



Dear Mequon Resident:

**Mequon's Mayor and Common Council want to know what you think.**

This important survey is an opportunity to share your perceptions about land use, development, and City services with Mequon's elected officials. Your input will serve as an important guide for the City as it makes decisions and plans for the future.

All responses are strictly ANONYMOUS and CONFIDENTIAL. No identifying information will be collected, and individual answers will not be disclosed; all responses will be pooled and only summaries will be reported. The City has partnered with the Strategic Research Institute (SRI) at St. Norbert College and Neighborhood Analytics, LLC to ensure confidentiality and accurate data analysis. Every household in the City of Mequon will receive one copy of this survey by mail; if your household contains more than one adult member, an additional copy can be filled out online at the following URL: [www.placeholder.com/survey](http://www.placeholder.com/survey). Alternatively, if you would like an additional paper copy of the survey or should you have any questions, please contact Justin Schoenemann, Assistant City Administrator for the City of Mequon, at (262) 236-2942, or via email at [jschoenemann@ci.mequon.wi.us](mailto:jschoenemann@ci.mequon.wi.us).

Please complete the survey and return it in the enclosed self-addressed postage-paid envelope by **Month XX, 2019**. A summary report of the survey results will be made available to the public on the City of Mequon website at [www.ci.mequon.wi.us](http://www.ci.mequon.wi.us).

Thanks for your participation, and thank you for helping make Mequon the great community that it is.

City of Mequon Common Council

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**SECTION 1: DEMOGRAPHICS**

Understanding a few things about individuals taking this survey will help Mequon officials determine if opinion varies by area or by demographics.

**1. How long have you been a resident of Mequon?**

- 0-5 years       6-10 years       11-15 years       16-20 years       More than 20 years

**2. Including yourself, what is the composition of your household?**

- 1 adult, no minors       1 adult and 1 or more minors  
 2 or more adults and no minors       2 or more adults and 1 or more minors

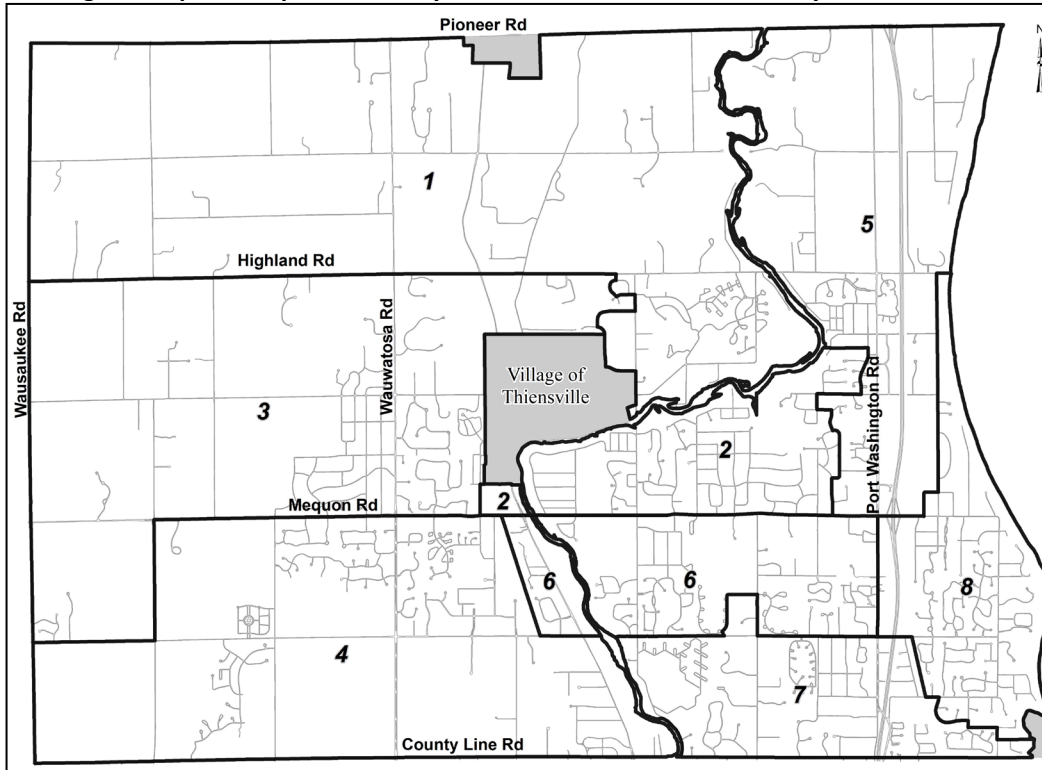
**3. Which of the following categories best corresponds with your age?**

