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DEPARTMENT OF COMMUNITY DEVELOPMENT

Economic Development Board

September 22, 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 July 28, 2020**
- 3. Review Port Washington Road Corridor Zoning and Development Data** (generally the area bound by I-43 to east, Highland Road to north, Market Street to the west and County Line Road to the south)
- 4. Board Reaction and Feedback regarding M-7 and WDEC presentations.**
- 5. Staff Updates**
- 6. Announcements**

The next meeting is Tuesday, October 27, 2020 at 8:00 a.m.

- 7. Adjourn**

Dated: September 18, 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.



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ECONOMIC DEVELOPMENT BOARD

Tuesday, July 28, 2020

8:00 AM

North Conference Room

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 Bruce Sipiora
Board Member Gloria Rosenberg -- **Absent**
Board Member Rick Shneyder – **Absent**

Other Attendees:

Kathleen Cady-Schilling, OED
Mayor Wirth

2) Approval of Meeting Minutes

a. Meeting Minutes from June 30, 2020

Action

Mr. Kramer made a motion to approve the minutes from June 30, 2020.

Mr. Gannon seconded the motion.

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

RESULT:	Approved [Unanimous]
MOVED BY:	Kramer
SECONDED BY:	Gannon
AYES:	Petzold, Gannon, Kramer, Carr, Schneider, Baka, Sipiora
ABSENT:	Rosenberg, Shneyder

3) Guest Speaker Jim Paetsch/Vice President Milwaukee 7

Dir. Tollefson explained that as part of the Board's outreach and partnership efforts, which are a part of the work program, the Board is trying to have a better understanding our regional economic development partners about their programs and objectives. The goal is that the city can better align existing programs, expand city programs and/or generate new concepts on how city tools can work simultaneously with the tools and programs of these regional entities.

She introduced the guest speaker Jim Paetsch, Vice President from Milwaukee 7, for the Regional Economic Development Entity for Southeastern Wisconsin.

Mr. Paetsch talked through a slide show presentation on ways that M-7 positions this region to attract corporate investment.

The three main topics included:

1. Information about M7
 - 103 Projects
 - 21,842 Jobs created
 - \$1.25 Billion payroll in the region
 - \$2.9 Billion Investment

**these numbers do not include the FoxConn Project*
2. Recent Wins/Success Stories
3. Attraction/Expansion Process

M-7 Toolbox includes:

- Real estate
- Incentives
- Supply chain
- Tax analysis
- Logistics
- University/tech school intros
- Advisor recommendations
- Potential customer intros
- Expat visas
- Quality of life

The Board had the opportunity to ask questions and further discuss the processes and projects that M-7 has worked on over the past several years.

Kathleen Cady-Schilling stated that the Ozaukee Development Board is hosting their annual meeting on August 26th at Shully's. The event will be held outside, masks are mandatory and there is limited attendance.

4) East Growth Concept Land Use Plan

1. East Growth (generally the area bound by I-43 to east, Highland Road to south, Oriole Lane/Ulao Creek to west and Pioneer Road to north) Concept Land Use Plan

Dir. Tollefson stated that the Policy Subcommittee has drawn some initial concept conclusions about land use for this area. Since the policy subcommittee meeting discussion and the Common Council having vetted through the information, she wanted to supplement the Board with some additional information in an effort to provide a sense of direction the conversation is headed. She asked the Board to speak up if there are any red flags at this point or anything that they want to discuss further. The next steps are to develop specific use, design and technical standards for the zoning categories. Then she will meet one-on-one with the property owners that would potentially have a zoning change to their property so that they understand the impacts of the zoning change. Then the policy subcommittee will finalize the zoning recommendations for action by the Common Council.

When questioned, Mayor Wirth answered that his impression was that the Common Council was mostly supportive of the recommendations thus far. He explained that the overall focus is to allow for uses north of Highland Road along N. Port Washington Road that are not currently allowed south of Highland Road, to create a different zoning district there with different uses than currently exist.

Ald. Schneider commented that she feels that this area needs to be able to offer more incentives and tools to encourage redevelopment. Mr. Petzold commented that he believes the entire span of Port Washington Road should be studied and should not be isolated into small sections. He also believes too many exceptions are approved and that this is a dangerous strategy. He believes the best opportunity for residential zoning is this study area. He thinks this is an ideal time for redevelopment on Port Washington Road. He also supports accommodating uses here that are not currently allowed in the existing zoning districts.

Dir. Tollefson stated that staff is not enthusiastic about a great deal of more office development north of Highland Road as there is opportunity to leverage redevelopment of existing office spaces and office zoning south of Highland Road as well as in other districts throughout the city. She emphasized that it is important to offer tools to help supplement redevelopment, other than just through zoning, to encourage and achieve redevelopment of existing office spaces.

Mayor Wirth stated that at the July 27th Planning Commission meeting, the Commission recommended to the Common Council that 4.2 acres of the northwest corner parcel of Highland Road and Mequon Road be rezoned for a 30,000 sq. ft. medical office building. He stated that he did not vote for this as there was not a plan that accompanied the rezoning request nor acknowledgment that the remainder of the site would be zoned residential. It also exceeds the Neighborhood Commercial 20,000 sq. ft. building requirement and he feels that this approval moves in a direction that may not be intended.

There was conversation regarding the proposed master plan for outdoor amenities for a network of open space areas (community pedestrian and bike paths). There could be park impact fees that would allow for these amenities. This may help to provide an attractive buffer along I-43 as well.

Chairman Carr concluded that the Board is supportive of all the work being done of this area

and is available to be involved as needed going forward.

5) EDB Work Program Priority Review

Dir. Tollefson stated that this is the final version of the work program chart for final approval. It is a summary of the objectives and prioritizations identified by the Board at the previous two meetings and it also provides a timeline to begin working through some of the items.

The Board approved the work program chart.

6) Staff Updates

Dir. Tollefson stated that Foxtown received approval for building D as the next step of the redevelopment. The building fronts Mequon Road, and fronts along the interurban trail and will house a beer hall, some outdoor entertainment and gathering spaces.

7) Announcements

The next meeting will be Tuesday, September 22nd at 8:00 a.m.

8) Adjourn

Motion

Mr. Gannon made a motion to adjourn the meeting.

Ald. Schneider seconded the meeting.

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

Respectfully Submitted,

Kim Tollefson

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: September 22, 2020
SUBJECT: Review Port Washington Road Corridor Zoning & Development Data
(generally the area bound by I-43 to east, Highland Road to north, Market Street to the west, County Line Road to south).

The assessment of the Port Washington Road commercial corridor from Highland Road to County Line Road is a priority work item for the Board. The following highlights current information that factors into decision making for potential zoning and design standards and economic tools targeted redevelopment opportunities.

1. TIF#4 and TIF#5 Basic Information

The TIF packet attached includes a district boundary of each Port Washington Road Tax Increment District. The districts were established in 2012 with the policy intent of encouraging redevelopment and the assemblage of two or more parcels to achieve comprehensive design and value. The incentive formula example attached is City-authorized as part of the TIDs. Essentially, the City reimburses the developer for the removal of structures or infrastructure present on the site if the development achieves a new development of \$1.5M over the current assessed value. The reimbursement only occurs after the construction is complete and the following year's assessment is established and taxes are paid in full. The formula does not consider land value (current or projected). Improvement expenditures, such as streetscape, infrastructure, signage, are not authorized as part of the TIDs. Both TIDs cash flow positive currently.

2. Port Washington Road Corridor Zoning Data

The attached narrative "Observations" and maps include zoning and land use conditions identified throughout the Port Washington Road corridor. This information, combined with the market data for commercial use, rental and vacancy rates, allows us start drawing some conclusions, question further data to assess and develop potential policy changes to explore.

The data was compiled manually by staff; therefore these are estimates. Not every single tenant space is considered but rather the larger, identified land use within each structure was selected and staff used the entire site acreage within the calculations. In addition, staff did not address land uses to the east and west of the intersections. Further, some interpretation and discretion were used when categorizing uses between office and service and retail and service. Still, the broader calculations provide a good overview of the breakdown of uses. Each map provides, on a block by block basis the parcel data, acreage, zoning and identification of vacant site and non-conforming uses. In addition, each map provides a key to the total acreage per map and a breakdown of land use acreage.

Some initial staff observations are included.

3. 10-Year CoStar Data Summary (August 2019)

The following charts summarize initial data generated from CoStar for a 10 year period. The

information was compiled by Alderman Parrish and some initial observations were drawn and attached as “Initial Observations”. The data considers the square footage, rental rates and vacancy for the region, the City of Mequon as a whole, Port Washington Road and the Mequon Business Park as well as the Town Center neighborhood. The data is compiled to consider the industrial, retail and office (excluding healthcare) sectors. In addition, there is a chart that summarizes just the Port Washington Road corridor by various land use categories. These land use categories do not necessarily match the City’s zoning/land use categories. As noted in the charts, this is not to be considered a full data set, small buildings under 10-20,000 square feet are typically excluded. Port Washington Road is defined as the entire corridor from County Line to Pioneer Road. The Mequon Business Park is defined as the area located south of Mequon Road, north of Donges Bay Road and west of Wauwatosa Road. Please note that the available space will always be greater than the vacant space because the owner typically starts to market the space before it goes vacant.

4. 2019 Community Survey Results

City-wide survey results are attached.

5. Staff Identification of Three Areas of Distinction

Staff looked at commonalities within the corridor to determine if groupings of land uses exist and if so, can zoning be modified to create some distinction and further market opportunities. The City may be able to leverage the synergy of uses and customize the needs of those uses through new zoning to attract new business and encourage redevelopment. In addition to the land uses, staff considered the surrounding context as well as vacant or sites with greater opportunity or desire for new development.

Area 1: Mequon and Port Washington Road intersection, encompassing Winding Hollow to the south through to Venture Court to the north.

This section of the corridor contains the greatest amount of retail uses and includes the Pavilion Shopping center, food service, fast-food, gas stations and grocery. Other portions of the commercial corridor have significantly less retail land use. Given the concern nation- wide regarding the future of brick and mortar retail coupled with our low-density residential land use philosophy, reducing and concentrating the location of retail and convenient services like fast-food and gas in the City may have merit. A portion of this area includes the City TID (Tax Increment District). New zoning with a targeted focus for retail, e-commerce and service with new design standards is initially recommended. Attention to the interchange and intersection of Port Washington and Mequon Road as a major gateway to the City is necessary. The TID has approximately \$200K in fund balance. The fund balance in the TID could be utilized for public improvements. In lieu of making improvements, the TID could also be closed early.

Area 2: Port Washington Road from Venture Court to the south through to the Marcus Theatre to the north.

This section of the corridor contains some concentration of healthcare focused land uses as well as larger scaled buildings. New zoning targeted at medical, health, personal care and service has merit. While not immediately adjacent to the hospital, the synergy of these uses within proximity to the hospital, New Castle and Concordia University of WI, may align with trends in the medical, institutional and academic industries. The zoning for this area, could serve a market need for larger structures that may be desired by medical and institutional services and uses. If the City believes this is a desired set of land uses and we identify a demand in the market, ancillary economic benefits of this approach may include daytime employees to supplement the consumer base and mid to high level job creation.

Area 3: Port Washington Road from Ranchito Lane to the south through to Bel Mar Drive to the north and includes the Donges Bay Road intersection.

This section of the corridor contains two functioning hotels, multiple restaurants, a gas station and surrounding residential land uses that are not single-family. This area is also adjacent to the retail zone of the Port Washington & Mequon Road intersection to the north. This may present an opportunity to create a neighborhood-based entertainment zone and attract interest in revitalizing a hotel. This area is included in the City TID, which has a fund balance of over \$320K as of December 2018. In staff's opinion, this stretch of the corridor is in greater need of coordinated uses, and redevelopment, when compared to other sections of the corridor. The TID could be used for redevelopment incentives and public improvements.

Attachments:

TIF #4 Map (PDF)

TIF #5 Map (PDF)

TIF Incentive Calculation Worksheet(DOCX)

Overall Observations (DOCX)

Zoning Descriptions (PDF)

Map Set (PDF)

Copy of Mequon Data_14 (XLSX)

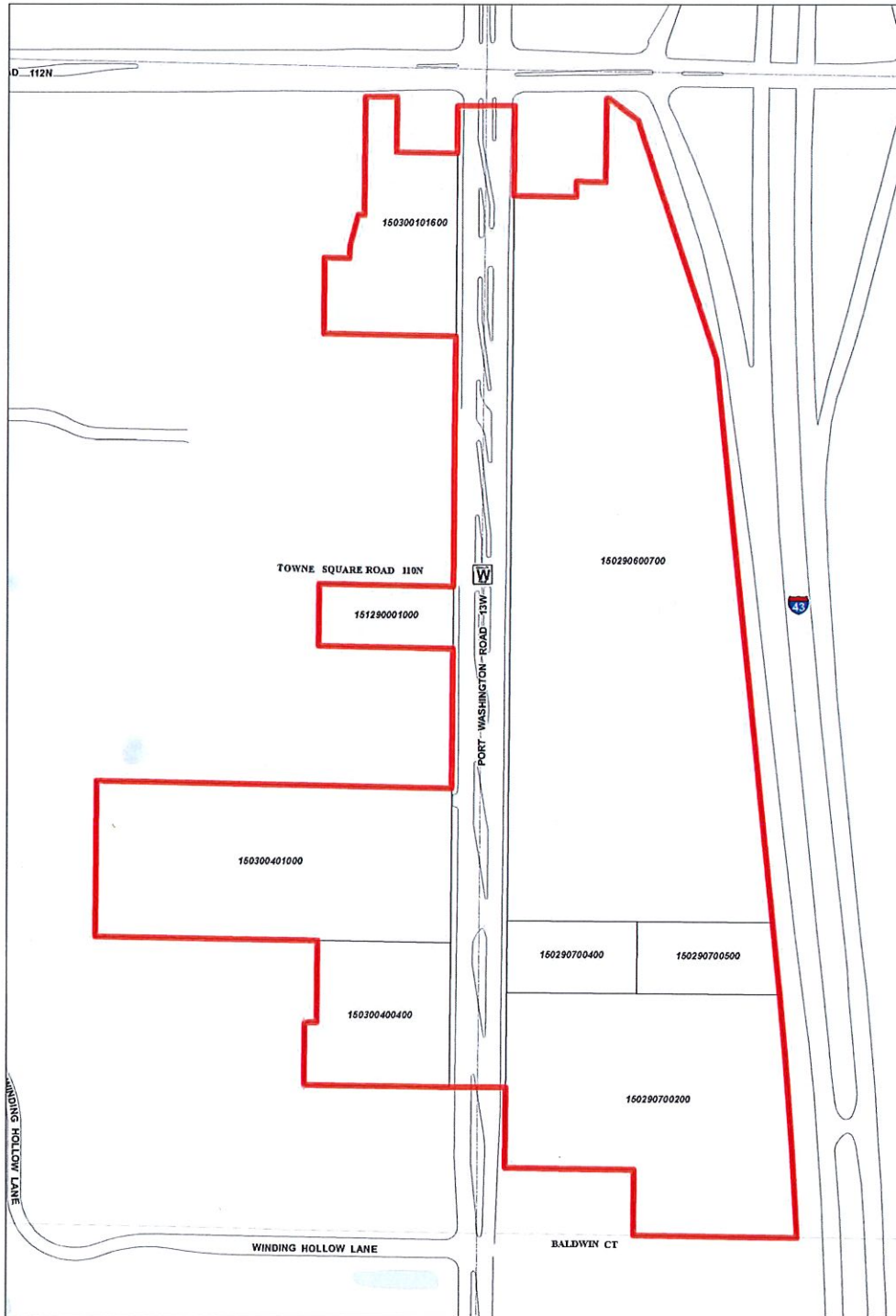
Initial Observations (DOCX)

2019_mequon_community_survey_final_report_8.31.19_no_appendix (PDF)

