



Meeting of the Franklin Economic Development Commission (EDC)

Agenda

**Franklin City Hall, Council Chambers
9229 W. Loomis Road, Franklin, Wisconsin
July 30, 2026 – 6:00 p.m.**

Chairman Steve Bobowski
Cathleen Richard
Mike Barber

Barbara Wesener
Timothy Wachter
Aldерwoman Michelle Eichmann

- I. Call to Order and Roll Call
 - A. Pledge of Allegiance
- II. Citizen Comment Period
- III. Approve Minutes for the May 28, 2026 Meeting
- IV. Economic Development Update
 - A. Strategic Plan Implementation
 1. Comprehensive Plan Update and Prioritized Industrial & Commercial Nodes Report & Discussion – Regulo Martinez-Montilva and John Regetz
 - B. Current Prospects

The Economic Development Commission may enter closed session pursuant to Wis. Stat. § 19.85(1)(e), for market competition reasons, to deliberate and consider potential commercial/industrial/manufacturing development(s) and governmental actions in relation thereto, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
- V. Business Appreciation Celebration
 - A. Date
 - B. Speaker nominations
 - C. Preliminary Awards Nominations
- VI. Conduct/host Candidates Forum
- VII. Next Meeting Date
- VIII. Adjournment

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 Council per *State ex rel. Badke v. Greendale Village Board*, even though the Common Council will not take formal action at this meeting.

Notice is given that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, please contact the Franklin City Clerk's office at (414) 425-7500.



Minutes of the Franklin Economic Development Commission Special Meeting
Franklin City Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
May 28, 2026 – 6:00 p.m.

Members Present				Others Present	
Mike Barber	X	Bobowski, Steve (Chair)	X		
Barbara Wesener		Timothy Wachter (Vice Chair)		John Regetz, Economic Development Director	
Cathleen Richard	X	Michelle Eichmann (Alderwoman)	X		

- I. The Franklin Economic Development Commission (EDC) meeting was called to order at 6:05 p.m. by Chairman Bobowski.
- II. The floor was opened for Citizen Comment at 6:07 p.m. No citizens were present, and Citizen Comment closed at 6:08 p.m.
- III. Approve Minutes from the April 30, 2026, Meeting – Motion by Richard, second by Barber, to approve. Motion Carried.
- IV. Economic Development Update
 - A. Strategic Plan Implementation
 1. Industrial and Commercial Nodes Prioritization – Identified properties reviewed: Waste Management would like the designated use of their parcels southeast of the land fill to be landfill with their other parcels designated as industrial and agricultural to serve as mitigation property. Parcels around 76th & Ryan were recommended for industrial, commercial, single and multi-family residential future use. Commission consensus was for Regetz to send the Industrial and Commercial Nodes Prioritization document to the Chairman and Staff of the Plan Commission as input to the Comprehensive Plan Update.
 2. Strategic Plan Report and Implementation Plan Presentation to Council for adoption - June 2. Chairman Bowbowski will present a prepared slide deck and Regetz will help answer questions. Regetz drafted a resolution of adoption and Council Action Sheet with guidance from the City Attorney and Clerk.
 - B. Current Prospects – Motion by Eichmann, second by Richard, to enter closed session. Motion carried.

The Economic Development Commission may enter closed session pursuant to Wis. Stat. § 19.85(1)(e), for market competition reasons, to deliberate and consider potential commercial/industrial/manufacturing development(s) and governmental actions in relation thereto, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate. Motion by Barber, second by Bobowski, to enter open session. Motion carried.
- V. Next Meeting Date – July 30, unless there is need for a meeting on June 25.
- VI. Adjournment – Motion by Barber, second by Eichmann, to adjourn. Meeting adjourned.

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TO: City of Franklin Economic Development Commission

FROM: Régulo Martínez-Montilva, Planning Manager
Planning Department

DATE: July 23, 2026

SUBJECT: **Revisions to the Future Land Use Map based on recommendations from the Economic Development Commission's "Prioritization of Industrial and Retail Nodes"**

The Planning Department is updating the city's comprehensive plan, which is a policy document to set goals, objectives and recommendations for the city's growth and environmental conservation. One component of a comprehensive plan is the future land use map to show how the city might look like in 20-25 years (planning horizon). The current comprehensive plan was prepared in 2009 with a planning horizon for 2025, with the plan update the planning horizon would be extended to 2050.

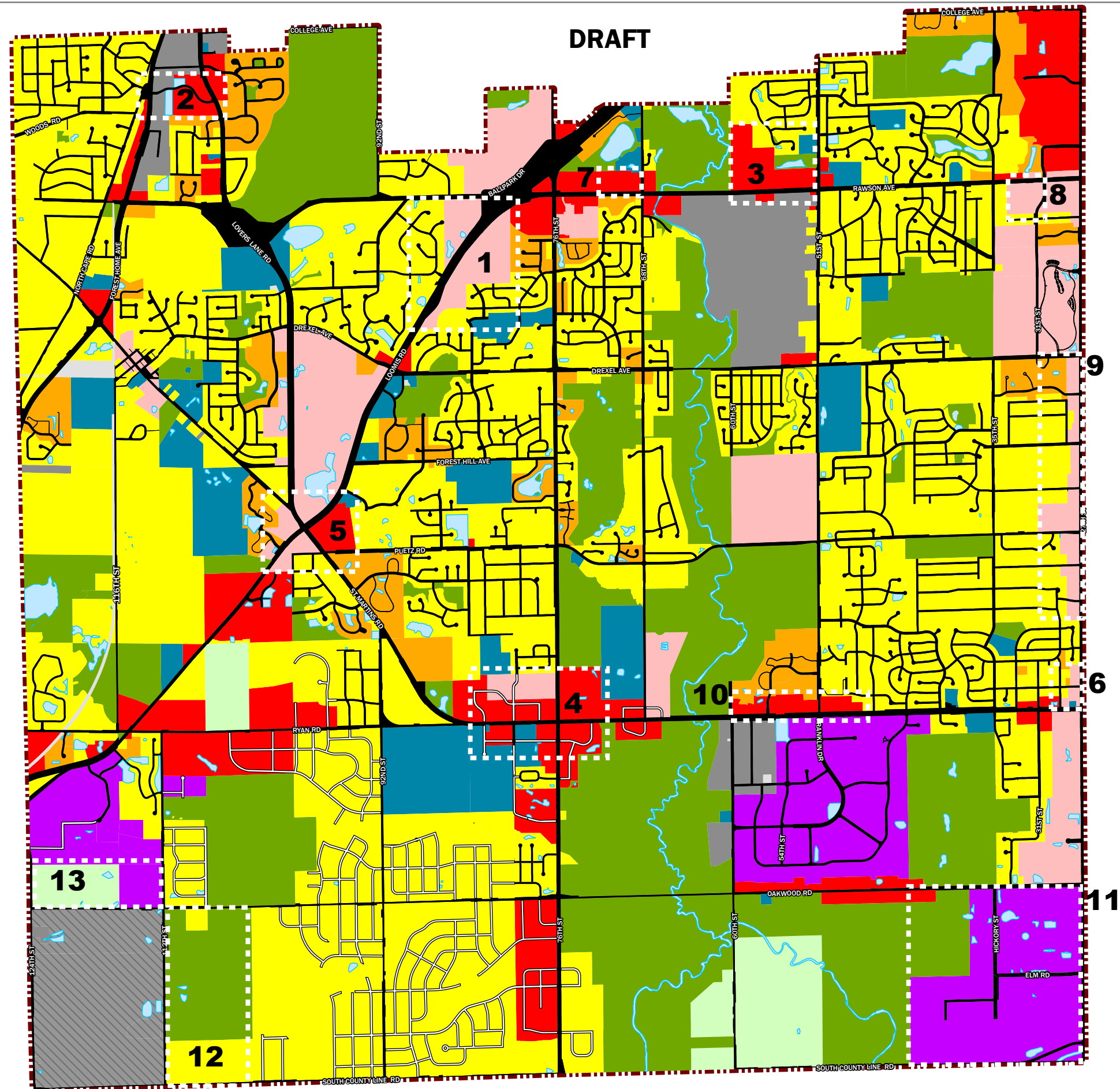
Planning Department staff met with Economic Development John Regetz to review all sites listed in the "Prioritization of Industrial and Retail Nodes", then made the following revisions to the future land use map:

