

**CITY OF FRANKLIN  
SPECIAL COMMON COUNCIL MEETING\*  
FRANKLIN CITY HALL COMMON COUNCIL CHAMBERS  
9229 WEST LOOMIS ROAD, FRANKLIN, WISCONSIN  
AGENDA\*\*  
WEDNESDAY, JUNE 10, 2015  
AT 6:30 PM**

- A. Call to Order and Roll Call.
- B. Citizen Comment Period.
- C. Reports and Recommendations:
  - 1. Future Retail Development in the Area of South 76th Street and West Rawson Avenue/West Loomis Road.
  - 2. Future Mixed-Use Business Light Industrial, Commercial, Residential and Nature Conservation Public Park Development in the Area of West Loomis Road and West Ryan Road.
  - 3. Future Business Park Development in the Area of South 27th Street and West County Line Road; A Resolution Authorizing the Undertaking of the Development of the Franklin Corporate Park.
- D. Adjournment.

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

\*\*Supporting documentation and details of these agenda items are available at City Hall during normal business hours.

[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.]

<b>APPROVAL</b>	<b>REQUEST FOR COUNCIL ACTION</b>	<b>MEETING DATE</b> <b>June 10, 2015</b>
<b>REPORTS AND RECOMMENDATIONS</b>	Future Retail Development in the area of South 76th Street and West Rawson Avenue/West Loomis Road	<b>ITEM NUMBER</b>

Attached is a draft concept plan and Planning & Engineering Analysis prepared by GRAEF USA Inc. for the future retail development area. Pat Kressin of GRAEF-USA Inc. will report upon the development planning status. Michael C. Harrigan of Ehlers & Associates, Inc. will also be present to provide information for the development.

**COUNCIL ACTION REQUESTED**

As the Common Council deems appropriate.



MEMORANDUM

Date: August 1, 2014
To: Mayor Olson
Aldermen
From: Mark W. Lubberda
Director of Administration
RE: Assessed Value Per Acre and Property Tax Considerations

In relation to the adopted 70/30 Goal and economic development alternatives there has been reference to the property tax value of various property uses. The following data is pulled from the City and State's assessment records to provide an analysis of property values and, therefore, property tax impacts based upon property use type.

Assessed Value Per Acre by Type of Use

Table with 4 columns: Property Type, Description by year, Assessed Value Per Acre, and Number of Parcels. Rows include Business and Commercial, Residential/Non Condo, Apartments, Manufacturing, and Truck Terminals.

Notes:

- All classifications exclude vacant parcels.
Residential excludes Condominiums. (2,615 parcels)
Recent Manufacturing examples include Excell Tools, Proteus, Transpak, and Meltric.
The State only tracks and assesses 52 parcels in the City of Franklin as "Manufacturing."
Business and Commercial excludes older commercially zoned properties with primarily residential use.
Business and Commercial excludes the other listed sub-categories of business, such as Truck Terminals.
Warehouse includes "Warehouse", "Mini Warehouse," and "Office Warehouse"
The "All" groupings include the properties from the 1979 and Before, 1980-1999, and 2000+ categories.

I broke some categories up by construction date to more accurately represent the results you would get with new construction. I also provided a Business and Commercial calculation excluding Northwestern Mutual so as not to have such a unique development slant the results.

**Discussion:** Assessed value per acre only addresses the potential property tax revenue generation. Each of the land use types may have other potential benefits or costs that merit consideration in policy decisions. Following are two such examples of impact based upon the land use type.

**A. Benefit Example:** The 52 Manufacturing properties the State assesses have a lower assessed value per acre than Business and Commercial properties or newer Residential properties. The reason for the lower assessed value is easily explained. Mark Link, City Assessor, estimates that 75% of the space of the typical manufacturing facility is warehouse-type space to store the inputs and outputs of the manufacturing process. As such, the State assesses it lower due to the open design and lower “finish quality” of the construction. Similarly, unless it is high-tech manufacturing, the 25% manufacturing space is likely assessed at the lower, warehousing-type level as well, because it is often open, low-finish construction in which they have inserted their manufacturing lines or equipment. So why does the State seek Manufacturing enterprises if they have a lower value per acre? The value of manufacturing is not only the property value, but the jobs, the personal income generated from the jobs, and the secondary business construction serving the job holders and income earners of each manufacturing facility.

The U.S. Department of Commerce Economics and Statistics Administration indicates that manufacturing jobs have higher earnings than non-manufacturing jobs and that “manufacturing firms fund most domestic corporate research and development, and the resulting innovations and productivity growth improve our standard of living.” (The complete 10-page study is available upon request.) Similarly, labor market data shows that the manufacturing industry sector exceeds all industry and business sectors other than Utilities in sales or revenue generated per worker, which leads to the ripple effects from the direct and indirect spending of that revenue. An example of the ripple effect is reported by the Economic Policy Institute’s conclusion that “Each 100 jobs in manufacturing supports 2.91 jobs elsewhere in the economy, compared to 1.54 jobs in business services and .88 jobs in retail trade.” Overall, the desirability of the added benefits of manufacturing is exemplified by the fact that the State exempts Manufacturing’s personal property (machines) from property taxation, whereas much personal property in other business sectors is taxed.

**B. Cost Example:** The high value per acre for Residential properties, for example, does not reflect the cost for schooling the children that can result from residential development.

The Finance Director reports the following information from the CAFR’s of the school districts and from the WI Department of Public Instruction (Totals have been added to his data).

2012-2013	Franklin	Oak Creek-Franklin	Whitnall	Total
Enrollment	4,355	6,382	2,111	12,848
Taxes	31,786,137	32,394,059	15,542,825	79,723,021
Gross Expenditures	56,164,011	69,143,236	28,629,569	153,936,816
Net Expenses after Program Revenue	45,933,260	57,592,573	23,773,102	127,298,935
Per Student				
Taxes	7,298	5,075	7,363	6,205
Expenditures	12,896	10,834	13,562	11,981
Net Expenditures	10,547	9,024	11,262	9,908

Additionally, the US Census Bureau's 2010 data indicates school enrollment in Franklin is 6,672 with 9,351 "Family Households." This results in .71 school children per Family Household. The average new residential home built since 2000 sits on .54 acres which results in 1.85 houses per acre. Together, calculating a net schooling cost per acre of new residential properties is straight forward.

Average Net Cost of schooling 1 child		\$9,908
Students Per Family Household	x	0.71
Average Houses Per Acre**	x	1.85
Net Schooling Cost Per Acre of New Residential	=	\$13,014

As shown below, when considering the added cost to school districts, the value per acre of residential development is significantly offset. That net cost helps explain why school districts are such a big share of the total property tax levy. The result is that property taxes from residential properties may be beneficial to a municipality because the value per acre is high, but it could be considered detrimental overall to the property owners because of the significant impact on the school district's property tax rate, as compared to the other land use types. This is because the property tax draw of new students will exceed the property tax revenue from the average new residence (based on the district's current percent of taxes to net expenditures).

