

CITY OF FRANKLIN
COMMITTEE OF THE WHOLE MEETING*
MONDAY, JUNE 2, 2014, 6:30 P.M.
COMMON COUNCIL CHAMBERS, FRANKLIN CITY HALL
9229 W. LOOMIS ROAD, FRANKLIN, WISCONSIN
AGENDA

- A. Call to Order and Roll Call
- B. Franklin First Development Strategic Plan (Ticknor 2000): All Plan components update services agreement, with economic development consultant Ticknor & Associates, Inc.; Community direction and vision.
- C. Adjournment

*Notice is given that a majority of the Plan Commission, Forward Franklin Economic Development Commission and Community Development Authority may attend this meeting to gather information about an agenda item over which the Plan Commission, Forward Franklin Economic Development Commission and Community Development Authority has decision-making responsibility. This may constitute a meeting of the Plan Commission, Forward Franklin Economic Development Commission and Community Development Authority per State ex rel. Badke v. Greendale Village Board, even though the Plan Commission, Forward Franklin Economic Development Commission and Community Development Authority will not take formal action at this meeting.

[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk's office at (414) 425-7500.]

<p style="text-align: center;">APPROVAL</p> <p style="text-align: center;"><i>See</i></p>	<p style="text-align: center;">REQUEST FOR COUNCIL ACTION</p>	<p style="text-align: center;">MEETING DATE</p> <p style="text-align: center;">June 2, 2014 Committee of the Whole</p> <p style="text-align: center;">June 3, 2014 Common Council</p>
<p style="text-align: center;">REPORTS AND RECOMMENDATIONS</p>	<p style="text-align: center;">Franklin First Development Strategic Plan (Ticknor 2000): all Plan components update services agreement, with economic development consultant Ticknor & Associates, Inc.; Community direction and vision</p>	<p style="text-align: center;">ITEM NUMBER</p> <p style="text-align: center;"><i>E</i></p>

The above matter was before the Common Council at its regular meeting on May 6, 2014. The Common Council adopted a motion to table the subject matter to the June 2, 2014 Committee of the Whole meeting to provide for future Council discussion on the topic of community direction and vision. The Common Council also adopted the motions set forth below on related items, in part inviting members of the CDA and the FFEDC to the June 2, 2014 Committee meeting, with the respective referred subject matters being initially addressed by the FFEDC at its meeting on May 19, 2014 and the CDA at its meeting on May 22, 2014.

Alderman Wilhelm moved to refer to the Forward Franklin Economic Development Committee the task of the study of and report upon potential retail/restaurant/quality of life/entertainment new development within the City and the areas likely for such development, to include, but not be limited to consideration of the subject matter as is set forth in Chapter 4: Economic Development of the City of Franklin 2025 Comprehensive Master Plan, the Franklin First Development Plan (R.A. Smith 2001), and Phase 2: Retail Development Potential of the Franklin First Development Strategic Plan (Ticknor 2000)(and as may be available updates thereto) upon the subject matter, and further to invite the FFEDC to the 6/02/14 Committee of the Whole. Seconded by Alderman Schmidt. All voted Aye; motion carried.

