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**COMMITTEE OF THE WHOLE
Town Center Workshop
Tuesday, June 7, 2016
6:00 PM
Concordia University of Wisconsin
R. John Buuck Fieldhouse
Friends of Concordia Room, 12800 N. Lake Shore Drive**

Agenda

- 1) Call to order, Roll Call
- 2) Approve meeting minutes of March 1, 2016
 - a. Committee of the Whole meeting minutes of March 1, 2016
- 3) Overview and Discussion Concerning Matters Relating to Mequon Town Center
 - a. Tax Increment District: TID No. 3 Dated 2008-2028
 - b. New Development
 - i. Land Uses and Value
 - ii. Expectations of Next Phase of Development
 - c) Residential Diversity, Character and Influence
 - d) Town Center TID Intended Expenditures
 - i. Phase I: Infrastructure and Streetscape
 - ii. Phase II: Civic Campus Planning
 - e) Funding Sources
 - f) Policy Directives
- 4) Other Matters

5) Announcements

6) Adjourn

Dated: June 3, 2016

/s/ Dan Abendroth, 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.

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.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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Office of the City Clerk

**COMMITTEE OF THE WHOLE
March 1, 2016 – Christine Nuernberg Hall
MINUTES**

PRESENT: Mayor Abendroth, Aldermen Strzelczyk, Pukaite, Mayr, Leszczynski, Gierl, Hawkins, Nerbun, Adams, City Attorney Sajdak, City Administrator Jones, Deputy City Clerk Fochs, Acting City Engineer/Public Works Director Keegan, Community Development Director Tollefson, Assistant Community Development Director Zader, press and interested public.

ABSENT: None

ALSO PRESENT: Cindy Shaffer of Shaffer Development LLC, Mark Endberg of Engberg Anderson Architects, Tim Wimmer of The Sigma Group, Attorney Deborah Tomczyk of Reinhart Boerner Van Deuren s.c.

1) Mayor Abendroth called the meeting to order at 6:05 PM.

2) Town Center Development: Heritage Commons Workshop:

Director Tollefson gave a brief summary of the Town Center project efforts since its 2000 inception. The main intent of the City is to utilize the assets and amenities to create a mixed use, compact, pedestrian-oriented neighborhood. There are two public goals 1) achieve a development proposal in compliance with Town Center zoning and 2) generate money for the city as soon as possible. Shaffer Development was chosen by the Common Council to purchase the 13.4 acre property. Director Tollefson would like Council to understand the conditions of the site that are influencing the project team's decisions to date, and for the Council to share perspectives on design. The structures and key features in and around Heritage Commons and the Town Center were reviewed. Those include wetlands, specimen trees, utilities, easement, existing buildings to remain, ingress and egress points, and pedestrian crossing over the railroad tracks.

Mr. Wimmer of the Sigma Group summarized the steps taken to identify the environmental conditions of the subject properties. Refrigerant oil on gravel areas, gas tanks, above ground fuel tanks, and waste oil storage area were found. They collected soil and water samples to determine damage. In general, there were uniform contaminant levels and sample results from all three wells were negative. The next step would be to file reports to the DNR to see if a full investigation is warranted.

Attorney Tomczyk outlined how the deal will be financially structured, i.e. equity funding, grants. She cautioned that lenders will look at any environmental concerns.

Ms. Shaffer of Shaffer Development LLC, presented the proposal outlining the iconic gateway entrance, green spaces, parking, adaption of existing buildings, potential office and retail, potential hotel, multi-family apartments, townhouses, and connectivity to existing civic campus. The constraints of the site are challenging. They have met with existing

homeowners and current rental tenants to gauge their wants and needs. She presented two options, one with a hotel, and one without a hotel. Research to gauge the feasibility of a hotel is ongoing. The timeline depends on the results of the environmental, civic and civil studies. The developer will work with the City to resolve the flooding issues on both sides of the railroad tracks. Discussion ensued on the smoke stack, interactivity with surrounding areas, architectural style of buildings, public market, parking, artist colony, traffic, pedestrian crossing over/under railroad tracks, market demand for hotel rooms and apartments, financial street scaping or gateway sign(s), construction schedule of the new combined DPW building, need for meeting space, and investor type (local vs. national).

Next steps are to have a neighborhood meeting and development approval submittals for PUD master planning in the coming months. Another meeting for the Committee of the Whole to discuss the Logemann Center will occur in the next couple months.

- 3) **Adjourn:** Moved by Alderman Adams, seconded by Alderman Pukaite to adjourn at 8:45 PM. The motion passed by voice acclamation.

Respectfully Submitted,
CITY OF MEQUON COMMITTEE OF THE WHOLE
Kathy Andrykowski, Administrative Assistant



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DEPARTMENT OF COMMUNITY DEVELOPMENT

To: Common Council
From: Kim Tollefson, Director of Community Development
Date: June 7, 2016
Subject: Town Center Workshop

Background:

At the request of Mayor Abendroth and Council President Strzelczyk, this workshop is established to provide an overview of the current conditions related to the City's Town Center neighborhood and to provide direction related to the opportunities and priorities for the continued success of the Town Center neighborhood. The re-establishment of this neighborhood was a long range planning initiative dating back to 2002 and based on a City of Mequon Visioning Report of community stakeholders calling for the following vision:

“...centrally located heart of Mequon that fosters interaction among residents, encourages gathering and activities, provides a pleasant pedestrian atmosphere along the river, offers restaurants and shops, and helps prevent the sprawl of non-residential development.”

In 2007, new zoning districts were created and applied to approximately 100 acres of land to encourage redevelopment of the City's west side commercial corridor along Mequon Road. The form of redevelopment was to occur in a manner that created a traditional, pedestrian oriented neighborhood with active uses that create vitality within the public realm. To be exact, the zoning district's public purpose statement is as follows:

Sec.58-301 Town Center District. Purpose. The Town Center (TC) district is established to preserve and enhance the unique character of Mequon's Civic Campus, to create a gateway to the Mequon-Thiensville Town Center, to establish and promote pedestrian character, to protect the natural environment and improve visual and physical access to the Milwaukee River, to mitigate the impacts of vehicular traffic, to establish and maintain small, neighborhood scale mixed uses, including a broad range of housing type at densities that support the Town Center businesses, and to encourage high quality design standards throughout the Town Center.

While the neighborhood has several key characteristics that lend themselves to a typical walkable neighborhood commercial district, the land is underutilized and in need of reinvestment to capture new tax base. According to the Melaniphy Market Analysis (2006), there is approximately \$42M of leakage occurring outside Mequon as it relates to retail, service and food service expenditures. The new zoning districts not only eased the approval process, but targeted the optimal type of uses that create pedestrian activity, gathering spaces and the type of retail and services in demand. A key component to success is furthering the mix of new residential uses as a means to continue to provide the demand for goods and services. The zoning districts also established architectural standards and materials with diversity in mind and established an approval process for City control related to residential densities (see attached Town

Center zoning districts in Exhibit A – please noted that due to length of exhibit, it is located at the end of the report).

Accompanying the new zoning, a Tax Increment District was created 2008, in which the City borrowed \$7M to make public infrastructure improvements and enhance the pedestrian character and experience. While the City has captured some private reinvestment dollars through 2014, the City had also experienced a decrease in the overall value of district. It wasn't until 2015 that the City saw a significant change in the type of uses, physical form and new tax base through the Wired/Shaffer Mequon Town Center development.

To further detail the chronology and history of the Town Center, additional facts can be found in Exhibit B.

Overview:

In connection with this workshop meeting, staff will present and provide an overview of the current conditions related to the following topics as stated in this report and discuss future opportunities, existing and additional controls and recommend options for consideration. These topics include:

- Town Center Tax Increment District: TID No. 3 Dated 2008-2028
- New Development: Land Uses and Value
- Expectations of Next Phase of Development
- Residential Diversity, Character and Influence
- Town Center TID Intended Expenditures: Phase I Priority Projects: Infrastructure & Streetscape
- Town Center TID Intended Expenditures: Phase II Priority Projects: Civic Campus Planning
- Funding Sources
- Policy Directives

Detailed on the following pages are executive summaries related to each topic. The topics are a result of inquiries made by Common Council members and general stakeholders that have expressed interest about the economics and development occurring within the Town Center.

Desired Outcome:

The goal of the workshop is to allow for open dialogue and a shared understanding of current conditions within the Town Center neighborhood. In addition, the workshop is also intended to provide direction to staff related to future opportunities and priorities, as the City plans, amends and budgets for the continued success of the neighborhood. Key directives identified by the Council may require additional evaluation and staff will plan to return to the Council for further action as warranted.

List of Exhibits

- **Exhibit A:** Town Center Zoning Districts
- **Exhibit B:** Town Center Chronology & History
- **Exhibit C:** Town Center TID Boundary
Town Center TID Projected Development Values
- **Exhibit D:** Town Center TID Projected Expenditures
- **Exhibit E:** Town Center TID Current Cash Flow
- **Exhibit F:** Redevelopment Sites & Values
Redevelopment Sites & Incentives
- **Exhibit G:** Residential Expectations
- **Exhibit H:** 2008 TID Project Plan Project Map of Expenditures
2008 TID Project Plan Project Expenditures List
- **Exhibit I:** 2013 TID Project Plan Project List of Expenditures
- **Exhibit J:** Gateway Concepts
- **Exhibit K:** Selected Design Concept: Mequon River Station
- **Exhibit L:** 2008 TID Project Plan Non-Project Costs
- **Exhibit M:** 2013 TID Project Plan Fast Track Formula

Town Center Tax Increment District: TID No. 3 Dated 2008-2028

The TID Project Plan was created in 2008 and amended in 2013 to add development parcels to the district and add a new eligible expenditure for developer incentives. The plan projected that as a result of creating the district, \$44.2M of value would be generated through new development, redevelopment and appreciation in the value of existing properties by the closure of the district in 2028. Please see Exhibit C for a map of the district boundaries and projected development values. At the onset, the City borrowed the full \$7M intended for TIF expenditures. These expenditures included public infrastructure, utility improvements, streetscaping, civic campus and gateway improvements. The 2013 amendment did not authorize further borrowing (see Exhibit D for the list of project expenditures).

In 2008, the equalized value of the district was \$41.8M. In 2013, the district experienced a deficient. The addition of a new office development and the expansion of a non-conforming use by 2013 assisted in overcoming the deficient and added a net increase of \$1.4M to the district. At that point in time, the City invested approximately \$3M TID dollars into the district by completing the following improvements:

- Extending a public water main along Mequon Road
- Burial of overhead utilities along Cedarburg Road and a portion of Mequon Road
- Improvements to the riverfront park
- Re-alignment of Cedarburg Road
- Construction of on-street parking and streetscaping for Cedarburg Road

In 2014, with the City's ability to provide developer incentives, two contracts were executed to provide a public/private financial incentive to fuel redevelopment (Outpost and Wired). These developments, with the inclusion of the Aster Memory Care residential development, delivered an additional \$26.3M of the value for the district. By year end 2016, the equalized value is expected to reach \$64.6M. Therefore, by January 1, 2016, the district will have generated \$30M in new value, or 67% of the initial 2008 projected total district value of \$44.2M.

In 2015, the City approved a mix of residential developments that are expected to deliver an additional \$27M of value by 2018. Two of these three developments, were eligible for and received developer incentives. With the addition of these projects, and the expected redevelopment of the City-owned Town Center project (\$26.8M minimum) that is slated for completion by 2019, the district will cash flow by year 2025 (see Exhibit E related to the cash flow analysis provided by Ehlers). This assumes no other development occurs in the district. Based on these anticipated values, the district will have created \$87M in new development value for the neighborhood. That results in more than \$43M of value beyond the \$44.2M of value projected in 2008. Please note that the \$7M City TID investment through public improvements and direct developer incentives is roughly 9% of total new value created. Considering direct developer incentives alone, the City's investment is 5%. In communities that leverage TID as an economic redevelopment tool, public investments are typically in the 15-20% range.

As experienced in 2008, unexpected changes will occur, projections are not guarantees and adjustments are needed. Even if all anticipated projects are constructed and all deliver the values as expected, there are many sites that remain vacant, underutilized or blighted in character. The financial health of the TID is a substantial public policy goal to achieve. However, significant work remains to accomplish the re-establishment of a neighborhood commercial district with a pleasant pedestrian atmosphere.

New Development: Land Uses and Values

The following chart outlines the new development land uses by amount and values expected for projects through 2019. The Town Center district map attached in Exhibit F highlights the sites approved for redevelopment with the specified land use and value.

By 2019, the district is expected to have approximately 300 new dwelling units resulting in an overall density of 2.86 units/acre, resulting in approximately 70% of the overall number of units that were anticipated at the time the zoning districts were created. The City-owned Town Center site was not included in the initial projects in 2008 and could deliver approximately 150 of the 300 total anticipated dwelling units. Overall, these new market-rate residential units contribute approximately \$39M in value. Commercial development is contributing approximately \$48.5M in value and results in the addition of 133,000 square feet of retail, service and food service uses. At this time, the expansion of commercial is significantly less than the 1.7M square feet that was initially projected. The total value expected by 2019 of \$87.5M creates a value of \$2.16M / 1 acre of redeveloped land.

Looking at the Town Center neighborhood holistically, the district map attached in Exhibit G highlights sites that are expected to develop with residential uses over time. Of the 33 acres in which residential development is more likely, staff applied a trend analysis of existing developments within Town Center. Considering this factor alone, the results suggest that an additional 390 dwelling units is possible.

Our consultants involved in the previous Town Center planning efforts indicated that successful retail environments need a growing number of high quality residents to foster requisite demand. Typically, active streets are surrounded by dense residential development. If the City can continue to support controlled growth of new and diverse housing within the neighborhood and continue to support the revitalization that is occurring, then quality retail and neighborhood services will follow the growth in new residential development.

Staff will discuss sites expected to develop next, our perspective on the prioritization of such sites and the potential need for continued financial partnerships and programs.