3

MAP OF PROPOSED DISTRICT BOUNDARY

Proposed TIF District #4
Parcel Identification



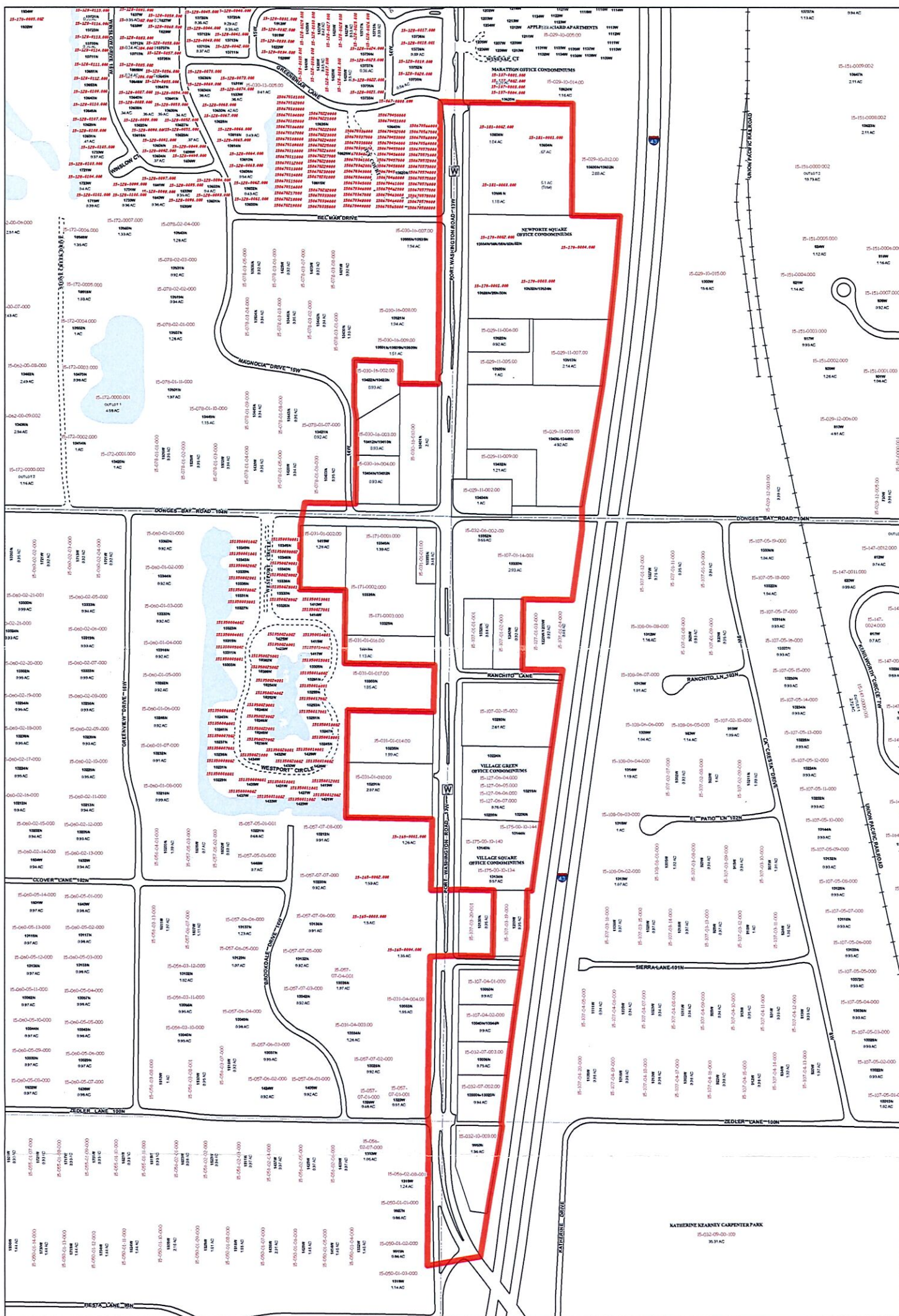
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Attachment: TIF #4 Map (5513 : Port Washington Road Corridor Zoning & Development Data)

MAP OF PROPOSED DISTRICT BOUNDARY

Proposed TIF District #5
Parcel Identification



1:4,600

Date: 2/24/2012
Date Saved: 2/24/2012 11:11:59 AM
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Attachment: TIF #5 Map (5513 : Port Washington Road Corridor Zoning & Development Data)



TIF Incentive Calculation Worksheet

1.	Base Improvement Value		
2.	Site Repair and Demolition		
3.	Total Costs of Gap	(Line 1 + Line 2)	
4.	New Development Value		
5.	5% Incentive (Net Improvement Value)	(Line 4 – Line 1 multiplied by .05)	
6.	Total City Incentive = Gap 5% Incentive	(Line 3 + Line 5)	

Note: Line 4 must exceed Line 1 by \$1,500,00 to be eligible

Overall Observations

Office	Office uses are scattered throughout the entire corridor with the exception of uses north of the hospital. Office land uses, rank as the 3 rd largest use category and makeup 17% of the total corridor.
Vacant	Vacant land is the second largest land use category throughout the corridor, but this is due to the substantial amount of undeveloped land north of Highland Road. There is very little vacant land south of Highland Road. A large, 21 acre site is located west of Starbucks, however much of the parcel is zoned single-family residential. A small portion of that vacant parcel is zoned B-2 and much of the site contains environmental constraints.
Retail	The majority of retail uses are centered within the Mequon and Port Washington Road intersection.
Residential	Residential land uses are the largest category of uses throughout the corridor and makeup 31% of the total corridor.

TID #5: County Line Road North to Winding Hollow

The area is predominately office in land use, includes three hotels and contains very little retail use. Please see Map #1 and Map #2.

TID #4: South of Mequon Road

The area is predominately retail. The office land use is slightly skewed as the calculations include the Town Square office park area, which extends west to Market Street. This area does include several senior housing developments located on the west side of the corridor. This was intentional through a proactive rezoning of the area in the 2000 due to an influx of development proposals. There is a major redevelopment project that was approved by the Planning Commission and Common Council for the former Jewish Home site. This project will include additional retail and service uses and negates the former Institutional zoning that was in place to provide a supply of land for senior housing. This area includes the Pavilion Shopping Center, which is reinvesting in the center by undertaking \$4M of building and site improvements. Please see Map #3.

North of Mequon Road

The City has experienced new investment over the past 10 years for the area north of the intersection. As indicated in the I-43 Interchange staff memo, this may be an area targeted for a park and ride. The redevelopment has a focus in the medical sector as well as office and food/grocery services. The largest land use in this area is office. Please see Map #4.

Eastbrook Drive to Glen Oaks Lane

The entire west side is residentially zoned, with the exception of a corner office development, and includes newly constructed plex and single-family homes. The east side of the block includes a mix of services such as the theatre, Elite fitness, the fire station and veterinary services. Please see Map #5.

Glen Oaks to Liebau Road

Similar to the block to the south, the entire west side includes newly constructed single-family homes. The east side of the road has a mix of office developments and includes a corporate center. Please see Map #6.

Liebau Road to Highland Road

This block contains a mature single family residential neighborhood and New Castle therefore the majority land use is mixed residential. The only commercial use is the Highland House, which is non-conforming to the zoning. This can be corrected as part of our process. Please see Map #7.

Highland Road to Bonniwell Road

As to be expected residential land use is the largest use within this block. All of the residential uses are single-family and in most cases are located on large parcels, some of which contain significant wetlands. This block contains the Ascension hospital and 35 acres of recreational land due to the golf course and Missing Links. Please see Map #8.

Bonniwell Road to Pioneer Road

This section of the corridor is mostly residential and agricultural uses totaling approximately 160 acres. Please see Map #9.

Summary of Total Land Uses

<u>USE</u>	<u>Acres</u>	<u>% of Total</u>
RESIDENTIAL	329.88	31 %
VACANT	259.34	24 %

OFFICE / MEDICAL	187.55	17 %
AGRICULTURAL	81.68	7 %
RETAIL/SERVICE	55.95	5 %
RECREATIONAL	35.32	3 %
RELIGIOUS	29.45	2 %
FOOD	14.61	
THEATRE	12.6	
GROCERY	8.53	
AUTO	6.15	
HOTEL	5.68	
DAYCARE	5.42	
PUBLIC / UTILITY	5.31	
FITNESS	5.01	
FUNERAL	2.61	
INDUSTRIAL	1.03	
TOTAL	1046.1	89 %

ZONING DISTRICT CLASSIFICATIONS

- **R-1 Zoning District** *[rural residential detached district]*

The R-1 District is intended to provide for large lot (i.e., maximum density of 1 unit per 5 acres) single family detached residential development in rural areas that are not served by public water or sewage facilities.

- **R-1B Zoning District** *[rural residential detached district]*

The R-1B District is intended to provide for large lot (i.e., maximum density of 1 unit per 2.5 acres) single family detached residential development in rural areas that are not served by public water or sewage facilities.

- **R-2 Zoning District** *[rural residential detached district]*

The R-2 District is intended to provide for large lot (i.e., maximum density of 1 unit per 2 acres) single family detached residential development in rural areas that are not served by public water or sewage facilities. This district shall generally serve as a transition between the City's urban and rural area.

- **R-2B Zoning District** *[suburban residential detached district]*

The R-2B District is intended to provide for large lot (i.e., maximum density of 1 unit per 1.5 acres) single family detached residential development primarily within the City's sewer service area.

- **R-3 Zoning District** *[suburban residential detached district]*

The R-3 District is intended to provide for large lot (i.e., maximum density of 1 unit per acre) single family detached residential development primarily within the City's sewer service area.

- **R-4 Zoning District** *[suburban residential detached district]*

The R-4 District is intended to provide for medium sized lot (i.e., maximum density of 1 unit per 3/4 acres) single family detached residential development within the City's sewer service area.

- **R-5 Zoning District** *[suburban residential detached district]*

The R-5 District is intended to provide for relatively small lot (i.e., maximum density of 1 unit per 1/2 acre) single family detached residential development within the City's sewer service area. The regulations are designed to accommodate specialized housing needs characteristic of reduced lot and home size.

● **R-6 Zoning District** *[suburban residential attached district]*

The R-6 District is intended to provide for high quality medium density (i.e., 4 units per acre) single family attached residential development within the City's sewer service area on land designated in the Land Use Plan map as "single family attached."

● **RM Zoning District** *[multiple family residential district]*

The RM District is intended to provide for high quality, low-density (i.e., 4.35 to 7.26 units per acre) multi-family development within the City's sewer service area on land designated in the Land Use Plan map as "multi-family."

● **A-1 Zoning District** *[agricultural preservation district]*

The A-1 District is intended to maintain, enhance, and preserve prime agricultural lands historically utilized for crop production and the raising of livestock. This district requires a minimum parcel size of 35 acres.

● **A-2 Zoning District** *[general agricultural district]*

The A-2 District is intended to maintain, preserve, and enhance agricultural lands having marginal or transitional farmland value, while at the same time allowing for an estate-type residential development on a minimum parcel size of 10 acres.

● **OA Zoning District** *[agricultural overlay district]*

The OA District is intended to maintain, preserve, and enhance agricultural lands. Residential densities are subject to the underlying based district.

● **AC Zoning District** *[arrival corridor district]*

The Arrival Corridor (AC) district is established to create and enhance the mixed-use character of the Arrival Corridor, to create physical connectivity to the Mequon – Thiensville Town Center, to establish and promote pedestrian character, to protect the natural environment, to mitigate the impacts of vehicular traffic, to establish and maintain mixed-uses that are larger in scale than allowed in the Town Center District, including a broad range of housing types at densities that support the Town Center, and to encourage high-quality design standards throughout the Town Center.

● **TC Zoning District** *[town center district]*

The Town Center (TC) district is established to preserve and enhance the unique character of Mequon's Civic Campus, to create a gateway to the Mequon-Thiensville Town Center, to establish and promote pedestrian character, to protect the natural environment and improve visual and physical access to the Milwaukee River, to mitigate the impacts of vehicular traffic, to establish and maintain small, neighborhood scale mixed uses, including a broad range of housing type at densities that support the Town Center businesses, and to encourage high quality design standards throughout the Town Center.

- **B-1 Zoning District** *[neighborhood business district]*

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.

- **B-2 Zoning District** *[community business district]*

The B-2 District is intended to accommodate the retail and service needs of the greater community.

- **B-3 Zoning District** *[office and service district]*

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.

- **B-4 Zoning District** *[business park district]*

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.

- **B-5 Zoning District** *[light industrial district]*

The B-5 District is intended to provide for the development of limited industrial and office uses.

- **B-6 Zoning District** *[rural industrial district]*

The B-6 district is established to provide the opportunity for low intensity and low impact industrial development that preserves rural character and viewsheds within the unsewered rural area.

- **B-7 Zoning District** *[rural business district]*

The B-7 district is established to provide the opportunity for low intensity and low impact commercial development that preserves rural character and viewsheds within the unsewered rural area and areas that transition to the rural area.

- **LTD District** *[limited use overlay district]*

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.

- **PUD Zoning District** *[planned unit development district]*

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.

- **IPS Zoning District** [*institutional and public service district*]

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.

- **P-1 Zoning District** [*park and recreation district*]

The P-1 District is intended to provide for areas where the recreational needs, both public and private, of the populous can be met without undue disturbance of natural resources and adjacent uses.

- **FW Zoning District** [*floodway district*]

The FW District is intended to be used to protect people and property from flood damage by prohibiting structural development that would impede the flow of water during periodic flooding within the floodway.

- **FFO Zoning District** [*flood fringe overlay district*]

The FFO District is intended to provide for and encourage the most appropriate use of land and water in designated flood fringe areas subject to periodic flooding.

- **C-1 Zoning District** [*shoreland-wetland conservancy district*]

The C-1 District is intended to control the use of statutory regulated shoreland-wetlands in a manner that promotes the public health, safety, and general welfare.

- **C-2 Zoning District** [*general conservancy district*]

The C-2 District is intended to conserve, protect and enhance areas of ponds, wetlands, woodlands, pour slopes, steep slopes and drainage ways which are not regulated under the floodway district, flood plain fringe overlay district, and shoreland-wetland conservancy district.

LAND USE PLAN MAP CLASSIFICATIONS

- **Residential** [*10+ acre minimum*]

This residential area is intended to provide for large lot (i.e., maximum of 1 unit per 10 acres) single family detached residential development in rural areas that are not served by public water or sewage facilities.

● **Residential** *[5 - 10 acre minimum]*

This residential area is intended to provide for large lot (i.e., maximum density of 5 - 10 acres) single family detached residential development in rural areas that are not served by public water or sewage facilities.

● **Residential** *[1.5 - 5 acre minimum]*

This residential area is intended to provide for large lot (i.e., maximum density of 1.5 - 5 acres) single family detached residential development in rural areas that are not served by public water or sewage facilities.

● **Residential** *[1 - 1.5 acre minimum]*

This residential area is intended to provide for large lot (i.e., maximum density of 1 unit per 1.5 acres) single family detached residential development primarily within the City's sewer service area.

● **Residential** *[plex]*

This residential area is intended to provide for high quality medium density (i.e., 4 units per acre) single family attached residential development within the City's sewer service area on land designated in the Land Use Plan map as "single family attached."

● **Residential** *[multi-family]*

This residential area is intended to provide for high quality, low-density (i.e., 4.35 to 7.26 units per acre) multi-family development within the City's sewer service area on land designated in the Land Use Plan map as "multi-family."

● **Community Commercial**

This commercial area is intended to accommodate the retail and service needs of the greater community.

● **Neighborhood Commercial**

This commercial area is intended to generally accommodate the basic day-to-day retail and service needs of persons residing in the nearby residential areas.

● **Office**

This business area is intended to provide for individual or group office and special service uses where the office activity would be compatible with surrounding uses.

- **Business Park**

This business area is intended to provide for the development of an attractive and aesthetically mixed grouping of office and limited light industrial uses in planned park-like setting.

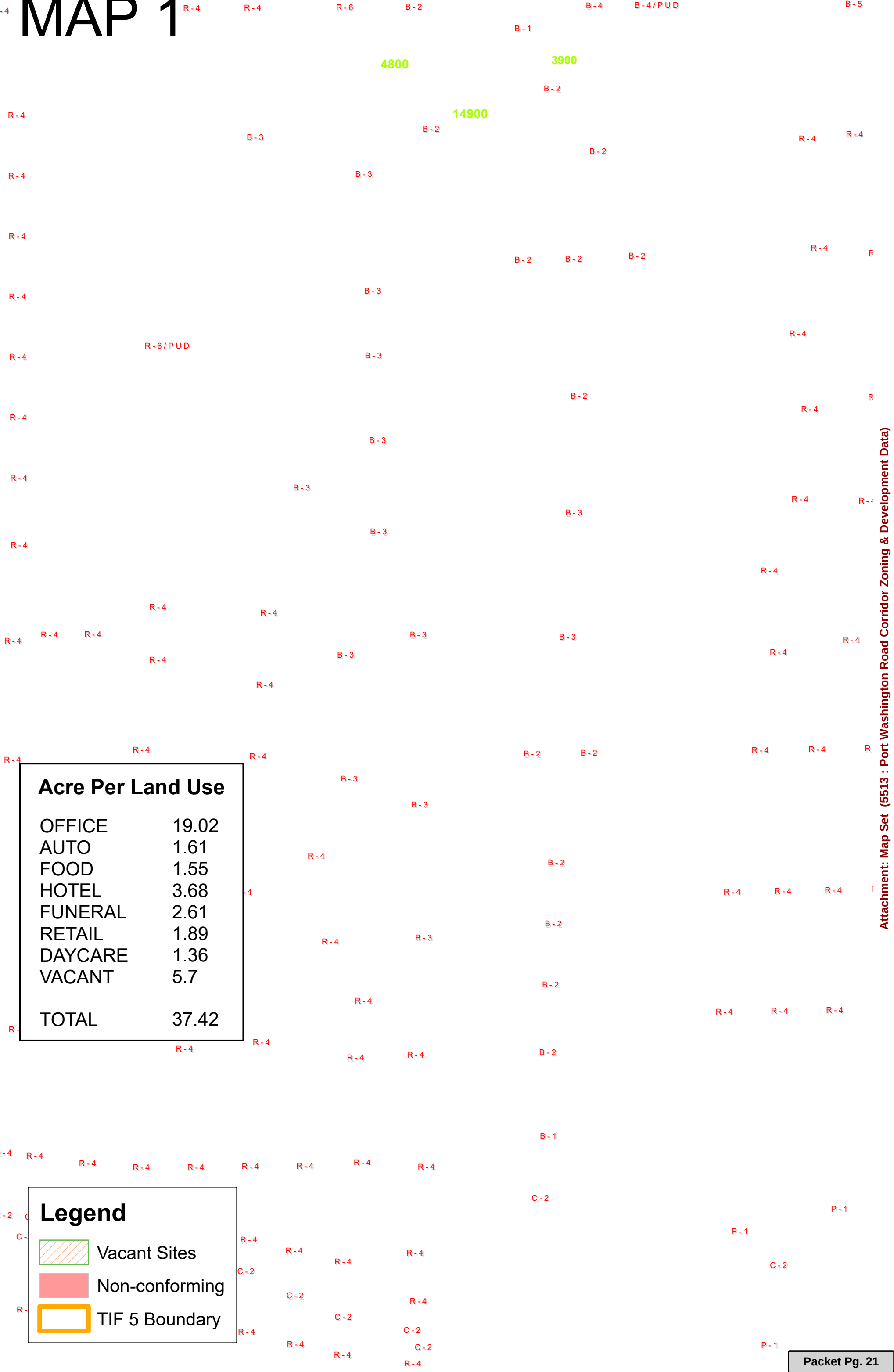
- **Industrial**

This land use 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.

