



Meeting of the Franklin Economic Development Commission (EDC)

Agenda

Franklin City Hall, Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
May 28, 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 April 30, 2026, Meeting
- IV. Economic Development Update
 - A. Strategic Plan Implementation
 1. Industrial and Commercial Nodes Prioritization – finalize & approve
 2. Strategic Plan Report and Implementation Plan Presentation to Council for adoption – June 2.
 - 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. Next Meeting Date
- VI. 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
April 30, 2026 – 6:00 p.m.

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

- I. The Franklin Economic Development Commission (EDC) meeting was called to order at 6:00 p.m. by Chairman Bobowski.
- II. The floor was opened for Citizen Comment at 6:01 p.m. No citizens were present, and Citizen Comment closed at 6:02 p.m.
- III. Approve Minutes from the March 12, 2026, Meeting – Motion by Wesener, second by Barber, to approve. Motion Carried.
- IV. Economic Development Update
 - A. Strategic Plan Implementation
 - 1. Industrial and Commercial Nodes Prioritization – Initially identified properties reviewed and parcels between and around 76th and 68th Streets were added to the list. Waste Management needs to be contacted regarding plans for their parcels east of the land fill.
 - 2. Strategic Plan Report and Implementation Plan Presentation to Council for adoption - May 20, or June 2. Chairman Bowbowski will present and needs a slide deck, and Regetz will help answer questions. Regetz will contact City Attorney and Clerk regarding format of adoption as City’s economic development strategic plan.
 - B. Current Prospects – Motion by Barber, 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 Wachter, second by Richard, to enter open session. Motion carried.
- ~~V. Endorsement of Mayor’s JRB Public Member recommendation – No discussion, no action.~~
- VI. Next Meeting Date – May 28.
- VII. Adjournment – Motion by Eichmann, second by Wesener, to adjourn. Meeting adjourned.

**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

Approved, May 28, 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.

