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ECONOMIC DEVELOPMENT BOARD

Tuesday, October 25, 2022

8:00 AM

North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

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

2) Approval of Meeting Minutes from September 20, 2022

Motion

Board member McLean made a motion to approve the meeting minutes from September 20, 2022.

Board Member Engle seconded the motion.

There was feedback regarding the Port Washington Road streetscaping to include the topic of burying the utility poles. In regards to the Spring 2023 event, it was suggested to include a display of TIF #4 and TIF #5 high priority sites during the event.

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

RESULT: **Approved with Amendments [Unanimous]**

MOVED BY: Board Member McLean

SECONDED BY: Board Member Engle

RESULT: Approve with Amendments {Unanimous}
MOVED BY: Board Member McLean
SECONDED BY: Board Member Engel
AYES: Carr, Parrish, Engel, Gannon, Kramer, McLean, Sipiora
ABSENT: Johnson,
DEEMED NO: Schneider

3) Business Park #2 Status and Potential Business Park #3 location

Dir. Tollefson showed a map of possible future industrial land use areas; specifically the corridor of County Line Road and Wausaukee Road. She described the surrounding areas and that the uses are primarily industrial uses. This area has been zoned for rural 5-acre lots which is not the appropriate zoning given the proximity of so many neighboring industrial uses. She explained there is a large critical environmental feature to the north of this area.

Dir. Tollefson discussed another vacant area of the city, south of Donges Bay Road, east of Wauwatosa Road. Nearby features include Lilly Lane Nature Preserve, made up of wetlands and critical environmental area. There have been two proposed residential developments in this location in the past year. From a land use perspective and the surrounding context, staff believes this location makes sense as a residential land use.

At the same time, a conservation subdivision was proposed and approved, east of Huntington Park; at the corner of Swan Road, south of Donges Bay and north of County Line. The project is currently pursuing the sewer service boundary and connection to public water. The City Water Utility needs to work with the City of Milwaukee regarding the number of connections along County Line Road as there is an agreement in place limited to two connections, a third connection is being requested.

Dir. Tollefson concluded that there is merit to the location at the southwest corridor of the city as a better fit for future industrial zoned land uses. She also commented that due to its sequestered location, additional uses that are not currently allowed in the Business Park may be acceptable in this location.

There was some discussion regarding the sewer system availability and the capacity in the southwest corridor. Ald. Parrish stated that the comprehensive land use plan allows for other locations in the city to be used for these types of uses. He commented that not every green space needs to be residential area and the city does not want too much population growth. The infrastructure provides more opportunities.

Dir. Tollefson stated that it is good for staff to be able to get ahead of some of the policy decisions in order to best guide interested developers.

4) TID#4 & #5 Incentive Policy

Asst. Dir. Zader stated that the proposed incentives were sent to the Common Council in July and they recommended some modifications:

- Do not want to incentivize the demolition of Ferrante's or Sobelman's as they want to keep those buildings intact.
- Do not support the open-endedness of the priority uses and they requested a list of uses to review (either a list of prohibited uses or a list of allowable uses considered high-priority).
- Made a request for a sunset provision on incentives to encourage quicker development.

Other changes made:

- Tier 1 (single-site redevelopment) and Tier 2 (combine 2 sites for 5% and 10% incentive) is basically the same Fast-Track Formula that has been used.
- Tier 3 is only for the high priority uses for the high-priority sites (except 2 mentioned buildings). Triggers 15% incentive and allows 15-year term to be passed but maxed out at TIF closure (currently 17 years).
- Tier 4 is a brand new incentive based on the two restaurants. It evaluates the site repair and rehab that would need to be done. The incentive is based solely on that amount. 15% plus that amount back. Limited to max closure but have the ability to ask for a cash incentive to make up the shortfall between the full payment amount and the max closure amount; determined by the Board.

He explained that the costs for the Port Washington Road improvements is higher than originally anticipated, currently around \$800,000. There is approximately \$1.6M in cash in these two districts. There are funds to cover any shortfall that may occur. He commented that there is some flexibility and overlap within the tiers.

There was some discussion about controlling the uses eligible for certain incentives and acknowledged that zoning will help with this. It was agreed that it may be easier to construct a list of prohibited uses. The Board was extremely positive and provided support for the work done by staff.

Staff explained that the Council wants to approve the incentive program at the same time as any zoning approvals. Staff is aiming for approvals early in 2023 to be showcased at the Spring Event.

5) Spring Economic Development Event

There was discussion regarding who the target audience should be. It was commented that there has been a lot of attention on Town Center and it is important for the focus of the event to be on Port Washington Road and what is happening next. It was suggested that M7, commercial developers and potential businesses be a target audience and the goal is to highlight the promotional efforts and new tools available. Dir. Tollefson suggested that highlighting all the new rooftops throughout the city represents the residential consumer power of the local

community. A suggestion of story maps of before and after be on display at the event.

6) Staff Updates

Dir. Tollefson updated the Board on the following projects:

- Aleska Learning Center obtained an extension to their CUG and will be operational by the end of the year.
- 10500 N. Pt. Washington Rd proposed a text amendment for conference center, banquet hall and catering facilities. This will go to Common Council for a first reading in November.
- Brixmor is planning to meet with City staff in a few weeks to tour the site and discuss what can happen there; especially regarding the north end.

7) Announcements

The next meeting is Tuesday, November 28, 2022 at 8:00 a.m.

8) Adjourn

Motion

Board member Kramer made a motion to adjourn the meeting.

Board Member Engle seconded the motion.

A voice vote was taken; vote passed (7-0)

The meeting adjourned at 9:30 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development