

CITY OF FRANKLIN HOUSING AFFORDABILITY REPORT 2024

In conformance with Wisconsin Statutes §66.10013

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Introduction

Wisconsin Statutes Section 66.10013 *Housing affordability report* requires all cities and villages with a population over 10,000 to “prepare a report of the municipality’s implementation of the housing element of the municipality’s comprehensive plan”. Since the city’s population is 36,816 per the 2020 decennial census, Franklin is required to comply with this provision.

The Department of City Development prepared previous housing affordability reports for 2019, 2020, and a multiyear report for 2021-2023. This report covers calendar year 2024.

The city started to update the Unified Development Ordinance (UDO) in 2021, which is still in progress. The 2021-2023 report analyzed how the UDO update may contribute to the implementation of the housing element of the comprehensive plan. Since this UDO update is still in progress, this report references statements from the previous report.

Implementation of Franklin’s Comprehensive Master Plan Housing Element

The housing element contained in the *City of Franklin 2025 Comprehensive Master Plan* contains three housing goals and fifteen recommendations to ensure housing options will meet the needs of residents (and future residents) of all ages. Each of these housing recommendations are identified below (in *grey italics*), with the ways the City implemented them.

Principles, goals, objectives and policies

It is recommended that the principles, goals, objectives and policies be reviewed annually and updated every five to ten years.

The city’s comprehensive plan has not been updated since its adoption in 2009, City Development staff recommends to update the comprehensive plan as soon as possible for compliance with Wisconsin Statutes Section 66.1001(2)(i) *Implementation element*. The Future Land Use Map has been

amended several times in recent years but the plan's principles, goals and objectives have not been updated.

Vacancy rates

It is recommended that the City maintain the vacancy rates as contained within the Housing Objective of the 1992 City of Franklin Comprehensive Master Plan (between 4 and 6 percent for rental units and between 1 and 2 percent for homeowner units), to ensure an adequate supply of housing.

As noted in the 2021-2023 report, much like employment, housing has a “natural” rate of vacancy at which people seeking housing in a community may find it, that is also stable and does not indicate too high a level of turnover or result in homes languishing unoccupied and creating problems of their own. This desirable rate can vary by community; the national rate is 1.4% for owner occupied housing and 7.0% for rental occupied housing¹.

In 2023, the Census American Community Survey for the City of Franklin found a homeowner vacancy rate of 0.5% and rental vacancy rate of 2.9%. Even though the homeowner vacancy rate is similar to Wisconsin rate of 0.6%, the rental vacancy rate is much lower than the state's rate of 4.7%².

Median monthly income data

It is recommended that the City of Franklin periodically update and review the median monthly income data to ensure that the City continues to provide adequate housing for its residents.

The median household income in Franklin was \$108,342 in 2023, note that it's significantly higher than the median household income of \$77,719 in Milwaukee County³.

The previous review occurred in 2018 with the *Housing Diversity in Franklin* report by BK Planning Strategies. The median household income in 2016 was listed at \$73,590, with the per capita median at \$36,659. Based on the data provided by this report, 80% of the median income should be able to support a mortgage of \$150,000. However, it should be noted that 80% of the median income in Franklin is still higher than the median household income for Milwaukee County as a whole.

Existing housing stock

It is recommended that the City continue its current educational and enforcement efforts in regard to public nuisances to ensure that the existing housing stock is properly maintained in a safe and aesthetic manner. It is also envisioned that through this approach, the City's older housing stock will remain available as a housing choice for existing and future residents, within neighborhoods where such development is already present.

As stated in the 2020 Housing Affordability Report, “city staff have worked to ensure that housing stock is maintained properly across the city”.

¹ <https://www.strongtowns.org/journal/2020/8/30/what-vacancy-rates-tell-you-about-a-housing-shortage>

² 2023 American Community Survey, Table DP04. 5-year estimates for city of Franklin and Wisconsin.

³ 2023 American Community Survey, Table S1901. 5-year estimates for city of Franklin and 1-year estimates for Milwaukee County.

Single-family residential zoning

It is recommended that the City continue to utilize its existing single-family residential zoning and zoning districts as the predominant type of residential development within the City. This is graphically shown on the Future Land Use Map within Chapter 5 of this Comprehensive Master Plan Update.

As noted in the 2020 Housing Affordability Report, “this has been a consistent feature of the development program across the City. The City has maintained a largely single-family residential zoning baseline. There are twelve residential zoning districts, and nine of those are single family-only types of residential use. They vary in density from 0.453 units/acre up to 2.972 units/acre”.

