11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262.236.2903
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www.ci.mequon.wi.us

Economic Development Board
North Conference Room
Mequon City Hall
11333 N Cedarburg Road
November 19, 2019
7:30 AM

AGENDA

1) **Call to Order, Roll Call**

2) **Approval of Meeting Minutes from October 22, 2019**

3) **Transportation Update**

4) **East Growth Land Use Exercise**

5) **Staff Updates**

6) **Announcements**
   2020 Meeting Calendar

   The next meeting is Tuesday, January 28, 2020

7) **Adjourn**

Dated: November 15, 2019 **/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.
Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, October 22, 2019
7:30 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:
Chairman Timothy Carr
Alderman Kathleen Schneider
Board Member James Baka
Board Member Janette Braverman
Board Member Matson Holbrook
Board Member Bruce Sipiora
Vice Chairman Jonathan Safran -- **Absent**
Board Member Gloria Rosenberg -- **Absent**
Board Member Rick Shneyder -- **Absent**

2) Approval of Meeting Minutes from September 24, 2019

Action
Mr. Baka made a motion to approve the minutes from September 24, 2019.
Ms. Braverman seconded the motion.
A voice vote was taken; vote passed (5-0)

RESULT:	**Approved {Unanimous}**
MOVED BY:	**Baka**
SECONDED BY:	**Braverman**
AYES:	Carr, Schneider, Baka, Braverman, Holbrook, Sipiora
ABSENT:	Safran, Rosenberg, Shneyder

Ald. Schneider arrived at 7:40 a.m.

3) Next steps for Board Action

Chairman Carr gave an update on the transportation meeting. He stated that although it was not as well attended as hoped, it was a positive that a representative from Rockwell was there. She

Attachment: EDB 10.22.19_ DRAFT (4646 : Minutes from October 22, 2019)

expressed an interest in Rockwell potentially being a great candidate to test a pilot program. Ms. Tollefson stated she has attempted to get in contact with her but has not had a response from her yet. Chairman Carr provided feedback from conversations he has had with Eric Isbister from Gen Met and their interest in being a part of a transportation program. He stated that he would like to continue the efforts of outreach regarding this program.

Ms. Tollefson stated that a followup letter was sent to all attendees as well as all the businesses that were originally contacted about the meeting (40+). They were provided with a link to view the presentations given at the transportation meeting as well as a self-addressed, pre-paid postcard to be returned to city staff communicating their interest level in the program. A few postcards have been received which expressed interest in wanting more information.

There was discussion that outreach efforts and follow up will continue.

4) Staff Updates

Ms. Tollefson stated that Dawn Gunderson from Elhers was present at the recent Joint Review Board (JRB). The JRB is made up by a representative from all the taxing entities in the city. She stated that Ms. Gunderson talked through each of the TIF districts and gave a status update. Ms. Tollefson gave a quick overview of a few of the TIF districts:

- <u>TID #2 / Business Park (western portion):</u>
    - TIF will terminate in 2025.
    - Incentives/improvements must be made by September 2020.
    - Base Value of the District is $5.9M
    - Increment Value as of January 2019 was $16.7M
    - Expected to positively cash flow at time of close
    - End of 2018 there was a $63,000 deficit
    - Assumptions based on no other development happening.
    - Healthy and successful monetarily
    - Still 88 vacant acres
    - Owned by MLG

There was discussion about what can be done to promote this area for development, incentives that may be available and the challenges (location) regarding the Business Park. The conversation focused on marketing of the city to attract businesses. There is currently not a marketing or PR person on staff in the city but there were suggestions to utilize the city website as well as using social media mediums.

- <u>TID #3 Town Center</u>
    - Expenditures can be made until 2023.
    - $2.3M cash financing available
    - TIF will terminate in 2028.
    - Expected to close in the positive.
    - Cash flow positive in 2027 even without any other development.
    - Base Value of $41M

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- Incremental value as of January 2019 $100M (does not include Foxtown or Spur 16).
- Year End Fund balance will change with Spur 16 infusion.
- January 2020 tax base will go up because Spur 16 will be fully assessed.

Ms. Tollefson stated that most of the beautification efforts will be seen between Buntrock and the river. An RFP will be issued for work on the inter urban trail.

➢ TID #4 & TID #5 / Port Washington Road

- Same incentive opportunity as Town Center
- Only 2 projects have taken advantage of the incentive.