Residential Diversity, Character and Influence

The Town Center is experiencing a mix of residential development. Current zoning prohibits single-family residential development, but encourages a broad range of housing types at densities to support Town Center businesses. It was estimated that the zoning district could deliver over 400 dwelling units. From a planning and development standpoint alone, this amount of residential development in a mixed use neighborhood is considered moderate density. Based on the approved projects, coupled with the City-owned Town Center site, the district will achieve 70% of the projected units that were originally forecasted in 2007.

Based on recent market research, there is currently a 99% occupancy rate for the competitive rental market (Germantown, Glendale, Shorewood, Wauwatosa, Thiensville, Menomonee Falls, among others). Presently, occupancy rates both within the Milwaukee area and Ozaukee County remain at 98%. There is only modest growth in the supply of new multi-family units and it is believed that the future demand for high-quality apartments will remain healthy over the next few years. Despite pending projects in the City of Mequon and within competitive markets that will provide a new supply of market rate apartments, one recent market analysis suggested there will still be a net positive demand of 350 units.

The diversity of units for those approved within Town Center developments range from 850-2200 square feet and rent at rates from \$1,350-\$3,675 / month. Only the apartments at The Mequon Town Center (Wired/Shaffer development) have been constructed to-date. This development has achieved 96% occupancy rate, with only 1 unit remaining for rent. High quality amenities and design features are expected in all of the projects that have been approved so far and include clubhouses, pools, rooftop patios, granite, hardwood or plank flooring, stainless steel appliances, in-unit laundry rooms and electric car chargers. The diversity of units has also included the introduction of 100 units dedicated to senior and medical institutional uses in the Town Center's Arrival Corridor.

The market, characteristics of certain sites (large parcels with significant depth from the public road) and zoning controls will influence the absorption of residential development. Because staff is aware of the Council's concern regarding the future absorption rate for apartments and its interest in maintaining high quality and long lasting residential value, staff will review current standards and future opportunities to further influence and control the expansion of housing within a mixed use environment.

Town Center TID Intended Expenditures: Phase I Priority Projects: Infrastructure & Streetscape

The 2008 TID Project Plan identified a detailed list of intended expenditures by phase and prioritization. Phase I was intended to address public infrastructure and streetscaping needs (see Exhibit H for the list of expenditures, costs and location of improvements).

In 2013, the Project Plan amended the project expenditures list; however total project costs did not change. Because of this, dollars were shifted from the previous priority project list to provide direct developer incentives. Incentives have spurred redevelopment but the incentives are structured as low risk, pay-as-you-go agreements (see Exhibit I for amended and expenditure list and the approved Fast Track Incentive Formula).

Of the listed intended expenditures, the City has accomplished the following:

Projects:	Status:	Estimated Cost
• Zone 5: Cedarburg Road	Completed	\$0
• Zone 6: Mequon Road (Cedarburg Road to Buntrock)	1/2 block completed	\$3M
• Zone 7: Mequon Road (Buntrock to Wauwatosa)	Not started	\$500K
• Riverfront Park	Phase I Completed	\$680K
• Water System Looping	Completed	\$0
Total:		\$4.18M

Gateway features were anticipated as part of the riverfront park planning efforts. Most recently, in the recent years, as community stakeholders have stepped forward with greater interest in completing the gateway features. The City has also expressed a particular interest in the implementation of the gateway. City staff recently hosted a meeting and conducted a tour of the gateway area with representatives from the Village of Thiensville and community organizations including the Mequon-Thiensville Junior Women's Club, Mequon Community Foundation and the Rotary Clubs, among others. These organizations have expressed an interest in fundraising for this community oriented project that might otherwise be delayed due to funding. Therefore, there is an immediate opportunity to partner with these organizations in 2016 (see Exhibit J for the gateway concepts and local support).

A streetscape plan and design characteristics were established by the Council in 2009. Some features have been implemented as individual parcels have developed. The Council chose a design concept that features "Mequon River Station" as a contemporary interpretation of the Milwaukee River and how the river has shaped the culture and character of the community (see Exhibit K). As the neighborhood is rebuilt, it will continue to be important to enhance the lifestyle of residents and enhance business operations of Town Center. Mequon Road cannot continue to be structured as a way in which motorists just move quickly through Town Center in order to reach other neighborhoods. It should, in order to meet previously identified policy objectives, foster an environment in which people stay, conveniently shop and safely and comfortably enjoy the public realm.

Town Center TID Intended Expenditures: Phase II Priority Projects: Civic Campus Planning

The 2008 TID Project Plan identified a detailed list of intended expenditures by phase and prioritization. Phase II was intended to address mostly Civic Campus improvements such as parking facilities, paths, lighting and landscaping (see Exhibit G).

In addition, the Project Plan included a list of Non-Project improvements and costs related to the Civic Campus. The intent of this list was to ensure TID dollars were not expended on these improvements (see Exhibit L for non-TID project costs).

Of the listed intended expenditures, the City has accomplished the following:

Projects:	Status:	Estimated Cost
• Zone 8: Buntrock and Industrial	1/2 block completed	\$400K
• Civic Campus: Parking	Not started	\$300K
• Civic Campus: Paths/Landscaping/Lighting	Not started	\$210K
Total:		\$910K

Improvements to the Civic Campus are necessary but were originally to be considered during Phase II implementation. These intended improvements will correct existing issues to better serve existing users and provide for, or further enhance, quality of life assets to the neighborhood and the community as a whole.

Logemann Center: A specific issue has been raised within the Civic Campus related to the recent closure of the Logemann Center. There are several options that can be explored with regard to the center. Staff is aware that there has been interest from a developer to purchase the building and renovate it into a restaurant. While the use of the facility for a restaurant would help promote vitality in the Town Center, it does have its challenges. The biggest issue with converting the site to any commercial use is that it would add stress to the current parking supply in the area. There is also a question of legal access. The driveway that connects to Mequon Road along the west end of the cemetery is primarily owned by WE Energies as part of the Interurban right of way. While the City currently has an access easement, representatives of WE Energies have expressed concern over the sale or conversion of the building to private use. In addition, the Town Center zoning district requires 100 feet of street frontage. This restricts the ability to sell off a portion of the Civic Campus parcel.

Another option would be to remove the building completely and expand the City Hall parking lot. This option would add roughly 50-75 parking spaces to the existing lot. There are costs associated with this option beyond the demolition costs of the building. The expanded lot would almost certainly require the relocation of the communications tower and two light poles that are used for baseball field lighting.

Staff has met with representatives from Ozaukee County and there is interest in a possible trailhead facility (bathrooms, lockers and a resting spot) for users of the bike trail similar to what has been constructed in Oostburg and Sheboygan. The County has stated there is a need for facilities along this segment of the trail. This type of facility would still allow for a significant expansion of the parking lot.

One final option that has been discussed with some interested parties is a combined facility that would include restrooms, a pavilion and possibly a concession or beer garden. This would add to the vitality of the Town Center and functions within the Civic Campus area, but would also create additional parking demand. This type of facility would still allow for a significant expansion of the parking lot so the impact would be far less than a commercial operation.

Funding Sources

The Town Center TID is the intended source of funds to further the economics of the district in a manner that increases new development, redevelopment and the value of existing properties. Additional funding sources have assisted with business growth in the Town Center including the City's Revolving Loan Fund program and the Town Center Business Loan Program.

The Town Center TID may provide an opportunity for the City to make new expenditures from the TID after 2025, or sooner should additional new value be added to the district. Should the City be interested in additional borrowing, staff would work with Ehlers, our financial consultant, to determine opportunities for additional borrowing capacity in a future, given year.

Other opportunities for funding sources include the following:

- *Inter-TID fund borrowing.* Inter TID borrowing can be authorized and TID #4 and TID #5 may be candidates for such. Both TID districts have incentives authorized for redevelopment, however no other approved project costs authorized as TID expenditures. Therefore new value has been created within those districts making such borrowing feasible.
- *Capital Improvement Projects.* The City could evaluate infrastructure improvements, including municipal parking facilities, through the Capital Improvement Project planning and budgeting process that occurs annually. This process is often highly competitive with already limited resources.
- *Park Impact Fees.* The City requires a park impact fee of \$900/dwelling unit. Given the density supported within Town Center, the City could designate park impact fees generated by new dwellings within the neighborhood for many of the Civic Campus and riverfront park improvements.
- *Parking Facility Impact Fees.* Given the interest in less sprawling commercial development, private development that does not provide all required parking on-site could be required to contribute financially, through an impact fee or payment in lieu, to construct new municipal parking facilities.
- *Grants.* Staff has secured grants for the Town Center in the past. Planning staff pursued and was awarded a DNR grant to plan for and design the riverfront park improvements. Both DNR, WEDC and DOT grants are available for certain public improvements and economic development initiatives.
- *Developer Responsibility.* The City has required developers to install the necessary public streetscape improvements and infrastructure at the time of the development. In some cases, the City has leveraged the developer's engineering and construction team to design and construct the requested improvements, with the City reimbursing the developer for the cost of the work.

Policy Directives

As indicated in the cover memo, the workshop is intended to provide an overview of current conditions for the Town Center and provide policy direction as staff plans for, amends where necessary and budgets for the continued success of Town Center. The following questions represent a listing of key decision points facing the City that are intended to be further discussed at the workshop.

- Is continued investment in public infrastructure such as road/sidewalk improvements, parking facilities, utility burial and streetscaping still a greater priority than the Civic Campus planning as intended in the TID Project Plan?
- Is there consensus regarding which sites are high priority redevelopment sites?
- If developer incentives are needed for high priority redevelopment sites, does the City wish to continue to offer low risk incentives?
- If incentives are to continue, does the Fast Track Formula (see Exhibit M) still fit our needs?
- Are the existing tools (zoning and process) adequate to address the Council's interest in controlled and diverse residential development that generates high quality housing? If not, which additional measures should staff pursue?
- Of the potential funding sources, which are of interest to the Council?
- Are there potential funding sources not listed that are of interest to the Council?
- Should the City further the partnership opportunity for gateway features with the Village of Thiensville and other local community organizations?
- Is there consensus at this time regarding the future use of the former Logemann Center building and associated land area?



MEQUON TOWN CENTER INFORMATION

Town Center is established to preserve and enhance the unique character of Mequon's Civic Campus by creating a gateway and heart to the city. Town Center promotes the pedestrian character by establishing and maintaining neighborhood-scale mixed uses including a broad range of housing types at densities that support Town Center businesses and by encouraging high quality design standards.

A 1999 Mequon Visioning Report calls for a vision "... centrally located heart of Mequon that foster interaction among residents, encourages gathering and activities, provides a pleasant pedestrian atmosphere along the river, offers restaurants and shops, and helps prevent the sprawl of non-residential development."

Town Center is designated as the area commencing in and around the Cedarburg and Mequon Road intersection and along Mequon Road from the Milwaukee River to and around Wauwatosa Road.

Town Center is established by zoning districts that promote higher density residential development, human-scale design and a variety of permitted, commercial uses to streamline the approval process. The new zoning was created in 2007.

Town Center TID is established to authorize expenditures of 7 million dollars including a new street design that allows for on-street parking, streetscape elements and beautification of the area as well as infrastructure improvements and developer incentives. The TIF was created in 2008. The TID requires an additional \$30m of value added in 2016 for the TID to cash flow by its 2028 closure date.

In addition to the zoning district and TID, the City has developed a Town Center Plan, Town Center Design Guidelines, completed a market analysis, a parking study and addressed the Town Center within the 2035 City of Mequon Comprehensive Plan to meet a state mandate for a designated traditional neighborhood master plan. Significant dollars have been invested in planning and implementation of infrastructure improvements thus far.

Town Center is very accessible via Mequon Road as a major east-west arterial which intersects with all major and minor north-south arterials including Cedarburg and Wauwatosa Roads. Mequon Road also connects to I-43 (3 miles) and Hwy 45.

Town Center is estimated to have 85% of its sales originate from within a 20 mile trade area.

Mequon's resident retail and foodservice expenditures of the recent past suggest approximately \$42m of leakage outside of our community. New retail and service should be developed on Mequon Road, in Town Center, to meet consumer needs and serve new residential development

on the west side of our city.

Town Center includes a convertible street for festivals and an enhanced public gathering space along the Milwaukee River.

Town Center includes several new developments creating approximately \$30m dollars of value for the TIF. The new developments include Outpost Natural Foods, Sommer's Automotive expansion, Spectrum Investment Advisors, Astor residential and Wired's Mequon Town Center development.

Town Center zoning allows for multiple family development opportunities, greater building mass and allows for greater height to encourage a mix of uses that create the type of gathering and pedestrian activity typical in a more traditional, urban neighborhood. Additional density is necessary to generate the demand for commercial, which in turn creates the economic engine to redevelop the current, underutilized commercial area:

- **Up to 3.5 stories in building height through special zoning approvals.**
- **Up to 16 units/ .5 acres through special zoning approvals.**
- **Building placement and design standards that encourages safe pedestrian movement and activity.**

At the time of creating the zoning district, Teska & Associates, along with a local development firm, Lakeside Development Co., tested our standards on existing lots in the Town Center. Those development scenarios are attached and showcase how mixed use projects comply with the regulations in a balanced approach to meet all of the City's objectives.

TID developer incentives have been authorized by the Council. Those include a cash grant to Wired's Mequon Town Center for \$1.8m and a pay-as-you-go incentive to Outpost Natural Foods for approximately \$300k.



