APPENDIX B:
PUBLIC COMMENT

Summary of Public Comments June/July 2009

Summary of Neighborhood Review Meeting's verbal comments/questions (obtained from staff notes and PDI notes)

Neighborhoods A & B (northwest and west portions of the City):

- Approximately 50 people attended
- Most common topic was roads (timing/cost/type of repair, expansion, etc. of existing roads)
- Other topics included
    - Will there be changes to taxes, what will they be
    - Support for maintaining the rural character of the City of Franklin
    - Concerns about the impact of sewer and water service on future development, the 70/30 goal, etc.

Neighborhoods C & D (northern and central portion of the City):

- Approximately 60 people attended
- Most common topic was the A-1 and A-2 areas (some people wanted them to stay undeveloped, some wanted them to be all residential, some wanted them to be residential with some commercial)
- Other topics included
    - The 2 surveys done in 2005 are too old
    - Concerns about the amount of commercial land use in the City of Franklin
    - Concerns about big box commercial development
    - Support for upscale dining
    - Support for environmental protection/land use buffers

Neighborhoods E & F (northeast and east portions of the City):

- Approximately 55 people attended
- Most common topic was the surveys done in 2005 (they are too old, etc.)
- Other topics included
    - Concerns about the amount of commercial land use in the City of Franklin
    - Support for agricultural preservation
    - Concerns about stormwater drainage problems

Neighborhoods G & I (southeast and central portions of the City):

- Approximately 25 people attended
- Most common topic was the surveys done in 2005 (they are too old, etc.)
- Other topics included
    - Concern about the 70/30 goal and the amount of commercial land use that would mean
    - Support for environmental protection

Neighborhood H (southwest portion of the City):

- Approximately 15 persons attended
- Most common topic was taxes (how will taxes change in the future, etc.)
- Other topics included
    - Opposition/concern with commercial land use on Ryan Road
    - Support for rural character/environmental protection
    - Concern about the provision of public sewer and municipal water

Summary of the Like/Dislike Exercise (conducted by PDI at all of the first series of Neighborhood Review Meetings) [This exercise consisted of those in attendance at the meetings placing colored dots on maps (the Future Land Use Map and an aerial photograph of the city) to identify what they like (signified by green dots) and don't like (signified by orange dots), and a comment sheet to explain what their dot meant. The dots and comments were sometimes specific to a site, were sometimes related to the entire city, and were sometimes not clear. For the summary below, staff combined the comments into similar topics.]

Comments (general):

- Most common topic (about 26 comments) was keep the city rural/do not develop
- Second most common topic (about 17 comments) was the amount of commercial lands within the city (about half said there is too much commercial planned, about half said it was ok)
- Third most common topic (about 10 comments) was about paths/trails/sidewalks (most supported at least some paths, trails, and/or sidewalks, some said no to any more paths, trails and/or sidewalks)
- Fourth most common topic (about 9 comments) was about the amount of residential lands planned in the city (most said it was ok, a few said it was too much)
- Fifth most common topic (about 7 comments) was concern about stormwater drainage problems.
- Sixth most common topic (about 5 comments) was about parks (acquire more parks, develop more activities at parks, or protect the parks)
- All of the other topics had fewer than 5 comments each.

Dots (site specific):

- 20 pertained to the A-1 and/or A-2 areas (12 did not like what was planned, 8 did like part or all of what was planned)
- 7 pertained to the Ryan Road area (did not like what was planned)
- 5 pertained to the City of Milwaukee Nursery land (did not like what was planned)
- All other areas of the City had fewer than 5 dots

Citizen Letters/Emails

- One citizen would like the city to preserve agricultural lands.
- One citizen would like changes to be made to the draft Future Land Use Map, primarily adding additional future commercial and other non-residential land uses to certain areas of the City.
- One citizen would like an ad-hoc committee to be created by the City to study the effects current economic conditions may have on the recommendations contained within the draft Comprehensive Master Plan.
- One citizen would like the area of Rawson Avenue west of Loomis Road to remain residential.

DOT COMMENTS

Franklin Review Meeting: June 23, 2009: A and B

Green #	Neighborhood	Positive Comment
11/12	B	Keep rural area from development.
		Keep the City with a rural character.
		Add free garden plots.
		Keep commercial areas in groups on corridor.
		Development should all save space for paths to environmental areas.
		All side walks should be paths (no winter use). Develop undeveloped park lands.
		Develop undeveloped park lands.
		Encourage children fishing in any lakes and rivers.
		Provide access to Root River at Rawson Avenue. Access was eliminated when the Rawson Avenue was redone a few years back. No parking allowed! No space to park. Same at Drexel where Root River crosses.
		Traffic problems
		Retain rural areas
		More trails rather than sidewalks.
31/32	?	No "green" comments.
33	A	No development planning in the wooded area just west of the Lannon Stone Court.
37	B	I like the way that Mission Hills Drive is proposed to be extended. People are already racing down it assuming it to be a short-cut to Forest Home. I do not want more traffic through the subdivision.
		If the monastery land is to be developed, I would prefer high end residential rather than commercial or multi-family.
42	A	Continue and increase bike trails and sidewalks were appropriate.
		Road repairs make a thorough - good job rather than fixing over and over (real bad problem areas)
		No roundabouts. Does not work for plowing and semis?
43	A	Connect the Whitnall Park and Oak Leaf Trail with the electric company trail off North Cape Road to Muskego.
		Repair and widen North Cape to allow for bike lovers to make the connection.
44	A	Preserve Whitnall Park area and maintain roads in the park.
Gen.	B	
Gen.	B	Support the city civic area proposed for SE corner of Loomis and Hwy 100!
		Good we are not rushing into decisions on this.
Gen.	A	Keep good balance of agriculture and rural.

Orange #	Concerned Comment
11/12	Keep O'Malley development to be rural in nature.
31/32	I do not get a sense that there is a "downtown" or a city center in Franklin. In the meeting it was mentioned that 76th and Rawson was a "hub" of commerce, yet the civic center is on Loomis.
	There is a lack of identity of the heart of our community.
33	Please don't expand Pine Street.
Gen.	Not part of proposed overlay - need to be part of the overlay - able to divide into acre lots. Have 10 acres.
Gen.	Since HWY 100 is state run. My concern is lack of sidewalks to walk on and lack of bike lanes (dangerous for bikers)!
	Getting to Whitnall Park by bike or running, crossing HWY 100, is very dangerous even at the intersection on Drexel.
Gen.	

Additional Comments
What does environmental corridor entail? Explain this at next meeting.
I hope that this process will allow for a coordinated development of the land. I don't want to see a jumble of strip malls or buildings that clash in design. We already live close enough to Southridge.

Green Dot = Positive Comment
Orange Dot = Concern

Franklin Review Meeting: June 29, 2009: C and D

Green #	Neighborhood	Positive Comment	Orange #	Concerned Comment	Additional Comments
			79	(76th South from Rawson to Ryan) You made it sound as though the roads were going to have sidewalks and center medians - as a done deal! I was at the last meetings and no one wanted sidewalks and large center medians.	What is the plan for the house of correction! Change that part of Milwaukee - charge back for each resident! Get the tax balance in check.
			80	(100th/State Hwy 100 from Drexel to Ryan) Same comment as above.	
22	D	Keep mixed. Like the usage on Rawson and Old Loomis Road. No box store.			
26	D	I like the intended use (Old Loomis Road and Rawson Ave.)			
	D		87	Development of commercial will cause increased flooding and traffic in current residential area.	
			88	Commercial development will cause increased traffic and therefore increased road repair and need for sidewalks which is what is NOT wanted. Will take away from rural appearance. Residential areas will required more buffer from noise and crime of commercial area.	
67	D	Some commercial use is desirable along Loomis such as smaller buildings with lots of green space.	67	Definitely "not in favor" of commercial usage west of Loomis on Rawson. There is enough traffic already. Do not want more. It's difficult to access Rawson from 92nd Street during certain times of the day. Live and Rawson and do not know of any notification one year ago regarding this.	
57	D	(Area off East of Loomis) Support some commercial along Loomis such as offices (Dental, law, small business) or small specialty restaurants. Keep in mind green space.	57	More residential East of 68th North of Drexel. What [where] is access to area? Concern for traffic increase on 68th.	
		West of Loomis - Residential			
110	D	Big boxes on 27th Street will open doors for numerous businesses to help ease the tax burden.	109	Keep area single-family zoning (do not change to multi-family zoning)	
	D		81/82	8200-8400 Rawson was originally zoned for residential and should remain as was = residential.	
111	D	I believe the only appropriate land use for the area near Loomis and Rawson is commercial. It's too busy for residential in that area. The city needs additional specialty shops and restaurants. This is a very appropriate place for that type of development.			
112		I am strongly supportive of big box development, in addition to dining establishments in this area. I think we should strongly, aggressively sink a IKEA store, which will create opportunities for numerous other businesses.			
89	D	Support maintaining natural areas, bike paths, walkways.	89	No national chain medium or big box stores.	
		Limited small/soft commercial - but don't force commercial developments.			
90		Private ownership business and upscale restaurants.	90	Concerned with flooding and run off concerns. Already problems without adding in more hard surfaces.	Keep communicating with us.
	C/D		93	(Loomis and Hwy 100 at Martin's Road area) Keep this area residential. Do not build "commercial" here.	
99	D	Residential	99	What can be built in this area?	
	D		103	About 8900 to 8500 west Rawson Ave. should remain residential. When did it and how or is it now commercial?	
			97	When I moved here in 1987, the famous land on Loomis was supposed to be multi-family along Loomis and then single-family inside. Country is a temporary cul du sac and was supposed to connect with another dead end next to it on 82nd. To develop the area east of Loomis as commercial will ruin the family neighborhood. Loomis Road is already busy and loud enough.	
33	D	Support commercial and residential along Loomis Road, but no more "big box.			
	D		41	This area should be more park area and pool for public usage. Loomis Road gives a very easy access for all residents.	We do not need more malls that after using the land, they stand empty or half used up.
			42	Green space for the community.	
	D		84	Too much commercial in an area that already has an over abundance.	
				Water run off issues - this is a cow land	
				Traffic congestion issues.	
			83	Noise concerns for the neighborhoods with an over use of commercial in between the residential areas.	
				No big box streets	
	D		101	(Commercial developments on Rawson west of Loomis) Absolutely against! This is a residential area of nice homes and should remain so. The commercial designation should remain east of Rawson.	
				There is enough empty commercial property.	
Gen.	D	First moved to Franklin - I like the peace and quiet. Came from living on a city street (too busy - cars, trucks, sirens, snow plows at 1am) cannot tolerate more than we already have now. No heavy commercial please it's beautiful county living - love it that way!			

