distribution Comparison



Data Source: ESRI Community Profile.

Figure 4. City of Mequon Racial Composition



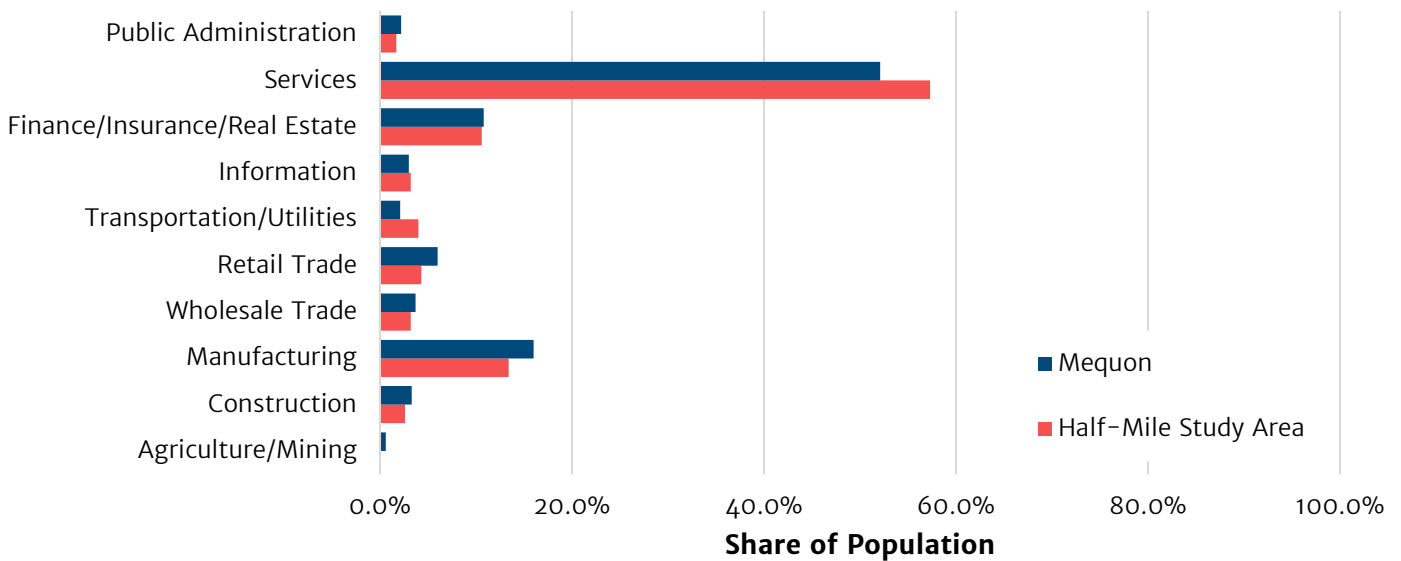
Data Source: ESRI Community Profile.

The working-age population is 25-64. Therefore, it is anticipated that this, the largest share of the city's population, is also expected to decline. Declining birth rates and an aging population are factors in this calculation.

Over 84% of the population of Mequon is white. Other races and combinations of races make up the remaining with no other single race comprising more than five percent of the population.

## Employment

Figure 5. Employed Population 16+ by Occupation (2024)



Data Source: ESRI Community Profile.

Employment in Mequon is dominated by services, followed by manufacturing and finance/insurance/real estate. The services category is filled with occupations in professional and management, business, hospitality service, and other occupations.

## Industry Employment Projections

The workforce is constantly evolving as workers retire, change careers, take promotion opportunities, or complete retraining. The Department of Workforce Development's projections methodology accounts for these types of job changes. The state is split into 11 Workforce Development Areas (WDAs), and projections are updated every two years. Ozaukee County is part of the WOW WDA that also includes Waukesha and Washington County. The industry employment projections below are for the WOW WDA.

**Figure 6. Ozaukee County Workforce Profile Graphic (2023)**

Industry	2020 Employment	Projected 2030 Employment	Employment Change	Percent Change (2020-2030)
Total All Industries	364,810	401,378	36,568	10.0%
Natural Resources and Mining	1,774	1,970	196	11.1%
Construction	21,512	23,505	1,993	9.3%
Manufacturing	64,310	67,837	3,527	5.5%
Trade, Transportation, and Utilities	66,178	71,685	5,507	8.3%
Information	4,119	4,217	98	2.4%
Financial Activities	21,120	22,852	1,732	8.2%
Professional and Business Services	41,579	50,228	8,649	20.8%
Education and Health Services	69,233	74,974	5,741	8.3%
Leisure and Hospitality	27,245	33,021	5,776	21.2%
Other Services (except Government)	19,658	21,941	2,283	11.6%
Public Administration	10,438	11,035	597	5.7%
Self Employed and Unpaid Family Workers	17,644	18,113	469	2.7%

*Regional employment is expected to grow by 10.02% or 36,568 jobs from 2020 to 2030. Statewide employment is projected to grow at a slower rate during the same timeframe (6.29%). Growth is projected to be stronger in service industries than product industries, due to a projected rebound in leisure and hospitality. Note that these projections only forecast levels of filled positions rather than potential demand, which can further illustrate the issues associated with an aging population. Job growth is expected to continue, despite declines in labor force levels. Employers find it difficult to replace workers even if overall employment in the industry declines. Businesses already face difficulty replacing retirees' positions, and this difficulty will expand to filling new openings, too. This could constrain job growth by limiting expansion.*

*Although solutions will be different for each business, they will likely include a combination of talent pipeline development, increased focus on talent attraction and retention, engagement of under-utilized populations, increased automation, and retention of retirees in non-conventional work arrangements.*

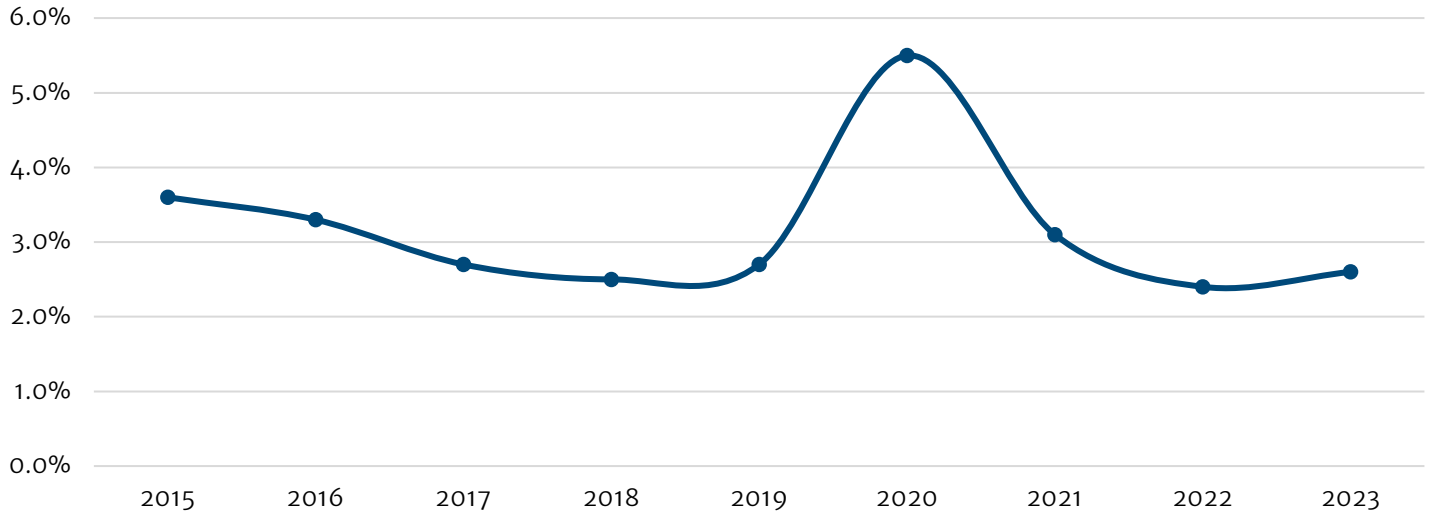
*~ Excerpt taken from the Ozaukee County Workforce Profile, Wisconsin Department of Workforce Development, 2023*

According to Wisconomy, Ozaukee County had 49,050 people in the labor force in 2022, and that number has grown to 49,543 people in 2023, a 1.01% increase year over year. This increase in the labor force over the past year is comparable to labor force increases over the same time in Washington County and Waukesha County, as well as the state of Wisconsin overall, where the labor force also rose 1.01%.

## Unemployment

Unemployment information was not available for the city; therefore, the unemployment rate of the county was examined. Unemployment spiked in 2020, but by 2022 recovered to its pre-COVID levels and remains at less than 3%.

Figure 6. Ozaukee County Unemployment Rate Trends (2015-2023)

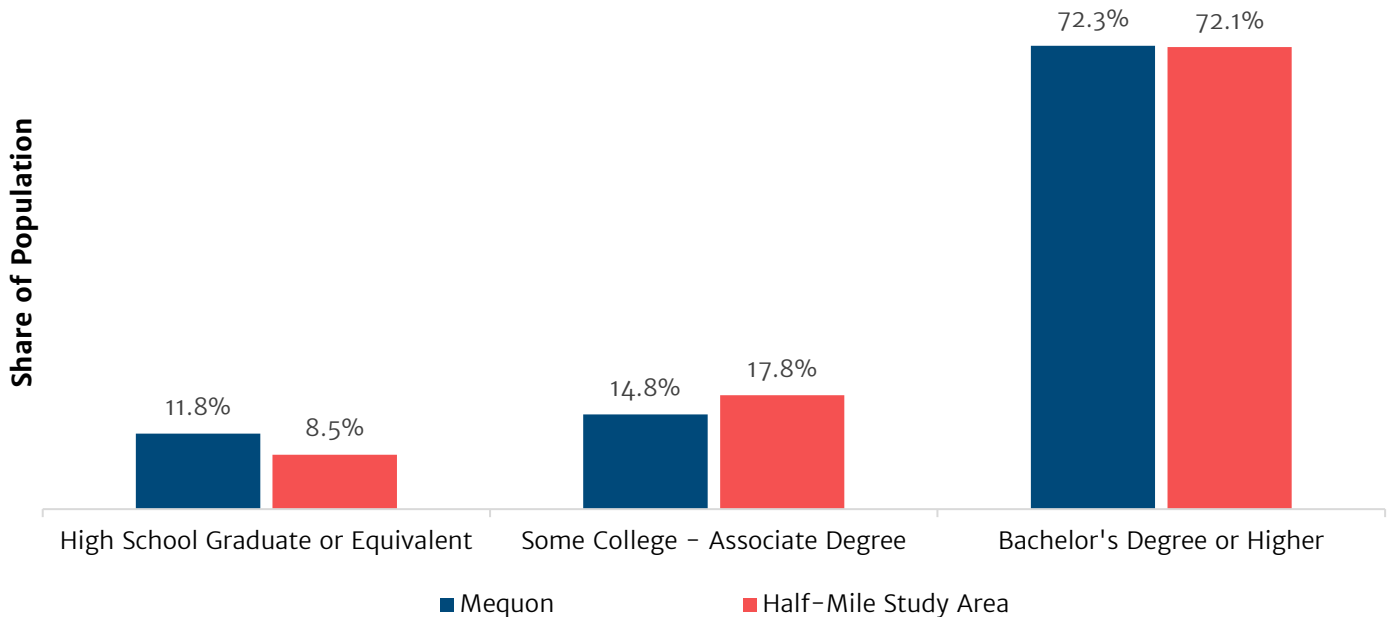


Data Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics Table.

## Educational Attainment

Educational attainment is high for the City of Mequon, with 72% of residents holding a bachelor’s degree or higher. Fifteen percent of residents have some college or an associate degree.

Figure 7. Mequon Educational Attainment (2024)



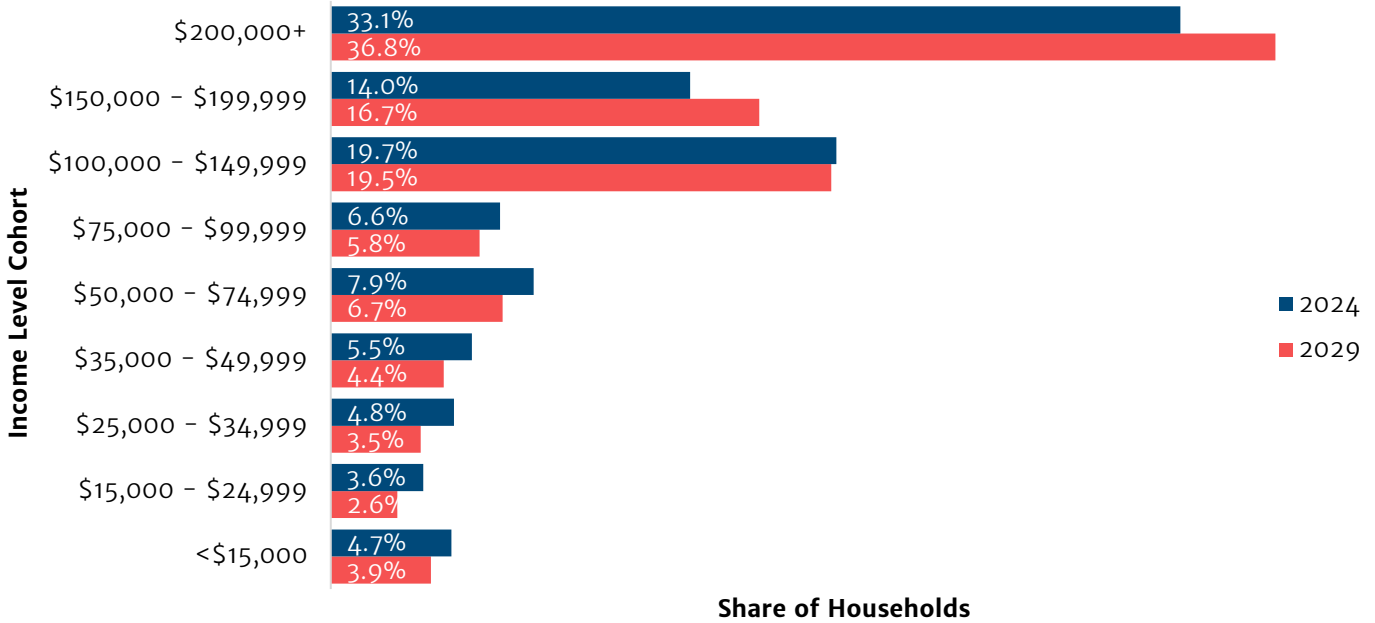
Data Source: ESRI Community Profile.

Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)

# Income

The median household income is \$140,219 and Esri predicts that this will increase to \$158,048 by 2029. The largest share of resident households earns more than \$200,000 annually. The 1999 median annual household income for the City of Mequon was \$90,733.

Figure 8. City of Mequon Households by Income Trends

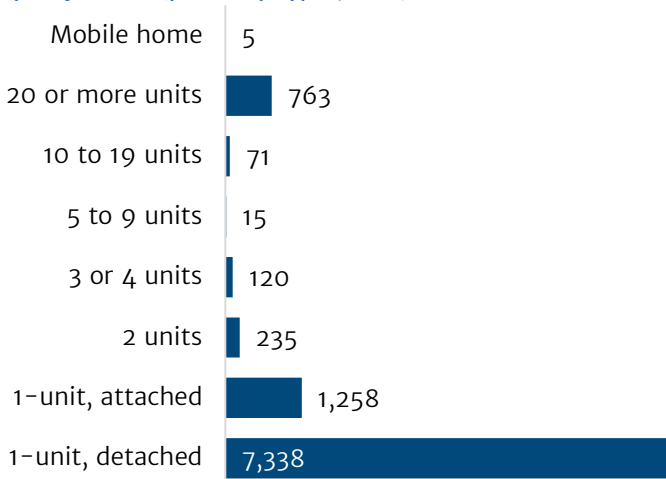


Data Source: ESRI Community Profile.

# Housing

The housing market in Mequon consists of approximately 9,805 total units of housing including (mostly) single family homes, condos, apartments, and mobile homes as shown in the graphic below.

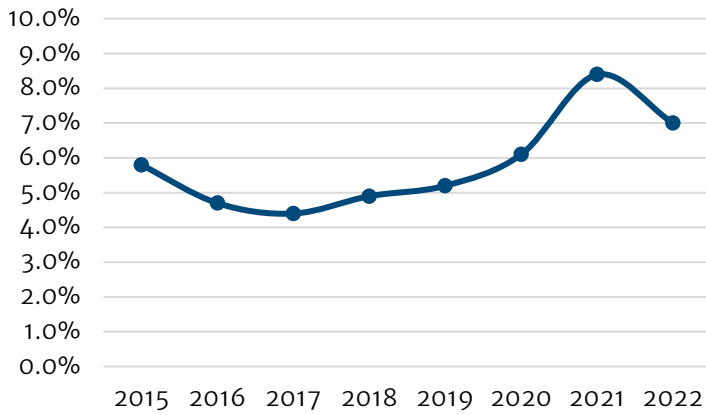
Figure 9. Housing Units by Type (2022)



Data Source: American Community Survey 5-Year Estimates, Housing Characteristics.

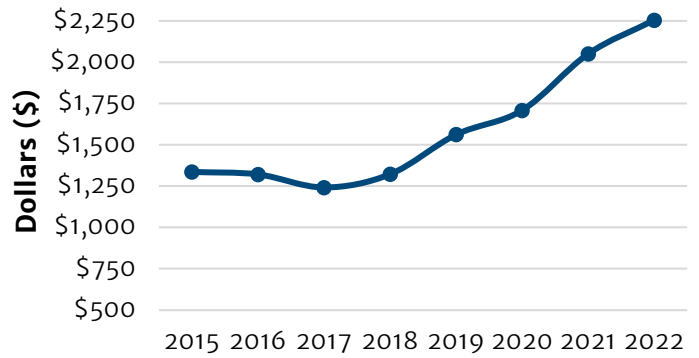
Arthur Nelson, author of Planner’s Estimating Guide: Projecting Land-Use and Facility Needs, states “Some amount of vacant residential units is needed to facilitate the free movement of population and choice of reasonable alternatives. The number of vacant units, usually expressed as a percent of total habitable units, varies by such things as growth rates and tenure characteristics of renters and buyers.” The market had a relatively healthy vacancy rate in 2022, which was trending downward from approximately 7%.

Figure 10. Vacancy Rate Trends (2015-2022)



Data Source: American Community Survey 5-Year Estimates, Housing Characteristics.

Figure 11. Median Rent (2015-2022)



Data Source: American Community Survey 5-Year Estimates, Housing Characteristics.

It is possible that vacancy rate is even lower when considering that in April of 2024, there were 19 homes sold; eight were sold under asking price, two were sold at asking price, and nine were sold over asking price. This shows there is healthy demand for residential properties in Mequon.

Mequon continues to be a seller’s market for residential for-sale units. In April of 2024, the median sold price was \$610,000, and the median sold price in each bedroom category increased over the 2023 median sold price. The Mequon housing market is not the most expensive market compared to nearby cities but sees the second highest median sold price.

Median rent has been increasing for the last several years. This is occurring in markets across the state and country and is not unique to Mequon. More and more residents are choosing to rent, from young singles and couples to empty nesters who don’t want to care for yards and snow removal anymore.