1. **Loomis, 76th and Rawson.** Planning Department staff had no objections to Economic Development Commission's (EDC) recommendations and revised future land use from commercial to mixed use (east of Loomis Road).
2. **Menards Area*.**
3. **Quarry Area*.**
4. **South 76th Street & West Ryan Road (Town Center).** Planning Department staff recommends to retain the commercial and mixed use future land use designations. Department of Public Works site (7811 W Ryan Road) revised from commercial to institutional.
5. **Crossroads Area*.**
6. **West Ryan Road and South 27th Street Area*.**
7. **West Rawson Avenue*.**
8. **3321-3211 W Rawson Avenue***
9. **South 27th Street & Drexel Avenue to South 27th & Hilltop Lane*.**
10. **Franklin Business Park*.**
11. **Corporate Business Park*.**

* Economic Development Commission's (EDC) recommendations are consistent with the future land use map, no revisions needed.

12. **Landfill District.** Planning Department staff recommends to retain the recreational future land use designation as multiple parcels east of the landfill are subject to conservation easements.
13. **Loomis-Ryan Industrial to Waste Management Transition Tract.** The subcontinental divide line runs in the area north of Oakwood Road (see map 5.2), this line divides the watersheds of Lake Michigan and Mississippi River. Development on the Mississippi River watershed is challenging because the source of Franklin's water service is Lake Michigan, therefore Planning Department staff recommends agricultural future land use for parcels in the Mississippi River watershed. For parcels in the Lake Michigan watershed, Planning staff recommends business park as future land use to act as a buffer between the landfill and residential areas.

Future land use map with revisions listed above is attached.



Future Land Use Map 5.8

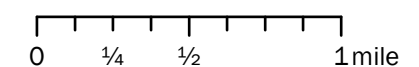
- Agricultural
- Business Park
- Commercial
- Communication and Utilities
- Industrial
- Institutional
- Landfill
- Mixed Use
- Recreational
- Residential
- Residential - Multi-Family
- Water
- Transportation (Existing Roads)
- Transportation (Future Roads)

Industrial and retail nodes:

1. Loomis, 76th and Rawson.
2. Menards Area.
3. Quarry Area.
4. South 76th Street & West Ryan Road (Town Center).
5. Crossroads Area.
6. West Ryan Road and South 27th Street Area.
7. West Rawson Avenue.
8. 3321-3211 W Rawson Avenue
9. South 27th Street & Drexel Avenue to South 27th & Hilltop Lane.
10. Franklin Business Park.
11. Corporate Business Park.
12. Landfill District.
13. Loomis-Ryan Industrial to Waste Management Transition Tract.

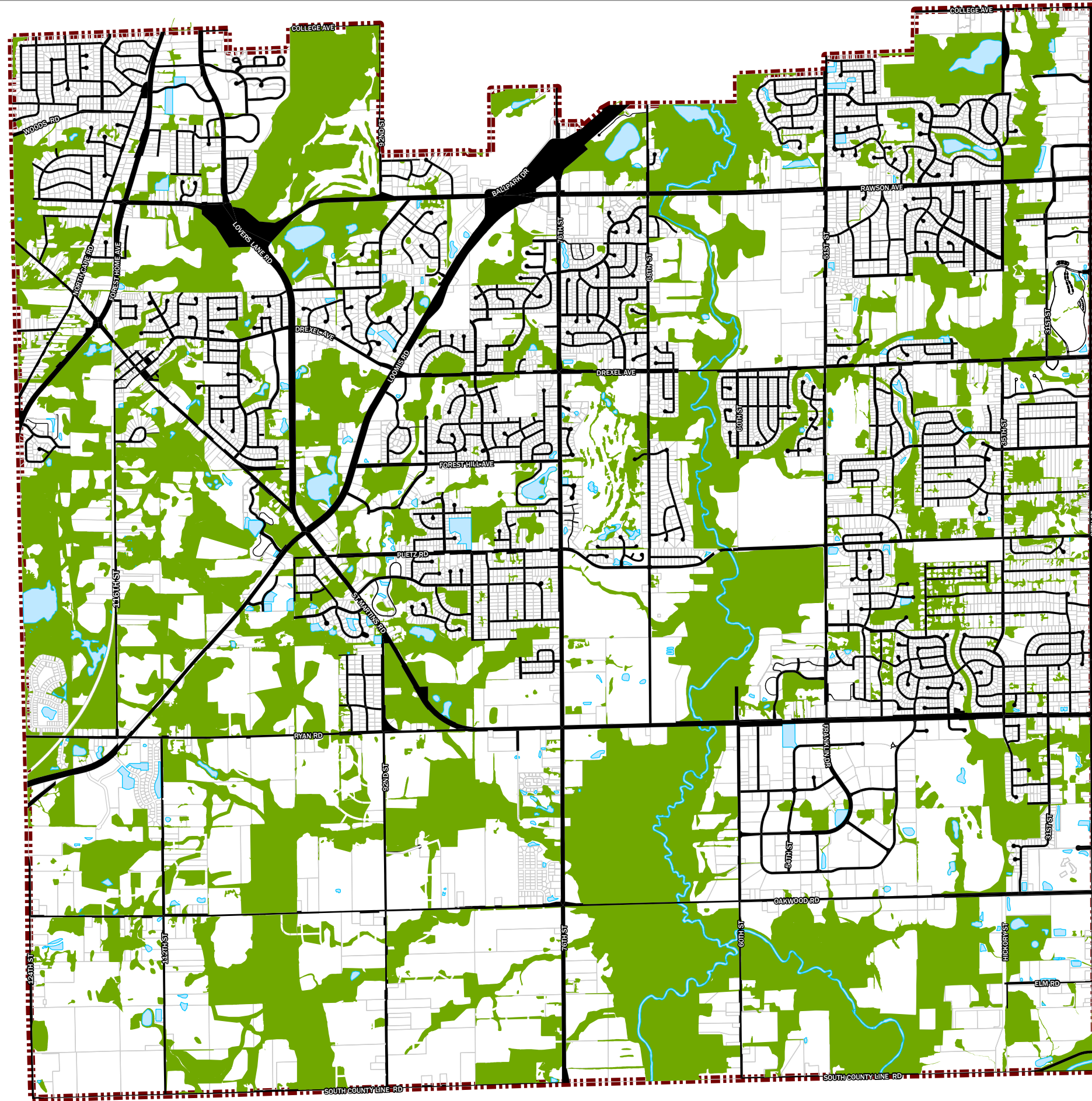
July 2026

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Planning Department
9229 W Loomis Rd
Franklin WI-53132

City of Franklin Comprehensive Plan



Areas of Natural Resources

Map 5.9

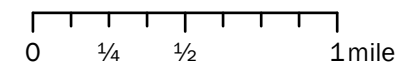
- Areas of Natural Resource Features
- Water
- Transportation
- Property

Areas of Natural Resource Features include:

- Wetlands (2024)
- Woodlands (2009)
- Environmental Corridors and Isolated Natural Resource Areas (INRAs) (SEWRPC, 2020)
- Floodplain (2024)
- Conservation easements (2025)
- Linkages (2009 Comprehensive Plan)