- 18-29       30-39       40-49       50-59  
 60-69       70-79       80+

**4. Why did you move to Mequon? Select all that apply.**

- |                                                           |                                                         |
|-----------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> I was born here                  | <input type="checkbox"/> For family already living here |
| <input type="checkbox"/> Low taxes                        | <input type="checkbox"/> I moved with my parents        |
| <input type="checkbox"/> Low crime                        | <input type="checkbox"/> Schools                        |
| <input type="checkbox"/> I found a specific residence/lot | <input type="checkbox"/> Feel of the community          |
| <input type="checkbox"/> For work                         | <input type="checkbox"/> Rural character                |
| <input type="checkbox"/> To raise a family                | <input type="checkbox"/> Other (please specify): _____  |

5. Using the map below, please identify the Aldermanic District in which you live.



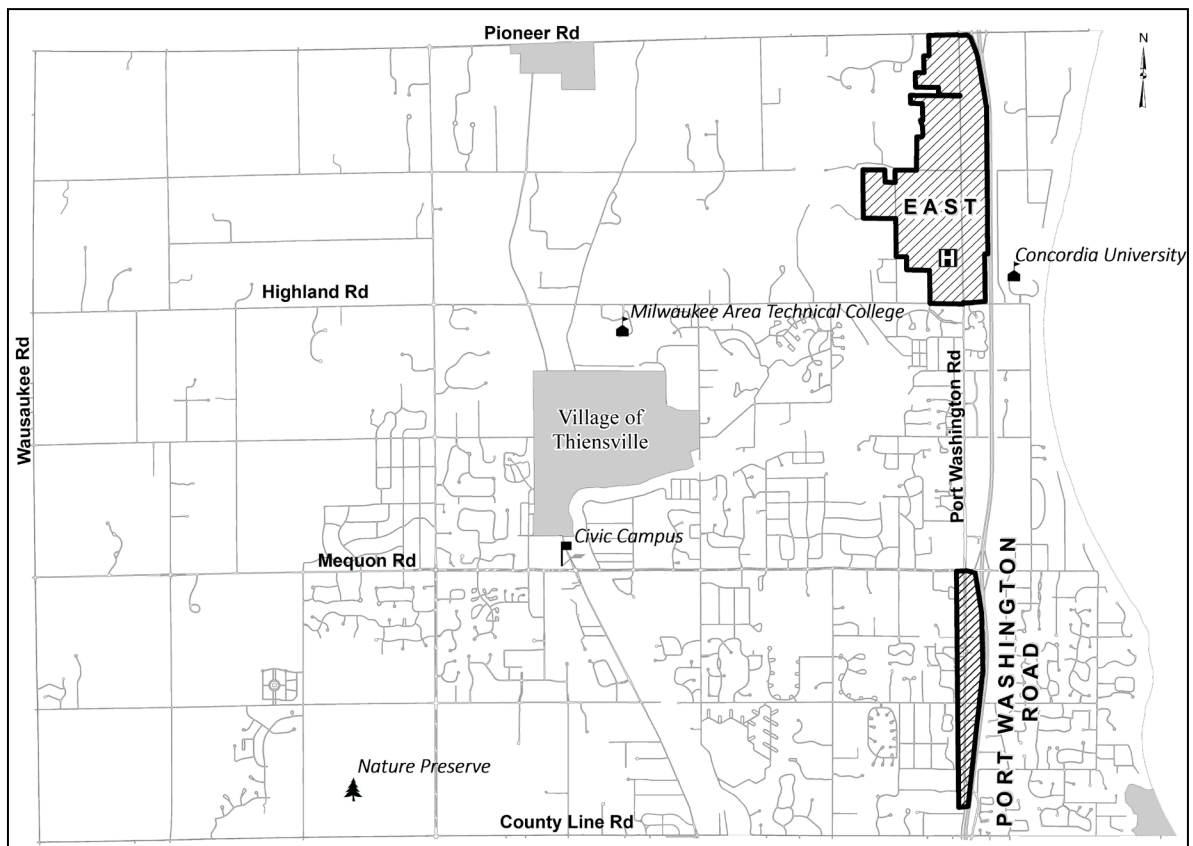
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8