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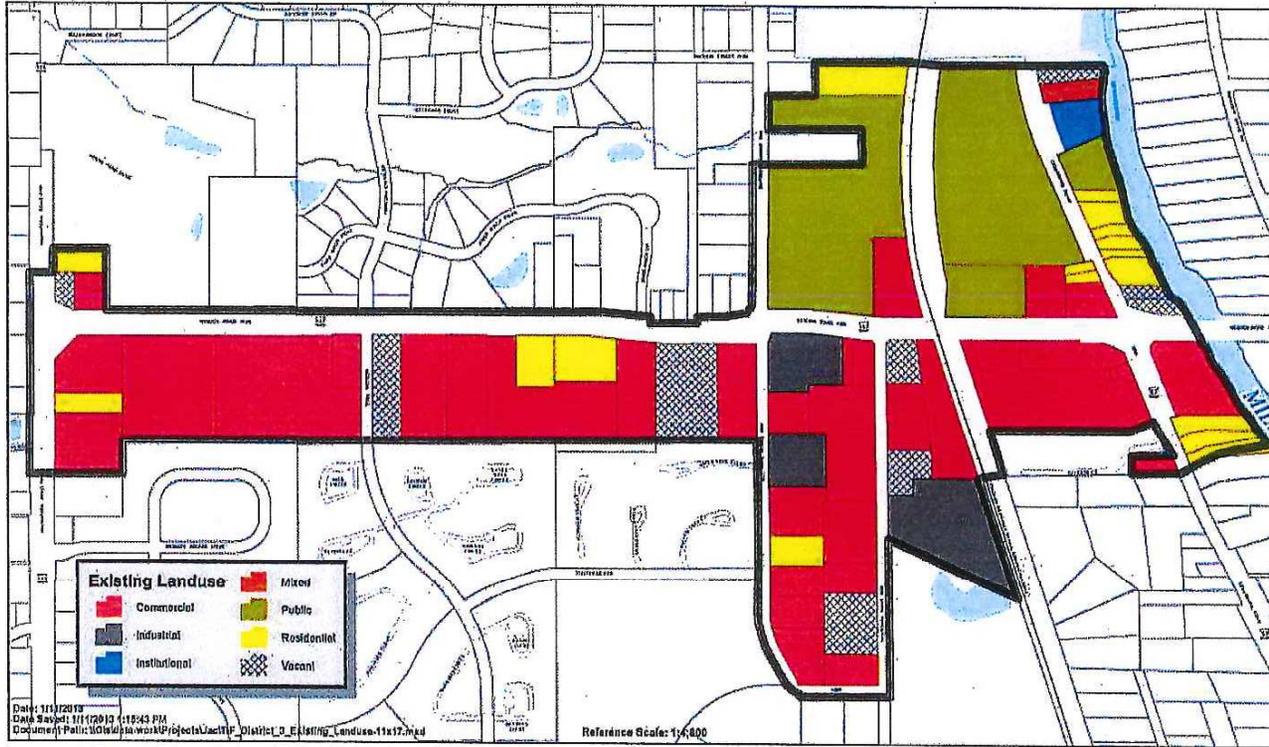
Department of Community Development

Town Center Planning Chronology

- October 27, 1999: Visioning Committee approves Visioning Report, which includes, among other things, a vision for a “... *centrally located heart of Mequon that fosters interaction among residents, encourages gathering and activities, provides a pleasant pedestrian atmosphere along the river, offers restaurants and shops, and helps prevent the sprawl of non-residential development.*”
- October 16, 2001: The City of Mequon and Village of Thiensville work together in hiring Teska Associates to prepare a Town Center Plan.
- September 24, 2002: The City of Mequon’s Economic Development Board and Village of Thiensville’s Town Center Advisory Committee approve the final Town Center Plan following a year of collaboration.
- May 20, 2003: Common Council and Village Board create the *Mequon/Thiensville Town Center Committee* (11 combined voting members from Mequon and Thiensville), to implement the Town Center Plan.
- August 13, 2003: Town Center Committee has first meeting. Rotary Clubs announce their plans to sponsor the Riverwalk project.
- November 20, 2003: Village of Thiensville receives Stewardship Grant from the State of Wisconsin to assist in design and development of the Riverwalk. Based on the Common Council’s direction to sell the 9 acre City-owned property between Buntrock Ave. and the railroad tracks, the Town Center Committee recommends that the Economic Development Board distribute a Request for Proposal (RFP) for private purchase and development of the property.
- February 19, 2004: Thiensville announces two new condominium projects within the Town Center area.
- March 9, 2004: Common Council has Committee of the Whole meeting to discuss Rotary Riverwalk, TIF planning, and sale of City property in Town Center area. Additionally, the Council hires the consultant firm of Ehlers & Associates to prepare a TIF plan for the Town Center area.

Attachment: Town Center Workshop (1678 : Town Center)

Proposed TIF #3 District - Existing Landuse



DEVELOPMENT ASSUMPTIONS



City of Mequon

**Tax Increment District No. 3
Development Assumptions**



Construction Year	Brewery Project	Town Center Development	Arrival Corridor Development	Miscellaneous Town Center	Concord Commons	Annual Total
2008						0
2009	6,000,000	4,000,000				10,000,000
2010	2,000,000	2,000,000	4,000,000		4,000,000	12,000,000
2011	2,000,000		2,000,000		4,000,000	8,000,000
2012	6,000,000	500,000	500,000			7,000,000
2013						0
2014						0
2015						0
2016						0
2017						0
2018				3,000,000		3,000,000
2019				2,000,000		2,000,000
2020				1,200,000		1,200,000
2021				1,000,000		1,000,000
2022						0
2023						0
2024						0
2025						0
2026						0
TOTALS	16,000,000	6,500,000	6,500,000	7,200,000	8,000,000	44,200,000

NOTES: Development Assumptions provided by City

Attachment: Town Center Workshop (1678 : Town Center)

Exhibit C: Town Center TID Projected Development Value

Project Plan & Boundary Amendment
TID No. 3

DEVELOPMENT ASSUMPTIONS




City of Mequon
Tax Increment District No. 3
Development Assumptions

Construction Year	Town Center Development	Miscellaneous Town Center	100% Annual Total
2008			0
2009			0
2010			0
2011			0
2012	2,000,000		2,000,000
2013	13,500,000		13,500,000
2014		3,000,000	3,000,000
2015		6,000,000	6,000,000
2016		1,000,000	1,000,000
2017		1,000,000	1,000,000
2018		1,000,000	1,000,000
2019			0
2020			0
2021			0
2022			0
2023			0
2024			0
2025			0
2026			0
TOTALS	15,500,000	12,000,000	27,500,000

NOTES: Development assumptions provided by City Staff

Attachment: Town Center Workshop (1678 : Town Center)

Exhibit D: Town Center TID Projected Expenditures

Projects	Priority 1	Priority 2
	2008/2009	2012/Phase
City of Mequon		
Tax Increment District No. 3		
Project List *		
		
		
Zone 5 Cedarburg Road (Division to Mequon)		
Road Improvements	483,567	
Lighting	230,500	
Landscaping & other features	120,332	
Electrical System Improvements - Cedarburg Rd.	226,000	
Zone 6 - Mequon Road (Cedarburg Road to Buntrock)		
Road Improvements	155,250	
Landscaping & street amenities	98,554	
Lighting	322,680	
Stormwater management analysis	50,000	
Other including electrical system improvements	2,442,920	
Zone 7 - Mequon Road (Buntrock to Wauwatosa)		
Landscaping & other features	105,575	
Lighting	391,540	
Zone 8 - Buntrock and Industrial Road		
Lighting		300,000
Landscaping		50,000
Sidewalks		85,000
Civic Campus		
Parking Facilities & paths		321,800
Landscaping & other features		154,500
Lighting		109,440
Riverfront Park		
Design & Development	30,000	
Improvements	182,640	
Lighting	55,620	
Landscaping & other features	345,050	
Water System Looping	750,000	
Subtotal Needed for Projects	5,990,228	1,020,740
* Projects and costs provided by City		

Attachment: Town Center Workshop (1678 : Town Center)

Exhibit E: Town Center TID Current Cash Flow Analysis

City of Mequon



Tax Increment District No. 3

Cash Flow Pro Forma - w/Dermond, The Reserve and Heritage Commons



Year	Revenues							Expenditures							Balances		Project Cost Principal Outstanding	Year				
	Current Tax Increments	Dermond Increment	The Reserve	Heritage Commons	Investment Earnings	Capitalized Interest 2009 Issue	Total Revenues	Taxable w/BAB Designation			Paying Agent	BAB Fee	Less BAB Rebate	Outpost Development Incentive (Revised)	Dermond Incentive	The Reserve Incentive			Total Expenditures	Annual	Cumulative	
								\$6,950,000	Est. Rate	Interest												
2008					0	0	0	Prin (8/1)	Est. Rate	Interest												
2009					0	733,684	733,684		0								0	0	6,950,000	2008		
2010	0				3,668		3,668		372,688	400	100	(130,441)				242,747	733,684	733,684	6,950,000	2009		
2011	19,184				2,479		21,657		376,875	400	100	(131,906)				245,469	(239,078)	494,606	6,950,000	2010		
2012	0				1,354		1,354		376,875	400	100	(131,906)				245,469	(244,115)	270,794	6,950,000	2011		
2013	0				133		133		376,875	400	100	(131,906)				245,469	(245,335)	26,680	6,950,000	2012		
2014	0				(1,093)		(1,093)		376,875	400	100	(121,354)				256,021	(257,115)	(475,770)	6,950,000	2013		
2015	23,798				(2,379)		21,419	150,000	4.000%	376,875	400	100	(121,354)			406,021	(384,602)	(860,372)	6,950,000	2014		
2016	145,511	0	0	0	(4,302)		141,209	250,000	4.500%	370,875	400	100	(119,422)	25,270	0	527,224	(386,015)	(1,246,387)	6,800,000	2015		
2017	464,072	0	0	0	(6,232)		457,840	250,000	4.750%	359,625	400	100	(115,799)	25,270	0	519,598	(61,756)	(1,308,143)	6,550,000	2016		
2018	531,895	131,029	175,251	0	(6,541)		831,735	300,000	5.000%	347,750	400	100	(111,596)	25,270	0	611,347	220,388	(1,087,753)	6,300,000	2017		
2019	538,020	131,684	176,127	219,473	(5,439)		1,059,866	350,000	5.000%	332,750	400	100	(107,146)	25,270	49,802	89,333	408,689	(679,066)	6,000,000	2018		
2020	544,074	132,342	177,008	440,044	(3,395)		1,290,073	400,000	5.000%	315,250	400	100	(101,511)	25,270	49,802	83,333	651,177	600,761	(78,305)	5,650,000	2019	
2021	550,159	133,004	177,893	442,244	(392)		1,302,909	450,000	5.000%	295,250	400	100	(95,071)	25,270	49,802	0	725,752	577,157	498,852	4,800,000	2020	
2022	556,274	133,669	178,782	444,455	2,494		1,315,676	500,000	5.100%	272,750	400	100	(87,826)	25,270	49,802	0	810,497	505,179	1,004,031	4,250,000	2021	
2023	562,420	134,337	179,676	446,678	5,020		1,328,132	600,000	5.300%	244,700	400	100	(78,791)	25,270	49,802	0	841,479	486,653	1,490,684	3,650,000	2022	
2024	568,597	135,009	180,575	448,911	7,453		1,340,545	650,000	5.600%	212,900	400	100	(68,514)	25,270	49,802	0	869,919	470,626	1,961,310	3,000,000	2023	
2025	574,804	135,684	181,478	451,156	9,807		1,352,928	675,000	5.750%	176,500	400	100	(58,833)	25,270	49,802	0	870,239	482,689	2,443,999	2,325,000	2024	
2026	581,043	136,363	182,385	453,411	12,220		1,365,422	725,000	5.950%	137,688	400	100	(44,335)	25,270	49,802	0	893,925	471,497	2,915,496	1,600,000	2025	
2027	587,312	137,044	183,297	455,678	14,577		1,377,909	775,000	6.000%	96,000	400	100	(30,912)	25,270	49,802	0	915,660	462,249	3,377,745	825,000	2026	
2028	593,613	137,730	184,213	457,957	16,889		1,390,402	825,000	6.000%	49,500	400	100	(15,339)	25,270	149,407	0	1,033,738	356,663	3,734,408	0	2027	
Total	6,840,877	1,477,896	1,976,686	4,260,008	46,317	733,684	15,335,468	6,950,000		5,468,600	7,600	1,900	(1,802,982)	328,515	647,427	250,000	11,601,060	3,734,408				

NOTES:
Assumes Increment projection delayed 1 year to first increment occurring in 2011.