July 2026

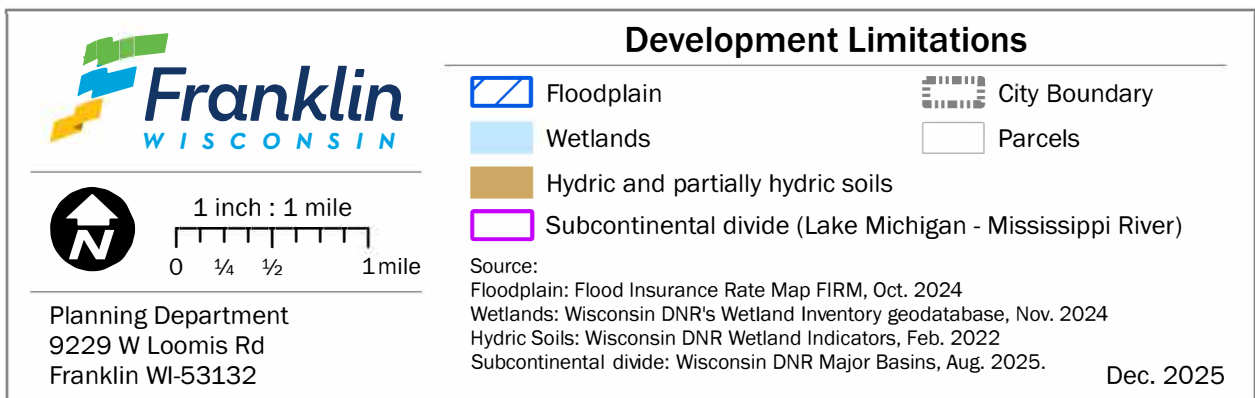
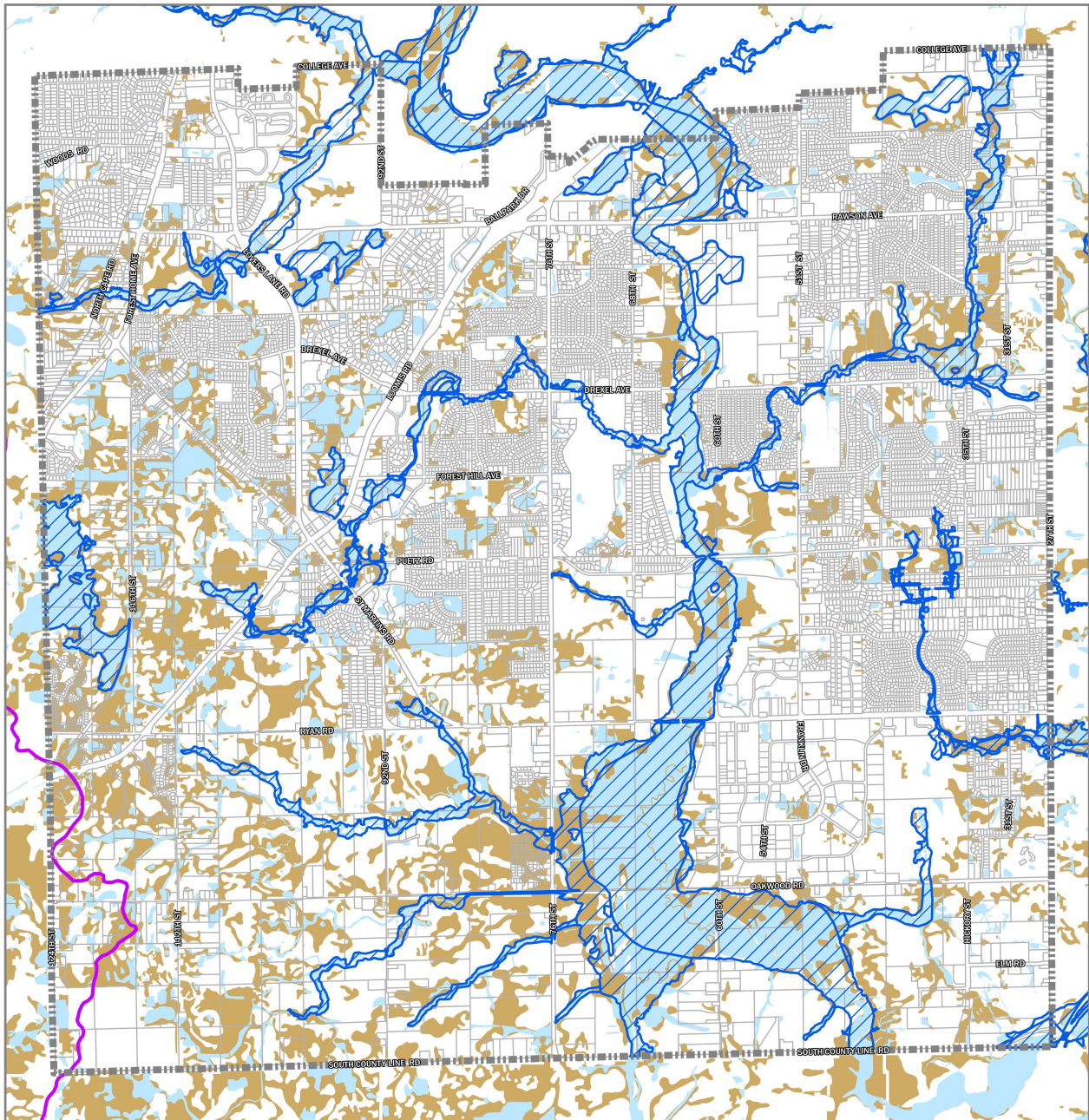
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Planning Department
9229 W Loomis Rd
Franklin WI-53132

City of Franklin Comprehensive Plan

Map 5.2: Development Limitations



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**PRIORITIZATION OF INDUSTRIAL AND RETAIL NODES
IN THE CITY OF FRANKLIN, WISCONSIN**

As assigned in the Franklin Economic Development Strategic Plan

Report and Implementation Plan

City of Franklin Economic Development Commission

June 13, 2026

INITIAL RETAIL AND INDUSTRIAL NODES

Potential Retail Development Districts

The following are emerging retail development districts that have been identified as areas with the best market potential for additional retail development.