As noted above, the only population category experiencing growth over the next five years is the categories over retirement ages. Senior Housing in Mequon is a housing category feeling the demand of a growing population. The most recently opened center, Lumia Mequon, on Port Washington Rd, has 68 units and this facility is now full. There are also reported waiting lists at other care centers. The projected population of residents over age 75 in Mequon by 2028 is 3,200 people, which will be 12% of the population of Mequon. As these residents continue to age, there will be a pressing demand for more residential options for this component of the population.

Table 1. Senior Living Facilities and Services

	Independent Living	Assisted Living	Enhanced Living	Skilled Nursing	Memory Care	Rehab	Short Term Stays
New Castle Place*	•	•		•	•	•	
Lumia Mequon		•		•	•		
Charter Senior Living of Mequon		•					•
Mequon Court Apartments	•						
Teal Shores	•	•			•		
Highlands at Riverwalk Apartments	•						
Luther Manor at River Oaks		•					
Storypoint Mequon	•	•	•		•		

\*Includes The Estates at Newcastle and Highlands Health Care

# Competitive Analysis



## Competitive Retail Nodes

The following retail nodes were identified as potential comparisons with Mequon Pavilions, which is part of the study area, to analyze comparable retail nodes similar in area and the potential impact to the corridor: Mequon Town Center, Bayshore Mall, and Grafton Commons.

### Mequon Town Center



Mequon Town Center is a 100-acre mixed-use neighborhood along W. Mequon Rd. stretching from N. Cedarburg Rd. to N. Wauwatosa Rd. There are several dense commercial and residential developments in this core business district including the MTC1, Mequon Public Market, and Spur 16. MTC1 tenants include Collectivo Coffee, Café Hollander, The Ruby Tap, salons, and other services fill commercial space at the MTC1 development, which was completed in 2019. The Mequon Public Market boasts numerous tenants, including a florist, ice cream, brew pub and several food vendors. Spur 16 is a 14-acre residential neighborhood comprised of luxury townhomes and market rate multi-family development.

The neighborhood has a variety of commercial spaces which are relatively fully occupied. There are two spaces available at 6103 W. Mequon Rd, one for 1,249 square feet and one for 1,450 square feet, both leasing for \$18 per square foot.

### Bayshore Mall



Bayshore Mall is an outdoor, regional mall in Glendale, WI, approximately 6 miles south of the study area. It currently has 86 total stores, restaurants, banks, and other types of services. It is currently anchored by Barnes & Noble, Kohl's, Total Wine & More, and Target along with one of the Milwaukee area's two Apple Stores. Included in the development are several entertainment offerings including a cinema, creative arts space, board game place. Coming soon is Kids Empire. Kids Empire is a secure indoor children's entertainment center that features mazes, slides, rides, creative building games, climbing, bouncing, and ball pits.

Bayshore Mall has 14 spaces available for lease, totaling over 209,600 square feet. Of the 702,275 square feet of total gross leasable space, this is approximately 30 percent. Available spaces range from 767 to 49,550 square feet (about half the area of a Manhattan city block). There are two spaces available on the first floor, one for 40,000 square feet and one for 6,000 square feet. This space is available at a lease rate of between \$14-\$15 per square foot.

Grafton Commons

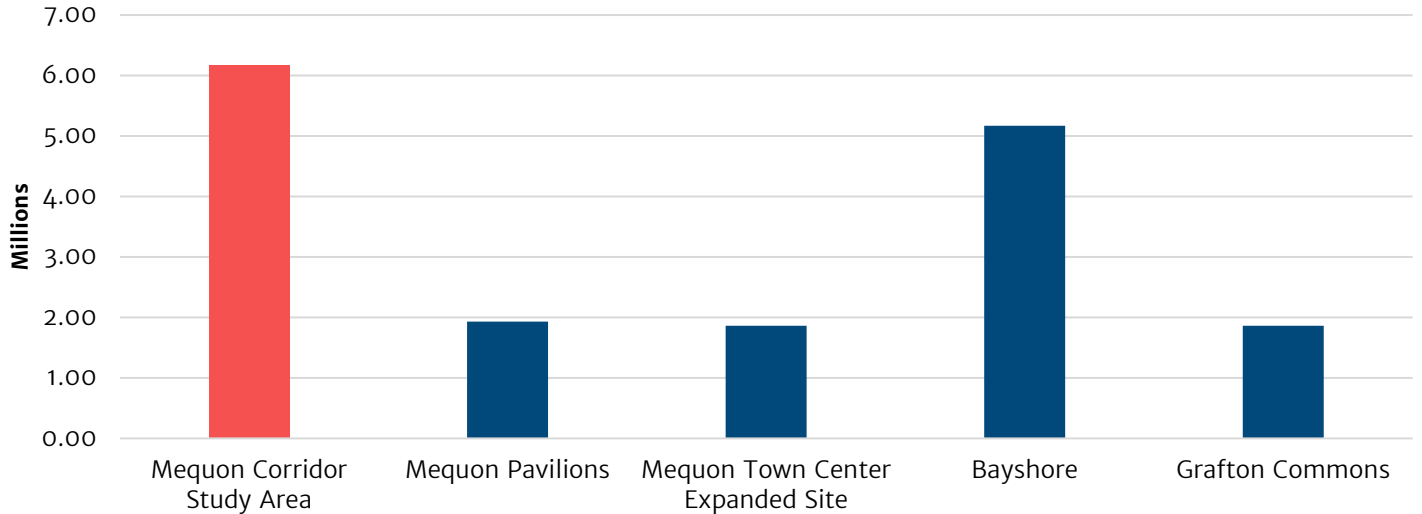


Located approximately 8 miles north in the Village of Grafton, Grafton Commons is a Class A shopping center located at the I-43/Hwy 60 interchange, with over 1,800' of I-43 frontage. Anchors include Costco, Ulta, Kohl's, Dick's Sporting Goods, TJ Maxx, PetSmart, Michaels, Steinhafels, and Aldi. South of Hwy. 60 is more commercial development including Target, Home Depot, Meijer, Office Max, and a variety of smaller stores.

Grafton Commons is fully built out, for the most part. Absorption was swift, as most sites were built-to-suit. There is one out-lot parcel being marketed currently, for an approximate 4,100 square foot building on the property also occupied by Kohls/Michels/Five Below/TJ Maxx.

## Visit Traffic Comparison

Figure 12. Visit Count Comparison

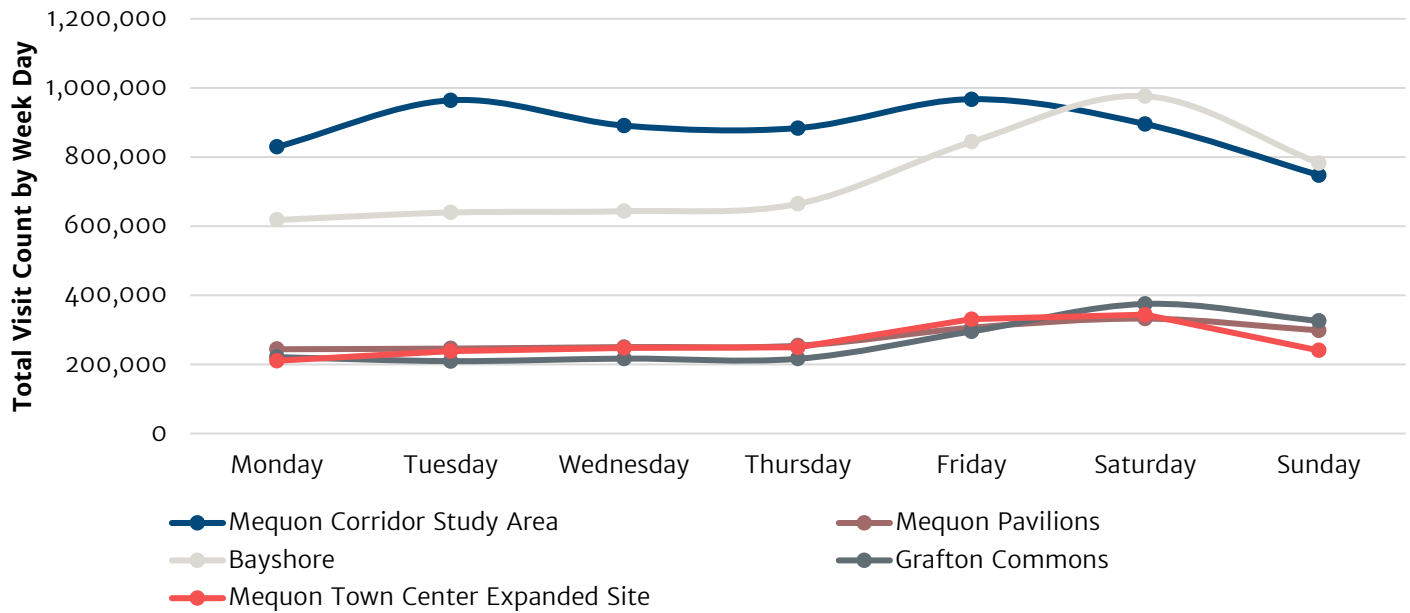


Source: Placer.ai, Metric comparison of competitive retail nodes with visits greater than 10 minutes in duration (2023).

Using Placer.ai, foot traffic counts that were more than 10 minutes in duration from January 1, 2023, to December 31, 2023, were analyzed. Bayshore Mall had the highest traffic counts by all metrics. Total visit counts to Mequon Pavilions (1.93M) exceeded both the Town Center and Grafton Commons (both had 1.86M visits). However, while the total visit count to Grafton Commons is less than Mequon Pavilions, the visitors to Grafton Commons visit more frequently.

Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)

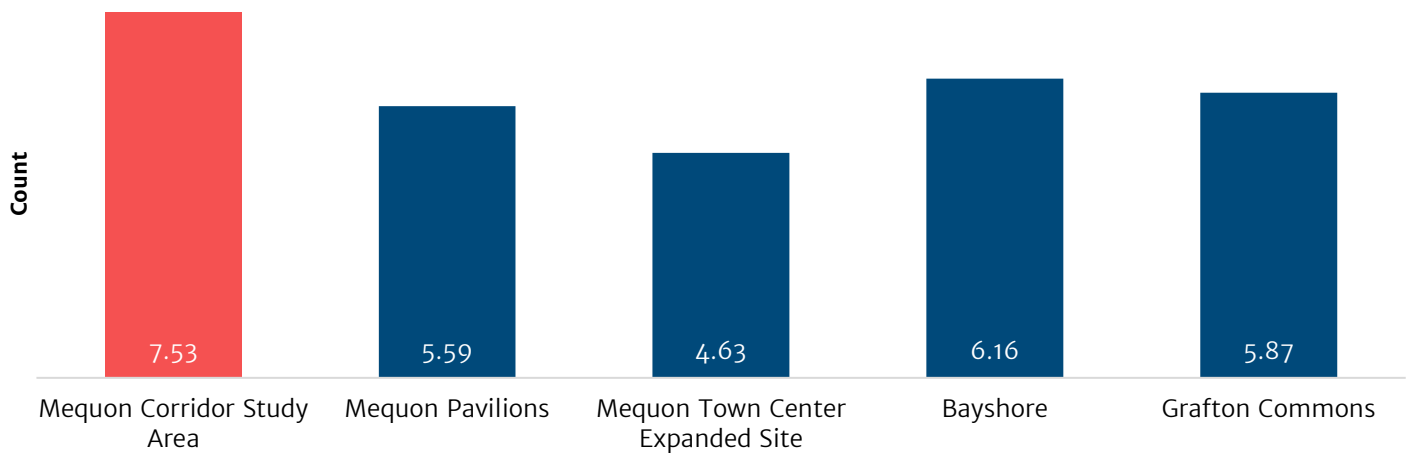
Figure 13. Daily Visit Comparison by Retail Node



Source: Placer.ai, weekday visit comparison of competitive retail nodes and visits of greater than 10 minutes in duration (2023).

Mequon Pavilions, Mequon Town Center area, and Grafton Commons have remarkably similar traffic patterns in terms of day of the week and time of day visits occurred. Mequon Pavilions and Mequon Town Center have more weekday traffic while Grafton Commons, however, Grafton Commons has more traffic on the weekends. Bayshore Mall is also primarily a weeknight and weekend destination while the Town Center has consistent traffic throughout the week.

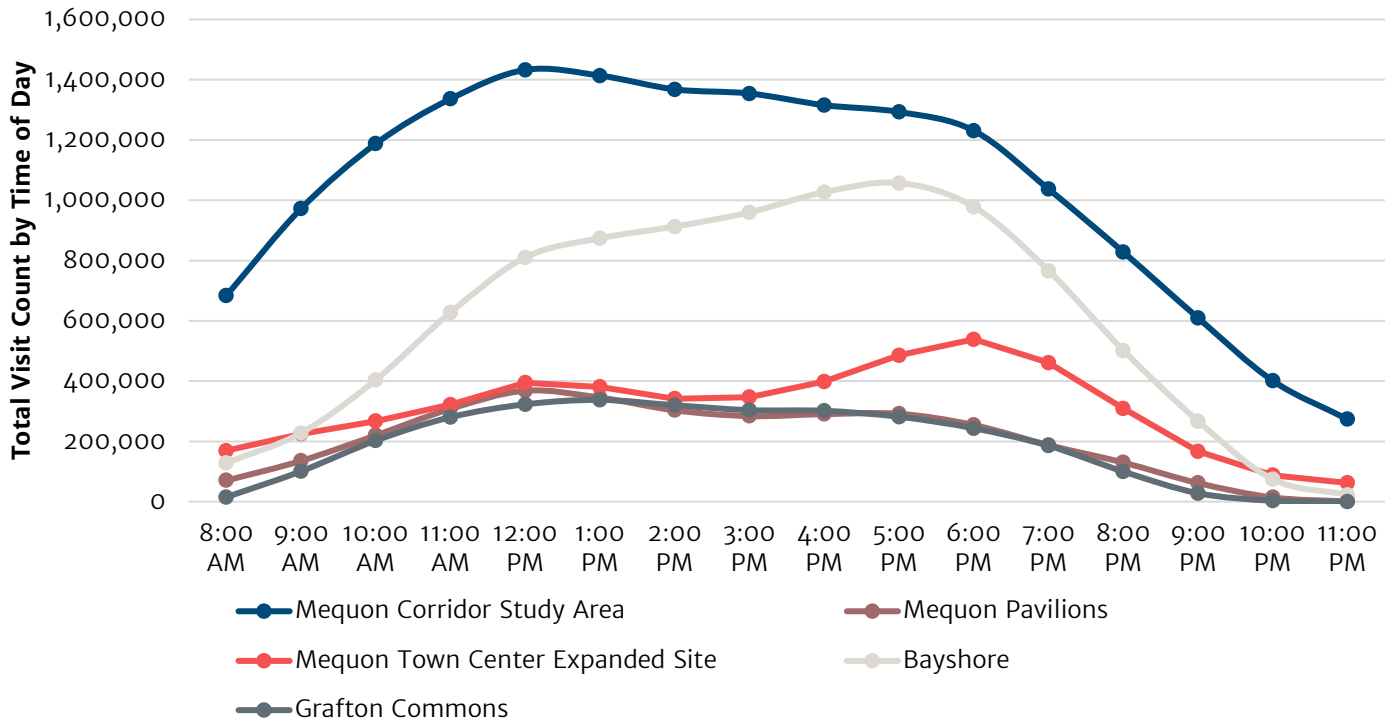
Figure 14. Visits Frequency Comparison



Source: Placer.ai, Metric comparison of competitive retail nodes with visits greater than 10 minutes in duration (2023). Data Note: Visits Frequency counts the number of individual visitors that visit a specific property a number of times. This data helps to understand loyalty trends and routine engagement relative to the overall visit volume.

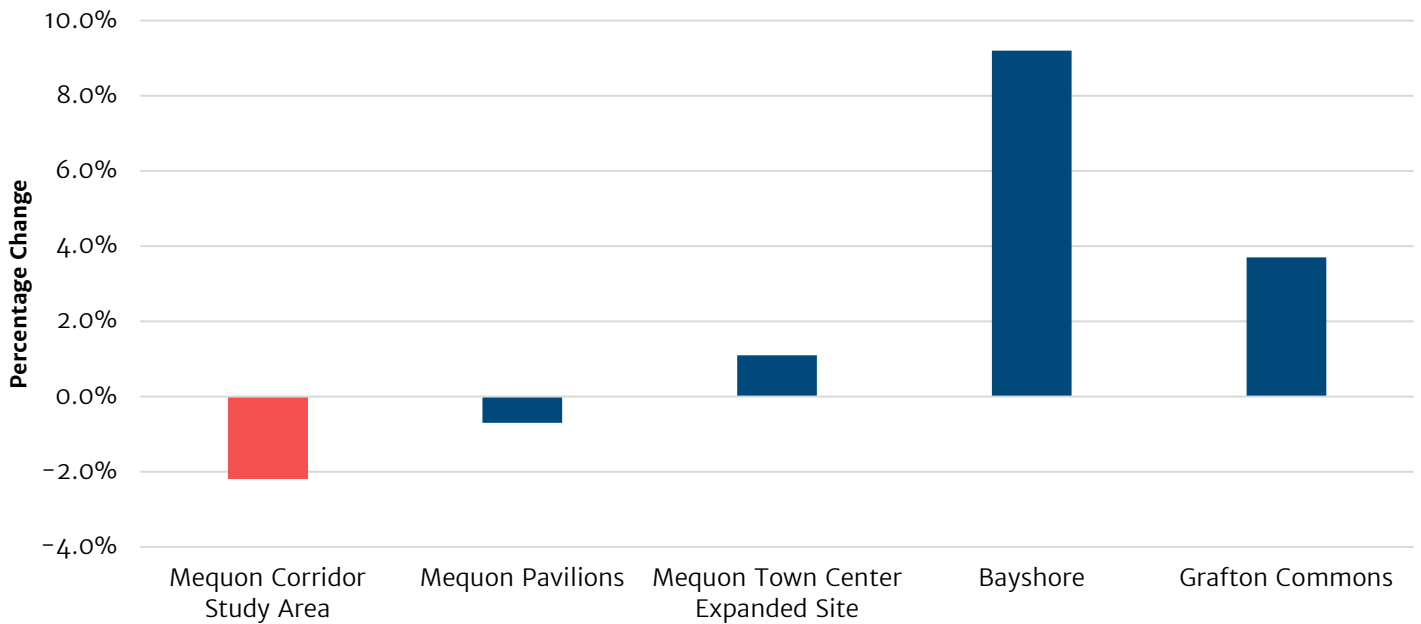
The Port Washington Road Corridor study area has the highest visitor traffic of all the areas studied. This may be because Port Washington Road is a corridor through which people travel, whether to work at the medical complex on Port Washington Road, or through the community, avoiding the interstate. Traffic to the other shopping centers likely travels on I-43 directly to the shopping center and back again, not using that shopping center area as a through-way to other destinations.

Figure 15. Hourly Visit Comparison by Retail Node



Source: Placer.ai, hourly comparison of competitive retail nodes and visits of greater than 10 minutes in duration (2023).

Figure 16. Visit Change (2022-2023)



Source: Placer.ai, Metric comparison of competitive retail nodes with visits greater than 10 minutes in duration (2023).

