



FRANKLIN CITY HALL CHAMBERS
9229 W. LOOMIS ROAD
FRANKLIN, WISCONSIN

PLAN COMMISSION MEETING AGENDA
Thursday, June 19, 2025 at 6:00 P.M.

A. Call to Order and Roll Call

B. Approval of Minutes

Approval of the regular meeting of June 5, 2025.

C. Public Hearing Business Matters.

1. **Minor site plans review standards in Planned Development District (PDD) No. 7, Major PDD Amendment.** The City of Franklin proposes to amend the text of the Planned Development District No. 7 Ordinance to streamline the site plan approval process in the Franklin Industrial Park (PDD No. 7) by allowing and adding standards for administrative review of minor site plans by Department of City Development staff exclusively.

D. Citizen comment period. Citizens may comment upon the Business Matter items set forth on this Meeting Agenda.

E. Business Matters

1. **Rosen Automotive, Temporary Use Amendment.** Request to change dates for a tent auto sale event, August 13th through the 16th upon property located at 7016 S Ballpark Drive.

F. Adjournment

The YouTube channel "City of Franklin WI" will live stream the Plan Commission meeting so the public can watch and listen to it at <https://www.youtube.com/c/CityofFranklinWIGov>. Any questions on this agenda may be directed to the Department of City Development's office at 414-425-4024, Monday through Friday, 8 AM – 4:30 PM.

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

**Notice is given that a majority of the Common Council may attend this meeting to gather information about an agenda item over which they have decision-making responsibility. This may constitute a meeting of the Common Council per *State ex rel. Badke v. Greendale Village Board*, even though the Common Council will not take formal action at this meeting.

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

REMINDERS: Next Regular Plan Commission Meeting: July 17, 2025.

**City of Franklin
Plan Commission Meeting
June 5, 2025
Minutes**

unapproved

A. Call to Order and Roll Call

Mayor John Nelson called the June 5, 2025 Plan Commission meeting to order at 6:00 p.m. in the Council Chambers at Franklin City Hall, 9229 West Loomis Road, Franklin, Wisconsin.

Present were Mayor John Nelson, Alderwoman Courtney Day, Alderman Nabil Salous and Commissioner Kevin Haley, Rebecca Specht and Michael Shawgo. Excused was Commissioner Patrick Leon. Also present were City Attorney Jesse Wesolowski, Associate Planner Luke Hamill Director of Administration Kelly Hersh and City Engineer Mike Paulos.

B. Approval of Minutes – Regular Meeting of May 22, 2025.

Commissioner Haley moved and Alderman Salous seconded a motion to approve the May 22, 2025 meeting minutes. On voice vote, all voted ‘aye’; motion carried (5-0-1).

C. Public Hearing Business Matters

1. None

D. Citizen comment period. Citizens may comment upon the Business Matter items set forth on this meeting agenda.

The citizen comment period opened at 6:01 p.m. and closed at 6:01 p.m.

E. Business Matters

1. Franklin Lacrosse Club Food Truck Event, Temporary Use. Request for retroactive approval of a Temporary Use Permit for a food truck operation on April 26, 2025 and May 3, 2025, upon property located at 8222 S 51st Street.

Associate Planner Hamill presented the Temporary Use request.

Alderman Salous moved and Commissioner Shawgo seconded motion to adopt a resolution imposing conditions and restrictions for the approval of a Temporary Use for the multiple food truck events in the parking lot of Franklin High School for property located at 8222 S 51st Street. On voice vote, all voted ‘aye’; motion carried (5-0-1).

2. Superior Fence, Miscellaneous. Request for approval to allow for the installation of a fence within the 30-foot Private Planting Screen Plat Restriction upon Lot 74 of the Willow Pointe Estates Addition No. 4 Subdivision, on property located at 8820 W Whispering Oaks Court.

Associate Planner Hamill presented the Miscellaneous request.