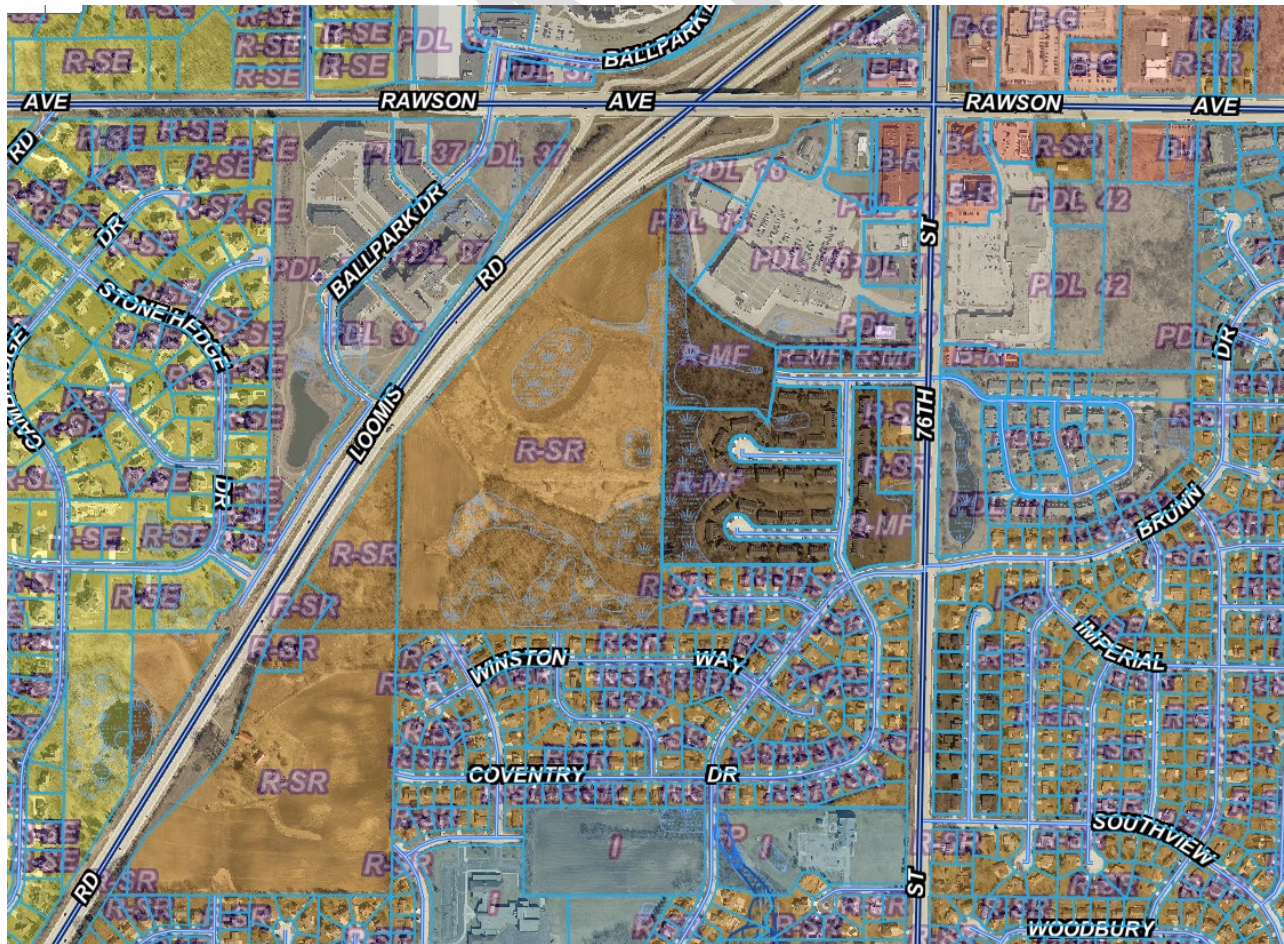
Loomis, 76th and Rawson

Water, sewer and streets at property lines. Zoned Suburban Residence (R-SR)

Recommend Comp Plan Future Use Designation be multi-family residential as single family is also permitted in zoning ordinances.

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 Square 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-Retail-Multi-Use appears to be the development of highest interest.



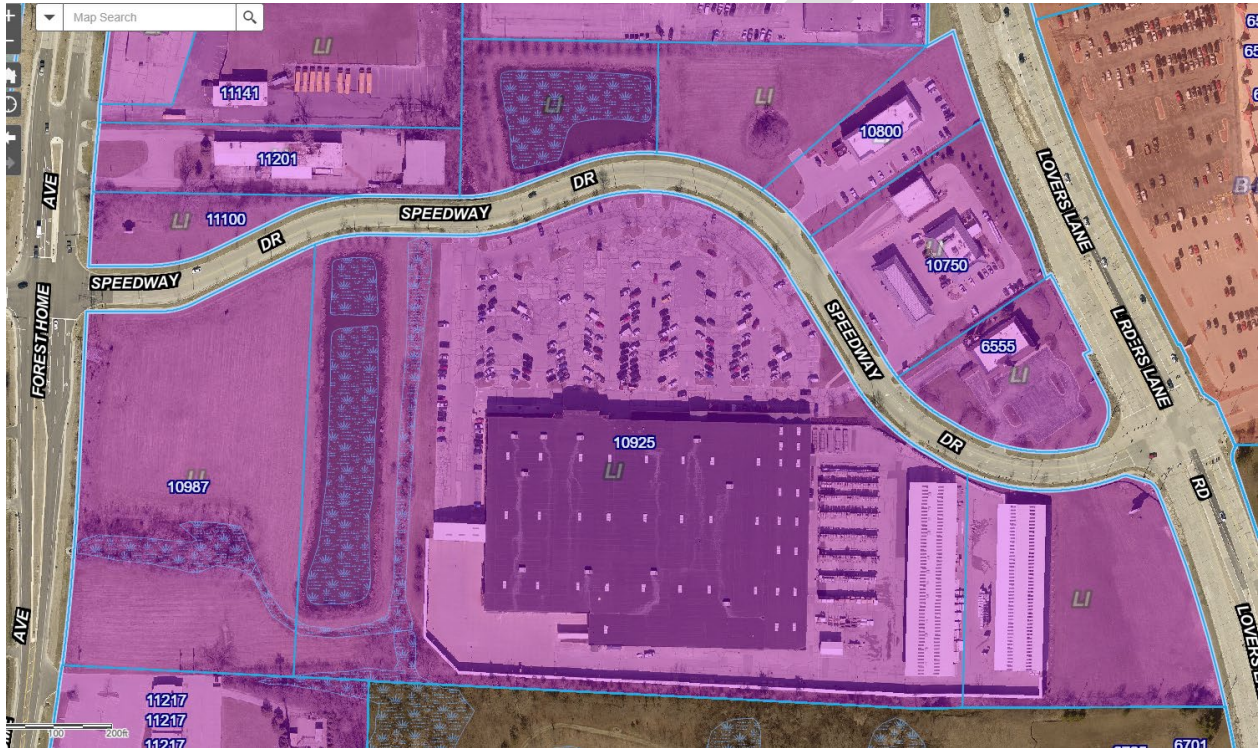
Menards Area

Water, sewer and streets installed. Zoned Limited Industrial (LI)

Menards has 3 available 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 Commercial (general business zoning).

