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DEPARTMENT OF COMMUNITY DEVELOPMENT

Economic Development Board

June 30, 2020

8:00 AM

Teleconference

AGENDA

ELECTRONIC MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect our community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens may join the meeting online or by phone. Please go to <https://global.gotomeeting.com/join/156685141> to join the meeting online or call into the meeting by dialing 1.877.309.2073 and enter access 156-685-141

WRITTEN PUBLIC COMMENTS may be made in writing in advance of the meeting. Written comments should be directed to the Department of Community Development at least 2 hours prior to the meeting by email at DCD1@ci.mequon.wi.us addressed to the intended committee. Written public comment may also be deposited in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon at least 2 hours prior to the meeting. Comments received timely will be forwarded to all members of the body for their consideration.

VERBAL PUBLIC COMMENTS will be accepted only from members of the public who register in advance. Registration shall be made by sending an email to Robin Buzzell at rbuzzell@ci.mequon.wi.us or by leaving a message at 262.236.2902 no later than 2 hours prior to the meeting.

- 1. Call to Order, Roll Call**
- 2. Approval of minutes from May 19, 2020.**
- 3. EDB Work Program Priority Review**
- 4. Viable Land Uses for East Growth Study Area** (generally the area bound by I-43 to east, Highland Road to south, Oriole Lane/Ulao Creek to west and Pioneer Road to north).
- 5. Staff Updates**
- 6. Announcements**
The next meeting is Tuesday, July 28, 2020 at 8:00 a.m.
- 7. Adjourn**

Dated: June 26, 2020

/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.



Virtual Meeting
Mequon, WI 53092
Phone:
Fax: 262-242-9655

www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, May 19, 2020

8:00 AM

Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman Kathleen Schneider
Board Member Andrew Petzold
Board Member Daniel Gannon
Board Member Michael Kramer
Board Member James Baka
Board Member Gloria Rosenberg
Board Member Rick Shneyder
Board Member Bruce Sipiora

2) Approval of Minutes from January 28, 2020

Action

Ald. Schneider made a motion to approve the minutes from January 28, 2020.
Ms. Rosenberg seconded the motion.
A voice vote was taken; vote passed (8-0)

3) Introduction of New Members

The three new members to the Board; Michael Kramer, Dan Gannon and Andrew Petzold, introduced themselves. The other members also gave a brief introduction of themselves.

4) Emergency Loan Fund Program

Dir. Tollefson stated the Revolving Loan Fund (RLF) has been available to the city for some time now for small business loans to bridge the gap for funding that cannot be achieved by conventional financing. These dollars were dedicated to the city several decades ago through HUD's Community Block Grant Program for \$600,000; which Mequon would not qualify for in present times. This was the only economic tool for businesses to utilize until about 5-10 years ago as additional tools have been made available. A few years ago, there were some program modifications made due to the state and federal agencies loosening up regulations, but the program has always been tied to job creation.

Due to the pandemic and closure of businesses, Dir. Tollefson explained that she researched ways to leverage these dollars in different ways to help local businesses. She worked with Kathleen Cady-Schilling, Ozaukee Economic Development Director, to find a way to offer small business loans locally and get funds to them quickly so that they could stay open; or reopen after the restrictions were lifted. She made modifications to the RLF program and requested the Common Council approve \$150,000 out of the fund balance to create an Emergency Loan Fund Program. The Council approved this request and the program became effective on May 5, 2020. Within the first day, 16 applications were received based on a first come, first serve basis. Loans are available up to \$15,000. Two additional applications were received the second day and there have not been any additional applications to date.

The total request for funding from the 18 applications exceeded the allotted \$150,000. Dir. Tollefson requested additional funding from the Council, which was granted for an additional \$250,000; for a total of \$400,000 of RLF funds available. The current 18 applications total \$226,000 of the \$400,000. The Emergency Loan Funds are a 5-year term and will be paid back by June 2025. There is a 1% interest rate. Both loan payments and interest rates are deferred until July 2021.

She explained that the 18 applications comprised a variety of users; a dentist office, retail service-oriented businesses, some restaurants and a few fitness businesses. Overall the business community provided great feedback and has been very appreciative of the quick response of the city to offer these loans.

Dir. Tollefson stated that the city reached out to the 5 businesses that have RLF loans with an offer to defer payments on the loans through June of this year and only 1 of the 5 businesses accepted the deferral offer as the other 4 businesses have continued to make their loan payments on time.

The Board asked a few questions about the program and the applicants and complimented Dir. Tollefson on recognizing the need for this type of program to the businesses in our community and for acting so quickly to execute the program.

5) CUW Marketing Project Update

Dir. Tollefson explained that there was a partnership between Vertz Marketing and a marketing class at Concordia University offering case work for a project to create a marketing plan for both the city website as well as a hard copy marketing piece available for distribution use.

Concordia University student, Thomas Hofer, showed a slide presentation which included the city website, the new brochure that was created and how social media can be utilized.

There was discussion from the Board regarding the suggestions and what can realistically be achieved. Dir. Tollefson stated that she wants the webpage to be updated and rebranded. She commented that the social media portion is a challenge as there is not currently a staff person available to manage this effort and that this is a broader organizational issue than just for EDB.

6) Work Program Prioritization

Dir. Tollefson stated that several years ago the Board discussed the distinction between an annual work program and a longer-range work program (5-10 years). There was a split opinion about which plan was a better fit. The agreement at the time was to create a 2-3-year work plan program. Last year the Board went through the previous 2-3-year work program and the Board identified that most of the objectives had been achieved. Some of the completed objectives included:

- Creating and establishing TIF districts along the Port Washington Corridor.
- Continued reinvestment in the Town Center to ensure financial success is occurring.
- Evaluate city-owned land and determine whether the land was necessary for city operations and if not determine if it should be flipped to the private market to create new tax-base on otherwise tax-exempt property (Spur 16, David Hoff duplexes).