Commissioner Specht moved and Commissioner Haley seconded a motion to recommend approval of a resolution authorizing the installation of a fence within the 30-foot Private

Planting Screen Plat Restriction, upon Lot 74 in Willow Pointe Estates Addition No. 4, on property located at 8820 W Whispering Oaks Court. (Superior Fence and Rail of Milwaukee, applicant). On voice vote, all voted 'aye'; motion carried (5-0-1).

- 3. O'Reilly Auto Parts, Special Use (Public Hearing) and Site Plan.** Request to allow for an automotive supply store upon property located at 7251 S 27th Street. The applicant is requesting the following waivers from the South 27th Street Design Overlay District:

1. 15-3.0352A. Parking required and Location Regulated.
2. 15-3.0353C.4. Landscape and Site Design General Standard.
3. 15-3.0353F.1. Landscape and Site Design General Standard.
4. 15-3.055B.7.a Windows.
5. 15-3.0355.7.b.iv Ground Floor Window Standards.
6. 15-3.0355.7.b.v Ground Floor Window Standards.
7. 15-3.0355.7.b.vi Ground Floor Window Standards.
8. 15-3.0355B.8.d. Pedestrian Accessibility.
9. 15-5.0354C.1. Landscaping Requirements for Off-Street Parking Areas.
10. 15-5.0354C.2. Landscaping Requirements for Off-Street Parking Areas.

Associate Planner Hamill presented the Site Plan request. Paul Engel of OWN Engineering was present.

Requested Waivers of South 27th Street Design District

1. 15-3.0352A. Parking required and Location Regulated.

Alderman Salous moved and Alderwoman Day seconded a motion to waive the required standards under §15-3.0352A pertaining to parking. On voice vote, all voted 'aye'; motion carried (5-0-1).

2. 15-3.0353C.4. Landscape and Site Design General Standard.

Commissioner Specht moved and Commissioner Shawgo seconded a motion to waive the required standards under §15-3.0353C.4 pertaining to foundation planting beds. On voice vote, all voted 'aye'; motion carried (5-0-1).

3. 15-3.0353F.1. Landscape and Site Design General Standard.

Commissioner Specht moved and Commissioner Shawgo seconded a motion to waive the required standards under §15-3.0353F.1 pertaining to foundation landscaping. On voice vote, all voted 'aye'; motion carried (5-0-1).

4. 15-3.055B.7.a Windows.

Alderwoman Day moved and Commissioner Haley seconded a motion to waive the required standards under §15-3.055B.7.a pertaining to windows. On voice vote, all voted 'aye'; motion carried (5-0-1).

5. 15-3.0355.7.b.iv Ground Floor Window Standards.

Commissioner Haley moved and Alderwoman Day seconded a motion to waive the required standards under §15-3.0355.7.b.iv, pertaining to ground floor window standards. On voice vote, all voted 'aye'; motion carried (5-0-1).

6. 15-3.0355.7.b.v Ground Floor Window Standards.

Alderman Salous moved and Commissioner Shawgo seconded a motion to waive the required standards under §15-3.0355.7.b.v, pertaining to ground floor window standards. On voice vote, all voted 'aye'; motion carried (5-0-1).

7. 15-3.0355.7.b.vi Ground Floor Window Standards.

Alderman Day moved and Commissioner Haley seconded a motion to waive the required standards under §15-3.0355.7.b.vi, pertaining to ground floor window standards. On voice vote, all voted 'aye'; motion carried (5-0-1).

8. 15-3.0355B.8.d. Pedestrian Accessibility.

Commissioner Specht moved and Commissioner Shawgo seconded a motion to waive the required standards under §15-3.0355B.8.d pertaining to pedestrian accessibility. On voice vote, all voted 'aye'; motion carried (5-0-1).

9. 15-5.0354C.1. Landscaping Requirements for Off-Street Parking Areas

Commissioner Shawgo moved and Commissioner Haley seconded a motion to waive the required standards under §15-5.0354C.1 pertaining to interior landscaped islands. On voice vote, all voted 'aye'; motion carried (5-0-1).

