



Special Meeting of the Franklin Economic Development Commission (EDC)

Agenda

Franklin City Hall, Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin

March 12, 2026 – 6:00 p.m.

Chairman Steve Bobowski
Cathleen Richard
Mike Barber

Barbara Wesener
Timothy Wachter
Alderwoman Michelle Eichmann

- I. Call to Order and Roll Call
 - A. Pledge of Allegiance
- II. Citizen Comment Period
- III. Approve Minutes from the January 26, 2026 Meeting
- IV. Lee Mechanical, Major Site Plan Amendment. Request to approve a Major Site Plan Amendment for the addition of 51 parking stalls to the current 74 parking stalls located upon property at 9909 S 57th Street.
- V. Economic Development Update
 - A. Strategic Plan Implementation
 1. Industrial and Commercial Nodes Prioritization
 2. Strategic Plan Report and Implementation Plan Presentation to Council for adoption
 - 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.
- VI. Examine Meeting Dates
- VII. 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
Franklin City Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
January 26, 2025 – 6:00 p.m.

| Members Present | | | Others Present | |
|------------------|---|--------------------------------|----------------|--|
| Mike Barber | X | Bobowski, Steve (Chair) | | |
| Barbara Wesener | X | 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 6:32 p.m. by Alderwoman Eichmann.
- II. The floor was opened for Citizen Comment at 6:33 p.m. No citizens were present, and Citizen Comment closed at 6:34 p.m.
- III. Approve Minutes from the October 27, 2025 Meeting – Motion by Barber, second by Wesener, to approve. Motion Carried.
- IV. Set meeting dates and times – Regetz displayed the 9/25/25 minutes indicating the 4th Thursday of the month was set for meetings, but the last two have been scheduled for the 4th Monday, so discussion needs to be held. Motion by Barber, second by Richard, to hold EDC meetings on the 4th Monday of each month, except November, December and July in 2026. Motion Carried.
- V. Economic Development Update
 - A. Economic Development Update Distribution – Regetz described how the report was placed on a city webpage and a link was put on post cards sent to residents, saving at least \$1,750 over mailing the full 8-page document in the newsletter. The report can also be used as a marketing piece for prospecting.
 - B. Strategic Plan Implementation
 1. Immediate Goals in the timeline – Communications goals are meeting deadlines. Retail and industrial nodes prioritization is next due. Regetz will send the Analysis of Specific Sites section of the Ticknor report for the EDC to initiate the search for currently undeveloped sites. Open suggestions will be considered as well.
 2. Presentation to Council for adoption – The full Commission needs to take the Economic Development Strategic Report and Implementation Plan to the Common Council for adoption. Scheduling is to be done with confirmation of the EDC.
 - C. Current Prospect – Motion by Richard, second by Wesener, to enter closed session. Motion Carried at 7:23 pm.
 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 Wesener, to enter back to open session. Motion Carried at 8:08 pm.
- VI. Next meeting date - February 23.
- VII. Adjournment - Motion by Richard, second by Wesener, to adjourn. Meeting adjourned.

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REPORT TO THE ECONOMIC DEVELOPMENT COMMISSION**Meeting of March 12, 2026****Site Plan Amendment**

RECOMMENDATION: City Development Staff recommends approval of the Site Plan with conditions of the proposed Site Plan Amendment for additional parking.

| | |
|---------------------------------|---|
| Project Name: | Lee Mechanical Parking |
| Project Address/Tax Key: | 9909 S 57 th Street / 899 0003 000 |
| Property Owner: | Five Balls, LLC |
| Applicant: | Brandon Quinn, Lee Mechanical |
| Agent: | Mark Eberle, Nielsen, Madsen & Barber |
| Aldermanic District: | District 4 |
| Zoning District: | PDL 7 – Franklin Industrial Park |
| Staff Planner: | Luke Hamill, Associate Planner |

Project Description/Analysis

Please note:

- Recommendations are *underlined, in italics* and are included in the draft resolution.
- Suggestions are only underlined and are not included in the draft resolution.

The applicant, Brandon Quinn of Lee Mechanical, submitted an application for a Major Site Plan Amendment approval for the addition of 51 parking stalls to the current 74 parking stalls on site.

Parking

The proposed parking meets the standards in the Establishing Ordinance for PDL 7 that all parking shall be no less than 180 square feet and complied with the Unified Development Ordinance's Width and Depth Standards. The additional parking required additional Landscaping area as well, which the applicant has provided as part of this proposed Minor Site Plan Amendment. The applicant has also marked which spots are meant for employee parking and which spots are meant for visitor parking, as PDL 7 has requirements that employee parking shall not be in the front yard area.

Staff Recommendation:

City Development Staff recommends to **approve the Site Plan with conditions.**

ECONOMIC DEVELOPMENT COMMISSION
OF THE CITY OF FRANKLIN, WISCONSIN
RESOLUTION NO. 2026-_____

A RESOLUTION APPROVING SITE PLAN AMENDMENT FOR
LEE MECHANICAL INC.
(9909 S. 57TH STREET)
(LEE MECHANICAL INC., APPLICANT, FIVE BALLS LLC, PROPERTY OWNER)

WHEREAS, Lee Mechanical Inc., applicant, Five Balls LLC, Owner, having petitioned the City of Franklin for approval of a site plan amendment for an addition of 51 parking spaces, for Lee Mechanical Inc., in the City of Franklin Industrial Park, property located at 9909 S. 57th Street, Franklin Industrial Park, Block 1, Lot 3; and

WHEREAS, the Economic Development Commission having reviewed the proposed site plan amendment and found same to be in compliance with and in furtherance of the standards of Planned Development District No. 7.

NOW, THEREFORE, BE IT RESOLVED, by the Economic Development Commission of the City of Franklin, Wisconsin, that the site plan amendment City file-stamped February 18th, 2026, attached hereto and incorporate herein, be and the same is approved, subject to the following conditions:

1. The property subject to the Site Plan shall be developed in substantial compliance with and operated and maintained to the Site Plan for Lee Mechanical Inc., plans dated February 18, 2026.
2. Lee Mechanical Inc., successors and assigns, and any developer of the dental office project, shall pay to the City of Franklin the amount of all development compliance, inspection and review fees incurred by the City of Franklin, including fees of consults to the City of Franklin, for the dental office project, within 30 days of invoice for same. Any violation of this provision shall be a violation of the Unified Development Ordinance, and subject to §15-9-14 and §1-19 of the Municipal Code, the general penalties and remedies provisions, as amended from time to time.
3. The approval granted hereunder is conditional upon the Franklin Pediatric Dentistry, LLC project (i) being in compliance with all applicable governmental laws, statutes, rules, codes, orders and ordinances; and (ii) obtaining all other governmental approvals, permits, licenses and the like, required for and applicable to the project to be developed and as presented for this approval.
4. That the Franklin Pediatric Dentistry project shall be developed and constructed pursuant to such Site Plan within two years from the date of this approval, or this approval and all rights and approvals granted hereunder shall be null and void, without any further action by the City of Franklin.

5. The applicant is responsible for obtaining separate approvals from other city departments or agencies, including but not limited to: stormwater management, utilities, erosion control, land disturbance permits (Engineering Department); building permits, trades permits (HVAC, plumbing, electrical) and certificate of occupancy (Inspection Services Department).

Introduced at a regular meeting of the Economic Development Commission of the City of Franklin this _____ day of _____, 2026.

Passed and adopted at a regular meeting of the Economic Development Commission of the City of Franklin this _____ day of _____, 2026.

APPROVED:

Steve Bobowski, Chairman

ATTEST:

Timothy Wachter, Vice Chairman

AYES _____ NOES _____ ABSENT _____

Date: September 10, 2025
To: Brandon Quinn, Lee Mechanical
From: Department of City Development. Luke Hamill, Associate Planner.
RE: Staff Comments, 9909 S 57th Street / 899 0003 000

Please be advised that city staff has reviewed the above application received on August 18, 2025, for a proposed site plan amendment for the addition of 51 parking spaces located at 9909 S 57th Street / 899 0003 000. The following comments are for your review and consideration.

Planning Department

Site Plan

Off-Street Parking

1. According to Section 12.10(13)(b) Off-Street Parking and Loading of Ordinance No. 1985-0864, establishing Planned Development District No. 7, parking spaces must be a minimum of 180 square feet. Please adjust the new parking to meet the square footage.
2. According to Section 12.10(13)(b) Off-Street Parking and Loading of Ordinance No. 1985-0864, establishing Planned Development District No. 7, "Employee or truck parking shall not be allowed in the front yard building setback area. Please revise the site plan to show what is employee/truck parking, and what is customer parking.
3. According to Unified Development Ordinance (UDO) Table 15-05-01(C), Parking spaces are required to be at least 10 feet in width. Please revise the site plan to change the parking space widths from 9 feet to 10 feet.
4. UDO §15-5-01C.4, Setback Required, Nonresidential off-street parking must be set back at least 10 feet from lot lines. Please revise the site plan to reflect this change. The existing parking on the north side of the lot is legal non-conforming. Any new additional parking must meet the standards of the current UDO.

Landscaping

1. Per Section 12.10(12) Landscaping and Landscaping Maintenance of Ordinance No. 1985-0864, All Off-street parking areas which serve 5 vehicles or more shall be provided with accessory landscape areas totaling not less than 5 percent of the surfaced area. The minimum size of each landscape area shall not be less than 100 square feet. The addition of 51 parking spaces requires an additional 459 square feet of landscaping area. Please revise the submittal to include a landscape plan with location, plantings, species, for the

Economic Development Commission to review, as well as include the square footage of landscaping area.

Engineering Department Comments

All manhole structures in the City of Franklin use Pro-Rings, it is suggested that the new storm sewer use these for adjusting

A soil disturbance permit will be required

Engineering will do a separate review of the construction plans when submitted

Lot 3, Block 1, in FRANKLIN INDUSTRIAL PARK, being a Redivision of CERTIFIED SURVEY MAP NO. 3226 and a Subdivision of lands in part of the Southwest 1/4 of the Northwest 1/4, the Northwest 1/4 and part of the Northeast 1/4 of the Southwest 1/4 of Section 26, Township 5 North, Range 21 East, in the City of Franklin, County of Milwaukee, State of Wisconsin.



August 8, 2025

RE: Lee Mechanical, Inc.
Parking Lot Maintenance / Expansion
Project Narrative
Tax Key No: 8990003000

Lee Mechanical Inc. is a commercial, industrial, and electrical contractor headquartered in the Franklin Business Park off of West Ryan Road. While the existing building is adequate for Lee's operational needs, the number of on-site parking stalls falls well below the quantity needed for their current staff. In addition, the existing pavements are in poor condition, requiring improvement to accommodate the regular flow of company vehicles and auto traffic.

To address these needs, they are proposing to replace the majority of the on-site pavements and add additional pavements to accommodate the needed staff parking. While doing so, minor drainage improvements will also be made.