Visits by visitors to the corridor study area and Mequon Pavilions have declined over the last year, while visits to the other comparative retail nodes have grown.

# Visitor Trade Area and Market Outlook



Placer.ai is a location analytics provider that allows researchers to analyze locations or geographic areas by audience type. Placer receives third-party data from cell phone providers and characterizes the location data by audience type. Audience types include visitors, employees, and/or residents based on the visit frequency, time of day, number of days, and duration of a “visit”.

Impressions measure “passer-by” data located at a specific address or intersection. Placer.ai uses this data to render the number of views for billboards, or the number of individuals that pass by traffic pins. Each device/person is counted only once per day (i.e. if a person drives through a billboard location twice a day, an impression will only be counted once). Impressions at three major intersections along the corridor were analyzed using Placer.ai by placing traffic pins at the following intersecting roads: Glen Oaks, Mequon Rd, and Donges Bay Road.

## Glen Oaks

A total of 4.9M impressions occur annually at this intersection. Most impressions (3M) to Glen Oaks–N. Port Washington Rd., travels southbound on I-43 to Highland Rd., and then southbound on N. Port Washington Rd. Otherwise, 1.5M visits come from I-43 northbound until the STH 57/167/W. Mequon Rd. exit and then travel north along N. Port Washington Rd. (See Map 18 in Appendix A.)

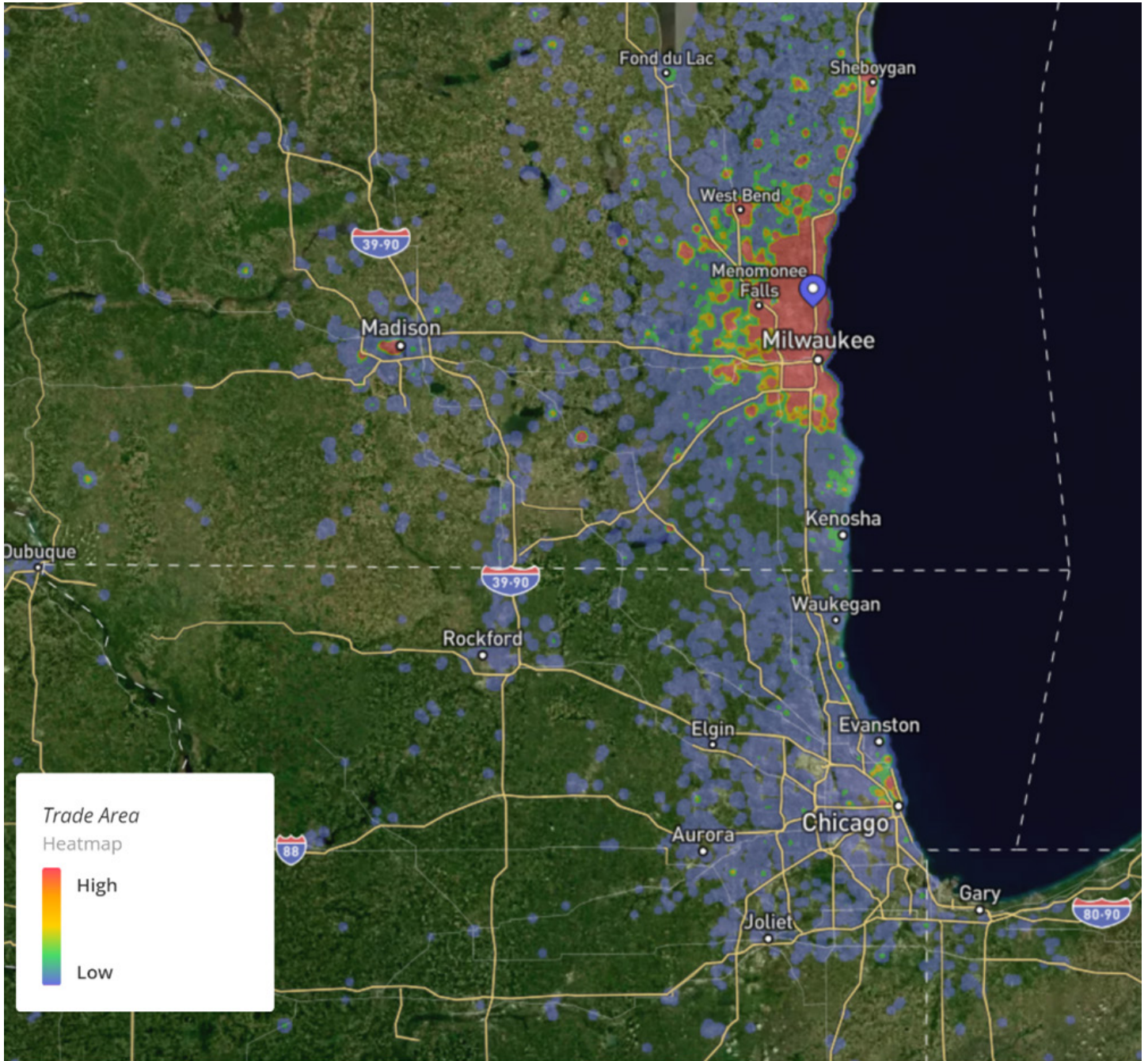
## Mequon Road

More than 14M annual impressions occur at this intersection. Most traffic to the Mequon Rd.–N. Port Washington Rd. intersection travels northbound on I-43 to the Mequon Road exit (6.3M). Otherwise, 4.7M visits come from I-43 southbound until the STH 57/167/W. Mequon Rd. exit. Between the traffic exiting the interstate and those traveling westbound on Mequon Rd., this intersection sees 11.6M visits annually. (See Map 19 in Appendix A.)

## Donges Bay Road

A total of 5.4M impressions occur annually at this intersection. There are 3.2M annual visits by travelers exiting the interstate and those traveling northbound on N. Port Washington Rd. from County Line Road. From the Mequon Road intersection, 2.6M visits are by travelers southbound to the Donges Bay Road intersection. (See Map 20 in Appendix A.)

Placer Trade Area Map



Mequon Corridor Study Area | | Jan 1st, 2023 - Dec 31st, 2023  
 Data provided by Placer Labs Inc. (www.placer.ai)

This map illustrates the true trade area (100% of visits by visitors) from Jan. 1, 2023, to December 31, 2023. Naturally, most visitors are from the Greater Milwaukee Area, however, Green Bay and Chicagoland may be considered secondary markets.

Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)

# Visitor Trends

Due to its proximity to the Milwaukee market, the supply and demand of goods and services was limited to a five-mile radius. From January 1, 2023 to December 31, 2023, there were 820,094 visitors to the area. These visitors may include residents and employees of Mequon that do not live or work within the study area. During the same period, there were 8,066 employees and 2,589 residents within the study area. Visit frequency refers to the number of times the audience type frequented the area within the time frame.

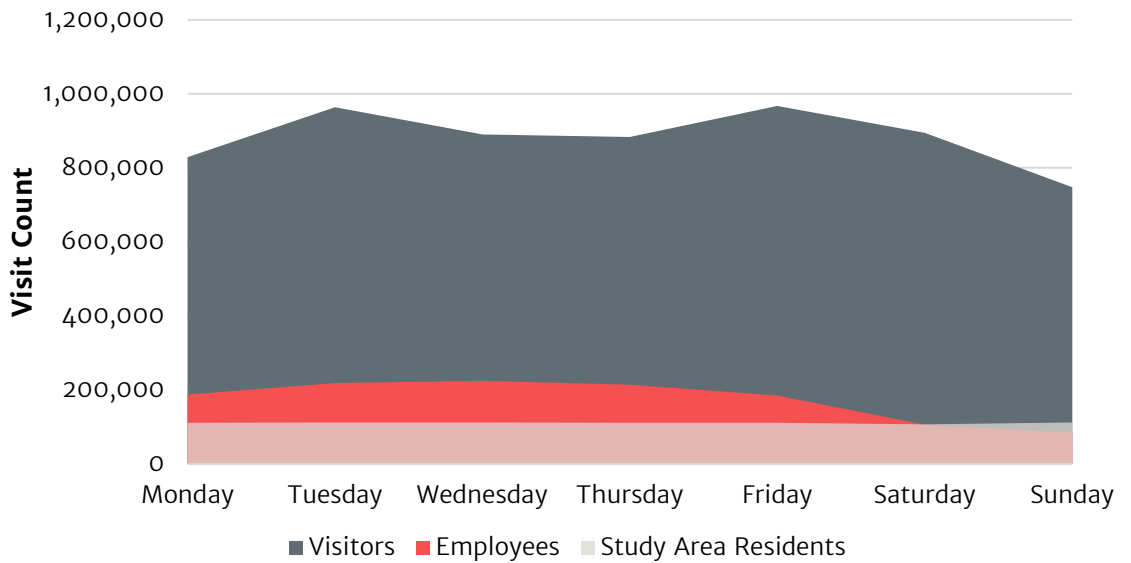
Table 2. Mequon Corridor Study Area Visitor Trends

	Visits	Visit Frequency	Visits Change		
			since 2022	since 2021	since 2020
Visitors	6,175,158	7.53	-2.2%	-2.6%	11.4%
Employees	1,220,181	151.27	17.3%	22.6%	8.7%
Study Area Residents	777,923	300.46	14.8%	14.9%	9.0%

Data Source: Placer.ai. Data Note: Visits Frequency counts the number of individual visitors that visit a specific property a number of times. This data helps to understand loyalty trends and routine engagement relative to the overall visit volume.

Visits by visitors to the corridor study area have declined over the past couple of years, however, visits by residents and employees have increased significantly since 2020. There were a few days during that time frame that were inconsistent with the visitor trends in general. Further research indicates that it is possible that medium- heavy snow fall as well as holidays impacts the amount of visitors to the area. However, unusually high volumes of visitors tend to frequent the area the business day before a holiday.

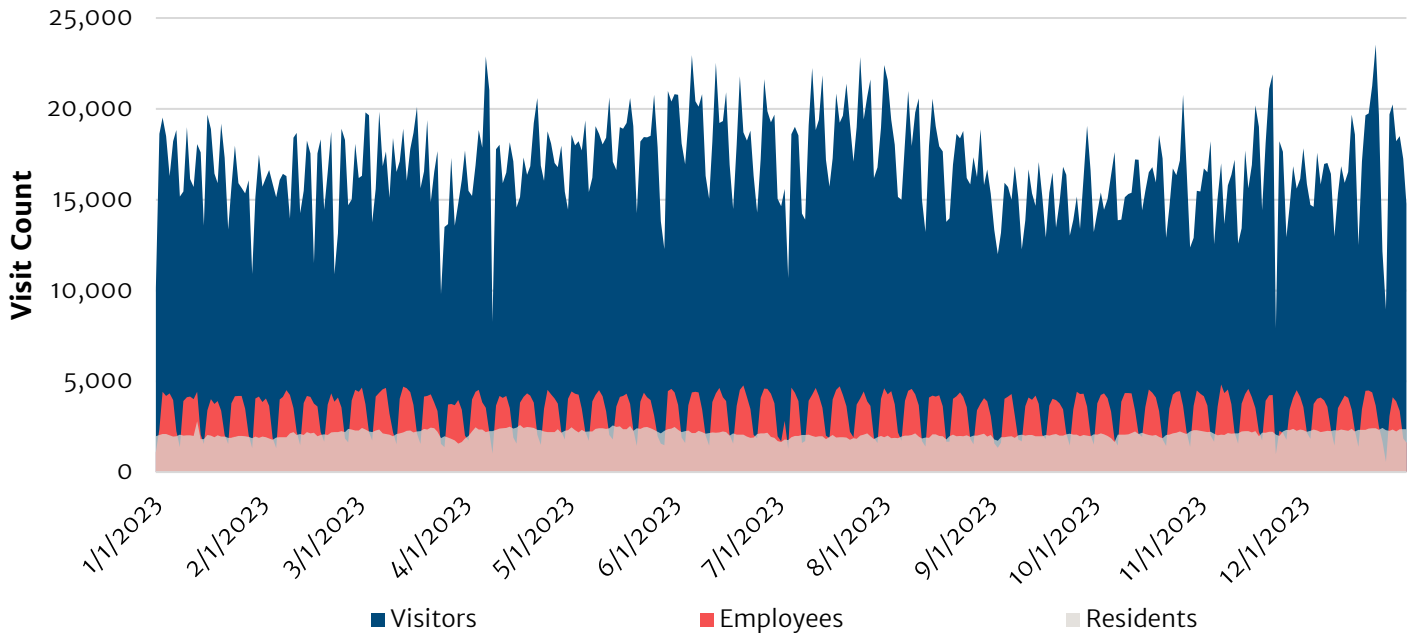
Sundays tend to be the lowest traffic day of the week. Traffic begins to pick up after 6:00 am and resumes its baseline by 10:00 pm. There were no visits to the corridor less than 10 minutes. The majority of visits are 15-29 minutes long or greater than 150 minutes by visitors. Employees and residents most commonly visit the area for greater than 150 minutes.



Source: Placer.ai, Mequon Corridor Study Area.

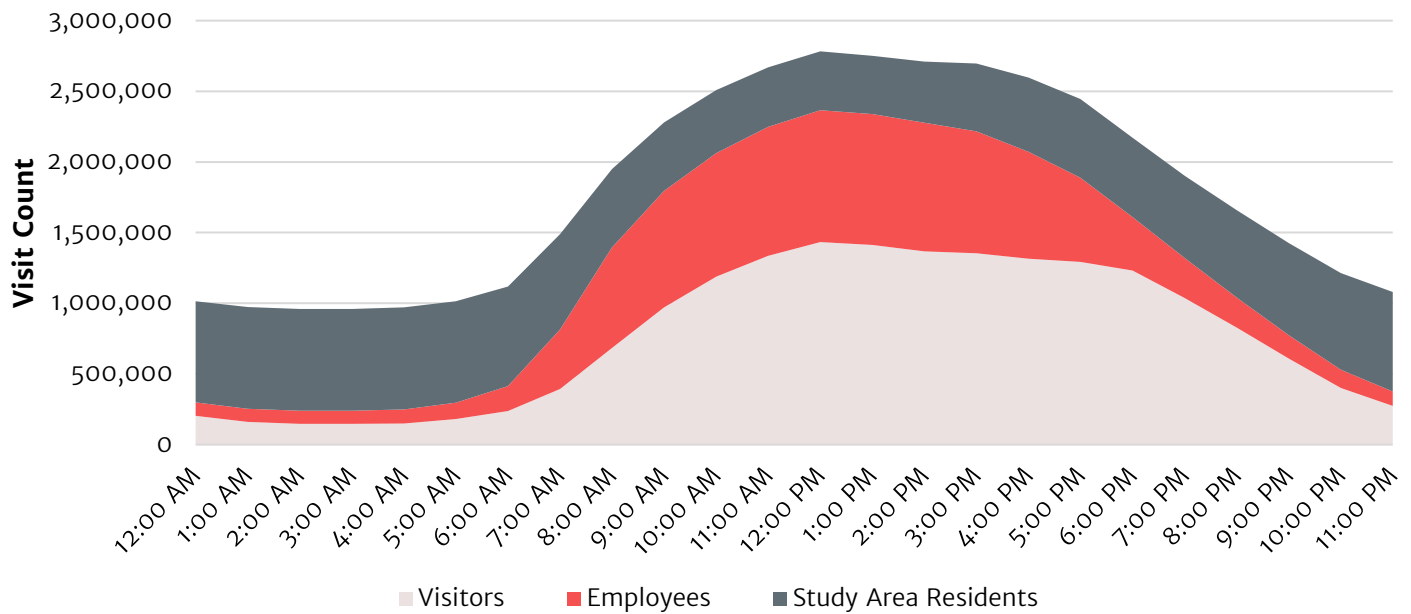
Figure 17. Visit Trends by Day of the Week (2023)

Figure 18. Daily Trends (2023)



Source: Placer.ai, Mequon Corridor Study Area.

Figure 19. Visits by Time of Day (2023)



Source: Placer.ai, Mequon Corridor Study Area.

Table 3. Visit Duration Table (2023)

	Average Duration (min.)	Median Duration (min.)
Visitors	109	60
Employees	428	200
Study Area Residents	710	200

There are three places that are the favorite places to visit for all audience types: Bayshore, Marcus Theaters, and Mequon Pavilions. Employees and residents within the study area frequent local grocery stores and other local retail locations. Other favorite places of visitors include entertainment venues such as the state fairgrounds and major league baseball stadium, American Family Field, as well as O'Hare airport.

Table 4. Top 10 Favorite Places by Audience Type

Audience	Name	Distance (Miles)
Visitors, Employees, and Residents	Bayshore	6.4
	Marcus Theatres	1.2
	Mequon Pavilions	0.3
Visitors and Employees	Mayfair	12
	White Stone Station	9.5
Employees and Residents	Metro Market	1
	Marshalls	0.3
	Grafton Commons	7.5
	Sendik's Food Market	0.2
	Riverpoint Village Shopping Center	2.7
Visitors	American Family Field	13
	Brookfield Square	15.6
	O'Hare International Airport	85.3
	The Mayfair Collection	11.6
	Wisconsin State Fair Park	14
Residents	Costco Wholesale	7.7
	Walgreens	0.6

## Visitor Demographics

Visitors to the study area may contain residents of Mequon that live outside. Resident demographics of both the city and the study area will be further analyzed in Chapter 5.

Placer.ai provides statistical analysis of the captured market which “Emphasizes the Census Block Groups that generated more visits to the property over areas that generated fewer visits. This approach weights the Census Block Groups by the number of visits when calculating audience profile attributes.” The table below compares the captured market of the study area with the state and the nation.

The captured market has a higher median income than either the state or the nation and a higher share of visitors with a bachelor’s degree or higher. Household size is approximately the same as the state, but a bit smaller than the nation. While slightly more diverse than the state in terms of ethnicity, the area doesn’t reflect the diversity of the nation.

Table 5. Captured Market/Wisconsin/United States Comparison

Category	Mequon Corridor Study Area Captured Market	Wisconsin	United States
Bachelor's Degree or Higher	60%	32%	34%
Median Household Income	\$99,638	\$73,069	\$76,063
Persons per Household	2.38	2.37	2.55
Most Common Ethnicity	76.4% White	79.5% White	58.1% White

# Gap Analysis

The following chart illustrates those business types in which demand exceeded supply which means the captured market left the area for these types of goods and services. Unmet demand is identified in categories such as general merchandise, building materials, automotive parts/accessories, department stores, bars/drinking establishments, and liquor/beer/wine stores. Automobile dealerships show up as a gap in every market but not every market can support a new automobile dealership. While this graph shows unmet demand for calendar year 2023, it is the most current chart documenting unmet demand for the market and is appropriate to only review the most current demand graph, versus previous years' demand.

