City of Mequon

Virtual Meeting
Mequon, WI 53092
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ECONOMIC DEVELOPMENT BOARD
Tuesday, November 17, 2020
8:00 AM
Virtual Meeting

Minutes

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 Rick Shneyder **-- Absent**

2) Approval of Meeting Minutes from October 27, 2020

Action
Mr. Baka made a motion to approve the meeting minutes from October 27, 2020.
Ald. Schneider seconded the motion.
A voice vote was taken; vote passed (6-0)

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

3) Port Washington Road Walking Tour Recap

Dir. Tollefson stated that she received some of the requested responses from the EDB regarding feedback from the walking tour. She explained that she created a matrix complied from details assembled at the September meeting coupled with the walking tour to help prompt both positive and negative assessments, illicit any additional questions and trigger brainstorming ideas. These responses will help fill any gaps, identify areas of consensus and provide feedback on methods on how to best approach encouraging reinvestment and redevelopment in this corridor. As she previously has mentioned, it is not just zoning that will help motivate redevelopment; it needs to be coupled with zoning, design standards and possible redevelopment tools. Staff will need to develop a strategy for the work ahead.

There was a question from the Board regarding the scope of the plans for the new I-43 interchange at County Line Road and the timing of the project. Dir. Tollefson replied that she will forward the information to the Board.

Chairman Carr stated that each section of the walking tour will be discussed separately, and the Board should provide any feedback they have.

Corner of Port Washington Road and Highland Road feedback:

- It was shared that it was helpful to be on the ground to better access that corner. It was stated that the medical clinic has received approvals to move forward. Single-family housing is being considered for behind the medical clinic which has some support as an appropriate fit.
- The issue of the interchange and the dynamic change that will occur there in the future was mentioned what the best uses at the northwest corner should be. Dir. Tollefson stated that through the zoning changes being implemented, the use will be somewhat guided and that a multi-tenant building is probably the most likely use for the northwest corner; including uses for commuter services and neighborhood scale convenience. She stated that standalone fast food and drive-thrus will not be allowed.

Corporate Parkway feedback:

- There is Board support for this business park as it is almost full and is in good standing as there is only one parcel left to be developed.
- There was some discussion about whether a 3 or 4-story building would be allowed in that location.

Marcus Theater/Elite feedback:

- It was stated that the aesthetics are decent, but they are large buildings. There was a mention that some streetscaping could possibly be added in this area. There was discussion about the theatre being currently empty and possibly going out of business due to the pandemic.
- The Board expressed concern regarding the possibility of having these large buildings be empty in addition to the former Pick-n-Save building that has been sitting vacant.

Bank Nine Five area feedback:

- This area is comprised of high-end homes immediately to the west and multi-tenant buildings to the south.
- It was commented that the close proximity of the commercial uses has not negatively impacted the high-end residential properties (as this was a concern when the commercial buildings were proposed).

Stein Garden Center area feedback:

- This is the south end of the TIF district and the concentrated commercial area.
- It was mentioned that the Stein's building is dated and could use some improvements

and the large parking lot in front is not visually appealing. The Board believes that Stein's is most likely not motivated to make changes or improvements.
- No one has taken advantage of the TIF incentives in this district thus far.
- Dir. Tollefson stated that some modifications or revised strategies for the TIF incentives could be considered if the Board chooses to do so.

Port Washington Road and Donges Bay Road feedback:
- It was previously discussed that this is an area that would be a good fit for entertainment and hospitality.
- It is a high traffic density location with old buildings (except for the Clark station).
- This is also a TIF District.
- There is support for one of the two hotels in that area to modernize.

South end of Port Washington Road feedback:
- I-43 interchange will be implemented in the future.
- There is a lot of potential for redevelopment in this area as many of the buildings on the east side of Port Washington Road are in poor condition.

Staff will reach out to owners to dicsuss impediments and opportunities on a few targeted sites.

There was discussion about technology; prominently 5G, and ways in which Mequon can assist and facilitate opportunities for telecommunication networks and data driven businesses. There is support for further exploration of this issue given the trend towards e-commerce.

Dir. Tollefson stated that she would like to meet with Board members that are knowledgeable about the 5G networks to formulate appropriate questions and scope of any necessary assessment.

4) Staff Updates

Dir. Tollefson stated that the Ascension Medical office has been approved by the Common Council and will be in front of the Planning Commission for building and site plan approval.

The Public Market has 2 new food vendors; Pizza Man and Falafel Guys and Aloha Poke will open soon.

Telsmith is scheduled to close the sale in March with some divisions continuing to operate in the building under Telsmith's name.

5) Announcements

The 2021 Meeting Calendar is included in the Board packet.

The next meeting will be January 26, 2021 at 8:00 a.m.

The Board expressed a big thank you to Gloria Rosenberg for all her contributions to the EDB over the past several years.

6) Adjourn

Action
Mr. Gannon made a motion to adjourn the meeting.
Ald. Schneider seconded the motion.
A voice vote was taken; vote passed (6-0)

Respectfully Submitted,

Kim Tollefson
Director of Community Development