- **Critical Environmental**

This land use is intended to preserve and protect sensitive environmental areas from development.

MAP 1



Attachment: Map Set (5513 : Port Washington Road Corridor Zoning & Development Data)

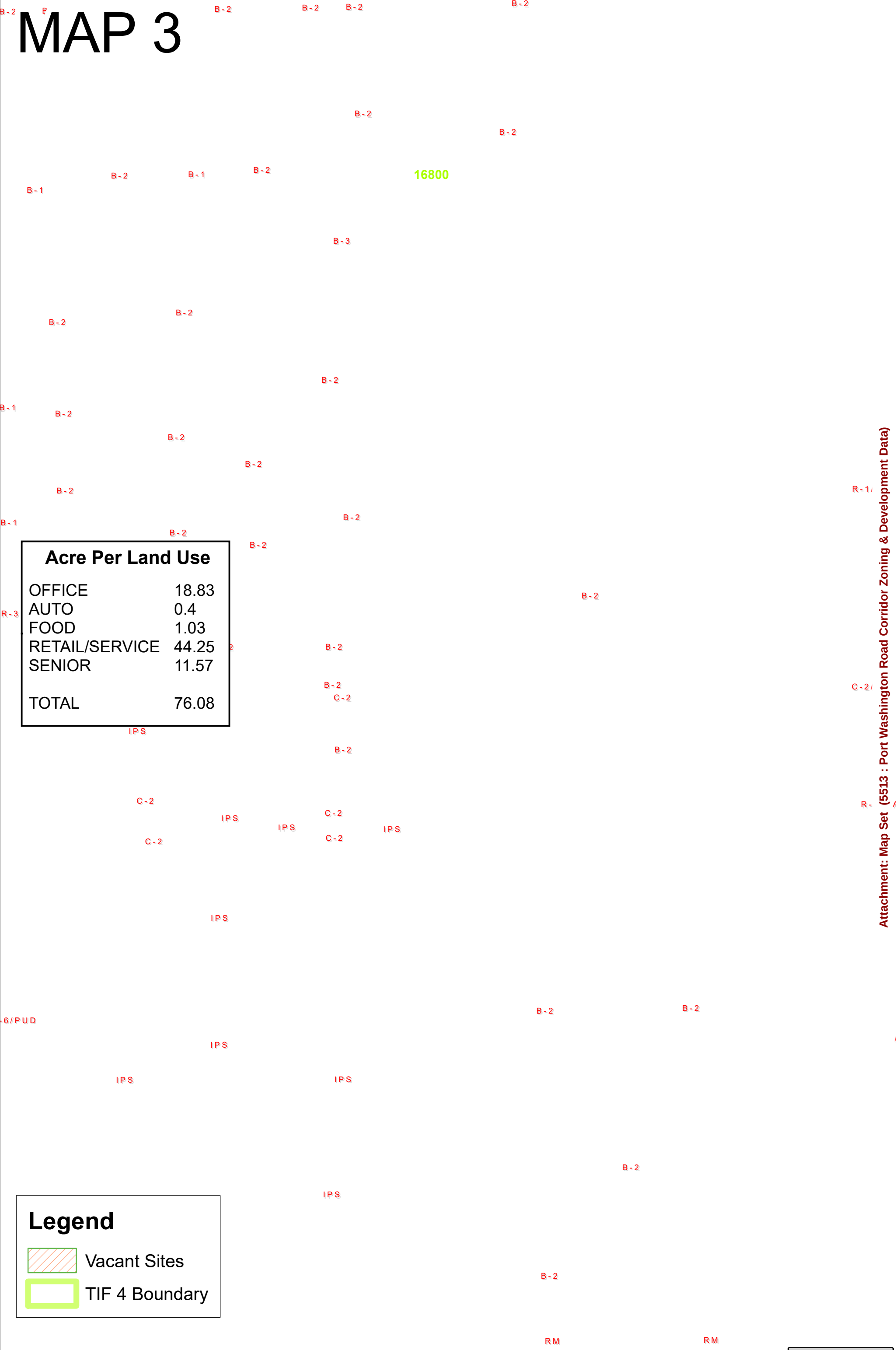
Acre Per Land Use

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

-  Vacant Sites
-  Non-conforming
-  TIF 5 Boundary

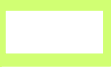
MAP 3



Acre Per Land Use

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

Legend

-  Vacant Sites
-  TIF 4 Boundary

MAP 5

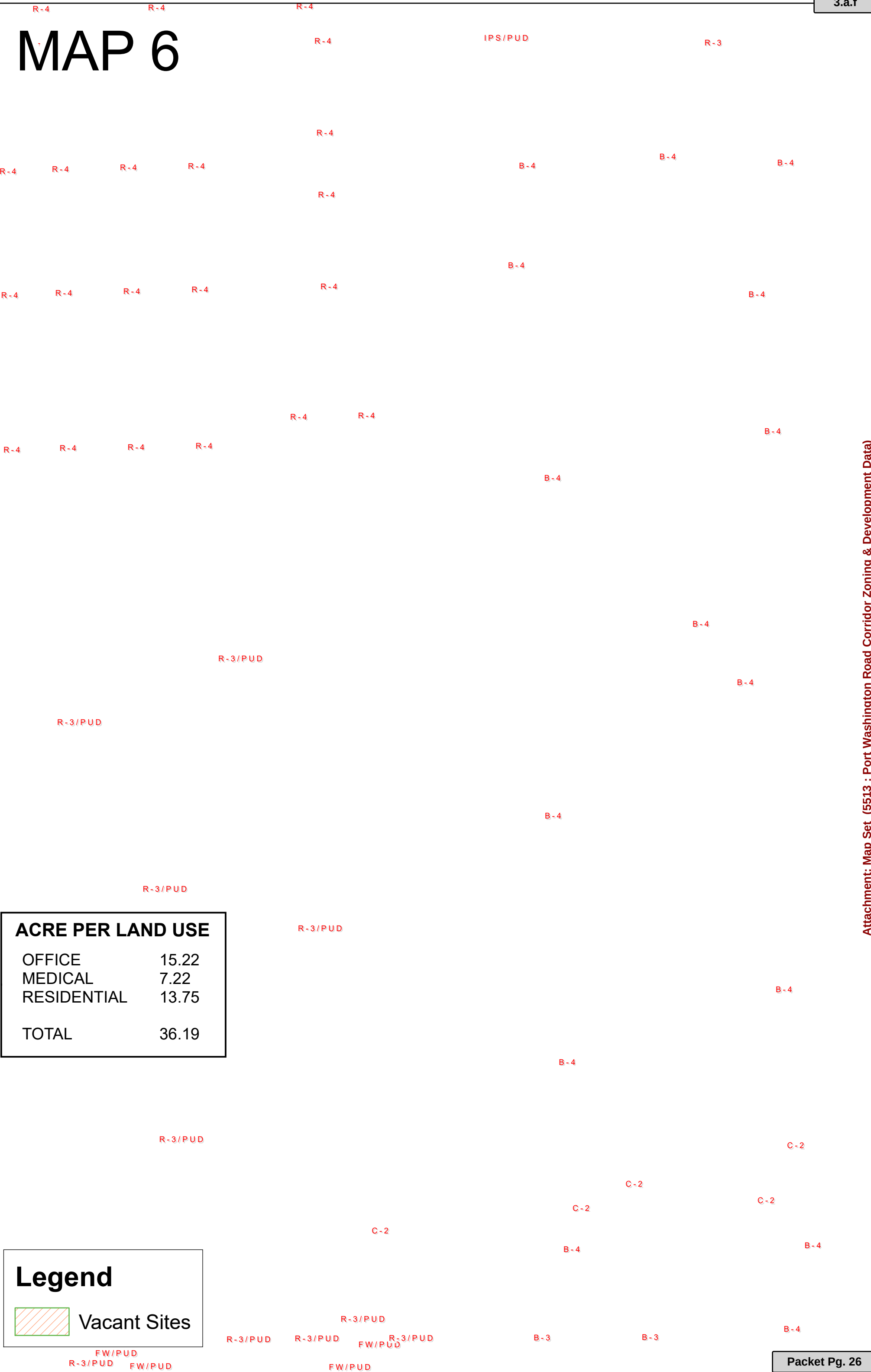
ACRE PER LAND USE	
OFFICE	6.54
FITNESS	5.01
FIRE STATION	3.71
THEATRE	12.6
RETAIL/SERVICE	1.02
DAYCARE	1
RESIDENTIAL	20.23
VACANT	5.79
TOTAL	55.9

Legend



Vacant Sites

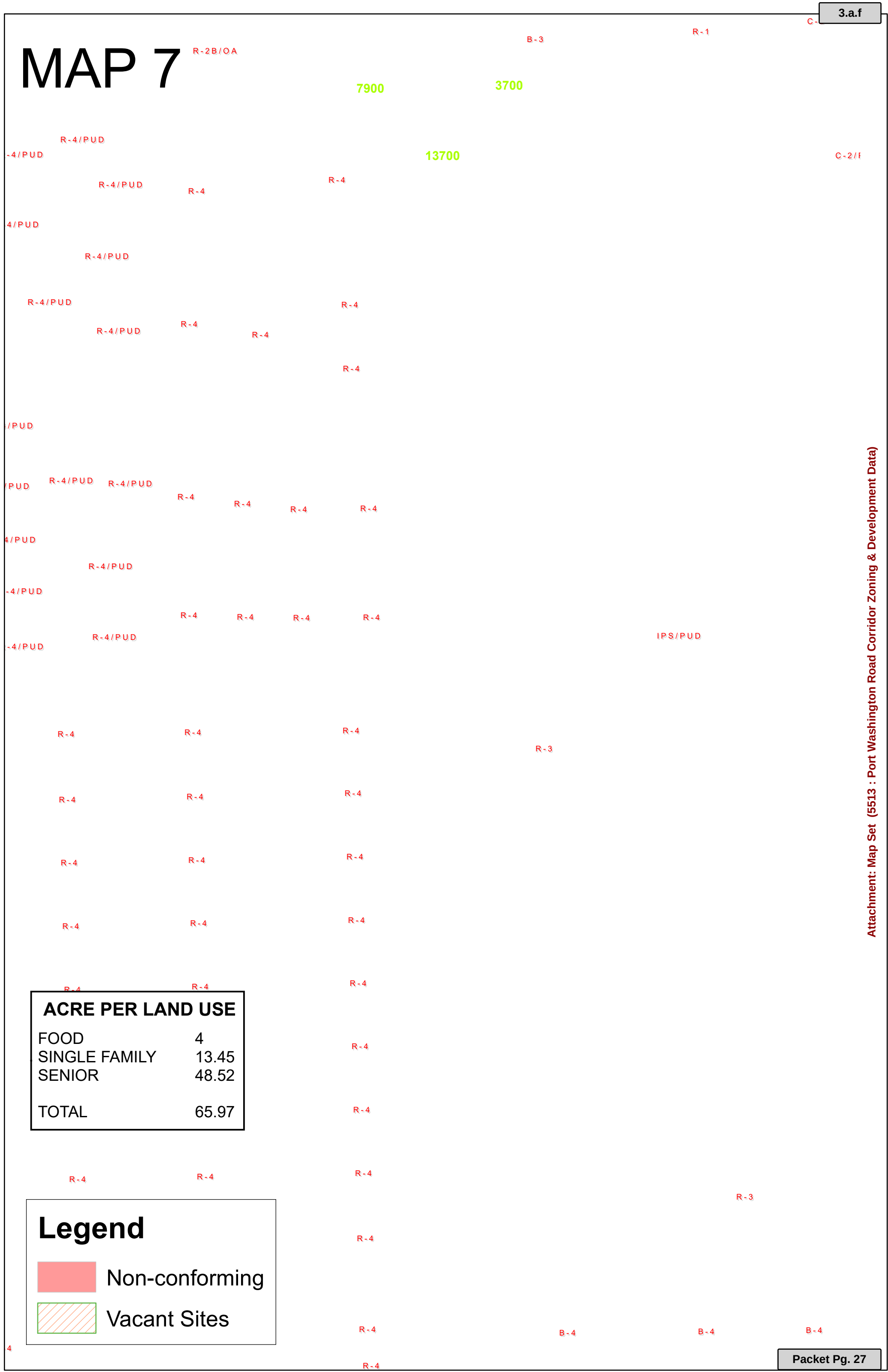
MAP 6



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

Vacant Sites

MAP 7



Attachment: Map Set (5513 : Port Washington Road Corridor Zoning & Development Data)

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

Attachment: Map Set (5513 : Port Washington Road Corridor Zoning & Development Data)

City of Mequon Property Data - Commercial Real Estate Analysis
Current as of 8/22/19

INDUSTRIAL				
	SF	Vacancy %	NNN Rent	
Region*	327,721,806	4%	\$	4.38
Mequon*	2,394,460	0.1%	\$	4.54
Port Rd	334,625	36%	N/A	
Mequon Industrial Park	2,992,311	1.5%	\$6.25	

Mequon Industrial - 10 years

Quarter	Vacancy %	NNN Rent
2019 Q1	0.1%	\$4.54
2018 Q1	0.3%	\$5.37
2017 Q1	0.4%	\$5.67
2016 Q1	0.9%	\$5.23
2015 Q1	0.6%	\$4.14
2014 Q1	1.1%	\$4.76
2013 Q1	1.4%	\$5.39
2012 Q1	5.8%	\$4.67
2011 Q1	1.6%	\$6.64
2010 Q1	1.0%	\$6.64

RETAIL			
	SF	Vacancy %	NNN Rent
Region*	109,448,191	5%	\$ 13.45
Mequon*	1,332,770	4.1%	\$ 13.29
Port Rd	939,495	7.3%	\$ 14.97
Mequon Towne Cen	304,675	11%	\$13.37

Mequon Retail - 10 years

Quarter	Vacancy %	NNN Rent
2019 Q1	4.1%	\$13.29
2018 Q1	2.6%	\$15.59
2017 Q1	3.6%	\$17.27
2016 Q1	4.5%	\$15.97
2015 Q1	5.1%	\$12.78
2014 Q1	6.5%	\$16.05
2013 Q1	6.0%	\$15.17
2012 Q1	5.3%	\$16.15
2011 Q1	5.7%	\$16.00
2010 Q1	4.9%	\$16.54

OFFICE Excludes healthcare			
	SF	Vacancy %	NNN Rent
Region*	74,232,590	8.1%	\$ 13.40
Mequon*	1,315,465	8.8%	\$ 14.16
Port Rd	1,257,047	6.2%	\$ 14.05

Mequon Office - 10 years

Quarter	Vacancy %	NNN Rent
2019 Q1	8.8%	\$14.16
2018 Q1	5.1%	\$14.06
2017 Q1	6.1%	\$13.24
2016 Q1	7.6%	\$14.29
2015 Q1	8.1%	\$14.62
2014 Q1	8.8%	\$14.45
2013 Q1	12.2%	\$13.78
2012 Q1	10.4%	\$13.88
2011 Q1	8.8%	\$14.67
2010 Q1	9.4%	\$14.65

PORT WASHINGTON RD BREAKDOWN

PROPERTY TYPE	AVAILABLE SPACE (SF)	VACANT SPACE (SF)	INVENTORY (SF)	YEAR BUILT (AVG)	VACANCY RATE	AVAILABILITY RATE
Flex	129,626	121,196	279,605	1970	43.3%	46.4%
General Retail	5,486	5,486	540,485	1993	1.0%	1.0%
General Retail (Community Center)	15,045	15,045	216,585	1967	6.9%	6.9%
General Retail (Neighborhood Center)	51,406	47,806	140,415	1999	34.0%	36.6%
General Retail (Strip Center)	-	-	42,010	2002	0.0%	0.0%
Health Care	-	-	909,474	2009	0.0%	0.0%
Hospitality	-	-	22,812	1983	0.0%	0.0%
Industrial	-	-	55,020	1994	0.0%	0.0%
Land	-	-	-	-	0.0%	0.0%
Office	182,512	78,030	1,257,047	1990	6.2%	14.5%
Specialty	-	-	48,117	1972	0.0%	0.0%
Grand Total	384,075	267,563	3,511,570	1990		

* Costar tracked data. Not full dataset. Small buildings under 10-20,000 SF typically excluded

Initial Observations

Industrial	At first look, it appears there is a high vacancy rate on Port Washington Road for Industrial use. This is because there is a large industrial building located on Port Washington Road and Donges Bay Road that is now vacant. This site is not zoned for industrial uses and contained a former non-conforming industrial use. Overall, Mequon's vacancy for industrial use is low in comparison to the region. According to Commissioner Parrish, there are not a lot of warehouse/distribution operations in our local market. Staff assumes this is at least in part due to the business park's proximity to either highway system. There is an extremely low vacancy of warehouse/distribution operations within Ozaukee County and along I-43. The rental rate of industrial in the business park is higher than the region, which could be explained by the fact that the Mequon Business Park is very light industrial uses with a greater emphasis on office and some service such as fitness. The overall Mequon industrial rental rate appears to be on par with the Region.
Retail	The Port Washington Road corridor and the Mequon Town Center has a higher, vacancy rate in comparison to the region. The inclusion of the Pick-n-Save defined as vacant in the data impacts this rate. The vacancy of Town Center is greater than Port Washington Road. Staff identifies some vacancies in the Riversite (Mr. B's) and River Centre (Piggly Wiggly) as well as the Mama Mias/Worzellas building. The Port Washington Road corridor retail rental rates are slightly higher than the Region and Mequon as a whole. The current value of structures on Port Washington Road appears to present one reason for the challenge of market driven, comprehensive redevelopment. The TIFs do attempt to address this by offering an incentive.
Office	The overall Mequon office rental rates remain relatively flat over the 10 year period considered but the vacancy rates experienced some variability. The internal concern regarding office seems worse than this data shows. The rental rate within overall Mequon and along Port Washington Road is higher than the region. In addition, Port Washington Road has a lower vacancy rate than the region and when compared to the city as a whole. Perhaps the concern is in regard to the age and quality of the space and individual office size. The design of certain pre-1990 buildings does not reflect the City's desired image. The data shows an average year of construction, across all land use categories, to be 1990. A study of older office developments might have merit as it relates to redevelopment in comprehensive manner. When looking at the Port Washington Road corridor, the office and healthcare sectors combined comprises 61% of the total square footage.