Projected TID Closure

Attachment: Town Center Workshop (1678 : Town Center)

New Development: Land Uses & Value

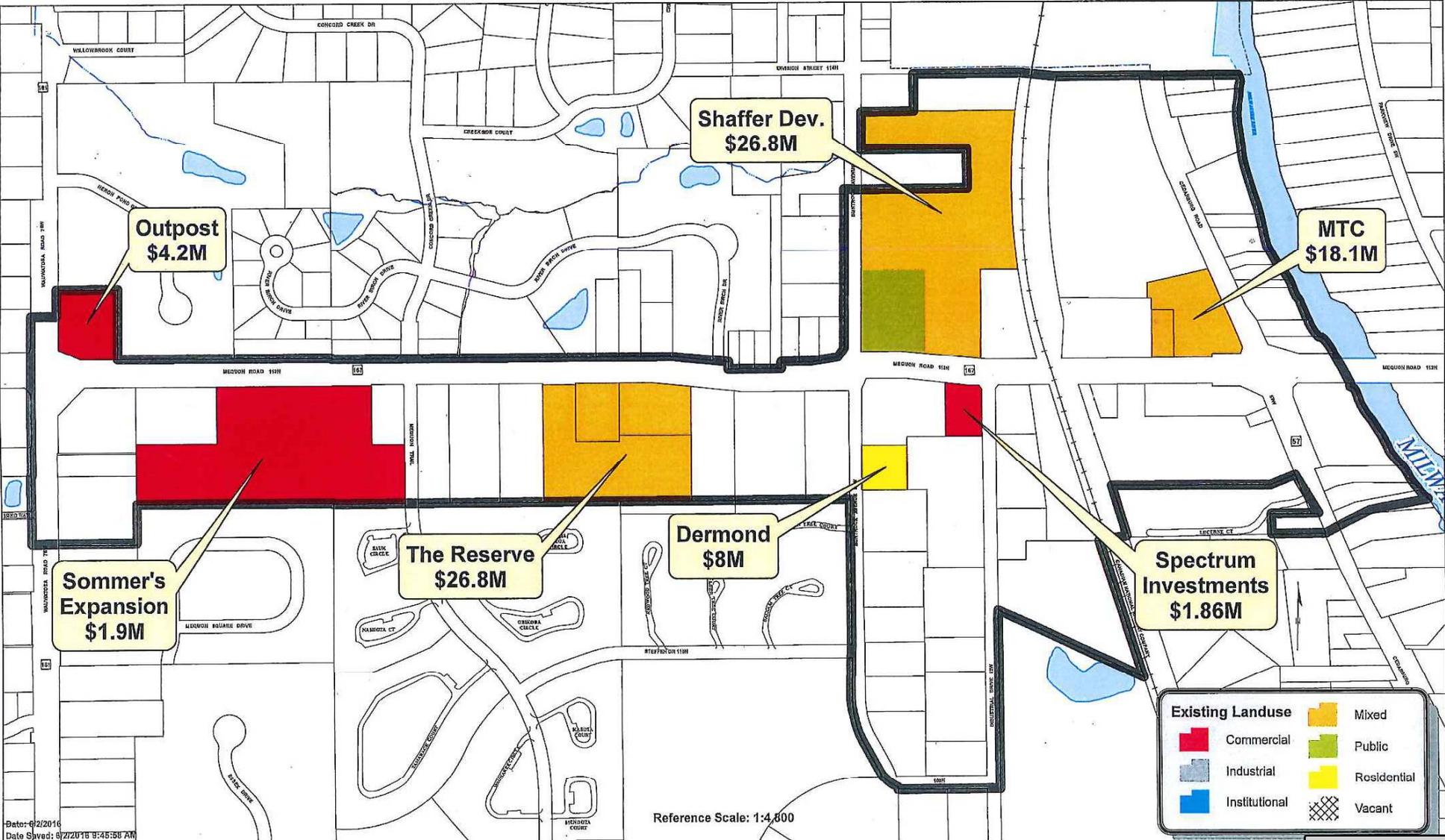
Exhibit F: Redevelopment Sites & Values

<u>Redevelopment Project</u>	<u>Project Value</u>	<u>City Incentive</u>	<u>Use</u>	<u>Acres</u>
Outpost Natural Foods	\$4.2M	\$328,500	15,000 sq. ft. Commercial	1.9 AC
Sommers Automotive	\$1.9M	NA	13,400 sq. ft. Commercial	12.06 AC
The Reserve	\$26.8M	\$250,000	81 du 100 medical units 25,000 sq. ft. Commercial	8.3 AC
Dermond Investments	\$8.0M	\$647,000	33 du	1 AC
Spectrum Investment	\$1.8M	NA	11,500 sq. ft. Commercial	.88 AC
MTC: WiRed/Shaffer	\$18.1m	\$2.2M	28 du 40,250 sq. ft. Commercial	3.3 AC
City-Owned TC site	\$26.8M	\$1.5M	167 du 27,900 sq. ft. Commerical	13.1 AC
TOTAL	\$87.6M	\$4.9M	309 du 133,050 sq. ft. Commercial	40.5 AC

Note: \$2.16M redevelopment value/ 1 AC of redeveloped land

Attachment: Town Center Workshop (1678 : Town Center)

TIF #3 District - Landuse & Redevelopment Value

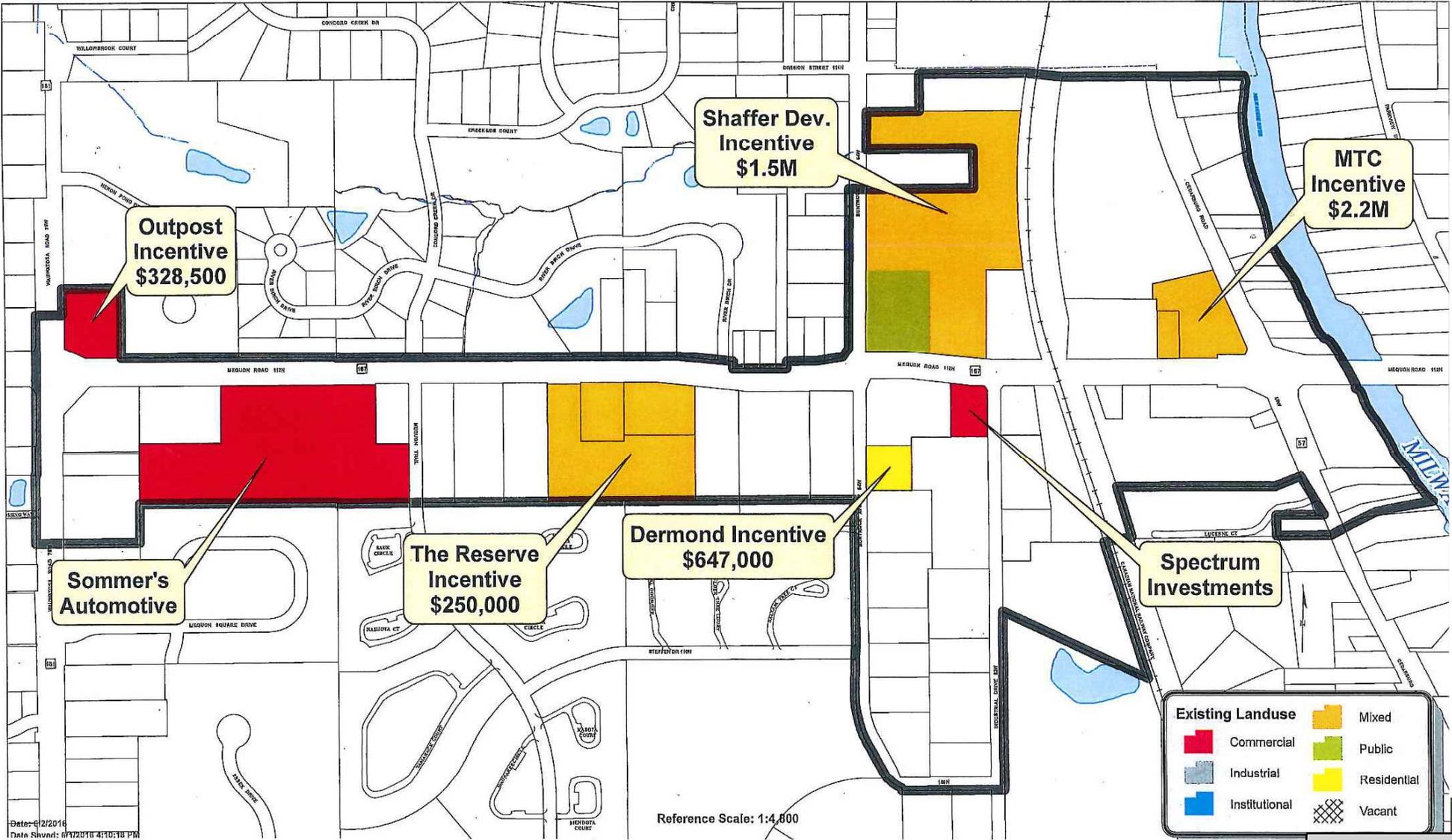


Attachment: Town Center Workshop (1678 : Town Center)

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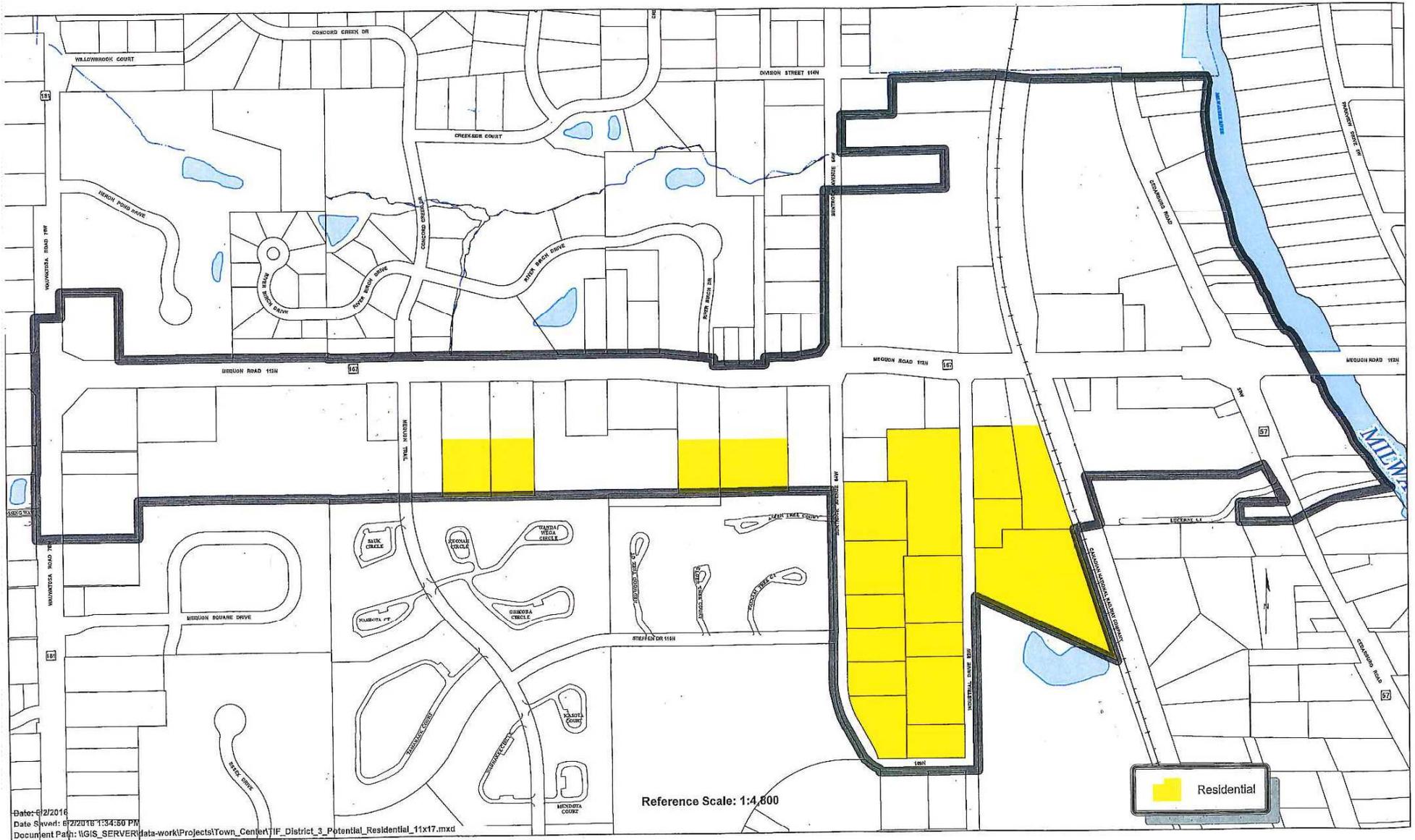
Reference Scale: 1:4,600

TIF #3 District - Redevelopment Landuse & Incentives



Attachment: Town Center Workshop (1678 : Town Center)

TIF #3 District - Potential Residential Landuse



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Attachment: Town Center Workshop (1678 : Town Center)

