

CHAPTER 1: INTRODUCTION

The development of the City of Franklin 2025 Comprehensive Master Plan (also identified herein as the “Plan”) is based upon the combined effort, over almost four years, of consultants, city staff, elected officials, residents, and property owners. This effort included consideration of the City of Franklin’s previous plans and studies, including the previous Comprehensive Master Plan prepared in 1992, and incorporate many of the findings and recommendations of those plans. This plan meets the requirements of state statute 62.23(3) and Wisconsin’s Comprehensive Planning Law set forth in state statute 66.1001.

The City of Franklin 2025 Comprehensive Master Plan sets forth goals, objectives, policies, standards, guidelines and recommendations, for the growth, development, redevelopment, and preservation of the City of Franklin to the year 2025. The Plan also provides numerous suggestions and recommendations of topics for further study, some of which may not be undertaken within the timeframe of this plan. This plan can and will be reviewed and amended over time, providing specific opportunities for the reaffirmation, prioritization, and pursuit of such studies, the results of which will be incorporated into this plan as appropriate.

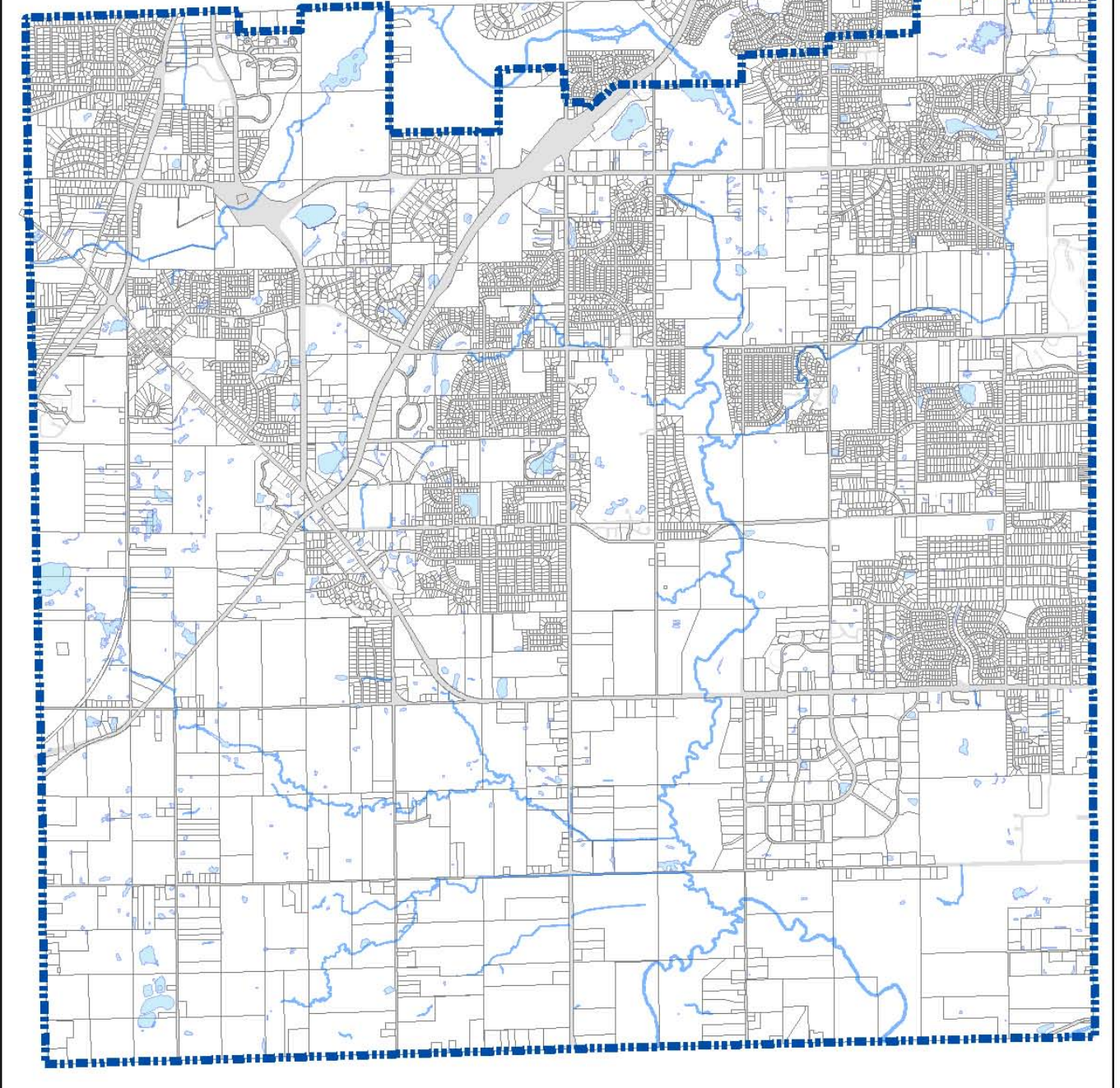
The City of Franklin 2025 Comprehensive Master Plan is an official public document that is adopted by ordinance by the Common Council. It will be used to direct future actions of the City as they relate to planning, zoning, land division, and official mapping. However, the Comprehensive Master Plan is not the City’s zoning ordinance. Moreover, the Comprehensive Master Plan requires only that the City’s zoning ordinance be consistent with the Plan – the zoning ordinance is not required to be identical to the Plan.