The northerly parking lot serves as the main drive aisle for their heavier company vehicles and therefore will be re-paved with heavy-duty asphalt. The remainder of the site will be repaved medium-duty asphalt as needed for auto parking. A concrete sidewalk and staff patio expansion is also proposed on the south side of the building.

There are 74 parking spaces (including 4 accessible parking spaces) currently located throughout the site. The proposed project will add fifty-one (51) regular parking spaces and one (1) ADA space for a total of 125 parking stalls.

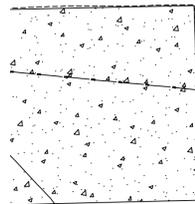
Site lighting and landscaping are not proposed to be modified as part of this effort.

The project is scheduled to be completed fall of 2025.

LDC.

6" PVC - 4" PVC -
- ELBOW INTO GROUND
N 88°31'24" E 721.63

24"



ASPHALT

CONCRETE

EXISTING BUILDING
FIRST FLOOR ELEV. = 715.75

ASPHALT

CONC.

S 88°31'24" W 614.56

- (1) Kentucky Coffee Tree
- (10) Blanc Double de Goubert Rose

- (4) Kollay Compact Pfitzer Juniper
- (4) Karl Foerster Feather Reed Grass

- (1) Honey Locust
- (10) Goldflame Spirea

TURF

TURF

TURF

32-93-10

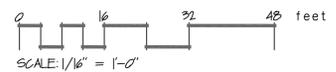
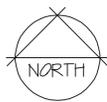
32-94-119

32-93-10

Ⓢ SAN 4

SAN 1

S. 57th STREET



LANDSCAPE PLAN

COPYRIGHT NOTICE
 THIS LANDSCAPE PLAN HAS BEEN CREATED BY
 THOMAS NORDLOH, REGISTERED LANDSCAPE
 ARCHITECT AND IS PROTECTED BY U.S. COPYRIGHT
 LAWS. UNAUTHORIZED USE OF ANY PART
 OF THIS PLAN IS STRICTLY PROHIBITED. ANY
 AND ALL RIGHTS ARE RESERVED BY THE
 ARCHITECT. THOMAS NORDLOH ASSOCIATES
 AND/OR NORDLOH ASSOCIATES, INC.



| No. | Revision/Issue | Date |
|-----|----------------|------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |

**LEE MECHANICAL
 S. 57th STREET
 FRANKLIN, WISCONSIN**

Thomas H. Nordloh
 Landscape Architect
 Reg. # 057-000629

Project: **2025100125**
 Date: **10-3-25_1**

Sheet

L-1.0

| No. | Revision/Issue | Date |
|-----|----------------|------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |

REFERENCE NOTES SCHEDULE LANDSCAPE

| SYMBOL | CODE | DESCRIPTION | QTY |
|-----------------------------|-----------|---|-------------|
| Planting | | | |
| | 92-93-10 | REINARDS PREMIUM 60 TURF-SEED (OR APPROVED EQUAL) AND 90 DAY SHORT TERM EROSION BLANKET. INSTALL PER MANUFACTURERS GUIDELINES. STAPLES MUST BE FULLY INSTALLED IN THE GROUND. APPLY 13-13-13 FERTILIZER PER MANUFACTURERS APPLICATION RATES BEFORE INSTALLING EROSION BLANKET. LONG TERM AND GREEN NETTED BLANKET AND BENT OVER STAPLES WILL NOT BE ACCEPTED. | 2,504 sq ft |
| Planting Accessories | | | |
| | 92-94-113 | SHREPPED DARK MULCH, 3-4" DEPTH | 544 sq ft |
| | 92-95-01 | EDGE, SHOVEL CUT BED EDGE, 4" DEPTH-SEE DETAIL | 36 lf |

PLANT SCHEDULE LANDSCAPE

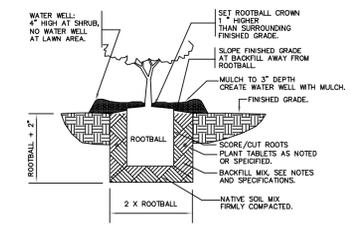
| SYMBOL | BOTANICAL / COMMON NAME | SIZE | CONTAINER | QTY |
|-------------------------|--|---------|-----------|-----|
| TREES | | | | |
| | Gleditsia triacanthos / Honey Locust | 2" Cal. | P&B | 2 |
| | Gymnocladus dioica / Kentucky Coffee Tree | 2" Cal. | P&B | 1 |
| SHRUBS | | | | |
| | Rosa rugosa 'Blanc Double de Goubert' / Blanc Double de Goubert Rose | 3 gal. | | 10 |
| | Spiraea x bumalda 'Goldflame' / Goldflame Spirea | 3 gal. | | 10 |
| GRASSES | | | | |
| | Calamagrostis x acutiflora Karl Foerster' / Karl Foerster Feather Reed Grass | 1 gal. | | 14 |
| SHRUB EVERGREENS | | | | |
| | Juniper chinensis Kallays Compact' / Kallay Compact Pfitzer Juniper | 5 gal. | | 4 |

GENERAL LANDSCAPE NOTES:

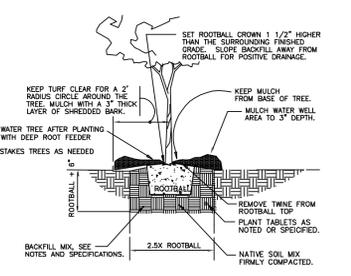
1. Topsoil return to depth of 6" minimum is by excavating contractor. Returned topsoil to have no rock larger than 1", construction debris and/or roots in the soil. Contact general contractor if soil is not acceptable for proper plant growth.
2. Always contact Diggers Hotline (800-242-8511) or JULIE 811 (or 1-800-892-0123) before proceeding with any work.
3. Landscape contractor is required to visit the site and review all civil plans related to the project. The civil plans take precedence over the landscape plans.
4. Plant material to be of the highest quality available and should not include # 2 grade trees, evergreens or shrubs. Landscape contractor is to verify plant quantities. Labeled plants have precedence over the plant table. Verify quantity with a hand takeoff of the plan. Any substitutions of plant type, quantity or size must be approved by city forester.
5. Planting beds shall receive a 3" layer of high quality non-dyed shredded hardwood mulch. 3' diameter tree rings shall be installed around all trees and evergreens in the turf areas.
6. Spade cut plant beds and tree rings with a 4" deep shovel cut.
7. Seeded lawn areas to have high quality Bluegrass seed blend for sunny areas, shade areas to have a Bluegrass and Fescue blend of seed. See civil plans for turf restoration. Apply a 10-10-10 starter fertilizer after turf has germinated. Follow manufactures direction on fertilizer application rates.
8. Erosion blanket shall be installed on seeded areas using 90 day single net, double net and shall be installed per the required use. Follow manufactures stapling guidelines to ensure proper stabilization. Install erosion blanket for dormant seed applications (after November 1st) or mid-summer installations or where ever applicable to promote healthy turf establishment.
9. Landscape contractor is responsible to maintain the site for a period of 45 days after substantial completion of project. This will include watering, mowing of turf areas as needed, weeding plant beds, maintaining a clean site and other activities to ensure proper growth of the landscape.
10. If an irrigation system is not installed a temporary irrigation system shall be set up for a period of 30 days to water lawn areas. Install drip irrigation for plant beds. Install timers that will enable the new turf areas to receive enough water to properly germinate seed. Owner to provide access to water from outside of building to facilitate proper watering. Seed areas may require additional time for proper establishment
11. Warranty of plants, trees, evergreens, shrubs shall be for a period of 18 months from date of substantial completion. Perennials, ornamental grasses, annuals shall be guaranteed for one (1) growing season. One replacement will be required of each dead plant at the end of the warranty period.



EXISTING CONDITIONS
 NO SCALE



103 SHRUB PLANTING
 1" = 1'-0"



101 TREE PLANTING DETAIL
 1" = 1'-0"

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IV. Emerging And Potential Business Districts

The general locations described in this section are districts or areas within the City of Franklin that have market conditions and available sites suitable for significant future economic development and tax base enhancement.

The first category of sites include those areas with the potential for retail commercial development, based on market factors and availability of suitable sites.

The second category of sites are those areas that have the potential for light industrial, distribution, “flex-space,” or office development. This category includes sites that could be acquired and developed by the City of Franklin and/or private developers as future business parks.

Potential Retail Development Districts

The following are emerging retail development districts that have been identified in the Phase II Retail Development Potential report prepared by the McComb Group as areas with the market potential for additional retail development. All of the forecasts of retail space demand quoted in this section reflect the ‘mid-range’ projections from the McComb Group report.

Franklin Corners—Loomis, 76th and Rawson (Area A)

The area west of Franklin Corners at the interchange of Loomis Road and Rawson Road has the potential to develop as a future Power Center district or community-scale retail district serving all of the City of Franklin and portions of Hales Corners, Greendale, Greenfield and Oak Creek.

There are currently approximately 236,000 square feet of retail space in the Franklin Corners area. The McComb Group report indicates that this general area could support an additional 235,000 square feet (24 acres) of leasable general retail space, or an additional 320,000 square feet (32 acres) of Power Center development by 2002.

By the year 2020, the Franklin Corners area could support an additional 340,000 square feet (34 acres) of leasable general retail space or an additional 650,000 square feet (65 acres) of Power Center development. From both a tax development and a community center perspective, the Power Center concept is preferable.

41 Outdoor Twin Theater - South 27th Street (Area C)

South 27th Street south of Rawson Avenue is expected to be influenced by “big box” or Power Center retailers and other commercial uses extending southward along the South 27th Street corridor. This commercial district could potentially extend as far south as the 41 Outdoor Twin Theater site north of Drexel Avenue.

The McComb Group Retail Development Potential report estimates that the area in the vicinity of the intersection of Rawson Avenue and South 27th Street corridor could support an additional 200,000 square feet (20 acres) of retail space by year 2002 and an additional 465,000 (47 acres) of leasable retail space by year 2020.

Whitnall View Area (Area J)

The Whitnall View Area is the third area in Franklin with the market potential for significant retail development. The McComb Group report indicates that by the year 2002 the Whitnall View area could support an additional 70,000 square feet (7 acres) of leasable retail space. By the year 2020 the Whitnall View area could support an additional 320,000 square feet (32 acres) of leasable retail space.

Civic Centre Area (Area I)

Currently, there is less than 5 acres of retail development in the Civic Centre area.

The McComb Group report indicates that the Civic Centre area could support an additional 45,000 (5 acres) square feet of new retail development by the year 2002 and an additional 165,000 square feet (17 acres) of leasable retail space by the year 2020.

Crossroads Area (Area H)

The Crossroads area is expected to evolve into a convenience and neighborhood-oriented retail district serving the south central neighborhoods of the City. The recently constructed Walgreen's is the "pioneer" retail business in the area and represents the first major redevelopment project in this part of the City. The City staff and a private developer have been discussing the concept of neighborhood-oriented retail development on the east side of Loomis Road that would become the primary convenience center for the Forest Hills and Woodview Neighborhoods.

