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# City of Franklin Crossroads Trade Area

## REGULATING PLAN



November 2004

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## Development Process

Planning and Design Institute, Inc., (PDI) was hired by the City of Franklin to develop a plan for the Crossroads Trade Area. The study area is located at the intersection of two state highways, STH 36 (Loomis Road), and STH 100. The area was under a six month development moratorium to provide time for the City to gather input from the public and evaluate the best long-term uses for the properties in B-3 commercial zoning. The process included several public input meetings, meetings with the WisDOT to determine access and design constraints, meetings with a couple property owners and several meetings with the planning staff.

## Public Participation

PDI worked with the City to create an inclusive public input strategy to direct the development of the plan. A variety of techniques were used to gather input, including a visual preference survey, open house, public hearing and several plan commission meetings. The City and Beth Foy prepared and circulated several newsletters describing the development process, including plan images, public meeting dates and next steps.

### *Visual Preference Survey Results*

Two public visual preference surveys were conducted at the Franklin Library. Following each of the surveys PDI reviewed all the images and discussed what the residents liked and disliked about each image. There was a strong preference for pedestrian-scaled development, high quality shops, no 24 hour uses and the integration of public space within the development. These concepts are integrated into the plan.

The following images are some of the highest ranked.





## Purpose of the Regulating Plan

A Regulating Plan sets the criteria for development to ensure the original intent of the plan is maintained as property owners, the City, and developers implement the plan. It is important for the City to have guidelines that implement the approved Neighborhood Plan. A Regulating Plan illustrates the areas to be preserved and the buildable areas. Guidelines describe and illustrate the character of the development. The guidelines will assist private property owners, and the City, in creating developments that are consistent with the City's vision for the Crossroads Trade Area.

The following pages illustrate and describe development issues that are critical to implementing the vision of a Village Center that integrates high quality development with pedestrian amenities. The guidelines of the Regulating Plan will be reviewed by the Plan Commission and Common Council. The illustration below depicts the suggested site layout, building sizes, and densities. The location of buildings and landscaping reinforce public right-of-ways and public spaces. The buildings should be implemented approximately per their location on the approved plan.





## Land Use

A mix of uses is recommended to create a “Village Center” character. Two story buildings are encouraged but not required. Permitted second floor uses include commercial office and residential. Shared parking, at an overall ratio of four spaces per 1,000 square feet of development, is recommended in each quadrant.

The following use regulations shall be applied to the Crossroads Trade Area for new development and when any changes are proposed to existing development, buildings, or properties:

- No 24-hour uses are permitted in the Crossroads Trade Area.
- Maximum tenant space allowed is 100,000 square feet. Liner shops can be added to the perimeter of the primary building. For example, a 125,000 square foot building can contain a 100,000 tenant with 25,000 square feet of liner shops. (Liner shops are stores around the perimeter of the big box that include individual entrances. This concept provides a “main street” feeling with individual stores along the street.)
- Loading areas should be screened with landscaping and/or fencing.
- Buildings A and B could be considered for drive-through uses. Circulation shall not occur on the “build to” line but can be integrated with the parking area or between landscaping and the building. Drive-through uses must be pre-approved by the City.
- Four-sided architecture is strongly preferred. This can be accomplished by providing windows, architectural details, and a variety of materials and colors on all sides.

The primary use for the first floor is the color around the perimeter of the building. Permitted second floor uses are illustrated with the interior color. Buildings that are striped can be either use.