City of Mequon Community Assessment Study Final Report 2019

Attachment: 2019_mequon_community_survey_final_report_8.31.19_no_appendix (5513 : Port Washington Road Corridor Zoning &



Prepared by:
Neighborhood
Analytics



2019 Mequon Community Survey**Neighborhood Analytics, LLC**

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OVERVIEW

At the request of and in cooperation with the City of Mequon, in 2019, the *Strategic Research Institute at St. Norbert College (SRI)* and *Neighborhood Analytics, LLC* partnered to conduct the **2019 Mequon Community Survey**. The purpose of this survey was to measure resident perceptions regarding land use, development, and City services in order to provide guidance to Mequon officials as they make decisions and plan for the future.

The survey was distributed by mail to 8,574 addresses in Mequon. Each household received one paper copy of the survey via the US Postal Service. Each survey packet also included a link to an online version in order to give households with multiple adult residents a way to share their input with the city, as well as contact information necessary to request additional paper copies.

The survey was issued on May 13th, 2019 and closed on June 17th, 2019. During this field period, 1,010 additional paper copies were requested, and of the 9,584 total paper copies distributed, 2,480 were returned. An additional 978 valid surveys were completed online, yielding a total of 3,818 completed surveys. (As a point of comparison, the 2013 Mequon Development Survey conducted by the University of Wisconsin-Milwaukee yielded 3,911 completed surveys.)

Because physical survey responses from the original distribution were mixed with physical responses from additional requested copies, a precise base physical copy return rate cannot be calculated. The most recent Census Bureau estimate for adult Mequon residents (as of July 1, 2018) was 19,118; therefore, respondents to the 2019 Mequon Community Survey account for approximately 20% of the adult resident population of Mequon.

EXECUTIVE SUMMARY

Residential development

Respondents are likely to prefer single-family homes and oppose multi-unit housing in the East Growth Area and the Port Washington Road Corridor specifically, and in Mequon in general.

Senior housing development

Opinions regarding senior housing development are mixed, although supporters outnumber opponents across both proposed development types.

Light industrial development

Respondents are more likely to support additional light industrial development in the East Growth Area than to oppose it, but supporters fall short of a clear majority.

Non-residential development

Respondents support development of academic facilities or parks & open space anywhere in Mequon, and hospitality developments at the intersection of Port Washington Road and Pioneer Road.

Preservation of open space

Most respondents are satisfied with the amount of open space currently protected. A majority of respondents support promotion of cluster residential developments. Respondents are more likely than not to support spending on preservation and use of transfer development rights.

Economic development

Large majorities of respondents favor use of every economic development tool they were asked about.

Satisfaction with city services

Every city service listed earned a positive average satisfaction rating. Fire/EMS, Police, and Election Services/Voter Registration received the highest positive average satisfaction ratings, while Inspections/Permitting, the Architectural Review Board, and Road Maintenance received the lowest average satisfaction ratings.

Civic Campus

Most respondents support sidewalks for the Civic Campus, but other proposed improvements fail to appeal to a majority of respondents. Respondents are more likely than not to support the addition of amenities along the Inter-Urban Bike Trail adjacent to the Civic Campus, but are most likely to oppose a pedestrian bridge and/or underpass at the intersection of the Trail and Mequon Road.

Community Pool

While most residents and their families don't use Mequon's pool, a majority of respondents say they would prefer the City develop a new pool rather than explore closing it down. While respondents are more likely to oppose than support a tax increase aimed at funding construction of a new pool, those who are neutral towards a tax increase but support pool construction balance out pool and tax opponents.

Parks and pathways

Regarding potential improvements, respondents as a group prioritize pedestrian trails within parks and invasive plant species removal and restoration. Regarding bike and pedestrian improvements, most respondents support off-road paths. Respondents are more likely than not to support small property tax increases to fund park improvements and bike and pedestrian improvements.

METHODOLOGY

Non-response/invalid responses

In this report, frequencies of responses are often presented alongside percentages. In the demographics section, percentages are calculated to include respondents who did not respond or who provided invalid responses (illegible or multiple responses on a single-response item). In the substantive opinion-related section of the report, these responses are not incorporated into the percentages. “Don’t know” responses are excluded, and “don’t know” responses are explicitly not grouped in with “neutral” responses, as respondents had the choice to indicate “neutral” and did not. While the 2013 report counted “don’t know” responses as valid for reporting purposes, this is not a current industry standard practice when it comes to the reporting of polling results and was not replicated in this report.

Estimation/statistical significance

When populations cannot be feasibly measured and sampling is used to generate estimates of population properties, the possibility arises that differences across groups or changes over time that are observed in a sample would not actually be observed in the population were complete measurements taken; this is due to sampling error, the error that arises when (purely by chance) elements in a sample are out of proportion when compared with the population from which the sample was derived.

By convention, an observed difference or change in a sample is said to be “statistically significant” when there is an overwhelming chance (usually 95% or higher), based on the size of the sample relative to the population, that the observed difference or change would also be observed in the population were it to be measured, and not simply the result of sampling error.

Because this study was based on data collected via an attempted census of all adult residents of Mequon, and random sampling was not used, statistical significance is not discussed; any differences across groups or changes over time are presented as direct measurements of the pool of respondents, which is simply the subset of the population (adult residents of Mequon) that cared enough to respond to the survey.

Multiple response detection

The population under study for this survey was adult Mequon residents. One survey was mailed to each household in Mequon, with instructions for additional adult residents from households with more than one to request another copy or fill out a copy of the survey online. To prevent fraudulent online responses (one respondent entering multiple surveys), prior to analysis, we removed any data associated with an IP address where *all* of the following criteria were met:

- 1) Three or more completed surveys from the same IP address
- 2) Timestamps that indicated back-to-back-to-back submissions within minutes of one another
- 3) Identical answers to substantial portions of the survey

As a result of this review, we excluded 2 IP addresses; one associated with 9 completed surveys, and another with 7 completed surveys (a total of 16 completed surveys eliminated). We also flagged an additional 3 IP addresses with 3 or 4 entries each; however, we did not remove them, as they did not meet criteria #2 or #3.

Rounding

For tables and figures displaying cumulative percentages, individual percentages may not add up to exactly 100.0% due to rounding error.

DEMOGRAPHICS (Questions 1-5)

Respondents were asked a series of questions in order to measure differences across demographic groups.¹ Table 1.1 summarizes response frequency across Mequon aldermanic districts. District 3 had the highest number of responses (561), while District 5 had the lowest number of responses (349). For the 2013 Community Survey, District 2 had the highest number of responses and District 5 had the lowest number of responses.

Table 1.1: Frequency of Response by Aldermanic District

	Frequency	Percent
District 1	413	10.8%
District 2	518	13.6%
District 3	561	14.7%
District 4	454	11.9%
District 5	349	9.1%
District 6	494	12.9%
District 7	404	10.6%
District 8	406	10.6%
No response/invalid	219	5.7%
Total	3818	100.0%

Table 1.2 summarizes respondents' reported length of residency in Mequon. Respondents were most likely to report having resided in Mequon for over 20 years. Respondents from the 2013 Community Survey were also most likely to report having resided in Mequon for over 20 years.

Table 1.2: Length of Residency in Mequon

	Frequency	Percent
0-5 years	601	15.7%
6-10 years	419	11.0%
11-15 years	400	10.5%
16-20 years	413	10.8%
More than 20 years	1965	51.5%
No response/invalid	20	0.5%
Total	3818	100.0%

Table 1.3 shows length of residency by aldermanic district. Figure 1 shows that same data converted into a length of residency index, which is the average value of the scale ranging from 1 (0-5 years) to 5 (More than 20 years). Figure 1 shows that Districts 2 and 8 had respondents with the longest average residency, while District 4 had respondents with the shortest average residency. In 2013, District 4 also had the shortest average residency, but Districts 3 and 5 had the longest average residencies.

¹ All survey questions (numbered in the order they were presented, with complete question wording and all answer option wording) and response frequencies are reported in Appendix D. A copy of the paper survey instrument is presented in Appendix E.

Table 1.3: Length of Residency by Aldermanic District

		Aldermanic District								Total
		1	2	3	4	5	6	7	8	
0-5 years	Count	66	78	95	83	59	76	62	59	578
	%	16.1%	15.1%	17.1%	18.4%	17.0%	15.4%	15.4%	14.5%	16.1%
6-10 years	Count	41	56	66	52	35	64	48	51	413
	%	10.0%	10.8%	11.8%	11.5%	10.1%	13.0%	11.9%	12.6%	11.5%
11-15 years	Count	48	49	64	58	36	47	52	34	388
	%	11.7%	9.5%	11.5%	12.8%	10.4%	9.6%	12.9%	8.4%	10.8%
16-20 years	Count	46	61	58	45	28	62	46	46	392
	%	11.2%	11.8%	10.4%	10.0%	8.1%	12.6%	11.4%	11.3%	10.9%
More than 20 years	Count	210	273	274	214	189	243	194	216	1813
	%	51.1%	52.8%	49.2%	47.3%	54.5%	49.4%	48.3%	53.2%	50.6%
Total	Count	411	517	557	452	347	492	402	406	3584
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 1.1: Length of Residency Index, by Aldermanic District

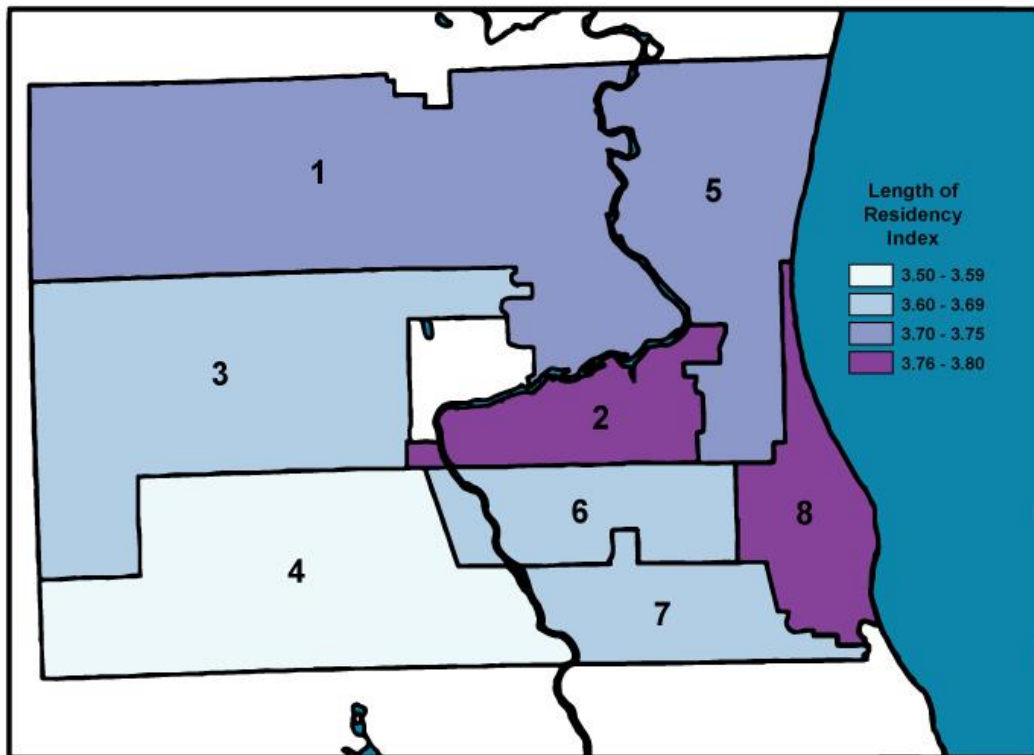


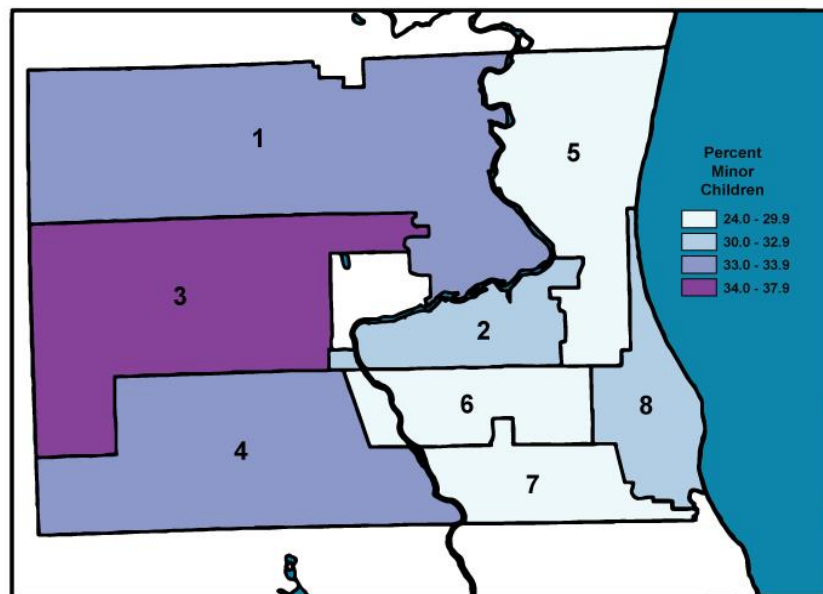
Table 1.4 shows that the majority of respondents (53.0%) come from households with 2 or more adults and no minors. About 80.3% of respondents reported 2 or more adults in the household. About 29.5% of respondents reported having at least 1 minor in the household. These proportions are roughly consistent with the household composition breakdown in 2013.

Table 1.4: Household Composition

	Frequency	Percent
1 adult, no minors	626	16.4%
1 adult and 1 or more minors	83	2.2%
2 or more adults and no minors	2022	53.0%
2 or more adults and 1 or more minors	1041	27.3%
No response/invalid	46	1.2%
Total	3818	100.0%

Figure 1.2 shows the percentage of respondents reporting one or more children in the household by aldermanic district. District 3 respondents were most likely to report coming from a household with children, while respondents from Districts 5, 6, and 7 were the least likely to report having children in the household. In 2013, Districts 3 and 8 had the highest proportions of respondents reporting minor children in the household, while Districts 5 and 7 had the lowest.

Figure 1.2: Percent of Respondents Reporting 1+ Minor Children in Household, by Aldermanic District



Respondents were asked to indicate why they moved to Mequon; they were encouraged to select every valid reason. Table 1.5 shows that low taxes was the most common response, given by 50.3% of respondents. Low crime, I found a specific residence/lot, to raise a family, and schools were also all cited by between 42% and 46% of respondents. Respondents were encouraged to share reasons for moving to Mequon not explicitly listed; 7.5% of respondents did so, and these reasons are presented in Appendix A.²

² The closed-ended response options for this question differ from those presented in 2013, so an apples-to-apples comparison is not possible.

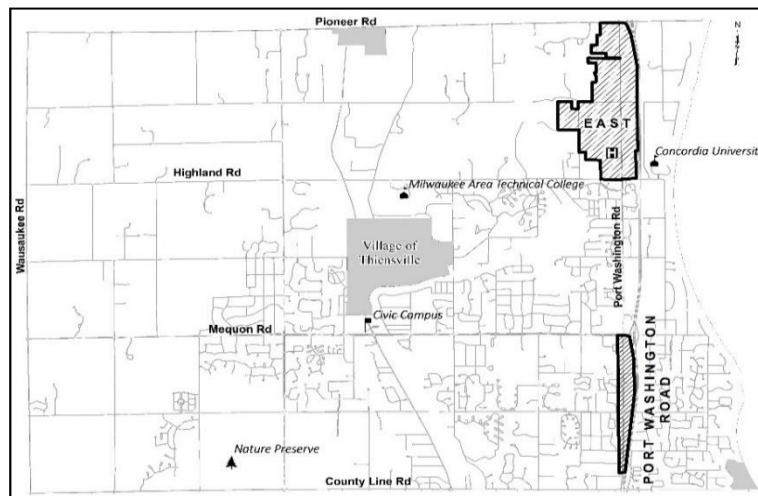
Table 1.5: Reasons for Moving to Mequon

	Frequency	Percent (non-cumulative)
Low taxes	1919	50.3%
Low crime	1751	45.9%
I found a specific residence/lot	1724	45.2%
Schools	1679	44.0%
To raise a family	1627	42.6%
Rural character	1345	35.2%
Feel of the community	1038	27.2%
For work	579	15.2%
For family already living here	421	11.0%
I was born here	259	6.7%
I moved with my parents	117	3.1%
Other	286	7.5%

DEVELOPMENT (Questions 6-10)

This section of the survey was designed to provide insight into resident opinion regarding development in Mequon. Respondents were asked to indicate support or opposition relative to a number of possible development types within specific areas in Mequon (the East Growth Area and the Port Washington Road Corridor south of Mequon Road, pictured in Figure 2.1) as well as in Mequon as a whole.

