City of Franklin

Economic Development Commission (EDC)

Franklin City Hall — Hearing Room 9229 W. Loomis Road, Franklin, Wisconsin Monday, May 22, 2017 – 6:30 p.m.

MEETING AGENDA

- I. Call to Order, Roll Call and Pledge of Allegiance
- II. Citizen Comment Period
- III. Review of Meeting Minutes: April 24, 2017
- IV. Announcements relating to Economic Development (No action to be taken)
- V. Business Matters (Action may be taken as determined by the EDC)
 - A. Discussion of future land use for development areas in Franklin.
 - Area G: Properties near W. Loomis Road (STH 36) and W. Ryan Road
 - Properties near W. Loomis Road (STH 36) and W. St. Martins Road (STH 100)
 - B. Update on the Ballpark Commons development proposal
 - C. Update on Area D, recently rezoned land between W. Oakwood and W. South County Line Roads and S. 27th and S. 42nd Streets.
- VI. Next Meeting Date May 22, 2017
- VII. Adjournment

Notice is given that a majority of members of the Franklin Common Council may attend this meeting to gather information about an agenda item over which it has decision-making responsibility. This may constitute a meeting of the Common Council per <u>State ex rel. Badke v. Greendale Village Bd.</u>, 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.

City of Franklin

Economic Development Commission (EDC) Franklin City Hall — Hearing Room 9229 W. Loomis Road, Franklin, Wisconsin Monday, April 24, 2017 – 6:30 p.m. MEETING MINUTES

- I. Call to Order, Roll Call and Pledge of Allegiance: The meeting of the Franklin Economic Development Commission (EDC) was called to order by Chairman Haskins at 6:30 P.M. Commissioners present were Ald. Barber and Commissioners Haskins, Dausman, Soto, and Litynski. Commissioners Cool was excused. Also present was Economic Development Director, Aaron Hertzberg.
- II. Citizen Comment Period: The floor was open to citizen comment at 6:32 and closed at 6:34.
- III. Review of Meeting Minutes: Motion made (Barber) to approve the minutes of the March 27, 2017 meeting. Motion seconded (Soto). Motion carried: 5 Ayes, 0 Noes, 1 Absent.
- IV. Announcements relating to Economic Development (No action to be taken). Mr. Hertzberg reported that FDi Magazine named the City of Franklin a Micro-American City of the Future in the area of connectivity.

V. Business Matters

- A. Report on revised timeline for proposed updates to the sign code: Mr. Hertzberg Reported that revisions to the sign code were not yet prepared. Mr. Luberda plans to return to the EDC for input on specific revisions in the next couple of months. Discussion occurred among members. No action taken.
- B. Report on ICSC/CARW Retail Conference: Mr. Hertzberg reported on the recently attended conference. Discussion occurred among members. No action taken.
- C. Review of zoning and future land use for potential development areas in Franklin.
 - Properties near S. 76th and W. Oakwood Road
 - Properties near S. 76th and W. Ryan Road
 - Properties near W. Loomis Road (STH 36) and W. Ryan Road
 - Properties near W. Loomis Road (STH 36) and W. St. Martins Road (STH 100)

Mr. Hertzberg presented on the issue. Discussion occurred among members. Mr. Litynski was excused from the meeting at 7:35 P.M. A motion was made (Haskins) and seconded (Soto) to suspend the rules to allow public comment at 7:45 P.M. The meeting was returned to order at 7:49 P.M. A motion was made (Haskins) and seconded (Soto) to recommend the Common Council be open to consider the necessary rezoning and changes to the future land use plan to accommodate residential development on lands currently designated for business park northwest of the intersection of S. 76th Street and W. Oakwood Road based on the quality of transportation infrastructure in the area and the lack of market demand for industrial and business park uses. Motion carried: 4 Ayes, 0 Noes, 2 Absent. Mr. Hertzberg was asked to return other development areas to the EDC for future discussion.