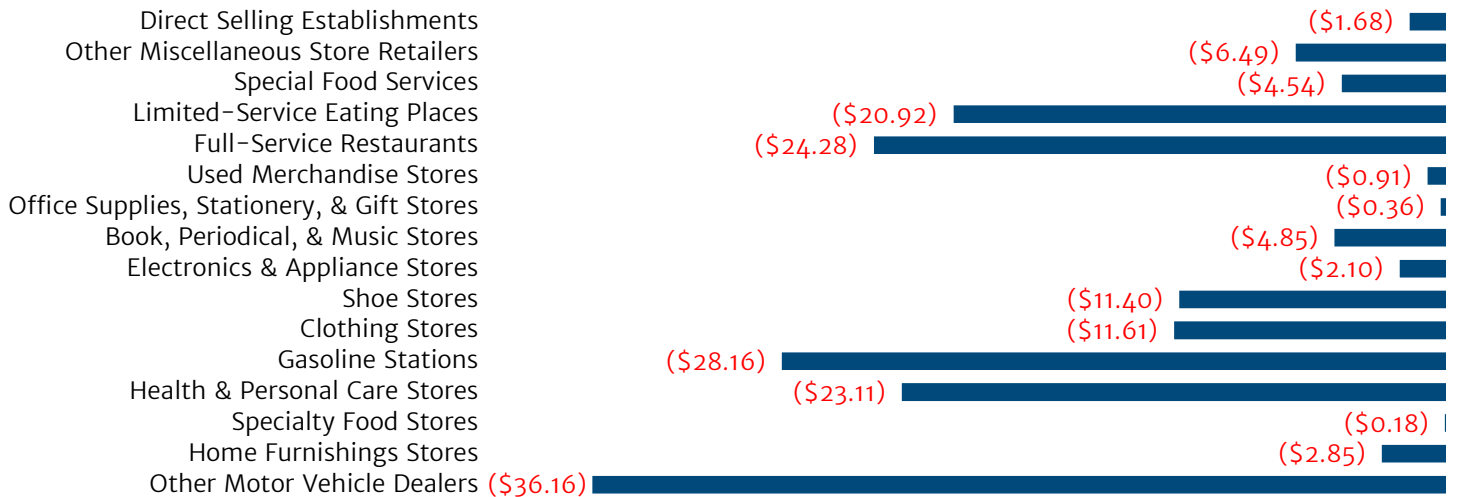
Figure 21. Unmet Demand (Millions \$)



Data Source: Placer.ai. STI: Market Outlook of Potential Market for 100 % of visits within 5 miles of the study area from 01/01/2023 to 12/31/2023 benchmarked to state.

Surplus supply, or those categories in which demand is met within the market, are listed below. This chart shows all the categories in which the businesses within five miles of Port Washington Road meet the amount of demand that exists within the Mequon market.

Figure 22. Surplus Supply (Millions \$)



Data Source: Placer.ai. STI: Market Outlook of Potential Market for 100 % of visits within 5 miles of the study area from 01/01/2023 to 12/31/2023 benchmarked to state.

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# Development Trends

## Retail, National – 2023 in Review

Despite ongoing worries about a weakening economy and a potential decrease in consumer spending, the U.S. retail market remained resilient throughout 2023. This resilience can be attributed to consistent demand from various sectors, a notable decline in store closures, and limited additions to the supply of new retail space. In 2023, there was an almost historically low addition of approximately 52 million square feet of new retail space, representing a decrease of more than 40% compared to the sector's typical historical average. The recent construction has mainly concentrated on build-to-suits, grocery-anchored centers, or smaller retail spaces within extensive mixed-use projects. Due to the scarcity of available space, tenants are encountering challenges in securing locations, particularly those seeking mid-sized boxes and outparcels in primary corridors.

### Rent

Nationwide, retail rent growth has been strong nominally, up by 3.3% in 2023, with average asking rent sitting at a record of \$25 per square foot. Landlords, on average, are experiencing increased pricing leverage due to a reduced supply of competitive available space.

### Construction

New retail supply is expected to be minimal in the foreseeable future. While this trend may seem unusual in a typically tight market, it can be attributed to the recent increase in construction financing costs and record-high land and labor expenses, which pose challenges to the economic viability of new development in many cases.

### Future of Retail

In 2024, greater digitization, customization, and efficiency will define the retail landscape. The surge in online shopping is reshaping the industry, prompting retailers to invest in robust e-commerce systems. Brick-and-mortar stores are adapting by offering curbside or in-store pickup services for quicker access to purchases. Omnichannel retailing, exemplified by significant players like Walmart and Target, provides a unified shopping experience across physical stores, mobile apps, and websites, enhancing customer satisfaction.

The shrinking retail trend sees retailers reducing store footprints, exemplified by smaller-format stores gaining preference. In-store collaborations are on the rise, with brands sharing space to attract a broader customer base through synergies. These trends collectively reflect the dynamic and evolving nature of the retail sector in 2024.

## Malls

The decline in mall popularity over the years can be attributed to several significant factors, including:

- Changing consumer preferences, including the rise in e-commerce giants like Amazon and the convenience of shopping online.
- The growth in alternative shopping and entertainment options.
- Economic influences, including a shift from mid-priced and upscale brands to discount retailers like Walmart, Costco, Ross, Dollar General, TJ Maxx, and Five Below.
- Some malls have become outdated in terms of design and amenities, making them less appealing to modern shoppers who seek a more contemporary and comfortable environment.

### Future of Malls

Since mall properties were designed to accommodate many tenants and uses, they have the square footage, parking, and infrastructure necessary to accommodate a diverse range of non-retail functions. This makes them ideally suited to bring together a new collection of commercial, retail, and lifestyle functions within a centralized location, often without the need to demolish the existing structure, including:



- Office and commercial spaces for telecommunications carriers, data center operators, and Internet service providers
  - Healthcare clinics, fitness centers, pharmacies, and other wellness facilities (aka, “Health Malls” or “Mall to Medicine”)
- Government and civic services, including Department of Motor Vehicles registration renewal centers and post offices
  - Satellite education centers and urban technology and research centers
  - Multi-family residential housing, including condos, rental apartments, and affordable housing
  - Logistics and storage facilities such as fulfillment centers for online retailers, grocery delivery services, mini-storage, and warehousing
- Cultural and entertainment venues including aquariums, escape rooms, community festivals, haunted houses, libraries, and theater and concert performance spaces
- Churches and community centers
- Hotels and other mixed-use areas
- Unique food courts featuring small locally owned restaurants

This adaptability demonstrates that, rather than fading away, malls are embracing new roles, emphasizing experiences, entertainment, and services beyond traditional retail, such as restaurants, fitness centers, and healthcare facilities. Others have even evolved into mixed-use developments or transformed into fulfillment centers for online retailers.

## Commercial Corridors

Different than malls, commercial corridors offer a variety of uses along a corridor, or length of roadway. While most commercial corridors combine a mix of office, service, and retail uses at a certain density, that form of development is changing. While density along a corridor is still desired, the future of many corridors is mixed-use. If the goal is to achieve vitality and activity at hours beyond the workday, many communities wishing to achieve that goal are planning and attracting more residential to their commercial corridors. Pedestrian-scale retail and office developers are experimenting with new configurations of square footage that cater to consumers' fresh demands to live, work, and play in their microcosm.

An example is that of banks, usually late adopters to innovations in urban design, who have begun experimenting with coffee shops in their retail branches to offer a third place to customers.

Other ways to achieve vitality in otherwise tired commercial corridors and help achieve a sense of a neighborhood district or engaging, stimulating environment include:

- 1) Entertainment or recreational venues that are programmed with regular events;
- 2) Unique businesses (such as experiential retail, specialty food such as bakeries, meat/fish markets, or organic grocers);
- 3) Design features such as interactive fountains, public art, small gathering places with benches or tables/chairs, or large-scale games such as Jenga, chess/checkers, Connect Four, or small playgrounds.





# Study Area Trends and Analysis

There are 148 parcels in the study area. For mapping purposes, properties with condos were combined for analysis of the whole property, therefore, there are 106 properties which were analyzed.

## Zoning

Zoning ordinances have many purposes, including protecting the health and safety of residents and employees through planned orderly development that regulates adjacent uses, density, building setbacks, height, and more. The Port Washington Road corridor is primarily zoned for community business, office and services.

Table 6. Study Area Properties by Zoning Code

Zoning Code	Zoning Description	Count
B1	Neighborhood Business District	8
B2	Community Business District	51
B2/PUD	Community Business District with Planned Unit Development Overlay	8
B3	Office and Service District	25
B3/PUD	Office and Service District with Planned Unit Development Overlay	1
B3/PUD/LTD	Office and Service District with Planned Unit Development and Limited Use Overlay	1
B4	Business Park District	3
B4/PUD	Business Park District with Planned Unit Development Overlay	3
C2	General Conservancy District	1
IPS	Institutional and Public Service District	5
		106

### Neighborhood Business District (B-1)

The B-1 District is intended to generally accommodate the basic day-to-day retail and service needs of persons residing in the nearby residential areas. Possible uses include neighborhood level retail, office and service uses, public institutions, restaurants, museums, public or private utilities, churches, health and child day care facilities, and satellite dishes.

## Community Business District (B-2)

The B-2 District is intended to accommodate the retail and service needs of the greater community. Possible uses include community level retail, office and service uses, health care facilities, public institutions, restaurants, museums, public or private utilities, day care facilities, churches, animal hospitals, wholesale, service stations, warehousing, vehicle sales, department stores, hotels, research facilities, light fabrication, and satellite dishes.

## Office and Service District (B-3)

The B-3 District is intended to provide for individual or group office and special service uses where the office activity would be compatible with surrounding uses. Possible uses include office, professional, business, financial, special service uses, commercial day care, studios, residential quarters, research facilities, light assembly, satellite dishes, public or private utilities, and personal services.

## Business Park District (B-4)

The B-4 District is intended to provide for the development of an attractive and aesthetically mixed grouping of office and limited light industrial uses in a planned park-like setting. Possible uses include office and light industrial uses such as light manufacturing, wholesaling, warehousing, processing, distribution, research, printing, health clubs, salons, restaurants, bookstores, childcare, florists, gift shops, pharmacies, studios, vehicle services, satellite dishes, public and private utilities, and theaters.

## Limited Use Overlay District (LTD)

The LTD District is intended to provide for the conduct of certain limited business uses which are located adjacent to or in a primary residential area.

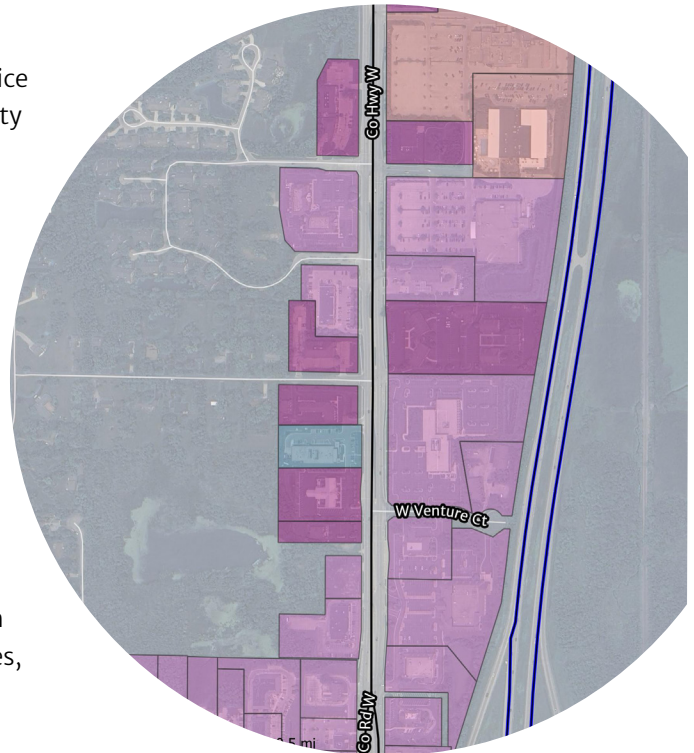
## Planned Unit Development District (PUD)

The PUD District allows for flexibility of overall development design that benefits from such design flexibility intended to be derived by both the developer and the community, while at the same time maintaining in so far as possible the land use density and other standard or use requirements as set forth in the underlying zoning district.

## Institutional And Public Service District (IPS)

The IPS District is intended to provide, where appropriate, specifically defined areas where public or institutional uses may be permitted. Such uses may be subject to regulatory standards as necessary to insure compatibility with surrounding areas.

Possible uses include public and private schools, churches, libraries, public offices, public utilities, childcare facilities, mausoleums and funeral homes, crematories, communication towers, concert halls, lodges and clubs, public and private outdoor recreation facilities, restaurants and taverns, landfills, nursing homes, cemeteries, and satellite dishes.



## Primary Land Use Analysis

The Port Washington Road corridor from Glen Oaks at the north end to County Line Rd at the south end, contains 2,759,201 square feet of developed property, not including residential. It is mainly office space, with 890,089 square feet, followed by retail at 568,440 square feet. Health Services make up the next largest category of development with 369,093 square feet.

Table 7. Property Count and Square Feet (SF) by Primary Land Use

Primary Land Use Description	Count	SF
Senior Living	2	150,426
Service	1	3,463
Childcare, Childcare/Petcare	1	26,045
Law	1	13,098
Office	30	890,089
Funeral	1	12,806
Health Services	12	369,093
Storage	1	143,686
Hotel	2	76,314
Vacant Land	8	0
Retail	20	631,822
Vacant Space	2	23,971
Restaurant and Entertainment	4	195,840
Finance	11	122,480
Auto Service, Gas Station/Convenience	7	44,845
Tax Exempt	3	55,223
	106	2,759,201

Note: Several properties are multitenant buildings on single parcels, therefore, the use describes the primary land use of the parcel.

Vacancies in office space are at 6.6%, with 58,686 square feet available for lease. These spaces are mostly small office spaces, ranging from 111 square feet, up to 6,400 square feet. Lease rates range from \$10/sf to \$18/sf, with the average lease rate at \$16/sf. Vacancies in retail space are at less than 1%, with 4,825 square feet available. Lease rates for available space range from \$12.75/sf to \$16/sf.

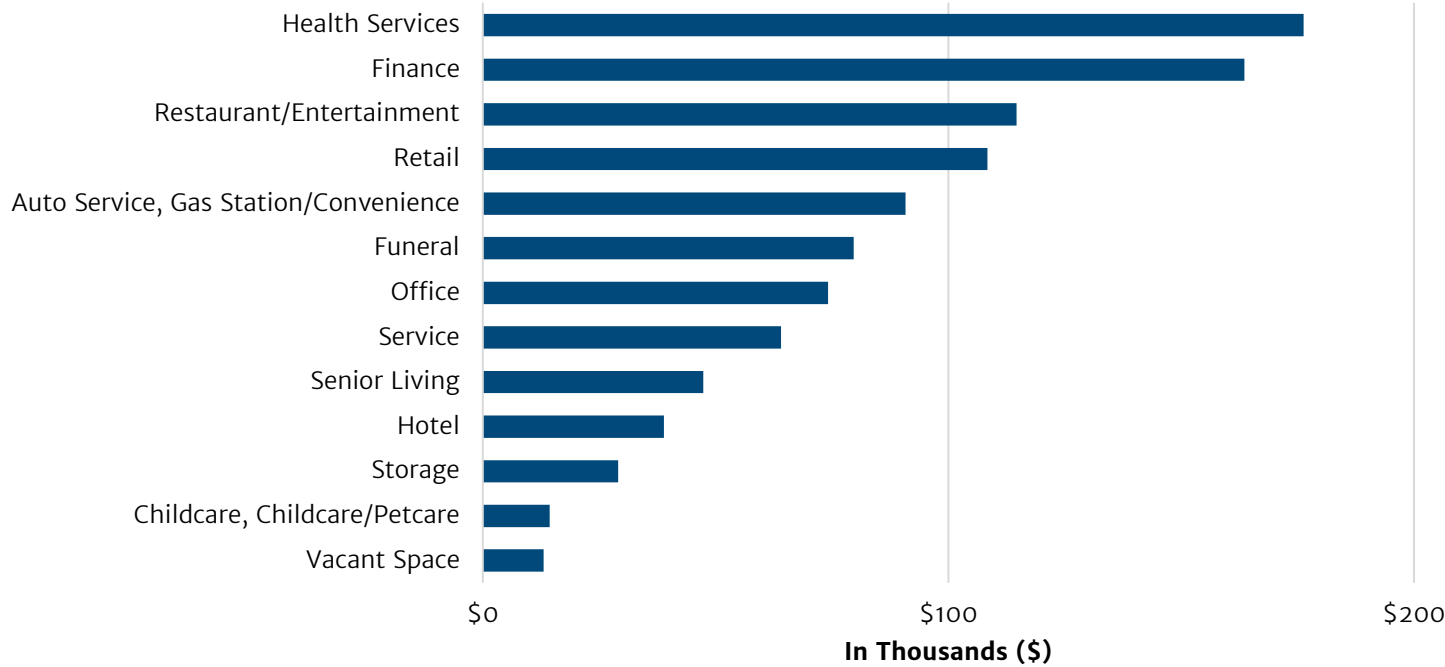
### Taxable Improved Value Per Square Foot (SF)

Taxable improved value per square foot analyzes the assessed improved value (building value) per the estimated square footage. This excludes land value which will be analyzed in the subsequent section. Health Services is the heavy hitter at approximately \$176/SF, followed by financial institutions (\$164/SF), restaurants and entertainment \$115/SF), and retail (\$108/SF).

Conversely, vacant space is performing at \$13/SF. This vacant office building is significantly underperforming considering that the average taxable improved value per square foot for office buildings in the corridor is \$75/SF.



Figure 23. Average Taxable Improved Value per Square Foot by Property Primary Use (2023)

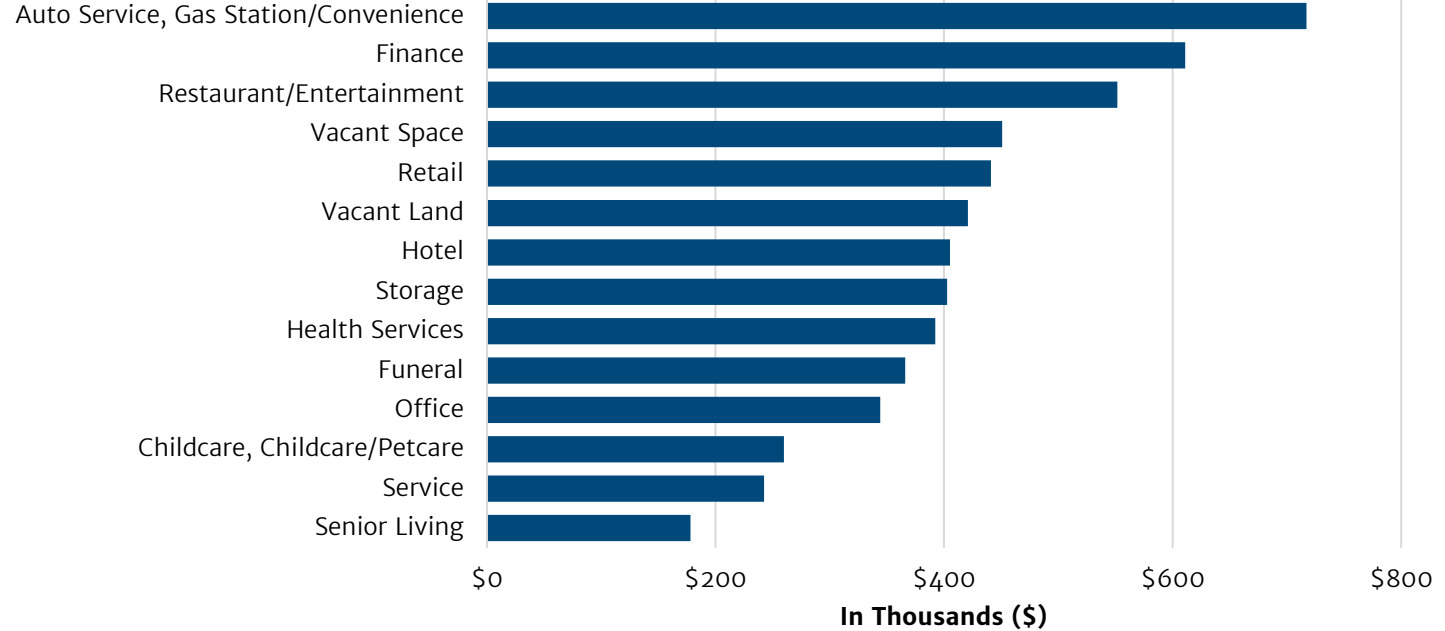


Data Sources: Redevelopment Resources, City of Mequon, REGRID, Wisconsin State Cartographer's Office. Note: Several properties are multitenant buildings on single parcels, therefore, the use describes the primary land use of the parcel.