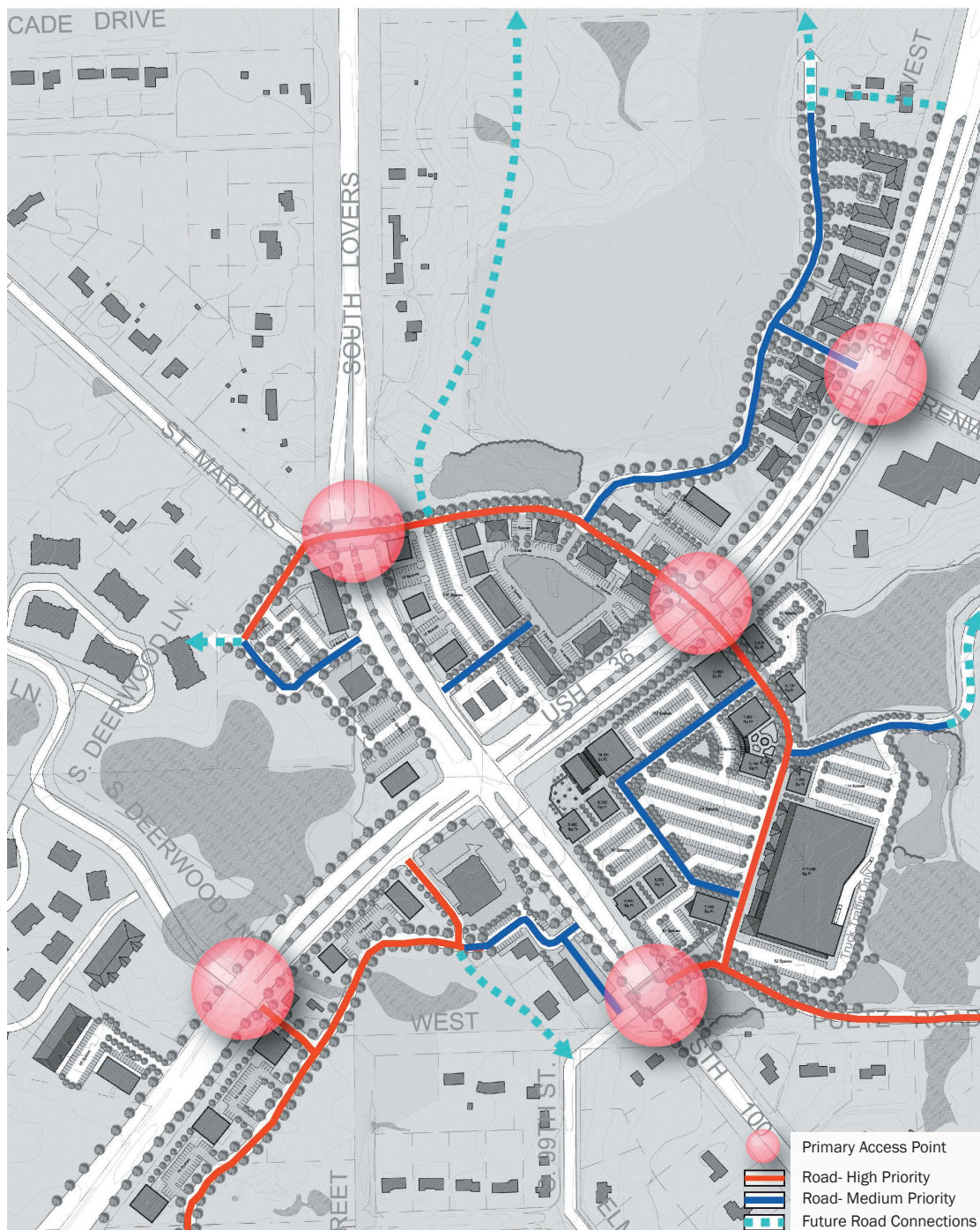




## Road Layout and Access Points

Circulation within and between the four quadrants provides a safe vehicular and pedestrian network. PDI worked with the City and the Wisconsin Department of Transportation to determine the access points into each of the quadrants. The roads are designated by priority. It is suggested that high priority roads are public roads, where as, medium priority roads may be public or private. It is recommended that all roads be located within 20 feet of the center line, as depicted in the adopted plan. Future roads are connections between the Crossroads Trade Area and surrounding parcels. Parking areas shall be connected and maintained by the property owner unless otherwise designated.

Primary access points are intended to have signals when warranted by a traffic impact study for the area. Primary access points should include colored concrete or marked pedestrian crossings. The added texture and detail will slow drivers and provide a safer crosswalk for pedestrians.