Green Dot = Positive Comment
Orange Dot = Concern

Franklin Review Meeting: July 1, 2009: E and F

Green #	Neighborhood	Positive Comment
141	E	Pedestrian of Root River corridor
133	F	Milwaukee County Nursery - Great opportunity to preserve a large tract of open space along a major environmental corridor - Root River
134		State Natural Area
	E	
	E	
164	E	I would like to see a landscaping project that would divert water from flooding my basement.
165		I would like to see more trees of a faster growing type planted on the quarry berm. Right now it looks like a berm. More trees, like maple would give it a more natural look.
158	F	Landscaping streets.
159		Senior housing
150	E	I like the bike trail along 51st but there should be more "feeder" trails to the Root River bike trail other than along major streets. As it is now, people need to drive their cars and park in lots adjacent to the trail. Safer routes need to be made to this trail other than via Rawson, Drexel and Puetz.
	F	
	E	
156	F	I support enforcing all DNR wetland restrictions for future development. To be more specific, the area (undeveloped currently) located between 35th and 42nd and Puetz Road (north side) to be held to DNR standards and not be given any leeway to developers who may want to change DNR restrictions and affect residents who live in this area.
21	E	Keeping that area natural with no roads. We have many deer, racoons etc. that would be destroyed by taking nature away with development
	E	
	F	
173	E	Wooded areas filled with wildlife are wonderful. Retain and prohibit their destruction or development.
166	E	Stop building.
Gen.	E	Keep the area nautral with wild life being undistrubed. This is how it has been since we moved here.
Gen.		
Gen.	F	

Orange #	Concerned Comment
141	Lack of public gathering/community/"town center"
142	Philosophy of rom development and subdivision creation is outdated and incompatible with soil structure.
133	Area E by St. James Church may not show correct woodland boundary.
134	Bike trail in St. Martins should be paved.
157	We do not want more commercial in our area. We live on 42nd & Rawson.
136	We do not need a new high school. Make use of the one we have.
172	I'm concerned about water run off if the city ever builds a strip mall on the south west corner of 51st E. Rawson.
166	Oak Creek Franklin school district.
167	Water service in Area F
151	Concerned that there will be buffers between 27th Street commercial and 28th Street residential homes.
135	Homeowner's landscaping has changed the water run off patterns over the years so that water run off in large storem events does not reach the storm drains as easily in the past. Some times we have standing water in our yards because land no longer slopes to the storm drains, through no fault of our own - other homeowner's made these changes but the effect is to all of us.
164	I would like to see the "nursery" (51st and Puetz) stay as a natural resource for 2 main reasons. One there are a lot of annoying private lands that will be developed in the future making natural areas dimisnish. Two, with all the new proposed development the traffic on Puetz Road especially and secondary roads will increase dramatically and living on Puetz Road (which is in a residential corridor) it will become increasingly dangerous.
22	Keep this area natural.
23	A road is needed Marquette to 51st Street.
170	What type of business maybe established on 27th and Puetz?
	How will the 27th Street widening affect property values and quality of living of homes in that area (i.e. noise, pollution, traffic congestion etc.)?
145	Correct drainage from current condo property that is going onto the residential lands.
146	Tax money all needs to go to City of Franklin only. Not Oak Creek.
165	(Extension of Marquette Avenue west to 51st Street) I live at 4811 W Madison. I am not against the road being put through, in fact many neighbors feel it would relieve school traffic within the neighborhood. But as a member of St. James and regarding our wish to build our new church to the North of the proposed road. The proposal requires us to pay for the road is unreasonable.
	Additionally the general trend to curb and sidewalks is very troubling. The survey indicates sidewalks and curb and gutter is undesirable yet we keep putting more streets in with these features - not good!
153	(27th and 29th Streets) Proper and adequate drainage for storm water between Southland and hill top.
154	Street access to 27th - Traffic concerns.
185	Must be careful with commercial development along 27th Street. Want quality development and not low-end but increase the tax base without regards to the possibility or porbibilty of the businesses success. Do not want any more empty, unfilled space. Must be mindful of what type of traffic problems might develop in neighborhoods.
186	Leave Milwaukee County nursery land open as buffer because of prison.
155	(36th and Maplecrest) We have drainage water in our yard and over our driveway when there are heavy rains. I have complained about this several times with no satisfactory result. Will this be resolved in this plan?
156	We are one of the few neighborhoods that sill do not have city water. Will city water for this area be included in the plan? If not, why not?
174	Milwaukee Nursery - keep green space - no buildings.
175	Enforce home maintenance in existing homes.
143	No roads, just small pathways for biking, walking etc.
144	Marquette needs to be extended to 51st Street for traffic reasons for the whole area.

Additional Comments
I would like to see a goal that would balance land used for farming an agriculture, with the population growth.
I would love to see some areas devoted to community gardens. My lot is too small and not aesthic to add one. In the current economy maybe growing own's own food would be of interest to others, including those in apartments and townhomes.
When developing mixed development. Pay attention to water drainage for existing residents.
Also keep many farms intacked that way they are and don't allow anymore development of these properties. A lot of people don't want to rely on importing foods.
Would like sidewalks south of Rawson - currently no where to walk
Is there anyway to mitigate airport noise?
Code enforcement or creation would be estiacly beneficial (homeowners) to cleaning up property. Example - College Avenue west of 51st
I agree with land for small parks and green areas.
2005 Survey - outdated
Keep the Milwaukee City Nursery (Puetz and 51st) rural.
Code enforcement to clean up existing environment by property owners.
Keep residential construction low due to excess houses - many for sale for 1 year or more.
No more condos - too many are still for sale!!
No more senior buildings - no transportation and no services. We are over loaded with appartments for seniors.
Serious water control for existing subdivisions.
Consider commercial areas in Unit 5 School District.

Green Dot = Positive Comment
Orange Dot = Concern

PDI/GRAEF

Franklin Review Meeting: June 30, 2009: G and I

Green #	Neighborhood	Positive Comment
129	I	Maximize home-based [local] businesses (the age of coordinate dynasaurusis is over)
		Maximize home-based [local] businesses along Loomis corridor
130		Importing garbage from China and now India should be treated as crime. No public official should remain in office and living on tax payers while exporting jobs to China.
Gen. O'Malley email		

Orange #	Concerned Comment
179	Business park?
180	Sewer?
37	This area south of Oakwood Road should be residential to go with current residential use on west side of Oakwood 27th to golf course.
69	Vacant land at 5660 W. Oakwood) Currently zoned residential. Plan shows future commercial zoning. Will a residence built by original land owner be allowed?

Additional Comments
All the land around and <u>including</u> the House of Correction should be considered for redevelopment (North of Ryan, South of Puetz, East of S. 76 St., and West of S. 68 St.) To the North of the creek which you show in yellow should be for a future high school, church or community center. To the South of the creek which you show in green & blue should be all red for future business/industrial park with retail on Ryan Road. The Southeast corner of S. 76 St. & Puetz should be red or pink not green.
The Northeast corner of S. 76 St. & Drexel should be red right on the corner not yellow with some multi family zoning to the East of the proposed red area along Drexel Avenue. Reason: there is no single family road access from the neighborhoods from the North or East which lets this property stand alone similar to the 2 corners of Hwy 36 and Drexel Ave in which they but up to single family neighborhoods too.
Southwest corner of Hwy 36 and Rawson Avenue should stay all R-3E residential because the sewer isn't large enough to serve that area for any other use other then single family residential unless sewer is extended from Greendale along S. 76 St. and continues South along Crystal Ridge Road to Rawson Avenue which there is no one to specially assess for the sewer because Milwaukee County owns all the land where the sewer needs to go and that land to the West side of S. 76 St. and the West side of Crystal Ridge Road is a land fill and is un-developable.
The Northwest corner of Hwy 100 & Rawson Ave should be all red. You have some red but the rest should be shown red too.
The land South of the City Hall and North of the Police Station on the East side of Hwy 36 should be multifamily. Your missing multifamily/condo's that exist on the West side of Hwy 36 across from the Police Station that is never going to be redeveloped to mix use.
The 160 acres on the Northwest corner of S. 51 St. & Puetz is owned by the City of Milwaukee and they use it as a nursery but I know that they are considering selling it. That property should be single family residential!!!
All the land along the East side of S. 76 St. North of Puetz is <u>already</u> condos up to Forest Hill Avenue not single Family.
All the blue (Institutional) area West of S. 76 St. and North of Hwy 100 up to S. 92nd St. is two small for a high school site. That site should be Mixed Use Commercial/Office. It has a natural buffer with the wetlands and woods from the single family residential. Even the light green area to the South of the blue area known as "Areas of Natural Resource Features" should be offices too like Bishoff's woods in Brookfield.
There is no Multifamily North of Rawson Avenue and West of S. 51st Street, it is already developed as single family.
I totally disagree with Commercial (red) on Ryan Road between S. 112th St. and S. 92nd Street, it should all be residential.

Green Dot = Positive Comment
Orange Dot = Concern

Franklin Review Meeting: June 25, 2009: H

Green #	Neighborhood	Positive Comment
	H	
	H	
	H	
Gen.		Don't mind the expansion of the park towards 112th.

Orange #	Concerned Comment
21	I would prefer if this entire property would be residential so I can do something as far as a residence on a larger lot during my lifetime.
26	Residential should be commercial (sliver of Road) Loomis
51	I would like to see the (red) commercial (along Ryan Road - CTH) moved west along Hwy 36 - it makes sense to me to keep commercial along the state highway with better accessibility.
53	This land should be all A1 - Agriculture. It has been farm land for 150 years.
54	This land should be all A1 - Agriculture. It has been farm land for 150 years.
56	Ryan Road between South 92nd Street and Hwy 36, should be preserved for it's rural character and environmental qualities. Commercial development is just a plain bad idea!
55	This should be preserved for it's rural character and environmental qualities. Commercial development is just a plain bad idea!
61	This area zoned as Natural Resources does not give owners any chance of selling property for its highest value. At previous meeting, it was discussed that this area may be best used as M1, creating an industrial buffer to the east of the land fill.
62	Industrial corridor could be located on 112 Street and County Line near the land fill. I don't feel that recreational use is the best use for land next to land fill.
Gen.	Would prefer no development and no sewer along 112th between Oakwood and Ryan Road

Additional Comments
Concerned about the accommodation for sustainable agriculture/horticulture. Cities seem to push these aside in favor of "development," just as we're seeing a good economic, nutritional, and distribution (grow near cities, rather than ship from distances) - based movement towards this.