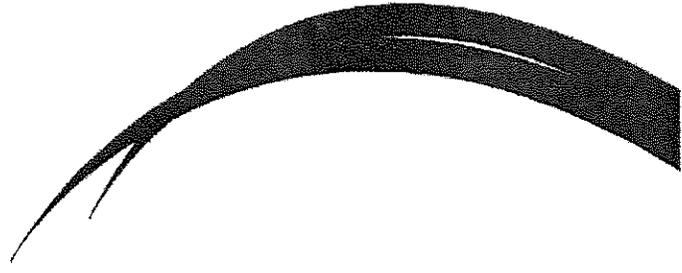
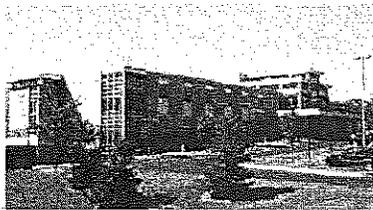
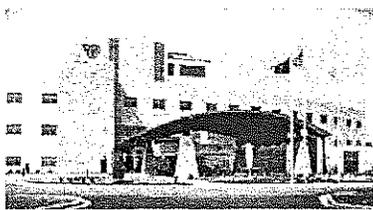
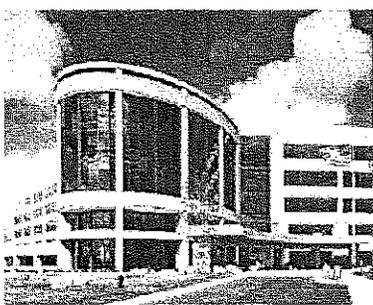
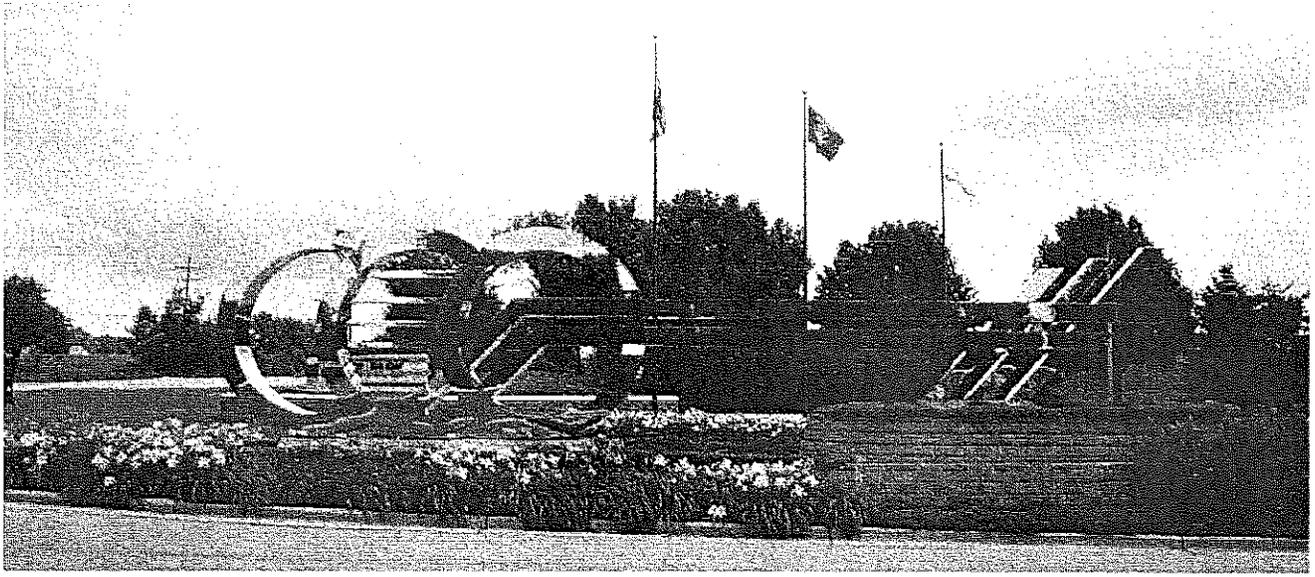
Alderman Schmidt moved to refer to the Community Development Authority the task of the study of and report upon potential business park and/or industrial park new development within the City and the areas likely for such development, to include, but not be limited to consideration of the subject matter as is set forth in Chapter 4: Economic Development of the City of Franklin 2025 Comprehensive Master Plan, the Franklin First Development Plan (R.A. Smith 2001), and Phase 1: Office/Industrial Market Analysis and Phase 4: Economic Development of the Franklin First Development Strategic Plan (Ticknor 2000)(and as may be available updates thereto) upon the subject matter, and further to invite the CDA to the 6/02/14 Committee of the Whole. Seconded by Alderman Dandrea. All voted Aye; motion carried.

The May 6, 2014 Council Action Sheet provided and recommended as follows:

The Mayor requests the Common Council consideration of the above. Attached is a copy of the proposal. Funding for the services would be decided by Council action on the proposed budget amendment ordinance immediately preceding this item on this meeting's agenda.

COUNCIL ACTION REQUESTED

A motion to accept the proposal of Ticknor & Associates, Inc. in the estimated amount of \$38,500.00, for the provision of services to update the Franklin First Development Strategic Plan (Ticknor 2000), in the form and content as annexed hereto, to direct the City Attorney to incorporate same into the applicable standard City terms-form contract, and to authorize the Mayor, City Clerk and Director of Finance and Treasurer to execute and deliver the same.