Loomis, 76th and Rawson

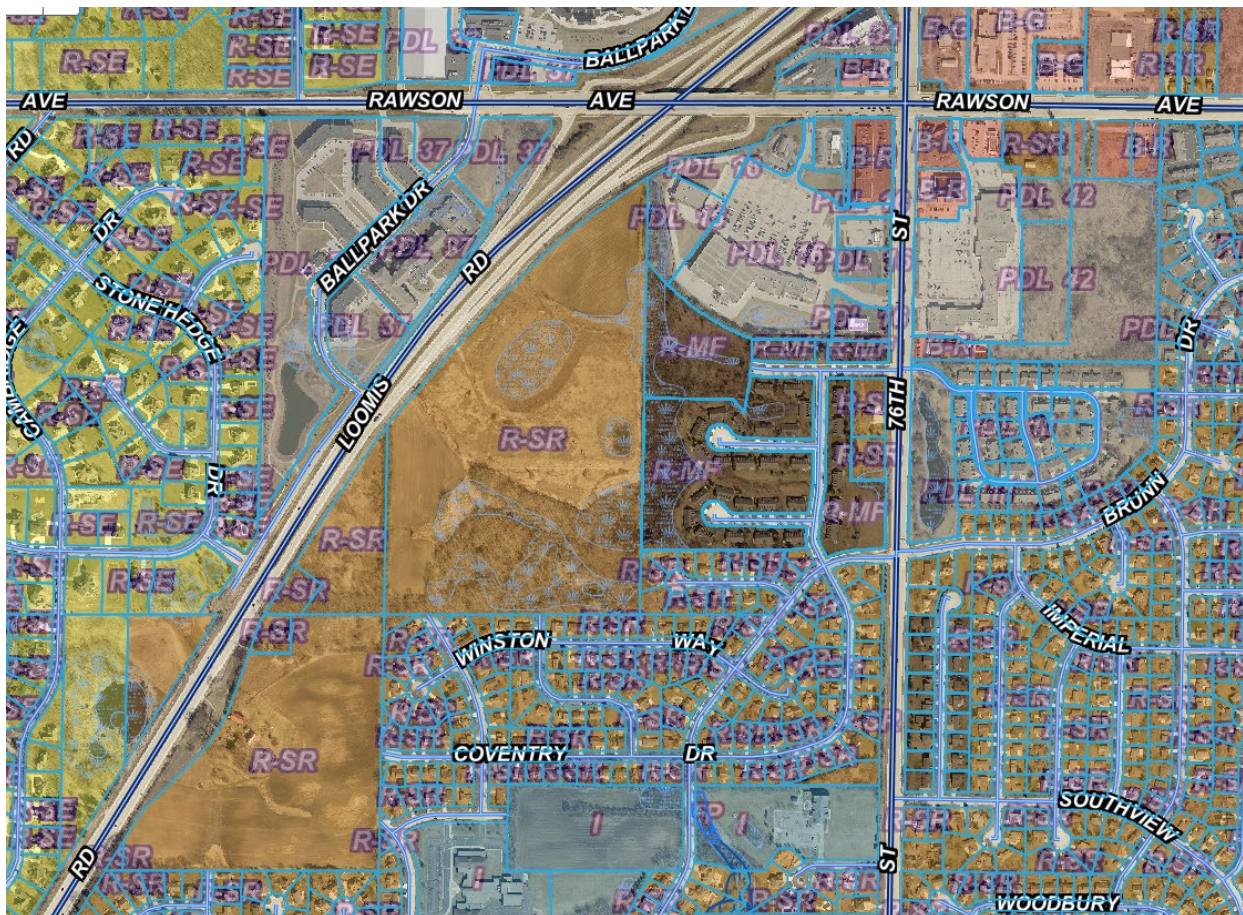
Water, sewer and streets at property lines.

Zoned Suburban Residence (R-SR)

Recommend Comp Plan Future Use Designation be Mixed-Use.

The area east of Franklin Corners at the interchange of Loomis Road and Rawson Road has the potential to develop as a community-scale retail district. Currently, multi-use redevelopment is being pursued on the southeast corner of 76th St and Rawson Ave. New dentist offices and gyms are being added to Franklin Center on the Southwest corner of 76th St and Rawson Ave. Areas north of Rawson Ave are developed with one vacant parcel and some redevelopment opportunities.

Vacant land further southeast along Loomis is waiting for development through assemblage. Multi-family-residential and retail-multi-use appears to be the development of highest interest.



Menards Area

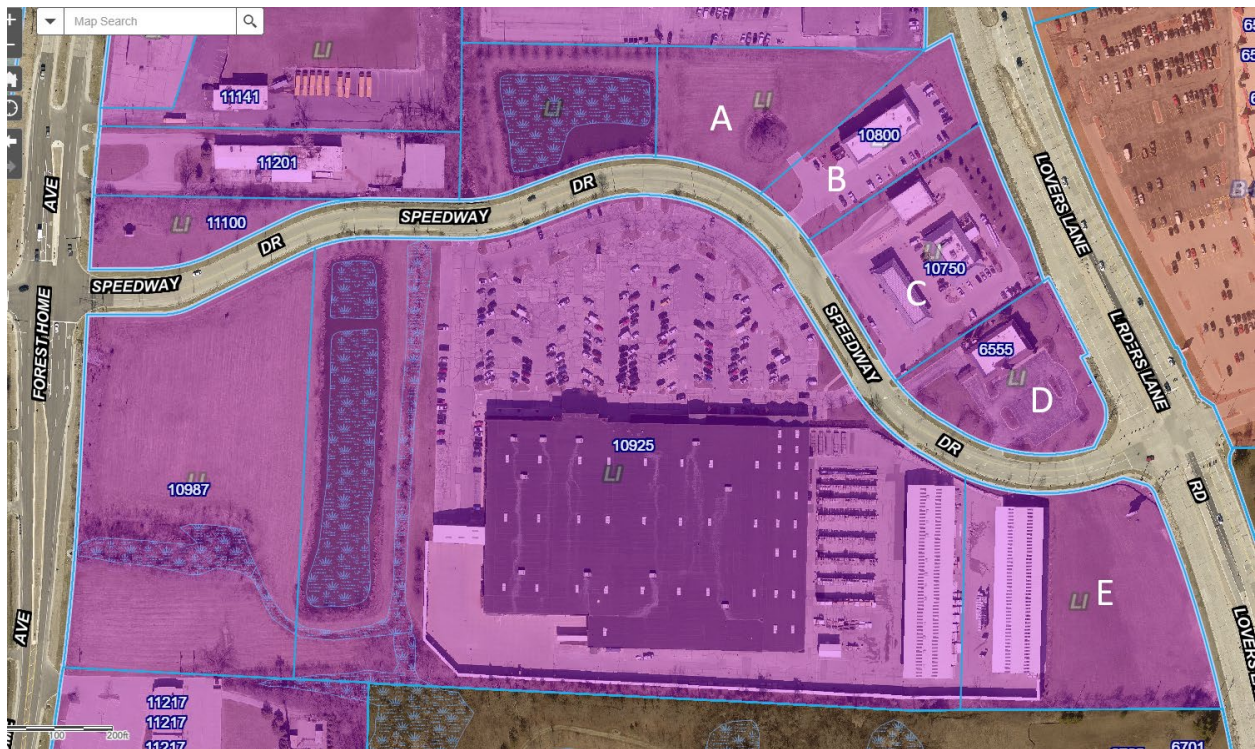
Water, sewer and streets installed.

Zoned Limited Industrial (LI)

Menards has 3 buildable lots in this area – two along Lover's Lane with high potential for retail, one along Forest Home for commercial and industrial. Nearby vacant lots are owned by adjacent car dealers.

Recommend Comp Plan Future Use Designation be (following map) commercial for parcels A, B, C, D and the vacant part of E, while keeping the remainder as limited industrial. More stormwater retention capacity is needed to develop Parcel A.

Proposed activity – Inquire with owner as to acceptable uses and relay to targets.