**SECTION 2: DEVELOPMENT**

Geographically, the City of Mequon is the third largest city in Wisconsin, with a total area roughly 5 times larger than the City of Cedarburg and Village of Grafton combined.

City officials are exploring whether to allow additional development in the areas outlined on the reference map below:

- **The East Growth Area** (adjacent to Ulao Creek and well-known destinations such as Concordia University and Ascension Hospital; also adjacent to I-43, with a high volume of commuter traffic)
- **The Port Washington Road Corridor** (south of Mequon Road)

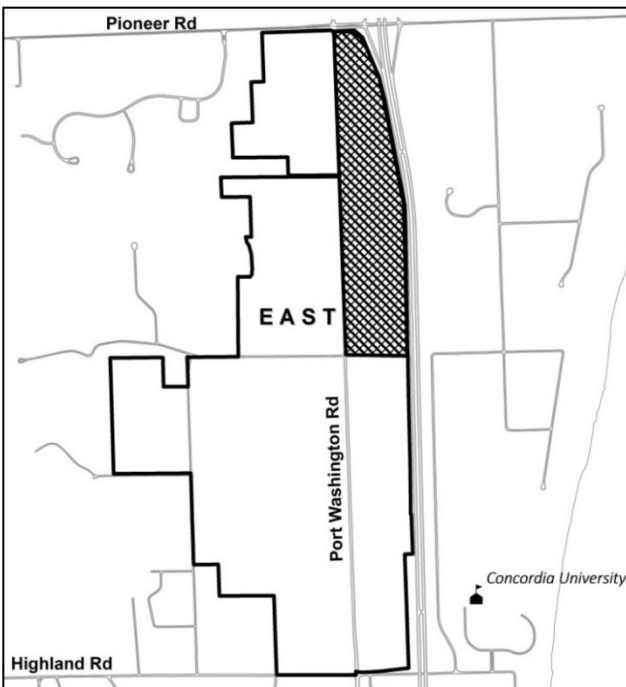


**6. Please indicate whether you would support or oppose each of the following residential development types within the East Growth Area (see the reference map on the bottom of Page 2).**

	Support	Neutral	Oppose	Don't Know
Single-Family Homes - 1 house per ¼ acre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per 1 acre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per 5 acres or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two-Family Homes (Side-By-Side Homes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartments with up to 8 units	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartments with 9 units or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior-Only Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full Service / Retirement Care Communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. Please indicate whether you would support or oppose each of the following NON-residential development types within the East Growth Area (see the reference map on the bottom of Page 2).**

	Support (anywhere in the East Growth Area)	Support (ONLY at the intersection of Port Washington Road and Pioneer Road)	Neutral	Oppose	Don't Know
Academic Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large Farming/Hardware Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gas Stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health & Personal Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospitality (Lodging, Restaurant, Entertainment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industrial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park & Open Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional or Medical Office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail/Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The City is considering allowing “light industrial” development in the shaded section of the East Growth Area indicated on the map to the left.

The term “light industrial” refers to professional office, research and development, and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions.

**8. Would you support or oppose allowing additional light industrial development within the shaded section of the East Growth Area on the map?**

- Support
- Neutral
- Oppose
- Don't know

**9. Please indicate whether you would support or oppose each of the following residential development types within the Port Washington Road corridor south of Mequon Road (see the reference map on the bottom of Page 2).**

	Support	Neutral	Oppose	Don't Know
Single-Family Homes - 1 house per ¼ acre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per 1 acre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per 5 acres or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two-Family Homes (Side-By-Sides Homes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartments with up to 8 units	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartments with 9 units or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior-Only Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full Service / Retirement Care Communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Over the years the City has generally adhered to developing its housing stock with 70% single-family homes and 30% non-single family (e.g. condominiums, townhomes, and apartments).