PROPERTY TAX REVENUE PER ACRE (BY PROPERTY USE TYPE)			
NET OF SCHOOLING COSTS			
	Business	Manufacturing	Residential
Average Property Value per Acre	684,514	517,107	614,006
Mill Rate*	24.45	24.45	24.45
Annual Property Taxes	\$16,736	\$12,643	\$15,012
Net Schooling Cost Per Acre of New Residential			\$13,014
Net	\$16,736	\$12,643	\$1,998

\* Combined School District Rate with Sewer, 2014 Budget p.7

There are many potential ways to evaluate or break out the data used above; if additional perspectives or analysis is desired please do not hesitate to ask. Additionally, I would like to thank Mark Link for pulling together the database of parcel information that enabled the analysis to be performed.

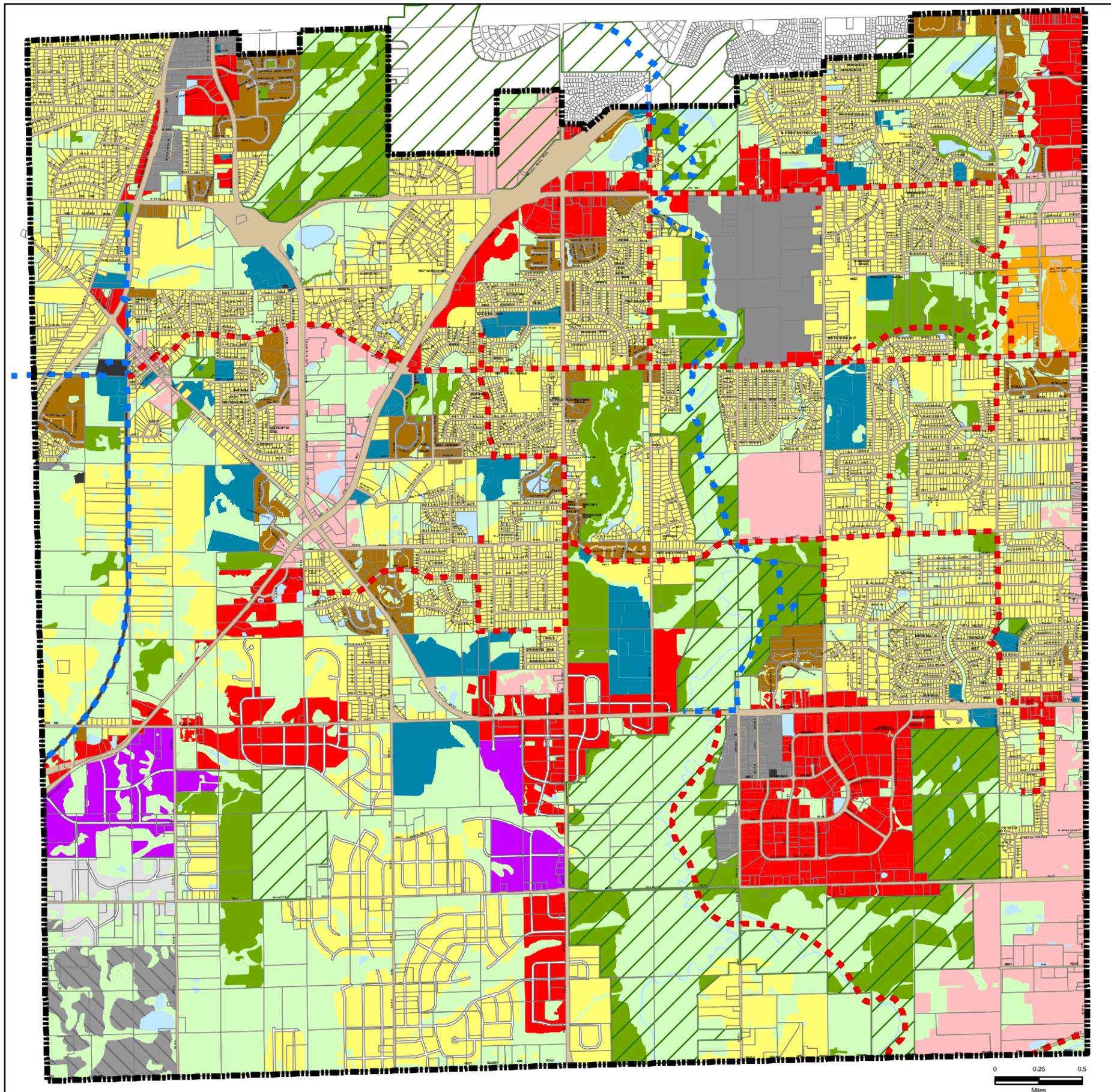
Notes:

1. Not included in the analysis above are the 1,600 condos which would probably have the highest value per acre because their small size can pack in a lot of value. I only have approximate acreage numbers so didn't include them here.
2. Impact on net property taxes. More work would have to be done to proxy the marginal difference in service demand on local government of each of the land use types if a more exact use-by-use comparison is desired. For example, one could consider whether certain property uses cause more demand for police or fire services or equipment. Each of these individual details would likely be less and less impactful the more detailed it became. Overall, with its significant share of total property taxes across all jurisdictions, the cost of schooling is easily the item with the greatest impact.
3. Census data for Family Households was used instead of Total Households (13,642) as a proxy for eliminating some apartment and condos from the Residential construction equation. Using Total Households would reduce the ratio to .49 and result in a Schooling Cost Per Acre of New Residential of \$8,982.
4. Business and Commercial is a pretty broad category and includes the following uses from Assessing's classifications.

USE TYPE			
AUTO DEALER	DAY CARE	HOTEL/LOW RISE	RESTAURANT
AUTO SERVICE	DISCOUNT STORE	MEDICAL OFFICE	RETAIL-MULTI OCCUPANCY
BANK	FAST FOOD	MOVIE THEATER	RETAIL-SINGLE OCCUPANCY
BAR/LOUNGE	FUNERAL HOME	NIGHT CLUB	SERVICE STATION
BOWLING ALLEY	HEALTH SPA	NURSING HOME	STRIP MALL
CONVENIENCE STORE	HOTEL/HIGH RISE	OFFICE BUILDING/LOW RISE	SUPERMARKET
			VETERINARY CLINIC

# Future Land Use Map 2025

Map 5.7



## Legend

### Future Land Use

- Areas of Natural Resource Features
- Business Park
- Commercial
- Communication and Utilities
- Industrial
- Institutional
- Landfill
- Light Manufacturing
- Mixed Use
- Office
- Recreational
- Residential
- Residential - Multi-Family
- Transportation
- Water
- Future Roads (SW Plan)
- Existing Trail
- Proposed Trail
- Milwaukee County Parkway

**Notes:**

The changes on this map reflect hand notes provided by Planning to GIS on 8/26/09. The changes were made to a copy of the 2005 Existing Land Use layer.

The quarry area has been identified as a Potential Development Area. However, it is anticipated that any development / redevelopment of this area will not occur until after cessation of the extraction activities (envisioned to occur after the time-frame of this plan). Such development / redevelopment is to occur in accord with such provisions as set forth in Ordinance No. 97-1456 as may be amended.

**Disclaimer:**

The information depicted on this map was compiled from a variety of sources, including photogrammetric means. This map is not intended for use as a legal document, and official map documents, including certified survey maps, plats of survey, flood insurance studies, or other similar documents should be consulted when attempting to locate features on a site or property or when precise accuracy is required.