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

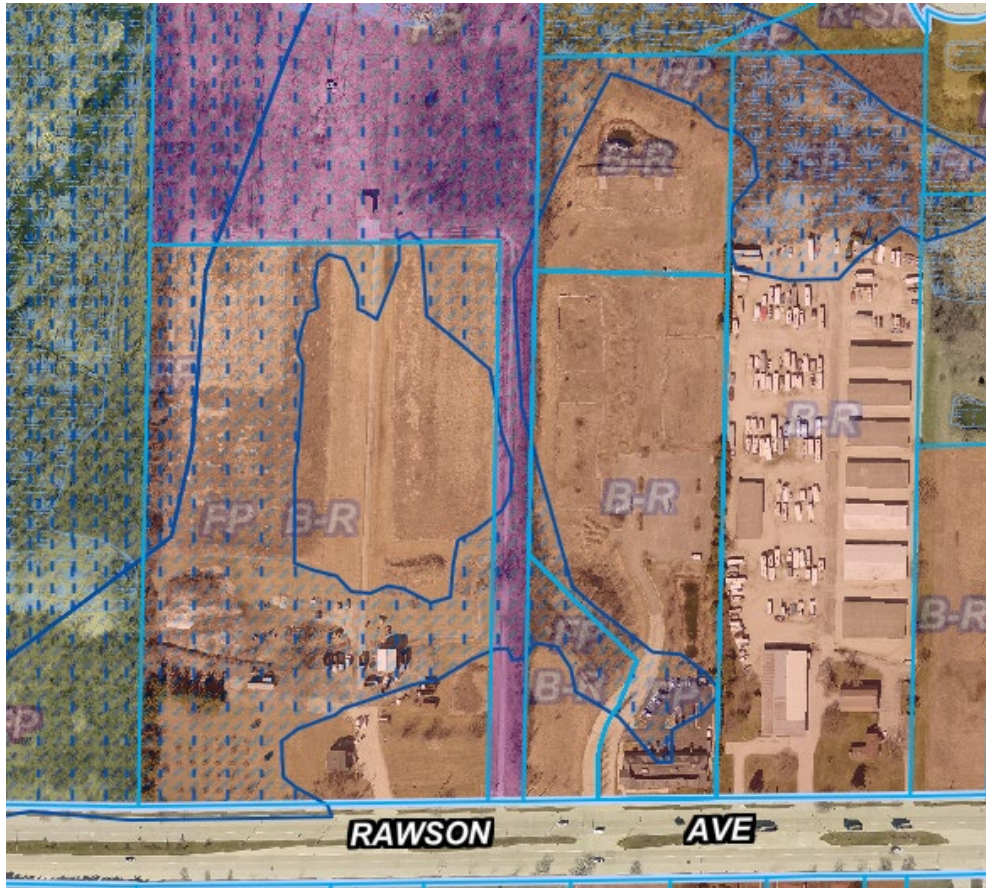


Quarry Area

Water, sewer and streets installed, or at property line. Zoned Regional Business (BR)

Recommend Comp Plan Future Use Designation be Commercial (general business zoning).

Only one parcel has substantial area for retail development across Rawson Ave north of the Quarry. An adjacent site to its east could be connected with minimal wetland encroachment, but more likely would be developed as residential if existing access can be utilized.