Green Dot = Positive Comment
Orange Dot = Concern

City of Franklin Aerial Photograph

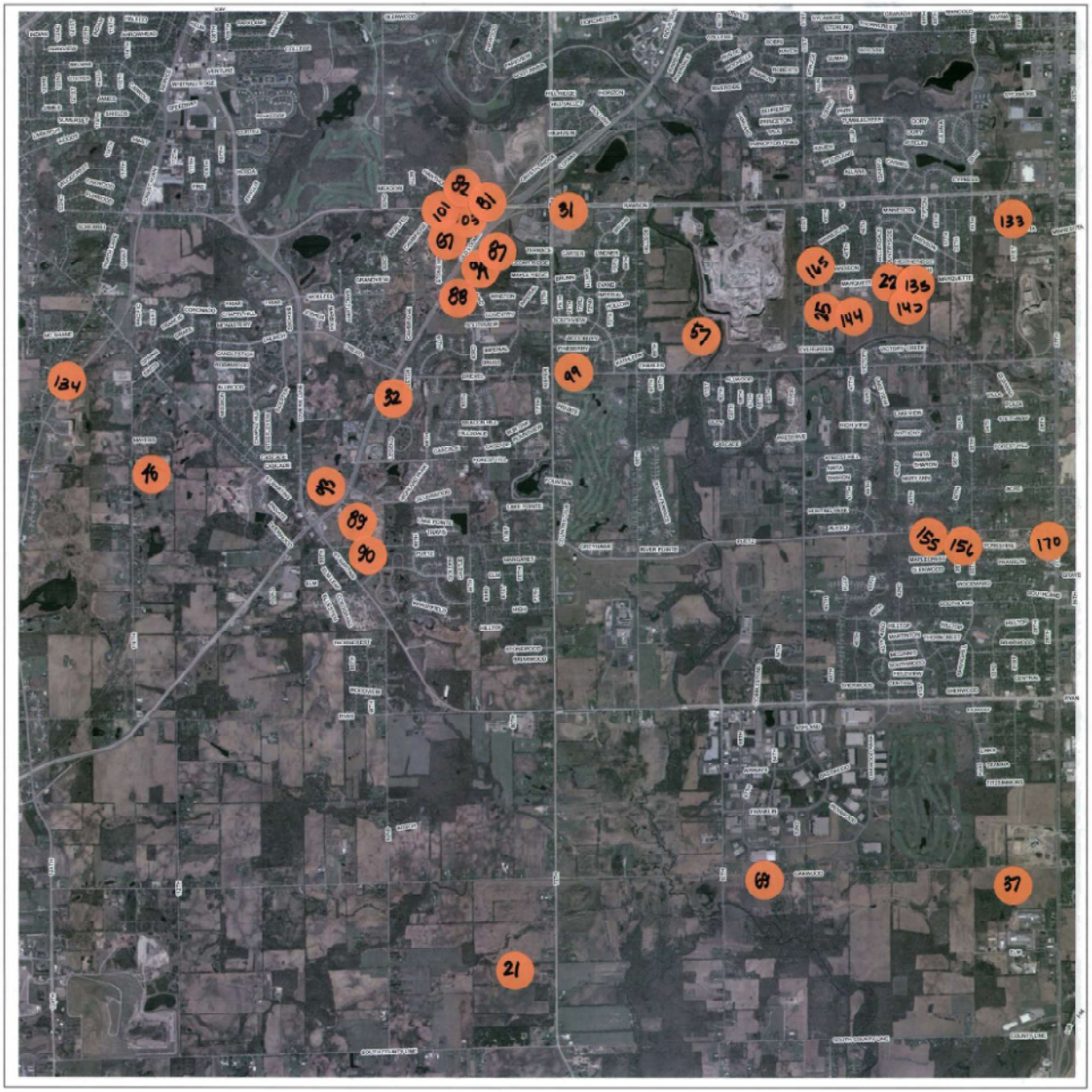
SEWRPC 2007 Data

Please Place Your Green Dot on This Map

0 1,500 3,000 Feet

PDE GRAEF

City of Franklin
June 22, 2009



City of Franklin Aerial Photograph

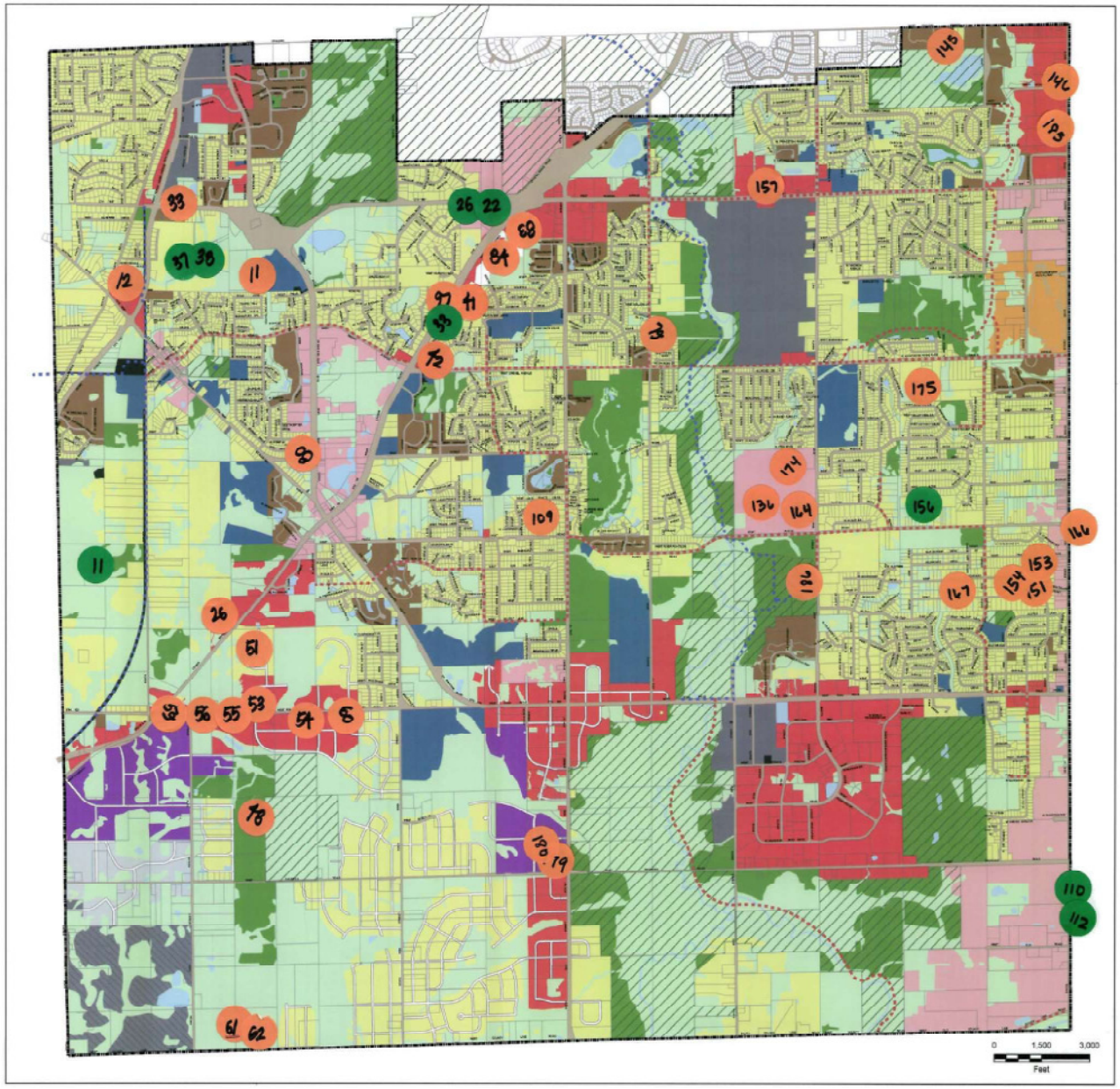
SEWRPC 2007 Data

Please Place Your Orange Dots on This Map

0 1,500 3,000 Feet

PDE GRAEF

City of Franklin
June 22, 2009



Future Land Use 2025

Draft

Legend

Future Land Use - Rev 4 (6/22/09)

- 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 6/22/09.
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. 97-1486 as may be amended.

Disclaimer:

The information depicted on this map was compiled from a variety of sources, including photogrametric 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.

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W E
S

City of Franklin
GIS Department
9229 W. Loomis Rd.
Franklin, WI 53132
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BDF - 6/24/09
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Summary of Public Comments July 2009

Summary of Neighborhood Review Meeting's verbal comments/questions (obtained from staff notes and PDI notes)

Neighborhoods A and B (northwest and west portions of the city)

- Approximately 10 people attended
- Most common topic was roads (timing of repaving projects, future bike/pedestrian path along 116th Street, etc.)
- Other topics included
    - Concerns about stormwater drainage problems
    - Impact of Future Land Use designation on property taxes
    - Future availability of sewer and water to areas that are not currently served
    - Future land use of a farm along 116th Street that was purchased by a conservation organization
    - Support for protecting the existing rural character of the City

Neighborhoods C and D (northern and central portion of the city)

- Approximately 70 residents attended
- Most common topic was future land uses.
    - Concern/opposition to proposed commercial on Loomis Road south of Rawson Avenue.
    - Whether Franklin should have a future "downtown" area.
    - Questions about the difference between "commercial" and "mixed use".
    - Buffers were also discussed as being needed between any new commercial development that is constructed adjacent to existing residential areas.
- Other topics included
    - Support for environmental protection and continued protection of wetlands
    - Questions about the environmental overlay
    - Questions about the 70/30 tax base goal
    - Some residents wanted the City to implement a web program that would send notifications for meetings and City newsletters to their email addresses

Neighborhoods E and F (northeast and east portions of the city)

- Approximately 30 residents attended
- Most common topic was transportation
    - Concerns/opposition with roundabouts.
    - Support for pedestrian bike paths along 51st Street.
    - Objection to a bike path at Cascade Drive.
    - Concerns about future roadway lane expansions.
    - Concerns with sidewalks in residential neighborhoods.
- Other topics included
    - Support for environmental preservation
    - Question about the relationship of taxes to the various school districts
    - 70/30 questions
    - Objection to amount of commercial in the Oak Creek School District (i.e., too much commercial)
    - Concern with 27th Street changes by the DOT and how it impacts an existing business
    - Concern about impact of new growth on schools

Neighborhoods G and I (southeast and central portions of the city)

- Approximately 15 residents attended

- Most common topic was transportation (concerns with College Avenue and the need for a bike path and the lack of wheel chair accessibility in the area)
- Other topics included
    - Discussion of future land uses on 76th Street
    - Questions about when future land use map changes will be made

Neighborhood H (southwest portion of the city)

- Approximately 10 residents attended
- Most common topic was discussion of future land uses (opposition to proposed commercial along Ryan Road and area "H" in general
- Other topics included
    - Discussion of the Pre sewer map
    - Opposition to expansion of sewer and water in area H

Citizen Letters/Emails/Petitions

- One citizen did not support a future bike path along Cascade Drive.
- One citizen had concerns about the existing conditions of the historic village area in St. Martins. Would like to see this area revitalized or at least properly maintained.
- Two citizens wrote a letter of support for mixed uses on 11 acres of land east of Highway 36 and fronting on the south side of Rawson Avenue. These two citizens, along with two other citizens, also submitted a signed note voicing support for mixed uses along the south side of Rawson Avenue west of Loomis Road.
- Two petitions, one with about 62 signatures, and the other with about 58 signatures, were submitted to the City indicating opposition to anything other than residential uses at the southwest corner of Loomis Road and Rawson Avenue.

8432 S. County Line Road
Franksville, WI 5312
May 28, 2009

Franklin

JUN 3 2009

City Development

Joel Dietl
Office of City Development
9229 W. Loomis Road
Franklin, WI 53132

Dear, Joel Dietl

In Franklin, Wisconsin farmland is rapidly decreasing. Decreasing acreage means less income for farmers.

I've learned that some farmland is historical. A family or business may have owned it for a long time. Maybe they've owned it since Franklin was settled in 1834.

I've read in Cabins to Condos that in 1850, there were one hundred fifty farms in Franklin. Now there are twenty. As you can see farms in Franklin decreased drastically. People buy farmland to build houses or businesses. People move to Franklin, for the rural scenery. As more people move to Franklin we are losing the rural scenery. It is decreasing rapidly.

According to Status of Wisconsin of Agriculture 2008.For farmers to buy or rent land is very costly. The price per acre of land is going up year by year. In 1990, it was seven hundred dollars an acre. In 2008, it was three thousand eight hundred dollars per acre. It went up three thousand one hundred dollars in twenty years.

I think the city of Franklin should help support farmers, not develop its farmland. In Janesville, the city supports maintaining the farmland. If Franklin would do that, people would love to visit our city. They might enjoy looking at the livestock and the country scenery. That is what made people come to Franklin!

Sincerely,

Grace Fredrickson

Grace Fredrickson

Orange Dot: Concern

dot # 103

A dot for your thoughts…

You have been given 2 orange dots.
Each represents a Land Use or Idea you are Concerned about. Please explain what each dot means to you below.

ABOUT 8200 TO 8500 WEST RAWSON AVE SHOULD REMAIN RESIDENTIAL. WHEN DID IT + HOW OR IS IT NOW COMMERCIAL.

[signature]

Orange Dot: Concern

dot #

Additional Comments:

Franklin

JUL 6 2009

City Development

From: Rick & Lucy Webb [rllrwebb@sbcglobal.net]
Sent: Monday, June 22, 2009 1:49 PM
To: General Planning
Subject: Comments on Comprehensive Plan update-2009

Franklin
JUN 2 2 2009
City Development

To: Planning Manager

The City of Franklin Comprehensive Plan material I saw on your web site, to me, does not address with any scope and breath the economic down-turn we are facing within the city of Franklin. I know you all are intelligent people and you had to have addressed it. I am sorry, but I did not see it. Once having made that assertion, your planning documentation also does not reflect basic changes in the socio-economic circumstances and situation with which Franklin citizens are being asked to cope.

Jobs and income are being lost. Businesses are scaling back with fewer numbers of jobs available or are shutting their doors altogether. In many cases dual family income is being replaced by the loss of one or both of those jobs. Employers including governments are laying off workers in mass. Housing values are declining. Wealth is being siphoned away. Every entity is being required to tighten their respective belts. Getting by with less is the order of the day. The city's tax base is potentially shrinking. Unemployment and welfare roles are burgeoning.

This concept of getting by with less is difficult for entities like local governmental bodies. The wheels of bureauracracy spin slowly, but with great momentum. Once started on a course, like that started by a comprehensive plan, it takes a long time to either slow or change directions of that wheel, unless the mechanisms for change or scaling factors or delimiters are input into the system from the get-go.

Even the City of Franklin is not immune to economic viruses. Blighting is also a constant threat. Most visible to me is the lack of investment in our road and street infrastructure and maintenance of single family dwellings. I'm sure if all facts were placed in true perspective a number of other infrastructure projects are also going lacking, or funding is being withheld altogether. Pet projects of the powerful are given higher priority, layoffs are contemplated, work without pay are formulated, or extended vacations (without pay) are implemented. A loss of income and buying power and disposable income is the natural consequence.

Comprehensive plans take snapshots of information and attempt to apply the information in structured form to rules that are designed to last five years or more in a static environment. While this is a beautiful concept and works well when excellently crafted, over the next five to ten years our geo-political and economic environment is projected to be extremely dynamic, not static. Therefore, the City of Franklin's Comprehensive Plan for the next five to ten years needs to reflect these dynamics. The plan may need to reflect a projected decline in the tax base, for example, or the closing or consolidating of more schools. Some or many plans, including non-essential programs, may need to be scrubbed from the plan. Let's think realistically, not pie-in-the-sky mentality. Let the Plan reflect what's happening today. Let us not allow four year old data to drive and be a model for our future.

The 2005 citywide survey provided significant information about the residents of Franklin. It, however provided little to no information by which our planners could today project how the current economic down-turn will effect the city for the next five year plan cycle. The data of that survey is by now four years old and contains no relevant data that would help or guide our planners as to what real socio-economic considerations should be made for this new plan revision.

