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ECONOMIC DEVELOPMENT BOARD
Tuesday, November 19, 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 Tracy Johnson
Board Member Jeff McLean
Board Member Inge Plautz -- **Absent**

2) Approval of Meeting Minutes from September 24, 2024

Action

Board Member McLean made a motion to approve the September 24, 2024, meeting minutes.
Board Member Gannon seconded the motion.

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

RESULT: **Approved [Unanimous]**

MOVED BY: Board Member McLean

SECONDED BY: Board Member Gannon

AYES:	Carr, Gebhardt, Boyd, Engel, Gannon, Kramer, Johnson, McLean
ABSENT:	Plautz

3) Port Washington Road Market Analysis - Final Report

Director Kim Tollefson stated that staff are interested in hearing feedback from the Board regarding the Port Washington Road market analysis. She added that the Common Council (CC) has also reviewed the analysis and has provided some feedback. After today, EDB and

CC modifications will be given to the consultant and a final document from the consultant can be expected. She explained that staff will put together a 2025 Work Program with priorities, action steps and a timeline associated with the hierarchy of the recommendations which will then be presented to the Board in January.

The memo provided in the packet outlined the comments from the Common Council, some of which may have budgetary implications (hotel analysis).

There was discussion amongst the Board regarding the analysis report, including the topics noted by the Council:

- Positive feedback regarding the concept of redevelopment of the out lots (parking lots) of existing sites, such as Metro Market, Marcus Theatre. Although they were uncertain about fast food restaurants at those locations.
- Hotel option is a desired action step by the Council. A hotel feasibility study would need to be conducted.
- Branded architecture due to concerns about adapted reuse (specifically the number of financial institutions).
- Redevelopment opportunities for the Chalet Motel - including the concept of including the Chalet Motel to create a more substantial redevelopment site. There was mixed response by the CC to consider residential sites to the rear.
- Business Incubator concept was appealing to the Council.
 - There was a recommendation for a Review Authority for redevelopment but there was mixed response on whether the Council wants to give up authority involving that level of partnering and financial partnerships with businesses and developers. Mayor Nerbun added that this should be discussed at a later date.
- Consider greater density and building massing as well as no parking minimums.
- Push positive PR aspects of the corridor.

Ald. Gebhardt added that the Council also discussed the idea of a recreational area. He believes there are really important findings and recommendations in the analysis, and the challenge is going to be the execution of these recommendations. He also commented it is important to be aware of the timing of the TIFs and their impact on developers.

He introduced the idea of zoning that corridor as one zoning district instead of individual zoning districts with varying requirements based on specific properties. He also believes that the city should play a more active role in helping property owners regarding redevelopment and improvements to their sites.

Staff gave feedback regarding the one zoning district idea citing that the CC has communicated that they do not want the properties to be non-conforming. Staff believe there could be some consolidation but not necessarily one zoning district across the entire corridor. It was suggested that there are some existing conditions throughout the corridor that could be leveraged to attract certain uses that are in demand. It was noted that fewer zoning districts

could help with clustering of similar uses that would help with the cohesiveness of the corridor.

Additional feedback from the Board included:

- Marketing element is an important output for property/business owner feedback.
- Priority areas, specifically in the southern portion of the corridor should be a concentrated focus.
- Architecture and design standards are important.
- Open spaces should be incorporated throughout the corridor.

4) 2025 Work Program

Director Tollefson stated that there are two major policy items that will be included on the 2025 Work Program; the Port Washington Road Market Analysis and the Southwest Industrial Sewer Analysis.

5) Staff Updates

Staff gave an update about recent and ongoing projects and developments in the city.

6) Announcements

The next meeting is Tuesday, January 28, 2025, at 8:00 a.m.

The 2025 Meeting Calendar was included in the packet.

7) Adjourn

Action

Board Member Gannon made a motion to adjourn the meeting.

Board Member Boyd seconded the motion.

A voice vote was taken; vote passed (6-0)

(Members Kramer and Johnson had left the meeting)

The meeting adjourned at 9:13 a.m.

Respectfully Submitted,

Kim Tollefson

Director of Community Development