Ms. Tollefson stated that the question of reconsidering the formula of the incentive, possibly redrawing the district boundaries and removal of some parcels and/or reanalysis the buildings that could be redeveloped have been raised to best encourage businesses to take advantage of the offered incentives.

5) Announcements

The next meeting in Tuesday, November 19, 2019 at 7:30 a.m.

6) Adjourn

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

Respectfully Submitted,

Kim Tollefson

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City of Mequon

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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 18, 2019**
SUBJECT: **East Growth Land Use**

At the November meeting, the Board members will review display materials to be used at the November 21st Public Open House. The Board will work through the same land use discussion and exercise designed to engage the public at the open house. The Board should review the Fact Sheet included in this packet. The Fact Sheet is meant to provide a snapshot of the data that will help to inform the decision-making process.

Attachments:

Packet Docs (PDF)

PW

PORT WASHINGTON ROAD STUDY
AREA: 1 OF 2

OBJECTIVE

Open House: Gain input from property owners directly and indirectly affected by land use changes.

Be Informative
Encourage Input & Brainstorming
Build Trust
Don't Be Technical Expert

WORK

A member of the Planning Commission serving on a special committee.

Committee Focus on the Entire Port Washington Road Corridor to Encourage Redevelopment & Desired Development North of Highland Road

Area 1: Port Washington Road; North of Highland Road, South of Pioneer Road

Area 2: Port Washington Road, North of County Line Road, South of Highland Road

LAND USE & ZONING

CURRENT • LAND USE & ZONING

The majority of the study is single-family residential land use and zoning, with a few intermittent intuitional and commercial uses.

OPPORTUNITY • 2013 STUDY & 2019 SURVEY

A mix of residential, commercial and institutional uses are being evaluated.

UTILITIES: WATER & SEWER

WATER & SEWER

The study area is currently outside of the Water Service Area and outside of the Sanitary Sewer Service Area, so parcels predominately use wells for water service and privately-owned treatment systems for waste disposal.

Private systems (wells/septic): Can be utilized in any scenario
Community systems: Can be utilized in any scenario
Public systems: Can be utilized in any scenario

The preliminary cost estimates for water service for full build out of the entire corridor is $1.3-3.1M.

The preliminary cost estimates for sewer service for full build out of the entire corridor is $12.5-18.5M

While not required, serving the study area with public water and sewer would equate to an impact fee of ~$27-43K/1 acre, typically paid for through new development.

TRANSPORTATION

The local share cost for construction is $3.5M. A park and ride lot and noise walls may be necessary within the expansion of I-43.

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Attachment: Packet Docs (4647 : East Growth Land Use Planning Efforts)

PW

PORT WASHINGTON ROAD STUDY AREA: 2 OF 2

Expansion of Port Washington Road from 2 to 4 lanes may or may no occur. One factor when considering expansion is when average daily traffic exceed 20,000 trips. Port Washington Road south of Pioneer Road is currently at 8,700 daily trips. Port Washington Road south of Highland Road is currently at 13,700 trips. There is no plan to expand Highland Road.

CAUSE & EFFECT: SAMPLE SCENARIO #1

ENTIRE CORRIDOR DEVELOPS AS SINGLE-FAMILY

Assumes entire corridor develops as single-family at generally 1 acre densities resulting in approximately 360 new homes. The traffic impact is less than the daily traffic threshold of 20,000 trips.

CAUSE & EFFECT: SAMPLE SCENARIO #2

MIX OF SINGLE-FAMILY, SENIOR HOUSING, LIMITED COMMERICAL USES

Assumes single-family development at 1 acre densities resulting in approximately 200 new homes. In addition to single-family, this scenario assumes a mix of senior housing and care facilities (378 units) like New Castle and limited commercial and office development (866,666 square feet). The traffic impact is approximately at the daily traffic threshold of 20,000 trips.

CAUSE & EFFECT: SAMPLE SCENARIO #3

This scenario assumes the original 2013 East Growth land use preferences including single-family, multiple-family and commercial uses. The traffic impact is greater than the daily traffic threshold of 20,000 trips.