D. Update on the Ballpark Commons development proposal. Mr. Hertzberg reported on the issue. Discussion occurred among members. No action taken.

- E. Update on Area D, recently rezoned land between W. Oakwood and W. South County Line Roads and S. 27th and S. 42nd Streets. Mr. Hertzberg reported on the issue. Discussion occurred among members. No action taken.
- VI. Next Meeting Date May 22, 2017.
- VII. Adjournment: Motion made (Barber) and seconded (Soto) to adjourn the meeting at 8:18. Motion carried: 4 Ayes, 0 Noes, 2 Absent.

	Action Sheet	MEETING DATE 5/22/17
REPORTS & RECOMMENDATIONS	Review of zoning and future land use for potential development areas in Franklin	ITEM NUMBER V. A.

The Director of Economic Development will report on the current zoning and future land use for potential development areas in Franklin. Areas to be discussed include the following (zoning maps and summary slides for each area are provided):

- i. Area G: Properties near W. Loomis Road (STH 36) and W. Ryan Road
- ii. Crossroads: Properties near W. Loomis Road (STH 36) and W. St. Martins Road (STH 100)

Also included is the future land use plan for the entire City of Franklin. Printed copies will be available at the meeting for Commissioners.

At the April 24, 2017 meeting of the Economic Development Commission (EDC), the group discussed sections of near the intersections of S. 76th Street and W. Ryan and W. Oakwood Roads. A motion was approved recommending the Common Council be open to consider the necessary rezoning and changes to the future land use plan to accommodate residential development on lands currently designated for business park northwest of the intersection of S. 76th Street and W. Oakwood Road based on the quality of transportation infrastructure in the area and the lack of market demand for industrial and business park uses.

At that time, the above mentioned areas were on the April EDC agenda for consideration to provide greater context for considering future land uses along S. 76th Streets. No action was taken on areas near W. Loomis Road near the intersections of W. Ryan and W. St. Martins Roads (STH 100). The EDC asked that these other development areas be placed on the agenda for discussion at future meetings. No specific developments are proposed in the areas for discussion at this time.

The Common Council has asked for a report from the Director of Economic Development regarding activity within the Franklin School District. Note that each of these sites is within those bounds. Staff continues to pursue development in each of these areas, but re-evaluating preferred future uses will help provide direction to staff and help inform future consideration of proposals by the Plan Commission and Common council.

Select pages from the Franklin First report completed in 2000 by Ticknor & Associations are included for reference. The "Ticknor Report" helped to shape much of the discussion of development areas in the City of Franklin. The entire report is available on the City's website at:

http://www.franklinwi.gov/DefaultFilePile/User/lhuening/ResourcesDocuments/Franklin_First_Tickn or Report March2000.pdf.

ACTION SUGGESTED

Action as determined by the Commission

Economic Development: AMH



Crossroads

Crossroads development potential is limited by low density housing to the south due to the absence of sewer service. Its location at the intersection of Highway 100 and Loomis creates exceptionally strong drive-by potential indicating support for convenience retailers such as Walgreen's and automobile-oriented retail establishments. Full build-out retail GLA is estimated at 70,000 to 100,000 square feet of GLA, which would require seven to ten acres of additional land. Retail potential of this area would be enhanced by extended sewer service to the south. Should this occur, Crossroads has the potential to evolve as a neighborhood shopping area, which could include a supermarket.