GIS Department  
9229 W. Loomis Rd.  
Franklin, WI 53132  
www.franklinwi.gov



## MEMORANDUM

**TO:** Nick Fuchs, Senior Planner

**FROM:** Pat Kressin, PLA, ASLA, LEED AP

**DATE:** June 5, 2015

**SUBJECT:** City of Franklin – Area A Planning & Engineering Analysis

We have completed GRAEF's portion of the analysis to determine if a Tax Incremental District (TID) is a viable option for the development of the lands associated with Area A (near S. 76<sup>th</sup> Street (CTH U) and W. Rawson Avenue (CTH BB)).

We have completed the following work products:

- Site Due Diligence Report for the subject area.
- Phase I Environmental Assessment for fill site.
- Master Plan with associated infrastructure costs and potential future land value.

The Site Due Diligence Report has discovered the following infrastructure or land development issues that are the cause for the lack of development for several of the undeveloped properties within Area A.

- Lack of access to STH 36 – Access to STH 36 currently exists in both directions from S. 76<sup>th</sup> Street and W. Rawson Avenue. In essence it provides redundant access at two interchanges within a ¼ mile of each other. The access from W. Rawson Avenue to W. Loomis (STH 36) has precluded any potential access from W. Loomis Road south of W. Rawson Avenue to the adjacent properties due to the classification of the road and the recommended access spacing from such access points.
- Buried Methane Pipe – A buried methane pipe runs between Crystal Ridge Drive and the W. Loomis Road access/frontage road.
- Existing Wetlands – Several areas of existing wetlands exist. Most appear to be low quality.
- Fill Site – A portion of the B.3 parcel has been excavated and filled with little documentation.

The Master Plan focused on the redevelopment of the vacant parcels within the proposed TID boundary. Each of the vacant land areas were broken out by property owner or logical development boundary. The land uses for each of the development areas was selected based on likely development and the potential value of each land use was a current average for development type in Franklin.

### Master Plan – Alternate A

The initial Master Plan provided for a mix of development types and yielded a total value of \$85,717,700 over 116 acres. We prepared a complete estimate of total construction costs for the land development as shown on the Master Plan for parcels A, B, C, D and F. The

largest and potentially unknown costs are associated with the excavation and removal of the fill site and relocation of the methane pipe. These items should be studied further, as they are an impediment to any development.

#### Master Plan – Alternate B

This Master Plan assumed the STH ramps could be removed, thus allowing for better access and additional developable land. Master Plan - Alternate B provided for a better mix of development types and yielded \$97,060,400 over 132 acres. We prepared a complete estimate of total construction costs for the land development as shown on the Master Plan for parcels A, B, C and D. The largest and potentially unknown costs in addition to the soil excavation and methane pipe would be for the removal of the ramps. The actual cost and potential acquisition costs of the land should be studied further.

Based on our work to date GRAEF recommends the following the following actions:

- Continue to work with WisDOT to determine if elimination of the south ramps to W. Loomis Road can be removed, thus allowing for additional developable land and better access for the adjacent properties.
- Work with Milwaukee County to determine impact of underground methane pipe adjacent to The Rock and if it can safely be built over or what the relocation costs would be.
- Work with the existing land owners to determine what impact existing wetlands have on future development potential.
- Work with the existing land owner to determine what impact the existing fill site has on future development potential.
- Work as a community, with your financial consultant and with existing land owners and potential developers to determine actual TIF boundary, future values, phasing and which infrastructure items would aid in development and pass the “but for” test. Our initial thoughts would be to focus on the site and infrastructure challenges described above and within lands within Area A, B, C and D.

PJK:pjk

L:\Jobs2014\20140960\Project\_Information\Correspondence\memo\Area A Memorandum - 2015-02-24.docx

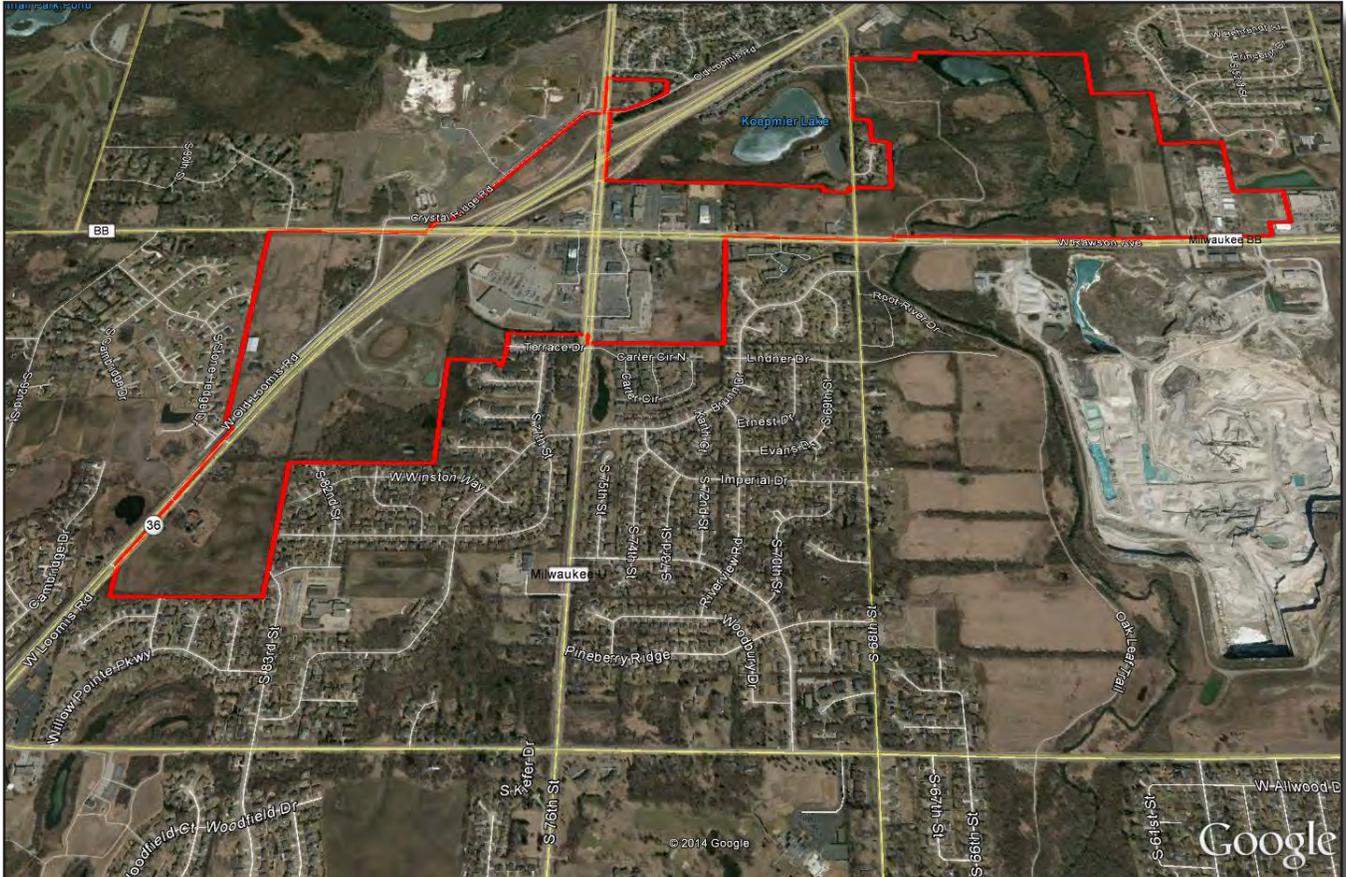
#### Enclosures

cc: Mayor Olson – City of Franklin  
Jesse Wesolowski – City of Franklin  
Mike Paulos - GRAEF  
File