**10. Please indicate whether you would, in general, support or oppose future development of each type anywhere in Mequon.**

	Support	Neutral	Oppose	Don't Know
Single-Family Homes - 1 house per ¼ acre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per 1 acre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-Family Homes - 1 house per 5 acres or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two-Family Homes (Side-By-Sides Homes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartments with up to 8 units	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartments with 9 units or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior-Only Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full Service / Retirement Care Communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SECTION 3: OPEN SPACE PRESERVATION**

Historically, the City of Mequon has placed a strong emphasis on preserving land as the community develops. Currently, the City has approximately 4 to 5 square miles of preserved open space, with about one-third being City and County parks and nature preserves.

Another way of looking at it is that there are 100 acres of open space preserved for every 1,000 residents. Those preserved lands do not include green areas around the schools and MATC, private country clubs, home and business setbacks, private soccer facilities and similar areas.

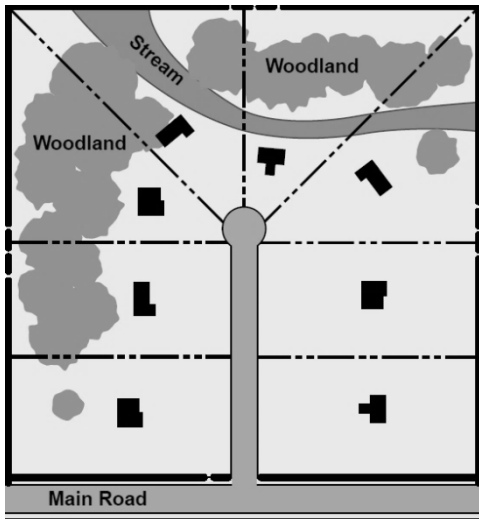
**11. What is your opinion on the amount of open space that is currently protected in the City?**

- Too much
- The right amount
- Not enough
- Don't know

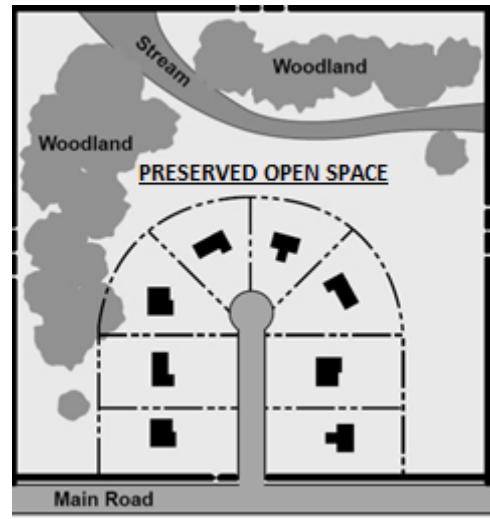
**12. Should the City use tax revenue to preserve additional open space?**

- Yes
- Neutral
- No
- Don't know

The City allows development of residential “cluster” lots (also known as conservation subdivisions) which reduces lot sizes and in turn preserves open space and/or environmentally sensitive areas. These developments also reduce the amount of infrastructure necessary to serve the new homes. The overall total number of lots permitted is NOT increased. Examples are shown below:



**Conventional Subdivision**  
All Land Within Lots



**Cluster/Conservation Subdivision**  
Land Outside of Lots Preserved

**13. Should the City continue to encourage “cluster” residential developments (conservation subdivisions)?**

- Yes
- Neutral
- No
- Don't know

The City allows the “transfer” of development rights of lots from one site to another. This tool prevents residential development from occurring on sites that have attributes that may merit preserving, such as environmentally sensitive areas, and “transfers” the lots to sites more suitable for development, such as sites near existing sewer and water mains. Transfer development rights may increase the number of homes in a development project.