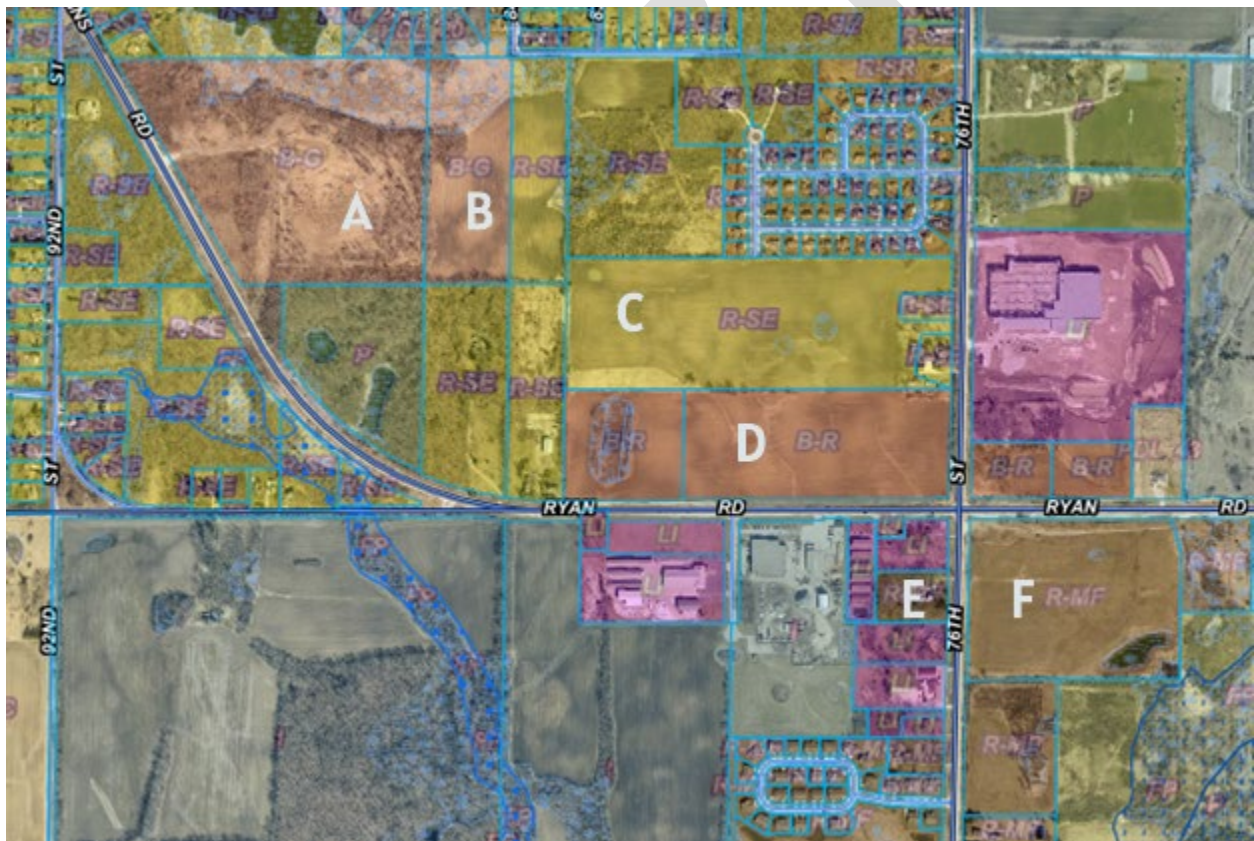


South 76th Street & West Ryan (Town Center)

Water, sewer and streets for commercial/industrial at property lines. Zoned Regional Business (R-SR), General Business (B-G), Suburban Residence (R-SR), and Suburban/Estate Residence (R-SE).

Development Plans for this intersection in the Ticknor reports called for business park development with institutional use to the northwest (which is now zoned commercial). 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.

In the interest of maintaining industrial use as part of commercial land designations, the recommended Comp Plan Future Use Designations be (following map) that parcels A&B should develop as Single Family Residential, parcels C, D & E should be Business Park, and parcel F should be Single Family Residential.

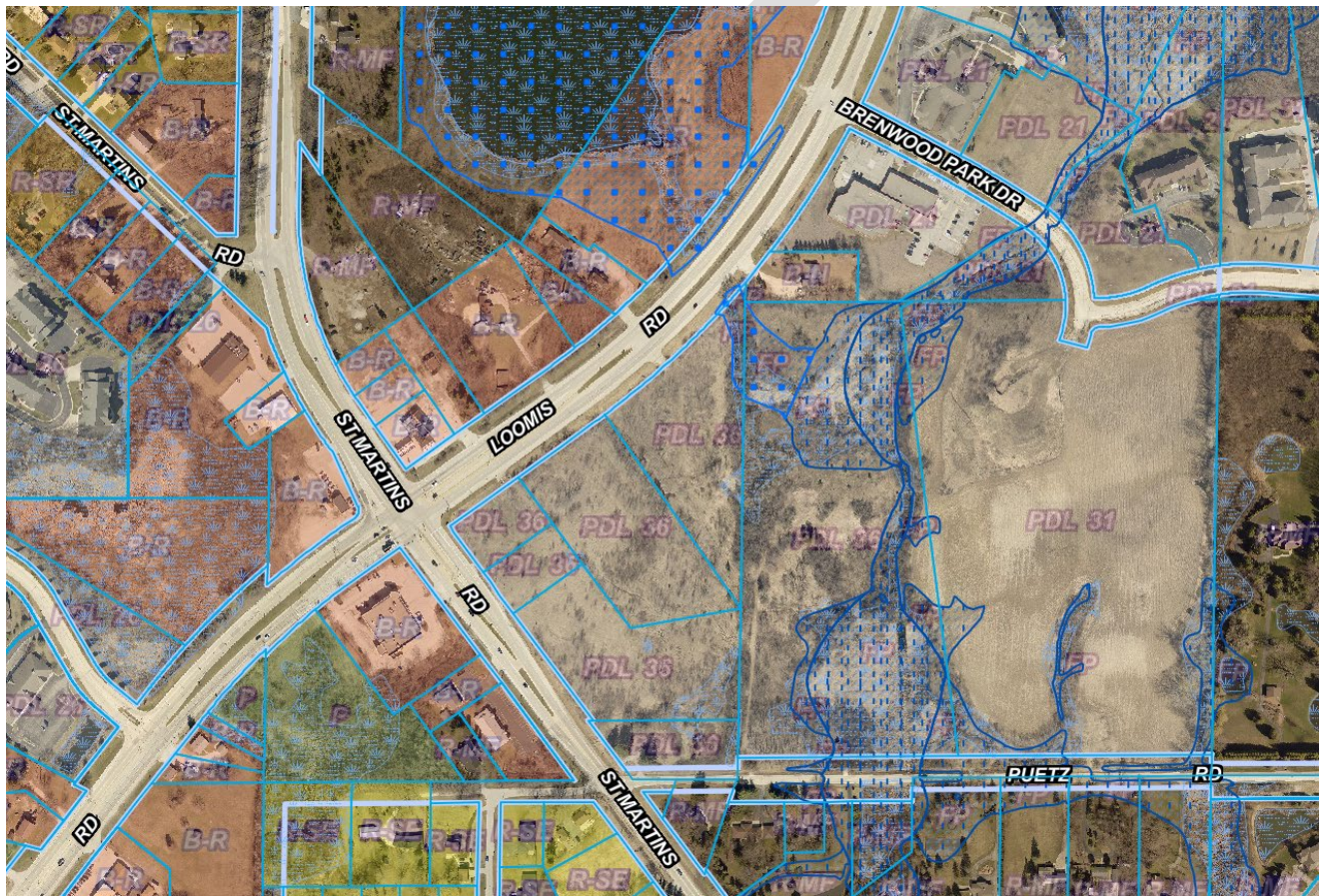


Crossroads Area

Water, sewer and streets at property lines. Zoned B-R and PDL 31

Recommend Comp Plan Future Use Designation be Commercial and Mixed-Use multi-use (commercial 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.