As noted in the 2021-2023 report, the draft Unified Development Ordinance (UDO) contains some changes relevant to this recommendation of the comprehensive plan:

- **Duplex** homes as conditional use in the R-SR Suburban Residence zoning district. Per the current ordinance, duplex homes are not permitted in single-family residential districts.
- **Townhome** standards, a new housing type in the UDO. The current ordinance lacks standards for this housing type. It’s worth noting that townhomes were considered very favorable in a communitywide survey conducted in 2005⁴.
- **Accessory Dwelling Units (ADU):** internal ADUs as permitted use; attached and detached ADUs as conditional use in all residential districts. The current ordinance doesn’t allow ADUs in any residential district (except in R-1E).

Mixed-use developments

It is recommended that the City identify appropriate locations for particularly high quality single family residential and mixed-use developments (with residential components) to ensure an adequate amount of such housing for existing and future residents. It is further recommended that this analysis be undertaken at the same time as consideration of the inclusion of the conservation subdivision ordinance within the Unified Development Ordinance discussed in this chapter.

In 2024, only one amendment to the Future Land Use Map was adopted, specifically for the Communities of Crocus assisted care facility, such amendment was from office to mixed-use. This development is anticipated to have 16 dwelling units.

With regards to mixed-use developments and cluster developments, it’s worth noting the following in the draft UDO:

- **Mixed use:** The current UDO allows for vertical mixed use residential-commercial in most business districts, in other words multistory buildings with the ground floor for commercial use and apartments in the upper floors. This standard remains in the draft for the new UDO.
- **Cluster development:** Open Space subdivisions require a special use permit in residential zoning districts, the draft UDO would allow for cluster development as a permitted use and density bonuses for protecting natural resources.

⁴ 2025 City of Franklin Comprehensive Master Plan, Chapter 6: Housing element, page 6-6.

Multi-family developments

It is recommended that the City continue to review multi-family developments on a case-by-case basis, with particular emphasis upon neighborhood compatibility and high quality development.

As noted in the 2021 Housing Affordability Report, “all multi-family developments are reviewed through a special use public hearing and approval process. As such, they go through a tiered review process with the City Plan Commission and Common Council before they are approved to begin site work. Locations for appropriate multi-family development are reviewed at the Council level. How this contributes to the provision of housing at an affordable rate is unclear”.

As noted in the 2021-2023 report, the draft UDO would eliminate this requirement for a special use permit, single-family, two-family and multifamily developments would be permitted uses in the R-M Multiple-Unit Residence zoning district. Multi-family development projects would be still reviewed on case-by-case basis with the site plan review process. The draft UDO contains design standards such as landscape screening and lighting standards for neighborhood compatibility, for example, developments abutting a residential district must maintain an illumination level of 0.0 foot-candles at the property line.

Senior housing

It is recommended that the City continue to review senior housing on a case-by-case basis, with particular emphasis upon neighborhood compatibility and high quality development.

As noted above, special use permits would be required for senior housing projects: assisted living, nursing care and total life care.

Community living arrangement

It is recommended that the City continue its past practice of reviewing changes to, or proposals for, new community living arrangement projects, on a case-by-case basis within the context of the City's Comprehensive Master Plan and as allowed by state and federal regulations.

In the current UDO, a special use permit is required for community living arrangements serving 9 or more, while in the draft UDO the special use requirement is for 16 persons or more.

Workforce housing

It is recommended that the City support local businesses' workforce housing programs in such manner as may be determined from time to time by the Common Council.

As noted in the 2020 Housing Affordability report: “The recommendation is worded so vaguely it's impossible to know what is supposed to be done to implement it”.

Conservation Subdivision

It is recommended that the Conservation Subdivision model ordinance be adopted as part of the Unified Development Ordinance, with such revisions as the Common Council may determine. It should be noted that additional changes to the Unified Development Ordinance, pertaining to the current Open Space Subdivision options within the residential zoning districts, be undertaken as necessary to ensure consistency between these portions of the ordinance and the proposed Conservation Subdivision ordinance.

The model ordinance as written is not currently a part of the Unified Development Ordinance. The model ordinance specifies certain minimum standards for the amount of open space that are not required in any district in the City.

Mixed-use zoning

It is recommended that mixed-use zoning and design provisions be included within the Unified Development Ordinance as deemed appropriate by the Common Council.