Civic Center

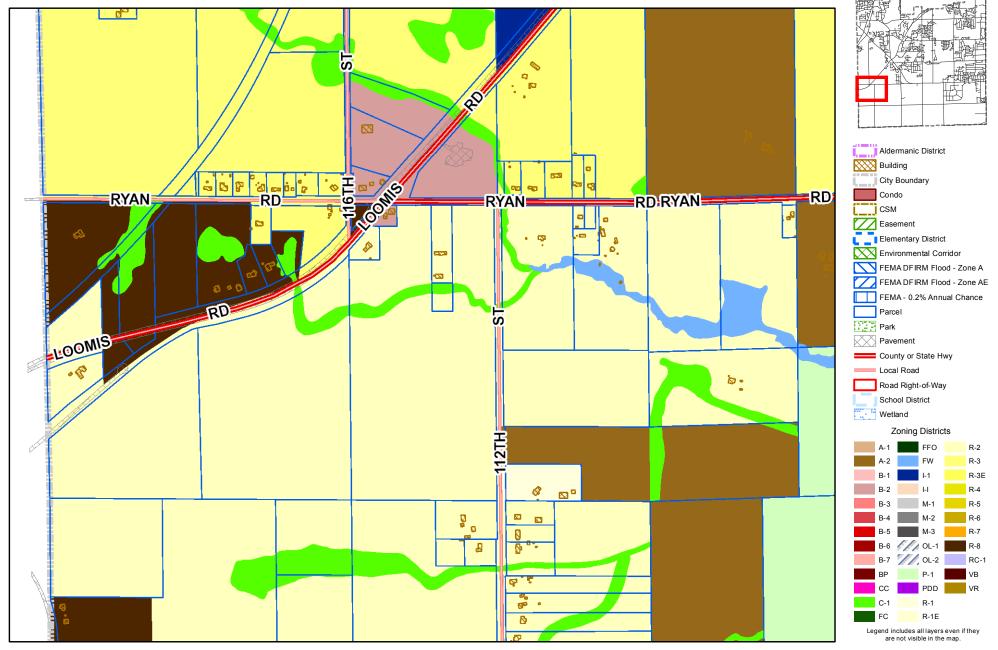
The intersection of Drexel and Highway 100 has the potential to evolve as a neighborhood shopping concentration anchored by a supermarket. This supermarket could avoid competition at Whitnall View and Hales Corners and capitalize on nearby residential development in the area. Retail potential at this location ranges from 100,000 to 165,000 square feet in 2002 with services and restaurants complementing convenience goods retailers. The land area required for this development would be 10 to 17 acres.

Other Areas

Market research has identified retail potential for four of the twelve development areas. The eight areas with limited development potential are discussed briefly below.

- ♦ Area B is limited due to its location near the Quarry and lack of strong north-south arterials to supplement traffic on Rawson.
- ♦ Area C in the vicinity of Drexel and 27th Street has potential for destination-type retailers such as auto dealerships and furniture stores. This area appears to be too far south of Rawson and 27th to become part of that retail concentration.
- ♦ The intersection of Ryan and 27th in Area D has potential for convenience retailing to serve driveby traffic, nearby residents, and employees located in the area.
- ♦ Area E has limited retail potential due to its proximity to the Franklin Business Park, adjacent park areas, and the correctional facility. Residential development is limited and the area does not have a high volume, arterial cross-street to supplement Ryan Avenue.
- ♦ Area F can evolve as a convenience shopping node capitalizing on nearby residents and drive-by traffic on Highway 100 when development occurs.
- ◆ Area G has limited retail potential other than for business establishments seeking to capitalize on drive-by traffic.
- ♦ Area L has limited retail potential other than for convenience retail establishments seeking to capitalize on nearby residents and drive-by traffic.
- ♦ Area K has limited retail potential. Possible retail uses would be convenience establishments seeking to capitalize on drive-by traffic or overflow retail establishments from Whitnall View.

W. Loomis Road and W. Ryan Road Zoning



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www.franklinwi.gov

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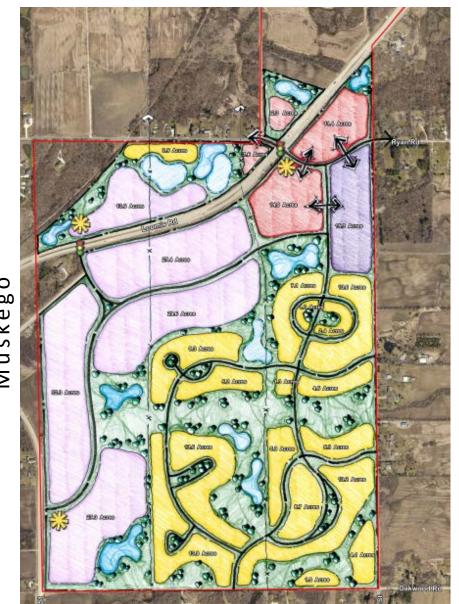
Overview Map