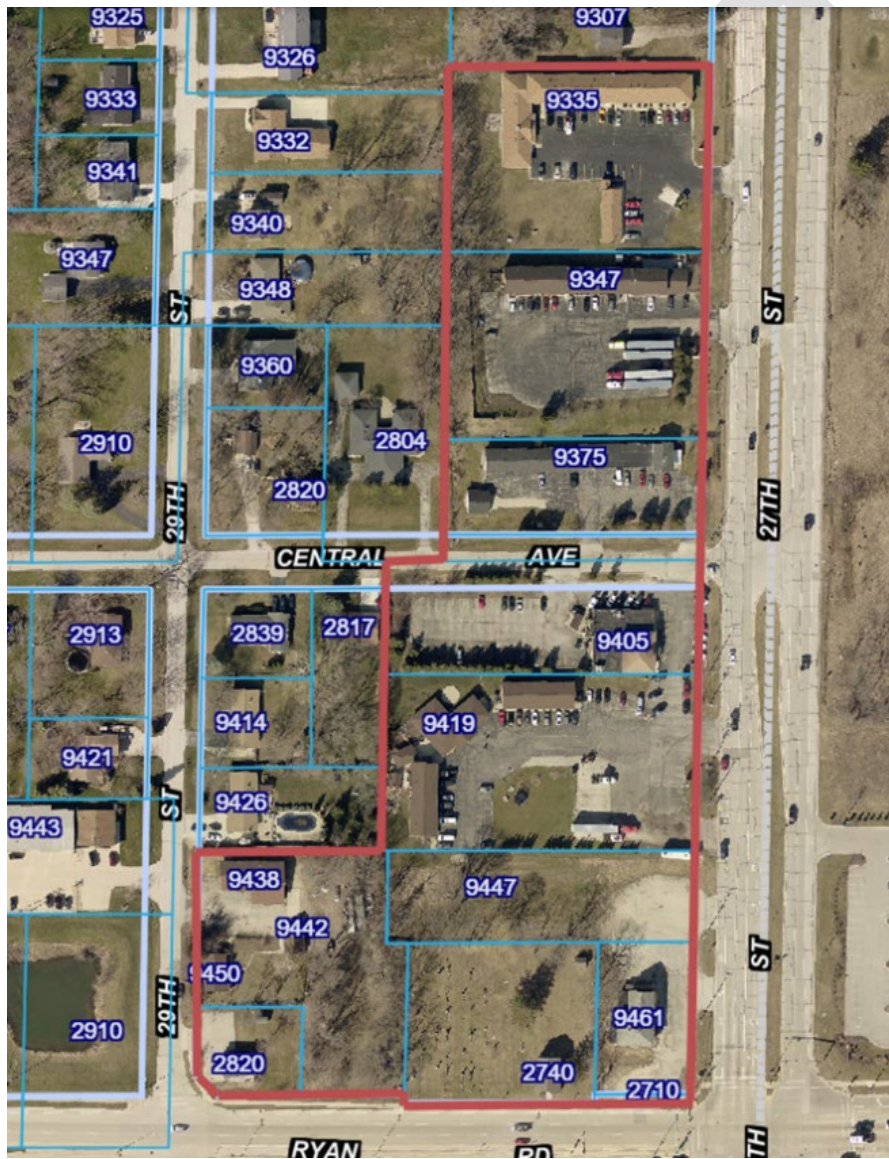


West Ryan Road and South 27th Street Area

Water and sewer needed along frontage. Zoned Business Multi-Use (B-MU)

The advent of the Buckhorn Tavern's demolition has opened an opportunity for redevelopment of a significant retail center for the City. The parcels on the northwest corner of West Ryan Road and South 27th Street are large and represent an attractive assemblage for redevelopment of the area.

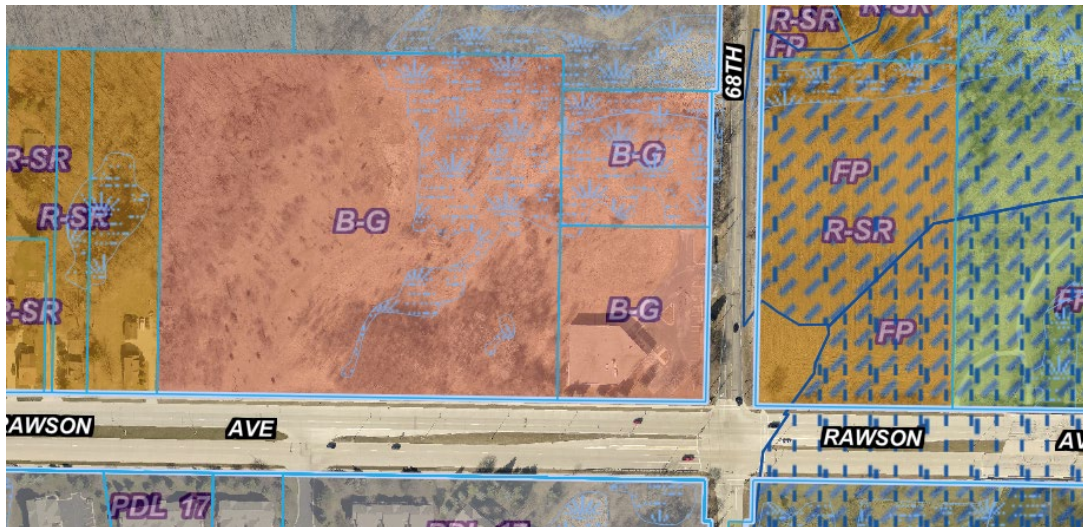
Recommend Comp Plan Future Use Designation be Commercial (multi-use business zoning).