# CITY OF FRANKLIN

Area A - Due Diligence Report  
FINAL

June 5, 2015



City of Franklin

*A Thriving Community in Southeastern Wisconsin*



## ACKNOWLEDGMENTS

Prepared for:

Mr. Ron Romeis, Assistant City Engineer

**The City of Franklin**

9229 West Loomis Road

Franklin, WI. 53132

Site Location:

Approximately 563 acres situated around the intersection of Rawson Avenue and 76th Street in the City of Franklin, Milwaukee County, Wisconsin

Prepared By:

Pat Kressin, PLA, LEED AP

Larry Witzling, Ph.D., AIA, PLA

Stephanie Hacker, AICP, LEED AP

Nicole Schneider



One Honey Creek Corporate Center

125 South 84th Street, Suite 401

Milwaukee, WI 53214

(414)-259-1500

## TABLE OF CONTENTS

### **INTRODUCTION**

#### **1.1 SITE 6**

- 1.1.1 Location
- 1.1.2 Aerial
- 1.1.3 USGS Map
- 1.1.4 Zoning
- 1.1.5 Planned Land Use
- 1.1.6 Easements
- 1.1.7 Contours
- 1.1.8 Road Classifications
- 1.1.9 Daily Traffic Averages

#### **1.2 ENVIRONMENTAL 8**

- 1.2.1 Floodplain and Wetland Inventory
- 1.2.2 Soils & Geology Analysis
- 1.2.3 Environmental Site Assessment
- 1.2.4 Environmental Corridor Assessment
- 1.2.5 Endangered Resources Review

#### **1.3 UTILITIES 10**

- 1.3.1 Water Mains
- 1.3.2 Storm Sewer Mains
- 1.3.3 Sanitary Sewer Mains
- 1.3.4 Franklin Public Services Policy

#### **1.4 ENTITLEMENT 10**

- 1.4.1 Development Applications

#### **1.5 DEMOGRAPHICS 11**

- 1.5.1 Population
- 1.5.2 Income
- 1.5.3 Employees
- 1.5.4 Property Ownership
- 1.5.5 Acreage Value
- 1.5.6 US Census Bureau Statistics
- 1.5.7 Community Profile

#### **1.6 DEVELOPMENT 12**

- 1.6.1 Preliminary and Proposed Utilities
- 1.6.2 Developable Areas Map
- 1.6.3 Stormwater Management
- 1.6.4 Area A Associated Development Plans

#### **FIGURES 13**

## LIST OF FIGURES

### 1.1 Site

- A-1.1.1 Site Location Map
- A-1.1.2 2013 Aerial Map
- A-1.1.3 USGS Map
- A-1.1.4 Zoning Map
- A-1.1.5 Planned Land Use Map (2025)
- A-1.1.6 Easements Map
- A-1.1.7 Contours Map
- A-1.1.8 Road Classifications Map
- A-1.1.9 Annual Average Daily Traffic (AADT) Map

### 1.2 Environmental

- A-1.2.1 FEMA Floodplain Map
- A-1.2.2 National Wetlands Inventory Map
- A-1.2.3 WDNR Wetland Map
- A-1.2.4 Soils Map
- A-1.2.5 SEWPRC Environmental Corridors Map
- A-1.2.6 Landfill Boundary Map
- A-1.2.7 Endangered Resources Review Results
- A-1.2.8 WDNR Endangered Resources Review
- A-1.2.9 Phase 1 Environmental Site Assessment
- A-1.2.10 Hydrologic Soil Group
- A-1.2.11 Iverson Fill Sites
- A-1.2.12 WDNR Map of Cleanup Sites

### 1.3 Utilities

- A-1.3.1 Water Main Map
- A-1.3.2 Storm Sewer Main Map
- A-1.3.3 Sanitary Sewer Main Map
- A-1.3.4 Pre-Sanitary Sewer Land Use/Zoning, Land Division, and Public Services Policy for the Southwestern Portion of the City of Franklin, and Associated Documentation
- A-1.3.5 Ryan Creek Sanitary Sewer Interceptor Design Study Report

### 1.4 Entitlement

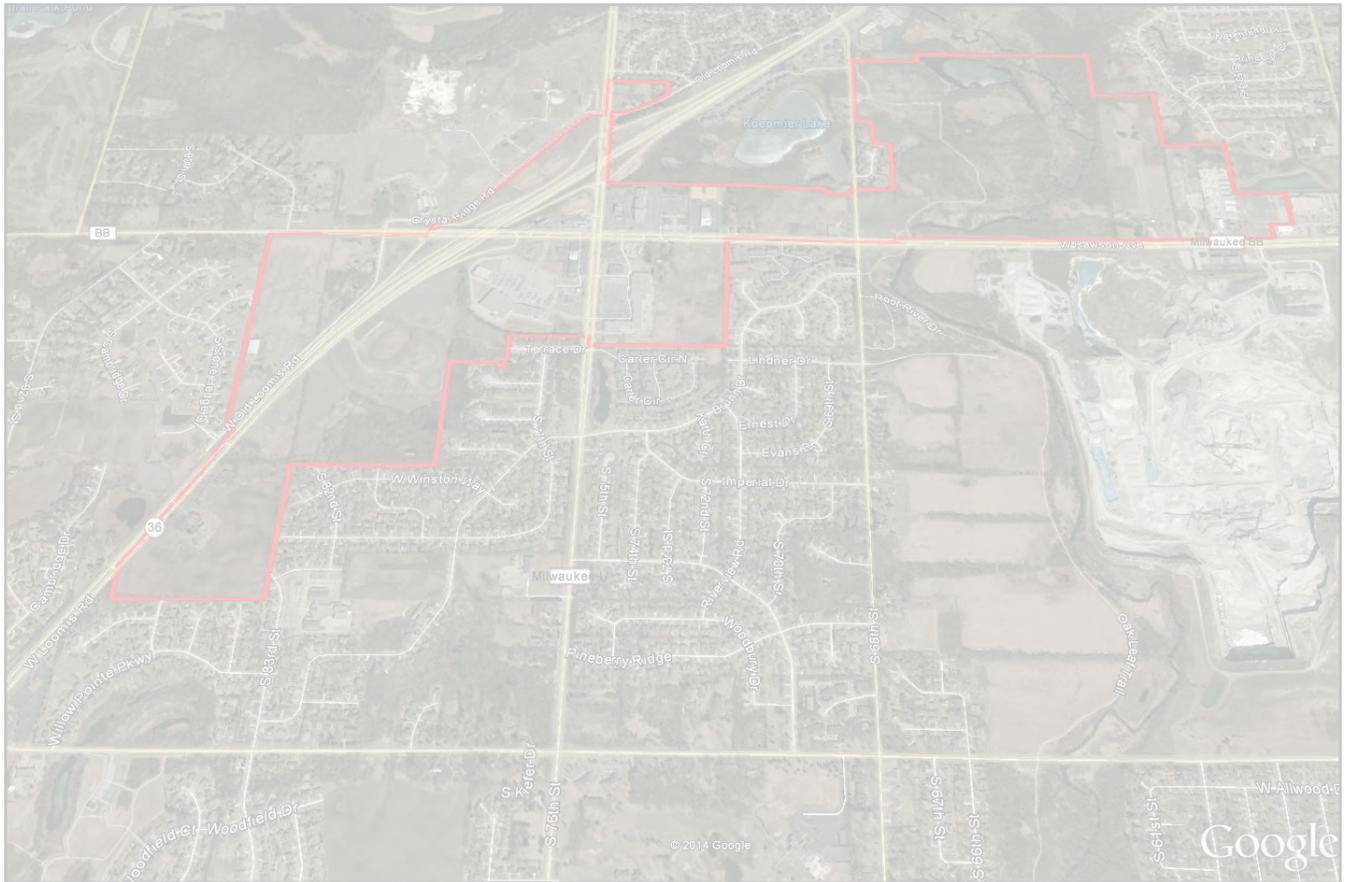
- A-1.4.1 City Development Applications and Review Process