10. 15-5.0354C.2. Landscaping Requirements for Off-Street Parking Areas

Alderman Salous moved and Commissioner Haley seconded a motion to waive the required standards under §15-5.0354C.2 pertaining to interior landscaped islands. On voice vote, all voted 'aye'; motion carried (5-0-1).

Site Plan

Alderman Day moved and Commissioner Specht seconded a motion to adopt a resolution approving a Site Plan for an O'Reilly Auto Parts auto supply store upon property located at 7251 S 27th Street (O'Reilly Automotive Stores Inc., Applicant and Property Owner). On voice vote, all voted 'aye'; motion carried (5-0-1).

Mayor Nelson announced that the July 3, 2025 Plan Commission meeting is cancelled.

F. Adjournment

Commissioner Haley moved and Alderman Salous seconded to adjourn the meeting at 6:38 pm. On voice vote, all voted 'aye'; motion carried (5-0-1).



REPORT TO THE PLAN COMMISSION

Meeting of June 19th, 2025

Major Amendment to Planned Development District No. 7

RECOMMENDATION: City Development Staff recommends approval of Option 2 of this Planned Development District amendment to allow for administrative review of minor site plan amendments in the Franklin Industrial Park

Project Name:	Administrative review for Minor Site Plans in the Franklin Industrial Park
Location:	Franklin Industrial Park (Planned Development District No. 7)
Applicant:	City of Franklin, City Development Department
Zoning:	Planned Development District No. 7
2025 Comprehensive Plan:	Commercial
Action Requested:	Recommendation to the Common Council for approval of this Major Amendment to Planned Development District No. 7.
Planner:	Luke Hamill, Associate Planner

In order to streamline the minor site plan approval process in the Franklin Industrial Park, City Development Department staff is proposing an ordinance to allow for administrative review of Minor Site Plan Amendments by this department, without the prerequisite of an additional review and approval by the Economic Development Commission (EDC).

The current review and approval process for a minor amendment to site plans in the Franklin Industrial Park is as follows:

- Review by City Development staff of a Site Plan Amendment application, and approval by the EDC in a regular meeting.

Currently, the Unified Development Ordinance allows for administrative approval for Minor Site Plan Amendments for non-PDD zoning. The current UDO defines a minor site plan amendment as follows:

Any minor amendment is an amendment(s) which is supported by an application request due to a reasonable and bona fide change in circumstances occurring since the prior approval, and which does not: i) significantly alter the character, functionality, safety, or appearance of the development; ii) result in a significant decrease in the amount or quality of the approved amenities; iii) result in significant changes in architectural styles, colors or building materials that are inconsistent with the approved Site Plan; iv) result in changes to such items as a phasing plan or developer control, that substantially impact the development or development in the area; or v) result in any amendment that would modify any aspect or portion of an adopted Site Plan for which a specific condition was retained or added from input at a public hearing or other public input of record by the Plan Commission and/or the Common Council.

This definition is vague and does not give any sort of statistical definition for what is a Minor Site Plan Amendment and what is a major Site Plan Amendment.

However, even that vague definition is not in the current PDD 7 ordinances and there is no mention of a Minor Site Plan Amendment. Any slight change to a lot within PDD 7 requires the submittal of a Site Plan application that needs to be reviewed by EDC, which only meets once a month, which can delay very minor projects that do not significantly alter the use or architectural styles of a property and is an inefficient use of EDC members and staffs time. Therefore, City Development Staff is recommending that standards for Minor Site Plan Amendments that is approved by staff within PDD 7 be enacted. City Development Staff has brought two options for the Plan Commission to consider:

Option 1: Approve an Ordinance that enacts Minor Site Plan Amendments with the current language of the UDO, which is provided earlier in the document. City Development Staff does not recommend this option, as the definitions are vague and there is gray area on which is a Major Site Plan and which is a Minor Site Plan Amendment.