West Rawson Avenue

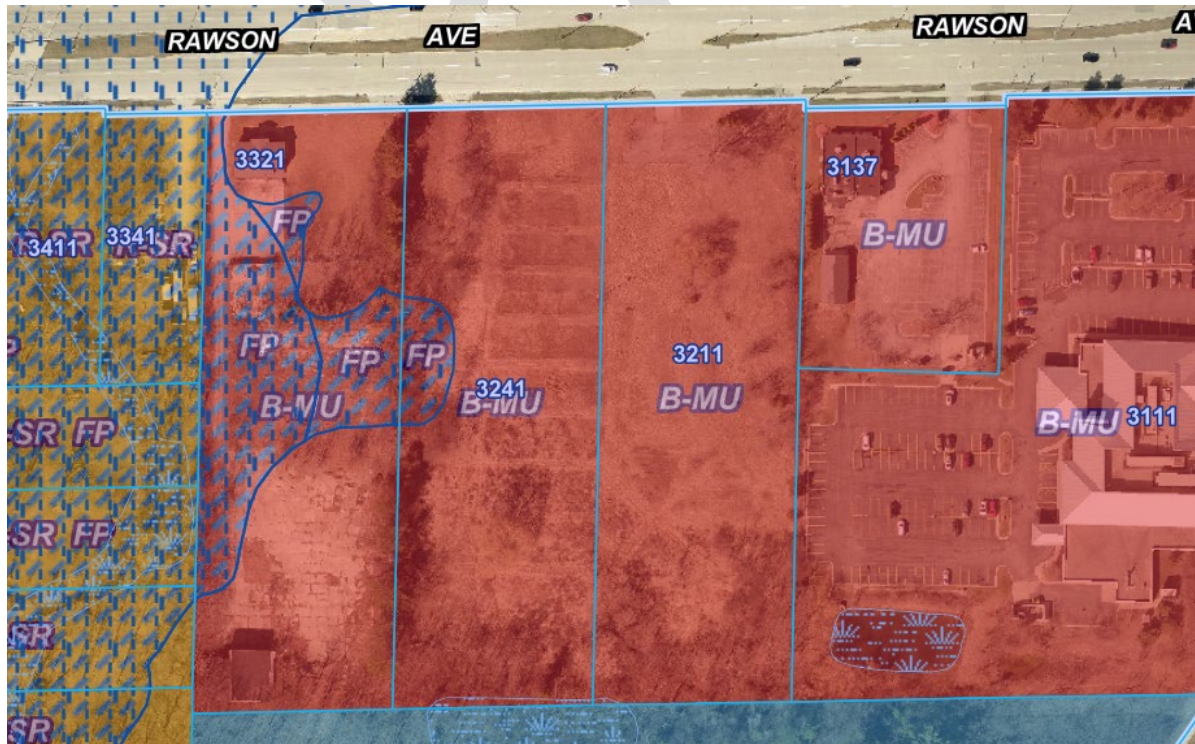
Water, Sanitary and Stormwater Sewers adjacent to frontage. Intersection of 76th Street and West Rawson is 1,550 west. Wetlands will challenge development. Zoned General Business B-G

Recommend Comp Plan Future Use Designation be Commercial (regional business zoning).



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 (multi-use business use for commercial/residential). Main owner is pursuing multi-family residential.





South 27 Street & Drexel Avenue to Drexel & Briarwood Drive

No water service, sewer adjacent at frontage. Significant redevelopment potential, but significant assemblage 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 Commercial (27th Street multi-use business zoning).