### 1.5 Demographics

- A-1.5.1 Population Density Map
- A-1.5.2 Total Households (by Census Block)
- A-1.5.3 Total Median Household Income Map
- A-1.5.4 Total Per Capita Household Income Map
- A-1.5.5 Employment Centers, by Employees
- A-1.5.6 Property Site Ownership Map
- A-1.5.7 Acreage Value Map
- A-1.5.8 2008-2012 US Census Bureau American Community Survey 5 Year Estimates
- A-1.5.9 ESRI Community Profile and Disposable Income
- A-1.5.10 U.S. Census Population and Demographics Information – Franklin WI

### 1.6 Development

- A-1.6.1 Preliminary Stormwater Sub-Boundaries Map
- A-1.6.2 Proposed Sanitary Sewer Mains Map
- A-1.6.3 Proposed Water Mains Map
- A-1.6.4 Developable Areas Map
- A-1.6.5 BMP Estimates Table
- A-1.6.6 SWMP Map
- A-1.6.7 Proposed Condominium Development
- A-1.6.8 Proposed Rawsin Office/Retail Building
- A-1.6.9 Proposed Friesian Meadows Subdivision
- A-1.6.10 Proposed Sendik's West
- A-1.6.11 Proposed Office Building for Verdure Park
- A-1.6.12 Proposed Senior Living Concept Plan
- A-1.6.13 Kaempfer Water System Study (Pages 9\_5 to 7)



## INTRODUCTION

The City of Franklin is interested in redeveloping approximately 563.43 acres of land (referred to as Area A) near the intersection of Rawson Avenue and 76th Street, City of Franklin, Milwaukee County, Wisconsin. The redevelopment site is shown in the Project Site Location Map and will be referred to as the "Project Site" throughout this report.

This report, offered by the City of Franklin and authored by GRAEF, is the due diligence investigation for the Project Site.

## 1.1 SITE

### 1.1.1 Location

The Project Site is centered on the intersection of Rawson Avenue and 76th Street, and borders Rawson Avenue approximately 1.3 miles to the east and 0.5 miles to the west.

The Project Site consists of several separate land parcels that total approximately 563.43 acres. The total Project Site is comprised of all or part of Sections 2, 3, 4, 9, 10 and 17 of Township 5 North, Range 21 East, Milwaukee County, Wisconsin. See Figure A-1.1.1.

### 1.1.2 Aerial

The Project Site aerial shows different patterns of development, as well as the general landforms present. See Figure A-1.1.2.

### 1.1.3 USGS Map

See Figure A-1.1.3 for the United States Geological Survey map of the Project Site.

### 1.1.4 Zoning

The current zoning of the Project Site is diversified, and oriented along the major highways and street corridors within the site area (illustrated in Figure A-1.1.4).

Properties adjacent to Rawson Avenue are zoned as:

- *PDD (Planned Development Districts)*
- *B-3 (Community Business District)*
- *B-2 (General Business District)*
- *R-6 (Suburban Single Family Residential)*
- *FW (Floodway District), FC (Floodplain Conservancy District), and*
- *A-1 (Agricultural District)*

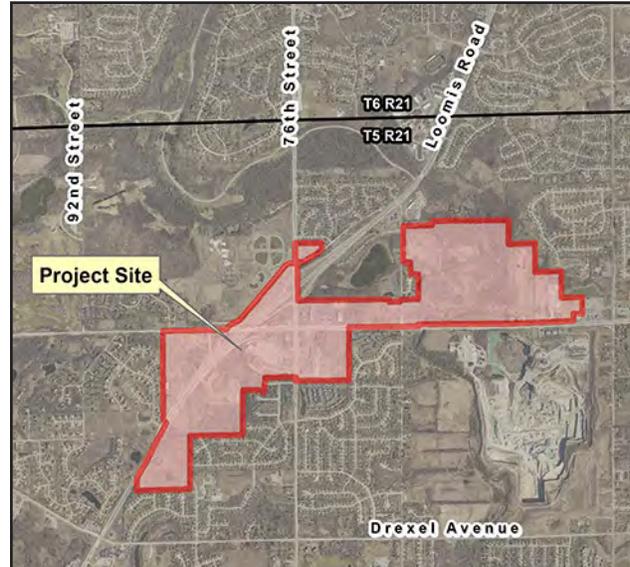
Properties adjacent to Loomis Road are zoned as:

- *R-3E (Suburban/Estate Single Family Residence District)*
- *R-6 (Suburban Single Family Residence District)*
- *B-1 (Neighborhood Business District), and*
- *PDD (Planned Development Districts).*

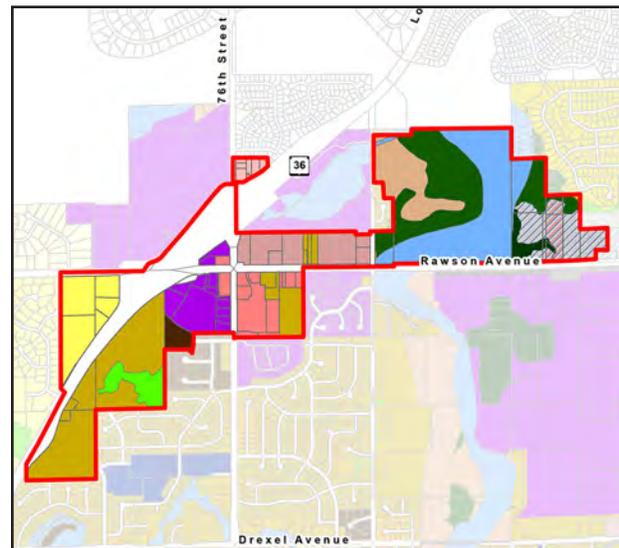
Recently proposed commercial/retail development meets the existing development and zoning regulation for land use; therefore, rezoning may not be necessary. Individual developments will be approved on a case by case basis and zoning compliance permits will be required as new businesses relocate within the City limits.

### 1.1.5 Planned Land Use

Figure A-1.1.5 shows the planned land uses for the City of Franklin. The Project Site mostly contains



Project Site - not to scale



Zoning - not to scale

large areas planned for Commercial Use, Mixed Use, Transportation, Recreation, and Natural Resources.

Adjacent to the Project Site are a number of existing land uses which are listed in order of largest area:

- Single Family Residential properties border the Project Site to the East, West, and South.
- Natural Resource Features border the Project Site to the North and South including the Root River, which passes through the east portion of the Project Site as it flows south.
- Three Multi-Family Residential developments border the Project Site to the South.
- A few institutional land uses are located North and South of the site.