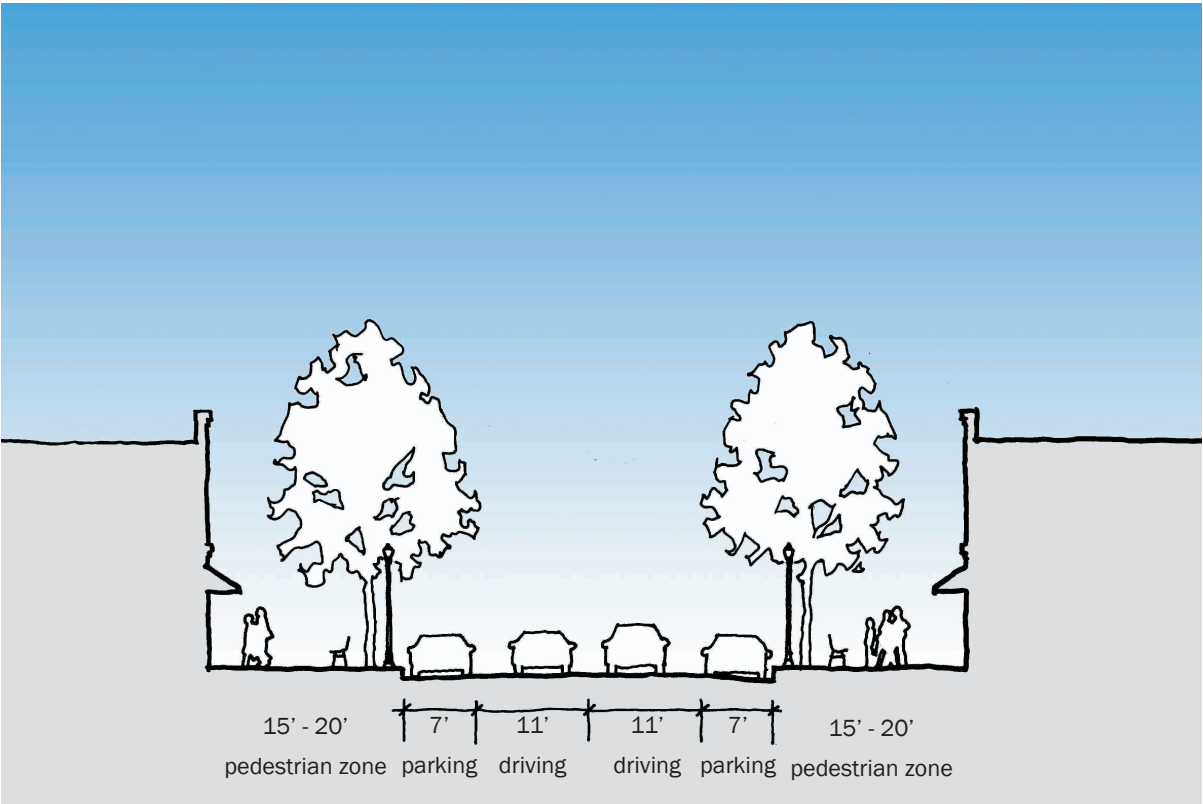
# Street Sections

The character of the streets within and through the Crossroads Trade Area are critical to creating a Village Center character. Buildings and landscaping should maintain the street edges, both internally and along the state highways. STH 36 and STH 100 are designed with an urban cross section and should be lined with landscaping and/or buildings. The sections illustrate the “build-to”line for three street types in Quadrant D. Sections A and B can be applied to the other Quadrants.