The McComb Group's Retail Development Potential report indicates that the Crossroads Center Area could support an additional 40,000 square feet (4 acres) of leasable retail space by the year 2002 and an additional 100,000 square feet (10 acres) by year 2020.

Town Centre (Area F) and Ryan Road Corridor (Area E)

The City staff has asked the consultant team to consider whether the Town Centre (Area F) or Ryan Road Corridor (Area F) could support retail commercial development.

The McComb Group report does not indicate a significant commercial retail demand in either Area E or Area F, primarily due to the lack of housing development to the south. These areas should not be targeted as a neighborhood/community retail center site. There may, however, be some potential for limited convenience commercial development fronting on Ryan Road at one or more key intersections. This could include a convenience store, service station, and fast-food restaurants. There may also be the potential for limited retail and office development ancillary to the Franklin Industrial/Business Park. Ancillary uses could include daycare, financial institutions, copy shops, or mailing services. These opportunities and potentially available sites are discussed in the following section.

Potential Business Park Areas

The following section describes the general areas in the City of Franklin identified by the consultant team as having business park development potential.

Primary Business Parks

The City of Franklin should be seeking one or more sites with the potential for developing additional primary business park comparable in size and character to the existing Franklin Industrial Park. The projected absorption rate for sites within a well designed and appropriately located business park in the City of Franklin is 37 acres per year.

The general criteria for identifying sites as suitable for a primary business park development include:

- Good to excellent access to Interstate 94 and other major regional highways (5 minute travel time or less)
- At least 180 acres of developable land; ideally 360 or more acres
- Available public water supply and sanitary sewers
- Relatively level sites with soils conditions and drainage suitable for construction of industrial buildings without incurring extraordinary construction costs
- Separation from residential neighborhoods and other potentially conflicting land uses

Secondary Business Parks

There is also the market demand and potential in the City of Franklin for one or more secondary business parks that would be targeted toward smaller users, such as contractors, local distributors, and smaller industries. Sites along major arterials or at the entrances to secondary business parks may be suitable for limited convenience or ancillary retail and service businesses.

These uses generally requiring 5,000 to 35,000 square foot buildings (1 to 3 acre sites). This type of business park would require less area than a primary business park, but would need to meet most of the other site criteria. The acreage range for a site suitable for secondary business park development is 60 to 100 acres.

The following general areas meet some or most of the above criteria for either primary or secondary business park development:

Southeast Environs – 27th, Oakwood, County Line Area (Area D)

The County Line area is located in the southeast corner of the City south of Ryan Road, west of South 27th Street and east of the Root River Parkway. The existing industrial base in this area consists primarily of businesses that require outside storage and have relatively low tax base value, such as trucking, waste disposal equipment storage, and pallet manufacturing. These are not uses that the City should target for the future.

The County Line Industrial Area has approximately 540 acres of land that are potentially developable, of which 100 acres are currently used for industrial or semi-industrial purposes. Area D has direct access to I-94 via either the Ryan Road or STH 241 interchange.

Because of the good access to I-94 and the relative availability of land, Area D is potentially the most attractive location in the City of Franklin for a new primary business park. There is the potential to connect a potential business park in the County Line area with the existing Franklin Business Park via Oakwood Road. This would create a continuous economic development zone in the southeastern quadrant of the City and capitalize on the “brand equity” that has been created through the success of the existing Franklin Business Park.

Because of the proximity to existing residences north of area D and at scattered points within it, there would be a need for careful berming and/or screening to provide a buffers from the business uses. There may also be opportunities to purchase some of the homes within the area, either now or in the future, with the permission of the current homeowners.

Ryan Road North (Area E)

Sites on the north side Ryan Road near 51st Street have some limited potential for a small secondary business park and/or commercial uses ancillary to the Franklin Industrial Park. The primary drawback to sites in Area E is the limited depth of the sites and the close proximity of residential development to the north.

Town Centre - Ryan Road Corridor (Areas F)

The second major area with business park potential is the area both north and south of Ryan Road (Highway 100) west of the Franklin Industrial Park. With the planned improvement of Ryan Road to a four-lane urban standard, this area will have improved access to I-94. There is already a small cluster of industrial and semi-industrial uses south of Ryan Road and west of 76th Street.

While there are a number of good individual development sites and sites suitable for a secondary business park, the site is not suitable for primary business park development.

- One fundamental drawback to developing a primary business park in Area F is the absence of a single block of developable land large enough to accommodate large-scale industrial uses. Ryan Road and 76th Street bisect the areas potentially most suitable for a business park.
- A second fundamental drawback is the area’s distance from I-94, the major corridor for movement of goods and workers to and from area businesses.
- There are also numerous rural residences in the area that would either need to be acquired or buffered from surrounding business and industrial development.

The former Highway 100 Outdoor Theater site, located north of the curve, is a large potentially developable site. Although the site has topographic characteristics that would make it suitable for secondary business park development, the City's adopted Comprehensive Master Plan identifies the site as a potential middle or high school site. Given the proximity to a growing residential neighborhood, this is a more appropriate use for the site.

41 Outdoor Twin Theater Area (Area C)

The 41 Outdoor Twin Theater site has some attributes which qualify this area as a potential secondary business park site with lots oriented towards smaller users, such as offices, contractors, distributors, and start-up manufacturers. The 73-acre parcel is a level site available for redevelopment. There is an additional 5 acres of potentially developable former school property north of the 41 Outdoor Twin Theater site that could be attached to the site.

The 41 Outdoor Twin Theater site could be developed by the City and/or a private developer as secondary business park targeted to users requiring 5,000 to 35,000 square feet buildings (1 to 3 acre sites).

Because of the proximity to both existing and planned residential neighborhoods west of the site along 35th Street and south of Drexel Avenue there would be a need for careful berming and/or screening to provide a buffer from the business uses.

Note: As noted in the previous section, the site is also likely to be attractive as a general retail or Power Center site. This site would basically be an extension of the type of commercial development that has already occurred along the South 27th Street corridor north of Rawson Avenue.

V. Analysis Of Specific Sites

The City of Franklin has asked the consultant team to analyze specific sites for the twelve general planning areas that may have nonresidential development potential. The following is a site-specific description of the twelve planning areas as originally identified by the City and subsequently modified by the consulting team.

The attached conceptual maps illustrate the key potential development sites for each of the twelve planning areas. It is important to realize that these are conceptual boundaries only for preliminary tax development analysis. Actual site boundaries would depend upon further planning, negotiations with land owners, decisions by the Plan Commission, and many other factors.

General conceptual street circulation patterns are identified in some of the planning areas with the greatest nonresidential development potential. In several cases, the City of Franklin Planning Department has prepared more detailed conceptual site plans. *Again, these are only illustrative.*

Each map also illustrates existing Environmental Corridors, which we exclude from development and do not count as developable acres.

Area A Franklin Corners (Loomis, 76th, and Rawson)

Site A-1

Developable Acreage: **43 acres**

Access: Loomis Road and Rawson Avenue

Recommended Use: **Community Retail Center, Power Center**

Comments: Site A-1, which is located in the southwest quadrant of the Loomis Road-Rawson Avenue interchange, has been identified by the McComb Group as the most suitable site for large-scale retail commercial development in the central portion of Franklin and in the Franklin School District.

Retail development of Site A-1 would require access from Rawson Road and access from Loomis Road (Highway 36) south of the exit ramps to the Rawson Road interchange.

Most of Site A-1 is currently planned for estate residential development and any commercial development would require a revised plan designation and rezoning. There would need to be extensive buffering on the west and north sides of Site A-1 to provide separation from adjoining residential areas. *The berming and screening is indicated on each conceptual map.*

Site A-2

Developable Acreage: **42 acres**

Access: Loomis Road and Rawson Avenue

Recommended Use: **Community Retail Center**

Comments: Site A-2, which is located in the southeast quadrant of the Loomis Road-Rawson Avenue interchange, is also one of the most suitable sites for retail development in the central portion of the City. Site A-2 adjoins the existing Pick-N-Save site. It would be accessible to a very limited extent from the Pick-N-Save parking lot and to a greater degree by extending Terrance Drive extended westward. Development of Site A-2 would also require direct access from Loomis Road south of the Rawson Road access ramps, which would be at the same point on Loomis as access to Site A-1.

Most of Site A-2 is currently planned for residential development and any commercial development would require a revised plan designation and rezoning. There would need to be extensive buffering on the east and south sides of Site A-2 to provide separation from adjoining residential neighborhoods.

Development of Site A-2 would require careful site planning around the delineated Environmental Corridor adjoining the site.

Site A-3

Developable Acreage: **40 acres (with potential expansion to the north)**

Access: Rawson Avenue and Old Loomis Road

Recommended Use: **Community Retail Center, Power Center**

Comments: Site A-3, which is located in the northwest quadrant of the Loomis Road-Rawson Avenue interchange, is potentially suitable for retail commercial development. The eastern portion of Site A-3 is currently planned and zoned for recreation use as the Crystal Ridge Ski Hill.

Portions of Site A-3 were formally a landfill site and there may be significant environmental limitations. The extent of potential environmental limitations are currently unknown. If the environmental constraints associated with the former landfill site could be overcome, there would be additional potential commercial expansion area extending northeast of Crystal Ridge Ski Hill along the west side of 76th Street. This area has not been designated as a probable commercial site in the near future due to the environmental uncertainties, but if these limitations could be overcome, the McComb group rates the extended A-3 site with A-1 as the areas of highest appeal to major retailers. Major retailers are accustomed to working with sites with environmental challenges, since they have great options regarding where to site their stores in relation to parking lots.

Commercial development on Site A-3 would require buffering and screening along on the southwest corner of the site to provide separation from an adjoining residential neighborhood along Hawthorne Court.