Attachment: Packet Docs (4647 : East Growth Land Use Planning Efforts)

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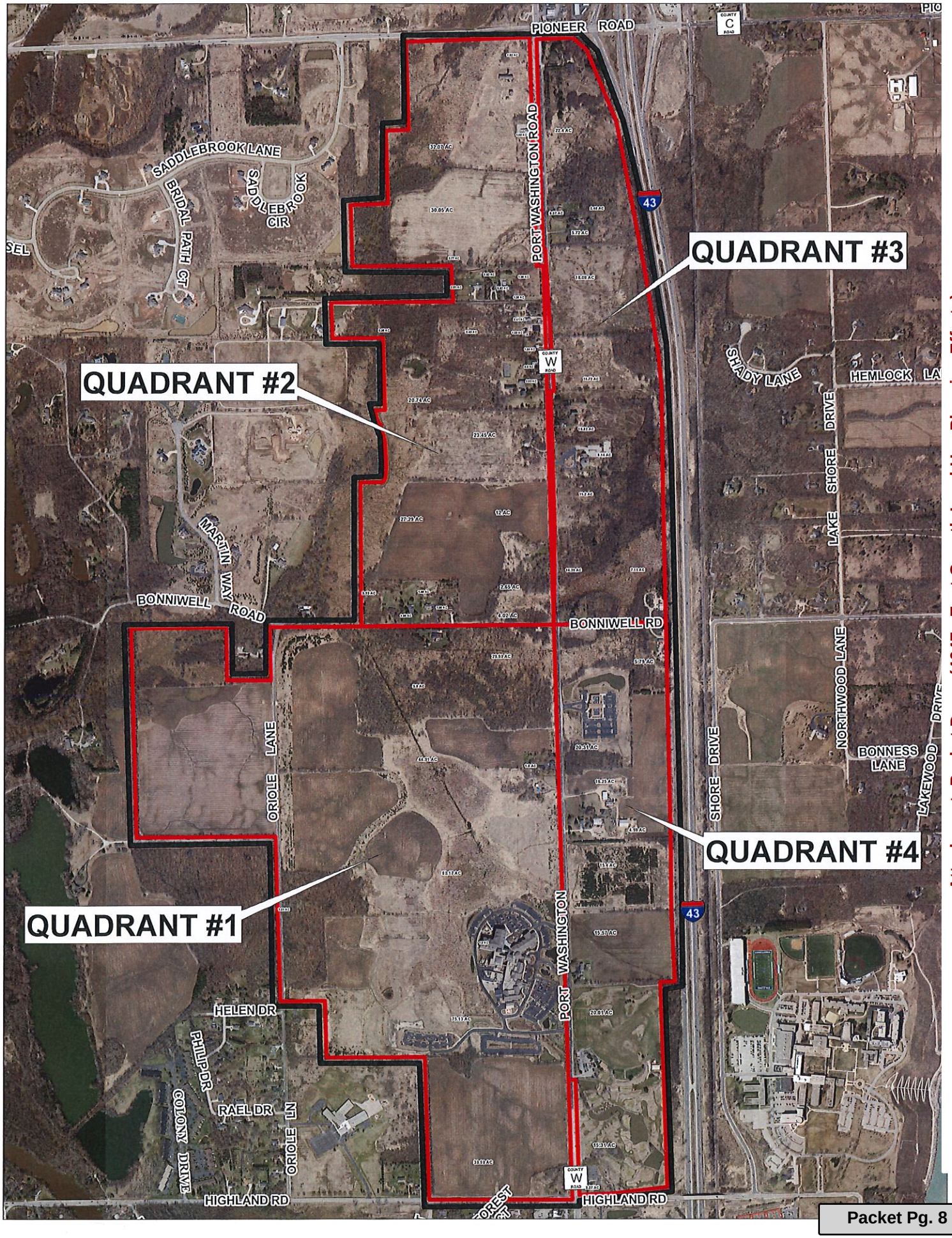
STUDY AREA



Attachment: Packet Docs (4647 : East Growth Land Use Planning Efforts)

Study Area: Quadrant #1

Christ Church

Ascension Hospital

Missing Links

Oriole Lane School

Legend

- Quadrant #1
- 100-year Floodplain/Floodway
- 100-year Floodplain
- General Conservancy Zoning
- Single-Family Land Use
- Undetermined Land Use

N

LAND USE OPPORTUNITIES

COMMERCIAL

INSTITUTIONAL

SINGLE FAMILY RESIDENTIAL

OFFICE

TWO FAMILY RESIDENTIAL

PARK/OPEN SPACE

MULTI-FAMILY RESIDENTIAL

LODGING/ENTERTAINMENT/FOOI

SENIOR-ONLY HOUSING

Attachment: Packet Docs (4647 : East Growth Land Use Planning Efforts)