She listed 10-12 objectives that need to be prioritized in order to create a new 2-3-year work program for the Board (packet page 8). Some of these objectives are left over from the previous work program as well as new objectives that have been initiated from Board members or from internal discussions from staff and new administration.

Dir. Tollefson asked that the Board provide feedback as to their preferences as to what objectives they consider priorities. Some of these may also require a budget request for 2021. The Board discussed some of the objectives to be considered for the work program. This work plan will be further discussed at the next Board meeting.

7) Staff Updates

8) Announcements

The next meeting will be Tuesday, June 30, 2020 at 8:00 a.m.

9) Adjourn

Action

Ald. Schneider made a motion to adjourn the meeting.

Mr. Baka seconded the motion.

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

Respectfully Submitted,

Kim Tollefson



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: June 30, 2020
SUBJECT: EDB Work Program Priority Review

Background:

In an effort to build consensus on the Board's three-year work program, all members prioritized program objectives. The following objectives were ranked by order of preference:

- Port Washington Road Commercial Corridor
- Economic Promotion and Marketing
- East Growth Land Use
- WEDC Partnership
- Community Outreach

The remaining objective were evaluated based on its level of importance to the members. The following objectives were found to be of strong importance to the Board:

- Community Survey results
- Neighborhood Strategy
- TIF #4 and TIF#5

Staff Comment:

At our meeting, the Board, with staff guidance, should discuss the details of the objectives, evaluate tasks and budget needs as well as timely for each objective. The attached chart provides additional information to guide members for this discussion.

Attachments:

Work Program20202023 (XLSX)

Economic Development Board: Work Program 2020-2023

Objective #	Description	Year				Budget Request	Staff Comment
		2020	2021	2022	2023		
24 Points	1 Economic Promotion & Marketing					Yes	Significant enhancements to city tools, programs and effort. These programs, success stories should be highlighted on web and in hard copy for distribution CUW opportunity Article Issued
	a. Website Improvement	X	X				
	b. Brouchure	X	X				
	c. Summer Intern	X					
	d. Business in Focus	X					
IMPORTANT	2 Community Survey(s)					Yes	Two surveys issued that result in potential program creation. These have yet to be evaluted and recommended
	a. 2019	X	X				
	b. 2013	X	X	X	X		
	3 DCD RFP						A RFP was issued for DCD technology, efficiency and staffing. Submissions are due late May 2020
22 Points	4 Community Outreach					Yes Yes	Partnership Oppportunites exist and should be explored related to other work program objectives
	a. Community Partners	X					
	(WEDC, Chamber, OZ Co, CUW, UW-Ext MATC, MT School District, Clubs)						
	b. Host 1 Annual Event	X	X	X	X		
	c. Focus Groups						
	5 Economic Summit	X					Through UW-Madison the City is co-sponsoring an economic development summit with other Oz / Wash Co. partners. Originally scheduled for June with primary and secondary topics of interest
27 Points	Port Washington Road	X					PC Policy Subcommittee Land Use Discussion needs support by EDB
22 Points	East Growth Land Use	X					PC Policy Subcommittee Land Use Discussion needs support by EDB
	8 TC Strategy	X	X	X	X	Yes	The Town Center is achieving its planning, economic and financial goals. Objectives remain and there is an expenditure deadline of April 2023 with a district closure of 2028. Priorization of remaining goals requires EDB input
22 Points	WEDC Partnership	X					EDB has had 1 of 2 meetings with WEDC to assess alignment of business development and tools/programs
IMPORTANT	Neighborhood Strategy	X	X	X	X	Yes	Staff recommends the development of 3-4 neighborhood economic development strategic plans. Neighborhoods include East Growth, PW Road, Donges Bay/Cedarburg Road, TC, Friedstadt, Hwy 57 North of Bonniwell
IMPORTANT	TIF #4 & TIF #5		X				Evaluation of districts and possible amendments
12	RLF / Emergency Loans	X	X			Yes	Leverage RLF for neighborhood strategic plans

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: June 30, 2020
SUBJECT: Viable Land Uses for East Growth Study Area (generally the area bound by I-43 to east, Highland Road to south, Oriole Lane/Ulao Creek to west and Pioneer Road to north).

Background:

The Planning Commission Policy Subcommittee has focused efforts on assessing the Port Washington Road corridor for two distinct areas; 1) the existing commercial corridor from County Line Road to Highland Road and 2) the East Growth study area, north of Highland Road to Pioneer Road. Over the past 6 months, the Committee gathered significant information available to help make decisions about land uses for change and growth of the east area of the City.

As noted at our last Board meeting, the Mayor would like the Economic Development Board to weigh in on land use and redevelopment policies for Port Washington Road. The tasks associated with these efforts are many. The first step is to develop a consensus of the viable land uses for East Growth

Staff's intent for this meeting is to evaluate the various data points gathered to date to:

1. Select viable and desired land uses for the redevelopment and growth along Port Washington Road.
2. Determine the locations within the existing Port Washington Road commercial area, south of Highland Road, that are likely to or in need of reinvestment.
3. Determine land uses that are better suited for the existing Port Washington Road commercial area, for the growth in East Growth, or both.
4. Target certain land uses to specific sites within the corridor.

The Planning Commission Policy Subcommittee has assessed this data and arrived at some conclusions on June 22nd. Those results will be shared with the Board at our meeting.