HISTORY

Sound planning is important to City of Franklin officials, landowners, and residents. The City of Franklin stands at a crucial point in time in terms of making decisions about its future growth and development. It has experienced rapid and continual urban and suburban growth over the last 50 years. This is evident from the City’s population growth and the conversion of former agricultural land to both urban and suburban uses. This rate of growth is expected to continue, albeit at a slightly reduced rate over the next two decades.

The City of Franklin (see Maps 1.1 and 1.2) has become and remains one of the most rapidly developing communities in not only southeastern Wisconsin, but in the entire state as well. In terms of population in 1980, Franklin was the 34th largest community in Wisconsin, the 18th largest in southeast Wisconsin, and the 9th largest in Milwaukee County. In the year 2000, Franklin was the 23rd largest community in Wisconsin, the 11th largest in southeast Wisconsin, and the 5th largest in Milwaukee County. By the year

Map 1.1: City of Franklin Base Map



Base Map

Map 1.1



Legend

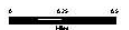
-  City Boundary
-  Streams
-  Water Bodies
-  Parcels

Map 1.2: City of Franklin Aerial Photo



Aerial Photo

Map 1.2



2025, it is envisioned that Franklin will be the 19th largest community in the State, the 9th largest community in the southeast Wisconsin, and the 4th largest in Milwaukee County. Within Milwaukee County, the City of Franklin (along with the City of Oak Creek) is truly the County's last "frontier" with the most significant amount of remaining undeveloped land.

A timeline of notable events in the history of Franklin is set forth below, and is also intended to encourage further interest by the reader in these topics.¹

- The first recorded permanent European settlers in the area that would one day become the City of Franklin arrived in the early 1830's.
- In 1838, the then Town of Kinnickinnic was divided into the Towns of Kinnickinnic and Franklin. At that time, the Town of Franklin population was about 240 persons.
- In 1842, the unincorporated community of St. Martins was established, and the first official Town Hall meeting was held that year.
- In 1848, the first church, Holy Assumption, was built.
- In 1850, the St. Martins area was platted (comprised of about 80 acres and about 100 lots), the first mill was constructed, the first public school (Riverside) was built, there were about 150 farms, and the Town's population was about 1,200 persons.
- In 1870, the Town's population was about 2,100 persons.
- From about 1904 to 1939, the St. Martins area was serviced by the Interurban Rapid Transit Line.
- In 1930, the Town's population was about 2,000 persons.
- In 1945, Hales Corners Airport was established.

