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ECONOMIC DEVELOPMENT BOARD
Tuesday, September 22, 2020
8:00 AM
Virtual Meeting

Minutes

Chairman Carr called the meeting to order at 8:02 a.m.

1) Call to Order, Roll Call

Present:

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

2) Approval of Meeting Minutes from July 28, 2020

There was discussion about adding a sentence to the M-7 item minutes as follow up action to be taken to better reflect the on-going relationship between the city and this organization and future work to be done.

Dir. Tollefson stated that the Board will revisit this topic as it is on the work program. She suggested that the Board look at the city's existing programs and to assess what programs and objectives the WEDC and M-7 have and then be prepared to discuss where there is alignment. Where there is not alignment, there should be consideration of flexibility to create tools and programs that better align with those regional programs so that the limited dollars at the city level go farther.

She stated that it will be important for the Board to discuss this issue and to brainstorm about the reactions to both speakers in order to develop specific actions or formulate recommendations for any change. Dir. Tollefson commented that there are many new factors to consider given the pandemic, the change in the market and shifts in retail to e-commerce; and being more fluid and prepared to adapting may be required going forward. It was agreed that the materials should be brief and concise.

Action

Mr. Kramer made a motion to approve the July 28, 2020 minutes

Ald. Schneider seconded the motion.

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

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

3) Port Washington Road Corridor Zoning & Development Data

- a. 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).

Dir. Tollefson explained that the Policy Subcommittee has been meeting regularly since last August and has been focusing on the area referred to as East Growth (generally Highland Road north to Pioneer Road, along Port Washington Road). At the past few meetings, she has updated the Board and provided information similar to what the Subcommittee is reviewing and discussing. She explained that the Subcommittee has made some policy recommendations on land uses and infrastructure; specifically, the recommendation to extend public water but not public sewer, as the sewer costs were deemed to be too expensive. These recommendations were sent to Common Council in July and the Council concurred with the Policy Subcommittee's recommendation. Since that confirmation, the Subcommittee has drafted three distinct zoning districts to align with the proposed land uses for that study area. They include a single-family residential zoning district, a commercial zoning district; that applies solely to the intersections at Port Washington Road at Highland Road and Pioneer Road, and a mixed-use commercial zoning district; located mainly on the east side of Port Washington Road east to I-43. They also have made a formal recommendation to the Water Utility Commission to act on the extension of public water as it needs to go the Public Service Commission for action.

Dir. Tollefson stated that at the Policy Subcommittee meeting last week, they formally took action to approve two of the zoning districts. She will now meet with all the property owners in the area that are affected by the zoning change to ensure that there are not issues or conditions that need to be considered. As a result of these property owner meetings, there may be some to the zoning districts, but then they will progress to the Planning Commission and Common Council for final approval. She explained that the mixed-use commercial zoning district is one step behind in the process but will follow the same approval progression. Eventually all the zoning district approvals and the approval of the extension of public water will align in the process and will most likely all be adopted in January.

Dir. Tollefson stated that the next step for the Board is to start looking at the Port Washington Road Corridor existing commercial districts (from Highland Road south to County Line Road). The goal is to leverage land uses that exist; to leverage locations that

new types of uses could be added to the existing corridor as means to redevelopment and reinvestment in the corridor and to look for synergy of uses. Ultimately some design guidelines will need to be established. Economic development tools will need to be considered that may be necessary to help encourage the redevelopment to happen sooner as zoning alone will not create change as quickly as may be desired.

She stated that there is a lot of information in the packet and it will not all be addressed at this meeting. The momentum will need to continue over the next several meetings. She asked the Board members to drive up and down Port Washington Road to begin to take a closer look at the uses there and to begin to assess what changes may be needed. She reminded the Board that there are two TIF districts (TIF #4 & TIF #5) in this area that also need to be considered.

Dir. Tollefson talked through the two TIF districts as well as some of the current projects located in this area.

She stated that in areas where there may be more redevelopment in the short term; a comprehensive approach with the following objectives should be considered:

- Possibly create a new zoning district that allows for some unique and distinct uses that are not currently allowed
- Concentration of properties with uses that create some synergy
- Create an incentive that is specifically geared towards attracting those types of users in a meaningful way

These factors should be coupled with beautification measures relating to both architecture design standards and streetscaping.

Dir. Tollefson reminded the Board how the TIF incentive formula works and some of the distinctions in different zoning areas.

Dir. Tollefson gave an overview of pages 12-14 in the packet relating to the different zoning categories and the corresponding lists of uses.

There was additional discussion regarding some of the other materials included in the packet as well as some commentary about the RLF funds and how those dollars may be used.

The Community Survey results were included in the packet and Dir. Tollefson reminded the Board to consider the following relevant topics as they study of the Port Washington Road Corridor:

- Support for dollars approved to be used for beautification efforts.
- Consensus that the correct types of incentives are offered and how they are being used.
- Land uses supported and not supported
- Multi-family uses on Port Washington Road

She stated that there is a lot of information in the packet and that this will be an on-going work item for the EDB for the next several months.

4) Board Reaction and Feedback Regarding M-7 & WEDC

This item was briefly discussed at the beginning of the meeting. The Board would like to create a one-page sheet that conveys the tools and opportunity-focus areas the city has to offer. The goal is to be in sync with the tools the regional groups offer. The Board would like to keep on-going communication with the WEDC and M-7.

5) Staff Updates

Dir. Tollefson gave updates on the following projects:

- There is a prospective buyer for the Telsmith property. It is a large Milwaukee area manufacturer.
- The Public Market will have three great new additions to replace the three tenants that moved out.
 - Pizza Man
 - Falafel Guys
 - Aloha Poke
 - The TC TIF has acquired 2 of the 4 single-family private homes across from City Hall long the Milwaukee River. They will close on those two properties (the two most southern) in the next few weeks with the intent of demolition by the end of the year.
 - Foxtown continues to move along with constant development progression on the buildings as well as the single-family homes have begun construction.
 - The City has been studying the safety of the crossing at the inter-urban trail at Mequon Road. WisDot has responded positively to the design changes proposed but has requested additional information; this project will most likely not begin until the spring.

6) Announcements

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

7) Adjourn

Action

Ald. Schneider made a motion to adjourn the meeting.

Mr. Sipiora seconded the motion.

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

Respectfully Submitted,

Kim Tollefson

Director of Community Development