Figure 2.1: The East Growth Area and the Port Washington Road Corridor (shaded areas with bold outlines)



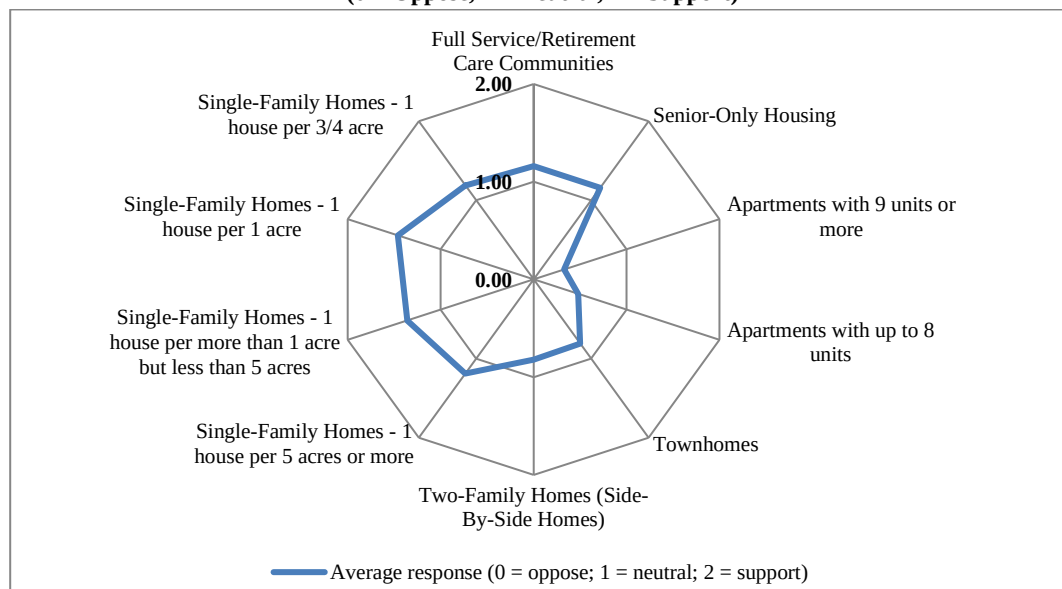
First, respondents were asked about ten specific residential development types within the East Growth Area.³ Table 2.1 shows that relative to the East Growth Area, the residential development type with the highest level of support is single-family homes – 1 house per acre, with a majority of respondents (61.9%) in support and 15.6% opposed. Single-family homes with 1 house per more than 1 acre but less than 5 acres also command the support of a majority of respondents (54.9%). Single-family homes with smaller (1 house per ¾ acre) or larger (1 house per 5 acres or more) and senior-only housing and retirement communities have more supporters than opponents, while multi-family homes, including two-family homes, townhomes, and apartments, have more opponents than supporters.

Table 2.1: Support for Residential Development Types Within the East Growth Area

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per ¾ acre	28.7%	24.2%	47.3%
Single-Family Homes - 1 house per 1 acre	15.6%	22.5%	61.9%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	18.4%	26.7%	54.9%
Single-Family Homes - 1 house per 5 acres or more	26.4%	28.5%	45.1%
Two-Family Homes (Side-By-Side Homes)	45.9%	26.7%	27.5%
Townhomes	45.4%	28.3%	26.3%
Apartments with up to 8 units	66.9%	18.0%	15.1%
Apartments with 9 units or more	76.2%	14.2%	9.4%
Senior-Only Housing	23.5%	37.2%	39.3%
Full Service/Retirement Care Communities	23.8%	36.8%	39.4%

Placing responses on a three-point ordinal scale (where “Oppose” = 0, “Neutral” = 1, and “Support” = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 2.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 2.3 shows the same information arrayed on a traditional bar chart.

Figure 2.2: Support for Residential Development Types Within the East Growth Area (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)



³ In 2013, respondents were asked about support for “single-family residential development in the East Growth Area”. After excluding invalid responses, 59.5% expressed support, while 19.9% opposed. Respondents in 2013 were also asked about support for “multi-family residential development in the East Growth Area”. After excluding invalid responses, 39.0% expressed support, while 42.1% opposed.

Figure 2.3: Support for Residential Development Types Within the East Growth Area (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)

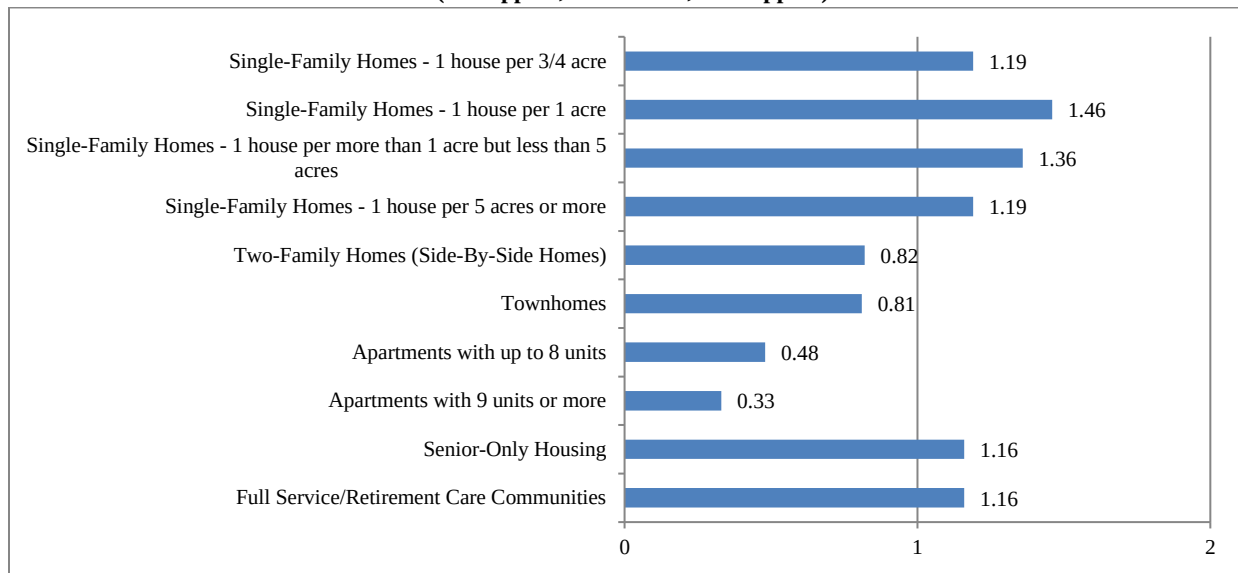
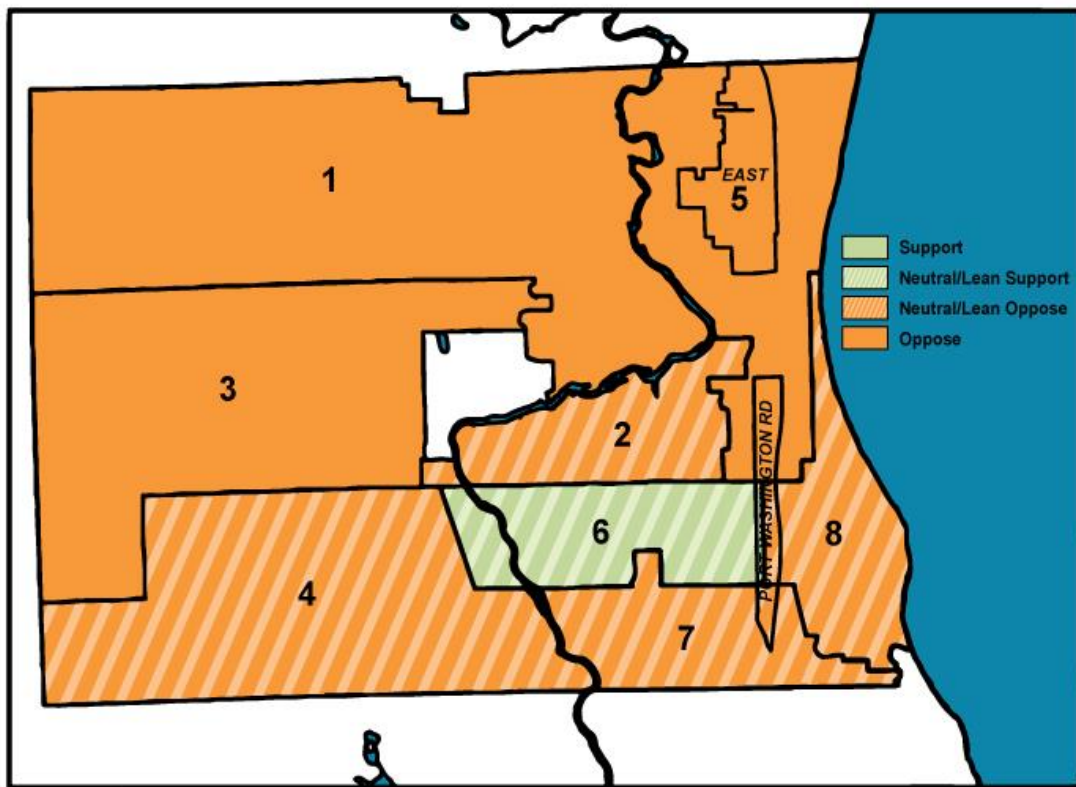


Figure 2.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the East Growth Area. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. While the pattern of opinion for each option varies slightly across Districts, the only case where there is disagreement across Districts is for Two-Family Homes (Side-By-Side Homes). The average response in District 6 is 1.02, close to “Neutral” but leaning slightly towards “Support”; meanwhile, the average response in every other District is closer to “Oppose”. Figure 2.5 displays support by District in map form, with the district colored based on the position of the median respondent and the balance of support versus opposition.

Figure 2.4: Support for Residential Development Types Within the East Growth Area, by District
(Average response on a 3-point scale: 0 = Oppose; 1 = Neutral; 2 = Support)

	District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.01	1.29	1.05	1.28	1.04	1.14	1.30	1.17
Single-Family Homes - 1 house per 1 acre	1.27	1.54	1.43	1.49	1.28	1.58	1.52	1.55
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.34	1.37	1.36	1.29	1.35	1.36	1.41	1.46
Single-Family Homes - 1 house per 5 acres or more	1.29	1.18	1.21	1.05	1.28	1.13	1.21	1.22
Two-Family Homes (Side-By-Side Homes)	0.76	0.77	0.69	0.86	0.64	1.02	0.94	0.77
Townhomes	0.69	0.78	0.71	0.87	0.62	0.96	0.99	0.80
Apartments with up to 8 units	0.41	0.45	0.45	0.50	0.32	0.60	0.61	0.46
Apartments with 9 units or more	0.29	0.32	0.32	0.36	0.21	0.41	0.38	0.33
Senior-Only Housing	1.05	1.15	1.17	1.21	1.06	1.24	1.19	1.15
Full Service/Retirement Care Communities	1.06	1.12	1.16	1.22	1.06	1.27	1.17	1.10

Figure 2.5: Support for Development of Side-By-Side Homes Within the East Growth Area, by Aldermanic District



Respondents were also asked about support/opposition for a number of potential non-residential development types within the East Growth Area.⁴ In addition to the Oppose/Neutral/Support options, respondents were presented the additional option of stating Support *only* at the intersection of Port Washington Road and Pioneer Road.

Table 3.1 shows that majorities of respondents favor development of Academic Facilities (55.1%) and Park & Open Space (72.1%) anywhere within the East Growth Area. Hospitality developments at the Port Washington Road/Pioneer Road intersection would also garner support from a majority of respondents (41.1% Support Anywhere; 17.8% Support at intersection). Supporters of Professional or Medical Office developments in the East Growth Area outnumber opponents, but do not form a majority of respondents, even when adding in those who would only support such developments at the Port Washington Road/Pioneer Road intersection.

Support for Large Farming/Hardware Store, Gas Station, Grocery, Health & Personal Care, and Retail/Clothing developments would find more supporters than opponents only if located at the intersection of Port Washington Road and Pioneer Road. Support/opposition for Sporting Goods developments is mixed, with nearly equal numbers of opponents and supporters of different types. A majority of respondents (53.8%) oppose Industrial developments in the East Growth Area.

⁴ In 2013, respondents were asked about support for developments by regional retailers, support for developments by community retailers, and support for additional drive-through restaurants. The area under discussion was Mequon in general.

Table 3.1: Support for Non-Residential Development Types in the East Growth Area

	% Oppose	% Neutral	% Support (ONLY at Port Washington Rd/Pioneer Rd intersection)	% Support (anywhere in East Growth Area)
Academic Facilities	14.5%	21.9%	8.4%	55.1%
Large Farming/Hardware Store	35.9%	21.9%	17.1%	25.6%
Gas Stations	36.7%	21.6%	20.5%	21.2%
Grocery	34.8%	22.7%	12.9%	29.5%
Health & Personal Care	27.6%	29.4%	9.6%	33.3%
Hospitality (Lodging, Restaurant, Entertainment)	22.4%	18.5%	17.8%	41.4%
Industrial	53.8%	22.1%	7.9%	16.3%
Park & Open Space	8.3%	15.6%	4.1%	72.1%
Professional or Medical Office	24.7%	26.0%	10.1%	39.1%
Retail/Clothing	35.0%	22.6%	11.9%	30.5%
Sporting Goods	37.7%	24.9%	12.2%	25.2%

Support varies meaningfully by Aldermanic District for four of the non-residential development types proposed for the East Growth Area. For Figures 3.1 – 3.4, each map color-codes Districts according to the position of the median respondent plus the balance of supporters to opponents (support for development anywhere is combined with support for development at the intersection of Port Washington Road and Pioneer Road.)

Figures 3.1 and 3.2 show that Districts 1 and 5 are “Neutral/Lean Oppose” regarding Grocery and Gas Station developments in the East Growth Area, while the remaining Districts are “Neutral/Lean Support.” Figure 3.3 shows that Districts 1 and 5 are “Neutral/Lean Oppose” regarding Retail & Clothing developments in the East Growth Area, while Districts 2, 3, 4, 6 and 7 are “Neutral/Lean Support” and District 8 is “Support.” Finally, Figure 3.4 shows that District 5 is in opposition to Sporting Goods developments, Districts 1 and 2 are “Neutral/Lean Oppose”, and the remaining Districts are “Neutral/Lean Support.”

Figure 3.1: Support for Non-Residential Development (Grocery) in the East Growth Area, by Aldermanic District

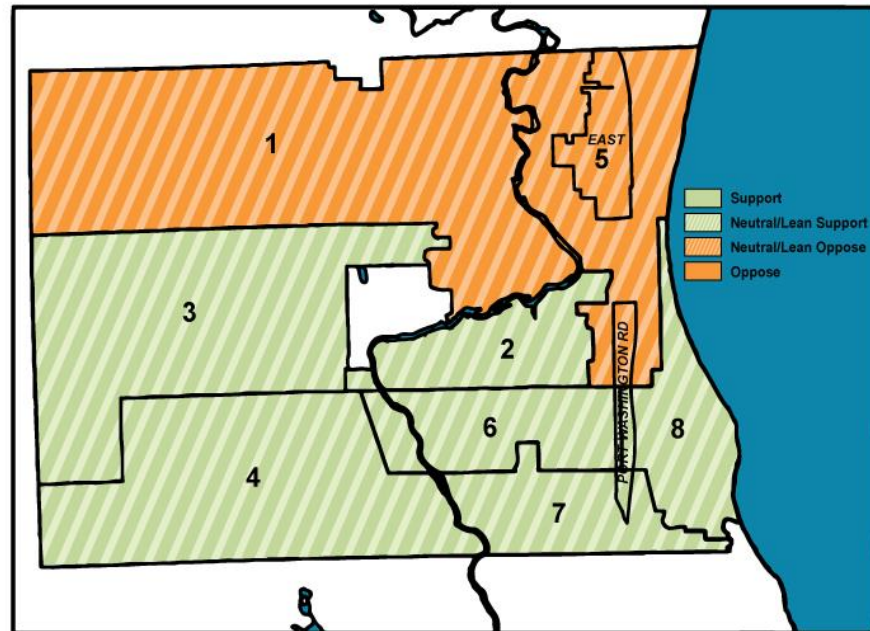


Figure 3.2: Support for Non-Residential Development (Gas Station) in the East Growth Area, by Aldermanic District

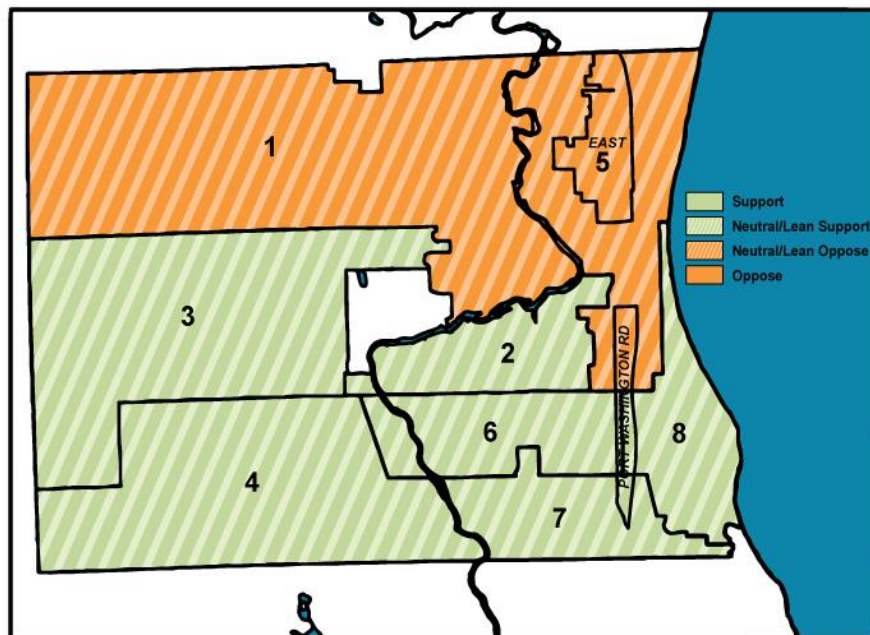


Figure 3.3: Support for Non-Residential Development (Retail/Clothing) in the East Growth Area, by Aldermanic District