Map Printed: 4/20/2017

W. Loomis (STH 36) and W. Ryan

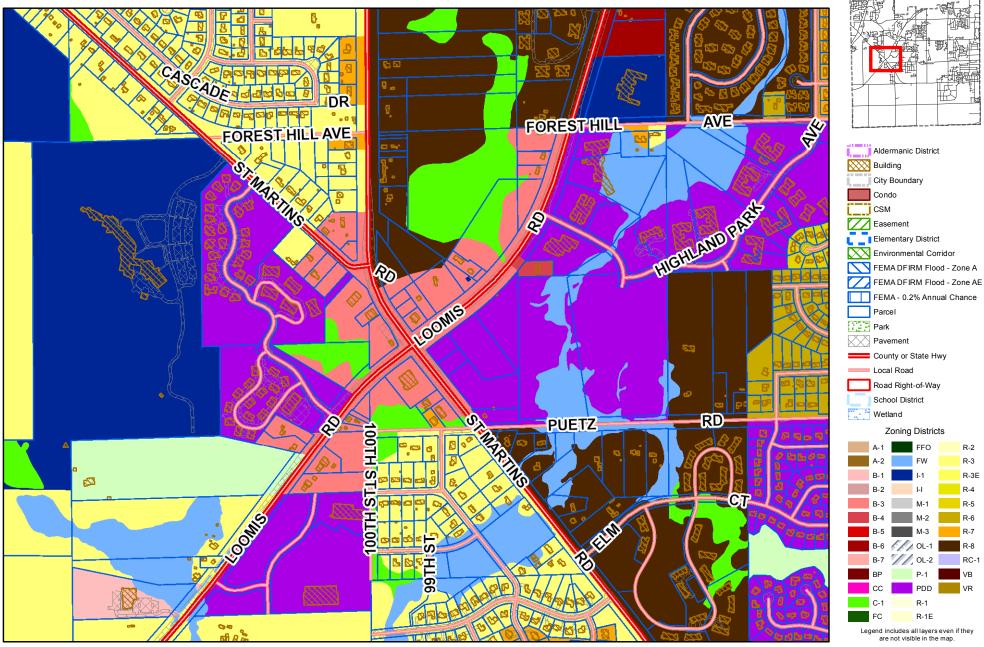
GRAEF Report, 2015: Area G

- Traffic Counts
 - -15,000
 - -2,400
- Future Land-Use:
 - Commercial
 - Business Park
- GREAF Report, 2015
 - Industrial Park
 - Neighborhood Retail
 - Single Family



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W. Loomis Road and W. St. Martins Zoning



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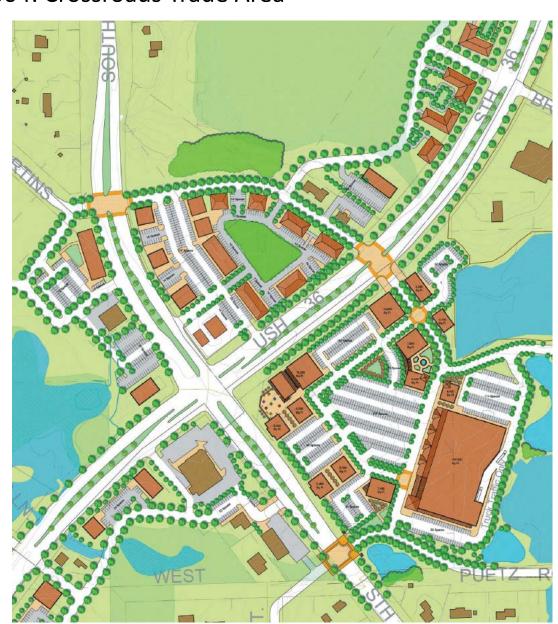
Overview Map