Option 2: This option would be to approve an ordinance that would enact the definitions for Minor Site Plan Amendments that are currently proposed within the Draft UDO, which is part of the larger UDO rewrite project. The definitions are as follows:

Major Amendment. A major amendment is an amendment which results in one of the following:

- 1. A change of five (5) percent or more of the structures' floor area.**
- 2. An increase in the off-street parking located on site.**

Minor Amendment. A Minor Site Plan amendment is any change that does not qualify as a major site plan amendment per Section above.

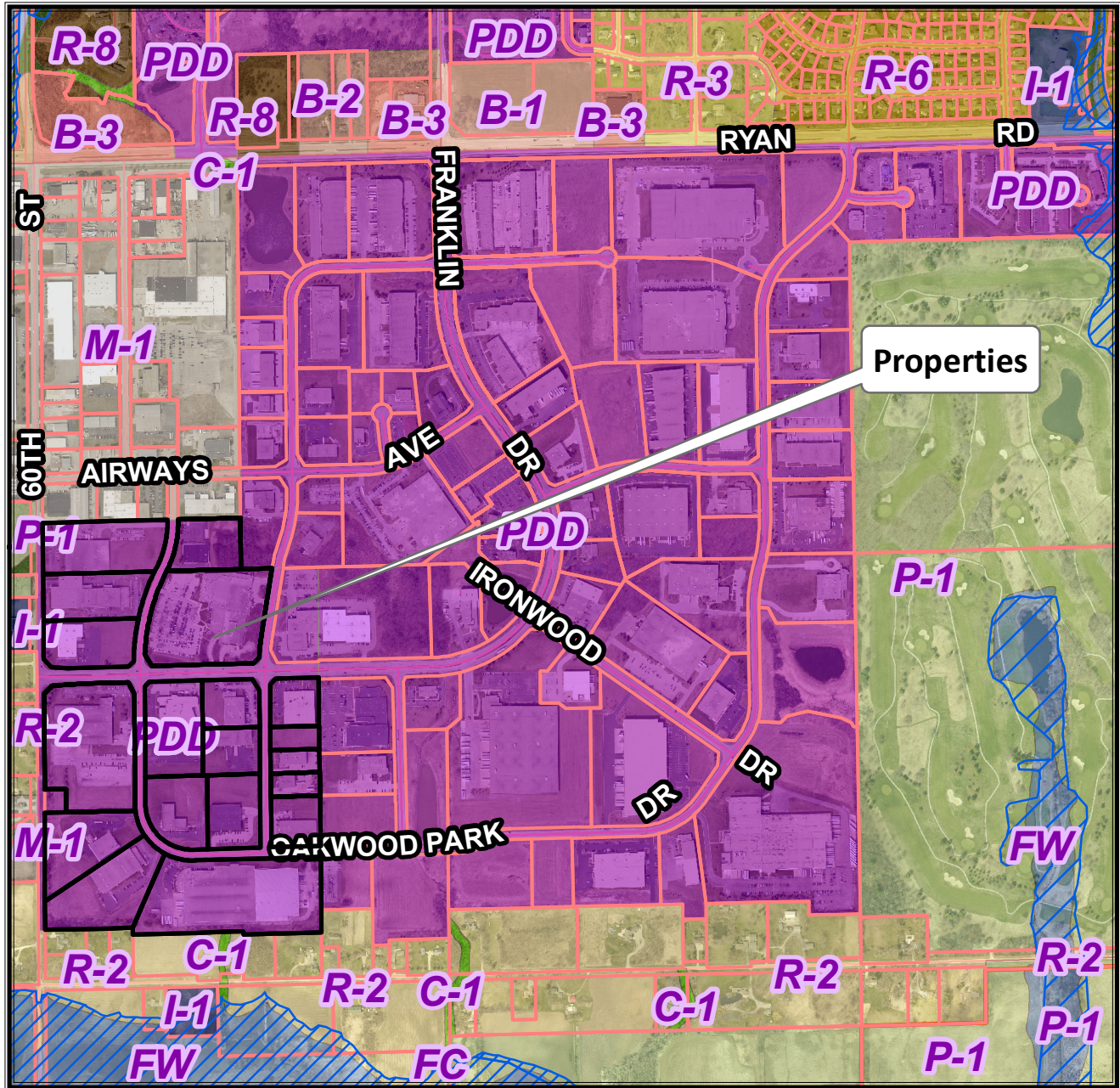
This would make a Minor Amendment any changes to a site that is 1) less than 5 percent change in a structures area, and 2) no increase in off-street parking.