I believe we must acknowledge the relevance of socio-economic and geo-political considerations by making them a part of this plan document revision. I further believe that one way to insure this consideration is by forming an ad-hoc group to study and report this relevance to the revision committee.

Thank you in advance for listening.

Rick Webb

10050 W. Whitnall Edge Dr.
Unit D
Franklin, WI 53132-2830
(h) 414-427-1263

From: Jim OMalley [mailto:jimomalley@ryanroadselfstorage.com]
Sent: Wednesday, July 01, 2009 3:54 PM
To: Allewalt, Stephanie R.
Subject: City of Franklin Future Land Use

Stephanie,

It was a pleasure to meet you last night at the Future Land Use Meeting. The following are some points I would like to bring up regarding the map. I'm not sure if the land use map on Franklin's website is correct and up to date but that is the map I'm using.

1. All the land around and <u>including</u> the House of Correction should be considered for redevelopment (North of Ryan, South of Puetz, East of S. 76 St., and West of S. 68 St.) To the North of the creek which you show in yellow should be for a future high school, church or community center. To the South of the creek which you show in green & blue should be all red for future business/industrial park with retail on Ryan Road. The Southeast corner of S. 76 St. & Puetz should be red or pink not green.
2. The Northeast corner of S. 76 St. & Drexel should be red right on the corner not yellow with some multi family zoning to the East of the proposed red area along Drexel Avenue. Reason: there is no single family road access from the neighborhoods from the North or East which lets this property stand alone similar to the 2 corners of Hwy 36 and Drexel Ave in which they but up to single family neighborhoods too.
3. Southwest corner of Hwy 36 and Rawson Avenue should stay all R-3E residential because the sewer isn't large enough to serve that area for any other use other then single family residential unless sewer is extended from Greendale along S. 76 St. and continues South along Crystal Ridge Road to Rawson Avenue which there is no one to specially assess for the sewer because Milwaukee County owns all the land where the sewer needs to go and that land to the West side of S. 76 St. and the West side of Crystal Ridge Road is a land fill and is un-developable.
4. The Northwest corner of Hwy 100 & Rawson Ave should be all red. You have some red but the rest should be shown red too.
5. The land South of the City Hall and North of the Police Station on the East side of Hwy 36 should be multifamily. Your missing multifamily/condo's that exist on the West side of Hwy 36 across from the Police Station that is never going to be redeveloped to mix use.
6. The 160 acres on the Northwest corner of S. 51 St. & Puetz is owned by the City of Milwaukee and they use it as a nursery but I know that they are considering selling it. That property should be single family residential!!!
7. All the land along the East side of S. 76 St. North of Puetz is <u>already</u> condos up to Forest Hill Avenue not single Family.
8. All the blue (Institutional) area West of S. 76 St. and North of Hwy 100 up to S. 92nd St. is two small for a high school site. That site should be Mixed Use Commercial/Office. It has a natural buffer with the wetlands and woods from the single family residential. Even the light green area to the South of the blue area known as "Areas of Natural Resource Features" should be offices too like Bishoff's woods in Brookfield.
9. There is no Multifamily North of Rawson Avenue and West of S. 51st Street, it is already developed as single family.
10. I totally disagree with Commercial (red) on Ryan Road between S. 112th St. and S. 92nd Street, it should all be residential.

I have other thoughts but I ran out of time.

Take care,
Jim O'Malley
414-573-0855 cell

Joel Dietl

From: Stephen E. Krezinski [krezins2@gmail.com]
Sent: Wednesday, July 29, 2009 3:47 PM
To: Joel Dietl
Subject: Update to Comprehensive Master Plan

Hi Joel,

I moved to Franklin last year in September and live along Cascade Drive where the proposed bike path will be. We love Franklin and the area, especially our backyard and how remote it feels. Is there any way to express our disinterest in the future plans of the bike path, or appeal the plan in writing? Any and all help is appreciated.

--
Stephen E. Krezinski

8-5-09

1.

To: Planning Dept

We are unable due to out of town visitors, to attend the Comprehensive Master Plan meeting.

However, we would hope that you would take our thoughts into your Vision of the future of Franklin.

We seriously believe that St Martins needs and deserves consideration! This small, historic area

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T6039

has been around for 100+ years.

2

We also know that there is information regarding the history of its beginn

I am sure, my favorit former teacher, Mr Al Bloc could help with this. Also, some "locals" cou share in this. The Landmark Tavern was originally a "dry goods" store and had 9 of the 10 Vanden Boom children there in the early 1900's. Please do not believe

Support Our Troops ~ Remember Our Vetera
T6039

Franklin
AUG 5 2009
City Development

That it is acceptable to allow this original, historical area of Franklin to turn into a dump, forgotten, neglected mess!

If fixed up it could be a small historical Village with interesting stories to be told.

If that doesn't matter, at least please see that it is properly maintained. Some of these properties would not last ONE DAY

in Wyndham Hills!

The people who DO care about their properties in this area and who DO pay taxes, DO deserve to not be embarrassed by the lack of up keep.

Please take these thoughts seriously.

Thanks & God Bless for all you do,

Pat
(Mrs. Gerald Vanda) Boo

PLEASE PROVIDE FUNDS FO
US

PETITION TO PROTEST COMMERCIAL DEVELOPMENT

Franklin
JUL 27 2009
City Development
RECEIVED
CITY OF FRANKLIN
2009 JUL 27 PM 1:46

July 23, 2009

To: Mayor Tom Taylor, City of Franklin Elected Officials, City of Franklin Plan Commission, City of Franklin Staff

We, the undersigned, owners of property in the City of Franklin, Wisconsin, are affected by the potential development of the following properties:

8490 W. Old Loomis Road (Paradinovich Farm, 13.42 acres)
Northern portion of the Paradinovich Property, 11.37 acres (ID# 7549988001)
8200 W. Old Loomis Road (Eldridge / People's Choice Car Wash Property, 4.5 acres)
8240 W. Old Loomis Road (Stanzer Property, 3.02 acres)
8316 W. Old Loomis Road (Savage/Sterling Property, 1.61 acres)

We protest against any change in the Land Development Code which would zone the property to any classification other than R3E, residential.

We protest any reference or delineation of the future use of this land in the Comprehensive Master Plan or any other document to any classification other than R3E, residential.

We purchased our properties after careful consideration and research with various Elected City Officials and City Staff. We were told the aforementioned properties are and will continue to remain zoned R3E residential. We were told that previous plans to develop these properties for commercial use were vehemently opposed and rejected. We were promised by the City of Franklin that the value of our properties would not decrease as a result of the development of these properties.

Many of the undersigned attended the November 20, 2008 Public Hearing regarding a petition to rezone these properties for commercial use. We protested the rezoning and were given assurances that a commercial use for these properties would not be considered unless a suitable development plan was brought forward by reputable and experienced developers and architects. At that time, we expressed our grave concern that our property values would depreciate substantially if a commercial development were to be allowed adjacent to our homes. We also expressed our concern over light pollution, noise, and traffic in an area that is all residential.

Since November 2008, the City of Franklin Planning Department has recommended a modification to the Comprehensive Master Plan that delineates the aforementioned properties for commercial use. We understand the decision is based on the Franklin First Report commonly known as the Ticknor Report. This report is outdated. The City of Franklin went against the recommendations of the Franklin First Report when it allowed the development of high-end subdivisions in this area. These decisions completely changed the future land use for this area. We invested in Franklin because you provided the appropriate restrictions and zoning for our neighborhood and the land surrounding it now you are recommending a modification that has serious consequences.

The Comprehensive Master Plan should reflect the collective vision of the community. The Plan should balance the needs of all; not serve the needs of a few seeking a cash-out. The delineation of the aforementioned properties as commercial serves the needs of a select few and the City of Franklin and its Officials are going against the collective majority. We request the Comprehensive Plan remain unchanged and the future land use for the aforementioned properties remain R3E Residential, which we believe is the highest and best use. Commercial development should occur near 76th and Rawson Avenue and the East Side of Loomis Road where it already exists.

Planning

PETITION TO PROTEST COMMERCIAL DEVELOPMENT

Signature	Printed Name	Address	Phone Number
Scott J. Catarozoli	SCOTT J CATAROZOLI	7251 S. STONE HEDGE DR.	414-235-99[illegible]
Janice Catarozoli	Janice Catarozoli	7251 S. Stone Hedge Dr.	414-235-4492
[illegible]	Justin Szalanski	7315 S. Stone Hedge Dr	414-588-6999
Kristin Szalanski	Kristin Szalanski	"	414-303-3435
Kristen Hewitt	Kristen Hewitt	7337 S. Stone Hedge Dr.	414-559-2884
NITIN SURYAVANSHI	NITIN Suryavanshi	7412 S. Stone Hedge	414-232-1467
[illegible]	Dr Harchaman Gill	8796 W. Callaway Ct	(414) 427-252
[illegible]	KARNINDER Gill	8796 W. Callaway Ct	414-427-253[illegible]
[illegible]	Lee Jansen	8811 W. Callaway Ct	414-688-3527
Shahid Chughtai	SHAHID H. CHUGHTAI	8760 W. Callaway Ct.	414651-73[illegible]
Abida Chughtai	Abida Chughtai	8760 W. Callaway Ct	414 [illegible] 640-5172
[illegible]	Salam Al-Ramahi	7228 S. Stone Hedge	414-305-8500
Ghada Ramahi	Ghada Al-Ramahi	7228 S. Stone hedge	414-235-9583
Timothy Pappas	TIMOTHY PAPPAS	7233 S. Stone Hedge	414-423-033[illegible]
Marilyn Pappas	Marilyn Pappas	7233 S. Stone Hedge Dr.	414-423-033[illegible]
Mark Pappas	Mark Pappas	7233 S. Stone Hedge dr	414-423-0332
[illegible]	THOMAS STAUBER	7234 S. CAMBRIDGE DR.	414-235-9325
Ivanka Stauber	Ivanka Stauber	7234 S. Cambridge Dr	414 235 9325
[illegible]	Debra Hanke	7145 S. Cambridge	414-52[illegible]-39
[illegible]	John Thiel	7176 S Cambridge Dr.	414 425[illegible]
Molly Thiel	Molly Thiel	7176 S. Cambridge Dr.	425-46[illegible]
Mary Lesniecki	Mary Lesniecki	7158 S. Cambridgde Dr.	427-1171
Richard Lesniecki	Richard Lesniecki	7158 S Cambridge Dr.	427-1171
[illegible]	Carmen Starke	7130 S. Cambridge Dr.	427-3597
[illegible]	Carmen Starke	7130 S. Cambridge Dr	660-7[illegible]
Tamara Hansen	Tamara Hansen	7217 S. Stone Hedge Dr.	855-06[illegible]
[illegible]	Andrew Hansen	7217 S. Stone Hedge Dr.	855-0691
Mark Weber	MARK WEBER	7106 S CAMBRIDGE DR	427-[illegible]
Kristen Weber	Kristen Weber	7106 S. Cambridge Dr.	427-84[illegible]
Ann Weber	Ann Weber	7106 S. Cambridge Dr	427-84[illegible]
Michelle Rode	[illegible]	7163 S Cambridge Dr.	885-466[illegible]

PETITION TO PROTEST COMMERCIAL DEVELOPMENT

Signature	Printed Name	Address	Phone Number
	NASSER NASIR	LOT 20	414 305 2141
Keith Rode		7163 S. Cambridge Dr	414-235-4669
Michael T. Miller	Michael T. Miller	7145 S. Karrington Dr.	414-429-6535
Darci J. Miller	Darci J. Miller	7145 S. Karrington Dr.	414-687-5441
	Hilda Cruz	7219 S. Cambridge	575-0420
	Ramon Cruz	7219 S. Cambridge Dr	575-0420
	ROGER DUSS	7231 So CAMBRIDGE DRIVE	425-6225
	Jerry DAVILO	7273 Cambridge Dr.	414-333-809
	Robin Myers	7295 Cambridge Dr	529-2019
	Grant Johnson	7374 " " "	421-0809
	Maria Johnson	7374 Cambridge Dr	421-0809
		7374 So Cambridge Dr Franklin Wis	9[illegible]
	Tyler Kanugh	7360 S Cambridge Dr	414-425-6661
	STEVE KANUGH	7360 S CAMBRIDGE DR	414 425-6661
	Jeanne Kanugh	7360 S Cambridge	414-425-6661
	Matthew Kanugh	7360 S Cambridge Dr	414-324-03
	RUSSELL J Plewa	7259 S. Cambridge Dr	414 427-8
	Lisa M. Plewa	7259 S. Cambridge Dr.	427-
	BASHIR AHMAD	LOT 61	
	Shelly Aide	7118 S. Cambridge Dr.	
	Philip Tutkowski	8631 W Rawson Ave.	
	Rick Aide	7118 S. Cambridge Dr.	
	Marcia Nalewajko	7141 S Cambridge St.	
	Andy Nalewajko	7141 S. Cambridge	
Dr Donald Whitlock		7160 So. 92 St	Franklin, Wi 53132
Elizabeth Whitlock		7160 S. 92nd St.	Franklin WI 53132
Anne L. Whitlock		7160 S. 92nd St.	Franklin WI 53132
		7140 S. Woelfel Rd.	Franklin WI 53132
		8982 Stone Hedge Dr.	Franklin, WI 53132
		7178 S Karrington Dr	Franklin 529.08
W. Chaudhary	WAJIHA CHAUDHARY	7269 S. Stone Hedge Dr.	