Study Area: Quadrant #2

Legend

- Quadrant #2
- 100-year Floodplain/Floodway
- 100-year Floodplain
- General Conservancy Zoning
- Single-Family Land Use
- Undetermined Land Use

N

LAND USE OPPORTUNITIES

COMMERCIAL

SINGLE FAMILY RESIDENTIAL

TWO FAMILY RESIDENTIAL

MULTI-FAMILY RESIDENTIAL

SENIOR-ONLY HOUSING

INSTITUTIONAL

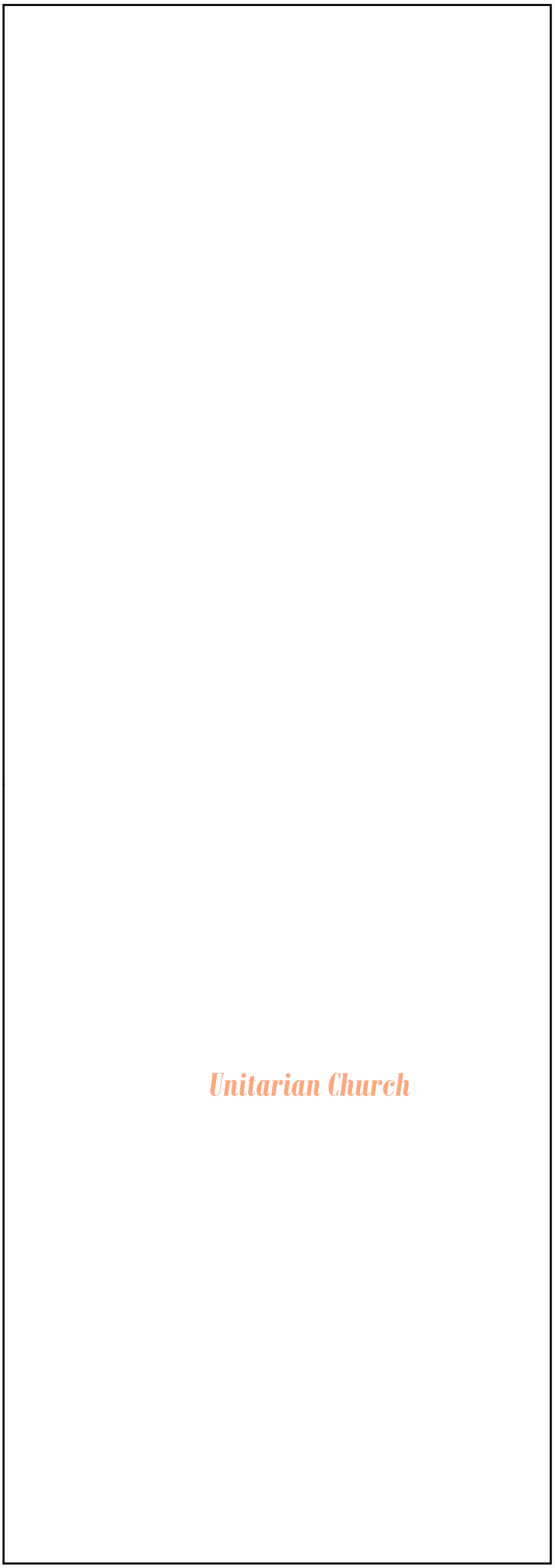
OFFICE

PARK/OPEN SPACE

LODGING/ENTERTAINMENT/FOOD

Attachment: Packet Docs (4647 : East Growth Land Use Planning Efforts)

Study Area: Quadrant #3



Legend

- Quadrant #3
- 100-year Floodplain/Floodway
- 100-year Floodplain
- General Conservancy Zoning
- Undetermined Land Use