This gives a much more concrete and less vague definition of what is a Minor Site Plan than Option 1. City Development Staff recommends Option 2 be adopted.

RECOMMENDATION

A motion to determine the proposed amendment to Planned Development District No. 7 to be a major amendment.

A motion to recommend approval of Option 2 of this Planned Development District Amendment.



Planning Department
(414) 425-4024

0 600 1,200 2,400 Feet

This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.


NORTH
2021 Aerial Photo

ORDINANCE NO. 2025-_____

AN ORDINANCE TO AMEND PLANNED DEVELOPMENT DISTRICT NO. 7
AS IT PERTAINS TO THE APPROVAL OF MINOR SITE PLAN AMENDMENTS
BY DEPARTMENT OF CITY DEVELOPMENT STAFF

WHEREAS, §15-3.0412 of the Unified Development Ordinance provides for and regulates Planned Development District No. 7 (Franklin Industrial Park), same having been created by Ordinance No. 85-0864 and later amended by Ordinance No. 2015-2196; and

WHEREAS, said Planned Development District having previously been part of the Zoning Ordinance No. 221, as Section 13.10, same having later been incorporated into the City of Franklin Unified Development Ordinance as Section 15-3.0412, as it is currently codified; and

WHEREAS, Subsection (3) of Planned Development District No. 07 provides that No building or improvement shall be erected, placed or altered on any lot in the Planned Development District No. 7 until the plans for such buildings or improvement, including site plan, landscape plan, and building plan and specifications have been approved by the Industrial Development Commission (now Economic Development Commission; “EDC”); and

WHEREAS, the Unified Development Ordinance Section 15-7.0107 requires a Minor Site Plan Amendment for any reasonable and bona fide change in circumstances occurring since the prior approval, and which does not: i) significantly alter the character, functionality, safety, or appearance of the development; ii) result in a significant decrease in the amount or quality of the approved amenities; iii) result in significant changes in architectural styles, colors or building materials that are inconsistent with the approved Site Plan; iv) result in changes to such items as a phasing plan or developer control, that substantially impact the development or development in the area; or v) result in any amendment that would modify any aspect or portion of an adopted Site Plan for which a specific condition was retained or added from input at a public hearing or other public input of record by the Plan Commission and/or the Common Council. in the City of Franklin, and Ordinance No. 85-0864 requires approval by the EDC as a prerequisite to site plan approvals in the Franklin Business Park; and

WHEREAS, the EDC having reviewed the site plan approvals administered pursuant to Planned Development District No. 7 and the administrative process established by the Unified Development Ordinance whereby minor site plan amendments are issued as an administrative function of the Planning Manager or the Department of City Development for all minor site plans within the City and having determined that the efficient administration of the Franklin Business Park would be further served by the

approval of minor site plan amendments by the Department of City Development in the Franklin Business Park; and

WHEREAS, the subject petition was before the Economic Development Commission on the 23rd day of January, 2025, the Commission having recommended approval thereof to the Common Council; and

WHEREAS, a public hearing was held before the City of Franklin Plan Commission on the 23rd day of January, 2025, and the Plan Commission having reviewed the proposed amendment to Planned Development District No. 7 after hearing the public and having made its recommendations to the Common Council.