Plang Dept

WHITNALL VIEW ESTATES INCLUDES 43 HOME SITES IN WHICH 40 HOME OWNERS/TAXPAYERS HAVE SIGNED THE INCLOSED PETITION OPPOSED TO THE REZONING OF THE LOCATION WEST OF LOOMIS ROAD AND SOUTH OF RAWSON AVENUE. ONE HOME IS IN FORECLUSURE, ONE HOME OWNER ON VACATION AND ONLY ONE HOME OWNER "FOR" WHO ALSO OWNS ONE OF THE PROPERTIES FOR REZONING. THIS IS 93% PERCENT OF THE WHITNALL VIEW ESTATES HOME OWNERS/TAXPAYERS OPPOSED TO REZONING.

THERE ARE MANY COMMERCIAL PROPERTIES AVAILABLE, LOCATED ON RAWSON AVENUE, EAST OF 76th STREET.

THE PLAN COMMISSION HAS ALWAYS CONSIDERED HIGHWAY 36 AS A SEPARATION BETWEEN RETAIL AND COMMERCIAL PROPERTIES AND THE RESIDENTIAL NEIGHBORHOODS TO THE WEST OF HIGHWAY 36. MOVING COMMERCIAL AND RETAIL TO THAT PARTICULAR PARCEL WILL FURTHER DETRACT FROM THE RESIDENTIAL COMMUNITY ESTABLISHED TO THE WEST, NORTH AND SOUTH.

JOHN S. CZASKOS
414-529-2339

7-28-2009

RECEIVED
CITY OF FRANKLIN
2009 JUL 28 PM 1:57
Clerk

Franklin
JUL 28 2009
City Development

Petition to oppose proposed
commercial use rather than residential use
and rezoning to commercial from residential
of the area located
West of Loomis Road and South of Rawson Avenue in
Comprehensive Master Plan for Planning Area Section "D"

Scheduled for second review meeting date July 23, 2009

We, the undersigned residents of Whitnall View Estates, "ONCE AGAIN STRONGLY" OPPOSE the proposed plan for commercial use rather than residential use and strongly oppose the rezoning from residential to commercial of the area West of Loomis Road and South of Rawson Avenue (from approximately 8200 West Rawson Avenue to 8700 West Rawson Avenue).

This proposal was discussed at length on October 30, 2001 and again in November 2004 and was met with strong opposition from all of the surrounding homeowners. We were told at that time that this had been resolved and that the Comprehensive Plan did not include commercial use for this property or rezoning from residential to commercial. We again oppose the plan for commercial use rather than residential use and oppose rezoning from residential to commercial. Residential use is consistent with the residential use of all properties West of Loomis Road (both North and South of Rawson Avenue) and is the highest and best use for this property.

We, the undersigned, are STRONGLY OPPOSED to designating this area for commercial use rather than for residential use in the Comprehensive Master Plan and are STRONGLY OPPOSED to rezoning this property from residential to commercial. We request that the Comprehensive Master Plan designate this area for residential use and that the zoning be residential.

Print name & address	Signature
John & Bonnie Czaskos 8625 W. Hawthorne Lane	John Czaskos Bonnie Czaskos
Robert & Naomi Knoll 8610 W. Hawthorne Lane	Robert R. Knoll Naomi R. Knoll
John + Mary Plewa 8660 W Hawthorne Ln	John Plewa Mary Plewa
John & Danielle McAdams 8735 W. Hawthorne Ct.	John McAdams Danielle McAdams
MIKE HEDNEN 8810 W. MEADOW LN	Mike Hednen
Scott Harms 8755 W Meadow Ln	Scott Harms

Print name & address	Signature
MR. TOM KOWALSKI and MRS REBEKAH KOWALSKI 8815 W. MEADOW LN. FRANKLIN, WI 53132	[signature]
MR & MRS EDWARD VIDMAR 8925 W. MEADOW LANE FRANKLIN, WI. 53132	Edward F. Vidmar
Mr. + Mrs. John + Jennifer Patzman 6928 S 90th St. Franklin, WI 53132	Jennifer Patzman
Ronald & Dana Gindt 9011 W. Hawthorne LN	[signature] Dana Gindt
Dennis Vichich 8980 W HAWTHORNE	Dennis Vichich Clarice Vichich
Michele M Nygro GENE NYGRO	9010 HAWTHORNE LANE MICHELE + GENE NYGRO
DARLENE MATERNOWSKI 8605 W Hawthorne LN.	Darlene Maternowski
Terrence P. McGuire 9100 W Hawthorne Lane	Terrence P. McGuire
Joe Troia 8645 W. Hawthorne Ln.	Joe Troia
Dale KIRNER 8630 W. Hawthorne	Dale Kirner
MARK + Carolyn Rose 8735 W. Meadow La	M Rose
DENNIS + WALLACE 9010 W MEADOW LANE	Dennis J Wallace
JAMES YARNOT 9011 W. MEADOW LANE	James Yarnot

Print name & address	Signature
ROBERT GREBE 8730 Hawthorne Ct	[signature]
Zarija Mutic 8	[signature]
Susan Kustra 8710 W Hawthorne Ln	Susan Kustra
Robert P. KUSTRA 8710 W. HAWTHORNE LA	Robert P Kustra
Nancy Hipp 9029 W. Hawthorne Ln.	[signature] Nancy Hipp
JIM CERVENANSKI 8530 W. HAWTHORNE LN	[signature]
STEPHANIE POZGAY 8716 W. MADOW LN	[signature] Stephanie Pozgay
MARTY-JILL GULCZYNSKI 8650 W. HAWTHORNE LN	[signature] Jill Gulczynski
Karen Behnke 8845 W. Meadow Ln	Karen Behnke
DANIEL L Huber 7008 S. 92nd	Susan M. Huber [signature]
Greg Zalinski 7028 S. 92nd	Greg Zalinski
J. MICHAEL BARTELS 9059 W. HAWTHORNE LN 53132	J. Michael Bartels
Ann Devine 9020 W. Hawthorne Ln. 53132	Ann Devine

Print name & address	Signature
Richard Colwell & Roberta 8750 W Hawthorne Ct	Roberta A Colwell Richard Colwell
Roy Wyman 8545 W. Hawthorne La.	Roy Wyman
Lori Tabaska 10323 W Steeple View Ln	Lori Tabaska
Victoria Gabrus 7630 S. Mission Dr WI	Victoria L Gabrus
Joyce & Jerome Willms 8069 S. 85th	Joyce Willms
Sue + Steve Bergner 6633 W. Beacon Hill Pl.	Sue Bergner
Karen Dean 8122 S. Forest Meadows Dr.	Karen Dean
ROBERTA ROBB 8874 S. 83rd	Roberta J Robb
TERRY MEHLHAFF 7268 S. CAMBRIDGE DR	Terry Mehlhaff
Myrt Jeske 4239 W. College	Myrt Jeske
Margo Guy 8122 W. Beacon Hill Dr.	Margo E. Guy
Fadia Ali 7178 S. Karrington Dr.	Fadia Ali
Shirley Koehler 7856 W. Canterbury	Shirley Koehler

Print name & address	Signature
Donna Porowski 8631 S. Deerwood	Donna Porowski
Jennie Stich 7550 Riverview Rd	Jennie M Stich
Roxanne Vander Heyden 7050 S. 92nd St Roxanne Vander Heyden	Roxanne Vander Heyden
Wilma + Bob Krowas 9248 W. Kensington Way	Wilma Krowas
KANWAR & HUMAN 8510 W HAWTHORNE LN	[illegible]
TIM DERTZ 9101 W. Hawthorn Ln	[illegible]
Koree Dertz 9101 W. Hawthorne Ln.	Koree Dertz
Ruth J. Benkowski 8940 W. Hawthorne La	Ruth J. Benkowski
LORRAINE SCHAEFER 9030 W. Meadow Lane	Lorraine Schaefer
7269 S. Stone Hedge Dr Wajiha Chaudhary	W. Chaudhary
7412 S. Stone Hedge Dr. NITIN SURYAVANSHI	Nitin Suryavanshi
9059 W. MEADOW LANE EDWINS. ERKMAN JS	E S Erkman
7428 Woodbury Ct. DON BEST	Don Best

Franklin
AUG 5 2009
City Development

August 5, 2009

Honorable Mayor Tom Taylor
All Aldermen
All Plan Commission Members
Development Staff

Dear City Officials:

We are writing you in support of "Mixed Use / Soft Commercial" being the future planned use of the approximate 11 acres of land west of Highway 36 and fronting on the south side of Rawson Avenue.

This land lies between R3E home sites and Rawson Avenue.

Our support implicitly presents the questions of "Why do we support it" and "What is mixed use/soft commercial". We will proceed to answer those questions.

Furthermore, we want to comment on the petitions being presented to the city.

WHY DO WE SUPPORT THE USE PROPOSED BY THE PLANNERS

1) For the last 27 years my family has lived directly across Rawson Avenue from some of this land, with our homestead fronting both on Rawson Avenue and Hawthorne Lane. We have watched as Rawson has become a very heavily traveled street with a considerable amount of truck traffic, especially gravel trucks. The amount of traffic noise is very substantial, starting early in the morning. This noise alone would make it very hard to sell new R3E housing directly along Rawson Avenue. Adding to that the danger of having little children directly exposed to the Rawson traffic would make it next to impossible to sell R3E in this area. Only a use that desires the Rawson exposure would be happy with this frontage land.

2) Last year our Franklin property tax obligation was $ 67,000. We realize that a mixed use/soft commercial use of this property would not send more children to our schools, would have a minimal impact on our city services, and would help in the 70/30 tax levy goal. This in turn should help all taxpayers of Franklin.

3) A proper and professional use of this frontage property (which definitely is not R3E) would continue to enhance the image and quality of this all important area of Franklin. Please remember that we have previously agreed with the city to close-out the car wash/automotive use of our building at 7700 W. Rawson , and see that it is replaced with a more upscale use, so as to enhance the image of this part of the city. Also, we have a long term very personal, direct interest in the betterment of this area.

WHAT IS MIXED USE / SOFT COMMERCIAL

Let us please start our comment here by saying that we have, from experience, a very deep respect for how thoroughly the Franklin Development Staff, the Plan Commission, and the City Council studies any and all proposals presented to the city.

Pages 42 to 45 in Chapter 5 of the Comprehensive Master Plan speak to what is called "Mixed Use". In addition, we have discussed this matter with the Development Staff and Alderman Solomon.

A very important thought presented in Chapter 5 reads "Mixed use developments include several different uses that work together and share the same infrastructure, utilities, and public amenities".

What is considered "Mixed Use/Soft Commercial" is not something set by specific guidelines. It is a use that is established by the city management, customized on a location by location basis, so as to bring forth a realistic best use of whatever property is in question, taking into account all of the specific particular circumstances of the site and the area.

Therefore, we are absolutely sure that the planned Mixed Use/ Soft Commercial use for the Rawson Avenue property **WOULD NOT INCLUDE:** 1) a strip mall shopping center; 2) a big box retailer; and, 3) a topless bar. And, all of these uses were presented to people to encourage them to be against the proposed Mixed Use/ Soft Commercial use of this frontage property and to sign a petition stating so.