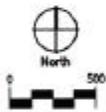
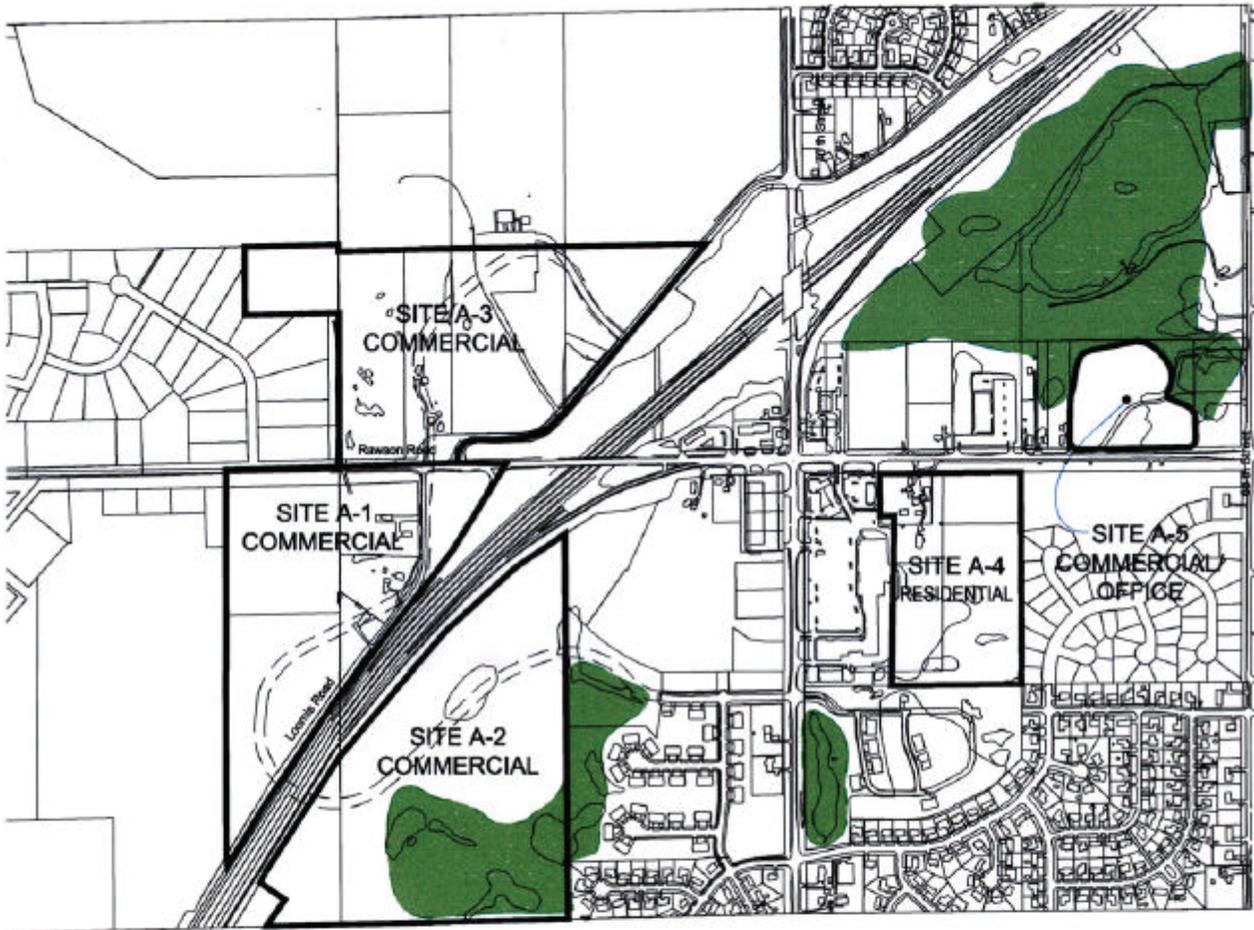
Site A-4

Developable Acreage: **Approximately 16 acres**

Access: Rawson Avenue

Recommended Use: **Infill Commercial or Office**

Comments: Site A-4, is located east of 76th Street along both the north and south sides of Rawson Avenue. Site A-4 contains a number of potential infill parcels ranging from 1 to 4 acres size. These sites have strong potential for infill commercial, medical office, financial institution or professional office development. None of the parcels in Site A-4 are large enough to accommodate a Power Center or shopping center.



 ENVIRONMENTAL CORRIDORS

AREA A Franklin Corners

JJR

Key Development Sites
Franklin, Wisconsin

Area B Quarry Environs

Site B-1

Developable Acreage: **43 acres**

Access: Rawson Avenue and 51st Street

Recommended Use: **Secondary Commercial, Office, or Institutional**

Comments: Site B-1, is located on the north side of Rawson Avenue approximately two miles east of 76th Street. The site is midway between the Franklin Corners retail area and the South 27th Street retail district.

The southern portion of the Site B-1 fronts on Rawson Avenue and is delineated as a B-3 Community Business District in the City's Comprehensive Master Plan. The northern half of Site B-1 is designated for institutional use. The Polish Community Center is currently planned to be constructed on portions of Site B-1.

Development of Site B-1 is likely to be incremental as individual properties fronting on Rawson Avenue are assembled. Site B-1 does not offer the opportunity for concentrated retail center development, such as in Franklin Corners or South 27th Street corridor sites, but the area is suitable for a variety of service-oriented commercial business, convenience retail, offices or institutional uses.

Site B-2

Developable Acreage: **21 acres**

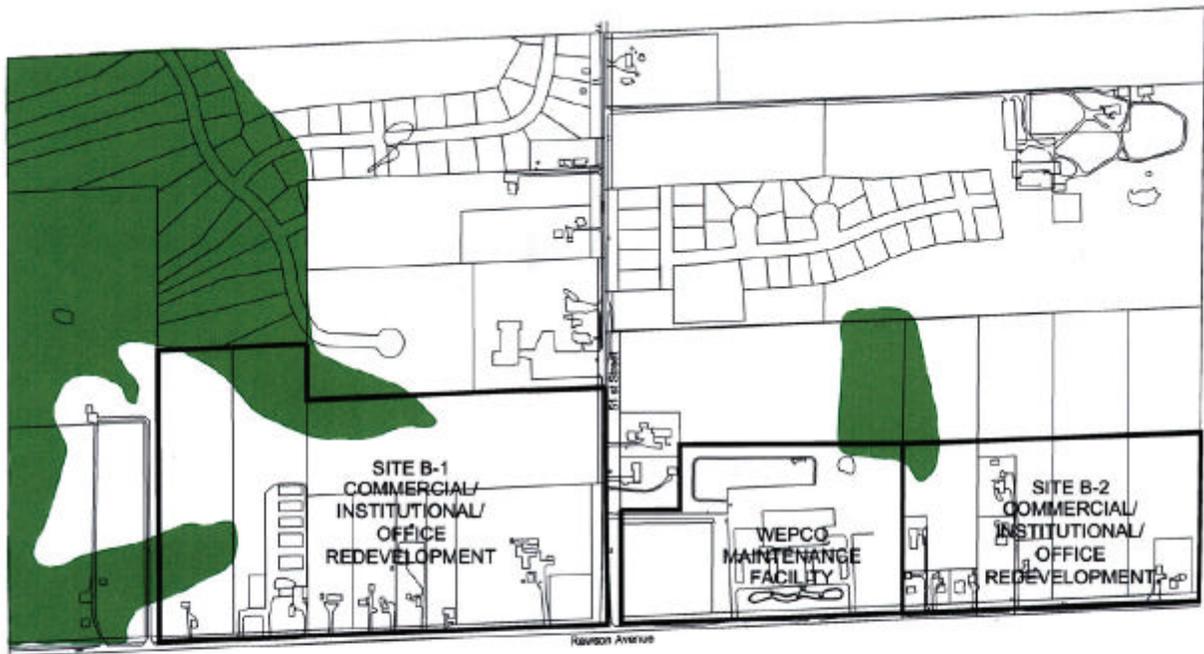
Access: Rawson Avenue

Recommended Use: **Secondary Commercial, Office or Institutional**

Comments: Site B-2 is located on Rawson Avenue east of the WEPCO maintenance facility at the corner of 51st Street and Rawson. Approximately eight residences currently occupy the 21-acre site.

Development potential for Site B-2 is very similar to Site B-1. Site B-2 is likely to be developed incrementally as individual properties fronting on Rawson Avenue are assembled.

Site B-2 is designated as M-1 Limited Industrial District in the City's Comprehensive Master Plan. The City should consider redesigning the planned land uses in this site from M-1 to B-3 or another comparable commercial district. Retaining the M-1 designation in this area would continue to allow more industrial uses into a predominately residential neighborhood and would potentially devalue the adjoining land and impede higher value future development.



ENVIRONMENTAL CORRIDORS

AREA B Quarry Environs

JJR

Key Development Sites
Franklin, Wisconsin

Area C 41 Outdoor Twin Theater Environs

Site C-1

Developable Acreage: **32 acres**

Access: 27th Street and Rawson Avenue

Recommended Uses: **Retail Commercial Redevelopment**

Comments: Site C-1 is located on the southwest quadrant of the intersection of South 27th Street and Rawson Avenue. Due to its location at the intersection of two major arterial streets and excellent accessibility from I-94, this area is one of the best commercial sites in the City. Site C-1 is designated in the City's Comprehensive Master Plan as a combination B-3 and B-4 Commercial, B-6 Office, and I-1 Institutional.

The properties along Rawson Road west of 27th Street are mostly older residences.

Development of Site C-1 to its "highest and best" retail commercial use would require assemblage of a number of smaller parcels and demolition of existing structures. The McComb Group rates C-1 as the best of the three C sites from a retail market perspective because it has the best market access and the best relationship to the existing retail development north of Rawson.

Site C-2

Developable Acreage: **35 acres**

Access: 27th Street

Recommended Uses: **Retail Commercial Redevelopment**

Comments: Site C-2 is located South 27th Street north of the 41 Outdoor Twin Theater site. There are existing commercial and institutional uses along the South 27th Street frontage.

The portion of Site C-2 fronting on South 27th Street is designated in the City's Comprehensive Master Plan as a B-4. The western half of the site is planned for medium density residential development. The City should consider redesigning the planned land uses for all Sites C-2 to B-4 or another comparable commercial district.

Development of Site C-2 to its "highest and best" use would require assemblage of a number of smaller parcels and demolition of existing structures.

Site C-3 (Expanded 41-Twin Site)

Developable Acreage: **78 acres**

Access: 27th Street and Drexel Avenue

Recommended Use: **Secondary Business Park or Retail Center (Alternative)**

Comments: Site C-3 is the former 41 Outdoor Twin Theater site and the former elementary school site located on South 27th Street north of Drexel Avenue. Site C-3 is a uniquely valuable site due to the fact that it is a large parcel requiring neither assemblage nor extensive demolition and site preparation to create buildable land.

The 41 Outdoor Twin Theater site portion of Site C-3 is designated in the City's Comprehensive Master Plan as a BP Business Park. The former school site is designated B-4 Commercial. These are appropriate planned land use designations.

The City should consider either developing the 41 Outdoor Twin Theater site or partnering with a private developer to create a secondary business park targeted for uses requiring 5,000 to 35,000 buildings (1 to 3 acre sites). These uses should not be located in the City's primary business parks, but should be located in planned business park settings buffered from residential uses. Careful planning of the site with an internal roadway would enhance access, minimize impact along 27th Street, and allow development of the entire site for secondary business park purposes without any residential development.

Alternatively, the 41 Twin site could accommodate some retail development, though the McComb Group analysis points to some limitations in terms of access and connectedness to the existing retail district north of Rawson.

The proposed secondary business park located on the 41 Outdoor Twin Theater site would require extensive berming and screening from residential neighborhoods on the south and west sides of the site. Deed restrictions and protective convenience should regulate the appearance of the buildings and sites and should restrict outside storage.