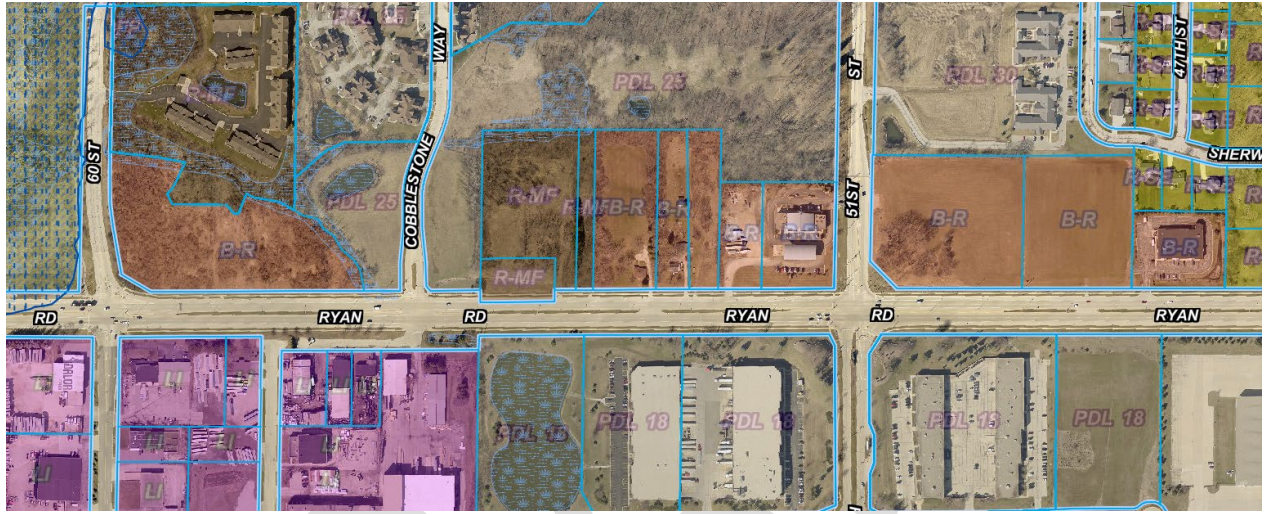


Franklin Business Park (FBP) Area

Water, sewer and streets at property lines. Zoned BR.

Recommend Comp Plan Future Use Designation be Commercial (regional business zoning).

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

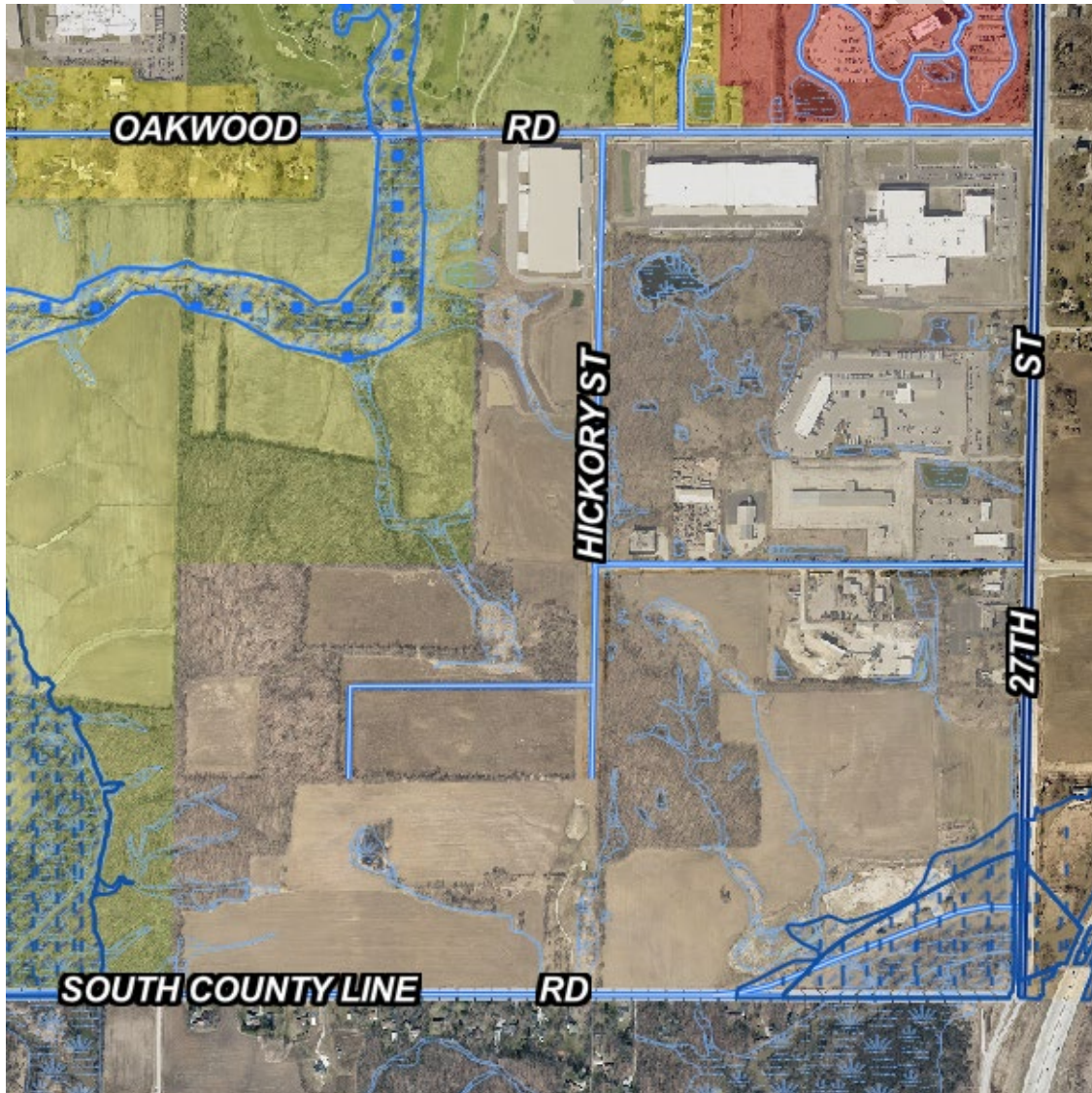
The following are emerging business development districts that have been identified as areas with the best market potential for additional industrial development.