Map Printed: 4/20/2017

W. Loomis (STH 36) and W. St. Martins (STH 100)

PDI Report, 2004: Crossroads Trade Area

- Traffic Counts:
 - -16,000
 - -16,000
- Future Land Use:
 - Mixed-Use
 - Retail
 - Office
 - Residential
- Significant Wetlands





Crossroads

The Crossroads trade area is centered at the intersections of State Highway 100 and Loomis Road in Franklin. The trade area, as shown on Map 9, is trapezoidal due to competitive impact of Franklin Corners and unsewered areas in the Cities of Muskego and Franklin.

The Crossroads trade area is partly located outside the City of Franklin sewer service area. This fact limits this trade area growth in the long term. The Crossroads trade area is the smallest of the six trade areas with only 3,797 households, however it has very high average (\$75,348) and median (\$68,663) household income figures. It also has the highest average household size with 3.13 persons per household. About 42 percent of the households have income above \$75,000. Even with most of the trade area lying outside the sewer service area, the number of households is expected to increase by 40 percent to over 5,300 by 2020.



Table 11

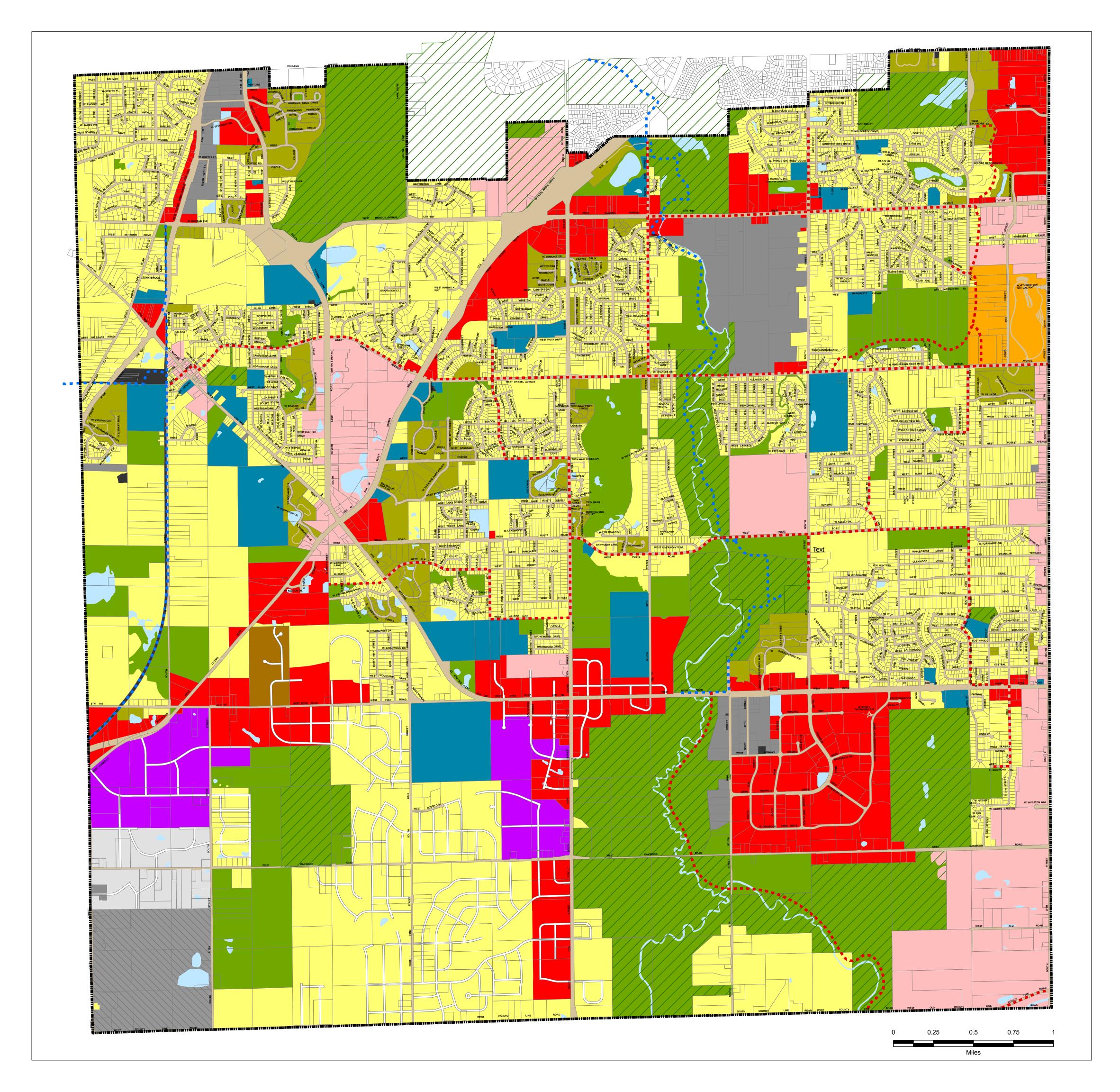
CROSSROADS RETAIL AREA

EXISTING AND SUPPORTABLE SQUARE FOOTAGE, 2002 AND 2020
(In Thousands of Square Feet)

Supportable Square Feet	Existing	2002	2020
Convenience			
Supermarkets	-0-	15	22
Other Food	-0-	1	1
Drug	13	6	11
Liquor	-0-	1	2
Florists	-0-	-0-	1
Hardware	-0-	2	2
Subtotal	13	24	39
Shopping Goods			
Discount/Department	-0-	20	30
Variety/Dollar	-0-	-0-	1
Misc. General Merchandise	-0-	2	3
Apparel & Accessories	-0-	3	6
Furniture Home Furnishings	-0-	6	10
Equipment	-0-	8	12
Other Shopping Goods	-0-	4	7
Subtotal	-0-	44	70
Eating and Drinking	8	8	12
Building Materials			
Home Centers	-0-	4	12