### Taxable Land Value per Acre by Property Primary Use (2023)

Taxable land value per acre analyzes the assessed land value (without a building if there is one) per acre. This allows for large properties with small buildings to be evaluated, such as gas stations/convenience stores which are the highest valued land uses in the corridor.

Figure 24. Average Taxable Land Value per Acre by Property Primary Use (2023)



Data Sources: Redevelopment Resources, City of Mequon, REGRID, Wisconsin State Cartographer's Office. Note: Several properties are multitenant buildings on single parcels, therefore, the use describes the primary land use of the parcel.

Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)

## Change in Estimated Fair Market Value

The city went through a revaluation process in 2009 and 2021. The following table analyzes the estimated fair market values of taxable properties before and after the 2021 revaluation. Categories that experienced the highest change in fair market value include Health Services and Finance.

*Table 8. Average Fair Market Value (FMV) Percentage Change (2020-2022)*

<b>Primary Use</b>	<b>2020-2022</b>
Health Services	61%
Finance	54%
Vacant Space	28%
Senior Living	27%
Office	17%
Service	13%
Auto Service, Gas Station/Convenience	10%
Childcare, Childcare/Petcare	10%
Retail	10%
Funeral	6%
Restaurant and Entertainment	4%
Vacant Land	-6%
Law	-18%
Hotel	-41%

# Appendix A - Maps



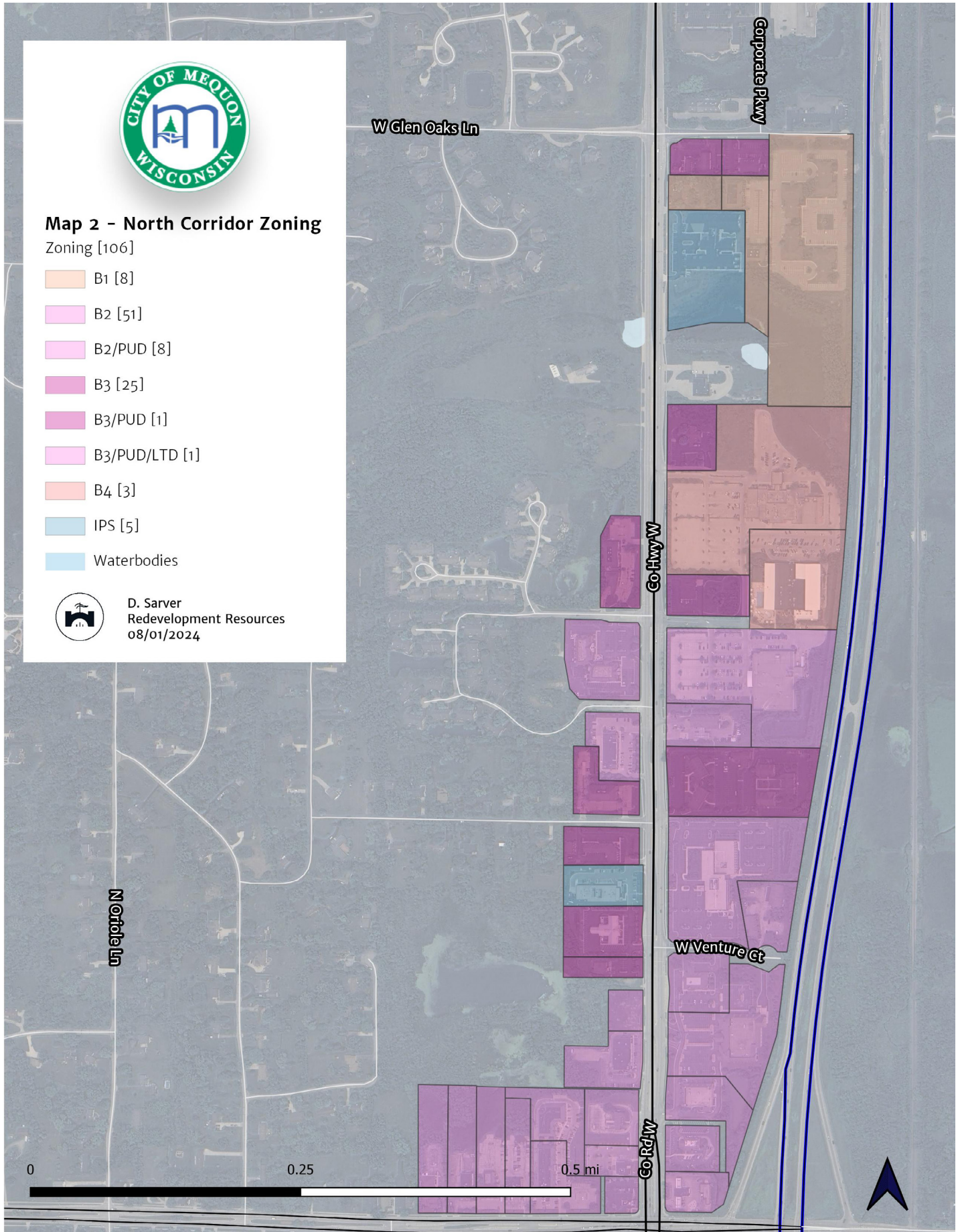
### Map 2 - North Corridor Zoning

Zoning [106]

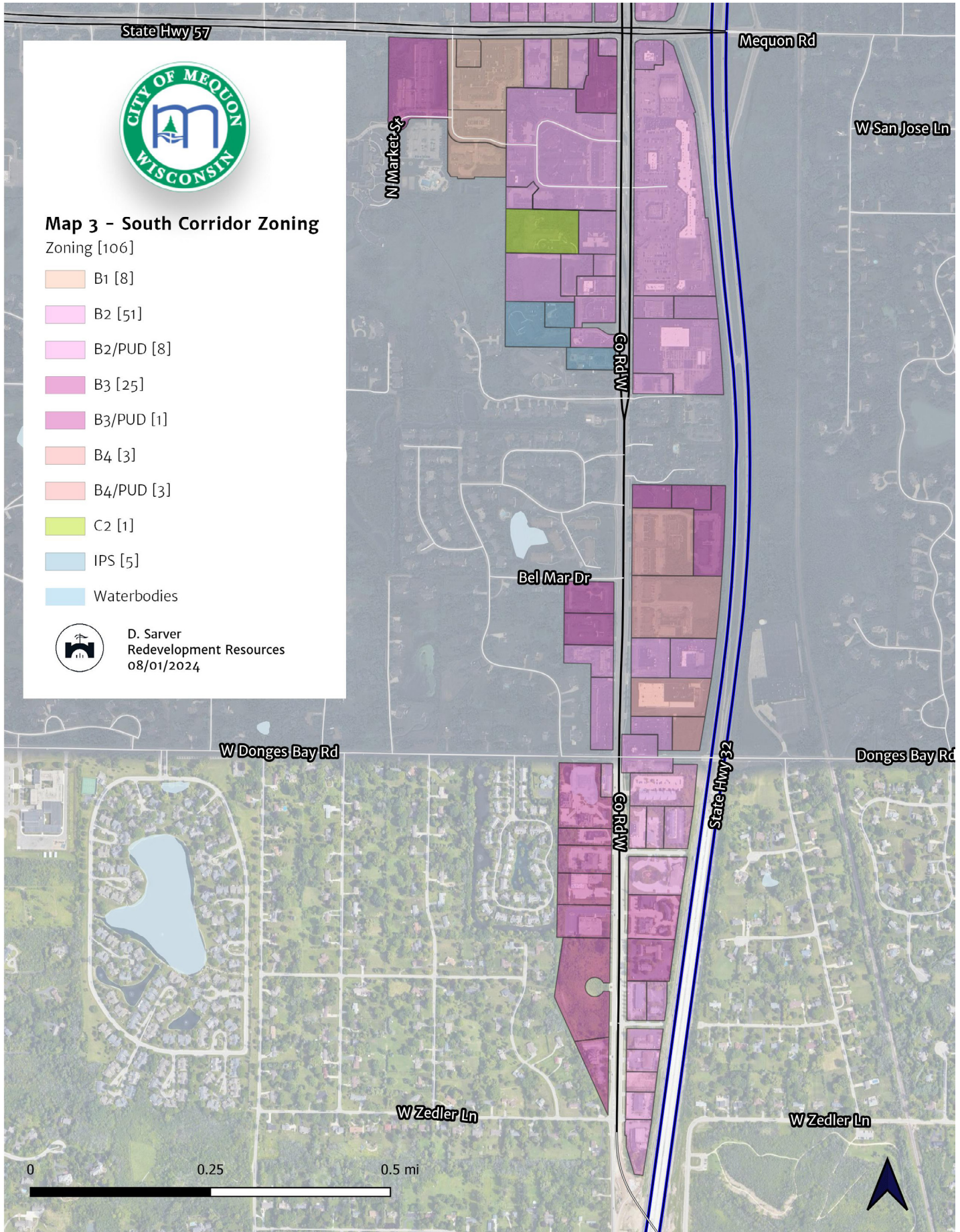
- B1 [8]
- B2 [51]
- B2/PUD [8]
- B3 [25]
- B3/PUD [1]
- B3/PUD/LTD [1]
- B4 [3]
- IPS [5]
- Waterbodies



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08/01/2024



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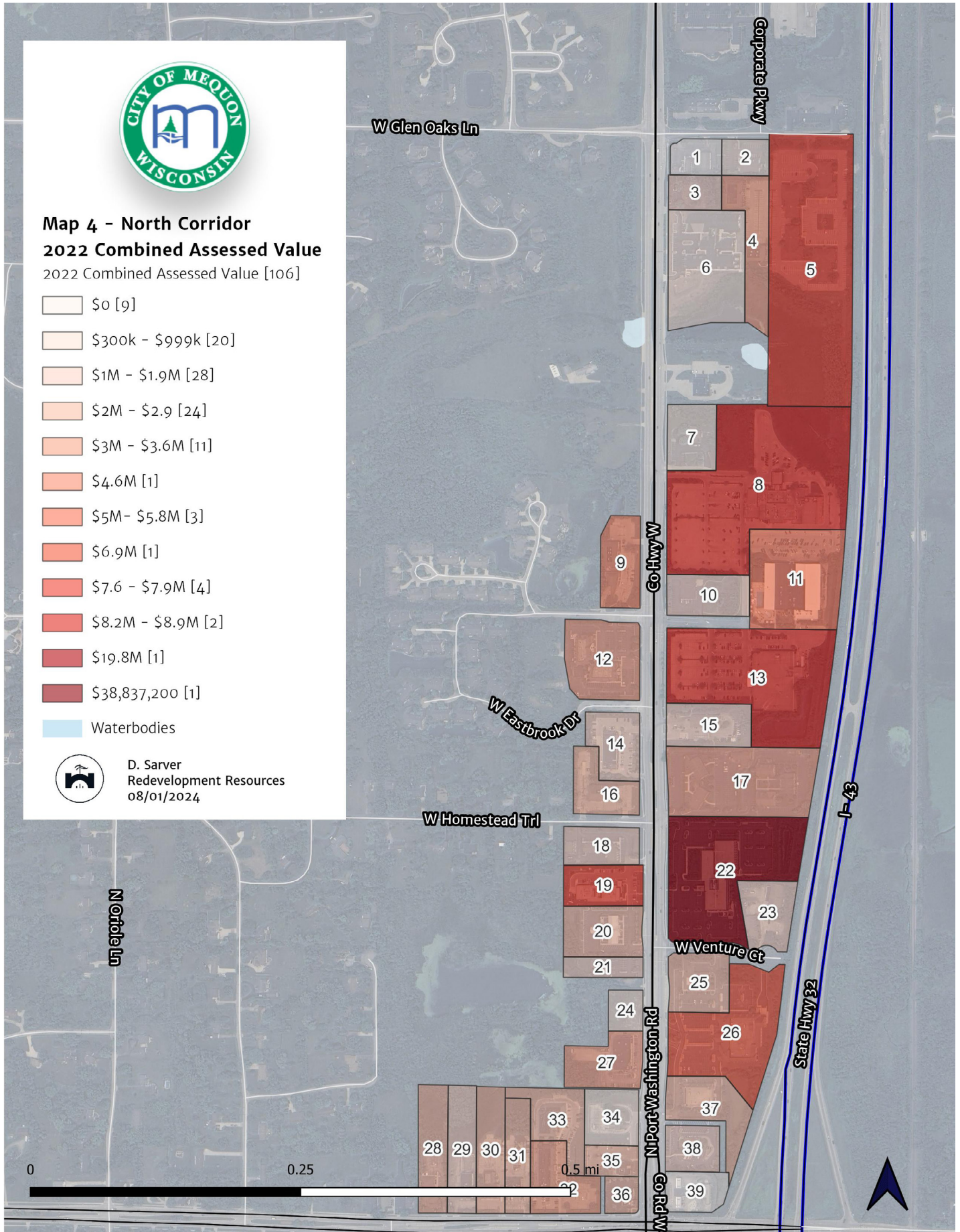
### Map 4 - North Corridor 2022 Combined Assessed Value

2022 Combined Assessed Value [106]

- \$0 [9]
- \$300k - \$999k [20]
- \$1M - \$1.9M [28]
- \$2M - \$2.9 [24]
- \$3M - \$3.6M [11]
- \$4.6M [1]
- \$5M - \$5.8M [3]
- \$6.9M [1]
- \$7.6 - \$7.9M [4]
- \$8.2M - \$8.9M [2]
- \$19.8M [1]
- \$38,837,200 [1]
- Waterbodies



D. Sarver  
Redevelopment Resources  
08/01/2024

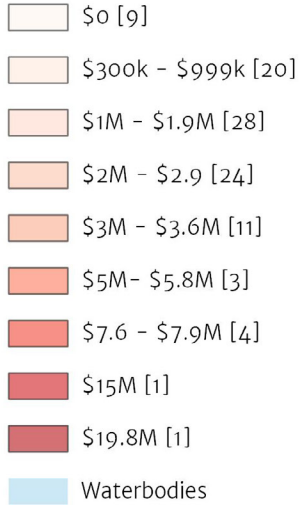


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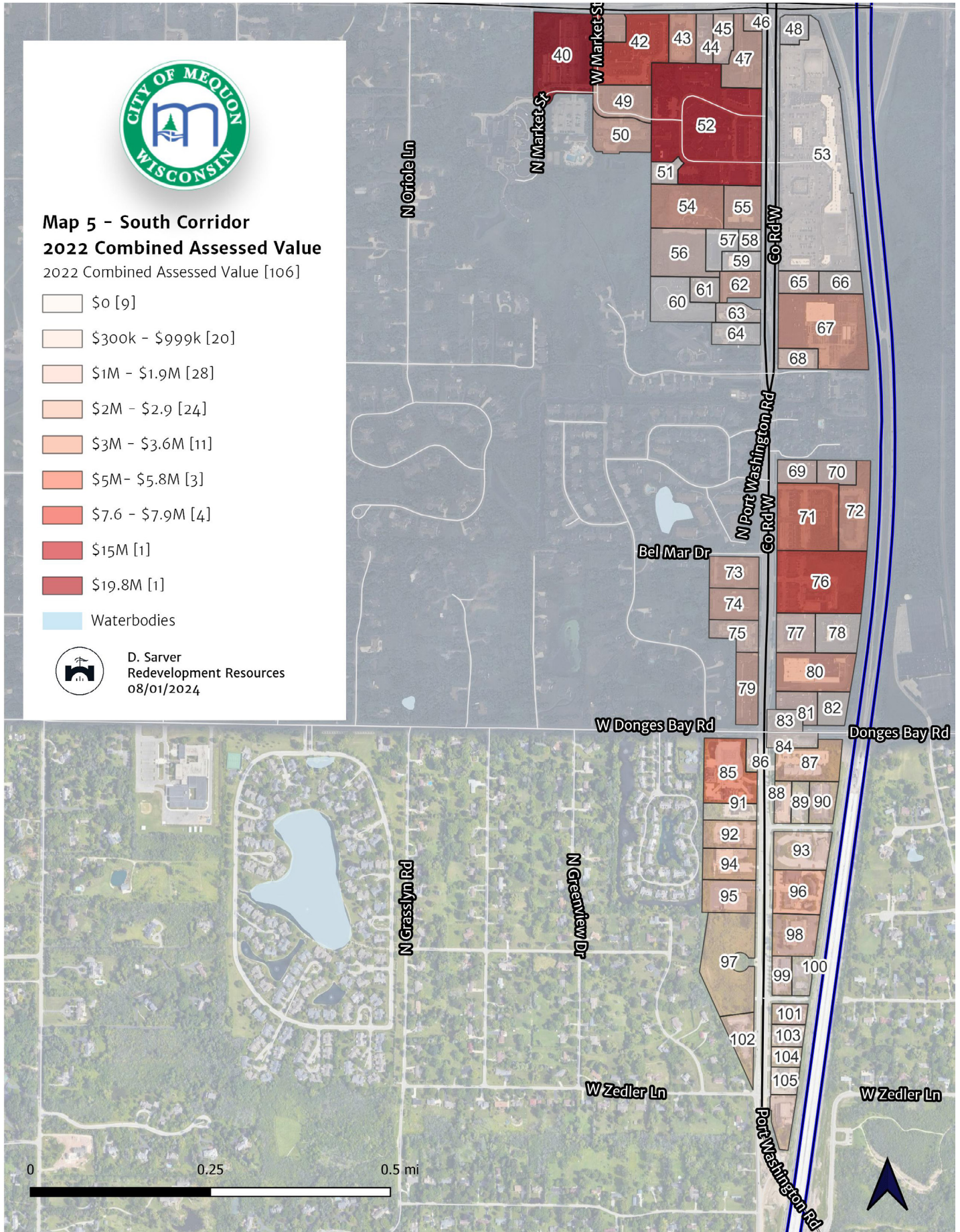


