City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, August 27, 2019
7:30 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Chairman Carr called the meeting to order.

Present:
Chairman Timothy Carr
Vice Chairman Jonathan Safran
Alderman Kathleen Schneider
Board Member James Baka
Board Member Gloria Rosenberg
Board Member Rick Shneyder
Board Member Bruce Sipiora
Board Member Janette Braverman **-- Absent**
Board Member Matson Holbrook **-- Absent**

2) Approval of Meeting Minutes from July 23, 2019

Action
Ald. Schneider made a motion to approve the July 23, 2019 meeting minutes
Mr. Safran seconded the motion.
A voice vote was taken; vote passed (7-0)

RESULT:	**Approved [Unanimous]**
MOVED BY:	Alderman Schneider
SECONDED BY:	Board Member Safran

AYES:	Carr, Safran, Schneider, Baka, Rosenberg, Shneyder, Sipiora
ABSENT:	Braverman, Holbrook

3) Staff Update & Planning Efforts for September 12th Business Partners Transporation Meeting

Director Tollefson stated that the next transportation meeting is scheduled for September 12, 2019 at 9:00 am, which will include the business owners from the first meeting as well as the representatives from SEWPRC and Lyft. Dir. Tollefson has made calls to the five businesses that were in attendance at the first meeting and she has collected the following requested information from them:

- Shift times & hours of operation.
- Number of days a week each business operates.
- Where their employees are coming from or could come from.

Dir. Tollefson explained that the purpose of the September 12th meeting will be to present the program and walk through how it would work day to day. This will include mapping, showcasing where the workforce is coming from and potential areas for grouping as well as locations to connect with Lyft (such as bus stops). Lyft will look for feedback from the business owners about what they feel is workable and areas that may need to be tweaked. She stated that staff will send a letter to all the industrial businesses in and around the Business Park inviting them to the September 12th meeting.

She explained that it will be beneficial to Lyft if there are central drop off locations in the Business Park and offered that some infrastructure such as bus shelters and possibly some sidewalks could be installed. There is some money in the TIF to leverage for infrastructure items.

Dir. Tollefson will continue to work with the representatives at Lyft and SEWPRC to prepare for the presentation at the September meeting. She explained that Lyft provided some case studies that can be presented as examples as to what they are doing in other areas. The Board asked that those be passed along to them for review.

There was discussion about GoRiteway and conclusions made that they are not flexible enough to accommodate the needs of the proposed program and that Lyft is a better fit as they are able to accommodate and customize per business as needed. The issue of how the payment works needs to be coordinated between Lyft and the various businesses. There was discussion about the city possibly being able to help subsidize the pilot program either through the RLF or possibly through using some TIF funds. SEWRPC has communicated that there may be some grants available starting late September. Dir. Tollefson stated that the importance of mapping some of the targeted locations for pick-ups is to assist Lyft in pricing the rides based on distance and number of riders.

There was a suggestion that the Chamber should advertise this program to all businesses in the city; especially with the proximity of the Town Center businesses to the Business Park. The Board discussed that this program would be a great publicity tool for MLG to use in their effort to attract businesses to the Business Park as well as for press releases for the city to promote this pilot program.

The Board is invited to attend the September 12th meeting.

4) Staff Updates

Dir. Tollefson stated that the Planning Commission established a subcommittee that will meet once a month to focus on policy issues. The first meeting was in early August and the Committee were presented with a number of items to prioritize. The Committee chose to focus on the Port Washington Road Corridor in its entirety. The meeting last night was an opportunity to get all the Committee members a better understanding of the base line information regarding the I-43 interchange designs. The Intergovernmental Agreement was also included in the board packet and it states that the county and the city will equally share in paying for the interchange. One of the conditions is that the city must provide a Park-n-Ride somewhere along Port Washington Road; either by Highland Road or Mequon Road. Another item included in the agreement is that the City committed not to petition the county from expanding lanes on Port Washington Road from Glen Oaks north for a period of 10 years after the construction of the Highland Road interchange is completed. There was discussion among the Board that this could possibly be re-negotiated as several years have passed and the effect that this has a large impact on land use planning for the city.

Dir. Tollefson further stated that there have been a number of state statutes related to development and planning and a list was provided to the Committee which needs to be worked through and reviewed which affect zoning code changes. Commissioner Brian Parrish provided market date information from Co-Star to Dir. Tollefson for Mequon as a whole. Some of the highlights of the data show that Port Washington Road office vacancy rates are lower than the city as a whole and as a region. The retail vacancy per square footage on Port Washington is higher than the region; but if the square footage of the Pick n' Save building is removed, the percentage drastically drops. The office rental rate has remained relatively consistent and is a little bit higher than the region.

Dir. Tollefson reviewed the whole corridor from County Line Road to Pioneer Road and assessed how many acres are in each zoning district. She also assessed the land use of each building and grouped them into categories. The majority of land use in that corridor is residential. When the span from Highland Road to Pioneer Road is removed from this equation, the majority of the land use is commercial; with only about 17% being retail use. Much of the retail zoned areas are used for office use. Most of the retail is clustered around the Mequon Road intersection. This information is useful as properties are considered for rezoning and the synergy of uses is evaluated. There is very little vacant land south of Highland Road.

She stated that the City survey results are in but have not been made available yet. There was feedback from the Board that the survey was not done well as it was unidentifiable when arriving in the mail and it was not identified with either *Mequon* or *Survey* on it. It had *St. Norbert* on it and it was perceived by many as junk mail. There was also feedback that it was too intense and too detailed; and took too long to complete.

Regarding other updates, Dir. Tollefson stated that United Financial Group is interested in the parcel at the northwest corner of Port Washington and Highland Roads. They have held an open house and are proposing a project like the senior housing project on Cedarburg Road; Riverwalk Highlands, on the back portion of the parcel and a daycare, a potential hotel and office use on the front portion. Senior housing is typically well-received as it is a benign use, low land use impact and has low traffic impact.

She also reported that David Hoff's project; The Woods at Highland Park, construction is moving along nicely. There is feedback from the community that there is a demand for that type of housing mainly from empty-nesters.

Commissioner John Stoker; Owner of Victory Homes, has offered to work with Dir. Tollefson to do a residential analysis (vacancies, availability, average costs, supply and demand), similar to the commercial data provided.

City Engineer Kristen Lundeen will be at the next policy subcommittee meeting to discuss infrastructure so that land uses that necessitate public water and public sewer can be considered.

The civic campus parking lot is near completion and should be done the first week of September.

The Foxtown Brewery is scheduled to open mid-October. The shared parking lot with Argentos, located in the rear, is not yet constructed so the Brewery is unable to open until that is complete.

5) Announcements

The next meeting will be September 24, 2019 at 7:30 am.

6) Adjourn

Action
Ald. Schneider made a motion to adjourn the meeting.
Mr. Shneyder seconded the motion.
A voice vote was taken; vote passed (7-0)

Respectfully Submitted,

Kim Tollefson