City of Mequon

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ECONOMIC DEVELOPMENT BOARD
Tuesday, November 19, 2019
7:30 AM
North Conference Room

Minutes

1) Call to Order, Roll Call

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

Chairman Carr called the meeting to order.

2) Approval of Meeting Minutes from October 22, 2019

Action
Mr. Baka made a motion to approve the meeting minutes from October 22, 2019.
Ald. Schneider seconded the motion.
A voice vote was taken; voted passed (5-0)
RESULT: **Approved [Unanimous]**
MOVED BY: Baka
SECONDED BY: Alderman Schneider

AYES: Carr, Safran, Schneider, Baka, Sipiora
ABSENT: Braverman, Holbrook, Shneyder
NOT PRESENT: Parrish, Rosenberg

3) Transportation Update

(Ms. Rosenberg arrived at 7:35 a.m.)

Ms. Tollefson stated that she has been in contact with Rockwell and is working with them on a plan to move forward with this initiative. Although they feel that this would be beneficial to their

employees it is challenging to get the right people at Rockwell to find time to work on this project. Chairman Carr stated that JP from Lyft is working with Rockwell and that they do intend to initiate this pilot program. There was discussion that Riteway may be a better fit for the needs of Rockwell employees.

Overall the Board feels that this was a positive endeavor and that Mequon listened to the concerns of the businesses and has shown interest in helping the businesses find possible solutions to this issue.

4) East Growth Land Use Exercise

Ms. Tollefson stated that there are two things going on in this area which are parallel to each other. Regarding the study of Port Washington Road (like the one done in 2012 and 2013), it is different this time as the entire Port Washington Road will be reviewed; not just a specific corridor. There is consensus that it needs some revitalization and green space. Decisions made regarding land use and zoning north of Highland Road effect what happens on Port Washington Road south of Highland Road.

Almost a year ago, a development group purchased the 40-acre parcel at the northwest corner of Highland Road and Port Washington Road. Staff has spent several months educating the development team on what needs to happen if they want to develop it and reacting to their proposals. They reached a point where staff could no longer provide any more information and staff was hesitant whether the Planning Commission or the Common Council would be enthusiastic of rezoning the parcel and allowing for these uses when there is this other policy discussion going on. It would be premature before policy recommendations are concluded. The development group decided to present their proposal to the Common Council as a consultation to gauge their feedback.

The presentation was given to the Council at their November meeting.
Consensuses drawn:

- The development team should not bring a proposal forward until the study is done. The development team agreed to wait and not to rush the process and pressure the Council to decide.
- There was support for senior housing but not at the scale or massing proposed.
- The day care and the medical office are acceptable land uses at the location.
- No enthusiasm for the hotel.

The Board discussed that this parcel is surrounded by other large institutions and commercial uses around it. There are not single-family homes surrounding it and with the addition of the Highland Road interchange; the Board agrees that it lends itself to more commercial and service uses.

Ms. Tollefson explained that the East Growth area could be an opportunity for a new niche of single-family housing that is not currently available in Mequon. Based on reviewing housing near freeways in other communities; there is a market of home buyers that would choose this location. This is one of the last spots on the east side of Mequon that could offer new housing.

Ms. Tollefson explained that the East Growth and Central Growth were studied at the same time for the same reasons; which was to determine where single-family housing development at something other than 5-acre minimums could be tolerated. East Growth was halted due to the lack of availability of raw land of substantial enough size located within the sewer service area. There are about 100 acres in totality; the largest parcel is about 20-acres, which is mostly consumed by wetlands. Even the pockets of green land in the sewer service area is compromised land; mostly class B type land that does not allow for a substantial amount on homes on it.

Central Growth was able to be implemented because there was no debate about any other land use other than single-family. It was not attractive or of interest to have commercial uses located there. It was thought to help fuel Town Center with additional rooftops, and it was adjacent to the sewer-service area so that it could be served by public sewer and public water. The sewer shed there had the capacity to take on more infrastructure. There was sewer shed capacity concerns and issues in the East Growth area at that time.

She stated that about 1,600 courtesy cards were mailed out regarding the Land Use Open House; all properties on Port Washington Road from Pioneer Road to County Line were included. Ms. Tollefson explained the process of the meeting and told the Board that the attendees will go through the same mapping exercise that the Board will do today.

In response to questions regarding the results of the City survey, Ms. Tollefson stated that single-family and senior housing ranked high. The majority of the single-family densities is desired at the 1-acre density. There was limited interest in some commercial uses. It was agreed that a follow-up discussion with the Council should take place regarding the survey results and what they mean and what actions should be taken based on the results.

The Board spent the rest of the meeting working through the mapping exercise.

5) Staff Updates

6) Announcements

The 2020 Meeting Schedule was included in the packet.
The next meeting is January 28, 2020 at 7:30 a.m.

7) Adjourn

Action
Chairman Carr made a motion to adjourn.
Ald. Schneider seconded the motion.
A voice vote was taken; voted passed (4-0)

Respectfully Submitted,

Kim Tollefson