Analysis:

Attached is the data and input from various public outreach efforts as well as data from the 2013 market analysis report. While the market analysis is seven years old, the Committee chose to not incur the cost of an updated market assessment. To understand the market conditions to-date, Alderman Parrish provided MLS data, comparing Port Washington Road, Mequon, and the Region in late 2019. Further, staff assessed the current supply of certain land uses in order to understand whether the potential demand listed in the market analysis can be met.

Staff has summarized the data described above within various charts as follows:

- **Chart A: Public Opinion**

Chart A translates information received at the Neighborhood Open House and the

2019 Community Survey for the land uses in question. The chart ranks the strength of public support and compares that to the 2013 market analysis market strength.

- **Chart B: 2013 Market Analysis**

Chart B outlines the analysis including market strength, potential demand for 10 years (2023) and 20 years (2033), rent comparison and potential value as well as the typical site size needed for land use.

- **Chart C: Current Supply**

Chart C provides staff's assessment of the acres of each land use that currently exist within the Port Washington Road corridor south of Highland Road and the sites likely to redevelop, or in need of reinvestment. The chart also includes the MLS data related to existing, total square footage by land use, vacancy, and NNN rent. This data is then compared to the 2013 market analysis in some of the same categories and 2013 market demand.

- **Chart D: Comparison**

Chart D compares staff's evaluation results from Charts A-C.

- **Chart E: Alternative Baseline Scenarios**

Chart E provides the land uses and impacts of three baseline alternatives the Committee has utilized in the past. Maps of scenario B and C are attached.

This packet also includes maps of the existing Port Washington Road corridor identifying land use, zoning, TIF boundaries, sites likely to reinvest or redevelop (10-20-year outlook) and potential boundaries associated with certain land use distinctions.

In addition, blank maps of the EG study area and a color-coded legend is provided. As you evaluate the data, and staff comments, use these maps to choose land uses and locations. Please critique staff observations located in the Staff Notes columns of the chart. Identify varying perspectives or alternative conclusions as you see fit. Please come to the meeting with opinions. Staff is available to answer questions and discuss in advance of the meeting, please feel free to email or call.

Staff Observations:

Overall, in staff's opinion, the data suggests the City has significant choice. There are land uses that are viable after considering public preferences, market strength, potential value and the ability to meet market demand. This was true in 2013, when the City previously studied the corridor.

Potential factors limiting the development within East Growth will be the cost of utilities and traffic impacts. The expansion of Port Washington Road, north of Highland Road, will not be funded by Ozaukee County until 10 years after the construction of the interchange is complete. In addition, some of the viable land uses, if suitable for the existing Port Washington commercial corridor, could encourage reinvestment of underutilized at a quicker pace.

Both Staff and the Planning Commission Policy Subcommittee has formulated some opinions after assessing this data and would like the Board members to do the same in advance of sharing any recommendations to not bias any reaction or creative perspective. Staff intends to structure the meeting as a workshop. All the data will be displayed for interactive comments and modifications. Staff will present observations from the Planning Commission Policy Subcommittee at the meeting.

Next Steps:

Staff has recommended the following next steps for the Policy Subcommittee:

- Build consensus regarding viable land uses and specify locations. This may take two meetings.
- Determine options and feasibility of private or public utilities.
- Complete the residential focus group with local partners in the private sector.
- Reassess viable land uses and proposed locations based on infrastructure and cost.
- Propose concept land use plan map to the Planning Commission and Common Council.
- Develop zoning regulations, modify existing regulations where necessary, including architectural and site design standards and meet with owners to discuss rezoning of certain properties.
- Forward recommendations of zoning regulations and rezoning of certain properties to the Planning Commission and Common Council.

Attachments:

Packet Docs (PDF)

CHART A: PUBLIC OPINION

Evaluated Land Uses	Public Opinion			2013 Market Analysis by Veirbecher	East Growth Land Uses w/ Community Support & Market Strength	Staff Notes
	Neighborhood* Open House Nov 2019	2019 Survey % Support in EG by City as a Whole	2019 Survey % Support w/in PW Corridor by City as a Whole	Market Strength		
Open Space & Parks		72.10%				Opporunities include Ulao Creek, wetland complexes & school
<u>RESIDENTIAL</u>						
Single Family 3/4 ac	100%	47.30%	42.10%			Opportunities in EG include Oriole Lane, east & west side of Port Washington Road Little opportunities in existing PW commercial corridor
Single Family 1 ac	100%	61.90%	50.10%			
Single Family 1acre +	100%	54.90%	41.00%			
Single Family 5 acre +	100%	45.10%	35.40%			
Two Family	36% Q1	27.50%	27.80%			Survey results just under 30% There are opportunites in both EG and PW
Townhomes		26.30%	29.70%			This is a style of structure not a use, this can be a preferred design standard
Multiple Family up to 8 du	31% Q2	15.10%	19.00%			Very limited support by public for MF in either EG or PW. There is greater public support for senior housing and care facilities than for MF. Regardless of type, the limited support is specific to a locational of the east side of PW Road only. Opportunity and synergy exists with New Castle, CUW and hospital
Multiple Family 9+ du	31% Q2	9.40%	11.80%			
Senior Only Housing	52% Q1 Q4	39.30%	37.70%			
Full Service / Retirement Care	52% Q1 Q4	39.40%	36.70%			
<u>COMMERCIAL</u>						
Academic Facilities		55.15%				There is public support for academic facilities. Synergy exists with CUW and while the campus is limited in size there is 40 acres of vacant land
Large Farming / Hardware Stores		25.60%				Public does not support big box and market strength is limited
Gas Stations		21.20%				
Grocery	84% Q3	29.50%				Survey results do not support in EG Open House preference is for NE portion of EG Overall City public preference for these uses in EG is limited
Health & Personal Care	84% Q3	33.30%				
Hospitality	42% Q3	41.40%				Public supports in EG, particularly in the NE location
Industrial	68% Q4	16.30%				Limited public support by survey in EG, preference is location specific in the SE area of EG by those at Open House
Professional or Medical Office	84% Q3	39.10%				Open house preference is high and Survey support for office is limited
Retail / Clothing	84% Q3	30.50%				Open house preference is high and Survey support for retail is limited, market demand is strong
Sporting Goods		25.20%				