NOW, THEREFORE, the Mayor and Common Council of the City of Franklin, Wisconsin, do ordain as follows:

SECTION 1: § 15-3.0423(3), entitled "Submission of Plans", of the Unified Development Ordinance of the City of Franklin, be and the same is hereby amended to read as follows *[note: deletions appear in strike-through text; additions appear in underlined text; unchanged text is not highlighted]*:

No building or improvement shall be erected, placed or altered on any lot in the Planned Development District No. 7 until the plans for such buildings or improvement, including site plan, landscape plan, and building plan and specifications have been approved by the ~~Industrial~~ Economic Development Commission; and excepting that the review and approval of Minor Site Plan Amendments, herein defined as 1) A change of less than 5% of the structures' floor area, and 2) no increase in the off-street parking located on site; shall be carried out by the City of Franklin Department of City Development, pursuant to Unified Development Ordinance §15-7.0107. Said Commission, shall review and approve, approve conditionally, or disapprove such major site plans with respect to conformity with these and other applicable enactments of the City, and with respect to harmony of external design and land use as it affects property within and adjacent to Planned Development District No. 7. Said Department of City Development, shall review and approve, approve conditionally, or disapprove such minor site plan amendments with respect to conformity with these and other applicable enactments of the City, and with respect to harmony of external design and land use as it affects property within and adjacent to Planned Development District No. 7. Failure of the aforesaid Commission or Department of City Development to act upon such building or improvement plans within 60 days after submission to the City of Franklin, City Clerk, shall be deemed to constitute approval of such plans.

SECTION 2: The terms and provisions of this ordinance are severable. Should any term or provision of this ordinance be found to be invalid by a court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

SECTION 3: All ordinances and parts of ordinances in contravention to this ordinance are hereby repealed.

SECTION 4: This ordinance shall take effect and be in force from and after its passage and publication.

Introduced at a regular meeting of the Common Council of the City of Franklin this 4th day of February, 2025.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this 4th day of February, 2025.

APPROVED:

John R. Nelson, Mayor

ATTEST:

Shirley J. Roberts, City Clerk

AYES ___ NOES ___ ABSENT ___



CITY OF FRANKLIN
REPORT TO THE PLAN COMMISSION
Meeting of June 19, 2025
TEMPORARY USE

Item E.1.

RECOMMENDATION: City Development staff recommends approval to amend this Temporary Use permit, subject to the conditions set forth in the attached resolution and in this report.

Project name:	Rosen Automotive, tent sale (date change)
Property Owner:	BPC County Land LLC
Applicant:	Tom Johns. ROC Ventures, LLC
Agent:	David Douglas. Rosen Automotive
Property Address/TKN:	7016 S. Ballpark Drive / 744 1008 000 & 744 1009 000
Aldermanic District:	District 6
Zoning District:	PDD No. 37 (The Rock Sports Complex)
Staff Planner:	Régulo Martínez-Montilva, AICP, CNUa, Planning Manager
Submittal date:	04-23-2025
Application number:	PPZ25-0088

PROJECT DESCRIPTION AND ANALYSIS

On May 22, the applicant received approval of a Temporary Use permit application for a tent auto sale from June 18th through the 21st, the applicant is now requesting to change event dates to August 13th through the 16th. This event consists of a 30x60 ft tent, a 50-ft trailer and a car display area facing Ballpark Drive and temporary signs subject to a separate permit. The proposed are hours of operation are 9am through 8pm. The operator will have 25 parking spaces available within the tent sale area.

City Development staff referred this application for Plan Commission review and approval because the subject property doesn't have an existing principal structure (Unified Development Ordinance Sec. 15-3.0804.A).

STAFF RECOMMENDATION

City Development staff recommends approval of this Temporary Use permit, subject to the conditions set forth in the attached resolution, which are also listed below:

1. The Rosen Automotive tent sale is hereby approved from the 18th to the 21st day of June 2025.
2. The Rosen Automotive tent sale shall be operated at 7016 S. Ballpark Drive in accordance with the Site Plan, City file-stamped April 23, 2025, attached and on file with the Department of City Development.
3. Hours of operation for the event shall be limited from 9:00 a.m. to 8:00 p.m.
4. All extension cords (if used) must be 3-wire (grounded), be approved for outdoor use, and be unplugged when not in use.