COMMENTS ON THE MEANINGLESS PETITIONS BEING PRESENTED TO THE CITY

There are only three existing homes that lie next-to, or across the street from, the land in question. One of these is our home (for the last 27 years). The second home is that of Mr. and Mrs. Ghurman-Singh. The third home is that of John Penoske (lying to the west of the land).

We and Mr. and Mrs. Ghurman-Singh herein include a signed statement supporting the planned Mixed Use/Soft Commercial future use of this land.

It is interesting to note that the son of Mr. and Mrs. Ghuman-Singh was approached by one of the people that lead the charge to collect signatures for one of the petitions submitted to the city. The son told the person that he was not the property owner and that

the person should talk with his parents. However, the person with the petition pressed him by saying that he didn't care if he owned the property or not, but he needed his signature to keep the city from putting a strip-mall shopping center across the street. He thus got the signature and presented it to the city as that of the property owner. However, upon discussing this matter honestly with him and his parents, the son has given a written statement, also enclosed herein, stating that he was mislead by the person with the original petition, and he withdraws his signature from that petition and fully supports the planned Mixed Use/ Soft Commercial future use of the Rawson Avenue land, as his parents also do.

John Penoske, whose house lies to the west of the land, has been totally unavailable after numerous attempts to contact him in person and by phone. He has not signed any petition. However, his house can easily be screened from any Mixed Use/ Soft Commercial use of the land.

Consider Nitin Suryavanshi of 7412 S. Stone Hedge Drive. He, too, signed a petition after being told that the city wanted to run the Mixed Use/Soft Commercial use of the land <u>all the way south to the Paradinovich house and horse barn</u>. This, of course, is a direct lie.

Based upon our personal discussions with people, one wonders just what agitating remarks were made to frighten the people into signing the petition.

The vast majority of people signing the petitions submitted to the city CANNOT EVEN SEE THE LAND FROM THEIR HOMES ! Some of the signatures are from people miles away from the land, living in other subdivisions.

However, you can be sure that none of the petition signers would want to purchase a R3E home on this Rawson Avenue frontage land.

The petitions presented to the city mostly represent people who have confused "Commercial" with "Mixed Use/ Soft Commercial" and they do not fully understand the Mixed Use thinking. In addition, almost none of the signers will have any direct involvement in living with the future use of this land. The word "commercial" conjures up a fight fought years ago to prevent a big box like Target or Kohl's that was proposed at that time using all the land in that area.

The fact that they are scaring people into signing a petition to stop a strip mall being built indicates their continued lack of understanding of the term "Mixed Use/Soft Commercial".

We herein appeal to you, the professional management of our city, to take whatever route

is appropriate so as to permit the future Mixed Use/ Soft Commercial use of this Rawson Avenue frontage land.

Sincerely,

Ed Eldridge

Ed Eldridge
8525 W. Hawthorne Lane

Suzanne Eldridge

Suzanne Eldridge
8525 W. Hawthorne Lane

7/31/09

Dear City of Franklin,

Our names are Ed and Suzanne Eldridge. We own the property at 8525 W. Hawthorne Lane in Franklin.

This is to advise you that we have no objection to the vacant land immediately south of my property being zoned as "Mixed–Use Commercial".

Ed Eldridge

Ed Eldridge

Suzanne Eldridge

Suzanne Eldridge

8/03/09

Dear City of Franklin,

My name is Bhupinder Ghurman Singh. I own the property at 8510 W. Hawthorne Lane in Franklin.

This is to advise you that I have no objection to the vacant land immediately south of my property being zoned as "Mixed–Use Commercial".

Bhupinder Singh Ghurman

Bhupinder Ghurman Singh

7/31/09

Dear City of Franklin,

My name is Bhupinder Ghurman Singh. I own the property at 8510 W. Hawthorne Lane in Franklin.

This is to advise you that I have no objection to the vacant land immediately south of my property being zoned as "Mixed–Use Commercial".

Mrs Bhupinder S Ghurman

Bhupinder Ghurman Singh

7/31/09

Dear City of Franklin,

My name is ~~Bhupinder Ghurman Singh~~ KANWAR GHUMAN. I own the property at 8510 W. Hawthorne Lane in Franklin.

This is to advise you that I have no objection to the vacant land immediately south of my property being zoned as "Mixed–Use Commercial".

KGS Ghuman

~~Bhupinder Ghurman Singh~~
KANWAR GHUMAN

8/2/09
Was previously told that there would be a shopping center on the Rawson land.

KGS Ghuman.

PDI/GRAEF

MEMO

TO: Joel Dietl August 11, 2009

CC: Franklin Planning Committee/Plan Commission

FROM: Carolyn Esswein, AICP

Re: Loomis Road and Rawson Avenue Land Use

Since I will not be able to attend the Planning Committee meeting on August 13, 2009, I am submitting the following thoughts regarding the discussion of the proposed Mixed-Use land use category for the southwest quadrant of Loomis Road and Rawson Avenue.

1. **70/30 Goal** – In order to minimize the long-term tax impact on local residents the identification of future commercial and mixed-use areas has been a priority of the Planning Committee. I feel this is an important goal to pursue and should continue to part of all land use discussions. The success of proposed commercial sites depends on many factors, including: market impacts, visibility from major traffic arterials, number of nearby roof-tops (customers), and ease of approval process. Given the various areas of proposed future commercial and mixed-use, I think priorities should be given to the existing development at Drexel and STH 100, the proposed Crossroads Plan, and the A-2 area on the eastern side of Loomis Road. These sites are prominent locations that are adjacent to existing commercial uses. In addition to these priority sites, the Future Land Use recommendations include significant areas of commercial uses along 27th Street and the southwest area of the City. If the Loomis/Rawson site is proposed as residential, it should be similar to adjacent properties in density and character.

2. **Mixed-use Design Guidelines** – If the Planning Committee recommends "mixed-use" for the southwest quadrant of Loomis Road and Rawson Avenue, design guidelines should be developed. The mixed-use development should have a residential character (scale, design, and size of the building), create value for nearby residents with high quality open space amenities, include walking trails that connect the neighborhood to the development, require landscaping to provide a significant buffer, and screen parking from the road and any nearby residential properties.

I will be at the August 20, 2009 Plan Commission meeting if further discussion occurs about this topic.

HALE & WAGNER S.C.
Attorneys at Law

Karl Meyer, Jr.

2809

Franklin

AUG 18 2009

City Development

August 17, 2009

Mr. Joel Dietel
Planning Manager
City of Franklin
9229 West Loomis Road
Franklin, WI 53132

Re: Evenson Family Farm
10420 West County Line Road, Franksville, Wisconsin 53126

Dear Mr. Dietel:

We represent the Evenson family who own land in the City of Franklin at 10420 W. County Line Road. The property is located on the eastern border of 112th Street, below the old Frey parcel (where Waste Management proposes a retention pond) and across the street from the Waste Management site. The Evenson family has owned this land for 60+ years and much of the land still is actively farmed. When the Evenson family first bought the property, the location was quite rural and there was little expectation that the suburbs of Milwaukee would overtake the property as quickly as it has.

The Evenson Farm is probably one of the larger undeveloped tracks in this quarter of the city and represents a substantial asset to the family. As long time residents of the City of Franklin, most of whom grew up in the city limits and lived in the area for years, the Evenson family has always been good stewards of the land and also good citizens of the community. Peter Evenson, one of our clients served a term as an alderman in Franklin and was a member of the planning commission for several years.

Because of the value and history of the Evenson Family Farm, our clients have been watching and waiting with much concern as the City of Franklin conducts its comprehensive master plan update project. Keeping in mind that the Evenson Family wishes to be good stewards and good citizens of the community, they are however, not in a position where they could afford to have their property seriously devalued by changes to its zoning.

205 East Wisconsin Avenue Suite 300 Milwaukee, WI 53202
tel (414) 278-7000 fax (414) 278-7590
kam@halewagner.com

The two Waste Management sites bordering the property to the north and across the street will have a negative impact on the value of the farm property for years to come; however, the impact of the Waste Management sites can be minimized by zoning the property so that it appeals to certain buyers who may have less concern about the close proximity of the Waste Management sites. In the same general area of the Evenson farm, there is a trucking company and two auto salvage yards. Although the character of the City of Franklin is primarily residential, failing to take into account the true character of the Evenson farm and nearby areas when considering a final zoning of the land does not benefit the City or the land.

At present, the Evenson farm is zoned R-1 (Residential). To be frank, the possibility of building single family homes on five acre lots as the zoning overlay proposal and current zoning suggests, seems extremely unlikely when all of these parcels will have primary views of a Waste Management Facility to the west and north. Some members of the family have discussed their concerns and desires with respect to zoning of the parcel with you, the Mayor and Alderman Skowronski and hope you will strongly consider their desires when determining a final zoning for the Evenson farm.

It was the understanding or at least the belief of our clients that the City of Franklin was cognizant of the concerns of the family in light of the Waste Management Facility and would be in support of a zoning change to M-1 (light manufacturing) which would seem the most appropriate use for this land. Without a sewerage system being in place and an overlay imposing some sort of a natural resource or conservancy restriction, our clients were aware that the property could probably not be developed as a light manufacturing site until the extension of sewers. However, providing the M-1 zoning designation would provide the land with some appeal as a long term real estate investment.

Our clients believed there was no opposition to such a change, and even the suggestion that the city would rezone the land as M-1 on its own. Recently, there has been some discussions to suggest that the new thinking of the city is to have the land in this area rezoned to a designation of some type of natural resources or "open spaces". It is our belief and that of the family that such a zoning in concert with the location of the landfill and retention pond results in a signification devaluation of the land and does not posture the land for its best use.

In response to the city's request for the Evenson family to document their desires with respect to the zoning of the farm, please accept this letter as confirmation of the family's desire to have the property zoned M-1. If the City is not in favor of M-1 designation, the family would respectively request that a meeting be set up to hear your thoughts or any other members of the planning commission.

The members of the Evenson Family are available and welcome the opportunity to sit down with you or perhaps even the Mayor in his capacity as planning commission chairman to understand the city's thoughts and plans with regard to their property.

We thank you for your time and attention to this important matter and if we can be of any help to you or fill in any gaps of information you may have, please feel free to contact the undersigned at your earliest convenience.

Very truly yours,

Karl A. Meyer, Jr.

KAM:lse

cc: The Honorable Tom Taylor, Mayor, Chairman of the Planning Commission
The Honorable Ken Skowronski, District VI Alderman
Kay Evenson
JoAnne Evenson
Al Evenson
Peter Evenson
Jennie Stich

CREATIVE HOMES INC.

Franklin

AUG 19 2009

City Development

August 19, 2009

City of Franklin
Attn: Joel Deitl, AICP
9229 West Loomis Road
Franklin, WI 53132

SUBJECT: 8600 WEST DREXEL AVENUE, FRANKLIN, WI
STILLWATER ESTATES

Dear Joel,

Please include the attached letter regarding 8600 West Drexel Avenue into the minutes at the Thursday, August 20, 2009 City of Franklin meeting for 2025 Land Use Concepts.

Thanking you in advance for cooperation.

Sincerely,

Rick J. Przybyla
Owner / President

"A Builder of Quality Homes & Developments"
9244 West Grandview Court • Franklin, WI 53132 • Phone: 414.529.0958 • Fax: 414.529.4032

CREATIVE HOMES INC

Franklin
AUG 19 2009
City Development

August 19, 2009

City of Franklin
Attn: Joel Deitl, AICP
9229 West Loomis Road
Franklin, WI 53132

SUBJECT: 8600 WEST DREXEL AVENUE, FRANKLIN, WI
STILLWATER ESTATES

Dear Joel,

In reviewing the proposed 2025 Land Concept Plan, the City of Franklin identifies the entire parcel of Stillwater Estates (8600 West Drexel Avenue) as conservancy / green space.

Per our meeting, you advised me that this identification of conservancy / green space is not accurate. This however still raises quite a concern for me as the property owner in keeping my objectives for the site in mind.

We are requesting that the 2025 Land Concept Plan be changed to coincide with the existing Zoning Map, the City of Franklin Floodway and/or related maps, and also the updated FEMA Map, all of which show this parcel as usable developable land. This information was verified and confirmed to me from our professional engineering firm, Landcraft Survey & Engineering.

Please advise on how this matter will be handled.

Thanking you in advance for cooperation.