#### 1.1.6 Easements

There are no significant easements within the Project site, with the exception of a few located on small land parcels. (See Figure A-1.1.6).

#### 1.1.7 Contours

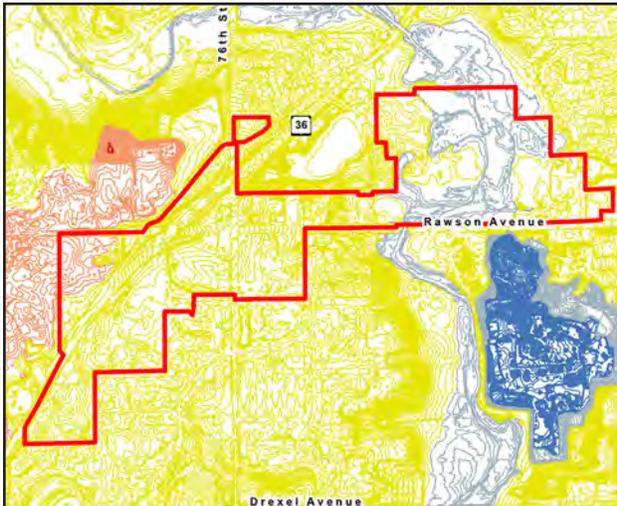
The Project Site was filled in the past, which changed the natural topography. Initially, the Project Site ranged from higher than 780 feet mean sea level (MSL) along State Trunk Highway (STH) 36 to lows in the southeast corner of the site at less than 870 feet MSL. Filling efforts have increased the elevation of approximately the middle third of the parcel to the elevation of the adjacent highway. A map indicating elevations and contours has been conducted to illustrate the topography of the site and the implications on development. The map is included as Figure A-1.1.7.

#### 1.1.8 Road Classifications

Figure A-1.1.8 illustrates different road classifications across and around the Project Site.

#### 1.1.9 Daily Traffic Averages

A map of the annual average daily traffic (AADT) indicates that most traffic within the Project Site occurs along Loomis Road and Rawson Avenue. The largest traffic volume within the Project Site is 21,700 vehicles per day, located near the intersection of 76th Street and Rawson Avenue (see Figure A-1.1.9).



Contours - not to scale

## 1.2 ENVIRONMENTAL

### 1.2.1 Floodplain and Wetland Inventory

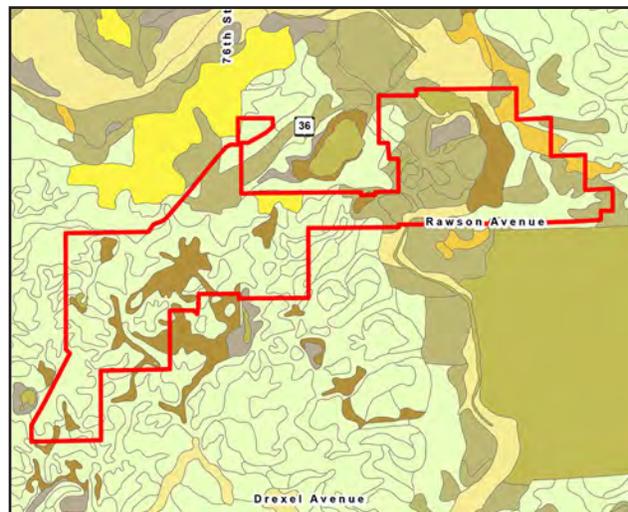
The Project Site is located within the Root River watershed, which is approximately one mile to the southwest. Stormwater at the site is controlled by the placement of fill and gradual slopes that transmit stormwater into wetlands along the eastern part of the site. These wetlands were mapped by the National Wetlands Inventory and the Wisconsin Department of Natural Resources (WDNR), per Figures A-1.2.1 through A-1.2.3. The direction of local shallow groundwater likely varies within the site, but is probably toward the wetlands. The flow directions are likely to be variable and fluctuate with the level and intensity of precipitation. The wetlands are indicated as Freshwater Emergent Wetland, and Freshwater Forested/Shrub Wetland, and are within proximity of flood hazard areas.

The FEMA Floodplain Map outlines a Regulatory Floodway located within the eastern portion of the Project Site. Land adjacent to this Regulatory Floodway has a 1% annual chance of a flood hazard. This flood risk area encompasses almost 1/3 of the total site area and is a significant consideration in the planning of future development (see Figure A-1.2.1).

### 1.2.2 Soils & Geology Analysis

The project is located between the Tinley and the Lake Border Moraines. Glacial sediments are anticipated to the clayey diamict of the Tinley facies of the Oak Creek Formation. The diamicts are generally clayey silt, but can have sand lenses. Soils developed in these types of glacial materials are typically clay rich. Soils at the site were mapped as the Morley silty loam, Blount silty loam and the Ashkum silty clay loam soils. All three of these soils form in clayey till sediments. Ashkum soils typically have a seasonally high water table. Because of the shallow depth to the water table, surface spills and releases have the potential to impact shallow groundwater, although the silty clayey nature of some of the area soils possibly slows the movement of groundwater through the site.

Beneath approximately 150 to 200 feet of sediments, the uppermost bedrock at the site is the Silurian age dolomites of the Niagara Formation. Beneath the Silurian age dolomites are Ordovician shales of the Maquoketa Formation. These shales provide a barrier between the shallow and deep bedrock aquifer units. Beneath the Ordovician shales are Ordovician and Cambrian sedimentary rocks consisting of dolomites, sandstones and shales. Beneath the Cambrian sedimentary units are Precambrian age crystalline rocks. The sedimentary bedrock units function as regional aquifers as described briefly below. Refer to Figures A-1.2.4 and A-1.2.10 for additional information on Project Site soils.

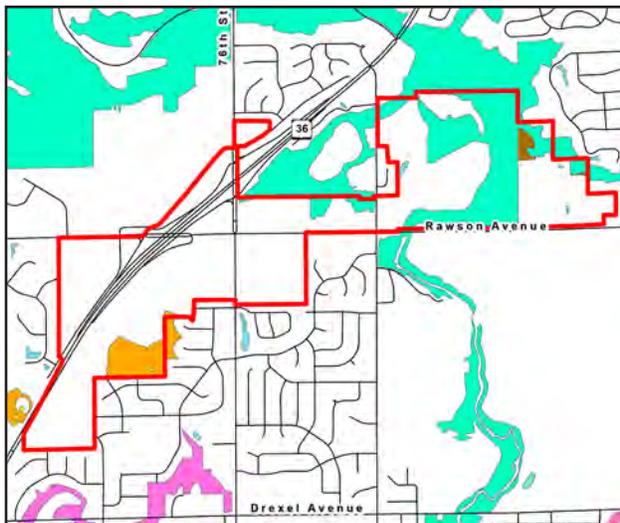


Soils- not to scale

### 1.2.3 Environmental Site Assessment

A Phase 1 Environmental Site Assessment (Figure A-1.2.9) was conducted to provide information, data and identify environmental conditions associated the Project Site that could potentially impact future development. The site assessment found the following historical activities that could affect soil or groundwater quality:

- A closed Milwaukee County Landfill has the potential to contaminate groundwater within the Project Site due to its close proximity. This landfill is located north of Loomis Road and Rawson Avenue. The landfill depth ranges from 7 to 64 feet below grade. See Figure A-1.2.6.
- Fill, taken from construction projects, was brought on site and used to fill depths of up to 20 feet. Information and testing on fill contamination was not available. See Figure A-1.2.11
- The Environmental Data Resources, Inc. also contained a list of eight sites located near the Project Site, which have had detrimental impacts on the environments. A list of these sites can be found in Figure A-1.2.12. These properties do not pose a significant threat to the quality of the environment of the Project Site.