Tax Increment Finance District # 3 - Improvement Areas

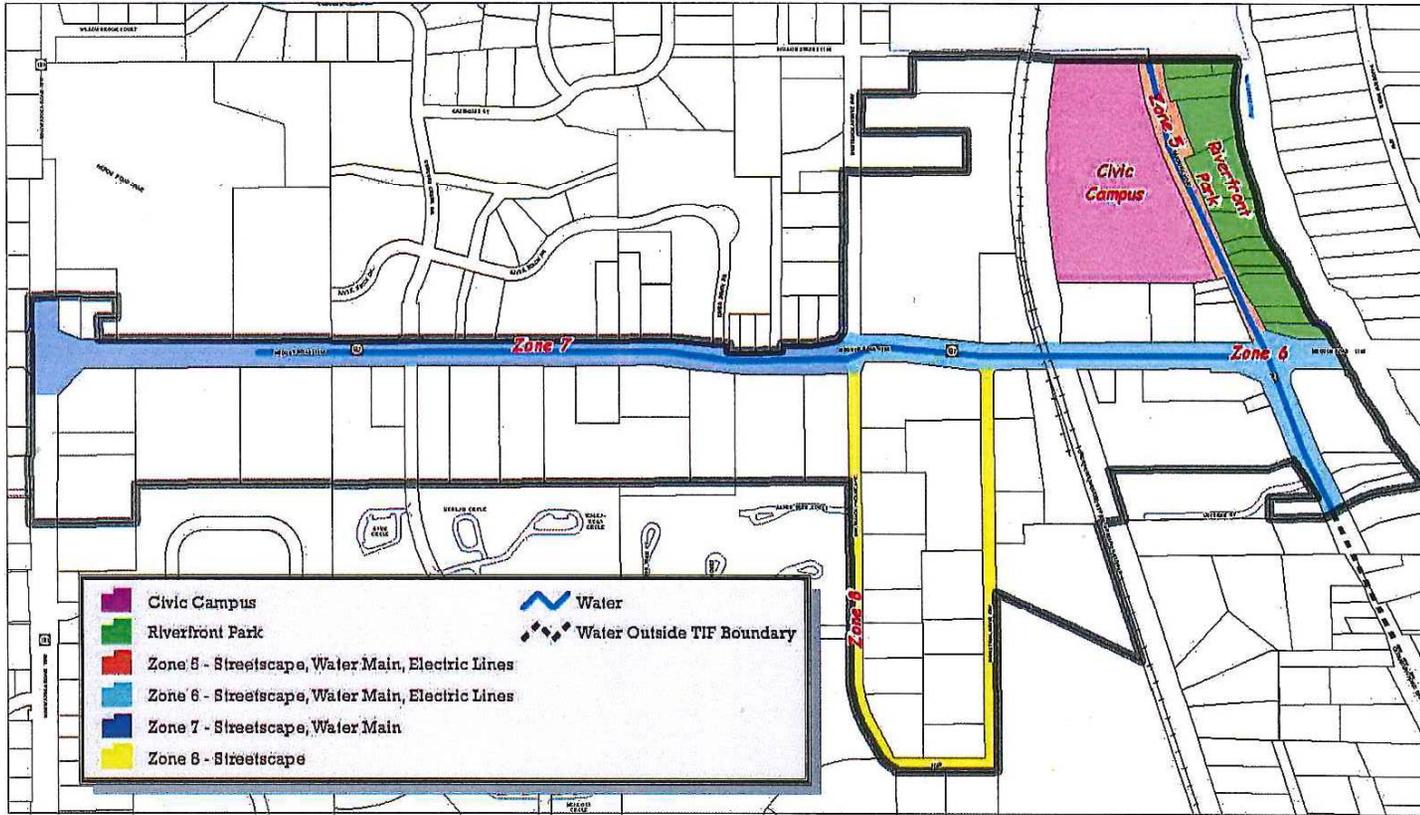


Exhibit H: 2008 TTD Project Plan Project Map of Expenditures

Exhibit H: 2008 TID Project Plan Project Expenditures List

Projects	Priority 1	Priority 2
	2008/2009	2012/Phase
City of Mequon Tax Increment District No. 3 Project List *		
Zone 5 Cedarburg Road (Division to Mequon)		
Road Improvements	483,567	
Lighting	230,500	
Landscaping & other features	120,332	
Electrical System Improvements - Cedarburg Rd.	226,000	
Zone 6 - Mequon Road (Cedarburg Road to Buntrock)		
Road Improvements	155,250	
Landscaping & street amenities	98,554	
Lighting	322,680	
Stormwater management analysis	50,000	
Other including electrical system improvements	2,442,920	
Zone 7 - Mequon Road (Buntrock to Wauwatosa)		
Landscaping & other features	105,575	
Lighting	391,540	
Zone 8 - Buntrock and Industrial Road		
Lighting		300,000
Landscaping		50,000
Sidewalks		85,000
Civic Campus		
Parking Facilities & paths		321,800
Landscaping & other features		154,500
Lighting		109,440
Riverfront Park		
Design & Development	30,000	
Improvements	182,640	
Lighting	55,620	
Landscaping & other features	345,050	
Water System Looping	750,000	
Subtotal Needed for Projects	5,990,228	1,020,740
* Projects and costs provided by City		

Attachment: Town Center Workshop (1678 : Town Center)

Exhibit I: 2013 TID Project Plan Project List of Expenditures

The project costs will not change, nor are there any additional improvements as a result of this amendment. The statement of kind, number and location of proposed public works and other projects as documented in the Original Project Plan Document remains in effect. Developer Incentives have been added as an allowable expense within this project plan and the following allocation of costs from the original project plan documents is identified in this section.



City of Mequon
Tax Increment District No. 3
Project List *

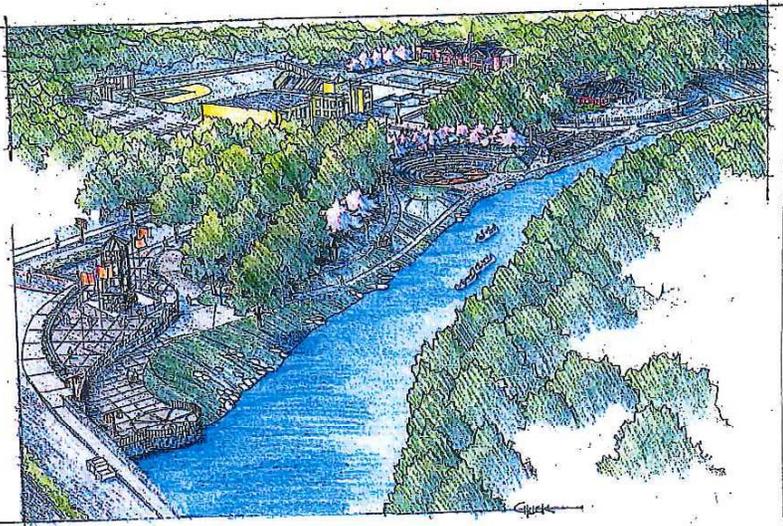


	Total Original Plan 2008	Amended Plan 2013
Projects		
Road Improvements	813,250	713,250
Utility Improvements (Stormwater, Electrical/lighting & Water)	4,753,700	3,825,000
Landscaping & street amenities	874,011	524,511
Parking Facilities, Paths & sidewalks	406,800	85,000
Misc Design, development & improvements	212,640	112,640
Developer Incentive		1,800,000
Subtotal Needed for Projects	7,060,401	7,060,401

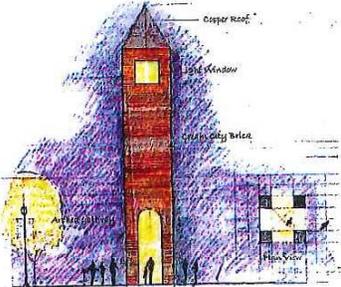
* Projects and costs provided by City/ Allocation for amendment memo from staff to COW and CC 9/13/11

Attachment: Town Center Workshop (1678 : Town Center)

Exhibit J: Gateway Concepts



Proposed Riverfront Park



Example Gateway Feature



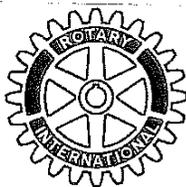
Consensus Concept-Southern Park Site

0 25 50

- A Enhanced Crosswalk & Cedarburg Road Streetscape Project
- B Entry Plaza & Promenade
- C Sculptural Gateway Feature
- D Overlook Seating Area
- E Amphitheater Lawn
- F Amphitheater Stage
- G Stage Access Drive
- H Informal Lawn
- I ADA Access Ramp
- J 6' Wide Concrete Trail
- K Overlook Deck
- L Future Trail Expansion

Town Center Riverfront Park

Attachment: Town Center Workshop (1678 : Town Center)



THIENSVILLE-MEQUON ROTARY CLUB

P. O. Box 104 • Thiensville, Wisconsin 53092
www.tmrotary.org

April 26, 2016

Mayor Dan Abendroth
City of Mequon
11333 N. Cedarburg Road 60W
Mequon, WI 53092

Administrator Will Jones
City of Mequon
11333 N. Cedarburg Road 60W
Mequon, WI 53092

Dear Mayor Abendroth & Administrator Jones:

The Thiensville-Mequon Rotary Board is in support of the entryway feature project at the northeast corner of Mequon and Cedarburg Roads. The Board approved to be a participant in funding a portion of the cost and would appreciate being informed on the process and design.

The contact for informing the Rotary Club is President Pam Koch, P.O. Box 104, Thiensville, WI 53092.

Sincerely,

Gregory (Sandy) Custer, Board Member

Dianne S. Robertson, Board Member

Cc: Kim Tollefson
Community Development Director

Attachment: Town Center Workshop (1678 : Town Center)

Exhibit K: Selected Design Concept: Mequon River Station

MEQUON RIVER STATION

Construction Materials:

- a. Stone - Limestone, dolomite, river rocks and pebbles
- b. Metal - steel and aluminum for arbor structures, farmers market canopies, railing and seating
- c. Wood - Seating, decking
- d. Concrete - paving, edges, seating
- e. Water - color, texture, sound and access
- f. Utilize glass in combination with stone and metal for accessory elements

(Reference for Mequon - Milwaukee Town Center Design Guidelines 2.3 Building Materials, Privacy and Security, page 10, Page 7-4)

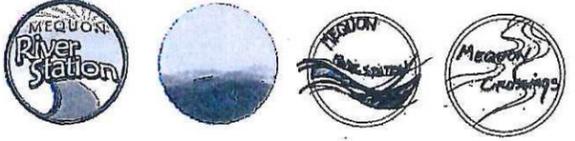


Interpretive/ Informational: Role of the river in the community and region.

- a. Public art, paving art, structural wayfinding signage
- b. History of river...native americans, first settlers, dam, milling, river commerce, river flows/fish migrations, etc.



Iconography/ Identity:



Names:

Mequon River Station, River Station, Mequon Crossings, Mequon Confluence, Mequon Landings, Mequon River Landing, The Landings, Mequon Common(s), River Place, Mequon River City

MEQUON RIVER STATION

Contemporary Interpretation of the Milwaukee River and how it has shaped the cultural and natural, historic character of the community.

Built form and sculptural elements that represent river flora and fauna.

- a. Define opportunities to integrate water into streetscape design elements and at corridor nodes or "eddies"
- b. Gateway and "node" water elements... Artistic interpretation of river, water forms, fountain, water wall, views to river.



Landscaping: Flowing Perennial flower beds in medians, boulevards and public R.O.W.

- a. Stormwater management in Public R.O.W.
- b. Rich diversity of mass plantings that add year round color, texture and visual interest
- c. Plantings draw pedestrians through the corridor to seating nodes, gathering areas and public places.
- d. Double boulevard trees...increase tree canopy, stormwater management and urban forest
- e. Sustainable maintenance and irrigation

(Reference for Mequon - Milwaukee Town Center Design Guidelines 2.11 General Site Design Guidelines, Page 1-12)



Exhibit L: 2008 TID Project Plan Non-Project Costs

17 A LIST OF ESTIMATED NON-PROJECT COSTS

The following is a list of the estimated non-project costs. The City neither represents nor commits to funding any of the projects.

Description of Non-Project Costs	Estimated Cost
1. Civic Campus – Pool Fence	\$ 67,200
2. Civic Campus – Spray Ground	\$ 154,500
3. Building Demolition	\$ 51,500
4. Community Center Construction	\$1,442,000
5. Community Center Plaza	\$ 103,000
6. Amphitheater Plaza	\$ 154,500
7. Land Acquisition	\$1,076,350
Total	\$3,049,050

Exhibit M: 2013 TID Project Plan Fast Track Formula

TIF Incentive Calculation

▪ Base Improvement Value	\$300,000 (A)
▪ Site Repair and Demolition	<u>\$30,000 (B)</u>
▪ Total Costs of Gap	\$330,000 (C = A+B)
▪ New Development Value	\$2,500,000 (D)
▪ 5% Incentive (Net Improvement Value)	\$110,000 (E = .05 x (D-A))
▪ Total City Incentive = Gap plus 5% Incentive	<u>\$440,000 (F=E+C)</u>
▪ Maximum 15 Year Payback	<u>13 years</u>

Exhibit A: Zoning Districts

Sec. 58-301. - TC town center district.

- (a) *Purpose.* The Town Center (TC) district is established to preserve and enhance the unique character of Mequon's Civic Campus, to create a gateway to the Mequon-Thiensville Town Center, to establish and promote pedestrian character, to protect the natural environment and improve visual and physical access to the Milwaukee River, to mitigate the impacts of vehicular traffic, to establish and maintain small, neighborhood scale mixed uses, including a broad range of housing type at densities that support the Town Center businesses, and to encourage high quality design standards throughout the Town Center.
- (b) *Established boundaries.* All land located within the established boundaries of the TC district shall be subject to the requirements of this section. The boundaries of the TC district shall be, as shown on the official zoning map, the area commencing in and around the Cedarburg and Mequon Road intersection and along Mequon Road from the Milwaukee River to and around the Bunrock Avenue and Mequon Road intersection.
- (c) *Building and site plan review required.* The planning commission shall review and take action on development within the TC district. All applicants are required to meet with city staff for a pre-application meeting. The following shall be subject to the building and site plan review standards of this section:
- (1) All conditional uses listed in Table 58-1.
 - (2) Any increase in gross floor area through expansion of an existing building or modification of 50 percent or more to the floor plan of an existing multi-tenant building.
 - (3) Construction of a new building.
 - (4) Any construction of new impervious parking surface area or an increase in impervious parking surface area.
 - (5) Any facade modification.
 - (6) Any change of use to a single-tenant building if the TC building and site plan review has not occurred at the site in five years from the date of the application for the change in use.
 - (7) Minor requests shall be approved by the department of community development upon finding that the request is consistent with section 58-301(a). Minor requests include, but shall not be limited to: ordinary maintenance and operation of an existing use; a change in signage, window or door style, building color, siding, roofing, lighting or landscaping; the addition of ten parking stalls or less; the addition of an accessory structure including architectural screening or fencing; or the addition of an outdoor feature that is pedestrian-oriented.
- Any established use of a structure or land that is designated legal non-conforming prior to July 10, 2007, or the enactment of this district, shall continue to be classified as legal non-conforming subsequent to the effective date of the ordinance from which this chapter derived and may be continued in conformance with section 58-63.
- All structures classified as legal conforming and legal nonconforming prior to July 10, 2007, or the enactment of this district, shall be classified and considered legal conforming subsequent to the change. Any established structure that is damaged or destroyed may be rebuilt at its previous size and location unless located in the city's ultimate road right-of-way or within a documented easement area. Such damaged or destroyed structures that are located within the city's ultimate road right-of-way or within a documented easement area shall be rebuilt in accordance with a planning commission approved location.
- (d) *Relationship to other ordinances, plans and guidelines.* All development is required to comply with the Town Center Plan and Design Guidelines and all other provisions of the city's code of ordinances. In the event that code requirements contradict one another, the more restrictive requirement will apply.
- (e) *Prohibited uses.* Any use not listed as either permitted or conditional in the district shall be prohibited.
- (f) *Permitted and conditional uses.* Table 58-301-1, Uses in the Town Center District, lists all the permitted and conditional uses.