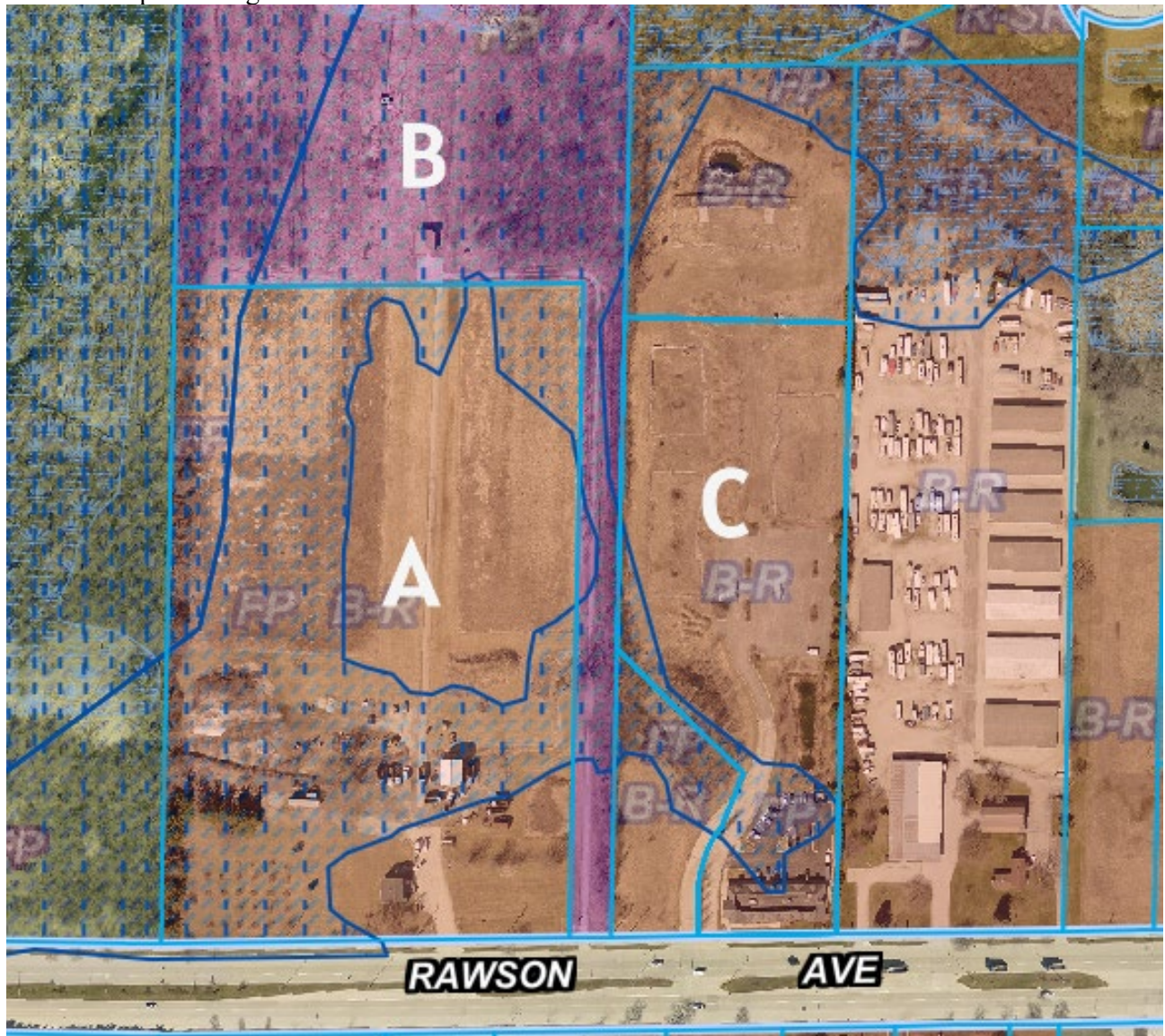
Quarry Area

Water, sewer and streets installed, or at property line.

Zoned Regional Business (BR)

Recommend Comp Plan Future Use Designation be business (Parcel C and the parcel north of it) and floodway, or park, for (Parcel A & B)

Only one Parcel (C) and the parcel north have substantial area for retail development across Rawson Ave north of the Quarry. Adjacent sites to its west have no access and minimal developable acreage due to floodplain designations.



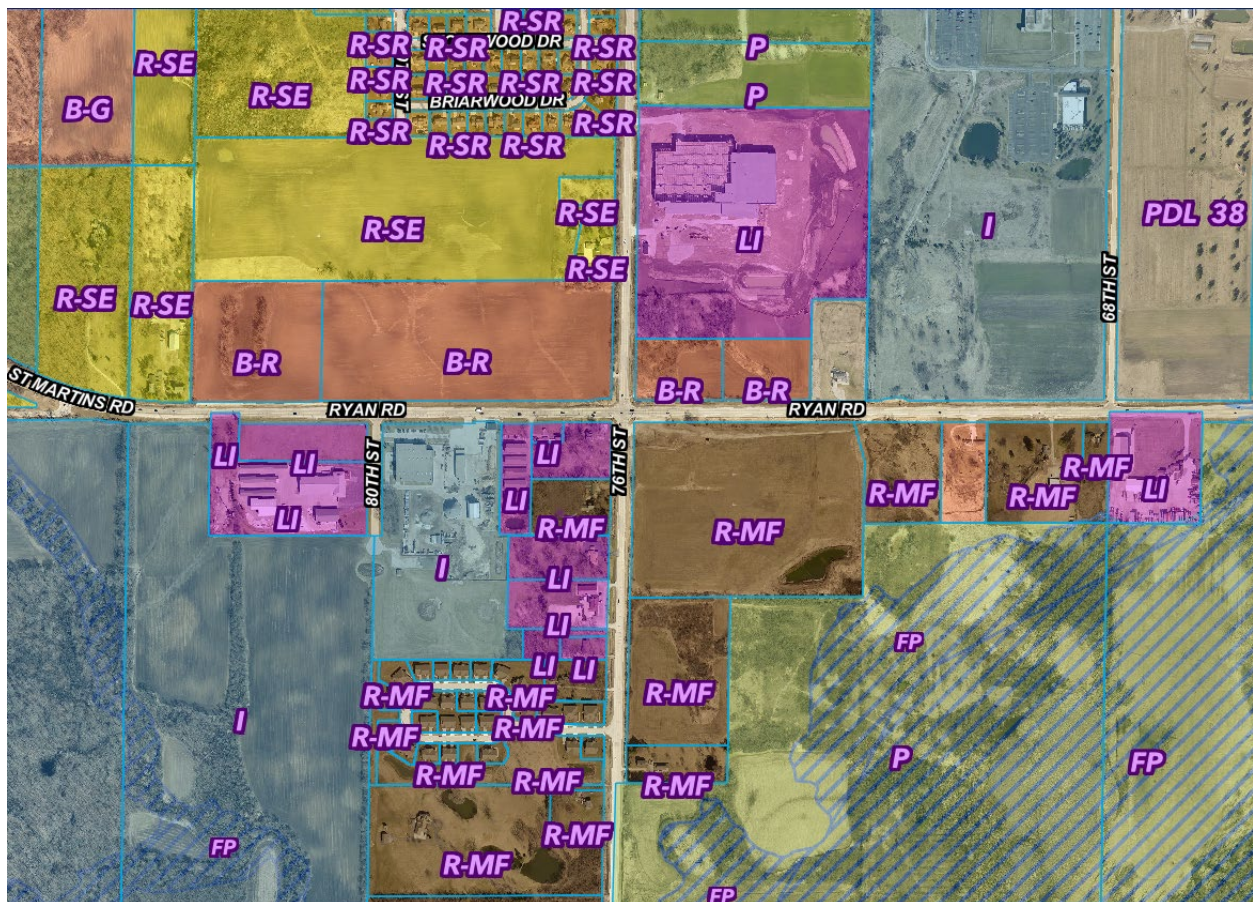
South 76th Street & West Ryan (Town Center)

Water, sewer and streets for commercial/industrial at property lines.

Zoned Regional Business (R-SR), Multi-Family Residential (R-MF) and Suburban/Estate Residence (R-SE).

Development Plans for this intersection in the Ticknor reports called for business park development. Business park development has occurred with development of the new Carma Laboratories campus and commercial frontage, DPW expansion and Zuern campus development. Some properties have been zoned residential and institutional, while other industrial parcels have been developed as residential. Tax Incremental District No. 9 has been formed and includes parcels generally surrounding the intersection.

In the interest of maintaining industrial use as part of commercial land designations, the recommended Comp Plan Future Use Designations should remain Mixed-Use and Commercial for the parcels so designated in the 2025 Future Land Use Plan ([Comprehensive Master Plan](#)).