**14. Should the City continue to encourage the use of transfer development rights?**

- Yes
- Neutral
- No
- Don't know

**SECTION 4: ECONOMIC DEVELOPMENT**

In the past, Mequon has used various economic development tools in efforts to grow the tax base by doing the following:

- Promoting business retention and expansion
- Improving existing infrastructure such as public water mains, streets, and sidewalks
- Adding amenities such as lighting, landscaping and benches
- Purchasing undervalued, underutilized or blighted sites
- Providing redevelopment incentives aimed at underutilized, undervalued, blighted, or contaminated sites

**15. For each of the following economic development tools, please indicate whether you support or oppose its continued use.**

	Support	Neutral	Oppose	Don't Know
Promoting business retention and expansion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving existing infrastructure such as streets and sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding amenities such as lighting, landscaping, and benches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The City has incentivized developers who have removed existing buildings and/or cleaned up environmental contamination. These types of incentives have been utilized on several sites in Mequon including Outpost Natural Foods, Spur 16, Foxtown Brewery, Artesa and multi-tenant office projects along Port Washington Road.

**16. For each of the following economic development tools, please indicate whether you support or oppose its continued use.**

	Support	Neutral	Oppose	Don't Know
Purchasing underutilized/undervalued sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentivizing redevelopment of underutilized/undervalued sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentivizing redevelopment of blighted sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentivizing redevelopment of environmentally contaminated sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SECTION 5: SATISFACTION WITH CITY SERVICES**

The City of Mequon strives to provide quality municipal services to residents. An important step in ensuring/improving the quality of services provided is to measure resident satisfaction with services received.

**17. Please rate your satisfaction with the following municipal services:**

	Excellent	Good	Fair	Poor	No Interactions	Don't Know
Architectural Review Board	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Hall/Administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Election Services/Voter Registration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire/EMS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspections/Permitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property Assessment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewer Utility (Wastewater)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow Removal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storm Water Management (Drainage)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Utility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SECTION 6: CIVIC CAMPUS**

The civic campus encompasses City Hall, the Frank L. Weyenberg Library, the Mequon Community Pool, and Rennie Field. The Civic Campus is adjacent to the Town Center on the corners of Cedarburg Road and Mequon Road. The Civic Campus hosts several activities and provides public parking. The Inter-Urban Bike Trail (otherwise known as the Milwaukee/Ozaukee Interurban Trail) runs through the civic campus.

**18. Which of the following improvements are necessary to make traveling within and around the civic campus comfortable?**

**Select all that apply.**

- |                                                           |                                                                                                                  |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Sidewalks                        | <input type="checkbox"/> Street benches, bike racks, trash receptacles                                           |
| <input type="checkbox"/> Crosswalks with striping         | <input type="checkbox"/> New parking regulations                                                                 |
| <input type="checkbox"/> Crosswalk signs for pedestrians  | <input type="checkbox"/> Enforcement of traffic regulations                                                      |
| <input type="checkbox"/> Crosswalk lights for pedestrians | <input type="checkbox"/> Raised Pedestrian crosswalk for the Inter-Urban Bike Trail and Mequon Road Intersection |
| <input type="checkbox"/> Lighting                         |                                                                                                                  |
| <input type="checkbox"/> Landscaping                      |                                                                                                                  |

**19. Would you support or oppose adding bike trail amenities (such as a rest area, restrooms, and a snack shop) along the Inter-Urban Bike Trail adjacent to the civic campus?**

- Support
- Neutral
- Oppose
- Don't know

The City may consider constructing a pedestrian bridge or an underpass for the Inter-Urban Bike Trail and Mequon Road intersection. Either project will cost millions of dollars, and the exact project cost will depend on the scope of the new structure, site conditions, and feasibility.

**20. Please indicate whether you would support or oppose construction of a pedestrian bridge and/or an underpass at the Mequon Road and Ozaukee Inter-Urban Bike Trail intersection.**

- Support constructing a pedestrian bridge only
- Support constructing an underpass only
- Support constructing both a pedestrian bridge and an underpass
- Neutral
- Oppose both
- Don't know

**SECTION 7: COMMUNITY POOL**

The Mequon Community Pool is located next to City Hall on Cedarburg Road. The pool was originally built in 1933, with the existing pool installed over the old pool in 1984. During the summer the pool is open from early June through late August. There is also a separate wading pool geared for younger children, with a zero-depth entrance and a maximum depth of two feet.