AREA C 41 Twin Theater Environs

JJR

Key Development Sites
Franklin, Wisconsin

Area D Southeast Environs

Site D-1

Developable Acreage: **42 acres**

Access: South 27th Street and Ryan Road

Recommended Use: **Convenience Retail Commercial Redevelopment**

Comments: Site D-1 is located on the southwest quadrant of the intersection of South 27th Street and Ryan Road. Due to its location at the intersection of two major arterial streets and direct access from I-94, this location is potentially one of the best convenience retail sites in the City.

Site D-1 is designated in the City's Comprehensive Master Plan as a combination B-2 and B-4 Commercial and R-4 and R-5 Residential. There are existing business uses on the portions of Site D-1 fronting on South 27th Street, but most of the non-frontage portion of the site is undeveloped.

Development of Site D-1 to its "highest and best" retail commercial use would require assemblage of a number of smaller parcels and redevelopment of existing structures.

Site D-2

Developable Acreage: **128 acres**

Access: South 27th Street and Oakwood Road

Recommended Use: **Primary Business Park**

Comments: Site D-2 is located on South 27th Street north of Oakwood Road. Due to its good access from I-94, general topography, and relatively large size, Site D-2 is one of the best potential sites, if not the single best potential site for new primary business park development in the City. The proximity Oakwood Golf Course and the Root River Parkway would have amenity value for some types of businesses that would consider locating in the park, including the office uses that many residents seek to attract. Business Park development of D-2 would also help to pull new primary business uses north from the existing less desirable truck terminal and outdoor storage uses along West Elm and other areas within D-3.

With the exception of a limited amount of frontage development along 27th Street and several homes along Oakwood Road, Site D-2 is mostly undeveloped. The exact boundaries of a D-2 business park would require adequate buffering from existing residential areas and due consideration of the Oakwood Road homeowners.

The City should focus on reserving this area for primary business park use. The City should work with the property owners to help develop this area as a master-planned

business park, either through private or public development. Site D-2 is designated in the City's Comprehensive Master Plan and Unified Development Code as R-2 Residential. The City should amend the Plan and Zoning Ordinance to designate this area as BP Business Park.

The site plan for Site D-2 will require buffering and screening from remaining Oakwood Road homes, Oakwood Park Golf Course on the west, and the residential neighborhood on the north. Approximately 30 acres in the northwest quadrant are an upland woods and part of the designated Environmental Corridor. The woods would provide an important buffer to development north of Fitzsimmons Road. The woods, along with a bermed corridor along the south side of Fitzsimmons Road, should be preserved as a buffer between the proposed business park and the residential neighborhood north of Fitzsimmons Road.

The City would also need to work with owners of existing homes within the D-2 area to determine whether some or all wished to sell their property at fair market value to the City, either now or when they wished to relocate at some time in the future. Alternatively, the park could develop with buffering and screening for these homes.

The site plan for a primary business park on Site D-2 will require maintaining an attractive frontage along both 27th Street and Oakwood Road, which will serve as a secondary access road and connector to the Franklin Industrial Park to the west. Conceptually, the improvements along Oakwood Road should provide linkage with the Franklin Industrial Park.

Site D-3

Developable Acreage: **90-190 acres** (90 core acres, plus 100 acres possibly available from the County) (100 more acres of existing industrial development that may be subject to redevelopment in the future, but it would be too expensive to redevelop in the short term)

Access: South 27th Street, Oakwood Road, and West Elm Road

Recommended Use: **Primary Business Park**

Comments: Site D-3 is located on South 27th Street south of Oakwood Road. Site D-3 possesses many of the same general locational attributes as Site D-2, though without relation to Oakwood Golf Course. However, approximately 100 acres are already partially developed. Most of this area is used for relatively low-intensity and low-value outside storage. Some of the existing uses in Site D-3 constitute "NIMBY-types" of uses that have some nuisance characteristics and relate poorly to a primary business park.

Most of Site D-3 is designated in the City's Comprehensive Master Plan M-1 Light Industrial and has been conceptually platted in the plan for approximately 5 acre lots. The existing land use designation should be retained, but the City should restudy the street and lot layout in the update of the City's Comprehensive Master Plan.

The City should focus on reserving the undeveloped portion of Site D-3 for future business park use. The City should also work with existing businesses in the area to minimize their nuisance impacts and screen outside storage areas. If some businesses relocate in the future, the City should consider acquiring their land.

The site plan for a business park on Site D-3 will require maintaining an attractive frontage along major arterials and screening or buffering some of the less desirable existing industrial uses.

Note: It should be noted that the western portion of Site D-3 includes approximately 100 acres that are currently owned by Milwaukee County and are managed as part of the Root River Parkway. The City should explore the potential for acquisition of this land from the Milwaukee County for business park development. The City should also investigate the potential for a land exchange that would involve exchanging City-owned or acquired conservancy land for developable portions of the Milwaukee County land in Site D-3.

The proposal for acquiring portions of the County-owned land applies only to areas that are not delineated as Environmental Corridor by SEWRPC. The Environmental Corridors, which include all wetlands, floodplains, and mature woods should remain in County ownership and should continue to be managed as permanent conservancy land. The only land acquired for business park development should be unwooded uplands. The business park should be designed to carefully avoid adverse impacts to the Root River Parkway and the sites should be oriented and designed so that the environmental lands and trail system are an aesthetic and recreational amenity for the business park.

Site D-4

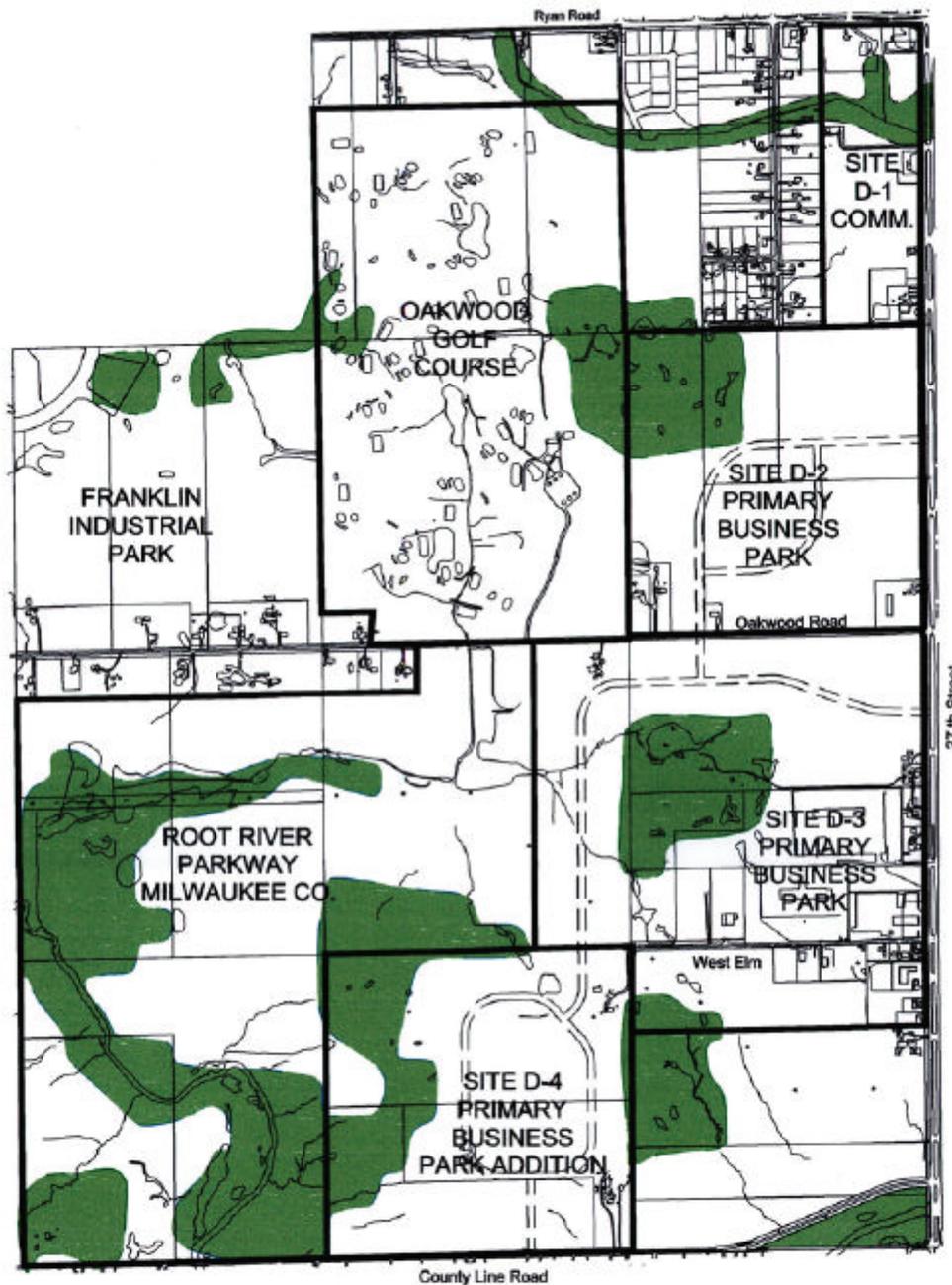
Developable Acreage: **122 acres**

Access: West Elm Road and County Line Road

Recommended Use: **Primary Business and Industrial Park Expansion Area**

Comments: Site D-4 is located on County Line Road south of Site D-3. This area should be reserved for future expansion of the primary business park proposed for Sites D2 and D-3. Site D-4 is designated in the City's Comprehensive Master Plan as M-1 Light Industrial and has been conceptually platted in the plan for approximately 5-acre lots.

The planning for a business park on Site D-4 will require careful screening and buffering for portions of the site adjoining the Root River Parkway.



 ENVIRONMENTAL CORRIDORS

AREA D Southeast Environs

Key Development Sites
Franklin, Wisconsin

JJR

Area E Ryan Road North

Site E-1

Developable Acreage: **60 acres**

Access: Ryan Road and 51st Street

Recommended Use: **Ancillary Commercial, Secondary Business Park**

Comments: Site E-1 is located on the north side of Ryan Road between the Root River Parkway and 46th Street.

Site E-1 is designated in the City's Comprehensive Master Plan as a combination of B-1 Neighborhood Commercial and B-6 Business Park west of 51st Street and B-1 Neighborhood Commercial east of 51st Street.

The McComb Group Retail Development Potential report indicates that there is relatively little demand for retail commercial development in this part of the City. However, with the large employment base in the Franklin Business Park and the potential for additional secondary business park development in the southern part of the City, there is likely to be some market demand for convenience businesses and business services that would be ancillary to the business park.

The portion of Site E-1 designated for BP Business Park would be suitable for some types of ancillary commercial and office uses that do not require large lots. The site is not large enough to function as a primary business park, but may be a good site for either an office-oriented secondary business park or individual business sites.

Development of Site E-1 is likely to occur incrementally as individual properties fronting on Ryan Road are assembled. Any development within Site E-1 would need to be carefully buffered and screened from the adjoining areas to the north, which are planned for residential development.