Table 58-301-1 Uses in the Town Center District

Use	Town Center	Specific Development Standards
Office & Clinic:		
Office	P	
Medical clinics	P	
Financial institutions	P	✓
Institutional & Public Uses:		
Public libraries	P	
Public parks	P	
Public administrative offices and service buildings	P	
Performing arts school and studios of 2,000 sq. ft. or less	P	
Public and private schools of 2,000 sq. ft. or less	P	
Private lodges and clubs	C	
Community center	C	
Public parking facilities, non-accessory	C	✓
Residential Uses:		
Home occupations	P	
Artist's live/work units	P	✓
Multi-family dwellings, eight units or less, if part of a mixed-use development	P	✓
Multi-family dwellings, nine units to 16, if part of a mixed-use development*1	C	✓
Bed and breakfast	C	✓
Elderly housing	C	✓
Planned residential development	PUD	✓

Attachment: Town Center Workshop (1678 : Town Center)

Retail & Services:		
Stationary stores	P	
Antiques, collectibles, gift or florist stores	P	✓
Toy, hobby or game store	P	
Graphic design	P	
Interior design services	P	
Paint/wallpaper store	P	
Luggage and leather goods store	P	
Art supply, artistic studios or galleries	P	
Camera and photography supply store	P	
Music and musical instrument store	P	
Optical/vision center	P	
Dry cleaning and tailors	P	
Apparel and accessories/repair	P	
Photocopying, film development, printing and publishing, packaging store of 4,000 sq. ft. gross floor area or less	P	
Video stores of 4,000 sq. ft. gross floor area or less	P	
Bookstores and newsstands of 2,000 sq. ft. gross floor area or less	P	
Home furnishings/accessories 4,000 sq. ft. or less	P	
Bicycle repair and sales	P	
Computer and software store	P	
Electronic goods store	P	
Child daycare facilities and preschools	C	✓
Planned commercial development	PUD	✓
Salon and spas	P	

Sports and fitness centers of 3,000 sq. ft. or less	P	
Farmers market	P	✓
Confectionary (chocolate, ice cream, candy) 2,000 sq. ft. or less	P	
Specialty food stores	P	
Tobacco, cigar or nicotine product/e-cigarette shop 2,000 sq. ft. or less	P	
Beer, wine or liquor store	P	
Convenience store w/o gas	C	
Grocery store	C	
Car wash facility	C	✓
Food & Beverage:		
Catering services	P	
Bakeries, retail	P	
Coffeeshop of 2,000 sq. ft. gross floor area or less	P	✓
Delicatessen of 2,000 sq. ft. gross floor area or less	P	✓
Fast-food restaurant	P	✓
Sit-down restaurants, if part of a mixed-use development	P	✓
Nightclubs	C	

P = Permitted uses.

C = Conditional uses.

PUD = Planned Unit Development.

*1 = excluding density bonuses per section 58-301(i)(2).

(g) *Specific development and design standards.* Permitted and conditional uses, building materials, roof forms and materials and signs specified with a "✓" under the specific development and design standards columns shall be subject to the specific standards in section 58-303 and the TC Design Guidelines.

(h) *Lot dimension requirements.*

(1) *All uses.* The minimum lot area for all uses shall be 21,780 square feet, and the minimum street frontage shall be 100 feet.

Attachment: Town Center Workshop (1678 : Town Center)

- (2) *Planned unit developments.* A planned unit development (PUD) shall contain a minimum contiguous area of one acre. Any land proposed for a PUD shall be platted or replatted into one or more lots suitable for the PUD.
- (3) *Maximum number of dwelling units.* The maximum number of dwelling units allowed per development is 16 units, except as approved through a PUD.
- (i) *Density bonuses.*
- (1) *Transfer of development rights (TDR) overlay.* The maximum number of dwelling units may be increased through application of section 58-332 TDR overly district. The development credit ratio of up to 1:2 may be allowed for multi-family dwellings.
- (2) *Building and site amenities.* The maximum number of dwelling units may be increased by ten percent for each of the following amenities provided in the building or on-site (subject to all other standards being met):
- Historic renovation of a landmark building.
 - All required parking is provided within the building or entirely below-grade.
 - Shared parking.
 - Installation of "green roof" or roof-top patio.
- (j) *General district regulations.*
- (1) *Minimum and maximum gross floor area.* All dwelling units shall have a minimum gross floor area of 1,000 square feet and shall have a minimum width of 20 feet. All commercial uses, including shopping centers, shall have a minimum gross floor area of 1,200 square feet per use and maximum gross floor area of 10,000 square feet per use, except as approved by the planning commission. All buildings shall be limited to a maximum gross floor area of 25,000 square feet, except as approved through a PUD.
- (2) *Floor area ratio.* The maximum floor area ratio of all structures located on a parcel or in a development, expressed as a percentage, shall be 100 percent. A conditional use grant permit for increasing height may be necessary in order to attain the maximum floor area ratio.
- (3) *Mixed-use building.* Secured access is required for the residential uses when part of a mixed-use building. A minimum of 75 percent of the ground floor of a mixed-use building shall be commercial uses.
- (k) *Building and parking placement.*
- (1) *Front yard.* The placement of buildings shall reinforce the street wall, maximize natural surveillance and visibility and facilitate pedestrian access and circulation. Parking between the building and the street shall be prohibited. The first floor of buildings shall be located not more than ten feet from the front lot line. In the case of a corner lot, the building wall abutting each street shall be located not more than ten feet from each lot line. At least 70 percent of the street frontage shall be occupied with a first floor building facade at the maximum setback line. The area between the building and the lot line shall include amenities such as but not limited to landscaping, planters, bicycle racks, tables and seating, plazas and patios. Each principal use shall have at least one entrance clearly defined with architectural features facing the public street.
- (2) *Side and rear yards.* The side and rear yard shall be not less than ten feet from the lot line. Where a commercial use side or rear yard abuts residential zoning, the yard shall be increased to 20 feet. Where side yards are greater than ten feet, the yard shall be landscaped with a mix of trees, shrubs and ground cover, an architectural feature or a combination of landscaping and an architectural feature. The selected feature shall reinforce the street wall.
- (3) *Permitted projections.* Permitted projections in the required yards, including awnings, canopies, projecting signs, air-conditioning units and systems, balconies, decks, porches, ground level patios, bay windows, chimneys, dumpsters and enclosures, fences, architectural walls, flagpoles, handicap entrance landings and ramps, lighting fixtures, stairs, utility meters, protective entrance vestibules and walkways, are allowed subject to planning commission approval.
- (l) *Building composition.*

- (1) *General design.* All buildings shall be designed with four-sided detail, have a distinct base, middle and top and contain features and proportions that are scaled to pedestrians. The base of the building shall be articulated with a horizontal expression line creating a distinct ground level zone of the building. The middle, or mid-section, of the building shall be articulated by surface variations of depth through windows and architectural elements and form an expression line which sets up the building's top. The top portion of the building shall include architectural features of form that provide distinction. In addition to the required windows and principle entrance, the front facade shall include architectural features which emphasize it as the front facade.
- (2) *Window area.* At least 60 percent and not more than 90 percent of the first floor facade of any nonresidential use that faces a public street or space shall be windows or doors of clear or lightly tinted glass. At least 15 percent and not more than 50 percent of the first floor facade of any residential use that faces a public street or space shall be windows or doors of clear or lightly tinted glass. Windows shall be distributed in a more or less even manner. Minimum window area shall be measured between the height of two feet and ten feet above the finished level of the first floor.
- (3) *Primary and secondary materials.* Table 58-301-2, Building Materials in the Town Center District, lists all permitted and not allowed primary and secondary building materials. Primary material shall be applied to at least 80 percent of the opaque portion of the facade which is visible from a public space. Secondary material shall be applied to not more than 20 percent of the opaque portion of the facade which is visible from a public space.

Table 58-301-2 Building Materials in the Town Center District		
Materials	Town Center	Specific Design Standards
Primary:		
Common size brick	P	
Special size brick	P	✓
Limestone	P	
Fieldstone	P	
Lannonstone	P	
Pre-cast stone	P	✓
Pre-cast concrete	N	
Secondary:		
Pre-cast stone	P	✓
Pre-cast concrete	N	
Terra cotta	P	✓
Stucco	P	✓

Wood siding	P	✓
Ornamental metals	P	✓
Decorative concrete block	P	✓
Plain or glazed concrete block	N	

P = Permitted.

N = Not permitted.

- (4) *Awnings and canopies.* Awning and canopies are encouraged in order to provide protection for pedestrians and shall be placed to emphasize individual uses and entrances. Back-lighted, plastic, vinyl or similar material awnings and canopies shall be prohibited.
- (m) *Building height and roofing.*
 - (1) *Height.* The maximum building height shall be two and one half stories but shall be no more than 42 feet in height.
 - (2) *Roof forms and materials.* Table 58-301-3, Roof Forms and Materials in the Town Center District, lists all of the roof forms and materials permitted and not allowed.

Table 58-301-3 Roof Forms & Materials in the Town Center District

	Town Center	Specific Design Standards
Roof Forms:		
Gabled	P	✓
Hip	P	✓
Flat	P	✓
Combined	P	✓
Gambrel	N	
Mansard	N	
Roof Materials:		
Clay tiles	P	
Wood shingles	P	
Slate	P	

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Asphalt shingles	P	
Metal tiles	P	
Copper-coated	P	
Terre metal	P	
Painted metal	P	✓
Cement tiles	P	✓
PVC	N	
Rubber	N	
Tar	N	
Bitumen	N	

P = Permitted.
 N = Not permitted.

(3) *Exceptions.* The height limitations of the principal structures located in the district may be increased to a maximum of three and one-half stories subject to a conditional use grant. In addition to the conditional use grant standards, the planning commission shall consider, but not limited to, the following factors when determining height:

- a. Access to light and air of surrounding properties.
- b. Shadowing of residential properties or significant public spaces.
- c. The scale and character of the surrounding uses.
- d. Preservation of significant open spaces, water bodies or landmark buildings.

(n) *Building and site plan review requirements.*

- (1) *Pedestrian access.* Walkways shall connect building entrances to adjacent public sidewalks or trails and to any parking facility located on the same site. Walkways shall be a minimum of four feet in width.
- (2) *Vehicular access.* Vehicular access and circulation shall be designed to minimize conflicts with pedestrian traffic and surrounding residential uses. Curb cuts shall be consolidated wherever possible.
- (3) *Parking.* Onsite parking facilities shall be located to the rear or interior side of the site, within the principal building served or entirely below grade. No driveway width shall exceed 20 feet. Shared parking, driveways and loading is encouraged. Specific parking requirements are listed in section 58-441.
- (4) *Shared parking calculations.* The planning commission may authorize a reduction in the total number of required parking spaces for two or more uses jointly providing off-street parking when their respective hours of peak operation do not overlap. Table 58-301-4, Shared Parking Calculations, lists the land use classification and the peak and low operating hours to calculate shared parking.

Table 58-301-4 Standard Parking Calculation in the Town Center District

Land Use Classification	Weekday			Weekend		
	1:00 a.m. —7:00 a.m.	7:00 a.m. —6:00 p.m.	6:00 p.m. —1:00 a.m.	1:00 a.m. —7:00 a.m.	7:00 a.m. —6:00 p.m.	6:00 p.m. —1:00 a.m.
Office	5%	100%	5%	0%	15%	0%
Retail and services	0%	100%	80%	0%	100%	60%
Restaurant	20%	70%	100%	30%	75%	100%
Residential	100%	60%	100%	100%	75%	90%
Religious institution	0%	25%	50%	0%	100%	50%

The following procedure is required to calculate the minimum number of shared parking spaces:

- a. Multiply the minimum parking required for each use by the appropriate percentage indicated in Table 58-301-2, Shared Parking Calculation in the Town Center District, for each of the six designated time periods.
 - b. Add the resulting sums for each of the six columns.
 - c. The minimum parking requirement shall be the highest sum among the six columns resulting from the above calculation.
 - d. Select the time period with the highest total parking requirement and use that total as the shared parking requirement.
- (5) *General landscaping.* In general the composition and location of the landscaped areas shall complement the scale of the development and its surroundings. Large, contiguous planting areas shall be provided. Not less than 30 percent of the site not occupied by buildings shall be landscaped in accordance with section 58-564 or alternative hardscape amenities, including but not limited to plazas, seating, dining tables or bicycle racks, as approved by the planning commission. The planning commission may authorize a contribution, of equal or greater value, of off-site open space within the Town Center boundaries in lieu of the required 30 percent landscaping.
- (6) *Landscape yards for non-residential uses.* Required yards for side and rear setback areas for any non-residential use shall be landscaped with a mix of trees and shrubs and shall include a ground cover of grasses, flowering plants and vines or an alternative feature as approved by the planning commission.
- (7) *Hours of operation.* Maximum hours of operation for commercial uses shall be as follows unless specifically waived by the planning commission:
 Sunday through Thursday, from 6:30 a.m. to 10:00 p.m.
 Friday and Saturday, from 6:30 a.m. to 11:00 p.m.
- (8) *Enclosed building requirement.* All production, processing and storage shall be conducted within a completely enclosed building. All mechanical equipment, located at ground level or on the roof, shall be screened from public view.
- (o) *Signage.* Table 58-301-5, Signage in the Town Center District, lists all of the permitted and not allowed signage in the Town Center district.

Table 58-301-5 Signage in the Town Center District

Sign Type	Town Center	Specific Design Standards
Awning	P	
Decal on glass	P	
Hanging sign	P	
Raised or painted letters	P	
Monument	P	
Sandblasted or etched glass	P	
Wall-mounted bronze plaques or tablets	P	
Backlit	N	
Flashing, scrolling or moving	N	
Window sign	P	✓
Projecting sign	P	✓
Channel letters	P	

P = Permitted.
 N = Not permitted.

Dimensional specifications for signs shall be as required by Chapter 16, City of Mequon Sign Code.

(p) *Exceptions to the building and site plan review requirements.* The planning commission may approve exceptions to the district requirements upon finding that the use or development includes site amenities that address any adverse effects of the exception and where the planning commission finds that strict compliance to the requirements is impractical because of site conditions or location. Planning commission approval of an exception shall require common council confirmation upon written request from two aldermen or one alderman and the mayor. Such request shall be made within 14 days of the corresponding planning commission approval of the exception. The burden of persuasion on the issue of whether the development, if completed as proposed, will comply with the spirit and intent of this district remains at all times on the applicant.

(Ord. No. 2007-1204, § I, 5-8-2007; Ord. No. 2007-1233, § 1, 12-11-2007; Ord. No. 2008-1265, § VI, 1-13-2009; Ord. No. 2010-1324, § I, 8-10-2010; Ord. No. 2011-1370, § I, 12-13-2011; Ord. No. 2015-1451, § I(Att.), 6-9-2015)

Sec. 58-302. - AC arrival corridor district.