Green: Strong positive response (50% or greater) / Strong market demand
Yellow: Moderate positive response (40-49%) / Moderate market demand
Red: Limited positive response (30-39%) / Limited market demand

*Invitations issued to property owners adjacent to entire Port Washington Road corridor & west to Milwaukee River

Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

CHART B: 2013 MARKET ANALYSIS

Evaluated Land Uses	2013 Market Analysis by Veirbecher					2013 East Growth Market Analysis Market Strength	Staff Notes
	2013 East Growth Market Analysis	Size Needed / Site	2013 Market Analysis 10/20 Yr Demand Potential	2013 Market Analysis Rent Comp	2013 Market Analysis Potential Value		
Open Space & Parks							Opportunities include Ulao Creek, wetland complexes & school
<u>RESIDENTIAL</u>							EG is the only substantial area on the east side to accomodate new subdivisions, remaining area is limited and constrained
Single Family 3/4 ac			656/1276 acres 70 units / yr				
Single Family 1 ac							
Single Family 1acre +							
Single Family 5 acre +							Opportunities for market rate housing exist within EG and PW commercial corridor, a distinction for senior and university housing only could be made for EG given New Castle and CUW allowing some MF for PW commercial corridor
Two Family							
Townhomes			90/297 acres 46-110 / yr**				
Multiple Family up to 8 du							
Multiple Family 9+ du							
Senior Only Housing							
Full Service / Retirement Care							
<u>COMMERCIAL</u>							can be included in retail zoning in EG or PW
Academic Facilities							
Large Farming / Hardware Stores							Given market strength and value, EG could accommodate a gas station
Gas Stations					14.9M		Given market strength and value, EG could accommodate a grocery store
Grocery					24.6M		can be included in office and/or retail zoning
Health & Personal Care		1 to 3 Acres			3.5M		Given market strength, value and site size needed, EG or PW commercial corridor could accommodate
Hospitality		3 to 18 Acres			10.8M		Flex space only given moderate demand and competitive market
Industrial*		2 + Acres		at market			can be included in office zoning in EG
Professional or Medical Office		2+ Acres	41/90 acres 27-31,000 sq. ft./yr	below			can be included in retail zoning in EG
Retail / Clothing		1-3+ Acres	36/86 acres	higher	9.7M		
Sporting Goods			30,385 sq.ft / yr		3.7M		

* = flex space most appropriate
other business park locations will take priority unless interstate visibility is important to users
potential demand is 400k sq. ft.
** In Town Center an average of 56 multiple-family units have been built per year since 2013

Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

CHART C: CURRENT SUPPLY

Evaluated Land Uses	Current Supply: Port Washington Road Highland Road south to County Line Road					2013 East Growth Market Demand Potential	East Growth Rent Comp	Potential Market Demand v Redevelopment Supply	Staff Notes
	Acres of Existing Land Use	Redevelopment Opportunities w/in PW Corridor*	Parrish Square Footage Per MLS	Vacancy	NNN Rent				
Open Space & Parks	35.32 Acres								
<u>RESIDENTIAL</u> Single Family 3/4 ac Single Family 1 ac Single Family 1acre + Single Family 5 acre + Two Family Townhomes	120.62 Acres	12 acres				656/1276 acres 70 units / yr			Demand cannot be meet in existing PW commercial area alone Opportunity in Port Washington Commercial Corridor is shwon on Map 5- west side only Substantial opportunity in EG
Multiple Family up to 8 du Multiple Family 9+ du Senior Only Housing Full Service / Retirement Care		6 acres at a minimum				90/297 acres 46-110 / yr			Demand cannot be met in existing PW commercial corridor alone Opportunity in PW shown on Maps 1-2: north of Ranchito and south of Bel Mar Drive Opportunity to accommodate moderate demand in EG
<u>COMMERCIAL</u> Academic Facilities Large Farming / Hardware Stores Gas Stations									
Grocery Health & Personal Care	8.53 Acres								Two groceries stores exist in the Port Washington commercial corridor EG could accommodate a grocery store given the land size needed
Hospitality	32.89 Acres	15.7 acres	22,812 sq. ft.						Demand could be met on PW Maps 1 & 2 show opportunity location in existing Port Washington Commerical Corridor Opportunity to accomodate in EG exists
Industrial	1.0 Acre		334,625 sq. ft.	36%	NA		at market		Flex space only, regardless of location, given high vacancy, at market rents and competitive opportunities near job centers
Professional or Medical Office	187.55 Acres	36.19 acres	1.2M sq. ft. office 280,000 sq.ft. flex 909,474 sq. ft. medical = 2.1M sq. ft.	8.8% office 43% flex	higher	41/90 acres 27-31,000 sq. ft./yr	below		Demand could be met in existing PW commercial corridor Opportunity to concentrate office shown on Map 1 (small - mid size offices/flex) and Maps 4 & 5 (large size office/flex) Additional office could be accommodated in EG
Retail / Clothing	75.19 Acres	20+ acres	939,495 sq. ft.	7.00%	higher	36/86 acres 30,385 sq.ft / yr	high		Demand might be able to be met on PW Given the low vacancy and high value, retail could be included in EG commercial zoning & concentrated in area of Maps 3 & 4 of Port Washington Commercial Corridor
Sporting Goods									