Sincerely,

Rick J. Przybyla

Rick J. Przybyla
Owner / President

"A Builder of Quality Homes & Developments"
9244 West Grandview Court • Franklin, WI 53132 • Phone: 414.529.0958 • Fax: 414.529.4032

METROPOLITAN BUILDERS ASSOCIATION

N16 W23321 Stone Ridge Drive Waukesha, WI 53188
Phone: (262) 436-1122 • Fax: (262) 436-1110 • www.mbaonline.org

August 19, 2009

Joel Dietl, Planning Manager
City of Franklin
9229 W. Loomis Road
Franklin, WI. 53132

Dear Joel,

Thank you for the opportunity to share the Metropolitan Builders Association's comments regarding the City of Franklin's draft Comprehensive Plan. We are encouraged to see a desire to allow for a range of housing choices, streamlining and updating development standards, and crafting practices that attract economic development to your community.

The following represent several comments, some concerns, and various recommendations to improve the overall plan. Many of these comments are found in the Housing, Land Use, and Natural Resources Chapters.

Housing choices
It is apparent that the City desires a variety of housing types, sizes, and values throughout the community. Our Association fully supports this approach and appreciates the identification of the types of development you would desire (i.e. TND, Conservation, Mixed Use, and Infill Development) and the identification of the appropriate location for such development. This guidance is invaluable to those individuals and companies investing in your community.

Attached is a copy of the Metropolitan Builders Association's Regional Housing Strategy for your reference. Our recommended Strategy also encourages communities to allow for a range of housing choices. In particular, our region has experienced an erosion of affordable housing options and economically sustainable housing options at a price that is within reach of the employment base. Land costs and the square footage of a home are the biggest obstacles to housing affordability. Our industry has been evaluating income and housing data county-by-county to determine whether the jobs that are available in our region are matching up to the housing supply available today. It is important that during this planning process the plan commission and council consider market realities, personal incomes, household size, consumer desires, and the community's business profile. This information is available in the attached document.

Multifamily & Senior Housing
A provision within the housing section expresses a negative perception of both multifamily and senior family housing. It specifically indicates that additional growth management is necessary to avoid an oversupply in these categories. These housing options are essential to offer younger and older individuals choices within the city.

While it is understandable that the city does not want an oversupply of any development type, markets do fluctuate and some oversupply is necessary to allow for consumer housing transitions. Please understand that market variations may cause a transition from multifamily rental to multifamily condo ownership. It should also be noted that the entry level housing and rental markets are currently at an undersupply. Further, the senior housing market has/will be expanding over the next decade or so with the baby boomer generation beginning to seek smaller housing options. This generation is a much larger demographic than previous groups entering retirement age and are expected to add demand pressure to rental, condo, and smaller residential housing options.

Purchase of Development Rights / Transfer of Development Rights programs
Our Organization would oppose the city simply exploring and pursuing complicated programs such as these in a simple line item in Comprehensive Plan. While the MBA has been involved in various committees and discussions on these programs, we generally believe that a public referendum is necessary because of the tax consequences on property taxpayers. We do understand that the Council would need to take action on this matter before it would move forward; however, the language is a bit strong for programs that the public or the council has little information about.

Environmental Linkages
It is certainly appropriate and helpful to identify environmental areas and create linkages throughout the city; however, much of these areas are already recommended for protection in SEWRPC's Primary and Secondary Environmental Corridors and Isolated Natural Areas. It would be appropriate for the City to simply adopt the recommendations established by SEWRPC, specifically for Primary Environmental Corridors. In addition, the city may want to contact the current property owners before potentially changing a future land use and impact a property owner.

Also, as part of the MBA's Regional Housing Strategy, we have proposed two initiatives that would help encourage additional environmental protection and linkage strategies. The first concept is to provide density bonuses for environmental or species protection. While species protection regulations function through the state or federal government, this density bonus will ensure the local community that the number of units they are planning for come to fruition and offset the cost of protecting the species, which is bourn by the property owner. Further, with open space protection, a density bonus should be part of your community's strategy to ensure your conservation subdivision function correctly.

Another concept would incentivize the use of environmentally sustainable development practices. Many of the practices used in conservation subdivision and other sustainable development types are becoming common practice. Other environmental practices can be financially challenging and would be helped by incentives provided by the community to reduce costs associated with the development. There is a belief that sustainable practices are less expensive; however, that is generally not the case. To expand the use and make these practices more appealing to implement, we recommend incentives such as density bonuses, providing flexibility, streamlining the approval process, reduction or waiving of impact fees/permits.

Uniform Development Ordinance
Our industry would strongly favor an update and streamlining of this document. We would also be willing to participate in a formal review or informal discussions regarding revisions to this document.

Conservation Subdivision Ordinance
While we support the creation of a conservation subdivision ordinance, our industry does not support the use of the UW-Extension version of the document. The MBA would be happy to work with the city on this matter or suggest industry and planning experts to assist in the creation of this ordinance. It is important that an ordinance is created that provides a user-friendly document for the city, land developers, and citizens. Unfortunately, the UW-Extension document is a narrow focused document that limits development creativity and planning ingenuity.

Universal Design
Universal Design or Aging in Place concepts are a growing trend and will likely receive more interest from consumers and the industry. Our Association through the National Association of Home Builders (NAHB) offers a well known certification program called 'Certified Aging in Place' or 'CAPS' to the industry at large. In addition, we offer numerous educational trainings to consumers and the industry on the general subject of Universal Design. We will be offering an educational course for the industry in October 2009 and for the public in November 2009 (2 locations). I would expect that we will offer additional trainings into the future and would be happy to coordinate efforts with the city.

Sustainable Design
The MBA has promoted and educated the industry, consumers, and communities on topics related to sustainable design and green practices; however, we would discourage Franklin from mandating and specifically regulating

residential land development on strict LEED standards. While the LEED certification does provide some good guidelines for urban projects, it has more applicability to commercial and industrial development applications. In general, the broad industry is implementing many concepts that provide the same or similar results required in these types of certification programs without the substantial costs required to certify the project and hire consultants.

Another alternative to include in the plan as a non-mandated, residential option is Build Green WI, which is a state program affiliated with the National Green Building Standard. Through the National Green Building Certification Program, it provides the credibility of accredited, third-party verifiers for measuring and validating the degree of "green" achieved by a given project. Through a cooperative effort between the International Code Council (ICC) and the National Association of Home Builders (NAHB), the standard was developed through a true consensus process approved by the American National Standards Institute (ANSI). The National Green Building Standard (ICC/ANSI 700-2008) can be used by any builder for their individual projects, or be the basis for an incentive driven and voluntary local community or state green building program.

Compatibility with Surrounding Land Uses
A provision found under the Housing Goals and Objectives requires that new residential development be compatible with surrounding land uses and densities whenever possible and appropriate. While we agree with the general idea, we would encourage amending the language to allow for development that would serve to transition the land use density to either a higher or lower density. In general, your zoning ordinance will dictate how the city approaches specific projects and whether it is deemed "compatible". This minor revision is suggested to ensure a level of consistency between zoning and planning.

Development and Growth Studies
Two studies are recommended relating to the Cost of Development and a Growth Management Policy. There does not appear to be any rationale for these studies. In addition, it would be helpful that the Cost of Development study include additional guidance. For example, many similar studies simply evaluate individual development types (i.e. residential, commercial, and industrial) rather than studying whether the development mix is appropriate/viable and what socio-economic considerations are desired. All three major development types function as a whole; while most studies I have reviewed treat them as individual components (it is not about the part, but the whole). It is about creating a sustainable economic development mix. I am happy to provide additional feedback on this matter.

Price of Land Information
The following provision listed in the Summary of Recommendations section of the Land Use Chapter should be clarified and provide more detail to the objective.

> "It is recommended that the City periodically reevaluate the Price of Land information to determine if any trends are occurring which the City determines are necessary to address."

I appreciate the opportunity to share our thoughts with you. **Please share our comments with the Mayor and Plan Commission as we discussed.** Feel free to contact me directly with any questions at 262.522.3624. Thank you.

Sincerely,

J. Scott Mathie
Vice President of Government Affairs

Cc: Mayor Tom Taylor
Plan Commission
Common Council

REGIONAL REGULATORY REFORM INITIATIVES

It is simply getting more competitive in the global market place.

Our region will have to become more innovative and strategic when competing for jobs and creating a regulatory environment that allows our region to be considered for investment. This regulatory reform package is intended to recommend specific actions that local communities can use to make real changes to legitimate problems economic producers experience.

Our respective organizations are interested in making this vision a reality and putting our region in a position to compete. It is imperative that our industries and our respective communities understand market and demographic realities, create development mixes that sustain each of our local economies, and seek to streamline regulatory processes through efficiencies and the elimination of overlapping regulators.

Please review the following recommendations and consider how your community might implement these approaches and create a complimentary regulatory system that cooperates with other communities in this region.

Housing Choices Impact Economic Development Viability

County-wide comprehensive plans are calling for more market-based affordable housing. Unfortunately, zoning in many communities in southeastern Wisconsin do not allow for these housing choices to occur. Land costs and the square footage of a home are the biggest obstacles to housing affordability.

Community planning efforts are intended to help organize a vision for growth based on the profile of the community, changing demographics, and quality of life expectations. Expectations set by the community sometimes result in a plan that does not reflect market realities, personal incomes, household size, consumer desires, and the business profile.

These decisions create imbalances for job creators in certain market and employment segments, limit the success of other economic development types (i.e. retail, industrial, commercial), and does not supply sufficient, economically sustainable housing choices. We recognize that Wisconsin's tax system does not provide for a seamless funding source for local government. However, we should not be shortsighted by rejecting or limiting housing that allows our workforce to live in the community they work in and promote balanced local economics. For example, if your community has a manufacturing job base, it is important that the housing choices reflect the average incomes being paid and the number of housing units in that economic segment.

The benefits of smaller housing options allow for energy and operational savings, utility infrastructure efficiencies, and a more sustainable lifestyle for many families and working adults in our region.

Recommended Solutions:

- Increase densities to reduce per unit land costs.
- Match housing types with current/expected business profile of your community.
- Allow for housing at a minimum of 1,100 square feet and lot sizes at ¼ of an acre.

Establish Consultant Fee Standards

Communities use the services of consultants to review development proposals and to ensure compliance with the community's engineering standards, land use, and zoning plans. Public engineering, planning, and attorney fees have grown substantially over the years with few standards that keep costs in check. Some community officials have not been successful in keeping review times in check or determining to what extent these services are actually needed. In addition, some consulting firms have simply abused the system by conducting unnecessary plan or legal reviews, re-engineered projects, or continually requested changes that require multiple reviews. These abuses are simply passed on to the project proponent and ultimately the consumer whether a lessee or buyer.

Recommended Solutions:

- Publish standard review times and per hour costs based on typical projects.
- Allow for a bidding process to keep costs in-check.
- Ban consultant firms from charging fees in excess of the typical per hour costs charged to the municipality.
- Cap the total cost based on the number of lots or at a percentage that is comparable to public construction projects.
- Limit consultants to the review of projects versus re-engineering projects.

Assessing Impact Fees

Impact fees may be legitimately collected if there is a disparity or if there is a true impact. Our region has experienced a substantial growth in the use, average amount collected, and dependence on impact fees to pay for the transition costs associated with economic development. It is our belief that most consultant firms do not fairly evaluate the fees they recommend.

The glaring problem with most impact fee Needs Assessments are that they fail to take into account the value of existing residential and existing commercial properties as compared to the proposed project's value. This is a substantial tax disparity that is not considered. Oftentimes, the average assessment of a proposed project typically has a value that is 25 percent greater than the existing value of a residential home and includes more amenities than did many of the existing neighborhoods. This assessment is based on an existing home and lot valued at $250,000 and an entry level home and lot package of $350,000.

While impact fees can be a necessary and appropriate part of a community's budget, they are not always warranted based on a careful assessment of improved property value comparisons within each respective community. Impact fees are not always warranted or legitimate.

Recommended Solutions:

- Conduct an evaluation of the average assessment in your community.
- Evaluate the assessment of a proposed project as it compares to your community's average assessment. Generally, impact fees are not warranted if the proposed project is valued more than the current average assessment.