### Map 5 - South Corridor 2022 Combined Assessed Value

2022 Combined Assessed Value [106]



D. Sarver  
Redevelopment Resources  
08/01/2024



Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



### Map 6 - North Corridor 2023 Combined Assessed Value

2023 Combined Assessed Value [106]

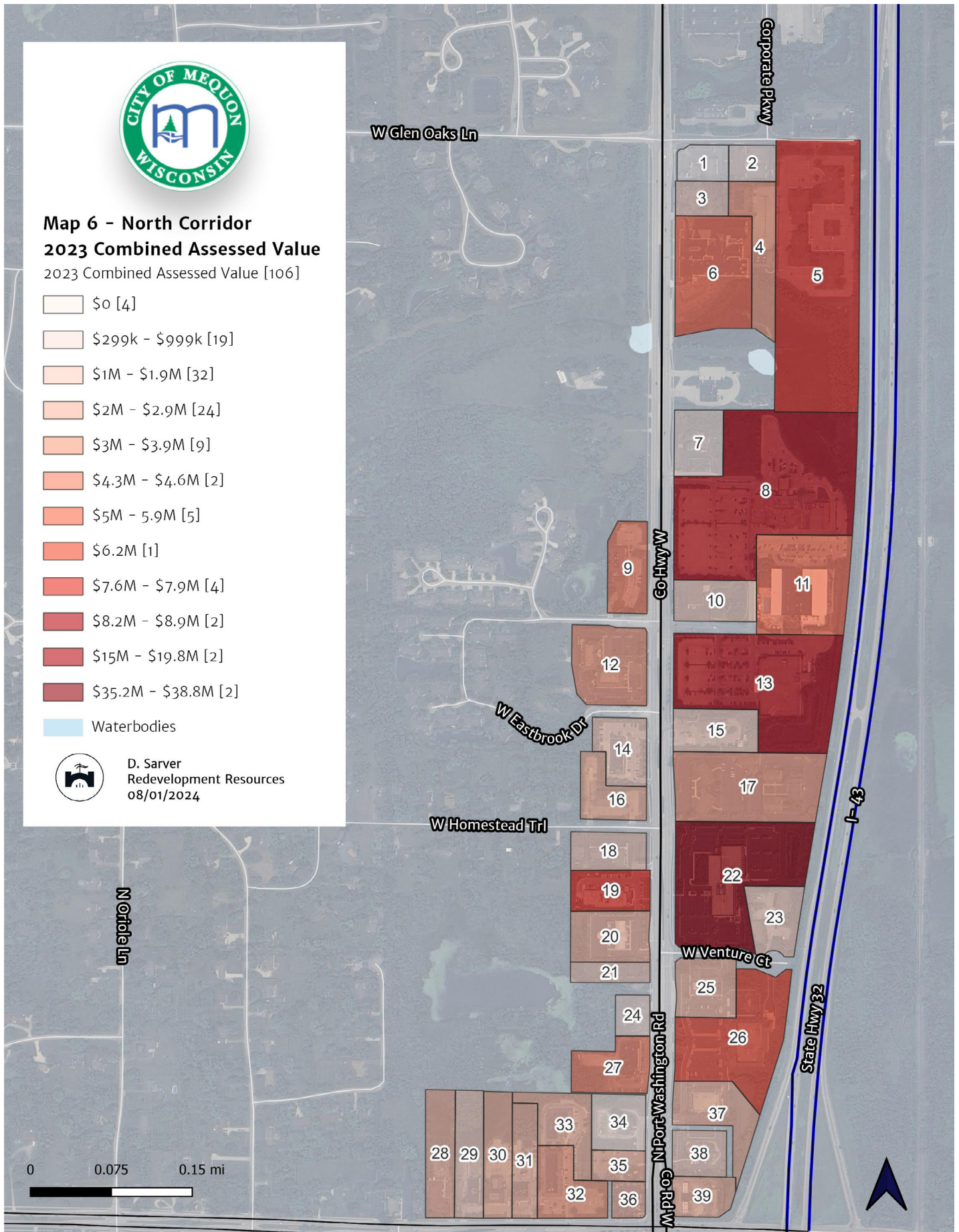
- \$0 [4]
- \$299k - \$999k [19]
- \$1M - \$1.9M [32]
- \$2M - \$2.9M [24]
- \$3M - \$3.9M [9]
- \$4.3M - \$4.6M [2]
- \$5M - 5.9M [5]
- \$6.2M [1]
- \$7.6M - \$7.9M [4]
- \$8.2M - \$8.9M [2]
- \$15M - \$19.8M [2]
- \$35.2M - \$38.8M [2]

Waterbodies



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0 0.075 0.15 mi

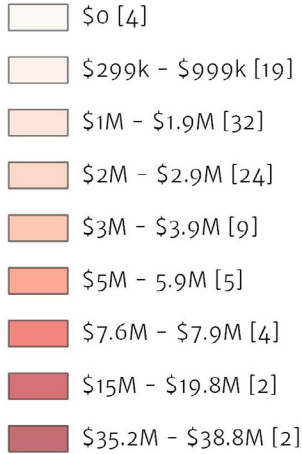


Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)

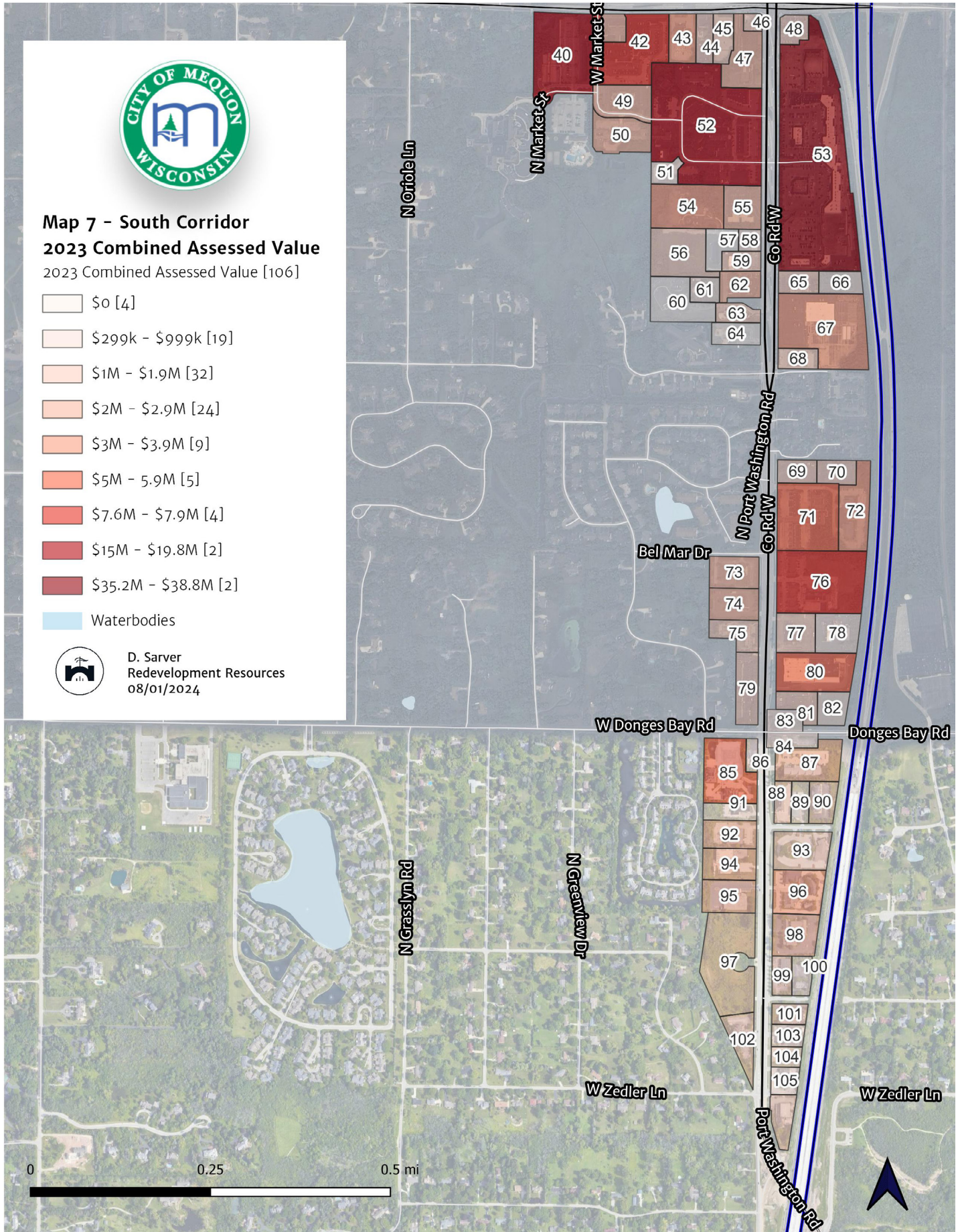


### Map 7 - South Corridor 2023 Combined Assessed Value

2023 Combined Assessed Value [106]



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



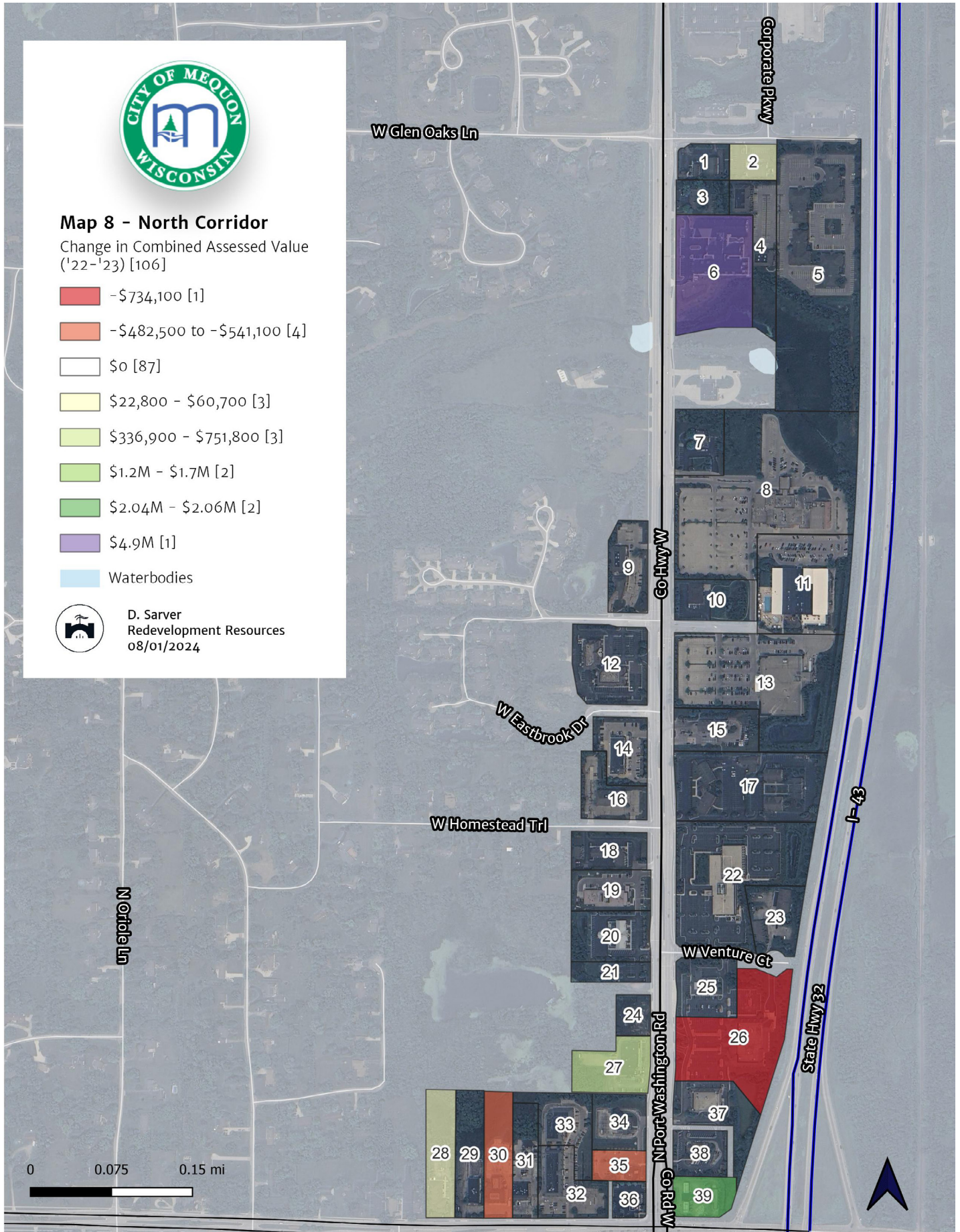
### Map 8 - North Corridor

Change in Combined Assessed Value ('22-'23) [106]

- \$734,100 [1]
- \$482,500 to -\$541,100 [4]
- \$0 [87]
- \$22,800 - \$60,700 [3]
- \$336,900 - \$751,800 [3]
- \$1.2M - \$1.7M [2]
- \$2.04M - \$2.06M [2]
- \$4.9M [1]
- Waterbodies



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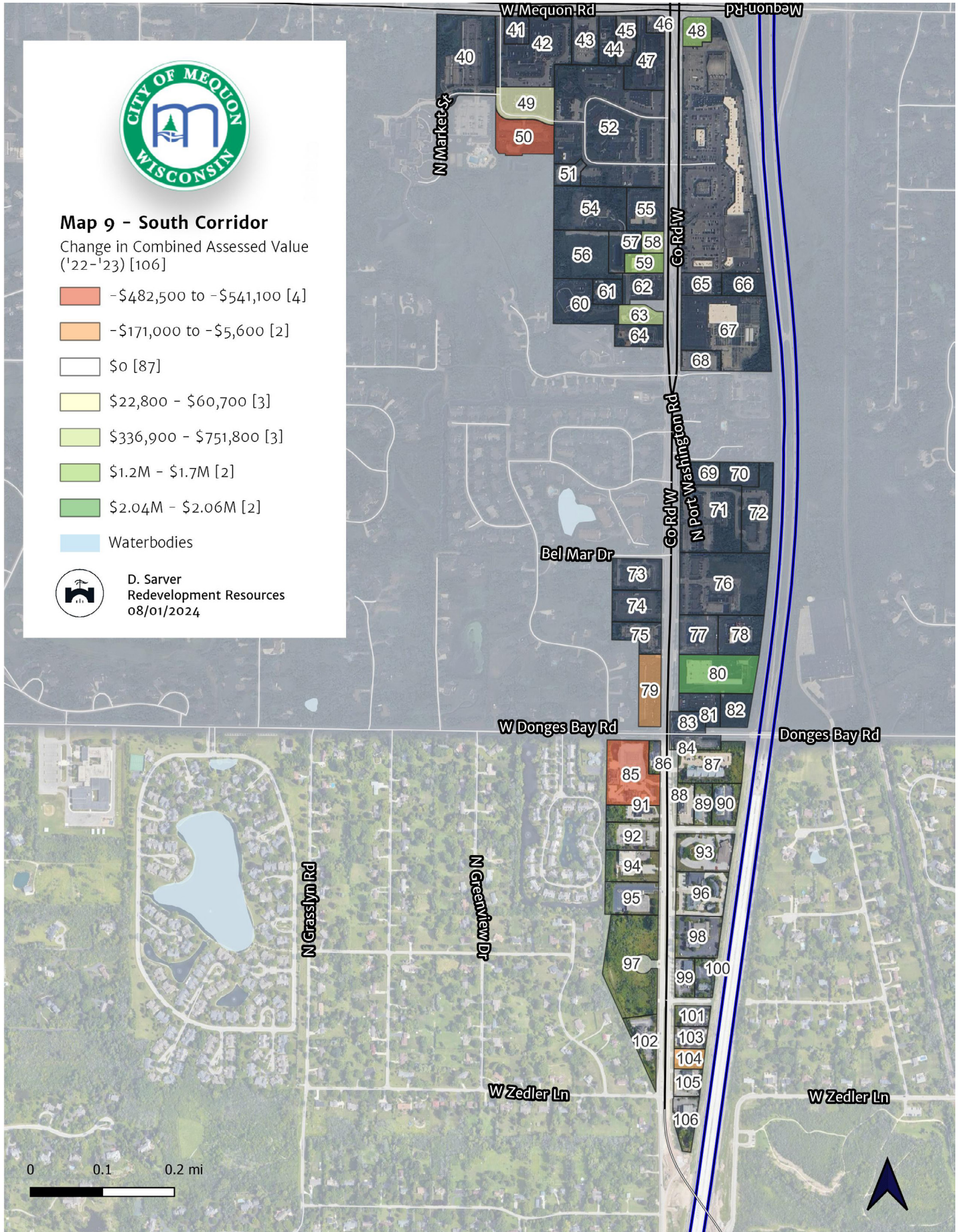
### Map 9 - South Corridor

Change in Combined Assessed Value ('22-'23) [106]

- \$482,500 to -\$541,100 [4]
- \$171,000 to -\$5,600 [2]
- \$0 [87]
- \$22,800 - \$60,700 [3]
- \$336,900 - \$751,800 [3]
- \$1.2M - \$1.7M [2]
- \$2.04M - \$2.06M [2]
- Waterbodies



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



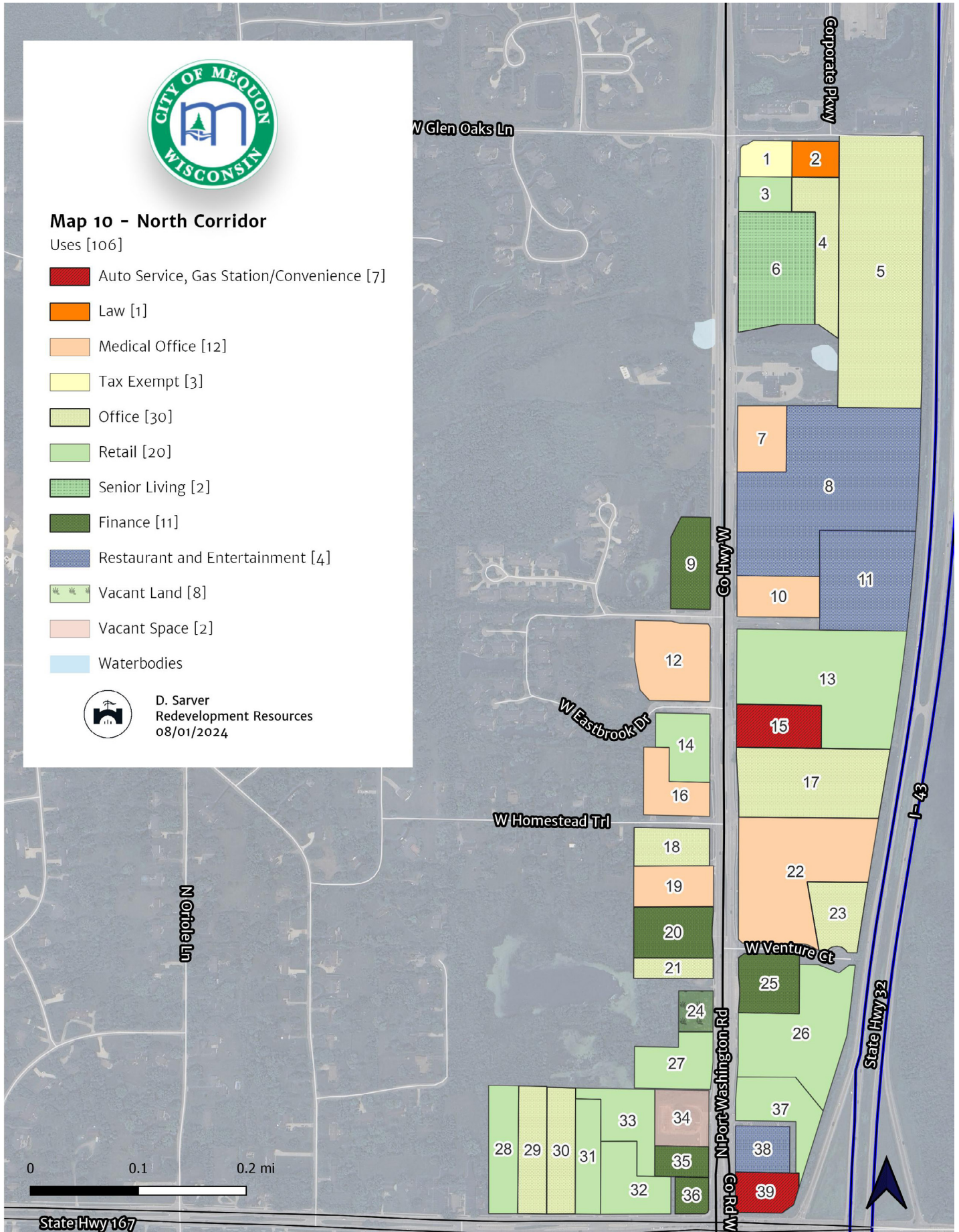
### Map 10 - North Corridor

Uses [106]