ENVIRONMENTAL CORRIDORS

AREA E North Ryan Road

JJR

Key Development Sites
Franklin, Wisconsin

Area F Town Centre

Site F-1

Developable Acreage: **96 acres**

Access: Ryan Road and 76th Street

Recommended Use: **Secondary Business Park, Ancillary Commercial**

Comments: Site F-1 is located on the north side of Ryan Road between the Root River Parkway and 76th Street. Much of Site F-1 consists of a former military installation, which is currently owned by Milwaukee County. Site F-1 adjoins the Milwaukee County House of Corrections site.

The portion of Site F-1 at the corner of 76th Street and Ryan Road is designated in the City's Comprehensive Master Plan as B-6 Professional Office. The portion of the site owned by Milwaukee County is designated A-1 Agricultural District.

The City should re-designate all of Site F-1 as BP Business Park. The site would be suitable for a secondary business park that would be targeted toward office users and other businesses that do not require larger lots.

The City of Franklin should work closely with Milwaukee County to return the portions of the site that are not needed for the correction facility to the tax base. The former military installation site is a potentially valuable piece of development land. Unlike Site E-1, which has many similar locational characteristics, development of Site F-1 would not require as much land assemblage and demolition and would be a superior secondary business park site. Site F-1 may also be suitable for one or more single users with large area requirements.

Site F-2

Developable Acreage: **78 acres**

Access: Ryan Road and 76th Street

Recommended Use: **Secondary Business Park, Ancillary Commercial**

Comments: Site F-2 is located on the north side of Ryan Road west of 76th Street.

The southern portion of Site F-2 within 600' of Ryan Road is designated in the Comprehensive Master Plan as B-1 Neighborhood Business. The northern portion of the site is designated for residential development.

All of Site F-2, in combination with Site F-1, should be designated for BP Business Park. Site F-2 would be suitable for a secondary business park targeted toward uses that do not require large lots. Site F-1 may also be suitable for one or more single users with large lot area requirements.

Any nonresidential development in the northern part of Site F-2 will require careful screening and buffering to protect the residential development to the north.

Site F-3

Developable Acreage: **49 acres**

Access: Ryan Road and 76th Street

Recommended Use: **Possible Secondary Business Park, Light Industrial**

Comments: Site F-3 is located on the south side of Ryan Road east of 76th Street.

The site is designated M-1 Light Industrial in the City's Comprehensive Master Plan. Soil conditions and the floodplain for the Root River and Ryan Creek limit the development potential of Site F-3. Sanitary sewer is projected for the area but not yet available.

The street circulation system, as shown on the site map, should be completed if there is sufficient projected demand for F-3 as a secondary business park. However, once the central street is constructed the site will yield only a relatively small number of usable secondary business park lots.

Site F-4

Developable Acreage: **98 Acres** (plus 40 acres of existing development)

Access: Ryan Road and 76th Street

Recommended Use: **Possible Secondary Business Park**

Comments: Site F-4 is located on the south side of Ryan Road west of 76th Street. This area includes the City of Franklin Public Works Facility and several other semi-industrial uses. All Souls Cemetery is located west of the Public Works Facility on Ryan Road. There are numerous rural residences along 76th Street south of Ryan Road.

The portions of Site F-4 currently used for industrial and semi-industrial uses are designated M-1 Light Industrial and I-1 Institutional in the City's Comprehensive Master Plan. Most of the frontage along 76th Street south of Ryan Road is designated either Rural Residential or Agricultural Preservation.

A major limiting factor for development of Site F-4 is that a significant portion of the site has been acquired for future expansion of All Souls Cemetery. Unless, the City or a private business park developer is able to acquire the cemetery expansion site, the development potential of Site F-4 is severely limited.

Low conditions and floodplain for Ryan Creek also limit the expansion potential of Site F-4. Future expansion to the southwest would be restricted by environmental conditions. Sanitary sewer is projected for the area but not yet available.

Site F-5

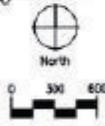
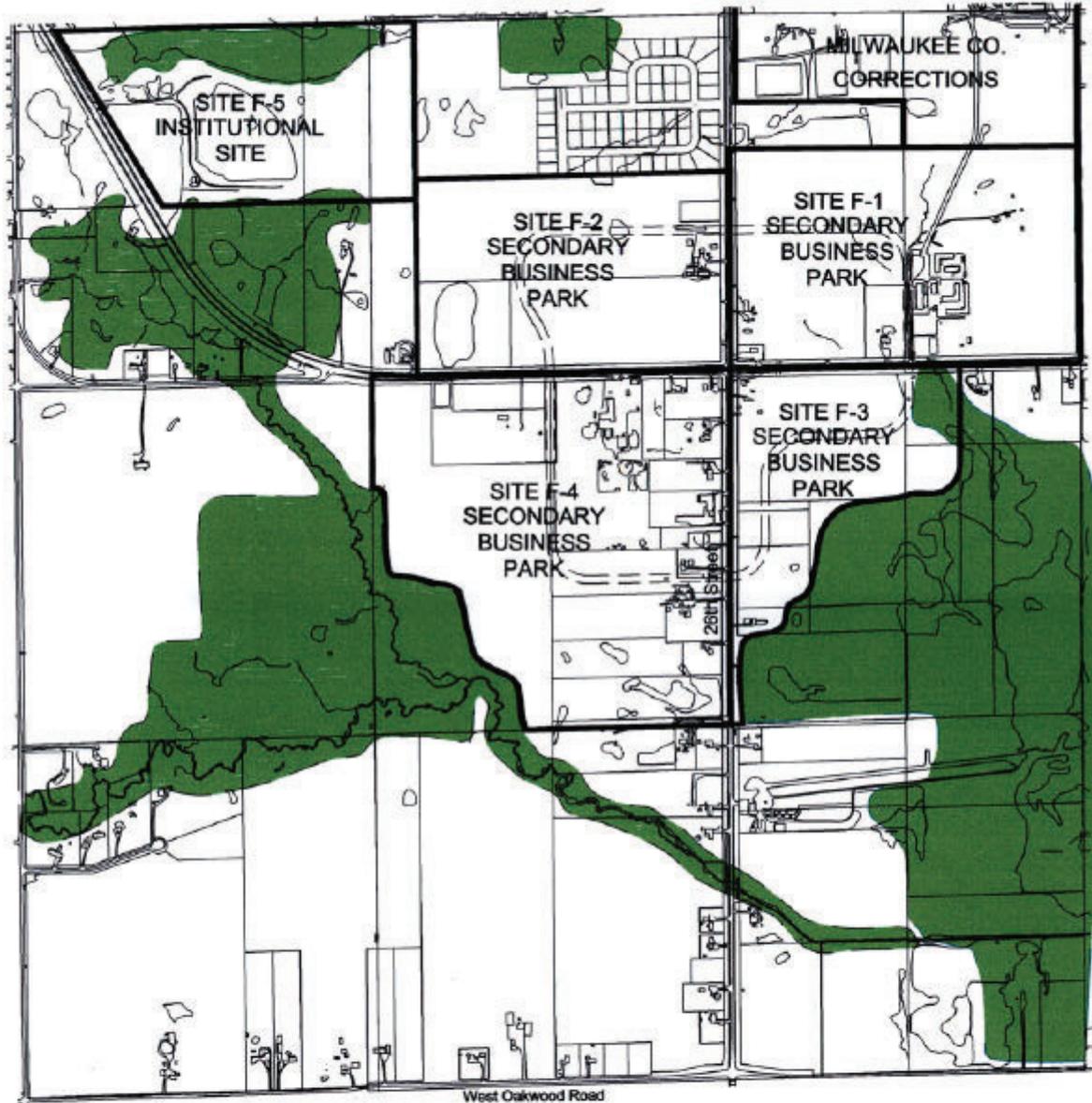
Developable Acreage: **40 Acres**

Access: St. Martins Road (Highway 100)

Recommended Use: **Institutional**

The former Highway 100 Outdoor Theater site is a developable parcel located north of the Highway 100 curve.

The City's Comprehensive master Plan identifies this site as an Institutional site, well-suited as a site for a future middle or high school. Given the proximity to several expanding residential neighborhoods and the good supply of alternative secondary industrial parcels, school use of the parcel would be more appropriate than secondary business park development.



 ENVIRONMENTAL CORRIDORS

AREA F Town Centre

JJR

Key Development Sites
Franklin, Wisconsin

Area G Southwest Environs

Site G-1

Developable Acreage: **119 acres**

Access: Loomis Road (Highway 36), Ryan Road, and 116th Street.

Recommended Use: **Holding District – Interim Agriculture**

Comments: Site G-1 is located on either side of Loomis Road (Highway 36) southwest of the Crossroads Area.

All of Area G is outside the Sewer Service Area delineated by SEWRPC, but could potentially be serviced from the proposed force main connecting to the landfill area to the southwest. In the City's long-range planning, Area G has been reserved for rural preservation and most of the area is designated in the City's Comprehensive Master Plan as either A-1 or A-2 Agricultural.

Because of a combination of the absence of utilities and distance from I-94, the consulting team has viewed all of Area G as a "holding district" to be retained as much as possible in agricultural or very low density rural residential use.

At some point in the future Site G-1 will have significant development value as Loomis Road continues to evolve as a corridor for residential development. The County may also plan for an upgraded circumferal outer belt highway at some point in the future.

The area should not be prematurely subdivided for residential or other uses until market conditions and availability of utilities can support development of district, perhaps as an industrial park.