Crossroads Area

Water, sewer and streets at property lines.

Zoned B-R and PDL 31

Recommend Comp Plan Future Use Designation be Business and Mixed-Use (multi-use business and residential).

The parcels surrounding the intersection of West Loomis Road and St. Martins Road form a unique opportunity for the City to redevelop and enhance a key retail center. Multi-use commercial and residential development on the east corner and retail redevelopment on the north and west corners can provide a sustainable economic and service center for the City.

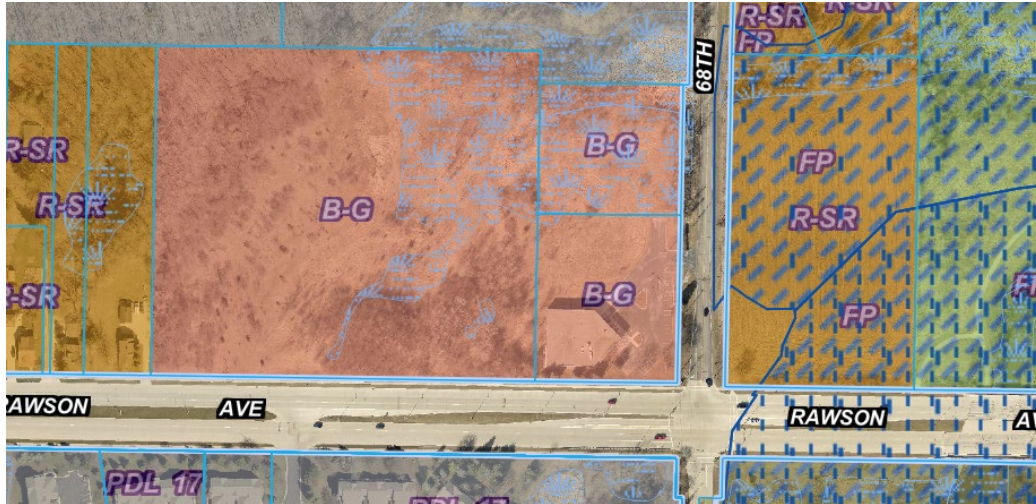


West Rawson Avenue

Water, Sanitary and Stormwater Sewers adjacent to frontage. Intersection of 76th Street and West Rawson is 1,550 west. Wetlands will challenge development.

Zoned General Business B-G

Recommend Comp Plan Future Use Designation be regional business.

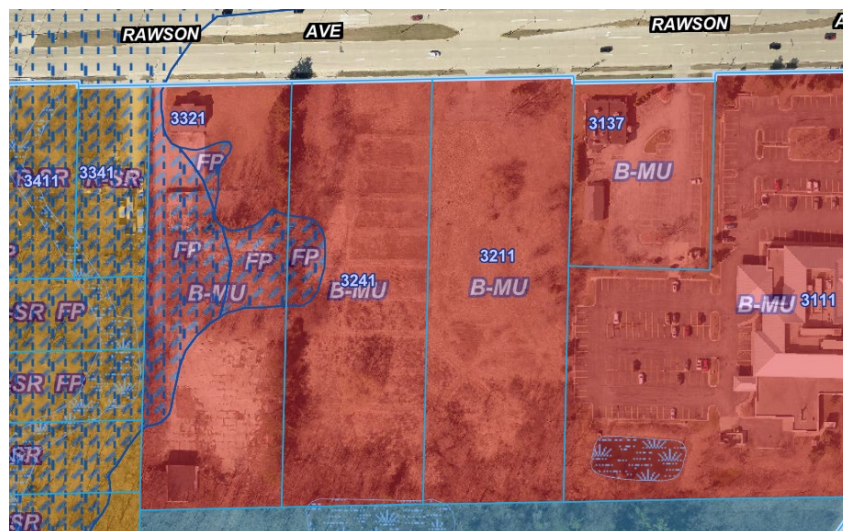


3321 to 3211 West Rawson Avenue

Water, Sanitary and Stormwater Sewers adjacent to frontage. The intersection of 27th Street and West Rawson is 1,600 ft. east.

Zoned B-MU.

Recommend Comp Plan Future Use Designation be mixed-use commercial/residential. Largest owner is pursuing multi-family residential.



West Ryan Road and South 27th Street Area



South 27th Street & Drexel Avenue to South 27th & Hilltop Lane.

No water service, sewer adjacent to frontage parcels. Significant redevelopment potential, but significant assemblage and infrastructure development is required to create projects. Mixed-use for residential and commercial has the most potential for future land use.

Zoned B-MU.

Recommend Comp Plan Future Use Designation be multi-use business.



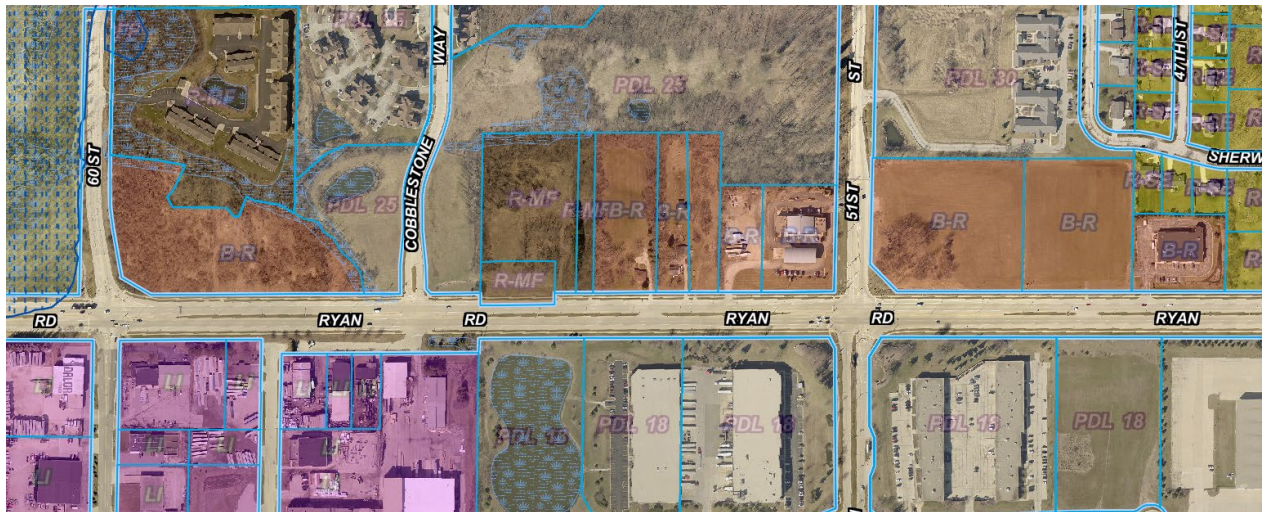
Franklin Business Park (FBP) Area

Water, sewer and streets at property lines.

Zoned Regional Business.

Recommend Comp Plan Future Use Designation be regional business.

With the advent of pending TID-11 for Yaskawa, commercial development of properties north across Ryan Road has higher potential to serve the job holders in the FBP and adjacent residential development to the north of West Ryan Road.



Potential Industrial Development Districts

The following are emerging business development districts that have been identified as areas with the best market potential for additional industrial development.

Corporate Business Park

Water and sewer extend to the center of park, adjacent to development properties and needs to be extended to all properties. Streets to be developed in south half of park.

Zoned PDL 39.

Recommend Comp Plan Future Use Designation be industrial.

The south half of the business park continues to be a candidate for light industrial and warehousing development, primarily in the form of flex spec buildings being leased after construction. Hickory Street needs completion and access streets need to be developed. Industrial/Commercial Redevelopment of the property adjacent to Elm Road is still desired, but the street, infrastructure and drainage need to be upgraded.