N

LAND USE OPPORTUNITIES

COMMERCIAL

SINGLE FAMILY RESIDENTIAL

TWO FAMILY RESIDENTIAL

MULTI-FAMILY RESIDENTIAL

SENIOR-ONLY HOUSING

INSTITUTIONAL

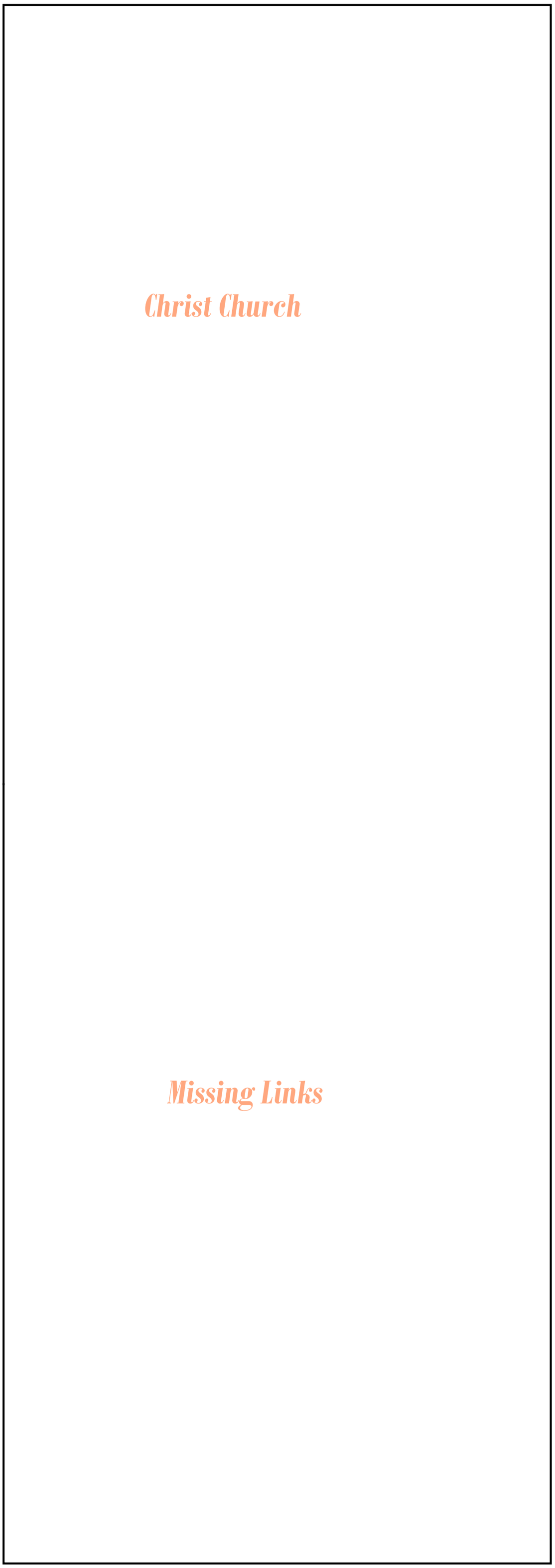
OFFICE

PARK/OPEN SPACE

LODGING/ENTERTAINMENT/FOOD

Attachment: Packet Docs (4647 : East Growth Land Use Planning Efforts)

Study Area: Quadrant #4



Legend

- Quadrant #4
- 100-year Floodplain/Floodway
- 100-year Floodplain
- General Conservancy Zoning
- Undetermined Land Use

N

LAND USE OPPORTUNITIES

COMMERCIAL

SINGLE FAMILY RESIDENTIAL

TWO FAMILY RESIDENTIAL

MULTI-FAMILY RESIDENTIAL

SENIOR-ONLY HOUSING

INSTITUTIONAL

OFFICE

PARK/OPEN SPACE

LODGING/ENTERTAINMENT/FOOD

Attachment: Packet Docs (4647 : East Growth Land Use Planning Efforts)

ECONOMIC DEVELOPMENT BOARD
2020 Meeting Schedule
Meeting Start Time is 7:30 a.m.

MEETING DATE	***PACKET POST DATE***
JANUARY 28th	JANUARY 24th
FEBRUARY 25th	FEBRUARY 21st
MARCH 24th	MARCH 20th
APRIL 28th	APRIL 24th
MAY 26th	MAY 22nd
JUNE 23rd	JUNE 19th
JULY 28th	JULY 24th
AUGUST 25th	AUGUST 21st
SEPTEMBER 22nd	SEPTEMBER 18th
OCTOBER 27th	OCTOBER 23rd
NOVEMBER 17th	NOVEMBER 13th
DECEMBER : NO MEETING UNLESS NEEDED	

NOTES:

* ALL MEETINGS WILL BE HELD IN THE NORTH CONFERENCE ROOM OF CITY HALL AT 7:30 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

11.13.19

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Attachment: EDB 2020 schedule_DRAFT (4648 : 2020 Meeting Schedule)