Corporate Business Park

Water and sewer exist 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 Business Park.

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.



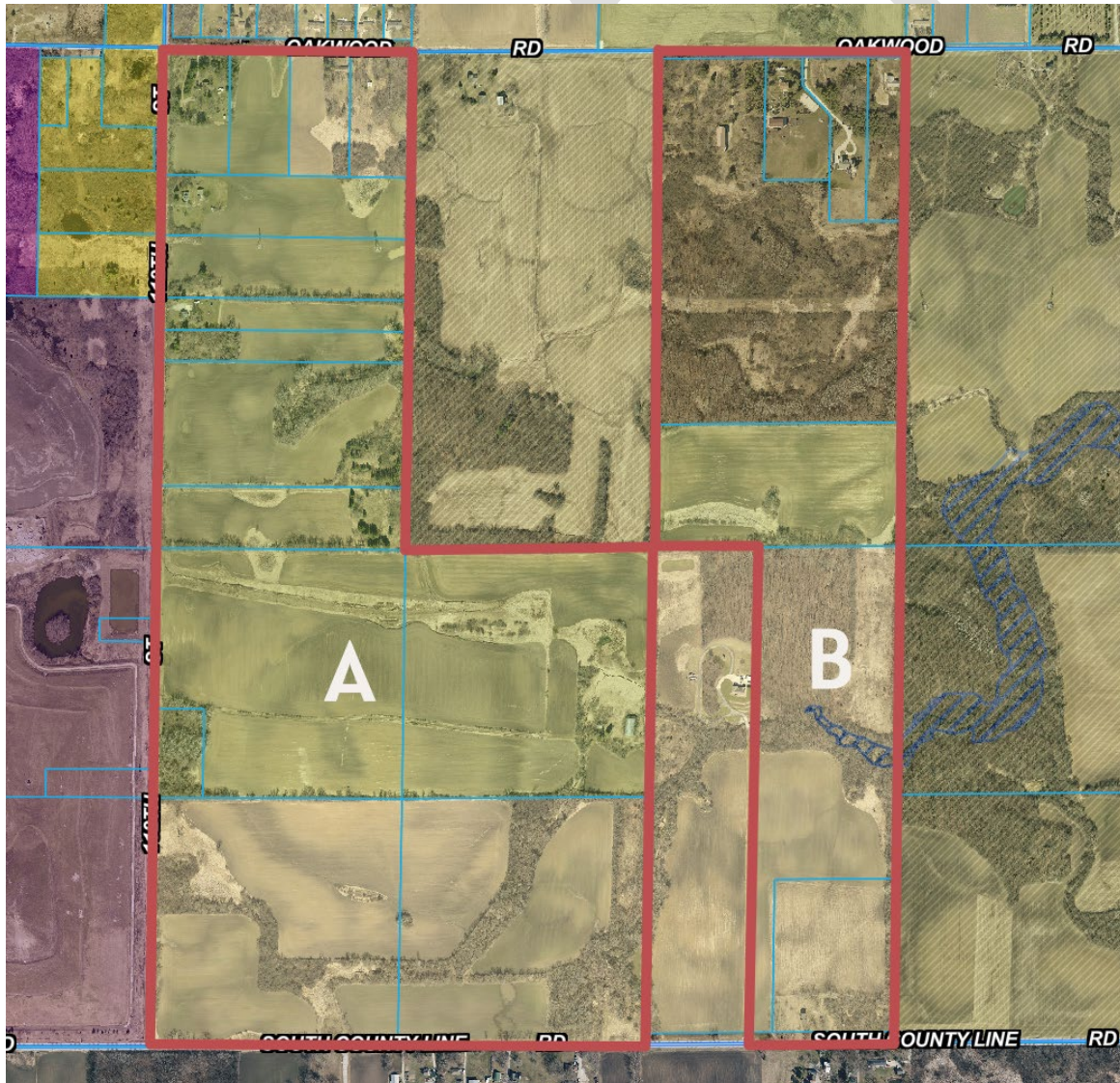
Landfill District

Water 2,650 feet north of property line and sewer and roads adjacent. Zoned Park (P), RC and A.

Recommend Comp Plan Future Use Designation be Industrial or Landfill in Tract A and agricultural in Tract B.

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 landfill or industrial and parcels further east as agriculture 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. These parcels should be zoned and designated for future industrial and heavy commercial use as residential uses seem unlikely.

Recommend Comp Plan Future Use Designation be Light Manufacturing and or Business Park.