- Auto Service, Gas Station/Convenience [7]
- Law [1]
- Medical Office [12]
- Tax Exempt [3]
- Office [30]
- Retail [20]
- Senior Living [2]
- Finance [11]
- Restaurant and Entertainment [4]
- Vacant Land [8]
- Vacant Space [2]
- Waterbodies



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### Map 11 - South Corridor

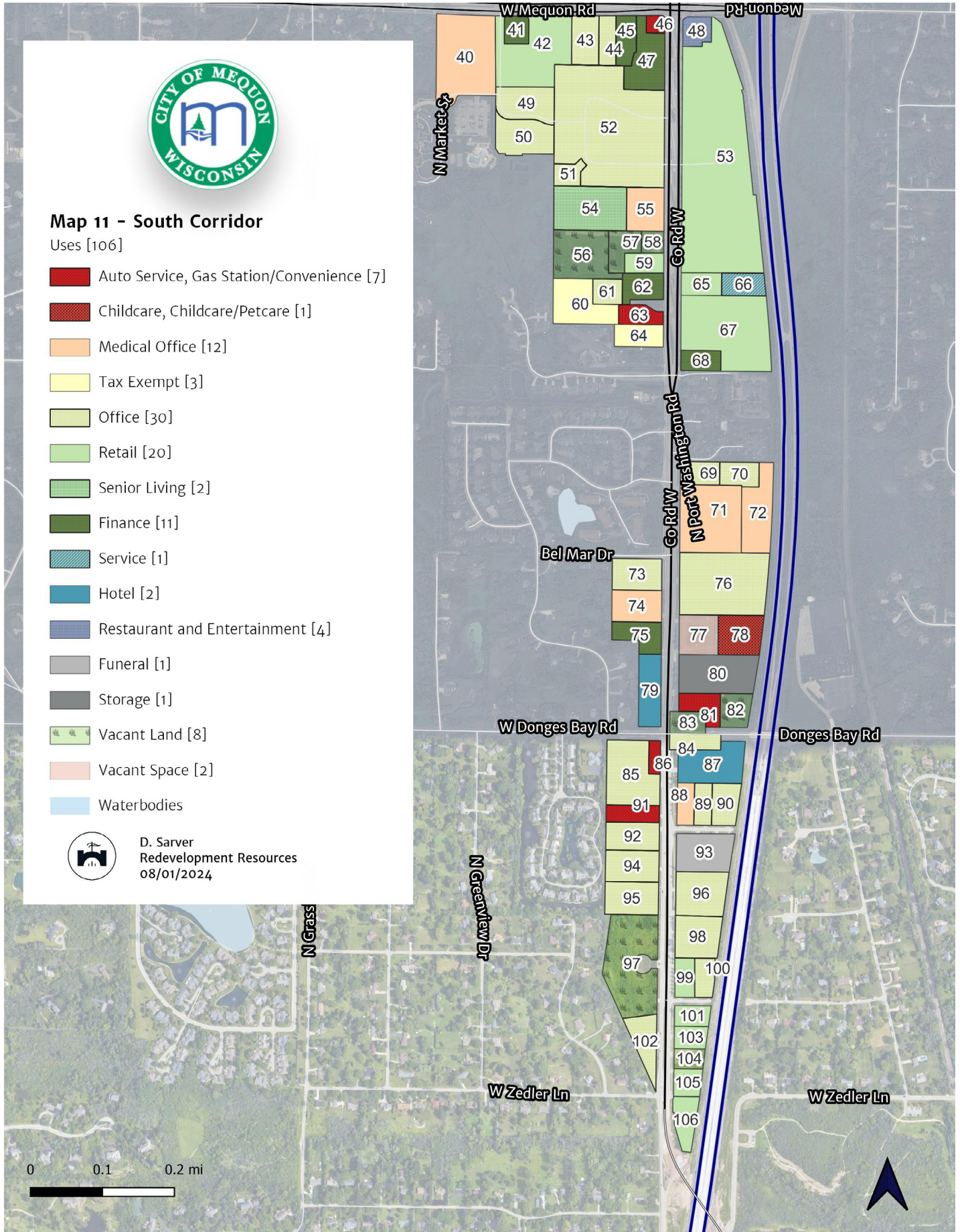
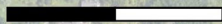
Uses [106]

- Auto Service, Gas Station/Convenience [7]
- Childcare, Childcare/Petcare [1]
- Medical Office [12]
- Tax Exempt [3]
- Office [30]
- Retail [20]
- Senior Living [2]
- Finance [11]
- Service [1]
- Hotel [2]
- Restaurant and Entertainment [4]
- Funeral [1]
- Storage [1]
- Vacant Land [8]
- Vacant Space [2]
- Waterbodies



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0 0.1 0.2 mi



Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



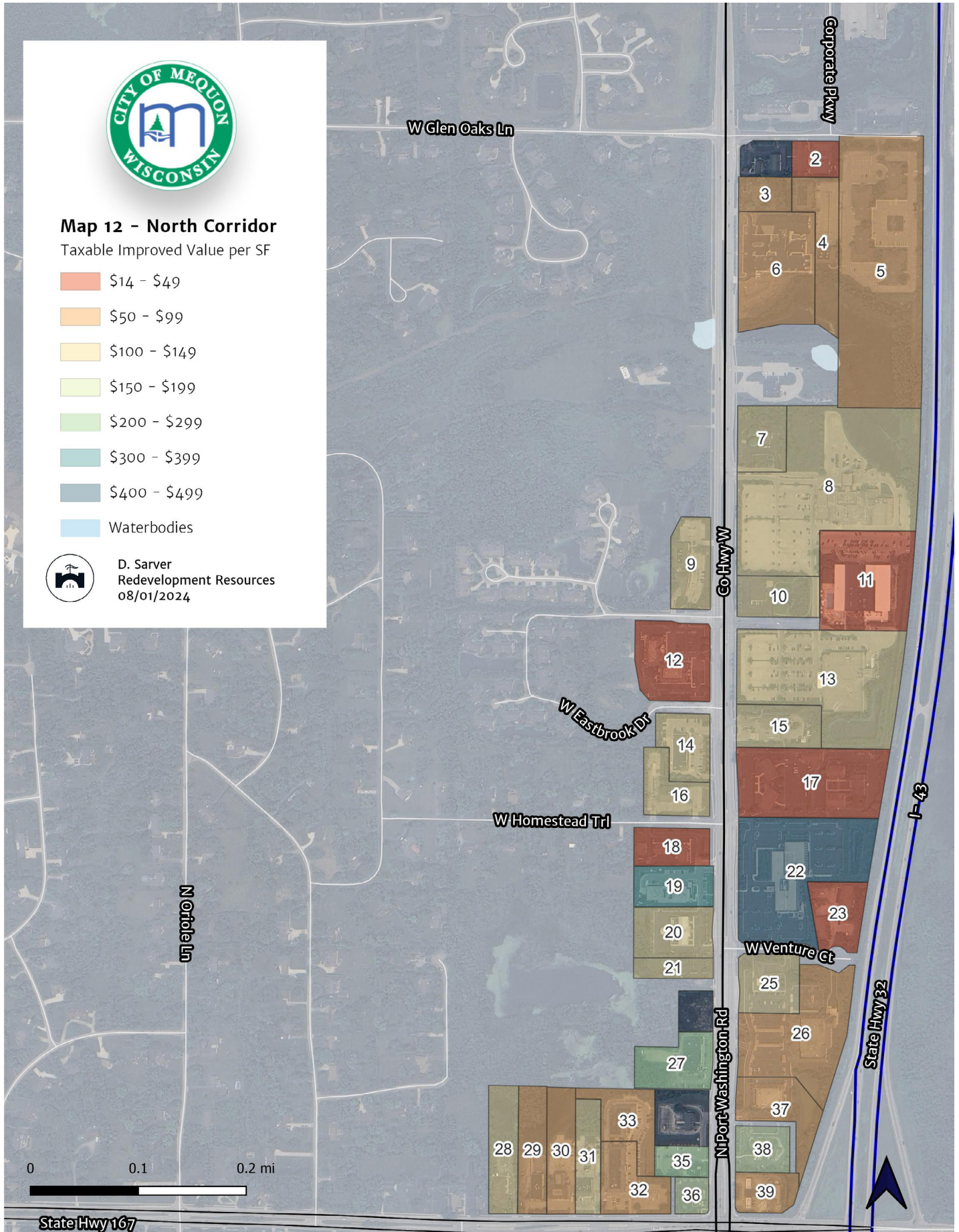
### Map 12 - North Corridor

Taxable Improved Value per SF

- \$14 - \$49
- \$50 - \$99
- \$100 - \$149
- \$150 - \$199
- \$200 - \$299
- \$300 - \$399
- \$400 - \$499
- Waterbodies



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



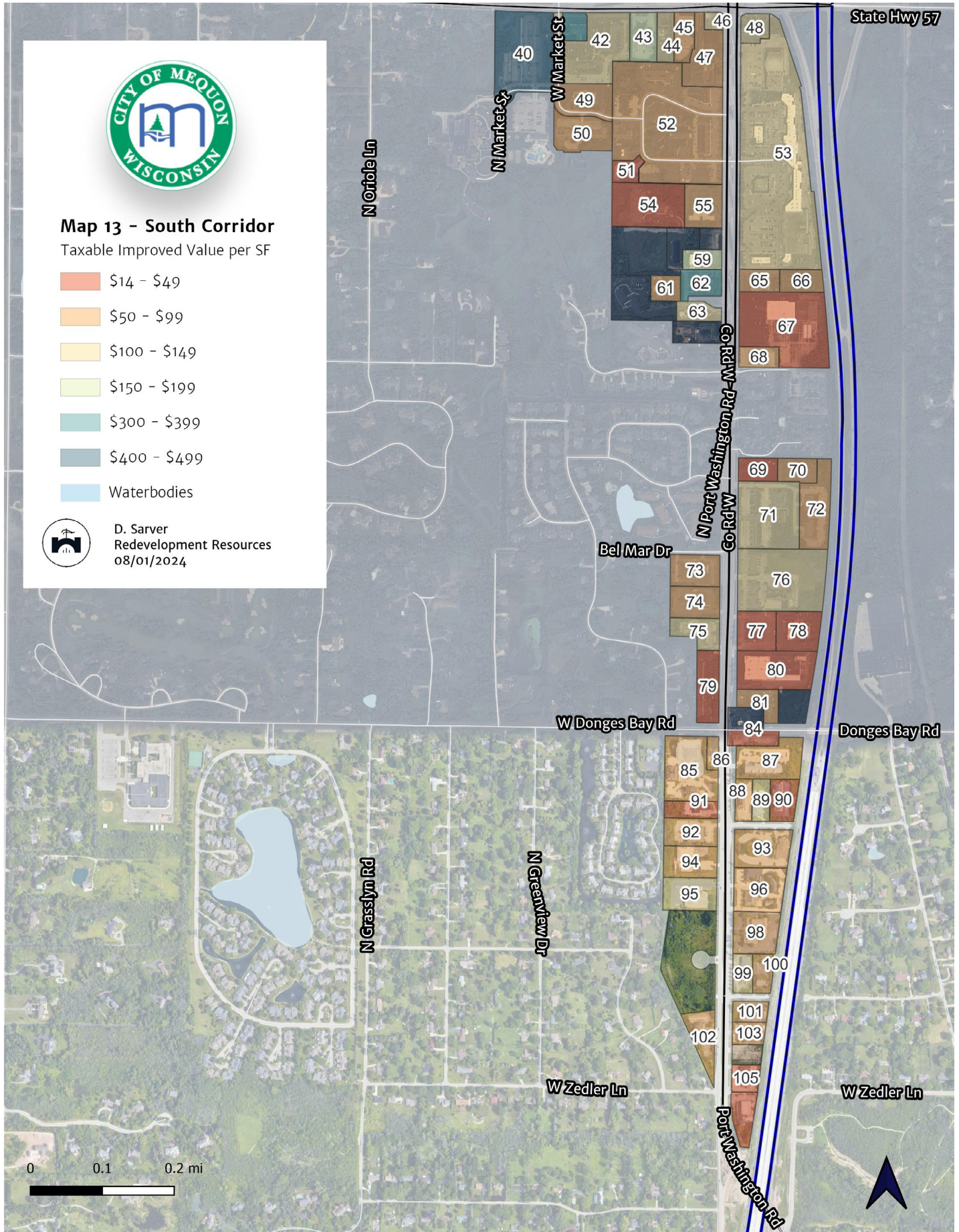
### Map 13 - South Corridor

Taxable Improved Value per SF

- \$14 - \$49
- \$50 - \$99
- \$100 - \$149
- \$150 - \$199
- \$300 - \$399
- \$400 - \$499
- Waterbodies



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



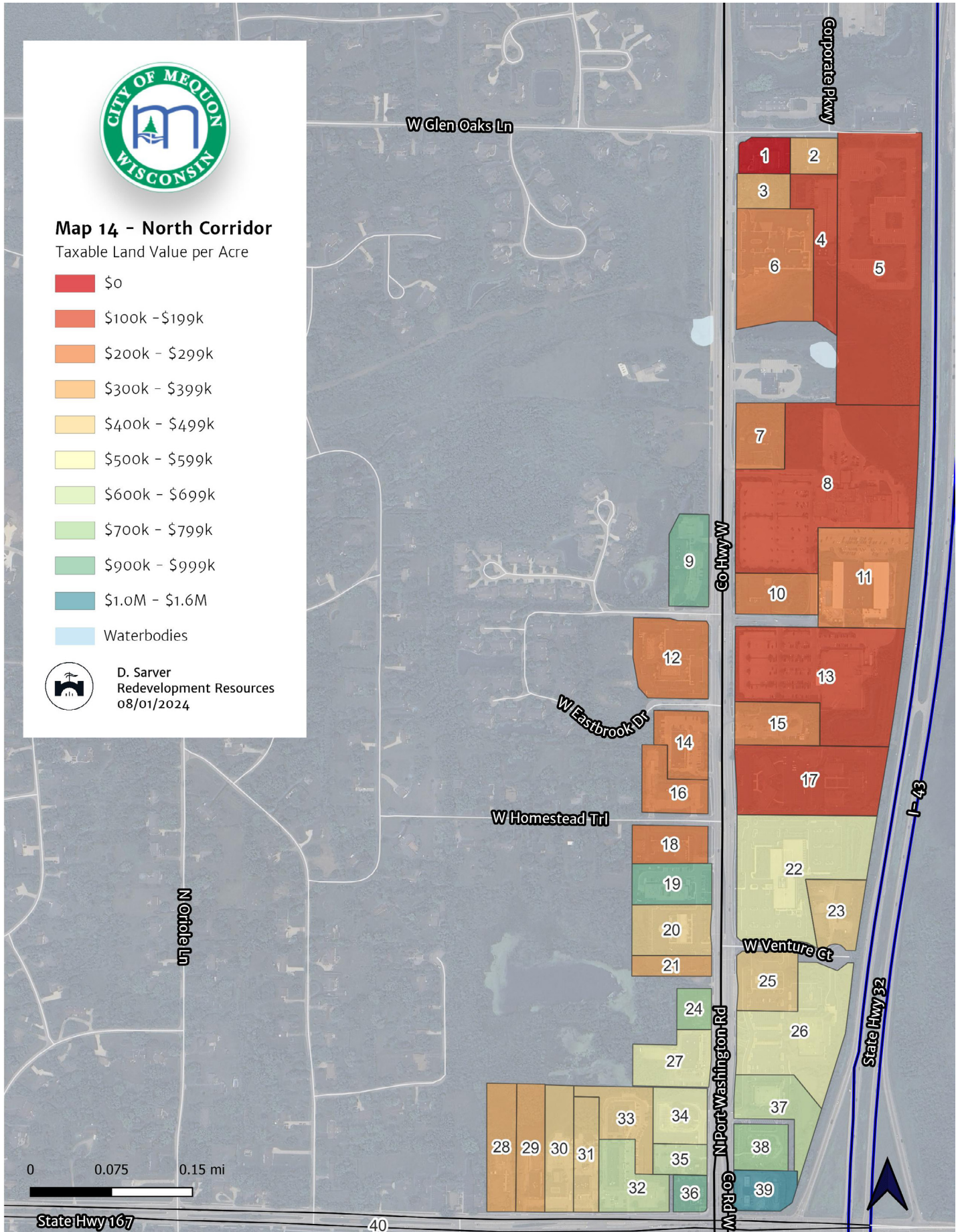
### Map 14 - North Corridor

Taxable Land Value per Acre

- \$0
- \$100k - \$199k
- \$200k - \$299k
- \$300k - \$399k
- \$400k - \$499k
- \$500k - \$599k
- \$600k - \$699k
- \$700k - \$799k
- \$900k - \$999k
- \$1.0M - \$1.6M
- Waterbodies