Retail Nurseries	-0-	2	3
Other	-0-	1	1
Subtotal	-0-	7	16
Convenience/Gasoline	3	1	3
Other	-0-	5	10
Total Sq. Ft. Potential	24	90	149
Less: Existing	24	(24)	(24)
Potential New Development		66	125

Source: McComb Group, Ltd.

Existing retail GLA at the Crossroads retail area is estimated at 24,000 square feet, as shown in Table 11. Sales potential indicates that an additional 66,000 square feet of retail space could be added by 2002, bringing the total to 90,000 square feet. Supportable retail GLA is expected to increase too roughly 149,000 square feet by 2020. This forecast is based on the assumption that there will be only minimal growth in the areas outside the sewer service district, which comprises a good portion of the trade area.



Future Land Use Map 2025 DRAFT

For Reference Purposes Only

Legend



Notes:

The changes on this map reflect hand notes provided by Planning to GIS on 8/26/09 and in the spring of 2013.

The changes were made to a copy of the 2005 Existing Land Use layer.

The quarry area has been identified as a Potential Development Area. However, it is anticipated that any development / redevelopment of this area will not occur until after cessation of the extraction activities (envisioned to occur after the time-frame of this plan). Such development / redevelopment is to occur in accord with such provisions as set forth in Ordinance No. 97-1456 as may be amended.

Disclaimer:

The information depicted on this map was compiled from a variety of sources, including photogrametric means.

This map is not intended for use as a legal document; and official map documents, including certified survey maps, plats of survey, flood insurance studies, or other similar documents should be consulted when attempting to locate features on a site or property or when precise accuracy is required.