5. No display, sales, or parking shall obstruct vehicular traffic. Twenty-five feet of drive aisle must be maintained at all times to allow safe and efficient vehicular access throughout the parking lots.
6. Trash receptacles must be provided to properly dispose of any waste generated by this event.
7. No display, sales or parking is permitted in any street right-of-way, except such parking on-street as is regularly permitted (Ballpark Drive, north of Rawson Avenue).
8. Approval is based on adequate sanitary facilities being provided for the event.
9. This Temporary Use approval is contingent on the applicant receiving all applicable licenses/permits through the City of Franklin. This includes, but is not limited to, all necessary licenses which are required through the Building Inspection Department, Clerks Office, and Health Department.
10. Temporary signs are subject to a separate permit by the Department of City Development.

RESOLUTION NO. 2025-_____

A RESOLUTION TO AMEND RESOLUTION NO. 2025-016 TO CHANGE DATES OF A
TEMPORARY USE FOR ROSEN AUTOMOTIVE TENT SALE UPON PROPERTY
LOCATED AT 7016 S. BALLPARK DRIVE
(ROC VENTURES, LLC, APPLICANT)

WHEREAS, ROC Ventures, LLC having received approval of a Temporary Use permit to allow for the Rosen Automotive Tent Sale, from June 18th to the 21st, 2025, and having petitioned to change event dates to August 13th through the 16th, upon property located at 7016 S. Ballpark Drive; and

WHEREAS, the Plan Commission having found that the proposed Temporary Use, subject to conditions, meets the standards set forth under §15-3.0804 Detailed Standards for Temporary Uses and §15-3.0442 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) of the Unified Development Ordinance.

NOW, THEREFORE, BE IT RESOLVED, by the Plan Commission of the City of Franklin, Wisconsin, that the petition of ROC Ventures, LLC for the approval of a Temporary Use for the property particularly described in the preamble to this Resolution, be and the same is hereby approved, subject to the following conditions and restrictions:

1. The Rosen Automotive tent sale is hereby approved from the 13th to the 16th day of August 2025.
2. The Rosen Automotive tent sale shall be operated at 7016 S. Ballpark Drive in accordance with the Site Plan, City file-stamped April 23, 2025, attached and on file with the Department of City Development.
3. Hours of operation for the event shall be limited from 9:00 a.m. to 8:00 p.m.
4. All extension cords (if used) must be 3-wire (grounded), be approved for outdoor use, and be unplugged when not in use.
5. No display, sales, or parking shall obstruct vehicular traffic. Twenty-five feet of drive aisle must be maintained at all times to allow safe and efficient vehicular access throughout the parking lots.
6. Trash receptacles must be provided to properly dispose of any waste generated by this event.
7. No display, sales or parking is permitted in any street right-of-way, except such parking on-street as is regularly permitted (Ballpark Drive, north of Rawson Avenue).

8. Approval is based on adequate sanitary facilities being provided for the event.
9. This Temporary Use approval is contingent on the applicant receiving all applicable licenses/permits through the City of Franklin. This includes, but is not limited to, all necessary licenses which are required through the Building Inspection Department, Clerks Office, and Health Department.
10. Temporary signs are subject to a separate permit by the Department of City Development.

Introduced at a regular meeting of the Plan Commission of the City of Franklin this _____ day of _____, 2025.

Passed and adopted at a regular meeting of the Plan Commission of the City of Franklin this _____ day of _____, 2025.