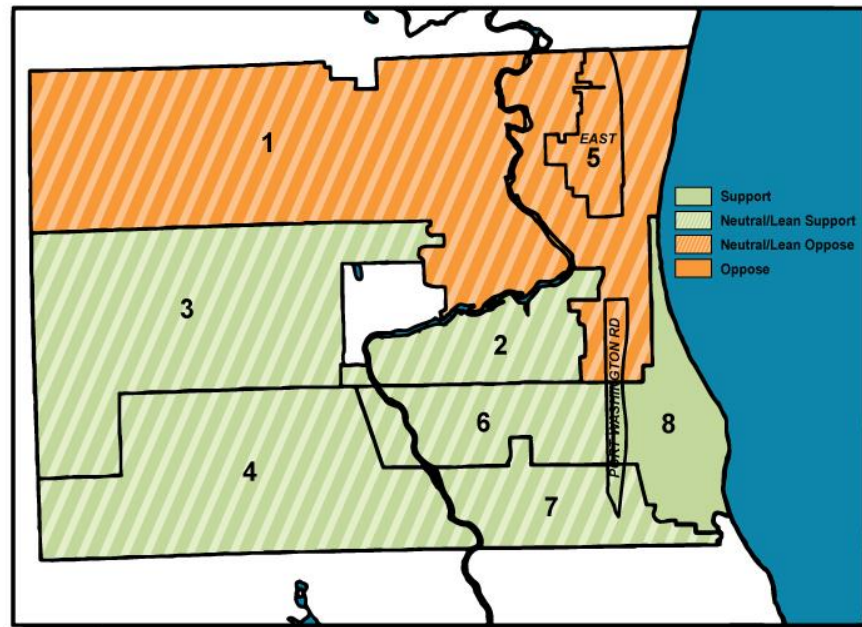
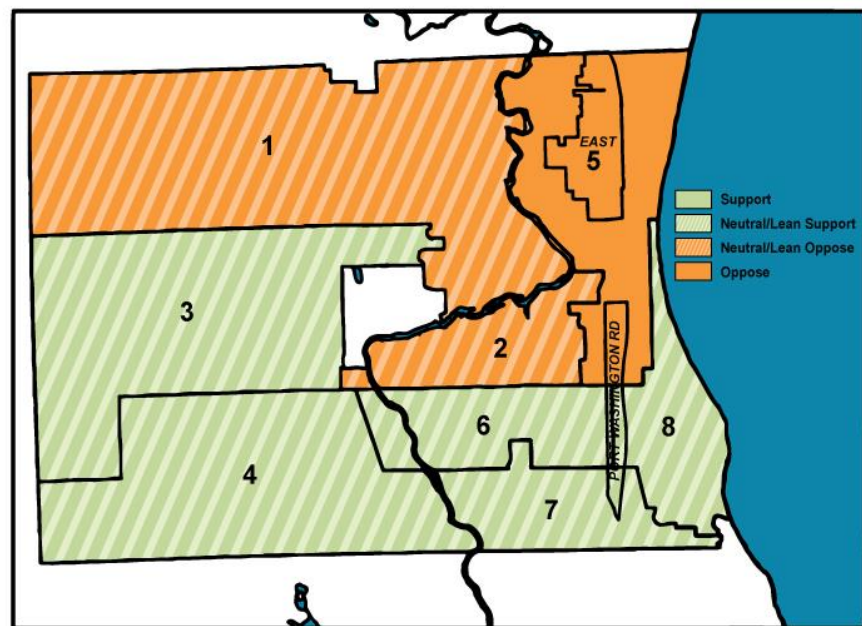


Figure 3.4: Support for Non-Residential Development (Sporting Goods) in the East Growth Area, by Aldermanic District



The next section of the survey asked Respondents to register support or opposition regarding additional light industrial development in the East Growth Area.⁵ Light industrial development was characterized specifically as “professional office, research and development, and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions.” Table 4.1 shows that the plurality of respondents (44.9%) indicated support for such development, while 29.1% registered opposition.

Table 4.1: Support for Additional Light Industrial Development in the East Growth Area

	Frequency	Percent
Support	1582	44.9%
Neutral	916	26.0%
Oppose	1023	29.1%
Total	3521	100.0%
Don't know	136	
No response/invalid	161	
Total	3818	

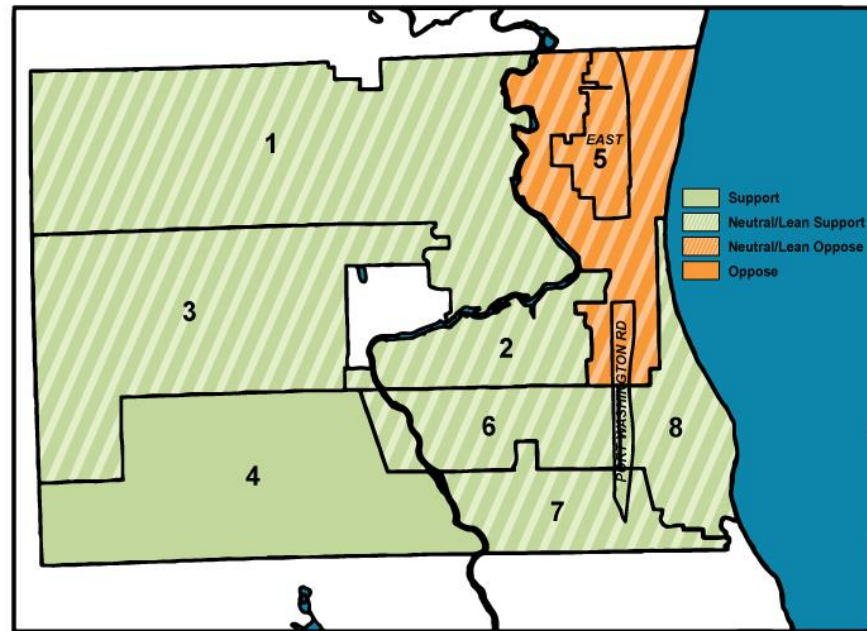
Table 4.2 breaks support/opposition for additional light industrial development in the East Growth Area down by Aldermanic District. Notably, respondents from District 5 (which encompasses the East Growth Area) had the highest level of opposition (43% Opposed), the lowest level of support (35.8% in Support), and the lowest proportion of “Neutral” respondents (20.5%). Figure 4.1 displays the balance of support/opposition in map form; District 5 registers as “Neutral/Lean Oppose, while District 4 registers majority support. The remaining districts are all “Neutral/Lean Support.”

Table 4.2: Support for Additional Light Industrial Development in the East Growth Area, by Aldermanic District

		Aldermanic District								Total
		1	2	3	4	5	6	7	8	
Support	Count	158	225	262	216	119	207	184	153	1524
	%	40.1%	46.9%	49.1%	50.8%	35.8%	44.9%	48.4%	41.1%	45.1%
Neutral	Count	86	124	145	119	68	134	105	99	880
	%	21.8%	25.8%	27.2%	28.0%	20.5%	29.1%	27.6%	26.6%	26.1%
Oppose	Count	150	131	127	90	145	120	91	120	974
	%	38.1%	27.3%	23.8%	21.2%	43.7%	26.0%	23.9%	32.3%	28.8%
Total	Count	394	480	534	425	332	461	380	372	3378
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

⁵ In 2013, respondents were asked about support for “allowing additional industrial development within areas 2 and 3”. “Area 3” was contained within the East Growth Area, while “area 2” consisted of a small section of the 4th District. The response options allowed respondents to express unconditional support, or support “but only until the current industrial areas are near capacity.” These differences in question wording and structure prevent valid comparisons across waves.

Figure 4.1: Support for additional light industrial development in the East Growth Area, by District



Respondents were asked to register support or opposition regarding potential residential development types within the Port Washington Corridor south of Mequon Road.⁶ Table 5.1 shows that a slight majority of respondents (50.1%) favor Single-Family Homes – 1 house per 1 acre, while most respondents oppose Apartments with up to 8 units (63.2%) and Apartments with 9 units or more (73.9%).

Table 5.1: Support for Residential Development Types Within the Port Washington Rd. Corridor South of Mequon Road

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per 3/4 acre	34.1%	23.8%	42.1%
Single-Family Homes - 1 house per 1 acre	24.8%	25.1%	50.1%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	32.2%	26.8%	41.0%
Single-Family Homes - 1 house per 5 acres or more	37.8%	26.7%	35.4%
Two-Family Homes (Side-By-Side Homes)	44.2%	28.0%	27.8%
Townhomes	43.4%	26.9%	29.7%
Apartments with up to 8 units	63.2%	17.8%	19.0%
Apartments with 9 units or more	73.9%	14.2%	11.8%
Senior-Only Housing	28.1%	34.3%	37.7%
Full Service/Retirement Care Communities	28.9%	34.4%	36.7%

⁶ Respondents in 2013 were asked only about support for “multi-family residential development in the Port Washington Road commercial area”. After excluding invalid responses, 40.6% expressed support, while 40.7% expressed opposition.

Placing responses on a three-point ordinal scale (where “Oppose” = 0, “Neutral” = 1, and “Support” = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 5.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 2.3 shows the same information arrayed on a traditional bar chart.

Figure 5.2: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

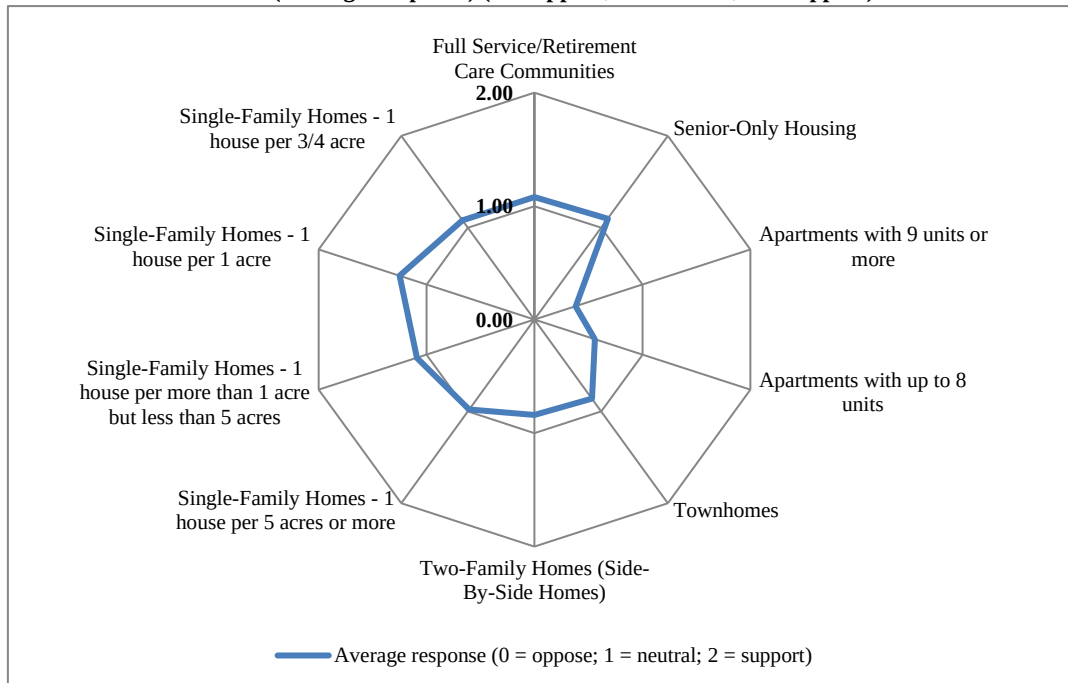


Figure 5.3: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

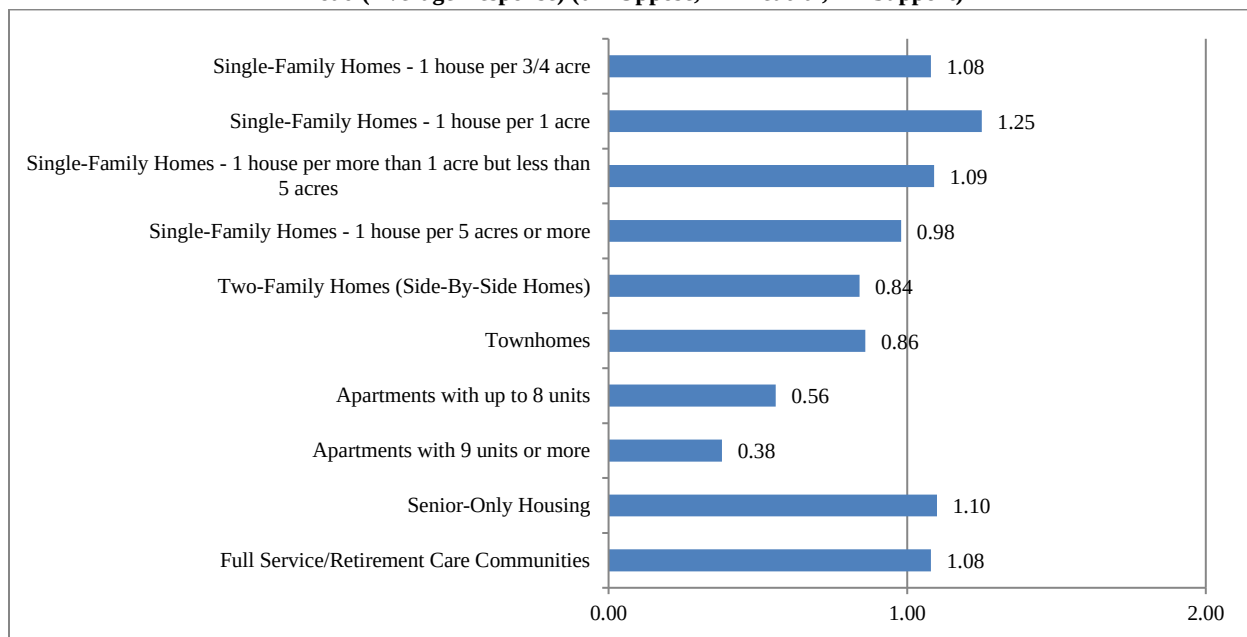


Figure 5.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the Port Washington Road corridor south of Mequon Road. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. There is a small amount of variance in the average response across Districts for each option. The most notable variation occurs regarding Single-Family Homes – 1 house per 5 acres or more; while respondents in Districts 4, 6 and 7 lean slightly against such developments, those from Districts 1 and 3 are slightly in favor (note that Districts 6 and 7 include sections of this corridor).

Figure 5.4: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road, by District

(Average response on a 3-point scale: 0 = Oppose; 1 = Neutral; 2 = Support)

	Aldermanic District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.05	1.15	0.98	1.15	1.02	1.12	1.15	1.03
Single-Family Homes - 1 house per 1 acre	1.18	1.27	1.24	1.25	1.20	1.25	1.27	1.31
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.10	1.09	1.11	1.02	1.14	1.05	1.07	1.16
Single-Family Homes - 1 house per 5 acres or more	1.09	0.96	1.05	0.90	1.03	0.89	0.94	0.99
Two-Family Homes (Side-By-Side Homes)	0.89	0.79	0.76	0.89	0.80	0.94	0.84	0.78
Townhomes	0.94	0.82	0.80	0.94	0.84	0.88	0.88	0.83
Apartments with up to 8 units	0.67	0.52	0.58	0.56	0.51	0.58	0.54	0.48
Apartments with 9 units or more	0.44	0.37	0.40	0.37	0.37	0.41	0.36	0.30
Senior-Only Housing	1.17	1.11	1.15	1.10	1.08	1.09	1.02	1.00
Full Service/Retirement Care Communities	1.16	1.09	1.10	1.12	1.08	1.09	0.96	0.95

The next battery asked respondents about their support for or opposition to proposed residential development types anywhere in Mequon. Table 6.1 shows that majorities of respondents support development of Single-Family Homes, while majorities oppose Apartments. Senior-Only Housing and Retirement developments boast more supporters than opponents, while Two-Family Homes and Townhouses have more opponents than supporters.

Table 6.1: Support for Residential Development Types Anywhere in Mequon

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per 3/4 acre	26.2%	19.9%	54.0%
Single-Family Homes - 1 house per 1 acre	13.0%	16.8%	68.4%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	17.1%	21.3%	61.7%
Single-Family Homes - 1 house per 5 acres or more	22.9%	22.5%	54.6%
Two-Family Homes (Side-By-Side Homes)	39.9%	28.9%	31.2%
Townhomes	40.5%	29.5%	30.0%
Apartments with up to 8 units	62.9%	19.8%	17.3%
Apartments with 9 units or more	73.6%	15.7%	10.7%
Senior-Only Housing	23.8%	36.3%	39.9%
Full Service/Retirement Care Communities	24.8%	36.2%	38.9%

Placing responses on a three-point ordinal scale (where “Oppose” = 0, “Neutral” = 1, and “Support” = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 6.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 6.3 shows the same information arrayed on a traditional bar chart.

