

Mequon's Foxtown clears more hurdles

By Gary Achterberg – News Graphic Staff

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Spectrum Investment Advisors plans a second-floor addition to their building, which will soon be surrounded by the Foxtown development along Mequon Road.

MEQUON — Plans for the Foxtown project in the Mequon Town Center neighborhood have taken several big strides recently. The Mequon Common Council Jan. 9 unanimously approved rezoning for the 13.97-acre project. The Mequon Planning Commission Monday gave its unanimous approval for a building plan amendment for an expansion of Spectrum Investment Advisors, whose office building will be surrounded by other portions of the Foxtown project. Kim Tollefson, Mequon's director of Community Development, wrote in a memo to the Common Council that Foxtown will remove nonconforming uses and "blighted conditions" in the neighborhood. "The redevelopment of this area will drastically change the aesthetics of Mequon Road and Industrial Drive, both primary arterials with a great deal of public visibility," she wrote. Foxtown, the third major development project in the Town Center, will include:

- A 7,000-square-foot brewery and restaurant, which likely will be built first in a restored mid-1800s brewery.
- A 13,000-square-foot multi-tenant building that will include a restaurant, first-floor retail and second-story office space.
- A three-story 96-unit apartment building that would be located on the site of the former school bus terminal. The plan calls for 32 one-bedroom, 32 two-bedroom and 32 three-bedroom apartments. The apartments, which will be built in two 48-unit phases, will include a front yard, street-facing walk-up porches, underground parking and an indoor pool.
- A Foxtown Brewery restaurant. The 18,000-square-foot building will be located in the former lumber shed along the railroad tracks.
- Three mixed-use buildings that will include retail, offices and extended-stay apartments.
- A "pocket neighborhood" with 21 single-family lots. Homes built on those lots are expected to be valued at about \$500,000 each.

Preliminary work on renovating the brewery has started. Building permits will be obtained soon and demolition work is likely to get under way this month.

In a related project, the Planning Commission on Tuesday unanimously approved a building plan amendment for a 1,777-square-foot second floor addition for Spectrum Investment Advisors, 6329 W. Mequon Road. Owner James Marshall told commissioners he moved into his new building in 2012 with 10 employees. It has grown to 22 employees advising/managing \$2.2 billion in assets. The expansion, which will include a conference room and space to accommodate more employees, will allow growth to 35 employees. The Spectrum building will find itself in the midst of the Foxtown project when it is completed. Marshall said now is the time to complete this addition to take advantage of synergies with Foxtown, which include making improvements to an existing wall and shared parking. Jac Zader, Mequon's assistant director of Community Development, said the shared parking agreement will work well for everyone. Spectrum will use its lot during daytime business hours, while demand for space with Foxtown will occur in the evening and on weekends. "Our goal is to start construction May 7 – and we certainly want to have that shared parking agreement in place before then," Marshall said.