APPROVED:

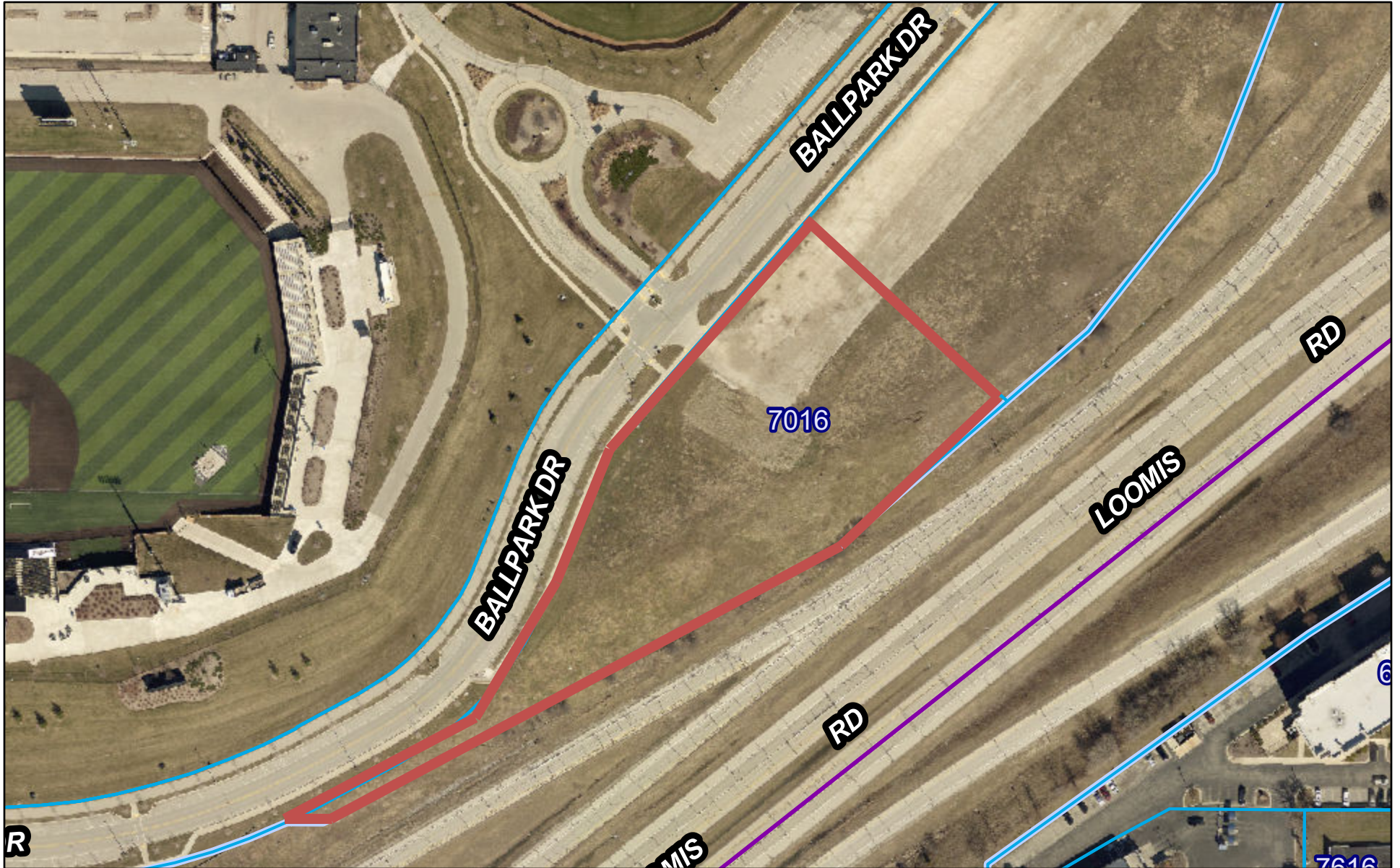
John R. Nelson, Chairman

ATTEST:



Shirley J. Roberts, City Clerk

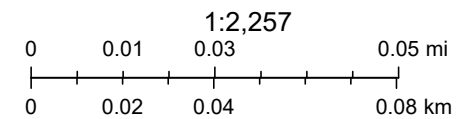
AYES _____ NOES _____ ABSENT _____

City of Franklin Property Viewer



5/14/2025, 11:05:29 AM

-  Aldermanic District
-  Parcel



SEWRPC, Maxar, Microsoft

