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ECONOMIC DEVELOPMENT BOARD

Tuesday, October 27, 2020

1:00 PM

Other

MINUTES

1) Call to Order, Roll Call

Present:

Chair Timothy Carr
Alderman Kathleen Schneider
Alderman Jeffrey Hansher
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 September 22, 2020

There was discussion about including an amendment to the minutes to note that the city would provide a 1-page quick glance tool to WEDC and M-7 to use as a marketing tool.

Action

Mr. Baka made a motion to approve the September 22, 2020 minutes with amendment.

Mr. Kramer seconded the motion.

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

RESULT:	Approved with Amendment {Unanimous}
MOVED BY:	Board Member Baka
SECONDED BY:	Board Member Kramer
AYES:	Gannon, Kramer, Carr, Schneider, Baka, Sipiora
ABSENT:	Petzold, Rosenberg, Shneyder

3) Port Washington Road Corridor Walking Tour

The Economic Development Board participated in a walking tour of the Port Washington Corridor as a part of their ongoing discussions related to reviewing and recommending changes to this area. There were 8 stops along the 2-hour tour. Below are notes about the observations made at each location.

1. Start Location – Corner of Port Washington Road and Highland Road

- Residential feel to the west.
- Location of change – different design and character in each direction.
- Connection to Concordia.
- Institutional based (medical offices, hospital, university).
- High tension wires present.
- South bookend of the commercial corridor (north to Pioneer).
- Interchange will happen soon which will bring change.
- Gateway feature could be placed on northwest corner.
- 40-acre parcel on northwest corner has public water and sewer.

2. Corporate Parkway/Aurora Healthcare

- Business Park; privately owned; it has been very successful with only 1 or 2 parcels left.
- Zoning allows for larger buildings in this area; greater than 20,000 sq. ft.
- The sign code was modified to allow for signage along I-43 (response to market).
- East side of Port Washington Road has more intense uses; drive throughs, gas stations.
- West side of Port Washington Road has high-end residential housing.

3. 11715 N. Port Washington Road/Bank Five Nine

- More open feel; wide road, vegetation.
- Single-family homes immediately to the west.
- Smaller structures to the south on Port Washington Road.

4. Former Pick-N-Save Grocery

- Very large vacant space available.
- Surrounded by retail.
- Heavy food & beverage services nearby; concentrated area of these uses.

5. Steins Garden Center

- Southern edge of retail.
- High-density multifamily in surrounding area.
- TIF district to the north with built-in increment.
- Option to close TIF; could use dollars for beautification efforts.

6. Baymont by Wyndham

- Corner has 2 eateries and 2 hotels.
- Possible location for entertainment/hospitality services.
- Not adjacent to residential.
- Not office or retail based, but close to retail.
- Desire for boutique hotel from the community/market.

7. Les Moise Sporting Goods

- Smattering of different usages.
- Adjacent to single-family residential.
- Vacant parcels on west side are not very deep; there are some wetlands, have width along the street. Challenging sites to develop.
- Lower density uses in this area.

8. 1320 Zedler Lane

- The west side has all single-family residential housing.
- Port Zedler hotel is being demolished.
- Older structures here.
- In need of redevelopment.

Other topics that were mentioned throughout the walking tour:

- It was commented that when evaluating the properties and analyzing the different zoning and uses that could be adopted; it is important to think 10-15 years out and not to be shortsighted or focus on current situation (pandemic).
- Interest to have a Park-n-Ride; possibly near St. Mary's Hospital.
- Community interest in a post office; east side location.
- Police and Fire may combine and have new stations located together; possible new current east side fire station.
- Discussion about whether the health care market providers feel that our community is saturated.
- Suggestion to reach out to Elite and Marcus to inquire about their plans as those are large structures.

4) Announcements

The next meeting is Tuesday, November 17th at 8:00 a.m. This will be the final meeting of the year.

5) 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