Figure 6.2: Support for Residential Development Types Anywhere in Mequon (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)

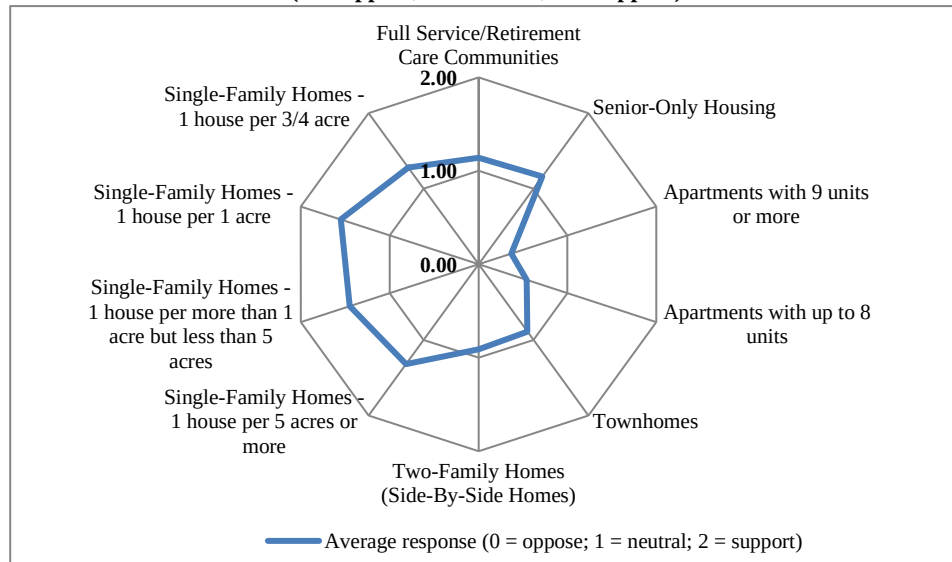


Figure 6.3: Support for Residential Development Types Anywhere in Mequon (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)

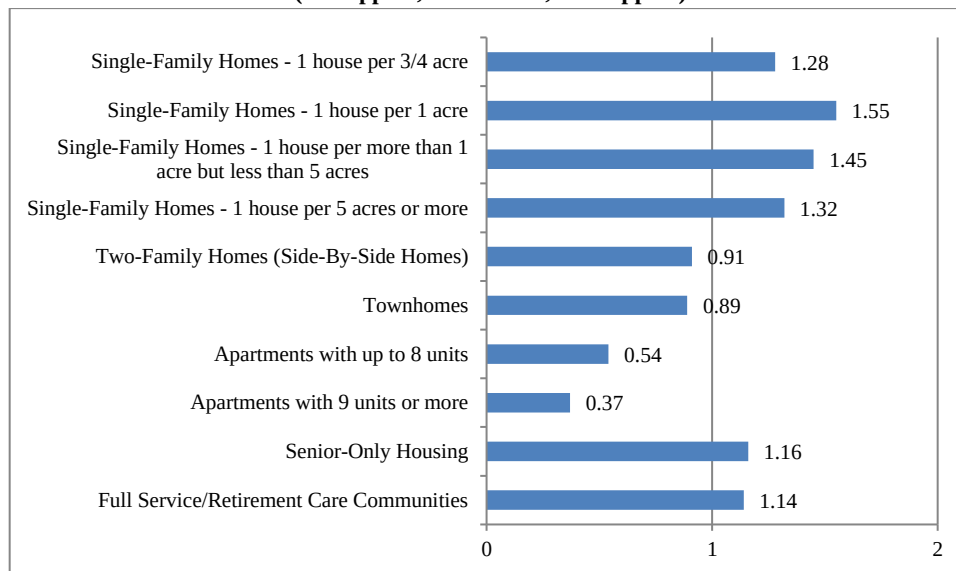


Figure 6.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the Port Washington Road corridor south of Mequon Road. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. Opinion regarding residential development types as embodied by the average response is relatively uniform across Districts for each development type, with the exception of Two-Family Homes; respondents from District 6 lean in support of Two-Family Home development, while Districts 1 through 5 lean in opposition and Districts 7 and 8 do not lean one way or the other.

Figure 6.4: Support for Residential Development Types Anywhere in Mequon, by District
 (Average response on a 3-point scale: 0 = **Oppose**; 1 = **Neutral**; 2 = **Support**)

	Aldermanic District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.17	1.33	1.09	1.31	1.21	1.39	1.39	1.36
Single-Family Homes - 1 house per 1 acre	1.40	1.59	1.49	1.55	1.53	1.60	1.62	1.66
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.40	1.49	1.45	1.36	1.52	1.40	1.44	1.55
Single-Family Homes - 1 house per 5 acres or more	1.41	1.32	1.34	1.19	1.39	1.26	1.32	1.38
Two-Family Homes (Side-By-Side Homes)	0.88	0.82	0.75	0.92	0.90	1.07	0.98	0.97
Townhomes	0.87	0.79	0.73	0.90	0.90	0.98	1.00	1.01
Apartments with up to 8 units	0.56	0.43	0.47	0.50	0.52	0.60	0.66	0.59
Apartments with 9 units or more	0.39	0.31	0.29	0.34	0.38	0.46	0.42	0.42
Senior-Only Housing	1.15	1.14	1.10	1.15	1.18	1.21	1.18	1.17
Full Service/Retirement Care Communities	1.13	1.10	1.08	1.14	1.14	1.21	1.16	1.17

PRESERVATION OF OPEN SPACE (Questions 11-14)

The next questions involved opinion regarding preservation of open space in Mequon. First, respondents were asked whether they felt the City currently protects “too much”, “the right amount”, or “not enough” open space. Results are reported in Table 7.1; most respondents (60.7%) feel that the City currently protects “the right amount” of open space, while 33.9% say “not enough”. Just 5.4% say the City currently protects “too much” open space. This pattern persists across all Aldermanic Districts without variation.

Table 7.1: What is your opinion on the amount of open space that is currently protected in the City?

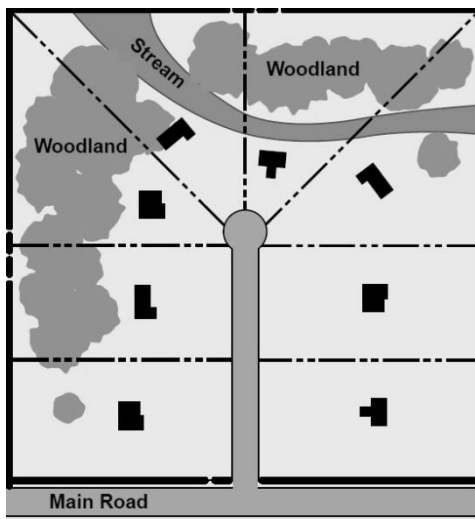
		Frequency	Percent
	Too much	189	5.4%
	The right amount	2123	60.7%
	Not enough	1186	33.9%
	Total	3498	100.0%
	Don't know	272	
	No Response/Invalid	48	
Total		3818	

Subsequently, respondents were asked whether or not the City should use taxpayer revenue to preserve additional open space. While only about 1/3 of respondents say the City does not currently protect enough open space, Table 7.2 shows that 47.6% of respondents are amenable to allocating tax revenue to preserve additional open space. About 26.3% of respondents say the City should not use tax revenue for this purpose.

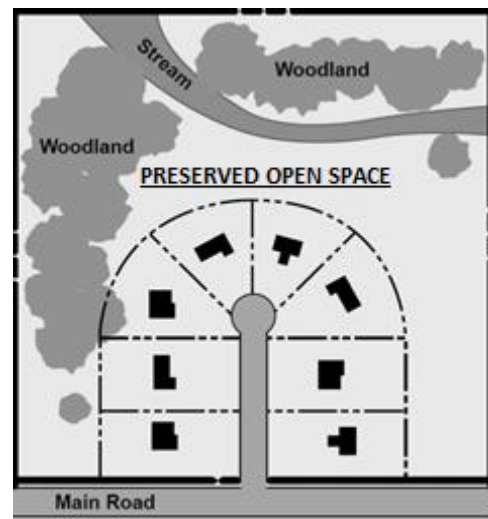
Table 7.2: Should the City use tax revenue to preserve additional open space?
(% of Respondents Answering Yes/Neutral/No)

	Frequency	Percent
Yes	1656	47.6%
Neutral	909	26.1%
No	915	26.3%
Total	3480	100.0%
Don't know	283	
No Response/Invalid	55	
Total	3818	

Respondents were asked about development of residential “cluster” lots (also known as conservation subdivisions) which offer a trade-off between lot size on one hand and open space preservation and required infrastructure on the other:



Traditional Subdivision



Cluster/Conservation Subdivision

Table 7.3 shows that the majority of respondents (64.9%) favor continued use of “cluster” developments, while 15.5% of respondents oppose.

Table 7.3: Should the City continue to encourage “cluster” residential developments (conservation subdivisions)?
(% of Respondents Answering Yes/Neutral/No)

	Frequency	Percent
Yes	2334	64.9%
Neutral	703	19.6%
No	558	15.5%
Total	3595	100.0%
Don't know	171	
No Response/Invalid	52	
Total	3818	

Respondents were also asked about the City's use of "transfer" of development rights of lots from one site to another to prevent residential development from occurring on sites that have attributes that may merit preserving, such as environmentally sensitive areas. Table 7.4 shows that a plurality of respondents (45.5%) favor continuing this practice, while 26.2% oppose.

**Table 7.4: Should the City continue to encourage the use of transfer development rights?
(% of Respondents Answering Yes/Neutral/No)**

	Frequency	Percent
Yes	1389	45.5%
Neutral	861	28.2%
No	800	26.2%
Total	3050	100.0%
Don't know	702	
No Response/Invalid	66	
Total	3818	

ECONOMIC DEVELOPMENT (Questions 15-16)

The next section of the survey focused on economic development tools and their use. Respondents were asked about promotion of business retention and expansion, improvement of infrastructure, addition of amenities, purchase of underutilized/undervalued sites, and incentivization of redevelopment for underutilized/undervalued, blighted, and environmentally contaminated sites.⁷ Tables 8.1 through 8.7 show that a majority of respondents favor the continued use of each and every one of these economic development tools.

Table 8.1: Support for Continued Use of Business Development Tool (Promoting business retention and expansion)

	Frequency	Percent
Support	2563	70.3%
Neutral	682	18.7%
Oppose	403	11.0%
Total	3648	100.0%
Don't Know	94	
No Response/Invalid	76	
Total	3818	

Table 8.2: Support for Continued Use of Business Development Tool (Improving existing infrastructure such as streets and sidewalks)

	Frequency	Percent
Support	3163	85.6%
Neutral	370	10.0%
Oppose	164	4.4%
Total	3697	100.0%
Don't Know	54	
No Response/Invalid	67	
Total	3818	

⁷ In 2013, respondents were asked about support for economic development tools, but the questions feature substantial wording differences that prevent apples-to-apples comparisons.

Table 8.3: Support for Continued Use of Business Development Tool (Adding amenities such as lighting, landscaping, and benches)

	Frequency	Percent
Support	2477	67.5%
Neutral	819	22.3%
Oppose	372	10.1%
Total	3668	100.0%
Don't Know	66	
No Response/Invalid	84	
Total	3818	

Table 8.4: Support for Continued Use of Business Development Tool (Purchasing underutilized/ undervalued sites)

	Frequency	Percent
Support	1993	57.5%
Neutral	776	22.4%
Oppose	697	20.1%
Total	3466	100.0%
Don't Know	191	
No Response/Invalid	161	
Total	3818	

Table 8.5: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of underutilized/undervalued sites)

	Frequency	Percent
Support	2222	63.7%
Neutral	663	19.0%
Oppose	604	17.3%
Total	3489	100.0%
Don't Know	170	
No Response/Invalid	159	
Total	3818	

Table 8.6: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of blighted sites)

	Frequency	Percent
Support	2565	73.3%
Neutral	510	14.6%
Oppose	422	12.1%
Total	3497	100.0%
Don't Know	162	
No Response/Invalid	159	
Total	3818	

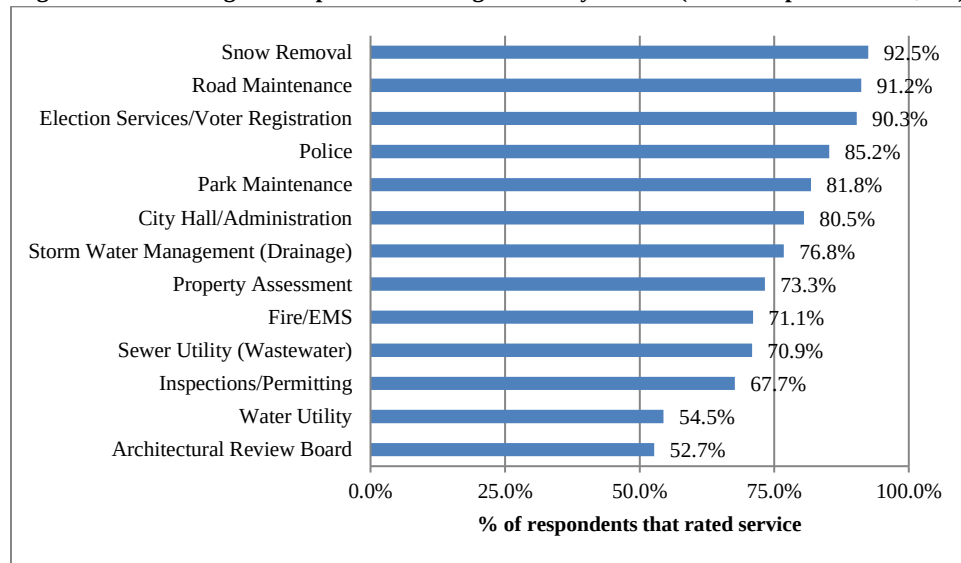
Table 8.7: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of environmentally contaminated sites)

	Frequency	Percent
Support	2568	73.9%
Neutral	497	14.3%
Oppose	411	11.8%
Total	3476	100.0%
Don't Know	171	
No Response/Invalid	171	
Total	3818	

SATISFACTION WITH CITY SERVICES (Question 17)

This section of the survey asked respondents about satisfaction with services received from the City. Respondents were offered the choice to indicate whether or not they had interacted with each of the services listed; Figure 9.1 shows the proportion of respondents that indicated they had interacted with the service in question and provided ratings. Respondents were most likely to report having interacted with Snow Removal (92.5%), Road Maintenance (91.2%), and Election Services/Voter Registration (90.3%), and least likely to report having interacted with the Architectural Review Board (52.7%), the Water Utility (54.5%), and Inspections/Permitting (67.7%). Notably, a majority of respondents reported having had interactions with every City service listed.

Figure 9.1: Percentage of Respondents Rating Each City Service (Total Respondents = 3,818)



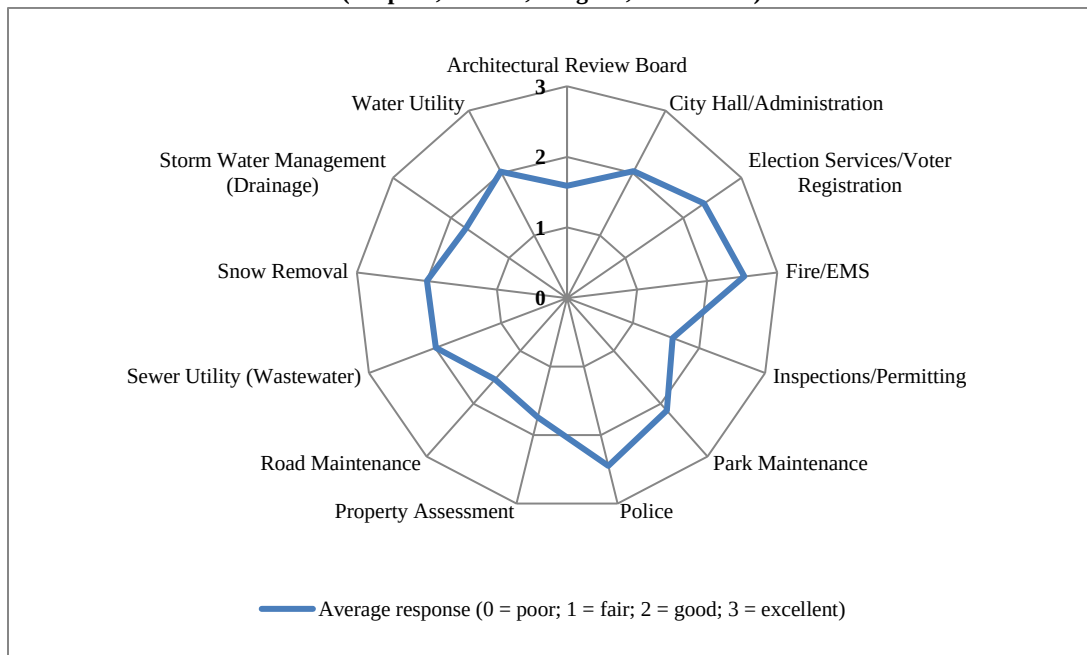
Respondents were asked to rate their level of satisfaction with City services as “Excellent”, “Good”, “Fair”, or “Poor”. Table 9.1 displays the distribution of satisfaction ratings for each service. Each row includes only those who said they interacted with the given city service.

Placing responses on a four-point ordinal scale (where “Poor” = 0, “Fair” = 1, “Good” = 2, and “Excellent” = 3) allows the comparison of respondents’ average levels of satisfaction across services. Figure 9.1 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 9.2 shows the same information arrayed on a traditional bar chart, sorted by average levels of satisfaction. Respondents were most satisfied with Fire/EMS, Police, and Election Services/Voter Registration, while Inspections/Permitting, the Architectural Review Board, and Road Maintenance earned the lowest average satisfaction ratings.