Corridor Assesment- not to scale

### 1.2.4 Environmental Corridor Assessment

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) mapped elements of the regional natural resources, as well as natural resource-related features as existing and potential park sites, sites of historic and archaeological value, areas possessing scenic vistas or viewpoints, and areas of scientific value. Said inventories resulted in the identification and delineation of “environmental corridors” (linear areas containing concentrations of significant natural resource and resource-related features). These areas are noted in Figure A-1.2.5.

### 1.2.5 Endangered Resources Review

A Natural Heritage Inventory (NHI) Endangered Resources Review Request was submitted to the WDNR to determine the potential presence of State Endangered, Threatened, or Special Concern Species. The results of this review concluded that nine rare species are recorded within the Project site or surrounding area. These species include: four fish, two snake, one turtle, and two plant. During development, action is required for two threatened fish species, which include strict erosion and sedimentation control. Other actions are recommended to protect two snake species and one turtle species; however, these recommendations are optional. See Figures A-1.2.7 and A-1.2.8.

### 1.3 UTILITIES

#### 1.3.1 Water Mains

Larger 16-inch and 12-inch water mains service the site along Rawson Avenue. Existing development located south of Rawson Avenue is serviced by a 12-inch water main along 76th Street and 8-inch water mains (See Figure A-1.3.1).

#### 1.3.2 Storm Sewer Mains

Storm Sewers are located along Rawson Avenue and 76th Street (See Figure A-1.3.2).

#### 1.3.3 Sanitary Sewer Mains

Sanitary sewer mains that service the site include a 30-inch and 10-inch main, which are located adjacent to Rawson Avenue. Smaller 8-inch mains serve the existing development near the intersection of 76th Street and Rawson Avenue. (See Figure A-1.3.3).

#### 1.3.4 Franklin Public Services Policy

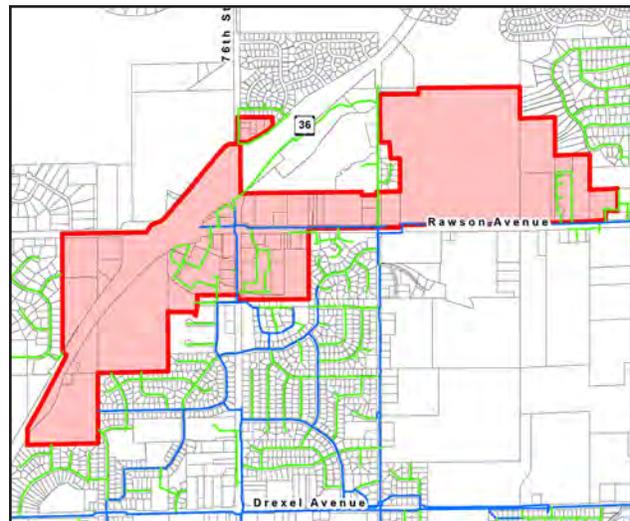
The Project Site contains areas not serviced by sanitary sewer or water. As property within the Project Site is rezoned, subdivided, or redeveloped, it must refer to the Pre-Sanitary Sewer Land Use/Zoning, Land Division, and Public Services Policy for the Southwestern Portion of the City of Franklin (See Figures A-1.3.4 and A-1.3.5).

### 1.4 ENTITLEMENT

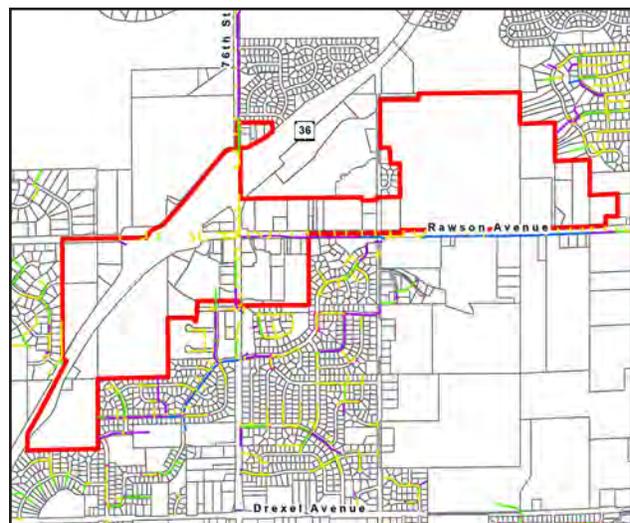
#### 1.4.1 Development Applications

Proposed commercial and retail development planned for the Project Site must comply with Zoning and the Comprehensive Master Plan, or will otherwise need to apply for Amendment Applications. New development may also require Zoning Compliance Permits, Special Use Applications, Building Permits, Sign Permits, and Occupancy Permits via the Inspection Department of the City of Franklin.

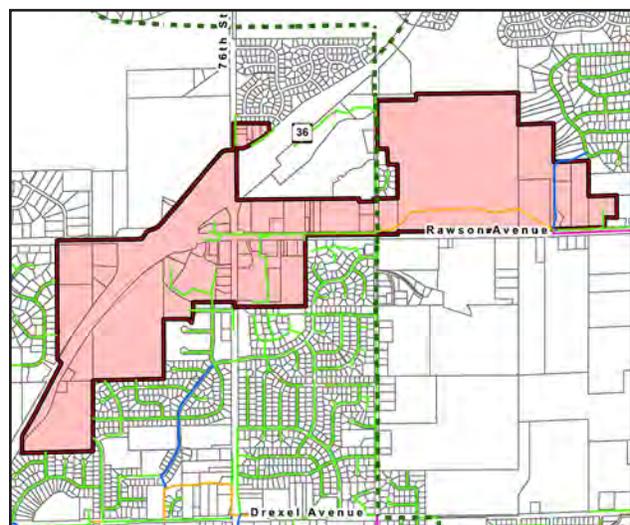
The Unified Development Ordinance (UDO) requires applications to be reviewed by a board or commission within a scheduled period of time. Each application has an associated fee which shall be paid to the City of Franklin's Treasurer (See Figure A-1.4.1).



Water Mains- not to scale



Storm Sewer Mains- not to scale



Sanitary Sewer mains- not to scale

## 1.5 DEMOGRAPHICS

### 1.5.1 Population

A majority of the Project Site and adjacent land has a total population between 251 and 500 persons per square mile. The Project Site contains a dense number of households east of 76th Street that is over 1,000 dwellings per square mile. The density of the Project Site west of 76th Street is less and ranges from 751 to 750 households per square mile. See Figures A-1.5.1 and A-1.5.2.



Population Density- not to scale

### 1.5.2 Income

The population west of 76th Street within the Project Site has a higher median annual household income ranging from \$50,001-\$150,000, while the population east of 76th Street ranges from \$50,001-\$75,000 (See Figure 5D). The highest per capita household income is located west of Loomis Road and is over \$75,000 (See Figures A-1.5.3 and A-1.5.4).