City of Franklin, Wisconsin
**Economic Development
Strategic Plan Update**

May 2nd, 2014

Prepared by: Ticknor & Associates

May 2, 2014

City of Franklin
9229 W. Loomis Rd.
Franklin, WI 53132

Project Purpose

The City of Franklin wishes to examine the market and planning feasibility for developing new office and industrial parks and to update the best places for greater office, industrial and retail development.

Thank you for inviting this proposal to update the 1999-2000 Ticknor & Associates Franklin Economic Development Strategic Plan and build upon the R.A. Smith Franklin First Strategic Plan for site development, in which we also participated.

Franklin remains a strong economic development competitor with enviable demographics and five major non-residential development corridors. The Franklin Business Park has been one of Wisconsin's most successful industrial developments. The community is also now home to the Northwestern Mutual Life campus.

Success produces quality jobs for Franklin residents and diversifies the local tax base.

Now is an opportune time to consider future development potential and ways for the City to further stimulate high-standard quality non-residential development.

Project Team

Our team brings market understanding, process savvy, and facilitation and communications skills that will be very important to this project.

We also have the key advantage of having worked very extensively with Franklin on similar assignments in 1999-2000, projects that have had lasting value for the City.

Tom Ticknor will lead this project as he did in 2000, conducting the market analysis, handling interviews and community listening, quarterbacking our strategic recommendations, and reporting to the Council and community.

- **He knows economic development from the business perspective, having served as the head of the Fantus Consultant global development advisory practice and tracking the development results from his many Ticknor & Associates client relationships.**

- He has experience gained from conducting more than 250 economic development projects, working in such important quality suburbs as: Bellevue, WA; Prince William County, VA; Plainfield, IN; Plano, TX; and Bloomington, MN.
- His work is well known in Franklin.

Jim McComb, President of McComb Group, Ltd., will update our prior retail analysis.

- Jim has more than thirty five years of retail development, retail analysis, and marketing research.
- Corporate consulting clients include Homart Development, CIGNA Investments, and LucasFilms Ltd.
- Community clients have included Bloomington, Minnesota, Wausau, and Madison as well as his past assignment for Franklin.

Lee Brown, President of Teska Associates, Inc., will handle the planning aspects of this update.

- With more than thirty-five years of professional experience in planning, Lee has a diverse background in comprehensive community planning, urban design, development regulations and real estate economics and is particularly adept at facilitating public/private partnerships for community revitalization.
- His client list includes the City of Greensboro, NC, the City of Elkhorn, WI, the Village of Glencoe, IL, the City of Lake Forest, IL.
- He served as the first Community Development Director for the City of Monona, WI during the period of its most significant growth of business and industry.
- Lee is the current President of the American Institute of Certified Planners.

Ticknor & Associates co-located with Teska Associates during its early years, and Tom and Lee have worked jointly on a number of projects. McComb Group, Ltd was a subcontractor to Ticknor & Associates and to RA Smith for the 1999-2000 Franklin work.

The three consultants will coordinate their Franklin fieldwork during a simultaneous initial field visit and produce a unified final set of recommendations.

Project Tasks

1. Contract Finalization/Franklin Oversight and Administration

The City will designate a Project Review Task Force, including appropriate members of the Common Council, the Community Development Authority, and other key civic leaders to guide the process and serve as a sounding board.

The City will also appoint a lead staff person to work with the consultants to provide local information, coordinate local interviews and meetings, and monitor project progress.

Staff will provide absorption data for Franklin commercial and industrial property, conclusions from any local business retention and expansion programs, and any metropolitan real estate absorption and competitive business park information that they are aware of.

Staff will also work with Tom Ticknor to amend the proposal, if desired, and devise a preliminary schedule.

2. Background Review

The consulting team will review 2000 Ticknor & Associates report and the ensuing planning/engineering studies conducted by R.A. Smith (now Smith National), the Franklin Economic Resource Guide and any other key pertinent City information.

Lee Brown will review the City's Master Plan and development review process as they pertain to commercial, industrial and retail development.

3. Project Kick-Off Meeting

The Project Review Team and three consultants will conduct a two hour project kick-off meeting to review project goals, timing, key persons to interview, priorities for public meetings, proposed work product, and critical project success factors from the City standpoint.