- (a) *Purpose.* The Arrival Corridor (AC) district is established to create and enhance the mixed-use character of the Arrival Corridor, to create physical connectivity to the Mequon - Thiensville Town Center, to establish and promote pedestrian character, to protect the natural environment, to mitigate the impacts of vehicular traffic, to establish and maintain mixed-uses that are larger in scale than allowed in the Town Center District, including a broad range of housing types at densities that support the Town Center, and to encourage high-quality design standards throughout the Town Center.
- (b) *Established boundaries.* All land located within the established boundaries of the AC district shall be subject to the requirements of this section. The boundaries of the AC district shall be the following areas as shown on the official zoning map: the area in and around the Mequon Road and Buntrock Avenue intersection, the south side of Mequon Road from Buntrock Avenue to the Wauwatosa and Mequon Road intersection.
- (c) *Building and site plan review required.* The planning commission shall review and take action on development within the AC district. All applicants are required to meet with city staff for a pre-application meeting. The following shall be subject to the building and site plan review standards of this section:
- (1) All conditional uses listed in Table 58-6.
 - (2) Any increase in gross floor area through expansion of an existing building or modification of 50 percent or more to the floor plan of an existing multi-tenant building.
 - (3) Construction of a new building.
 - (4) Any construction of new impervious parking surface area or an increase in impervious parking surface area.
 - (5) Any facade modification.
 - (6) Any change of use to a single-tenant building if the TC building and site plan review has not occurred at the site in five years from the date of the application for the change in use.
 - (7) Minor requests shall be approved by the department of community development upon finding that the request is consistent with section 58-302(a). Minor requests include, but shall not be limited to: ordinary maintenance and operation of an existing use; a change in signage, window or door style, building color, siding, roofing, lighting or landscaping; the addition of ten parking stalls or less; the addition of an accessory structure including architectural screening or fencing; or the addition of an outdoor feature that is pedestrian-oriented.
- Any established use of a structure or land that is designated legal non-conforming prior to July 10, 2007, or the enactment of this district, shall continue to be classified as legal non-conforming subsequent to the effective date of the ordinance from which this chapter derived and may be continued in conformance with section 58-63.
- All structures classified as legal conforming and legal non-conforming prior to July 10, 2007, or the enactment of this district, shall be classified and considered legal conforming subsequent to the change. Any established structure that is damaged or destroyed may be rebuilt at its previous size and location unless located in the city's ultimate road right-of-way or within a documented easement area. Such damaged or destroyed structures that are located within the city's ultimate road right-of-way or within a documented easement area shall be rebuilt in accordance with a planning commission approved location.
- (d) *Relationship to other ordinances, plans and guidelines.* All development is required to comply with the Town Center Plan and Design Guidelines and all other provisions of the city's code of ordinances. In the event that code requirements contradict one another, the more restrictive requirement will apply.
- (e) *Prohibited uses.* Any use not listed as either permitted or conditional in the district shall be prohibited.
- (f) *Permitted and conditional uses.* Table 58-302-1, Uses in the Arrival Corridor District, lists all the permitted and conditional uses.

Table 58-302-1 Uses in the Arrival Corridor District

Use	Arrival Corridor	Specific Development Standards
Office & Clinic:		
Office	P	
Medical clinics	P	
Financial institutions	P	✓
Institutional & Public Uses:		
Public parks	P	
Public administrative offices and service buildings	P	
Religious institutions	P	
Public or private schools	C	
Private lodges and clubs	C	
Performing arts school and studios		
Public parking facilities, non-accessory	C	✓
Residential Uses:		
Home occupations	P	
Artist's live/work units	P	✓
Bed and breakfast	C	✓
Multi-family dwellings, four units or more	C	✓
Multi-family dwellings, eight units or less, if part of a mixed-use development	P	
Multi-family dwellings, nine units to 16, if part of a mixed-use development*1	C	
Elderly housing	C	✓
Planned residential development	PUD	✓

Retail & Services:		
Stationary stores	P	
Antiques, collectibles, gift or florists	P	✓
Toy, hobby or game store	P	
Luggage and leather goods store	P	
Art supply, artistic studios or galleries	P	
Camera and photography supply store	P	
Music and musical instrument store	P	
Apparel and accessories/repair	P	
Video stores	P	
Bookstores and newsstands	P	
Home furnishings and accessories 4,000 sq. ft. or less	P	
Bicycle repair and sales	P	
Computer and software store	P	
Electronic goods store	P	
Furniture store	C	
Hardware store	C	
Garden store	C	
Drug store/pharmacy	C	✓
Planned commercial development	PUD	✓
Interior design services	P	
Graphic design	P	
Paint/wallpaper stores	P	
Optical/vision center	P	
Dry cleaning and tailors	P	

Child daycare facilities and preschools	P	✓
Veterinary clinic	P	✓
Pet supply store, grooming, daycare	C	✓
Photocopying, film development, printing and publishing, packaging store	P	
Salon and spa	P	
Fitness center	C	
Indoor recreation and amusement facilities	C	
Theatres, live performances only	C	
Farmers market	P	✓
Confectionary (chocolate, ice cream, candy) 2,000 sq. ft.	P	
Specialty food stores	P	
Tobacco, cigar or nicotine product/e-cigarette shop 2,000 square feet or less	P	
Beer, wine or liquor store	P	
Grocery store	C	
Convenience store w/o gas	C	
Gas stations	C	✓
Gas stations with car wash	C	✓
Food & Beverage:		
Catering services	P	
Bakeries, retail	P	
Coffee shop	P	✓
Delicatessen	P	✓
Fast food restaurant, if part of a mixed-use building	P	✓
Sit-down restaurants	P	✓

Nightclubs	C	✓
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P = Permitted uses.

C = Conditional uses.

*1 = excluding density bonuses per section 58-302(i)(2).

- (g) *Specific development and design standards.* Permitted and conditional uses, building materials, roof forms and materials and signs specified with a "✓" under the specific development and design standards columns shall be subject to the specific standards in section 58-303 and the TC Design Guidelines.
- (h) *Lot dimension requirements.*
- (1) *All uses.* The minimum lot area for all uses shall be one acre or 43,560 square feet, and the minimum street frontage shall be 100 feet.
 - (2) *Planned unit development.* A planned unit development (PUD) shall contain a minimum contiguous area of two acres. Any land proposed for a PUD shall be platted or replatted into one or more lots suitable for the PUD.
 - (3) *Maximum number of dwelling units.* The maximum number of dwelling units allowed per development is 16 units, except as approved through a PUD.
- (i) *Density bonuses.*
- (1) *Transfer of development rights (TDR) overlay.* The maximum number of dwelling units may be increased through application of section 58-332 TDR overlay district. The development credit ratio of up to 1:2 may be allowed for multi-family dwellings.
 - (2) *Building and site amenities.* The maximum number of dwelling units may be increased by ten percent for each of the following amenities provided in the building or on-site (subject to all other standards being met):
 - a. Historic renovation of a landmark building.
 - b. All required parking is provided within the building, entirely below-grade.
 - c. Shared parking.
 - d. Installation of "green roof" or roof-top patio.
- (j) *General district regulations.*
- (1) *Minimum and maximum gross floor area.* All dwelling units shall have a minimum gross floor area of 1,000 square feet and shall have a minimum width of 20 feet. All commercial uses, including shopping centers, shall have a minimum gross floor area of 1,200 square feet per use and a maximum gross floor area of 25,000 square feet per use, except as approved by the planning commission. All buildings shall be limited to a maximum gross floor area of 25,000 square feet, except as approved through a PUD.
 - (2) *Floor area ratio.* The maximum floor area ratio of all structures located on a parcel or in a development, expressed as a percentage, shall be 50 percent. A conditional use grant permit for increasing height may be necessary in order to attain the maximum floor area ratio.
 - (3) *Mixed-use building.* Secured access is required for residential uses when part of a mixed-use building. A minimum of 75 percent of the ground floor of a mixed-use building shall be commercial use.
- (k) *Building and parking placement.*
- (1) *Front yard.* The placement of buildings shall reinforce the street wall, maximize natural surveillance and visibility and facilitate pedestrian access and circulation. Parking between the building and the street is prohibited. The first floor of buildings shall be located not more than 30 feet from the front lot line. In the case of a corner lot, the building wall abutting each street shall be located not more than 30 feet from

each lot line. At least 70 percent of the street frontage shall be occupied with a first floor building facade at the maximum setback line. The area between the building and the lot line shall include amenities such as but not limited to landscaping, planters, bicycle racks, tables and seating, plazas and patios. Each principal use shall have at least one entrance clearly defined with architectural features facing the public street.

- (2) *Side and rear yards.* The side and rear yard shall be not less than ten feet from the lot line. Where a commercial use side or rear yard abuts residential zoning, the yard shall be increased to 20 feet. Where side yards are greater than ten feet, the yard shall be landscaped with a mix of trees, shrubs and ground cover, an architectural feature or a combination of landscaping and an architectural feature. The selected feature shall reinforce the street wall.
 - (3) *Permitted projections.* Permitted projections in the required yards, including awnings, canopies, projecting signs, air-conditioning units and systems, balconies, decks, porches, ground level patios, bay windows, chimneys, dumpsters and enclosures, fences, architectural walls, flagpoles, handicap entrance landings and ramps, lighting fixtures, stairs, utility meters, protective entrance vestibules and walkways, are allowed subject to planning commission approval.
- (l) *Building composition.*
- (1) *General design.* All buildings shall be designed with four-sided detail, have a distinct base, middle and top and contain features and proportions that are scaled to pedestrians. The base of the building shall be articulated with a horizontal expression line creating a distinct ground level zone of the building. The middle, or mid-section, of the building shall be articulated by surface variations of depth through windows and architectural elements and form an expression line which sets up the building's top. The top portion of the building shall include architectural features of form that provide distinction. In addition to the required windows and principle entrance, the front facade shall include architectural features which emphasize it as the front facade.
 - (2) *Window area.* At least 60 percent and not more than 90 percent of the first floor facade of any nonresidential use that faces a public street or space shall be windows or doors of clear or lightly tinted glass. At least 15 percent and not more than 50 percent of the first floor facade of any residential use that faces a public street or space shall be windows or doors of clear or lightly tinted glass. Windows shall be distributed in a more or less even manner. Minimum window area shall be measured between the height of two feet and ten feet above the finished level of the first floor.
 - (3) *Primary and secondary materials.* Table 58-302-2, Building Materials in the Arrival Corridor District, lists all the permitted and not allowed primary and secondary building materials. Primary material shall be applied to at least 80 percent of the opaque portion of the facade which is visible from a public space. Secondary material shall be applied to not more than 20 percent of the opaque portion of the facade which is visible from a public space.

Table 58-302-2 Building Materials in the Arrival Corridor District

Materials	Arrival Corridor	Specific Design Standards
Primary:		
Common size brick	P	
Special size brick	P	✓
Limestone	P	

Fieldstone	P	
Lannonstone	P	
Pre-cast stone	P	✓
Pre-cast concrete	N	
Secondary:		
Pre-cast stone	P	✓
Pre-cast concrete	N	
Terra cotta	P	✓
Stucco	P	✓
Wood siding	P	✓
Ornamental metals	P	✓
Decorative concrete block	P	✓
Plain or glazed concrete block	N	

P = Permitted.
 N = Not permitted.

(4) *Awnings and canopies.* Awning and canopies are encouraged in order to provide protection for pedestrians and shall be placed to emphasize individual uses and entrances. Back-lighted, plastic, vinyl or similar material awnings and canopies shall be prohibited.

(m) *Building height and roofing.*

- (1) *Height.* The maximum building height shall be two and one half stories but shall be no more than 42 feet in height.
- (2) *Roof forms and materials.* Table 58-302-3, Roof Forms and Materials in the Arrival Corridor District, lists all of the roof forms and materials permitted and not allowed.

Table 58-302-3 Roof Forms & Materials in the Arrival Corridor District

	Arrival Corridor	Specific Design Standards
Roof Forms:		
Gabled	P	✓
Hip	P	✓

Flat	P	✓
Combined	P	✓
Gambrel	N	
Mansard	N	
Roof Materials:		
Clay tiles	P	
Wood shingles	P	
Slate	P	
Asphalt shingles	P	
Metal tiles	P	
Copper-coated	P	
Terre metal	P	
Painted metal	P	✓
Cement tiles	P	✓
PVC	N	
Rubber	N	
Tar	N	
Bitumen	N	

P = Permitted.

N = Not permitted.

- (3) *Exceptions.* The height limitations of the principal structures located in the district may be increased to a maximum of three and one-half stories subject to a conditional use grant. In addition to the conditional use grant standards, the city planning commission shall consider, but not limited to, the following factors when determining height:
- a. Access to light and air of surrounding properties.
 - b. Shadowing of residential properties or significant public spaces.
 - c. The scale and character of the surrounding uses.

- d. Preservation of significant open spaces, water bodies or landmark buildings.
- (n) *Building and site plan review requirements.*
 - (1) *Pedestrian access.* Walkways shall connect building entrances to adjacent public sidewalks or trails and to any parking facility located on the same site. Walkways shall be a minimum of four feet in width.
 - (2) *Vehicular access.* Vehicular access and circulation shall be designed to minimize conflicts with pedestrian traffic and surrounding residential uses. Curb cuts shall be consolidated wherever possible.
 - (3) *Parking.* Onsite parking facilities shall be located to the rear or interior side of the site, within the principal building served or entirely below grade. No driveway width shall exceed 20 feet. Shared parking, driveways and loading is encouraged. Specific parking requirements are listed in [section 58-441](#).
 - (4) *Shared parking calculations.* The planning commission may authorize a reduction in the total number of required parking spaces for two or more uses jointly providing off-street parking when their respective hours of peak operation do not overlap. Table 58-302-4, Shared Parking Calculations, lists the land use classification and the peak and low operating hours to calculate shared parking.