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



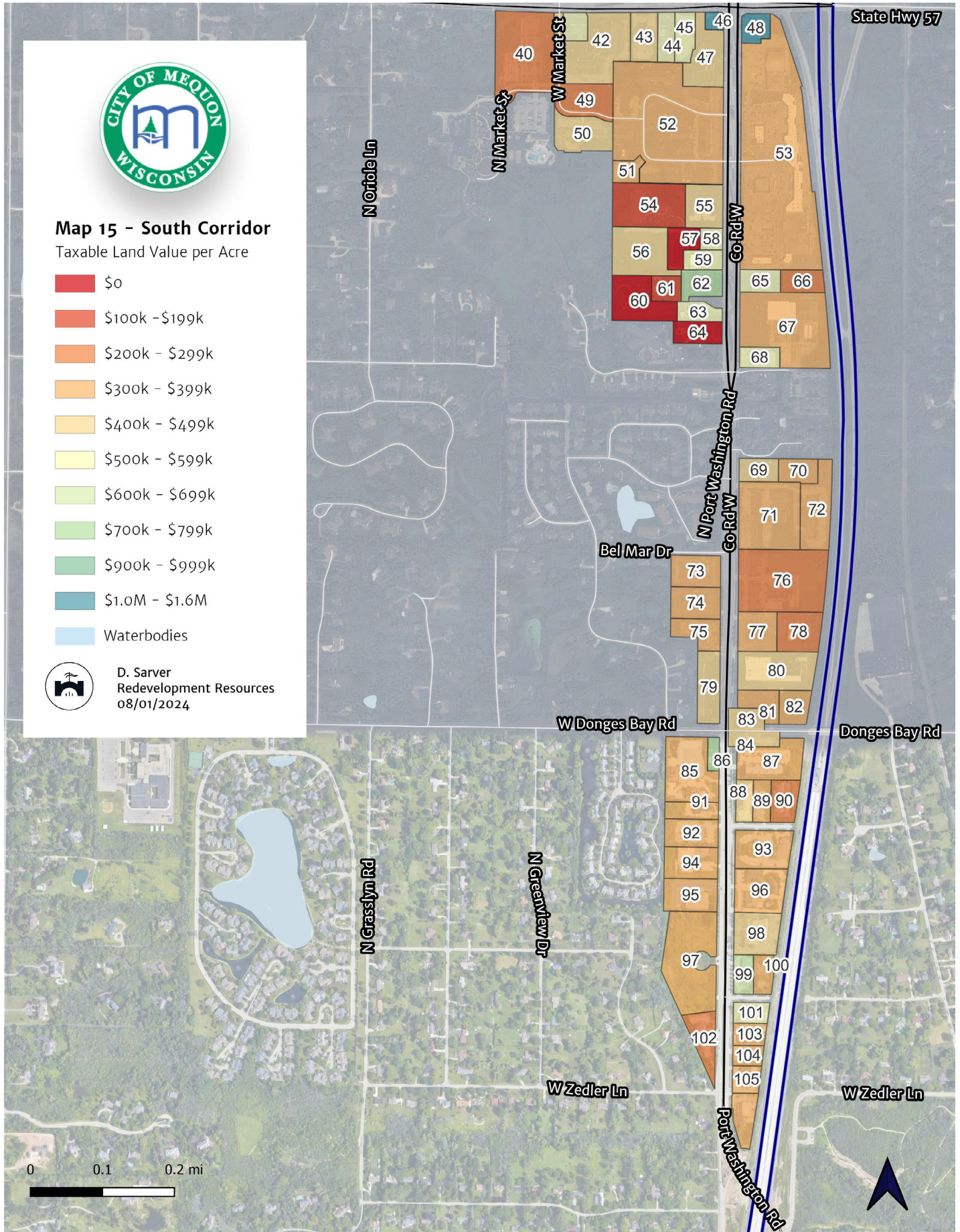
### Map 15 - South Corridor

Taxable Land Value per Acre

- \$0
- \$100k - \$199k
- \$200k - \$299k
- \$300k - \$399k
- \$400k - \$499k
- \$500k - \$599k
- \$600k - \$699k
- \$700k - \$799k
- \$900k - \$999k
- \$1.0M - \$1.6M
- Waterbodies



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



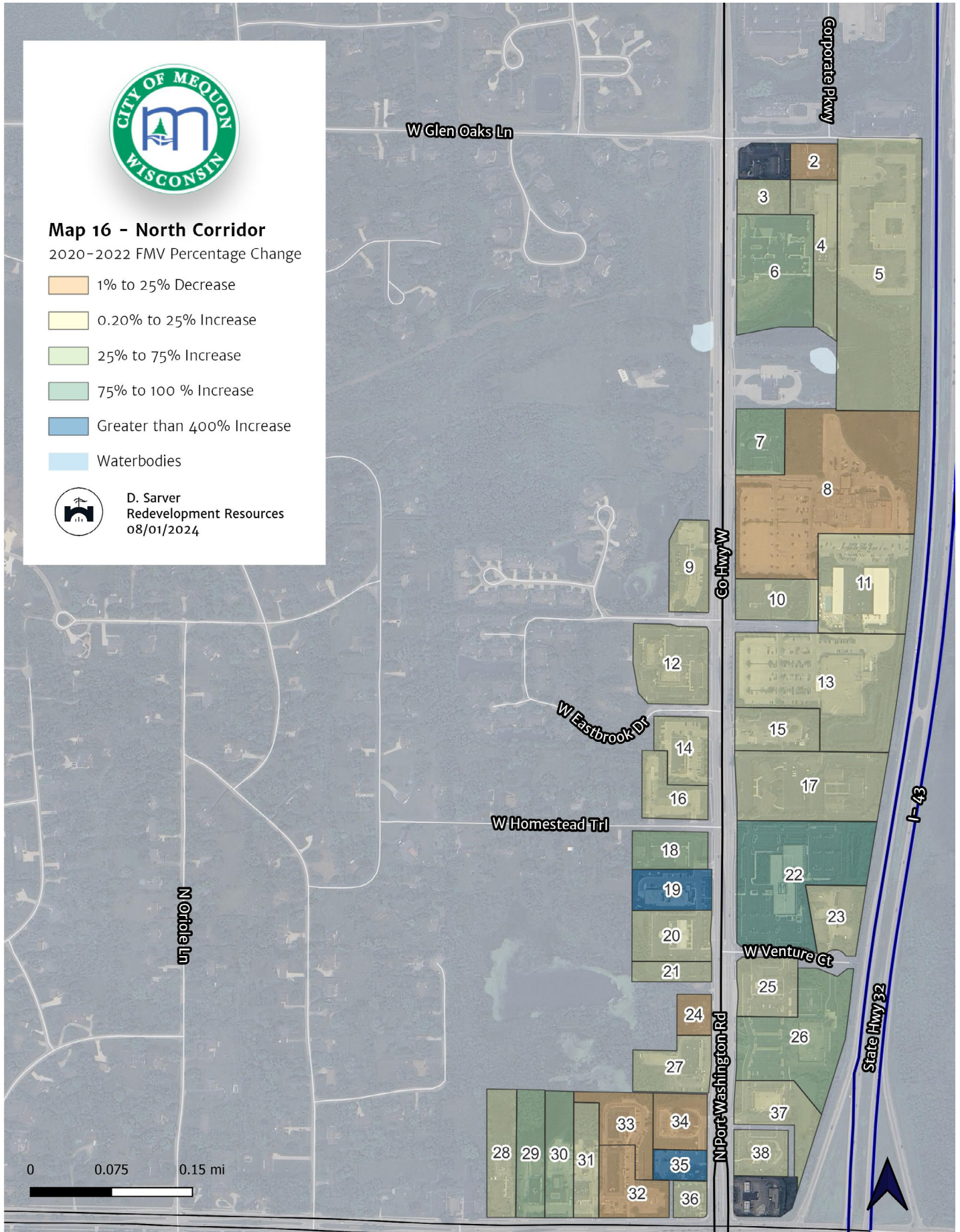
### Map 16 - North Corridor

2020-2022 FMV Percentage Change

- 1% to 25% Decrease
- 0.20% to 25% Increase
- 25% to 75% Increase
- 75% to 100 % Increase
- Greater than 400% Increase
- Waterbodies



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



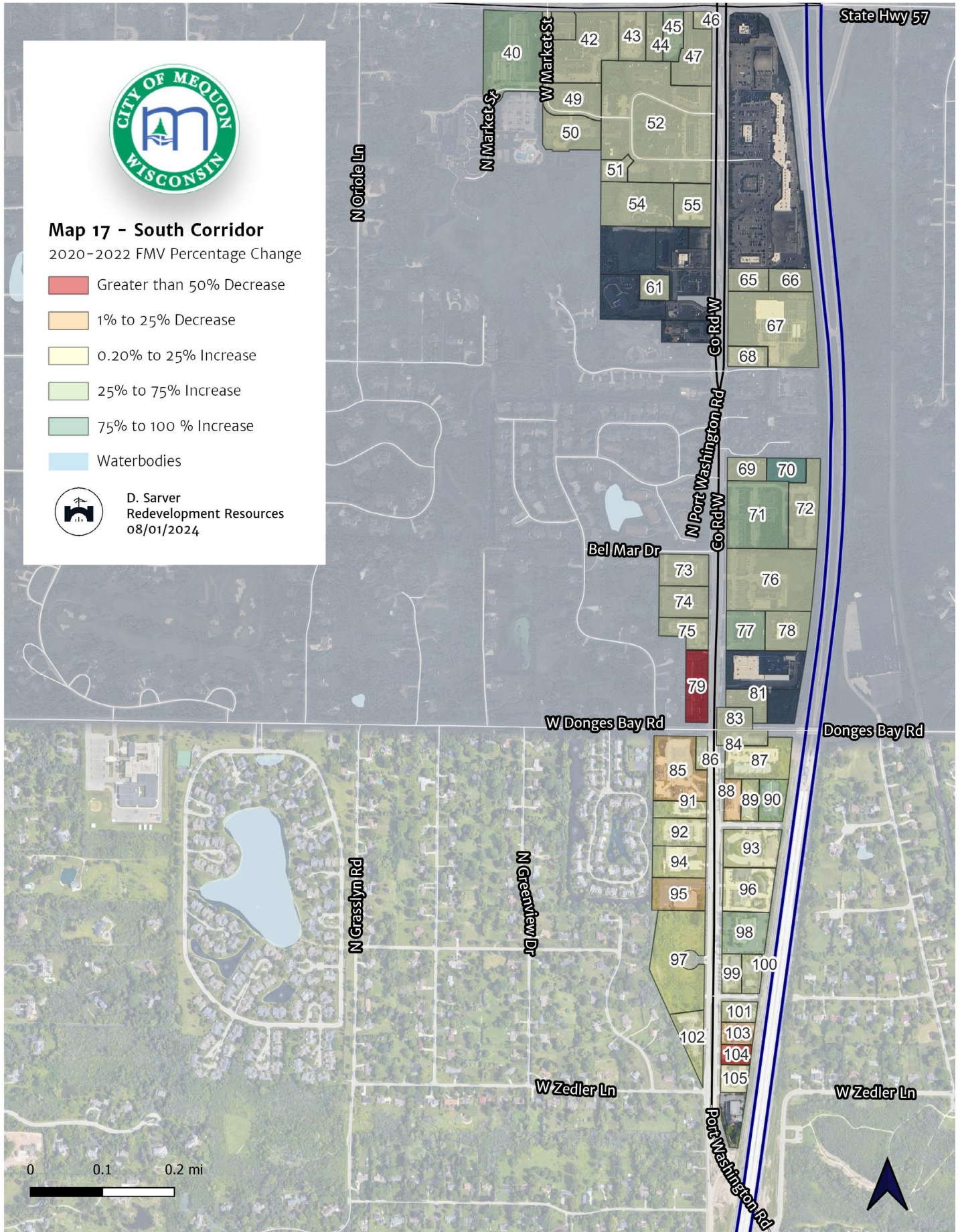
### Map 17 - South Corridor

2020-2022 FMV Percentage Change

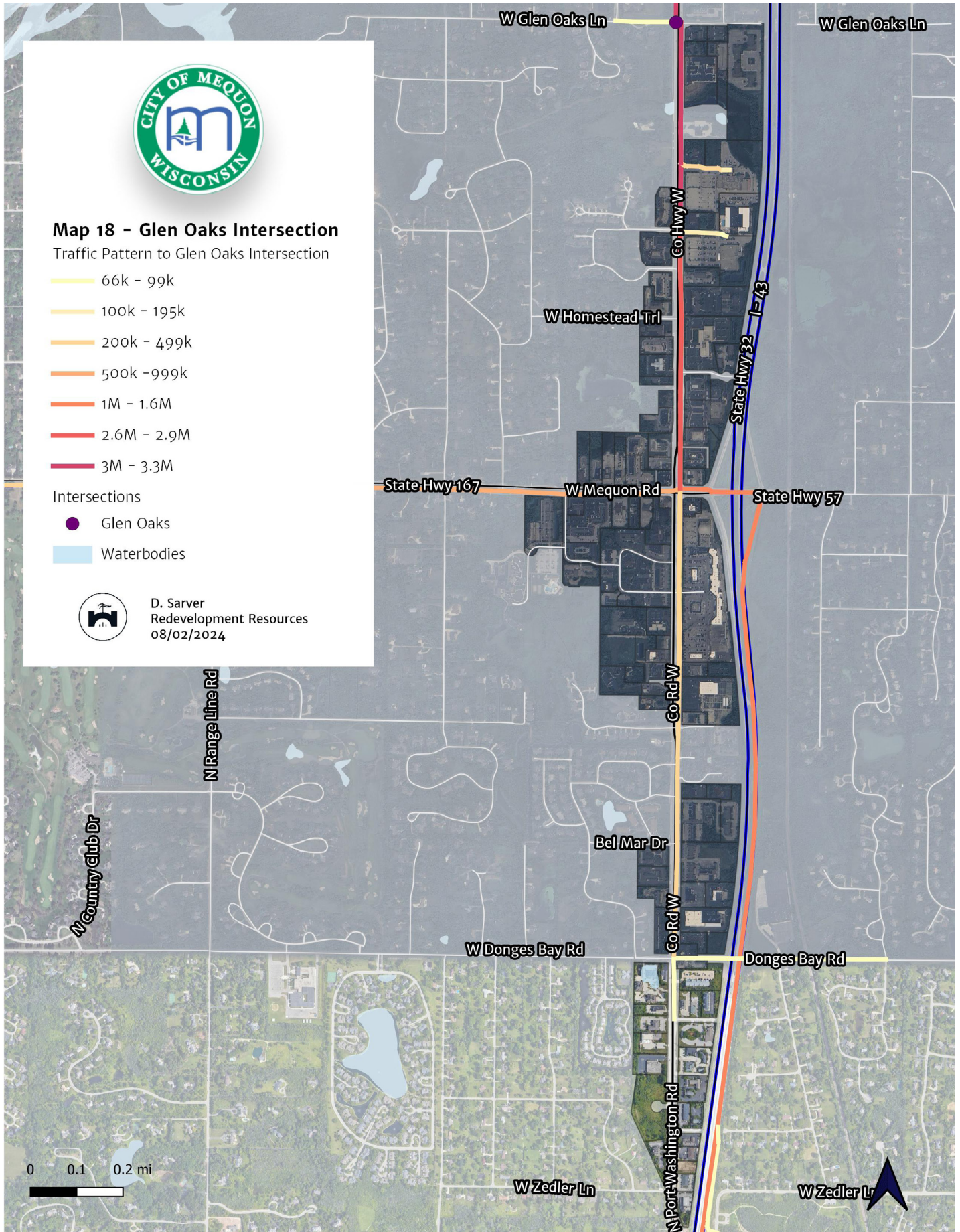
- Greater than 50% Decrease
- 1% to 25% Decrease
- 0.20% to 25% Increase
- 25% to 75% Increase
- 75% to 100% Increase
- Waterbodies



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Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



Attachment: PHASE II Mequon Corridor Market Study COTW 08.14.24 (9695 : Port Washington Road Market Analysis Update)



### Map 19 - Mequon Intersection

Traffic Pattern to Mequon Rd Intersection

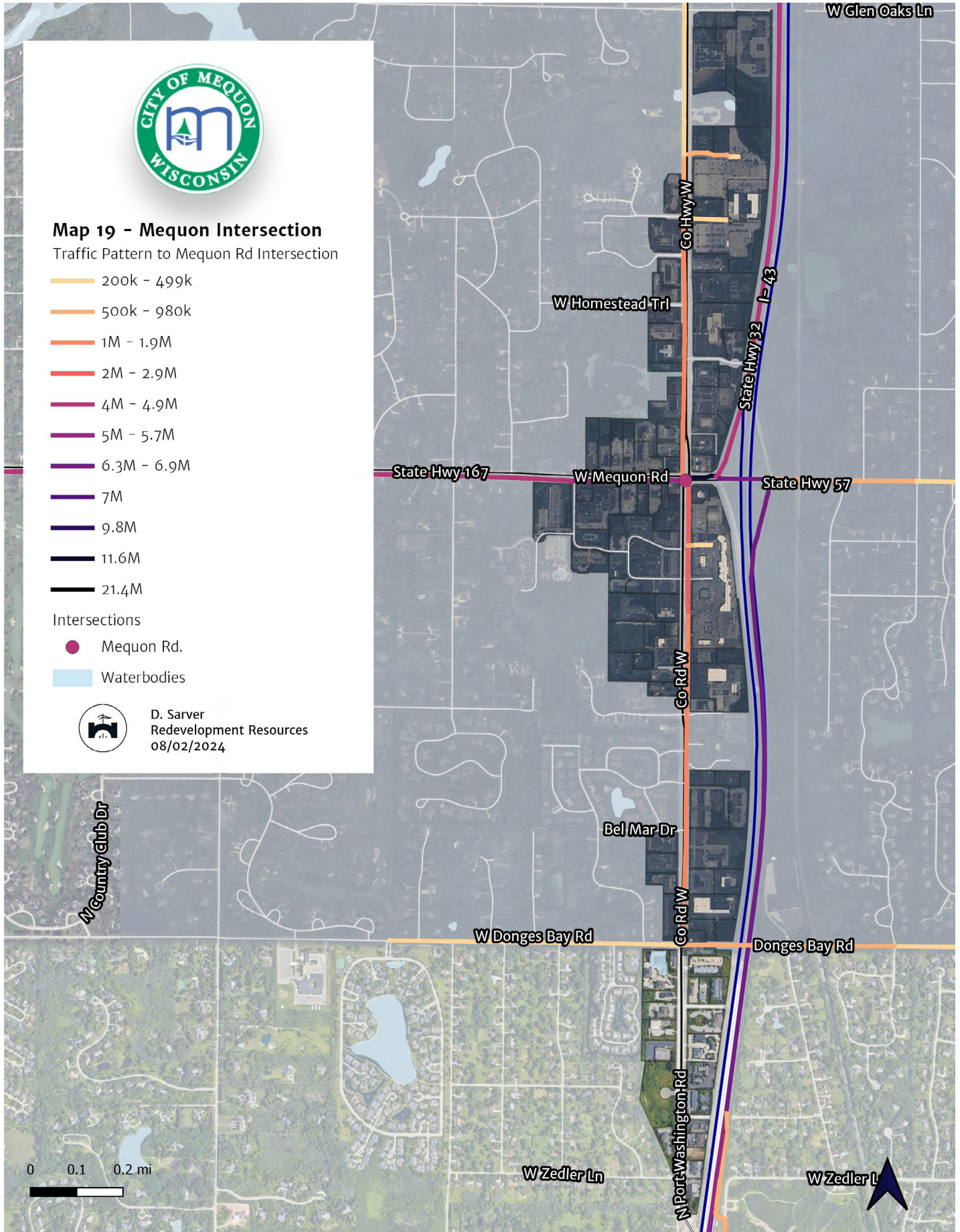
- 200k - 499k
- 500k - 980k
- 1M - 1.9M
- 2M - 2.9M
- 4M - 4.9M
- 5M - 5.7M
- 6.3M - 6.9M
- 7M
- 9.8M
- 11.6M
- 21.4M

Intersections

- Mequon Rd.
- Waterbodies



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### Map 20 - Donges Bay Intersection

Traffic Pattern to Donges Bay Rd Intersection

- 74k - 99k
- 101k - 198k
- 203k - 470k
- 514k - 920k
- 1M - 1.3M
- 2M - 2.9M
- 3M - 3.4M
- 4M

Intersections

- Donges Bay
- Waterbodies



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