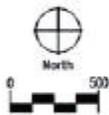
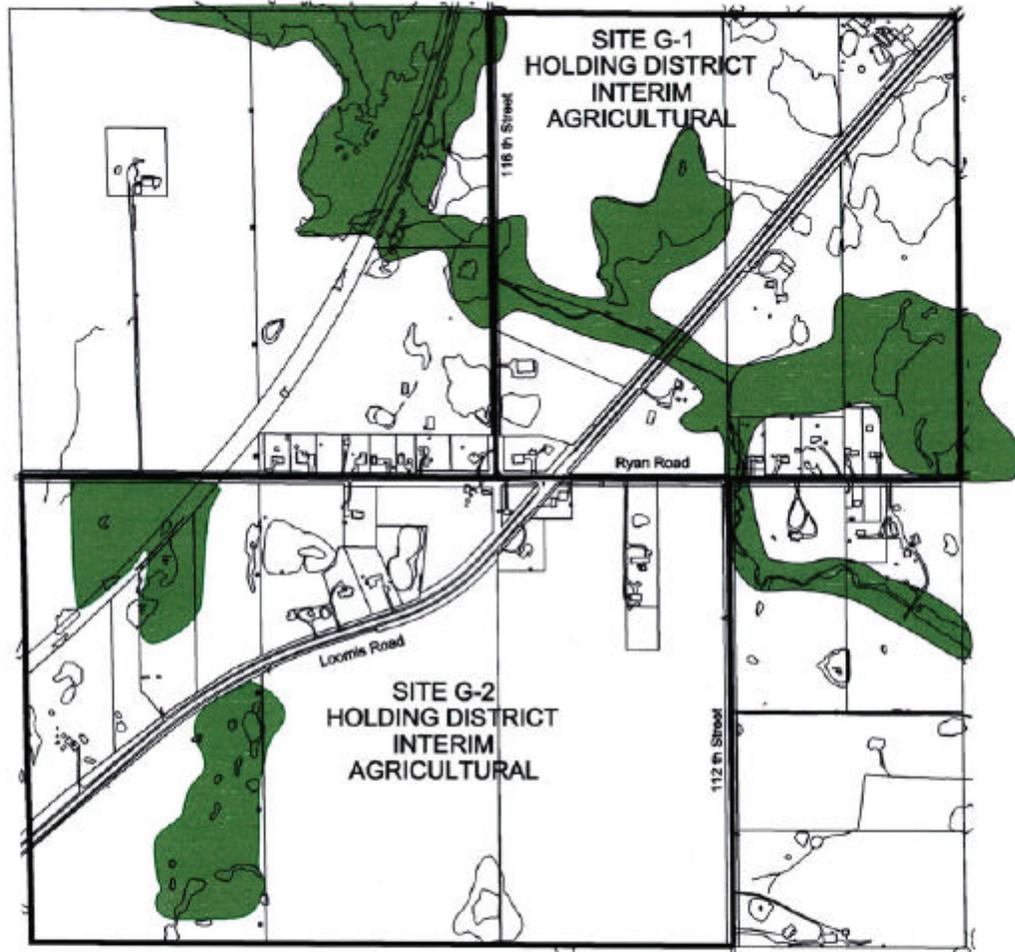
Site G-2

Developable Acreage: **216 acres**

Access: Loomis Road (Highway 36), Ryan Road, and 112th Street.

Recommended Use: **Holding District – Interim Agriculture**

Comments: Site G-2 is has locational attributes similar to Site G-1 and should be maintained in interim agricultural or very low-density rural residential use until market conditions and availability of utilities make the area more suitable for higher density development.



 ENVIRONMENTAL CORRIDORS

AREA G Southwest Environs

JJR

Key Development Sites
Franklin, Wisconsin

Area H Crossroads and Loomis Road Corridor

Site H-1

Developable Acreage: **33 acres**

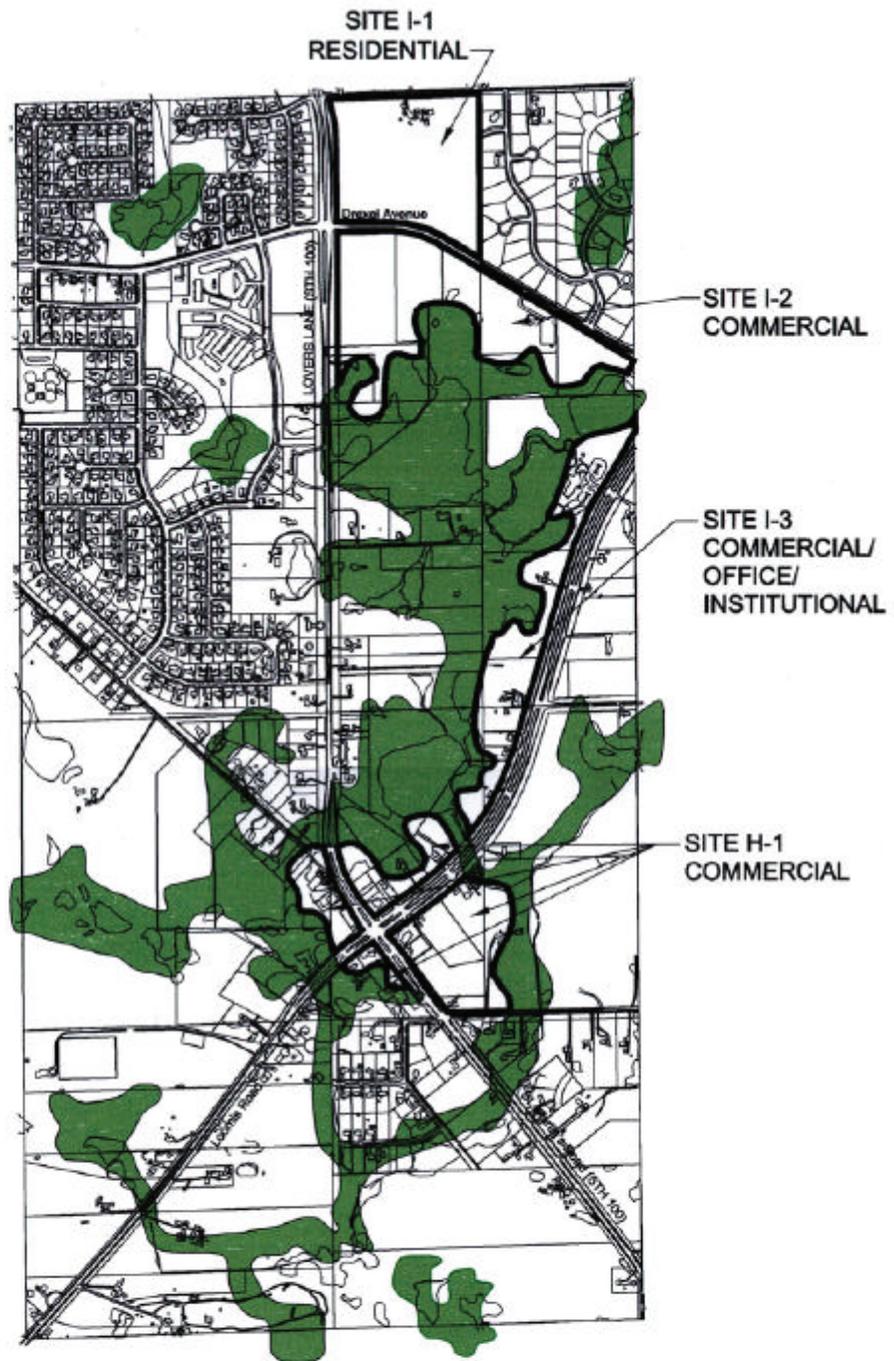
Access: Loomis Road (Highway 36) and St. Martin's Road (Highway 100)

Recommended Use: **Neighborhood Commercial**

Comments: Site H-1 is a key commercial site located at the crossroads of the two major arterials in the western portion of Franklin. The Crossroads has been designated in the City's Comprehensive Master Plan as a neighborhood business district. The new Walgreen's is the pioneer retail business at this location.

The McComb Group's Retail Development Potential report indicates that the Crossroads area could support an additional 40,000 square feet (4 acres) of convenience-oriented retail space by year 2002 and an additional 100,000 square feet (10 acres) by the year 2020.

As this area develops, the key issues will include assembling sufficiently large parcels to create a cohesive development pattern and preserving the wetlands and environmental corridors. Pedestrian and bicycle access to adjoining residential neighborhoods will be a key design consideration in developing a neighborhood-oriented commercial center.



 ENVIRONMENTAL CORRIDORS

AREA H&I Crossroads and Civic Centre

JJR

Key Development Sites
Franklin, Wisconsin

Area I Civic Centre

Site I-1

Developable Acreage: **32 acres**

Access: Drexel Avenue and Lover's Lane Road (Highway 100)

Recommended Uses: **Residential**

Comments: Site I-1 is a vacant developable site in the northwest quadrant of the intersection of Drexel Avenue and Lover's Lane Road.

The site has been designated in the City's Comprehensive Master Plan as part of the R-3E Estate Lot Subdivision District. The adjoining area to the east has been platted as estate lots. This area has been one of the most successful residential districts in the City with homes priced significantly higher than the median home values in Franklin.

There are large parcels in the Civic Centre area south of Drexel Road that are planned for commercial development. These parcels are expected to be able to meet the market demand for commercial land in this part of the City

The City should retain the existing estate lot residential designation for Site I-1.

Site I-2

Developable Acreage: **40 acres**

Access: Drexel Avenue and Lover' Lane Road (Highway 100)

Recommended Uses: **Neighborhood Retail Center, Commercial Services, and Institutional**

Comments: Site I-2 is located along the south side of Drexel Avenue between Lovers Lane Road and Loomis Road.

Site I-2 has been designated in the City's Comprehensive Master Plan as a combination of CC Community Centre and I-1 Institutional. The plan also indicates that a mixture of neighborhood retail, office, medical and public uses would be appropriate for the area.

The McComb Group's Retail Development Potential report indicates that the Civic Centre area could support an additional 45,000 square feet (5 acres) of retail space by year 2002 and an additional 165,000 square feet (17 acres) by the year 2020.

Site I-2 is the best location within the Civic Centre area for a neighborhood-scale shopping center. The site has excellent access from the major north-south arterial highways and from Drexel Avenue, which is a major east-west collector street. The ownership parcels within Site I-2 are relatively large and the site would not require as much assemblage or demolition as some of the other potential commercial sites in the City.

Site I-3

Developable Acreage: **24 acres**

Access: Loomis Road (Highway 36)

Recommended Uses: **Commercial Services, Institutional, and Office**

Comments: Site I-3 is located on the west side of Loomis Road, across the street from the municipal government center. Site I-3 is designated in the City's Comprehensive Master Plan as a combination of CC Community Centre, I-1 Institutional, and R-8 Multiple Family Residential Districts.

The frontage along Loomis Road has excellent exposure for professional offices, financial services, and medical clinics.

Area J Whitnall View

Site J-1

Developable Acreage: **80 acres**

Access: Lover's Lane Road (Highway 100) and Forest Home Avenue

Recommended Uses: **Retail Commercial**

Comments: Site J-1 (Hales Corners Speedway) is a key commercial redevelopment site located in the northwest quadrant of the City. The site is accessible from Lover's Lane Road and from Forest Home Avenue.

The McComb Group's Retail Development Potential report indicates that the Whitnall View area could support an additional 70,000 square feet (7 acres) of leasable retail space by the year 2002 and an additional 330,000 square feet (33 acres) by the year 2020. The Hales Corners Speedway site is the most suitable site in the area to support commercial development of that scale within the Whitnall View area..

The site is large enough to also support limited ancillary office development and perhaps some office/showroom development as well.

The City's Comprehensive Master Plan designates Site J-1 as a combination of M-1 Light Industrial and BP Business Park. The redevelopment concept for the Hales Corners Speedway site in the Comprehensive Master Plan shows the area divided into 2- to 4-acre business and industrial park lots.

The City should revise the Comprehensive master Plan to designate the Hales Corners Speedway site as a retail commercial site. Commercial use of the site would be more compatible with the overall residential character of this part of the City and would likely yield a higher tax base for the City than industrial sites.

Site J-2

Developable Acreage: **28 acres (mostly developed lots)**

Access: Forest Home Avenue

Recommended Uses: **Light Industrial**

Comments: Site J-2 consists of an older light industrial park located on Forest Home Avenue southwest of the Hales Corner Speedway. Most of the lots are less than 3 acres in size. The City's Comprehensive Master Plan designates this area as M-1 Light Industrial.