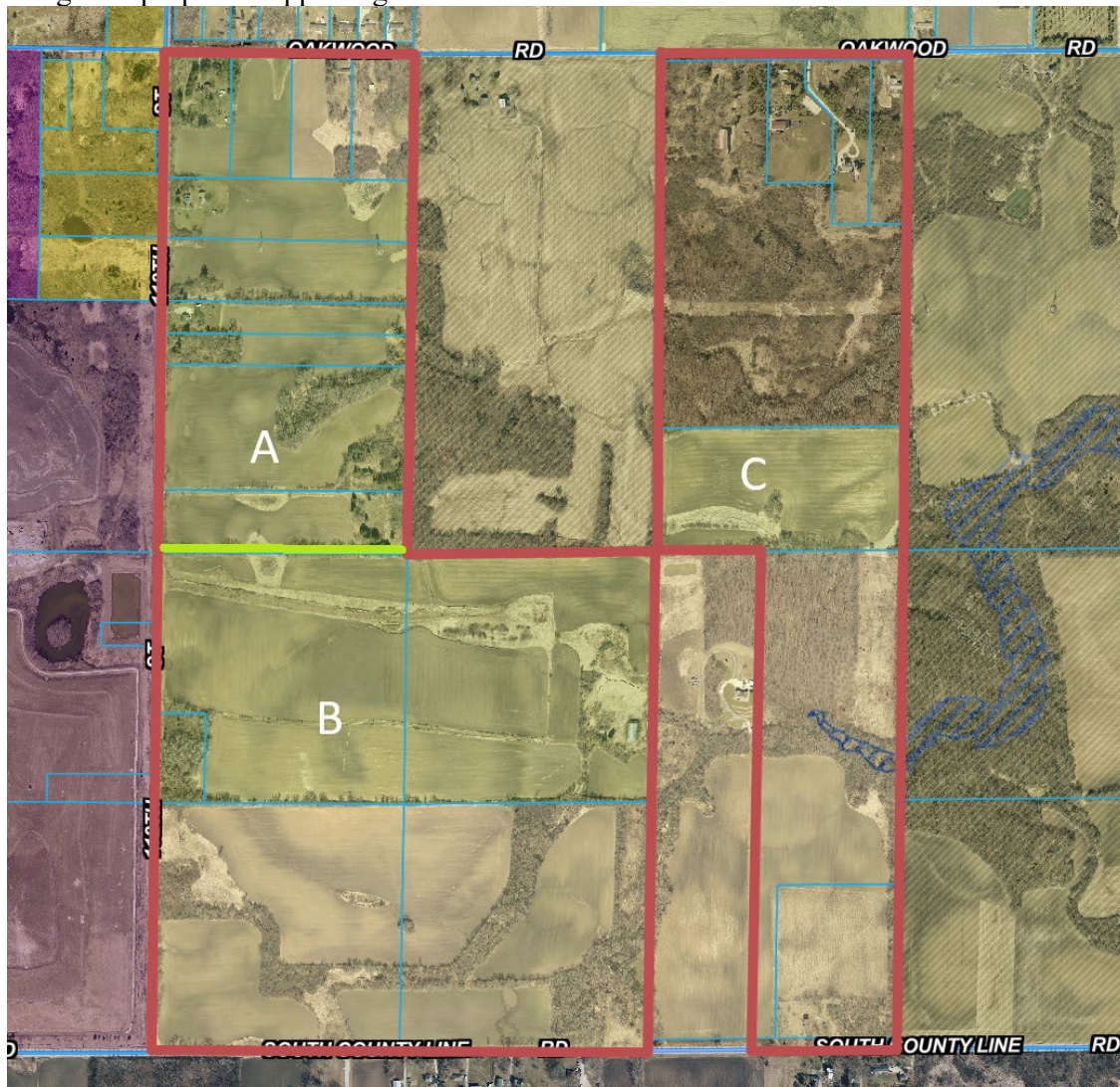
Water 2,650 feet north of property line and sewer and roads adjacent.

Zoned Park, Countryside Residence and Agricultural.

Recommend Comp Plan Future Use Designation be Parkland in Tract A, landfill in Tract B and agricultural in Tract C.

The southwest corner of the City of Franklin is characterized by a concentration of landfills and landfill related activity. The Waste Management Landfill, located on the east side of Highway 45 in the City of Franklin, and the Superior Emerald Park Landfill, located on the west side of Highway 45 in the City of Muskego, are two of the largest landfills in the region. Both landfills accept waste from northeastern Illinois, as well as from southeastern Wisconsin. Both landfills are likely to be expanded over the next several years and will affect land uses in the general area.

The Waste Management Landfill owns parcels to its east. The parcels adjacent to the landfill should be designated as Park (A), Landfill (B) and parcels further east as Agriculture (C) to facilitate mitigation purposes supporting those uses.