Additional Initiatives to Consider

- **Simple Adoption of State Regulatory Standards**
  Eliminate the local regulatory twist. Most significant regulations start at the federal level and make their way through state and local iterations. At every level of government, the standards become more complex and create enforcement difficulties between those entities charged with regulatory enforcement – DNR, county, local government units, and public consulting regulators. While this does ensure multiple reviews and that standards are being met, it provides regulatory confusion and conflict for those bringing jobs and tax base to our region. It is our recommendation that communities direct their local planning staff to review local ordinances and ensure that your community's regulations simply match statewide standards. This should help reduce staff and consultant time because everyone is using a common statewide standard. This will help to limit the problems that come from overlapping regulating agencies and put our region in a position to compete.

- **Uniform Development Approval Process**
  While no county or region-wide uniform system currently exists today, we would like to weigh community support for such an initiative and begin organizing the effort. We believe that by having a consistent and uniform approach to development approvals throughout the region that this will help our region's competitive advantage. An advisory team made up of an equal number of community and economic development representatives would develop a standard ordinance that all participating communities would adopt and enforce within their respect community. This effort could be expanded to include related ordinances that will help our region be consistent and competitive.

- **Density Bonuses for Environmental and Species Protection**
  In an effort to stress the importance of environmental preservation and provide accommodations for properties that host threatened or endangered species, we are calling for "Density Bonuses" and other site considerations to be available to development project. Depending on how it is structured, this may pay dividends to the local community in maintaining or enhancing the taxable value of the property. This initiative should also be offered as part of open space preservation, so that preservation is incentivized rather than dictated. This will create a positive environment to create economic development and be a win-win for the project proponent and the community.

- **Incentives for Use ofCost-Saving Development Practices**
  The practice of environmental sustainability has become a major influence in land development, building, and other factors within our communities. While there is a belief that these approaches are less expensive to implement, the fact is that many practices are more expensive to implement. To expand the use and make these types of approaches more appealing to implement, we recommend incentives such as density bonuses, providing flexibility, streamlining the approval process, reduction or waiving of impact fees/permits.

Milwaukee County Housing Profile

Employment choosemilwaukee.com	Employment %	Housing Supply County Data	Housing Supply %	Housing Value	Salary necessary to afford:	Monthly Payment	Interest Rate	Assumptions
239,883	48.6%	**159,592**	**38.9%**	**Rental (Est.)**				Mortgage Figures are based on:
209,403	42.5%	122,630	29.9%	**$150,000**	$44,376	$1,035	6.0%	▪ 30 year fixed mortgage
29,979	6.1%	62,618	15.3%	**$200,000**	$62,808	$1,465	6.0%	▪ 20% down
13,832	2.8%	29,964	7.3%	**$250,000**	$73,332	$1,711	6.5%	▪ Includes Principle & Interest, Taxes, and Home Owners Insurance
-	-	30,331	7.4%	**$500,000**	$140,640	$3,282	6.5%	▪ Interest rates are adjusted for jumbo mortgages
-	-	2,826	0.7%	**$750,000**	$218,676	$5,102	6.5%	▪ Other debts do not exceed 8% of income
-	-	836	0.2%	**$1,000,000**	$287,952	$6,719	6.5%	
-	-	1,026	0.3%	**Over $1,000,000**				
493,097	100%	409,823	100.0%	**Totals**				

Total Employment	493,150		Average HH Size (2005-07)	2.45		County HH Income Between	# of Households	Housing Supply (Approximate within Range)
Goods Producing Employment	74,751	15%	Married (2005-07)	296,991	40.0%	$0 - $34,999	158,021	**159,592**
Goods Producing Avg Salary	$52,783		Single (2005-07)	445,711	60.0%	$35,000 - $49,999	58,869	122,630
Service Employment	418,399	85%	Family HH (2005-07)	218,772	58.0%	$50,000 - $74,999	70,593	62,618
Service Avg Salary	$40,750		Non-Family HH (2005-07)	158,538	42.0%	$75,000 - $149,999	75,045	60,295
						$150,000 or more	14,782	4,688
						Total	**377,310**	**409,823**

Employment Data: choosemilwaukee.com / census.gov

Household & Income Data: sewrpc.gov / census.gov

Rental Data: 2005-07 Census Housing Total - 2009 SF County Data

SF Housing Supply: 2009 County Assessment Data

Milwaukee County

Matching Employment to Housing

Total Employment: 493,150
Annual Average Earnings: $42,574
Goods Producing Average Earnings: $52,783
Service Providing Average Earnings: $40,750

Sources:

Milwaukee 7
www.choosemilwaukee.com

U.S. Census Bureau
www.census.gov

SEWRPC
www.sewrpc.org

2009 County Assessment Data

Over $1 mil.
Housing Supply
1,026 units

Salary necessary to afford
$1,000,000 home:
$287,952 (6.5%)
$6,719 Monthly Payment

$1 mil.
Housing Supply
836 units

Salary necessary to afford
$750,000 home:
$218,676 (6.5%)
$5,102 Monthly Payment

$750,000
Housing Supply
2,826 units

Salary necessary to afford
$500,000 home:
$140,640 (6.5%)
$3,282 Monthly Payment

$500,000
Housing Supply
30,331 units

Employment within Range:
13,832 (3%)

Management of Companies ($92,187)

Salary necessary to afford
$250,000 home:
$73,332 (6.5%)
$1,711 Monthly Payment

$250,000
Housing Supply
29,964 units

Employment within Range:
29,979 (6%)

Finance & Insurance ($70,262)

Salary necessary to afford
$200,000 home:
$62,808 (6%)
$1,465 Monthly Payment

$200,000
Housing Supply
62,618 units

Employment within Range:
209,403 (42%)

Natural Resources & Mining ($47,662)
Construction ($50,959)
Manufacturing ($53,182)
Wholesale Trade ($54,476)
Information ($56,116)
Professional & Technical Services ($61,307)
Educational Services ($46,550)
Arts, Entertainment & Recreation ($44,544)

Salary necessary to afford
$150,000 home:
$44,376 (6%)
$1,035 Monthly Payment

$150,000
Housing
Supply
122,630 units

Employment within Range:
239,883 (49%)

Retail Trade ($22,573)
Transportation, warehousing & utilities ($40,110)
Real Estate, Rental & Leasing ($38,605)
Administrative & Waste Services ($21,048)
Health Care & Social Assistance ($39,170)
Accommodation & Food Services ($12,916)
Other Services, Excluding Public ($22,812)

Salary that would likely rely on rental housing or other housing options below $150,000

Rental
Supply (Est.)
159,592 units

Income figures assumes that other debts do not exceed 8% of income. Mortgage figures are based on a 30 year fixed mortgage with 20% down and include principle & interest, taxes, and home owners insurance. Interest rates are included above and are adjusted for jumbo mortgages.

Milwaukee County

Household Income to Housing

Total Employment: 493,150
Annual Average Earnings: $42,574
Goods Producing Average Earnings: $52,783
Service Providing Average Earnings: $40,750

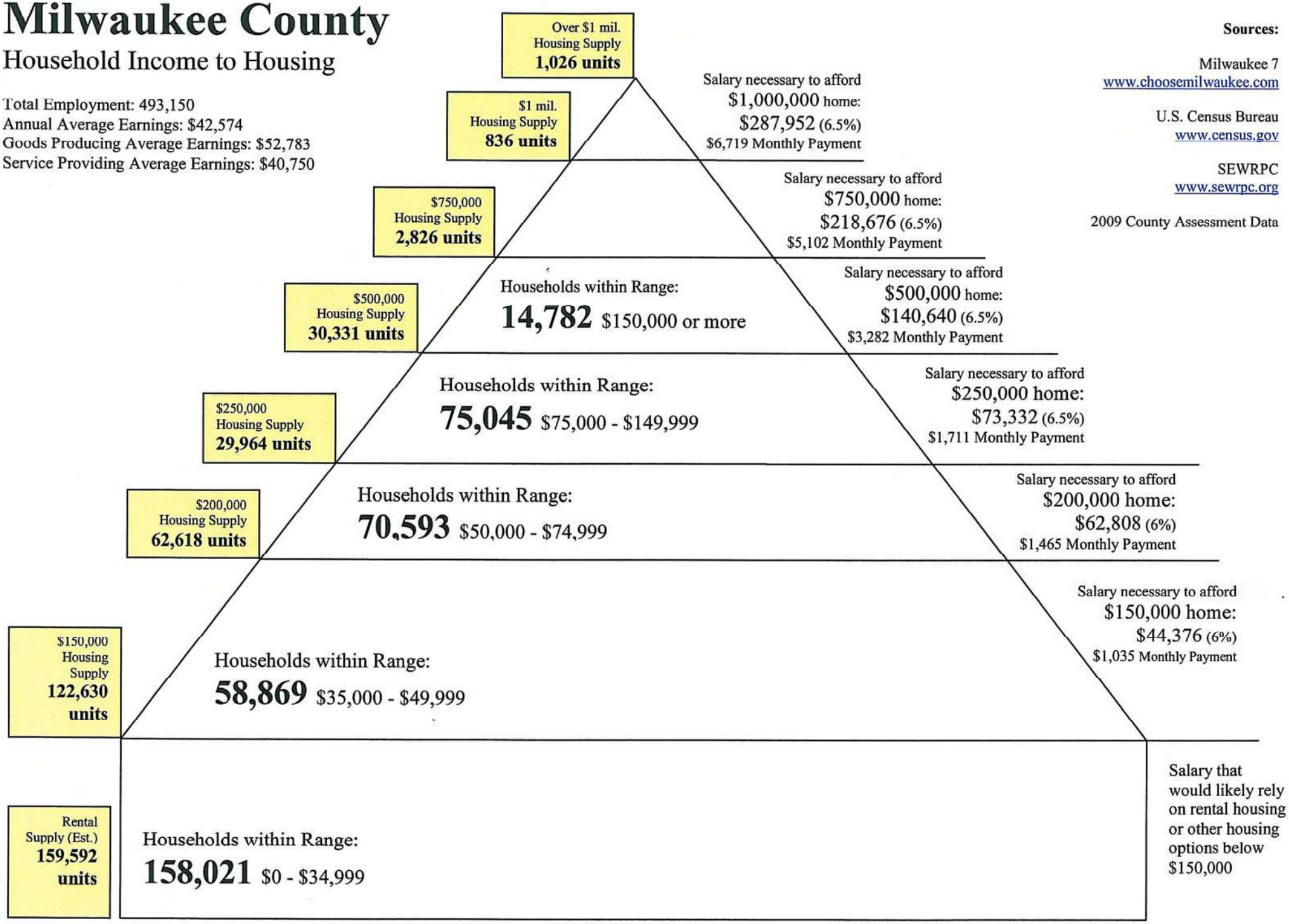
Sources:

Milwaukee 7
www.choosemilwaukee.com

U.S. Census Bureau
www.census.gov

SEWRPC
www.sewrpc.org

2009 County Assessment Data



Income figures assumes that other debts do not exceed 8% of income. Mortgage figures are based on a 30 year fixed mortgage with 20% down and include principle & interest, taxes, and home owners insurance. Interest rates are included above and are adjusted for jumbo mortgages.

CITY OF FRANKLIN: OPEN HOUSE SUMMARY

August 6, 2009 (Approx. 125 attendees)

The following is a summary of the main issues raised by attendees of the Comprehensive Plan Open House for the City of Franklin. The open house was held from 5pm to 7pm at the Franklin Public Library.

Land Use

- Concern about the future of the southwest corner of Loomis Road and Rawson Avenue. Many residents strongly wished to see residential in lieu of the draft mixed use designation.
- Some support for protecting the rural character and having continued agriculture in the City.
- General concern about how development will impact residential areas that already have flooding issues. Residents wanted to ensure that the City would take precaution in areas sensitive to this issue.
- Questions about the difference between commercial and mixed-use.
- Questions about land ownership and the designation for a future school facility.

Transportation

- Inquiries about mapping issues: roadways on various transportation maps were shown in areas where residential properties are built.
- Frustration as to why College Avenue (between S. 35th Street and S. 27th Street) does not have adequate bicycle and pedestrian access, particularly with several disabled individuals in the neighborhood.
- Concern regarding bicycle and pedestrian pathways along Highway 100 – some felt the area was not safe enough to allow anything other than vehicular transportation.

Utilities

- Questions about where future water and sewer connections would be permitted in the City.
- Some preference among individual property owners not to have sewer or water. Confusion regarding whether a property within the sewer service area and the water supply area would have to connect before 2025, or whether the property could remain on well and septic.

Natural Resources

- Support for woodland protection and the establishment of the proposed linkages.
- Questions about wetland designations on individual properties and potential development limitations/regulations.

Implementation

- Several questions in regards to how and when the future land use map would be updated.