* Staff outlook of 10-20 years

Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

CHART D: COMPARISON

Evaluated Land Uses	East Growth Land Uses w/ Community Support & Market Strength	2013 East Growth Market Analysis Market Strength	Market Demand Potential v Redevelopment Supply	Viability of Evaluated Land Uses
Open Space & Parks				
<u>RESIDENTIAL</u>				
Single Family 3/4 ac				
Single Family 1 ac				
Single Family 1acre +				
Single Family 5 acre +				
Two Family				
Townhomes				
Multiple Family up to 8 du				
Multiple Family 9+ du				
Senior Only Housing				
Full Service / Retirement Care				
<u>COMMERCIAL</u>				
Academic Facilities				
Large Farming / Hardware Stores				
Gas Stations				
Grocery				
Health & Personal Care				
Hospitality				
Industrial				
Professional or Medical Office				
Retail / Clothing				
Sporting Goods				

* = flex space most appropriate
other business park location will take priority unless interstate visibility is important to users
400k sq. ft.

Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

CHART E: ALTERNATIVE BASELINE SCENARIOS

Evaluated Land Uses	East Growth Scenarios 2019												
	EG Land Use Scenario A	Population	Traffic Impact	Public Utility Impact Fee/ 1 acre	Potential Value	EG Land Use Scenario B	Population	Traffic	Potential Value	EG Land Use Scenario C	Population	Traffic	Potential Value
Open Space & Parks <u>RESIDENTIAL</u> Single Family 3/4 ac Single Family 1 ac Single Family 1acre + Single Family 5 acre + Two Family Townhomes Multiple Family up to 8 du Multiple Family 9+ du Senior Only Housing Full Service / Retirement Care <u>COMMERCIAL</u> Academic Facilities Large Farming / Hardware Stores Gas Stations Grocery Health & Personal Care Hospitality Industrial Professional or Medical Office Retail / Clothing Sporting Goods	360 units	915*	4,780 trips	\$27-43,000		200 units	508	25,150 trips		75 units	191	60,000 trips	
						378 units	680			661 units	1189		
						365,000 s. ft.				902,000 sq. ft.			
						500,000 sq. ft.				1,380,000 sq. ft.			
Totals		915	13,480**		\$172M / \$545K annual revenue PYBK***= 25-39 years		1188	33,850**	\$230M / \$731K annual revenue PYBK*** = 18-30 years		1380	68,700**	\$600M/\$3.6M annual revenue PYBK***= 3.8-6 years
Staff Notes	This impact fee is not economically realistic. There are solutions to discuss and pursue including increasing densities, city funding of public utility or serving the sites with private systems				Payback period too great	Uses at this scale of development generates trips that could cause expansion of road but increases potential value			Payback period too great	Uses at this scale of development generates trips that will cause expansion of road but increases value. Population increases under any of these scenarios does not substantially impact the consumer base for the existing Port Washington Road commercial corridor			Payback period is short, but this assumes relatively quick full build out of EG

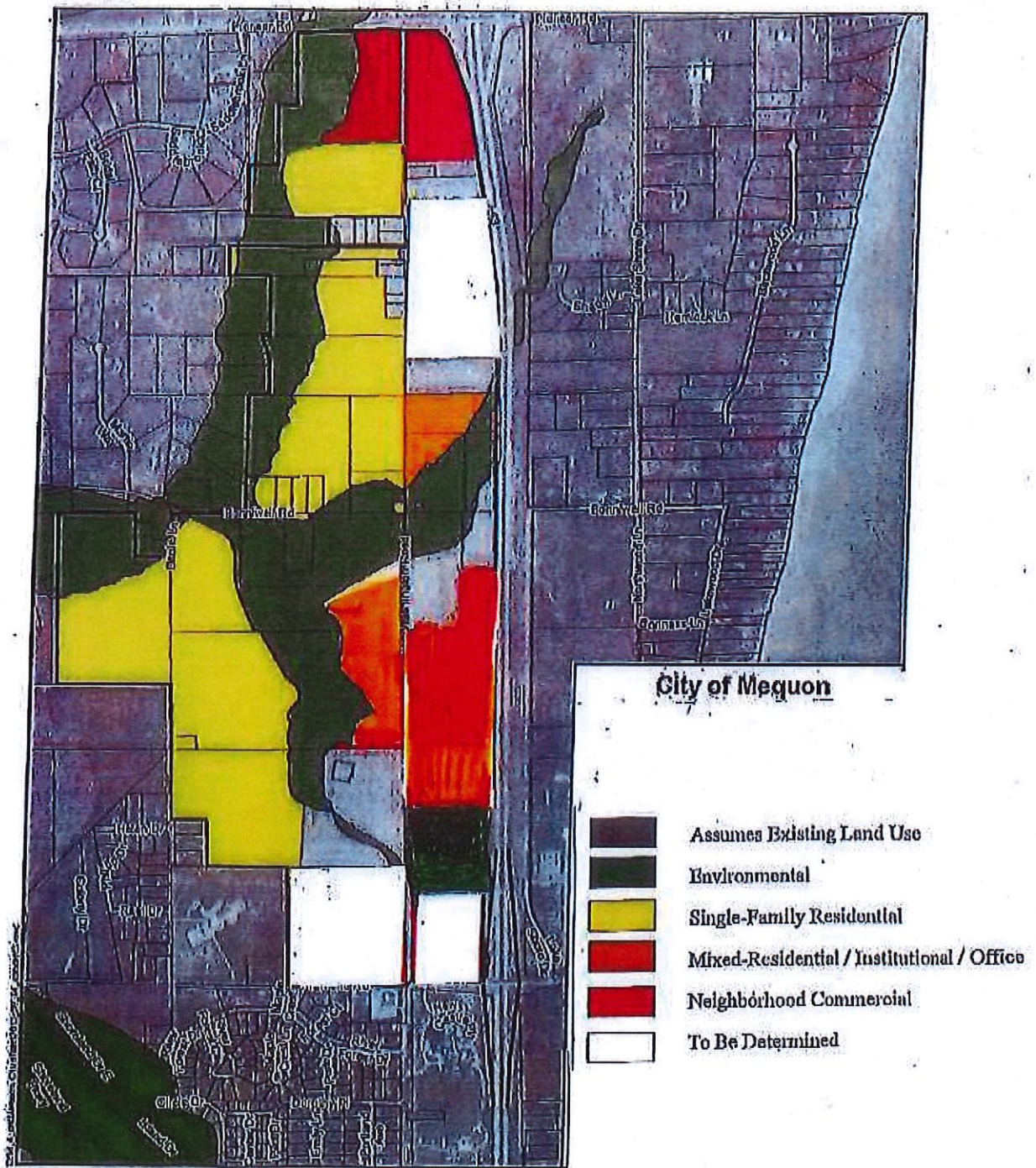
* staff used 2.54 average for s.f.HH size and 1.8 for senior HH size
** One factor when considering expansion of the road is when the daily trips exceed 20,000. Port Washington Road within EG is currently at 8,700 daily trips.
*** PYBK is payback period for paying down cost to construct utilities through annual tax revenue generated by the new development

Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

Alternative Baseline Scenario Maps

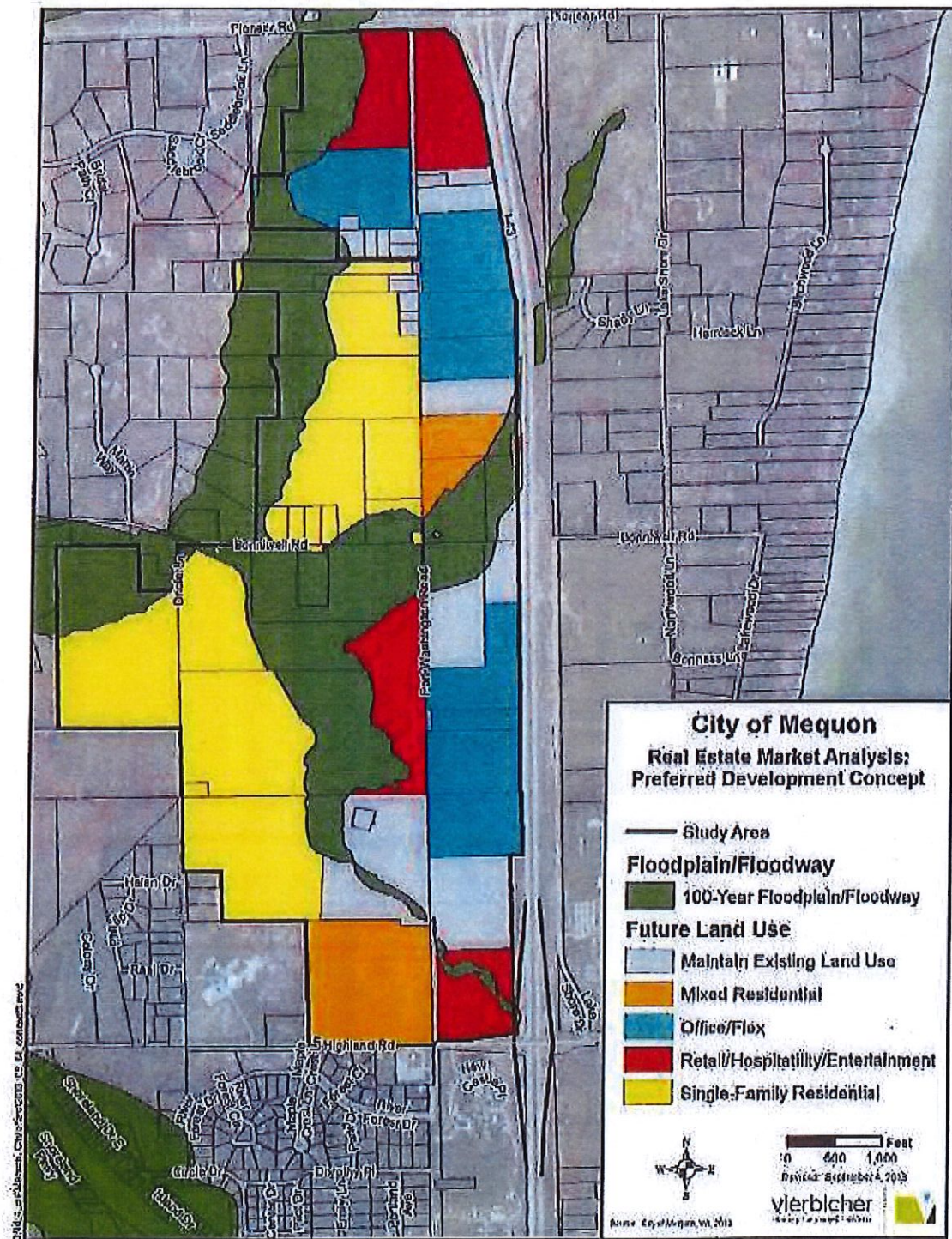
- Shows the land uses and locations for Chart E