### 1.5.3 Employees

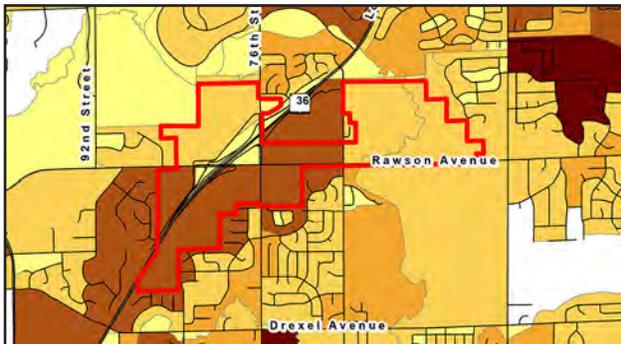
The greatest numbers of employees within the surrounding area are located within the Project Site's Boundary near the intersection of 76th Street and Rawson Avenue (See Figure A-1.5.5).

### 1.5.4 Property Ownership

An itemized list of properties within the Project Site and their identified owners is included in Figure A-1.5.6 of this report.

### 1.5.5 Acreage Value

The highest valued properties within the Project Site are located near the intersection of 76th Street and Rawson Avenue. These properties range in value between \$80,455-\$1,533,463 per acre. Other land values within the Project Site are below \$80,455 per acre (See Figure A-1.5.7).



Households- not to scale

### 1.5.6 US Census Bureau Statistics

See Figures A-1.5.8 and A-1.5.10 for statistics and information gathered by the US Census Bureau about the residents of Franklin. This information provides a more in-depth analysis of Franklin's population, demographics, education attainment, business and commuting, income, and housing characteristics.

### 1.5.7 Community Profile

See Figure A-1.5.9 for statistics collected by Environmental Systems Research Institute (ESRI) on population, demographics, households, housing, education attainment, occupation, and disposable income of the residents of Franklin.

## **1.6 DEVELOPMENT**

### **1.6.1 Preliminary and Proposed Utilities**

Franklin's plans for future utility service to the Area are reflected in Figures A-1.6.1 to 1.6.3

### **1.6.2 Developable Areas Map**

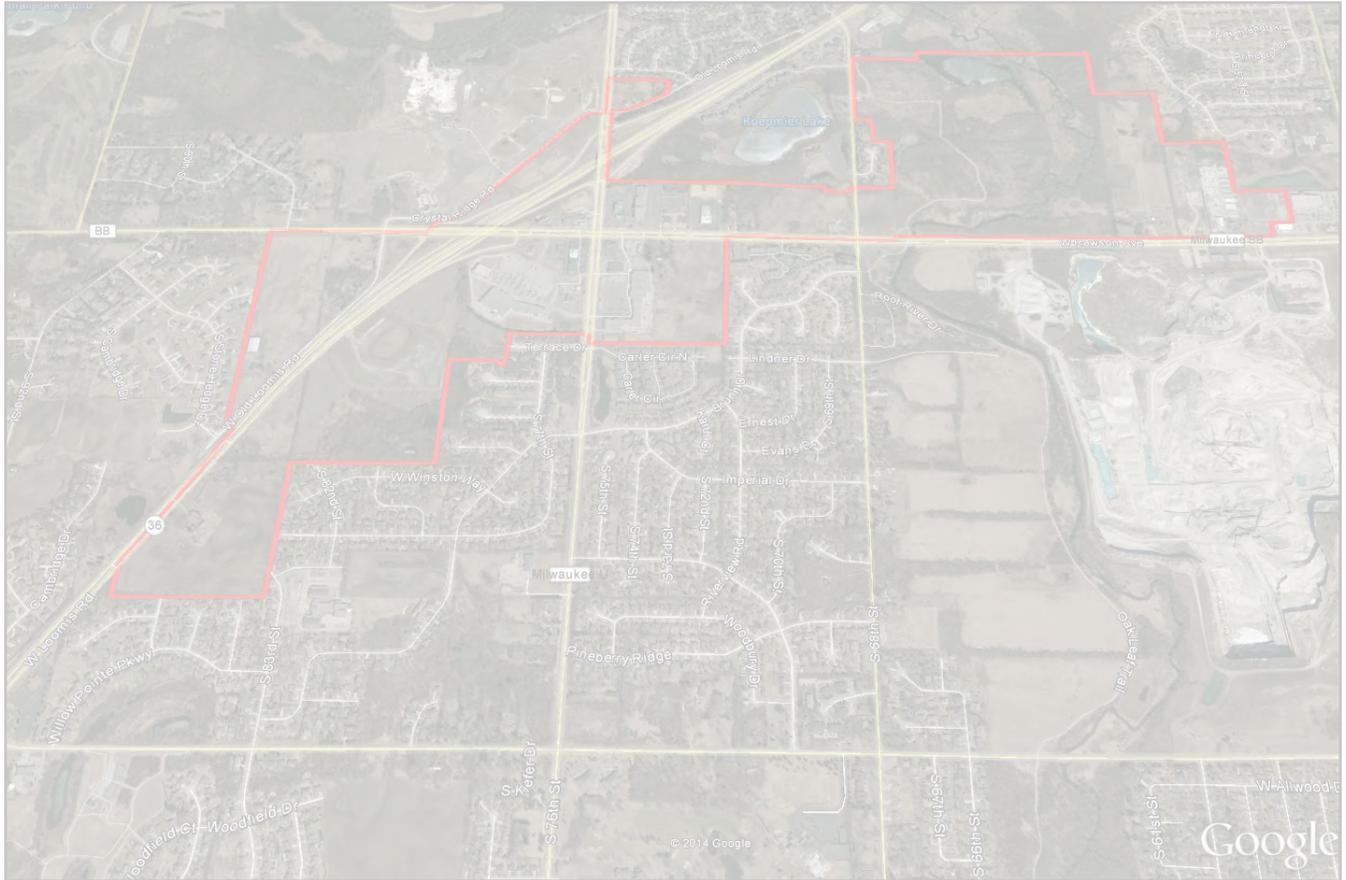
Areas of developable land are depicted in Figure A-1.6.4.

### **1.6.3 Stormwater Management**

Figures A-1.6.5 and A-1.6.6 show anticipated stormwater management areas and associated Best Management Practice (BMP) calculations for stormwater storage, treatment, and infiltration.

### **1.6.4 Area A Associated Development Plans**

Figures A-1.6.7 through A-1.6.13 show conceptual designs and working drawings for development occurring within or adjacent to Area A.



**FIGURES**

The following pages are maps and diagrams of the Project Site, illustrating the findings presented in this report.

THIS PAGE INTENTIONALLY LEFT BLANK



**LEGEND**  
Area A Boundary



0 200 400  
Feet

1 in = 200 ft

# AREA A - EAST

AERIAL PHOTO  
CITY OF FRANKLIN  
MILWAUKEE COUNTY, WISCONSIN





Rawson Ave

Loomis Rd

36

76th St

**LEGEND**  
[Red Line] Area A Boundary



0 200 400  
Feet  
1 in = 200 ft

**AREA A - WEST**  
AERIAL PHOTO  
CITY OF FRANKLIN  
MILWAUKEE COUNTY, WISCONSIN