¹ Additional information concerning the City of Franklin's history can be found in the City's 1992 Comprehensive Master Plan, and "From Cabins to Condos, The History of Franklin, Wisconsin Since 1834", published by the Franklin Historical Society

- In 1950, the Town's population was 3,886 persons, and by 1960 it had increased by about 158 percent, to 10,006 persons (the largest percentage increase to date).
- In 1954, the Franklin Fire Department (volunteer) was established.
- In 1956, the Town incorporated and became the City of Franklin.
- In 1964, the Franklin Police Department was established.
- In 1965, the City of Franklin prepared its first comprehensive plan.
- In 1966, the Franklin Industrial Park was created.
- In 1969, public sanitary sewer service first became available from the Milwaukee Metropolitan Sewerage District.
- The old Town Hall building (built in 1865) continued to be used until 1970.
- In 1970, City Hall was built, and the first full-time member of the Fire Department was hired.
- In 1977, the Water Utility was created.
- In 1980, the City of Franklin's population was 16,871 persons.
- In 1993, the Franklin Business Park was created.
- In 1990, the City's population was 21,855 persons, and by 2000 it had increased by 7,639 persons, to 29,494 (the largest numerical increase to date).
- In 2002, the Franklin Public Library was built.
- In 2007, the City of Franklin was recognized as one of the top 100 "Best Places to Live" by Money Magazine.

2025 COMPREHENSIVE MASTER PLAN: PLANNING PROCESS

The City has been divided into neighborhood planning areas to address specific concerns related to preservation of neighborhood character, local environmental assets, and infrastructure needs. As required by Wisconsin State Statute 66.1001, a Public Participation Plan was adopted by the Common Council on August 5, 2008 (a copy of Resolution NO. 2008-6470 is included in Appendix A). In this regard, it can be noted that the planning process included:

- 33 Project Committee meetings
- 21 Plan Commission meetings
- 19 Neighborhood Planning meetings
- 3 city-wide public meetings
- 1 City newsletter article
- a community wide opinion survey and a design preference survey
- a periodically updated city website devoted exclusively to the Comprehensive Master Plan update

In addition, all comments received on the draft plan were reviewed and considered by the Project Committee, the Plan Commission, and the Common Council. A copy of that information has been included in Appendix B.

All factors of development are addressed in the Comprehensive Master Plan, including social, economic, and physical. It is necessary to look beyond only the physical attributes of growth in order to obtain the successful implementation of the Comprehensive Master Plan. Healthy communities grow in all three areas, and a balance should be achieved to provide a quality environment for residents.

- Social issues include those which contribute to the City's character — gathering areas, civic identity, and the “community” feeling identified by residents.
- Economic influences include the creation of jobs, balance of City expenses and revenue, and land value influenced by natural amenities and water quality.

- Physical factors include the actual development of the land — how it looks and feels, what types of development are allowed, and where the development is located.

The Plan also recommends development types that are compatible with the uses and goals of the community, will lead to increased value of the City, and endeavors to increase the non-residential tax base from approximately 18 percent to 30 percent.

These factors are interrelated and influence the City's growth and its attractiveness to existing properties owners, as well as to new and prospective residents and businesses.

With the guidance of this Comprehensive Master Plan, the City is able to make sound decisions when exercising its planning authority. The Plan is a legally adopted tool for guiding future planning, zoning, subdivision, and other regulatory decisions in the City of Franklin.

WISCONSIN'S COMPREHENSIVE PLANNING LEGISLATION

The Comprehensive Master Plan provides a framework for future growth and development of the City and is enacted to meet the requirements of Wisconsin's Comprehensive Planning legislation. The Plan focuses on the nine "Smart Growth" elements:

1. Issues and Opportunities
2. Housing
3. Transportation
4. Utilities and Community Facilities
5. Agricultural, Natural and Cultural Resources
6. Economic Development
7. Intergovernmental Cooperation
8. Land Use
9. Implementation

This plan is adopted under the authority granted by Section 62.23(3) and 66.1001 of the Wisconsin Statutes.

Effective Date

The City of Franklin 2025 Comprehensive Master Plan was recommended for adoption by the Plan Commission on August 20, 2009.

The City of Franklin Common Council adopted this Plan by ordinance on _____.