This industrial district is not well-located with respect to access to regional highways and it is located in close proximity to predominantly residential districts. If the site were currently undeveloped, it would not be a prime candidate for a business park. However, there are many successful small businesses in the area and the area provides relatively low-cost industrial and warehouse space. Over a long time-frame, the City should shift manufacturing, industrial, and distribution uses to planned industrial or business parks with better access to I-94. However, for the foreseeable future Site J-2 is expected to remain a light industrial district.

Site J-3

Developable Acreage: **40 acres**

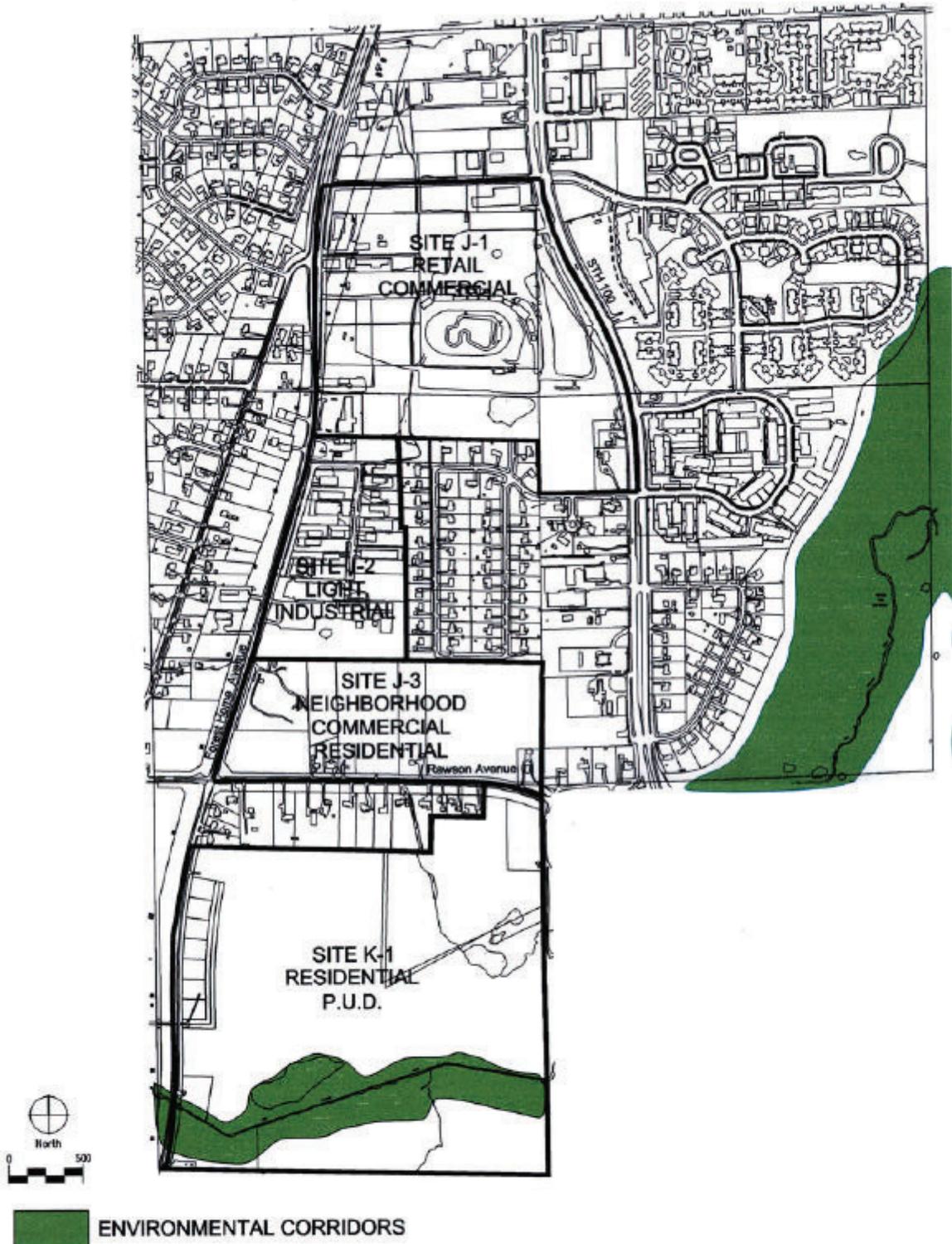
Access: Forest Home Avenue

Recommended Uses: **Residential, Ancillary Neighborhood Commercial**

Comments: Site J-3 consists of the southern portion of the Lover's Lane Planning Area fronting on Rawson Avenue. Most of the site is undeveloped.

The City's Comprehensive Master Plan designates the site on the corner of Forest Home Avenue and Rawson Avenue as B-2 General Business District. The remainder of Site J-3 is planned for residential use.

The designated uses in the City's Comprehensive Master Plan are appropriate, although it is questionable whether the commercial part of the site could support a significant retail development given the proximity to Franklin Corners and the Whitnall View area, which are more likely to develop as retail centers. There are also reported to be some environmental constraints on Site J-3 due previous uses of the site.



AREA J & K Whitnall View and Sacred Heart Monastery JJR

Key Development Areas
Franklin, Wisconsin

Area K Sacred Heart Monastery

Site K-1

Developable Acreage: 109 acres

Access: Forest Home Avenue and Rawson Avenue

Recommended Uses: Residential PUD

Comments: Site K-1 is a large vacant developable area formerly operated and managed as part of the Sacred Heart Monastery. The area is expected to become available for redevelopment.

The City's Comprehensive Master Plan designates the Sacred Heart Monastery site as a future master-planned residential neighborhood or Planned Unit Development (PUD). As an alternative, the City has been considering the site as a potential "high-value business park."

Due to the distance from I-94 and other major regional highways, the consultant team does not believe this site offers as much potential for business park development as sites in Areas D, C, F, or E.

Site K-1 is an extremely attractive residential development site may yield as much fiscal benefit to the City if it were developed as a higher-value residential neighborhood with a combination of large single-family estate lots and condominiums and apartments targeted toward empty-nesters or retirees. The site should be developed as a master-planned PUD.

Area L Saint Matins of Tours

Site K-1

Developable Acreage: **135 acres**

Access: Forest Home Avenue

Recommended Uses: **Residential PUD**

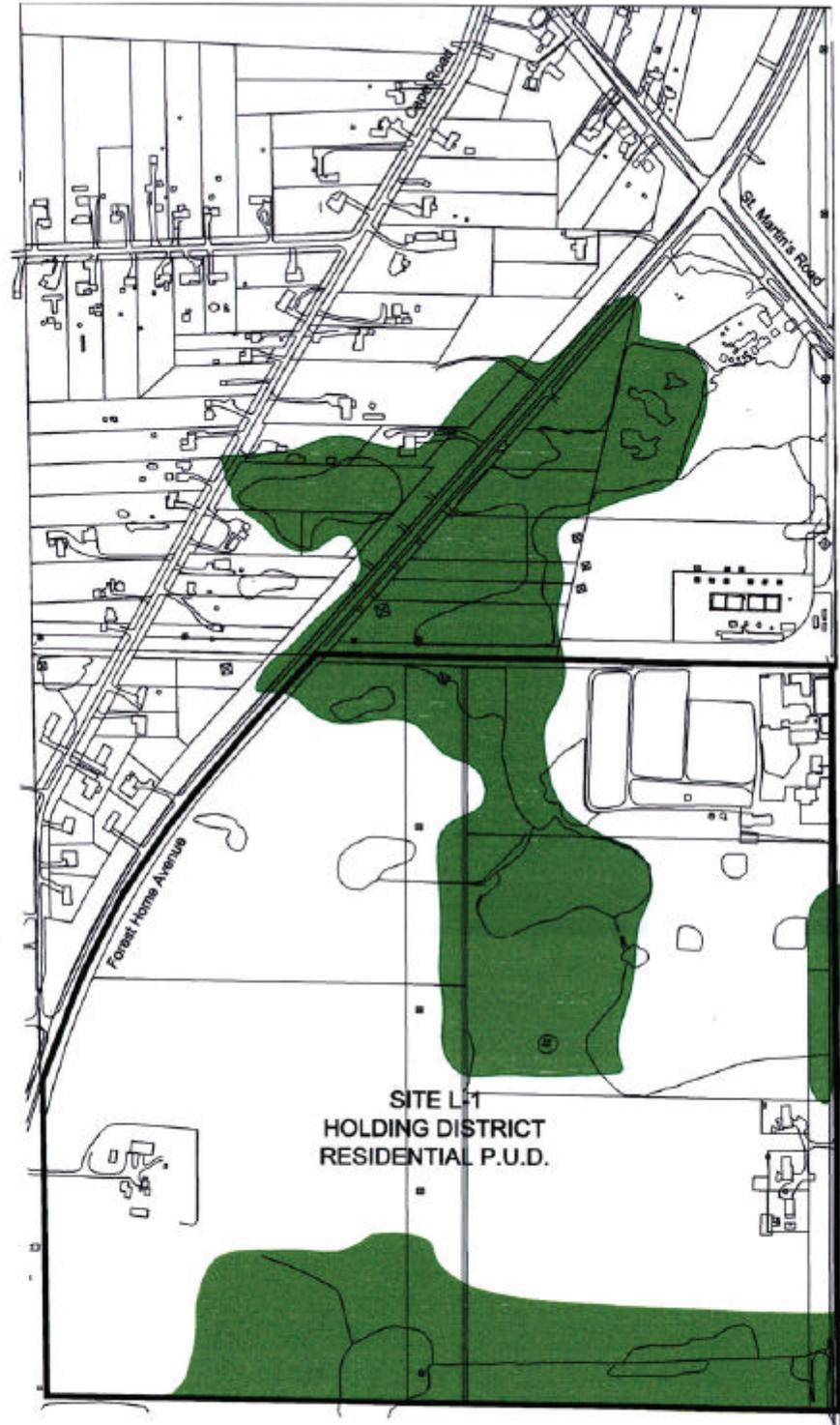
Comments: Site L-1 is a large vacant developable area owned by the Milwaukee Archdioceses. The area is expected to become available for development in the near future.

This area is a very sensitive portion of the City that adjoins the historic traditional village of Saint Martin. Any development on the site should be compatible with the Milwaukee Archdioceses' future plans for St. Matins of Tours Parish and the surrounding lands.

The City's Comprehensive Master Plan designates most of Site L-1 as a master-planned residential neighborhood or Planned Unit development (PUD) with a small B-1 Neighborhood Business District fronting on Forest Home Avenue.

Development within this area will require sensitivity to both adjoining land uses and the extensive environmental corridor in the area.

The City should continue to maintain a planned residential land use designation for Site L-1.



 ENVIRONMENTAL CORRIDORS

AREA L Saint Martins of Tours

JJR

Key Development Sites
Franklin, Wisconsin