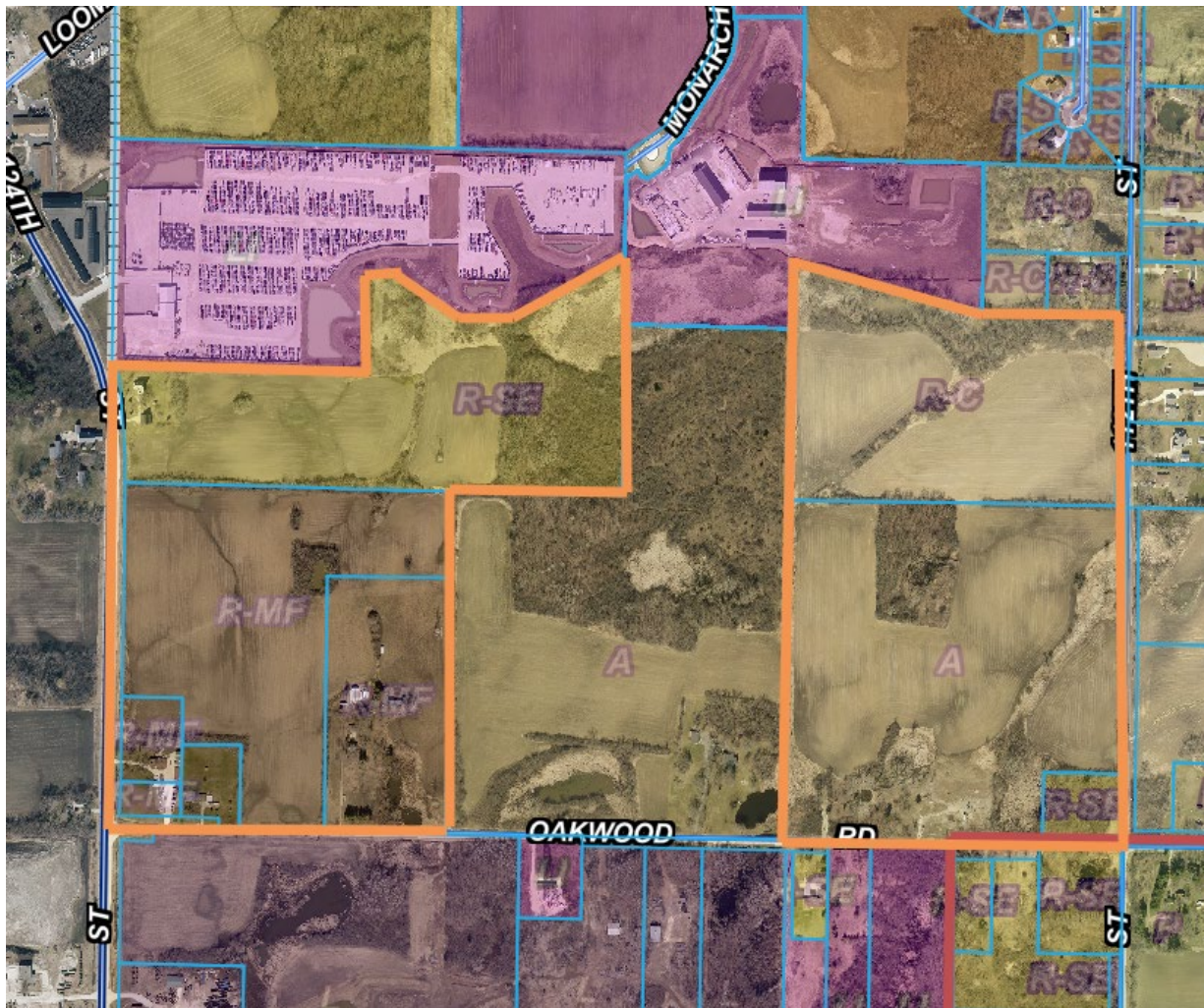


Loomis-Ryan Industrial to Waste Management Transition Tract

Water 500 and 800 feet from property line. Sewer at north and east property lines. Streets at property lines, but parcels are 6 miles from I-94 on an indirect road.

Zoned R-SE, Multi-Family Residential (R-MF), Countryside Residence (RC), and Agricultural (A)

The property between Loomis Business Park (Copart) and the Waste Management Landfill contains relatively level parcels with sizeable, tilled fields. Parcels along 124th St. are in the Mississippi River Drainage Basin, relatively undevelopable, and should be designated for future agricultural use. The parcels along 112th St. should be designated for future Industrial and Commercial use as residential uses seem unlikely.



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Business Appreciation Awards Nominations Guide

AWARD CATEGORIES

- Franklin Excellence in Large Business – gross annual revenues are greater than \$10M
- Franklin Excellence in Small Business - gross annual revenues are less than \$10M
- Franklin Excellence in Business Innovation
- Franklin Business Leader of the Year
- Mayor's Choice Award – Nomination made by the Mayor

EXCELLENCE IN BUSINESS – LARGE AND SMALL CATEGORIES

Eligibility (list status of each)

- Minimum of 3 years in business
- Significant presence in Franklin
- Gross annual revenue qualification (Large Business>\$10M>Small Business)
- Hasn't won Excellence in Business within the previous five years

Judging Criteria (briefly describe)

- A commitment to good business practices
- A history of good employee relations/benefits
- Customer focused commitment
- Financial growth and consistency
- Community service involvement
- Education partnerships and workforce development involvement

EXCELLENCE IN BUSINESS – INNOVATION

Eligibility (list status of each)

- Business must be located in Franklin
- Hasn't won Excellence in Business Innovation within the previous five years

Judging Criteria (briefly describe)

- Demonstrated Company Innovations
- Innovative practices that have been integrated in to the business
- New technology that has been integrated into the business

Business Appreciation Awards Nominations Guide

BUSINESS LEADER OF THE YEAR

Eligibility (list status of each)

- Nominees must live or work in Franklin
- Hasn't won Business Leader of The Year within the previous five years

Judging criteria (including but not limited to) (briefly describe)

- Community Service Involvement: Volunteer efforts; personal giving of time with or without an organization.
- Leadership Traits: Displays integrity collaboration, commitment, inclusivity, accountability and a growth and results orientation.
- Team Player: Works to actively improve the team/group.
- Professional Achievement: Success in reaching specific professional goals.
- Personal & Professional Development: Pursues educational opportunities and learning experiences.

NOMINATIONS

Include Businesses' and Nominee's Names, list Eligibilities statuses, briefly describe Judging Criteria met, as well as other pertinent rationale for the nomination.

Send nominations to: John Regetz, Director, Economic Development, jregetz@franklinwi.gov

SUBMIT NOMINATIONS BY AUGUST 20, 2025

PAST NOMINATIONS AND WINNERS TO DATE

2018, 2019 and 2020 winners are again eligible for nominations

2019 NOMINATIONS (winners underlined in red)

Excellence in Business – Small

Anderson Family Dental

Hide-Away Pub & Eatery

Lovers Lane Sushi and Seafood Buffet

Southwestern Suburban Symphony

Excellence in Business – Large

Dash Medical Gloves

Krones, Inc.

Northwestern Mutual

Payne & Dolan

Vesta Inc. / Lubrizol

Excellence in Leadership

Apostale Evreniadis, Mimosa

Susan Rabe, Conservancy for Healing & Heritage

Tom Schulz, Krones, Inc.

Excellence in Innovation

Ascension SE Wisconsin Hospital

Aurora Healthcare

Big Bang LLC

Forte Theater Company

Wheel & Sprocket

2018 NOMINATIONS (winners underlined in red)

Excellence in Business – Small

Anderson Dental

Innovative Fitness

Mimosa

South Suburban Symphony

Excellence in Business – Large

Carlisle

Northwestern Mutual

Payne & Dolan

Vesta

Excellence in Leadership

Richard Simonson, Carma Laboratories

Seth Tiegen, Ascension

Tom Schulz, Krones

Dave Dull, Allis Roller

Excellence in Innovation

Krones

Roc Ventures

Ascension

Aurora

2021 NOMINATIONS (winners underlined in red)

Excellence in Business – Large

Carma Labs,

Hermle USA, Inc.,

Lubrizol

S&C Electric

Dash Medical Gloves

Excellence in New Business Nominees

Askren Wrestling Academy

Havana Café

Honey Butter Café

Sweet Basil

Wheel & Sprocket

Habitat for Humanity Restore

Excellence in Business – Small

Harry's Hardware

Castleman Plumbing

Starfire (CertaSite)

Victory Creek Accounting

Excellence in Leadership

Starfire

Strauss

Carma Labs

Tom Schultz - Krones

Sue Malek - Starfire

2022 NOMINATIONS (winners underlined in red)**Excellence in Business – Large**

Lubrizol
Innovative Pain Care
Saputo Cheese
Northwestern Mutual

Excellence in Business – Small

Honey Butter
Gaia Micro Spa
Ace Hardware

Excellence in Innovation

YMCA
Hunger Task Force
Luxe Golf
S&C Electric

Excellence in Leadership

Jonathan Wichman
Stewart Wangard

2023 NOMINATIONS (winners underlined in red)**Excellence in Business – Large**

Forever Companies
Saputo Cheese
Vesta/Lubrizol
Carma Labs

Excellence in Business – Small

Castleman Plumbing
JV Lawn Care
Mimosa
Sweet Basil Franklin
Ace Hardware
Gaia Micro Spa
Roc Ventures

Excellence in Innovation

Innovative Pain Care
S&C Electric
Land By Label

Excellence in Leadership

Jim Pekar - Luxe Golf Bays, Land by Label

Gary Lacourt - Forever Companies
David Myers - S&C Electric
Carma Labs - Rich Simonson
Mike Zimmerman - Roc Ventures

2024 NOMINATIONS (winners underlined in red)**Excellence in Business – Large**

Saputo Cheese

Excellence in Business – Small

Stark and Yager
Point After
Bright Cleaners

Excellence in Innovation

Niche Chocolate

Excellence in Leadership

O'Brien Homes & Franklin Schools Construction
Trades Project

2024 NOMINATIONS (winners underlined in red)**Mayor's Award**

Yaskawa, America, Inc.
Polina Soccer Club

Large Business

Yaskawa, America, Inc.

Small Business

James Bild Insurance
Crossroads Pizza & Subs

Innovation

Croatian Park
Federation & Soccer Club
Senior Flexonics

Leadership

Franklin School Dist.
Briscoe Family YMCA Wellness Center
Yaskawa, America, Inc.