



Virtual Meeting
Mequon, WI 53092
Phone: 262-236-2903
Fax: 262-242-9655
www.ci.mequon.wi.us

ECONOMIC DEVELOPMENT BOARD

Tuesday, November 17, 2020

8:00 AM

Virtual Meeting

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 Meeting Minutes from October 27, 2020**
- 3) Port Washington Road Walking Tour Recap**
- 4) Staff Updates**
- 5) Announcements**
 - a) The next meeting is Tuesday, January 26, 2021 at 8:00 a.m.
 - b) 2021 Meeting Calendar
- 6) Adjourn**

Dated: November 11, 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.



1230 Estes Dr
Mequon, WI 53092
Phone:
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www.ci.mequon.wi.us

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*

DRAFT

Attachment: EDB_10.27.2020_DRAFT (5694 : Meeting Minutes from October 27, 2020)



11333 N. Cedarburg Road
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www.ci.mequon.wi.us

Office of Community Development

TO: Economic Development Board
FROM: Kim Tollefson, Director of Community Development
DATE: November 17, 2020
SUBJECT: Port Washington Road Walking Tour Recap

Please find attached notes from our walking tour conducted on October 27, 2020 along with a matrix for summarizing observations. The tour, along with data found in the Board's September 22, 2020 meeting packet should assist Board members in commenting on each of the commercial corridor areas specifically addressed within the matrix. Please take a moment to complete the matrix and return it to staff at rbuzzell@ci.mequon.wi.us by noon Monday. Staff's initial opportunities are included for the Board's review.

Attachments:

Chart_Kim (DOCX)

Chart_BLANK (DOCX)

Observations from Port Washington Road Walking Tour on 10.27.2020

	Port Washington & Highland	Corporate Parkway	Theatre & Elite & Metro Market	Former Pick-n-Save	Mequon & Port Washington Rd to Steins Garden Center	Port Washington Rd & Donges Bay Rd	South Gateway
Positive Attributes Ideas such as: • Architecture • Site Aesthetics • Roadway & streetscape features • Continuity of features • Size of buildings • Uses							
Negative Attributes: Ideas such as: • Architecture • Site Aesthetics • Roadway & streetscape features • Continuity of features • Size of buildings • Uses							
Questions to Address: What would help members better understand uses/support? Examples • Vacancies • Contiguous ownership • Dates of bldg. construction • Survey Results							
Kim's Initial Opportunity Ideas:	▪ Streetscape and Gateway ▪ Connection to open space & CUW ▪ Land use control for interchange	As is	Streetscape Improvements	▪ Streetscape Improvements ▪ Larger scale Buildings & projects to be considered ▪ A target of medical, health, personal care, institutional uses	▪ Food, Retails; ▪ Service Focused ▪ Major gathering ▪ Convenience ▪ Gateway District ▪ TIF ▪ Streetscape Improvements ▪ E-Commerce	▪ Entertainment/ Hospitality zone ▪ TIF District ▪ Streetscape improvements	▪ Gateway ▪ TIF District ▪ Streetscape Improvements

Attachment: Chart_Kim (5698 : Port Washington Road Walking Tour Recap)

Observations from Port Washington Road Walking Tour on 10.27.2020

	Port Washington & Highland	Corporate Parkway	Theatre & Elite & Metro Market	Former Pick-n-Save	Mequon & Port Washington Rd to Steins Garden Center	Port Washington Rd & Donges Bay Rd	South Gateway
Positive Attributes Ideas such as: • Architecture • Site Aesthetics • Roadway & streetscape features • Continuity of features • Size of buildings • Uses							
Negative Attributes: Ideas such as: • Architecture • Site Aesthetics • Roadway & streetscape features • Continuity of features • Size of buildings • Uses							
Questions to Address: What would help members better understand uses/support? Examples • Vacancies • Contiguous ownership • Dates of bldg. construction • Survey Results							
Initial Opportunity Ideas:							

Attachment: Chart BLANK (5698 : Port Washington Road Walking Tour Recap)

ECONOMIC DEVELOPMENT BOARD
2021 Meeting Schedule
Meeting Start Time is 8:00 a.m.

<u>MEETING DATE</u>	<u>PACKET POST DATE</u>
JANUARY 26 th	JANUARY 22 nd
FEBRUARY 23 rd	FEBRUARY 19 th
MARCH 23 rd	MARCH 19 th
APRIL 27 th	APRIL 23 rd
MAY 25 th	MAY 21 st
JUNE 22 nd	JUNE 18 th
JULY 27 th	JULY 23 rd
SEPTEMBER 28 th	SEPTEMBER 17 th
OCTOBER 26 th	OCTOBER 15 th
NOVEMBER 16 th	NOVEMBER 12 th
DECEMBER : NO MEETING UNLESS NEEDED	

NOTES:

* ALL MEETINGS WILL BE HELD IN THE NORTH CONFERENCE ROOM OF CITY HALL AT 8:00 AM UNLESS THE AGENDA SPECIFIES OTHERWISE

* MEETINGS WILL OCCUR THE 4TH TUESDAY OF EACH MONTH WHETHER THE BOARD HAS MET A QUORUM OR NOT AS LISTED ABOVE

* AN AGENDA OR PACKET WILL BE POSTED PER THE DATES ABOVE