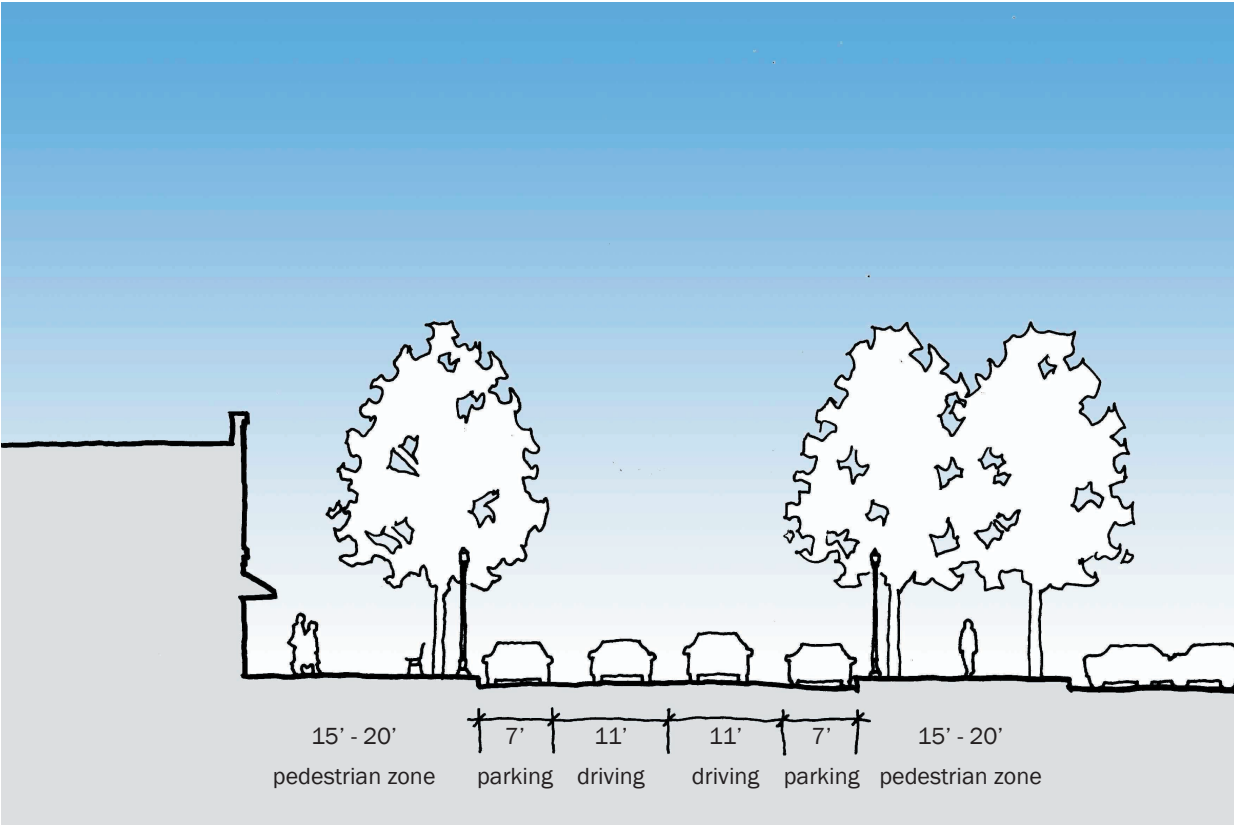
## Quadrant D



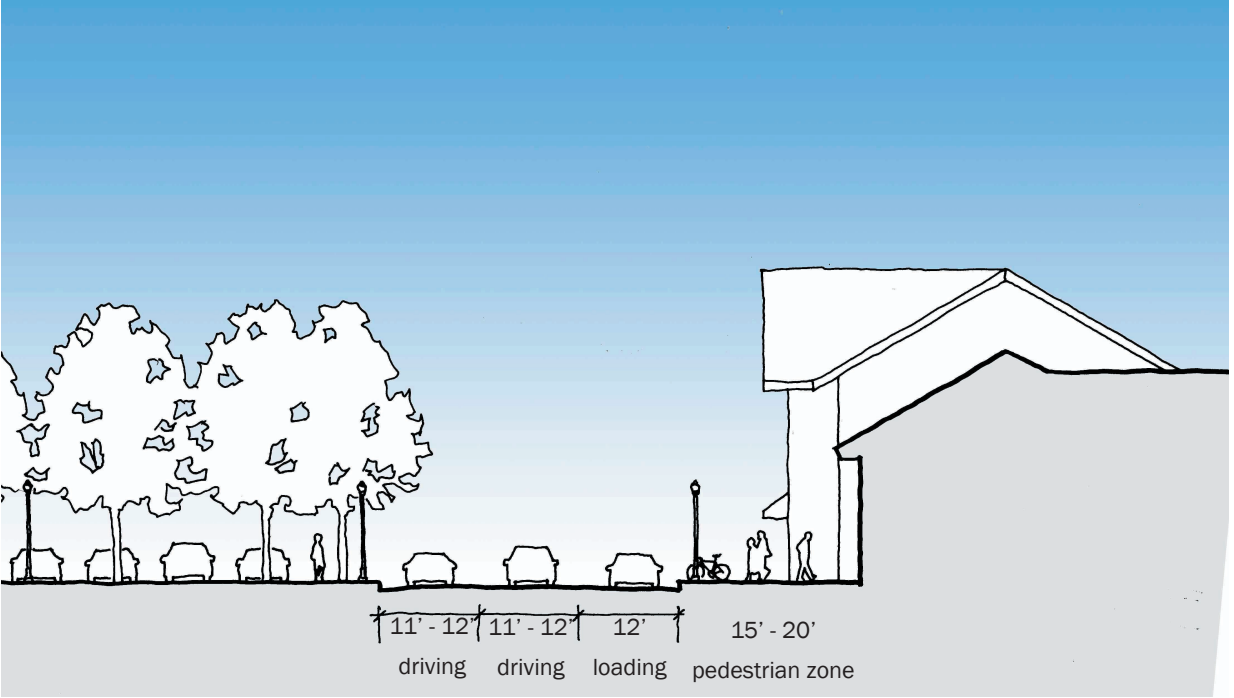
## Section A



**Section B**



**Section C**



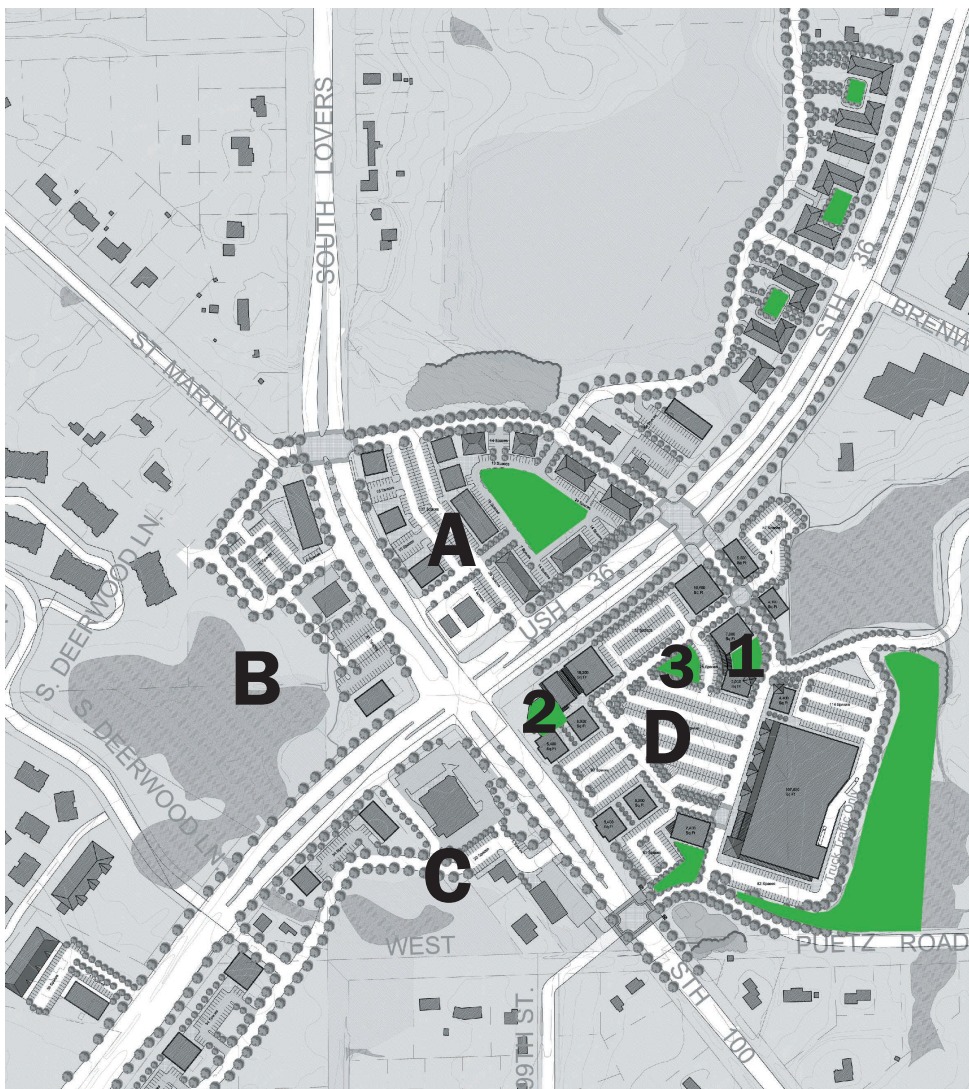


## Public Places and Landscaping

Village Centers include a mix of uses, pedestrian-scaled development and quality public places that add value to the development and provide opportunities for social interaction. Significant open spaces and natural features are preserved and integrated with the development pattern. For example, a significant portion of the wooded area in Quadrant A is maintained and adds value to the residential and commercial buildings. Small, private open spaces are encouraged in the residential courtyard buildings in the northern section of Quadrant A. Quadrant B includes a small plaza and maintains views into the wetland. Quadrant C includes small landscaped areas along the proposed development.

Quadrant D includes three formal public places, consisting of two plazas and a green space, and stormwater features. Plaza 1 includes a possible fountain and can be used for outdoor seating if one of the adjacent buildings is a restaurant or cafe, or a place for public functions. Plaza 2 can also be used for outdoor seating. The green space (3) should include trees defining the edge of the open space, seating and ornamental plantings. Stormwater should be integrated with the development and serve as a feature where possible. The wetlands to the east of the quadrant should be integrated with a passive park space that transitions between the commercial development and the proposed senior housing to the east.

Landscaping should be implemented according to the plan, with either a single or double rows of trees, along the right-of-ways. Additional landscaping is used to buffer the development from surrounding uses and create pedestrian amenities within the built areas.





## Sidewalks and Paths

It is recommended that sidewalks be included throughout the commercial development to provide pedestrian connections between buildings. Paths can be made of natural materials and should link the development to surrounding developments and institutional buildings.