Scenario #2



Scenario #3

Map 0.1: Future Development Concept



Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

Port Washington Road Maps

- Provides current supply
- Identifies sites likely to redevelop or reinvest (10-20 year outlook)
- Suggests boundaries of areas for a concentration of potential land uses

MAP 1

4800 3900 14900

Acre Per Land Use

OFFICE	19.02
AUTO	1.61
FOOD	1.55
HOTEL	3.68
FUNERAL	2.61
RETAIL	1.89
DAYCARE	1.36
VACANT	5.7
TOTAL	37.42

Legend

-  Office/Service Zone: small-mid size
-  Likely to redevelop or reinvent in 10-20 years
-  Non-conforming
-  TIF 5 Boundary

MAP 2

Legend

-  Entertainment Zone
 Likely to redevelop or reinvent in 10-20 years
 Vacant Sites
 TIF 5 Boundary

Acre Per Land Use

OFFICE	13.95
SERVICE	1.21
FOOD	1
HOTEL	2
DAYCARE	3.06
VACANT	4.92
RESIDENTIAL	13.1
TOTAL	39.24

4800

3900

14900

MAP 3

16800

Acre Per Land Use

OFFICE	18.83
AUTO	0.4
FOOD	1.03
RETAIL/SERVICE	44.25
SENIOR	11.57
TOTAL	76.08

Legend

-  Retail Zone
-  Likely to redevelop or reinvent in 10-20 years
-  Vacant Sites
-  TIF 4 Boundary

MAP 4

Legend

Office/Service Zone: (large size)

Retail Zone

Likely to redevelop or reinvent in 10-20 years

Vacant Sites

TIF 4 Boundary

ACRE PER LAND USE	
OFFICE	29.43
AUTO	4.14
FOOD	7.03
RETAIL/SERVICE	7.58
GROCERY	8.53
VACANT	21.74
TOTAL	78.45

MAP 5

Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

ACRE PER LAND USE	
OFFICE	6.54
FITNESS	5.01
FIRE STATION	3.71
THEATRE	12.6
RETAIL/SERVICE	1.02
DAYCARE	1
RESIDENTIAL	20.23
VACANT	5.79
TOTAL	55.9

Legend



Office/Service Zone: (large size)



Likely to redevelop or reinvent in 10-20 years

MAP 6

Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)

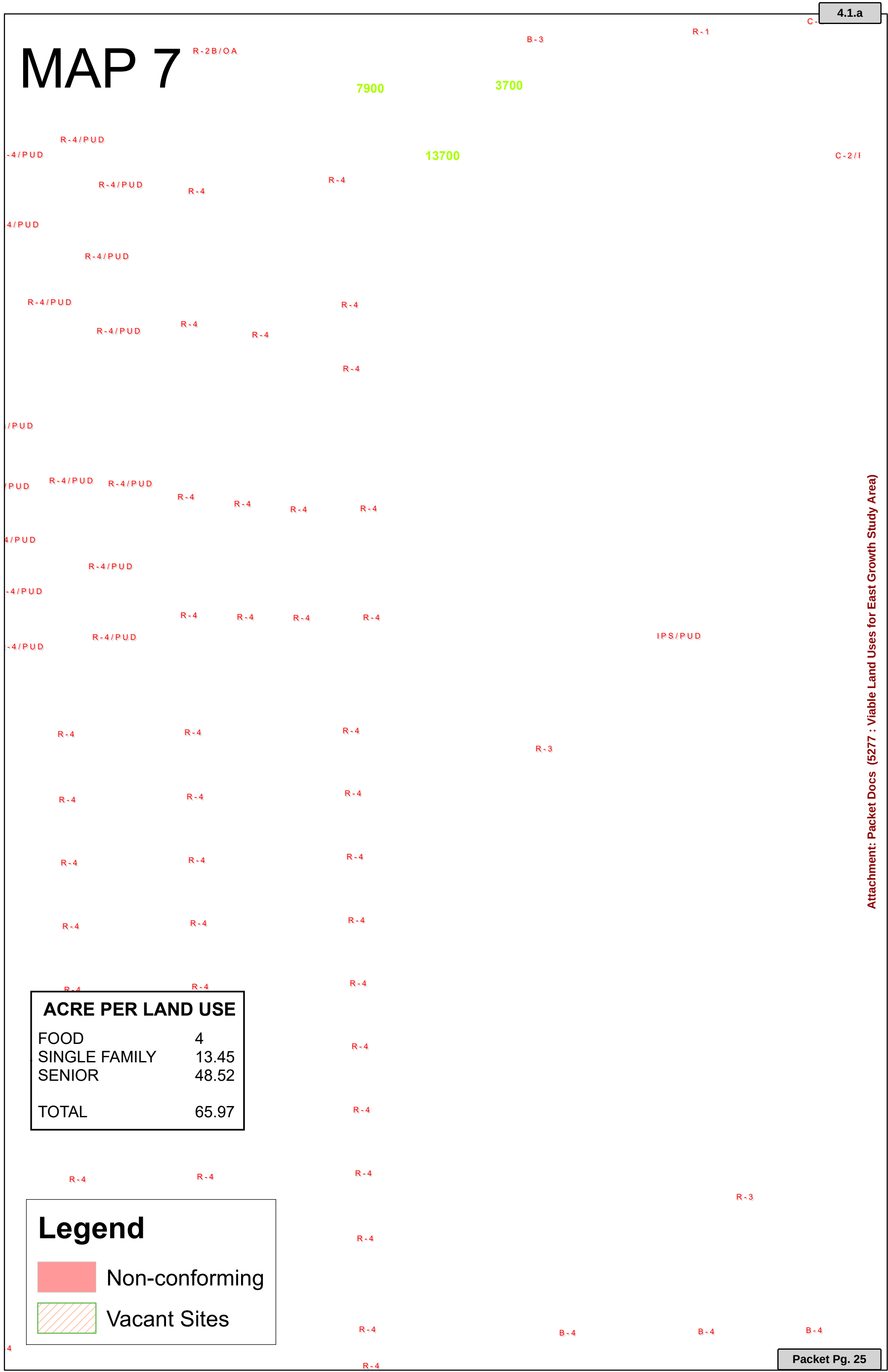
ACRE PER LAND USE	
OFFICE	15.22
MEDICAL	7.22
RESIDENTIAL	13.75
TOTAL	36.19