Table 58-302-4 Standard Parking Calculation in the Arrival Corridor District

Land Use Classification	Weekday			Weekend		
	1:00 a.m. —7:00 a.m.	7:00 a.m. —6:00 p.m.	6:00 p.m. —1:00 a.m.	1:00 a.m. —7:00 a.m.	7:00 a.m. —6:00 p.m.	6:00 p.m. —1:00 a.m.
Office	5%	100%	5%	0%	15%	0%
Retail and services	0%	100%	80%	0%	100%	60%
Restaurant	20%	70%	100%	30%	75%	100%
Residential	100%	60%	100%	100%	75%	90%
Religious institution	0%	25%	50%	0%	100%	50%

The following procedure is required to calculate the minimum number of shared parking spaces:

- a. Multiply the minimum parking required for each use by the appropriate percentage indicated in Table 58-302-2, Shared Parking Calculation in the Town Center District, for each of the six designated time periods.
- b. Add the resulting sums for each of the six columns.
- c. The minimum parking requirement shall be the highest sum among the six columns resulting from the above calculation.
- d. Select the time period with the highest total parking requirement and use that total as the shared parking requirement.
- (5) *General landscaping.* In general, the composition and location of the landscaped areas shall complement the scale of the development and its surroundings. Large, contiguous planting areas shall be provided. Not less than 40 percent of the site not occupied by buildings shall be landscaped in accordance with [section 58-564](#) or alternative hardscape amenities, including but not limited to plazas, seating, dining

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tables or bicycle racks, as approved by the planning commission. The planning commission may authorize a contribution, of equal or greater value, of off-site open space within the Town Center boundaries in lieu of the required 30 percent landscaping.

- (6) *Landscape yards for non-residential uses.* Required yards for side and rear offset areas for any non-residential uses shall be landscaped with a mix of trees and shrubs and shall include a ground cover of grasses, flowering plants and vines or an alternative feature approved by the planning commission.
- (7) *Hours of operation.* Maximum hours of operation for commercial uses shall be as follows unless specifically waived by the planning commission:
 Sunday through Thursday, from 6:30 a.m. to 10:00 p.m.
 Friday and Saturday, from 6:30 a.m. to 11:00 p.m.
- (8) *Enclosed building requirement.* All production, processing and storage shall be conducted within a completely enclosed building. All mechanical equipment, located at ground level or on the roof, shall be screened from public view.

(o) *Signage.* Table 58-302-5, Signage in the Arrival Corridor District, lists all of the permitted and not allowed signage.

Sign Type	Arrival Corridor	Specific Design Standards
Awning	P	
Decal on glass	P	
Hanging sign	P	
Raised or painted letters	P	
Monument	P	
Sandblasted or etched glass	P	
Wall-mounted bronze plaques or tablets	P	
Backlit	N	
Flashing, scrolling or moving	N	
Window sign	P	✓
Projecting sign	P	✓
Channel letters	P	

P = Permitted.

Attachment: Town Center Workshop (1678 : Town Center)

N = Not permitted.

Dimensional specifications for signs shall be as required by Chapter 16, City of Mequon Sign Code.

- (p) *Exceptions to the building and site plan review requirements.* The planning commission may approve exceptions to the district requirements upon finding that the use or development includes site amenities that address any adverse effects of the exception and where the planning commission finds that strict compliance to the requirements is impractical because of site conditions or location. Planning commission approval of an exception shall require common council confirmation upon written request from two aldermen or one alderman and the mayor. Such request shall be made within 14 days of the corresponding planning commission approval of the exception. The burden of persuasion on the issue of whether the development, if completed as proposed, will comply with the spirit and intent of this district remains at all times on the applicant.

(Ord. No. 2007-1204, § II, 5-8-2007; Ord. No. 2008-1238, § II, 4-8-2008; Ord. No. 2008-1265, § VII, 1-13-2009; Ord. No. 2015-1451, § I(Att.), 6-9-2015)

Sec. 58-303. - Specific development and design standards.

- (a) *Purpose.* Specific development and design standards are established to provide supplemental regulations to address unique characteristics of certain land uses.
- (b) *Standards.* The uses listed below are subject to the following specific development standards, in addition to all other applicable regulations:

Antiques, collectibles and florists. An antique and/or collectibles store shall be an establishment where all or a substantial part of the value of the objects is derived from its age, uniqueness or historical association.

Artist live/work units. An artist live/work unit may include the design and fabrication of jewelry, pottery and visual arts. Metalworking shall be prohibited. Artist live/work units shall be located above the ground floor.

Bed and breakfast establishments. A bed and breakfast establishment means any place of lodging that provides four or fewer rooms for rent, is the owner's personal residence and is occupied by the owner at the time of rental.

Car wash facility. Car wash facilities shall only be allowed as an accessory use to an existing gas station and shall be limited to one drive bay.

Cement tile roof. Cement roof tiles shall be in natural colors.

Child daycare facilities. A child daycare facility shall provide a designated area for the short term parking of vehicles loading and unloading children. The designated area shall be located where it provides the greatest safety. Playground equipment shall be prohibited in the front yard.

Coffee shop. A coffee shop is an establishment engaged in the sale of coffee and other non-alcoholic beverages for consumption of the premise or for carry-out, which also may include the sale of a limited number of food items. Drive-thru services shall be prohibited.

Confectionary. A confectionary is an establishment in which retail goods including chocolate, ice cream and frozen beverages and candy is sold, not produced.

Decorative concrete block. Decorative concrete block shall be allowed only when used in non-visible areas or as a secondary building material or accent. The use of standard, plain, gray block or glazed block is prohibited.

Delicatessen. A delicatessen is an establishment which sells ready-to-eat foods, in bulk or individual servings, primary for the consumption off the premise and is not a fast food restaurant. Drive-thru services shall be prohibited.

Drug store/pharmacy. Drive-thru services shall be prohibited.

Farmer's market. A farmer's market is an establishment in which more than 50 percent of its product sold is agricultural produce. A farmer's market may be either a seasonal or year round operation and indoor or outdoor. If a farmer's market is a seasonal operation then an alternative, principal use (either permitted or conditional) shall be provided for the remainder of the year.

Fast food restaurant. A fast food restaurant is an establishment that includes five of the following:

- a. A permanent menu board.
- b. Customers pay for food before consuming it.
- c. A self-service condiment bar is provided.
- d. Customers must conduct self-service bussing.
- e. Furnishings are hard, finished, stationary seating.
- f. Most food items area prepared or cooked on premise and packaged in individual, non-reusable containers.

Fast-food restaurants are only permitted within a multi-tenant building. Drive-thru services shall be prohibited.

Financial institutions. Drive-through services, including an Automated Teller Machine (ATM) in the drive-through, shall be prohibited in the Town Center district. Any drive-through service approved in the Arrival Corridor shall comply with the following:

- a. Incorporate masonry or compatible building materials into the drive-through facility.
- b. The financial institution shall be considered the principal structure and located at the street edge and the drive-through service, canopy or ATM shall be considered accessory and located to the rear.
- c. The building shall incorporate the use of awnings, varied roof forms, roof lines and other elements to provide scale.
- d. The ATM shall be designed as part of the principal structure or located under the drive-through canopy and shall compliment the building materials and colors.

All speaker systems shall be operated at a low volume to not cause a nuisance for adjacent residential uses.

Flat and combined roofs. Flat roofs shall combine gabled roofs, hip roof dormers or articulated parapet walls and may include extended and shaped parapets. Any parapet wall shall be designed in a manner to appear solid, three-dimensional form, rather than a veneer.

Gabled roof. Gabled roofs shall have a minimum eight inches rise for 12 inches of run. The gable end shall face the primary street.

Gas stations. Gas stations with or without car washes shall comply with the following:

- a. Incorporate masonry or compatible building materials into the pump stations.
- b. The C-store shall be considered the principal structure and located at the street edge and the pump stations, canopy or car wash shall be considered accessory and located to the rear or interior side.
- c. The building shall incorporate the use of awnings, varied roof forms, roof lines and other elements to provide scale.
- d. All vacuuming equipment and service shall be conducted within an enclosed building.

Hip roof. Hip roofs shall be done in conjunction with dormers that face the primary street.

Indoor sport shooting ranges. Indoor sport shooting ranges are subject to the following specific development standards:

- a. The building design shall conform to all state and federal standards for environmental protection and occupational health and safety. The operator shall identify all standards and demonstrate how the operations will comply including reporting, inspections and permitting.
- b. The building design shall provide sufficient evidence of compliance with the most current versions of the U.S. Department of Energy Office of Health, Safety and Security's Range Design Criteria or the National Rifle Association's (NRA) Range Source Book as determined by the Chief of Police and Department of Community Development.
- c. The design and construction shall completely confine all ammunition rounds within the building and demonstrate that nuisances such as air quality and noise will not become a nuisance to neighboring properties. The design and construction shall address the enclosure where the firing of firearms is to take place including but not limited to air quality, bullet protection, door and window openings, bullet stops, type of targets, the firing line and sound proofing treatment.
- d. Compliance with conditions a.—c. above, shall be demonstrated by plans, certified by a State of Wisconsin licensed architect or certified engineer with demonstrated experience in indoor sport shooting range design and construction.
- e. The method of operations shall conform to all state and federal standards for environmental protection and occupational health and safety. The operator shall identify all standards and demonstrate how the operations will comply including reporting, inspections and permitting.
- f. The method of operations shall provide sufficient evidence of compliance with the most current versions of the U.S. Department of Energy Office of Health, Safety and Security's Range Design Criteria or the National Rifle Association's Range Source Book as determined by the Chief of Police and Department of Community Development.
- g. The method of operations shall address a building security plan for storage of firearms and ammunition as well as carrying procedures, security for entrance to the facility and rules and procedures for safe operations which shall be posted, in public view, at the range.
- h. The method of operations shall specify the type and caliber of ammunition the range is designed to confine. No ammunition shall be used, stored, sold or possessed within the range that exceeds the certified design and construction for the range.
- i. On-site supervision of the range shall be provided at all times by an adult that is certified as a NRA Range Safety Officer.
- j. The on-site supervisor(s) and all employees of the range shall be licensed by the City of Mequon. The license will expire on the 31st of December each year. At the time of filing for a license, each applicant shall be a full citizen of the United States for at least two years and shall be deemed to have satisfactory qualifications as determined by the finance and personnel committee.
- k. The servicing of firearms is permitted.
- l. Sales of firearms is prohibited.
- m. Outdoor display, training or operational activity is prohibited.
- n. No person under the age of 18 shall be permitted within the range unless accompanied by an adult at all times. This does not prohibit minors from participating in safety or training classes.
- o. Hours of operation are limited to 7:00 a.m. to 10:00 p.m.
- p. The parking requirement for an indoor sport range is two spaces/one shooting range firing lane plus one space/employee for the largest work shift.

Multiple family dwellings, four units or more. Multiple family dwellings shall be located in detached buildings with a minimum of four and maximum of six units per building in the Town Center district and with a minimum of two and maximum of six units per building in the Arrival Corridor district. Multiple family dwellings containing more than six units may be allowed in the Town Center district through application of section 58-331, Planned Unit Development Overlay.

Nightclubs. A nightclub is an establishment engaged in the sale of alcoholic beverages for consumption on the premises, including taverns, bars, cocktail lounges and similar uses or a sit-down restaurant which provides more than 50 percent of its service to the sale of alcoholic beverages.

Ornamental metals. Ornamental metals shall be allowed only as accent materials such as grills, railing, panels and gutters.

Painted metal roof. Metal roof shall include copper coated, terne metal or painted metal to resemble weathered copper.

Parking facilities. The design of a parking facility shall not dominate the street frontage or building facade which faces a public street or significant public space. All vehicles shall be screened from view and at least 60 percent of the first floor facade shall be occupied with active uses and shall be designed with architectural detail and windows to create visual interest.

Pet supply store, grooming, daycare. Any facility providing grooming or daycare services to pets shall be prohibited from locating within a building also containing residential or food service uses.

Planned unit development. Any development containing greater than 16 units, excluding density bonus units, may be allowed through application of section 58-332, Transfer of Development Rights Overlay and [section] 58-331, Planned Unit Development Overlay. Any development containing buildings greater than 25,000 square feet in gross floor area may be allowed through application of section 58-331, Planned Unit Development Overlay.

Pre-cast stone. Pre-cast stone shall be allowed in a finish approved by the planning commission.

Projecting signs. A projecting sign is a sign which projects from the wall of a building in such a manner that the sign face is perpendicular to the wall, or a sign which is suspended from a soffit or other permanent overhang. The sign shall not be located above the base level of the building or above the second floor line. Hanging signs shall not project more than 40" total from the face of the building.

Rubber as a roof material. Rubber is permitted where not visible from ground level.

Sit-down restaurants. A sit-down restaurant is engaged in the preparation and retail sale of food and beverages, which is characterized by table service to the customer and is not a delicatessen, fast food or coffee shop. Drive-thru services shall be prohibited.

Special size brick. Special sizes and shapes of brick shall be acceptable only as accents and decorations.

Stucco. Stucco shall be allowed only as a wall finish material on upper floors and gables.

Terra cotta. Terra cotta shall be allowed only as cladding or accent.

Veterinary clinics. A veterinary clinic is an establishment that provides medical services to animals and limited boarding facilities and shall comply with the following.

- a. A veterinary clinic shall be prohibited from locating within a building also containing residential or food service uses.
- b.

A veterinary clinic shall provide designated outdoor areas for the animals as they arrive and leave the clinic. These outdoor areas shall be properly signed and maintained on a daily basis. The outdoor area shall be screened from public view and any adjacent residential use and located within close proximity to the parking area. The size of the open space shall be determined by the size of the clinic, number of staff members and number of animals served.

- c. All boarding shall be enclosed within the building.

Window signs. The size of the sign shall not account for more than 20 percent of the window size.

Wood siding. Wood siding shall be allowed only on upper floors and gable ends or as roofing materials.

(Ord. No. 2007-1204, § III, 5-8-2007; Ord. No. 2011-1370, § I, 12-13-2011; Ord. No. 2015-1461, § I(Att.), 11-10-2015)