In the coming years, the City will have to consider closing the current pool and possibly replacing it. New community pools tend to range between \$3.5 million - \$6 million, depending on the scope of the new facility and site conditions.

**21. Have you or your family utilized the City of Mequon Community Pool in the last 3 years?**

- Yes
- No
- Don't know

**22. Considering the City will have to explore closing the current pool, would you support or oppose the City building a new Community Pool?**

- Support
- Neutral
- Oppose
- Don't know

**23. Would you support or oppose an increase in taxes in order to fund building a new Community Pool?**

- Support
- Neutral
- Oppose
- Don't know

**24. Would you or your family utilize a new Community Pool?**

- Yes
- No
- Don't know

**25. Would you support or oppose the City relocating the Community Pool from the Civic Campus to another City-owned location with more space, such as a park?**

- Support
- Neutral
- Oppose
- Don't know

**26. Have you or your family utilized a neighboring community's public pool in the last 3 years?**

- Yes
- No
- Don't know

**SECTION 8: PARKS AND PATHWAYS**

The City of Mequon has 26 parks and bike/pedestrian pathways throughout the community. The City is exploring updating current features and adding new improvements to enhance these parks and pathways.

**27. Please rank the following park improvements from 1 – 10, with 1 being the most important and 10 being least important.**

- |                                                                                             |                                                                  |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> Permanent bathroom facilities at Lemke Park                        | <input type="checkbox"/> Upgrades to existing ball diamonds      |
| <input type="checkbox"/> Off-road paved bike path along West Donges Bay Road                | <input type="checkbox"/> Pickleball courts and tennis courts     |
| <input type="checkbox"/> A separate area for small dogs at Katherine Kearney Carpenter Park | <input type="checkbox"/> Pedestrian trails within parks          |
| <input type="checkbox"/> An additional dog park                                             | <input type="checkbox"/> Increased access to the Milwaukee River |
| <input type="checkbox"/> Updating River Barn Park, Rotary Park, Reuter Park Buildings       | <input type="checkbox"/> Invasive plant removal and restoration  |

**28. Would you support or oppose an increase in taxes in order to fund park improvements?**

- Support at an amount not to exceed \$0.01/\$1,000 assessed value, which generates about \$46,000 in funds annually
- Support at an amount not to exceed \$0.02/\$1,000 assessed value, which generates about \$92,000 in funds annually
- Support at an amount not to exceed \$0.05/\$1,000 assessed value, which generates about \$230,000 in funds annually
- Neutral
- Oppose
- Don't know

**29. Which of the following bike and pedestrian improvements would you support within the City? Select all that apply.**

- |                                          |                                               |
|------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Off-road paths  | <input type="checkbox"/> Wayfinding signs     |
| <input type="checkbox"/> Paved shoulders | <input type="checkbox"/> Bike racks           |
| <input type="checkbox"/> Sidewalks       | <input type="checkbox"/> Bike repair stations |

The City currently does not have a dedicated fund for bike and pedestrian improvements. Historically, the funding for bike and pedestrian improvements has been a part of other development initiatives or funded as one-time projects.

**30. Would you support or oppose an increase in taxes in order to create a fund to support bike and pedestrian improvements?**

- Support at an amount not to exceed \$0.01/\$1,000 assessed value, which generates about \$46,000 in funds annually
- Support at an amount not to exceed \$0.02/\$1,000 assessed value, which generates about \$92,000 in funds annually
- Support at an amount not to exceed \$0.05/\$1,000 assessed value, which generates about \$230,000 in funds annually
- Neutral
- Oppose
- Don't know

Thank you for taking the time to complete this survey! Your participation will guide our planning activities for the future. If you have any additional thoughts or feedback, please feel free to e-mail the Mayor, Alderman, or Alderwoman of your District by visiting:

[www.ci.mequon.wi.us/commoncouncil](http://www.ci.mequon.wi.us/commoncouncil)

Please place the completed survey booklet in the self-addressed postage-paid envelope and send via U.S. Mail to the Strategic Research Institute at St. Norbert College.