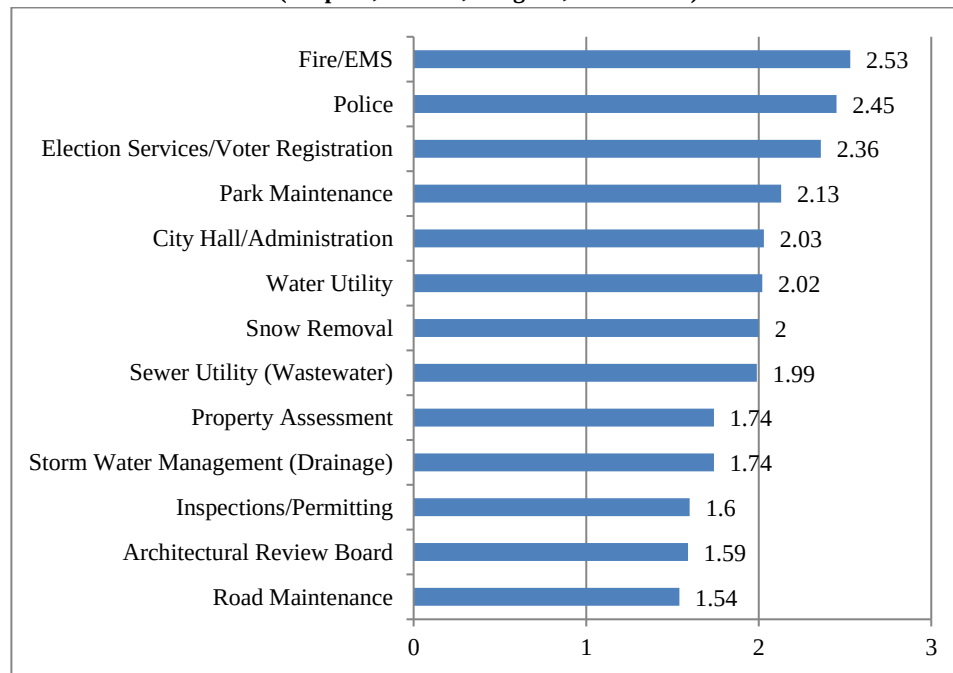
Table 9.1: Satisfaction with City Services

	Poor	Fair	Good	Excellent
Architectural Review Board	14.3%	26.6%	45.3%	13.8%
City Hall/Administration	4.3%	14.0%	56.3%	25.4%
Election Services/Voter Registration	1.2%	6.4%	47.5%	44.9%
Fire/EMS	1.1%	3.3%	37.6%	58.0%
Inspections/Permitting	15.9%	23.0%	46.3%	14.7%
Park Maintenance	1.8%	10.8%	60.3%	27.1%
Police	1.8%	5.5%	38.7%	54.0%
Property Assessment	5.3%	29.2%	51.7%	13.8%
Road Maintenance	12.0%	31.9%	46.5%	9.7%
Sewer Utility (Wastewater)	3.5%	14.9%	60.4%	21.1%
Snow Removal	4.2%	17.3%	52.7%	25.9%
Storm Water Management (Drainage)	9.4%	22.6%	52.5%	15.5%
Water Utility	4.6%	12.7%	59.1%	23.7%

Figure 9.1: Satisfaction with City Services (Average Response, 4-point scale)
(0 = poor; 1 = fair; 2 = good; 3=excellent)



**Figure 9.2: Satisfaction with City Services (Average Response, 4-point scale)
(0 = poor; 1 = fair; 2 = good; 3=excellent)**



CIVIC CAMPUS (Questions 18-20)

This section of the survey focused on development options related to the Civic Campus encompassing City Hall, the Frank L. Weyenberg Library, the Mequon Community Pool, and Rennie Field.⁸ First, respondents were asked to indicate which improvements are necessary to make travelling within and around the Civic Campus comfortable; they were presented with a comprehensive list and asked to select all that apply. Table 10.1 shows that sidewalks, lighting, street benches, bike racks, and trash receptacles were cited as necessary by the largest proportions of respondents (55.7%, 41.6%, and 40.6%, respectively), while landscaping, enforcement of traffic regulations, and new parking regulations were cited as necessary by the smallest proportions of respondents (29.9%, 24.2%, and 14.9%, respectively).

Table 10.1: Percent of Respondents Indicating Agreement (Each given improvement is necessary to make travelling within and around the Civic Campus comfortable)

	Frequency	Percent (non-cumulative)
Sidewalks	2127	55.7%
Lighting	1590	41.6%
Street benches, bike racks, trash receptacles	1560	40.6%
Crosswalks with striping	1481	38.8%
Crosswalk signs for pedestrians	1426	37.3%
Crosswalk lights for pedestrians	1288	33.7%
Raised Pedestrian crosswalk for the Inter-Urban Bike Trail and Mequon Road intersection	1181	30.9%
Landscaping	1141	29.9%
Enforcement of traffic regulations	924	24.2%
New parking regulations	569	14.9%

⁸ Respondents in 2013 were asked about support for physical features largely consistent with the proposed improvements mentioned in the 2019 survey, but the area in question was not limited to the Civic Campus.

The next question asked about support/opposition concerning the possibility of adding bike trail amenities such as a rest area, restrooms and a snack shop along the Inter-Urban Bike Trail adjacent to the Civic Campus. Table 10.2 shows that 46.8% of respondents would support such additions, while 27.5% oppose. Supporters outnumber opponents for this item across all Aldermanic Districts, and slight majorities are in favor in Districts 4 and 7 (see Appendix B for a complete breakdown of all question responses by Aldermanic District).

Table 10.2: Support for Adding Bike Trail Amenities (such as a rest area, restrooms, and a snack shop) along the Inter-Urban Bike Trail Adjacent to the Civic Campus

	Frequency	Percent
Support	1668	46.8%
Neutral	913	25.6%
Oppose	981	27.5%
Total	3562	100.0%
Don't know	160	
No Response/Invalid	96	
Total	3818	

Respondents were asked about the possibility of construction of a pedestrian bridge and/or an underpass at the intersection of Mequon Road and the Ozaukee Inter-Urban Bike Trail. Table 10.3 shows that a plurality of respondents (42.9%) oppose both a pedestrian bridge and an underpass. About 22.2% would support construction of a pedestrian bridge only, while 4.6% said they would support construction of an underpass only. About 17.2% of respondents said they would support construction of both a bridge and an underpass. There was variation across Aldermanic districts for this item; in Districts 2, 3, and 4, opponents of a pedestrian bridge are outnumbered by the combination of those who support a pedestrian bridge plus respondents who support both a bridge and underpass (see Appendix B).

Table 10.3: Support for Pedestrian Bridge and/or Underpass at the Mequon Road and Ozaukee Inter-Urban Bike Trail intersection

	Frequency	Percent
Support constructing a pedestrian bridge only	765	22.2%
Support constructing an underpass only	158	4.6%
Support constructing both a pedestrian bridge and an underpass	592	17.2%
Neutral	451	13.1%
Oppose both	1475	42.9%
Total	3441	100.0%
Don't know	280	
No Response/Invalid	97	
Total	3818	

COMMUNITY POOL (Questions 21-26)

This section of the survey asked respondents about the Community Pool; built in 1984, the City will be faced with a choice between redevelopment and closure in the coming years. First, respondents were asked about use; Table 11.1 shows that most respondents (78.2%) said they or their families had not used the Mequon Community Pool in the last three years. Reported respondent use of the Community Pool across Aldermanic Districts varied from a high of 29.7% in District 3 to 13.3% in District 7 (see Appendix B).

**Table 11.1: Percent of Respondents Indicating Use of the Mequon Community Pool Over Past Three Years
(by themselves or their families)**

	Frequency	Percent
Yes	813	21.8%
No	2912	78.2%
Total	3725	100.0%
Don't know	24	
No Response/Invalid	69	
Total	3818	

The next question asked respondents whether they would support or oppose construction of a new Community Pool given that the City would be forced to explore closing the pool otherwise. Table 11.2 shows that a majority of respondents (53.8%) support construction of a new Community Pool under the stated circumstances, while 22.2% oppose. Support across Aldermanic districts ranges from 49.9% in District 8 to 57.8% in District 3 (See Appendix B).

Table 11.2: Support for Construction of a New Community Pool, Given Alternative of City Exploring Current Pool Closure

	Frequency	Percent
Support	1879	53.8%
Neutral	839	24.0%
Oppose	775	22.2%
Total	3738	100.0%
Don't know	245	
No Response/Invalid	80	
Total	3818	

The next question asked respondents about their orientation towards an increase in taxes in order to fund construction of a new Community Pool. Table 11.3 shows that a plurality of respondents (46.5%) oppose a tax increase for this purpose, while 32.9% are in support. Opinion regarding a tax increase to fund construction of a new Community Pool was largely uniform across Aldermanic Districts, with opponents outnumbering supporters in each District, but never to the extent of forming a clear majority (see Appendix B).

Table 11.3: Support for an Increase in Taxes in Order to Build a New Community Pool

	Frequency	Percent
Support	1168	32.9%
Neutral	729	20.6%
Oppose	1649	46.5%
Total	3546	100.0%
Don't know	203	
No Response/Invalid	69	
Total	3818	

Support/opposition for construction of a new Community Pool versus support/opposition for a tax increase to fund such construction is broken down in Table 11.4. About 34.1% of respondents who offered an opinion on both questions indicated that they were either in support of, or neutral towards construction of a new pool AND in support of a tax. About 11.2% indicated support for a new pool, but were neutral on the tax. About 36.3% of respondents opposed both a new pool and a tax to pay for it. About 8.9% of respondents said they supported construction of a new pool, but opposed a tax to pay for it. About 9.3% of respondents were neutral on both questions. A handful of respondents (0.1%) said they opposed construction of a pool, but expressed support for a tax to pay for it.

Table 11.4: Support for Construction of a New Community Pool and Support for Tax to Fund Construction (Among respondents who answered both questions)

	Frequency	Percent
Support or neutral for pool + Support tax	1151	34.1%
Support for pool + Neutral for tax	377	11.2%
Neutral for both pool and tax	315	9.3%
Oppose pool + Support tax increase	5	0.1%
Support pool + Oppose tax	299	8.9%
Oppose pool + Oppose tax increase	1226	36.3%
Total	3373	100.00%

The next question asked respondents about potential use of a new Community Pool. Table 11.5 shows that 27.9% of respondents say they or their families would make use of a new Community Pool, while 72.1% said they would not. Respondents in Aldermanic District 3 had the highest reported use intention (38.2%), while those in District 7 were least likely to report intent to use (20.3%) (see Appendix B).

Table 11.5: Percent of Respondents Indicating They or Their Families Would Utilize a New Community Pool

	Frequency	Percent
Yes	853	27.9%
No	2199	72.1%
Total	3052	100.0%
Don't know	686	
No Response/Invalid	80	
Total	3818	

Respondents were asked about the prospect of relocating the Community Pool from the Civic Campus to another City-owned location with more space, such as a park. Table 11.6 shows that 46.3% of respondents said they would support such a move, while 25.4% said they would oppose. Opinion did not vary meaningfully across Aldermanic Districts for this question (see Appendix B).

Table 11.6: Support for Relocation of Community Pool from Civic Campus to Another City-owned Location with More Space (Such as a park)

	Frequency	Percent
Support	1548	46.3%
Neutral	944	28.3%
Oppose	848	25.4%
Total	3340	100.0%
Don't know	407	
No Response/Invalid	71	
Total	3818	

Respondents were asked whether or not they or their families had used a neighboring community's public pool within the past three years. Table 11.7 summarizes their responses; 22.5% said they had, while 77.5% said they had not. Use of neighboring community public pools varied across Aldermanic Districts, from 15.3% in District 8 to 30.1% in District 1 (see Appendix B).

Table 11.7: Percent of Respondents Indicating Use of a Neighboring Community's Public Pool Within Past 3 Years

	Frequency	Valid
Yes	844	22.5%
No	2899	77.5%
Total	3743	100.0%
Don't know	24	
No Response/Invalid	51	
Total	3818	

PARKS AND PATHWAYS (Questions 27-30)

The final section of the survey focused on potential development and funding for parks and bike and pedestrian trails. The first question asked respondents to rank ten proposed park improvements in order of preference.

Ranked choice voting was used to determine a joint prioritization of the items that gives every respondent's complete preference ordering the highest possible influence. As this method systematically deprioritizes the options with the lowest counts of top votes, it re-distributes the votes for those less popular options to the corresponding respondents' next-most-preferred options.

Table 12.1 presents a prioritized list of park development options that take respondents' complete preference orderings into account. The most popular option was Pedestrian trails within parks, followed by Invasive plant removal and restoration and Permanent bathroom facilities at Lemke Park. (A complete breakdown of the results of every round of preference voting is presented in Appendix C.)

Table 12.1: Respondent Preferences Regarding Potential Park Improvements (Ranked Choice Voting Results)

1. Pedestrian trails within parks (1321 votes after 9 rounds of voting)
2. Invasive plant removal and restoration (961 votes after 9 rounds of voting)
3. Permanent bathroom facilities at Lemke Park (525 votes after 8 rounds of voting)
4. Increased access to the Milwaukee River (468 votes after 7 rounds of voting)
5. Off-road paved bike path at the intersection of West Donges Bay Road (374 votes after 6 rounds of voting)
6. Updating River Bark Park, Rotary Park, Reuter Park Buildings (237 votes after 5 rounds of voting)
7. An additional dog park (176 votes after 4 rounds of voting)
8. Pickleball courts and tennis courts (126 votes after 3 rounds of voting)
9. Upgrades to existing ball diamonds (105 votes after 2 rounds of voting)
10. A separate area for small dogs at Katherine Kearney Carpenter Park (46 votes after 1 round of voting)

The next question asked respondents about support for a potential increase in property taxes in order to fund park improvements. Respondents were given the choice to support three distinct tax increase levels in addition to declaring neutrality towards any tax increase or opposition to all tax increases. Table 12.2 shows that only a tax increase not in excess of \$0.01/\$1,000 assessed value would earn the support of a majority of respondents (assuming supporters of higher levels of tax increases would also support a tax increase of a lower amount). About 25.1% oppose any tax increase; however, opponents are outnumbered by increase supporters at any level up to \$0.05/\$1,000 assessed value. The pattern of responses varied only slightly across Aldermanic Districts (see Appendix B).

Table 12.2: Support for an Increase in Property Taxes in Order to Fund Park Improvements

	Frequency	Percent
Support at an amount not to exceed \$0.01/\$1,000 assessed value, which generates about \$46,000 in funds annually	498	14.4%
Support at an amount not to exceed \$0.02/\$1,000 assessed value, which generates about \$92,000 in funds annually	683	19.7%
Support at an amount not to exceed \$0.05/\$1,000 assessed value, which generates about \$230,000 in funds annually	916	26.5%
Neutral	494	14.3%
Oppose	869	25.1%
Total	3460	100.0%
Don't know	221	
No Response/Invalid	137	
Total	3818	

The next questions involved asking respondents which of a number of bike and pedestrian improvements they would support within Mequon. Respondents were presented a list and asked to select every item they supported. Table 12.3 presents respondent support for each item. Off-road paths was the only proposed improvement to receive support from a majority of respondents (55.3%). Bike racks and repair stations garnered the lowest levels of support (24.3% and 11.6%, respectively). Appendix B presents a complete breakdown of response frequencies for each item across Aldermanic Districts.

Table 12.3: Percent of Respondents Indicating Support for Various Bike and Pedestrian Improvements Within the City

	Frequency	Percent (non-cumulative)
Off-road paths	2108	55.3%
Paved shoulders	1825	47.9%
Sidewalks	1744	45.7%
Wayfinding signs	1032	27.1%
Bike racks	925	24.3%
Bike repair stations	444	11.6%

Finally, respondents were asked about their level of support for a potential increase in property taxes for the creation of a fund dedicated to supporting bike and pedestrian improvements. Respondents were informed that historically, funding for bike and pedestrian improvements have been part of other development initiatives or funded as one-time projects. Respondents were given the choice to support three distinct tax increase levels in addition to declaring neutrality towards any tax increase or opposition to all tax increases.

Table 12.4 shows that a tax increase not to exceed \$0.01/\$1,000 assessed value would garner support from a majority of respondents (assuming those that expressed support for higher tax increase levels would still support a lower increase). About 30.9% of respondents opposed any increase. The pattern of responses varied only slightly across Aldermanic Districts (see Appendix B).

Table 12.4: Support for Increase in Property Taxes to Create a Fund to Support Bike and Pedestrian Improvements

	Frequency	Percent
Support at an amount not to exceed \$0.01/\$1,000 assessed value, which generates about \$46,000 in funds annually	752	21.3%
Support at an amount not to exceed \$0.02/\$1,000 assessed value, which generates about \$92,000 in funds annually	518	14.7%
Support at an amount not to exceed \$0.05/\$1,000 assessed value, which generates about \$230,000 in funds annually	598	16.9%
Neutral	569	16.1%
Oppose	1092	30.9%
Total	3529	100.0%
Don't know	211	
No Response/Invalid	78	
Total	3818	



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Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: September 22, 2020
SUBJECT: Board Reaction and Feedback Regarding M-7 and WDEC Presentation.

The Board had a guest speaker from Wisconsin Economic Development Corporation and Milwaukee 7 to learn about the program objectives and goals administered by each economic development entity. The Board identified outreach and partnership with the local entities as a priority work item. Staff is asking the Board to review those guest speaker presentations and materials from previous packets in anticipation of the guest speakers as well as any notes made. Staff would like to discuss observations and potential action items for alignment of City programs to these regional programs and/or additional information needed from the guest speakers to help the Board draw conclusions and develop action steps.

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