4. Development Briefing & Tour

Appropriate City personal will meet with the consulting team to review key development trends and discuss critical present and high-potential office park, industrial park, and retail development sites, first through maps/aerial photos and reviewing the work product from the 2000 studies (including any City updates), then through a comprehensive driving tour.

5. Retail Analysis

Since 2000 Franklin's population has grown from 29,494 to more than 35,500. Housing units have increased from 10,602 to more than 13,600. The city has remained a highly educated and prosperous area. And significant retail development has occurred.

Jim McComb will visit and evaluate existing retail areas and nearby competition and review demographic characteristics for the Franklin area for 2000, 2010, 2014 and 2019, including trends in population, households, average and median household income.

He will then hold a debriefing meeting with City officials at the end of the fieldwork.

6. Planning Analysis

Lee Brown will review and comment on the conceptual site plans from the 2000/01 RA Smith Franklin First site development project and ensuing relevant office, industrial, or major retail development plans.

He will discuss his assessment with appropriate City staff.

7. Further Real Estate Market Analysis

Tom Ticknor will coordinate City staff provided information regarding the absorption of industrial, office and retail space within Franklin.

He will consider the regional context by touring immediately competitive commercial and industrial properties with City staff, examining site data on the seven-county Choose Milwaukee website, and examining exiting secondary market absorption data.

This task will also include telephone and/or personal interviews with approximately six commercial and industrial brokers and other economic developers active within your immediate market, including the Milwaukee 7 Regional Economic Development Partnership.

This will form the basis for estimating the range of future absorption potential.

8. Local Development Policy Perspectives

Tom Ticknor primarily and Lee Brown secondarily will conduct approximately twelve interviews with key local elected officials, key CDA members, and individuals who have advanced major local development proposals.

9. Three Public Input Meetings

The consultants and the Project Review Task Force will jointly decide upon the agendas, timing, and location for three evening public meetings regarding site development. Staff will publicize the meetings and reach out to key stakeholders, such as owners, business groups, and potential developers.

Tom Ticknor will lead each of these, with Lee Brown participating selectively.

10. Interim Report to the Project Review Task Force

Tom Ticknor and Lee Brown will present interim findings to the Task Force for their review, comment and recommendation.

11. Final Report and Public Presentation

The consulting team will prepare a concise report and recommendations addressing market trends, estimated range of future absorption, the best sites for further office and industrial park and major retail development, and key next steps for the City.

We will offer a draft for review and comment by selected staff and, if desired, some or all members of the Project Review Task Force.

After suitable revisions, Tom Ticknor and Lee Brown will give a public presentation to the Task Force and invited guests.

12. Availability for Further Assignments

Each consulting team member would be available to work with the City and subsequent planning, civil engineering, and legal consultants to implement recommendations for future commercial and industrial site development.

- Tom Ticknor played this role with engineering and planning consultants in 2000.
- Jim McComb could develop a full retail analysis that the City could use for retail recruitment.
- Lee Brown could serve as an objective outside planning consultant.

Timeline & Projected Hours

We are prepared to begin this assignment within ten business days of contract authorization. Provided that the schedule works for Task Force and public meetings and for summer vacations, we target completion approximately three months after project initiation.

Estimated Schedule and Task Scope

Task	Timing (Week)	Ticknor	Teska	McComb Group
1. Issue Contract/Start-Up Information	1			
2. Background Review	1	4	2	2
3. Kick-Off Meeting	3	6	2	2
4. Development Briefing/Tour	3	14	4	4
5. Retail Analysis	3-4	1		12
6. Planning Analysis	3-4	2	9	
7. Market Analysis	3-6	24	1	1
8. Local Policy Perspective	3-6	12	4	
9. Three Public Meetings	6-8	12	6	
10. Interim Report/Discussion	10	8	5	2
11. Final Report & Presentation	12	36	7	5
Estimated Total Hours		119	40	28

Fees & Contact Authorization

Professional services and transportation for this scope of work cost \$38,500.

We request a retainer of \$6,000 upon contract authorization, followed by monthly billings based upon hours and costs to date, subject to a \$6,000 hold back until final completion of this scope.

We are happy to revise the scope if changes better suit your needs. If you have any questions or suggested modification, please contact Tom Ticknor at 847-732-5363.

You can accept this proposal by signing below or by appending this proposal to the appropriate City professional services contract.

It would be a pleasure to work with you again on this interesting and important project.

Authorized and Accepted by:

(Name, Title, Date)