Legend

 Office/Service Zone

 Vacant Sites

MAP 7



MAP 8

ACRE PER LAND USE

OFFICE	2.21
HOSPITAL	75.13
RELIGIOUS	20.31
AGRICULTURAL	42.46
RECREATION	35.32
RESIDENTIAL	88.57
VACANT	114.88
TOTAL	378.88

Legend

Non-conforming

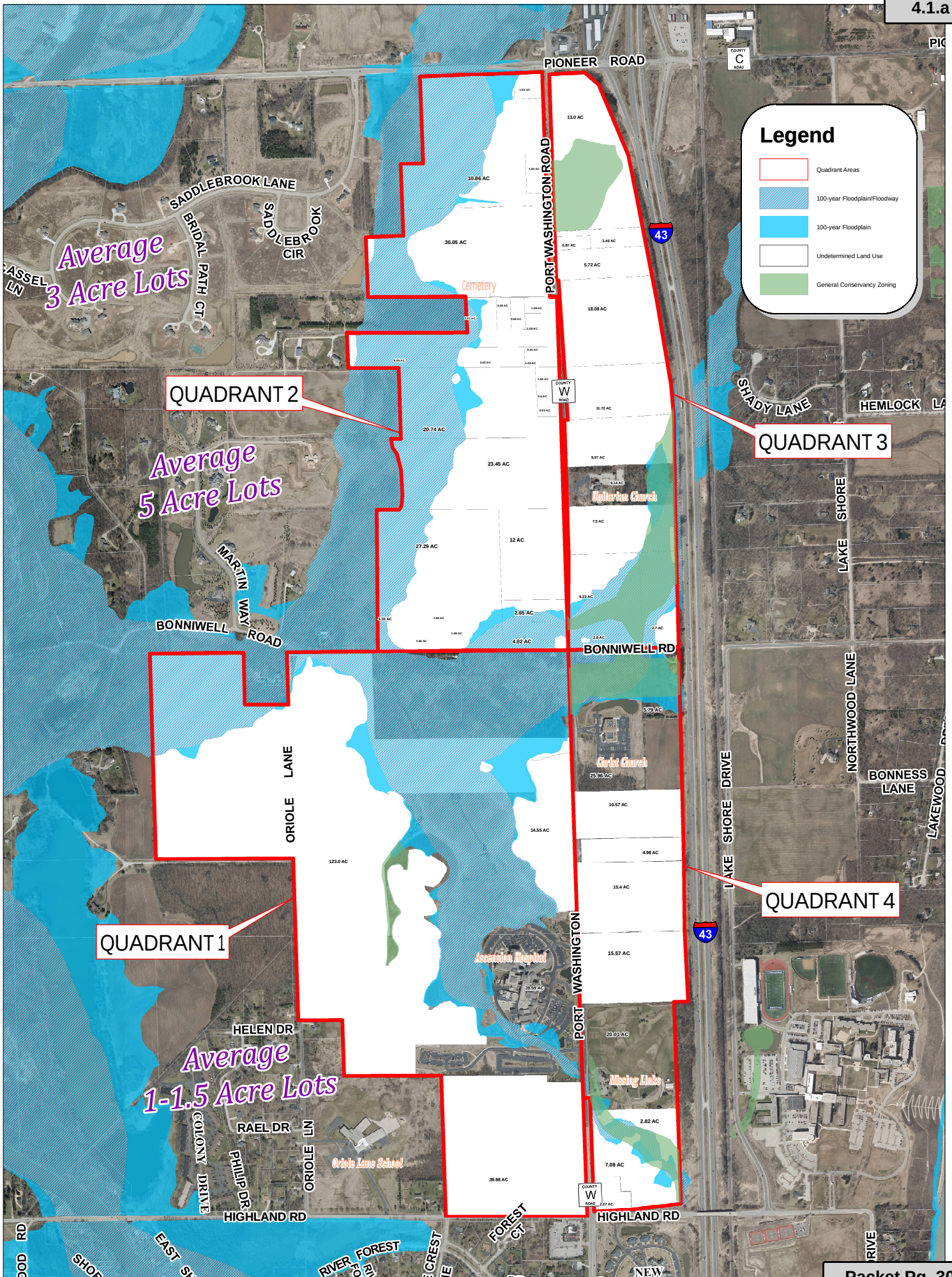
 Vacant Sites

East Growth Maps

- Identifies the study area
- Use to select land uses and locations after evaluation of Charts

LAND USE CATEGORY LEGEND

-  OPEN SPACE OR PARK
-  SINGLE FAMILY RESIDENTIAL
-  TWO FAMILY RESIDENTIAL
-  MULTI-FAMILY RESIDENTIAL
-  HOUSING FOR 55+ YEARS OF AGE
-  COMMERCIAL FOR RETAIL/SERVICE/FOOD
-  ENTERTAINMENT/LODGE/RECREATION
-  INSTITUTIONAL
-  OFFICE/CORPORATE CENTER/CONTRACTING SERVICES



Attachment: Packet Docs (5277 : Viable Land Uses for East Growth Study Area)