There is a version of a mixed-use zoning district along South 27th Street in the current ordinance, this district is also present in the draft ordinance. Alternatively, business districts allow for vertical mixed-use and Planned Development Districts may be used for mixed-use developments as well.

Infill housing

It is recommended that infill housing shall be encouraged in areas surrounded by existing development and compatible uses consistent with the principles, goals, objectives and policies of this chapter and the Future Land Use Map in Chapter 5 of this Plan. Additionally, it is recommended that the City shall identify areas to be targeted for infill development and promote standards to assist in those areas being developed to fit in with the surrounding uses.

As noted in the 2020 Housing Affordability Report, “the development of infill lots remains an important piece of the City’s development strategy. Whether or not the development of such lots is consistent to promote compatibility or a cleaner more unified vision for development is still in progress. The Unified Development Ordinance has been amended repeatedly since the Comprehensive Master Plan was adopted in 2009, but there has not been an overhaul in the overall design ethic or a comprehensive change in how development is managed or implemented in the City”.

Universal design

It is recommended that the City educate developers and the public about the benefits of Universal Design to encourage the use of Universal Design. It is also recommended that establishment of separate Universal Design standards be considered as an option in the R-8 Multi-family Residential Zoning District as deemed appropriate by the Common Council. These standards would address whether the Universal Design features would be mandatory or optional and if greater densities would be permitted to offset any added costs.

As noted in the 2020 Housing Affordability Report, “the Housing Element of the *City of Franklin 2025 Comprehensive Master Plan* devotes one paragraph to a discussion of Universal Design. Universal

Design is intended to provide for equal access and manageability for persons of all ages, sizes, and abilities. There is no documentation that Universal Design has ever been encouraged or implemented”.

Leadership in Energy and Environmental Design (LEED)

It is recommended that the City educate developers about the benefits of, and encourage developments to utilize, standards of the U.S. Green Building Council and promote Leadership in Energy and Environmental Design (LEED) certified developments.

As noted in the 2020 Housing Affordability Report, “there is no documentation that any of this has been done”.

Wisconsin Statutes Section 66.10013

Section 66.10013 not only requires the City of Franklin to prepare a report of the municipality's implementation of the Housing Element of the City's comprehensive plan, it specifically requires the report to contain five specific elements. These required elements and the City data are outlined below.

- 1. The number of subdivision plats, certified survey maps, condominium plats, and building permit applications approved in the prior year.*
- 2. The total number of new residential dwelling units proposed in all subdivision plats, certified survey maps, condominium plats, and building permit applications that were approved by the City in the prior year.*

The City approved the following development applications in 2024:

Subdivision final plats

- Cape Crossing (Addition No. 1): 25 single-family lots.

Certified Survey Maps (CSM)

- Boomtown (11607 W Ryan Road): 4 single-family lots.

Special Use permits

- Safari Homes: multifamily development with 38 units.
- Communities of Crocus: assisted care facility with 16 dwelling units.

Building permits

- 79 new single-family homes.

- 3. A list and map of undeveloped parcels in the municipality that are zoned for residential development.*

The City contains 152 parcels that are zoned for residential development and currently undeveloped. These properties total approximately 1,661 acres in area. As noted in the 2020 Housing Affordability Report: "these properties also likely contained significant environmental constraints, which typically fall into three categories: woodlands, wetlands, and floodplains. Franklin has significant areas of high water table soils and hydric inclusions, which also prevent or reduce the amount of development possible".

The 2021-2023 report counted 259 parcels because it included platted lots, which are typically non-divisible.

See list and map in appendices 1 and 2.

- 4. A list of all undeveloped parcels in the municipality that are suitable for, but not zoned for, residential development, including vacant sites and sites that have potential for redevelopment, and a description of the zoning requirements and availability of public facilities and services for each property.*

The City contains 10 parcels that are suitable for (classed for residential development in the *City of Franklin 2025 Comprehensive Master Plan*), but not zoned for, residential development; with a total area of 271 acres. This is the same number of parcels counted in the 2021-2023 report.

See list and map in appendices 3 and 4.

5. *An analysis of the municipality’s residential development regulations, such as land use controls, site improvement requirements, and permit procedures. The analysis shall calculate the financial impact that each regulation has on the cost of each new subdivision. The analysis shall identify ways in which the municipality can modify its construction and development regulations, lot sizes, approval processes, and related fees to do each of the following:*
- a. Meet existing and forecasted housing demand.*
 - b. Reduce the time and cost necessary to approve and develop a new residential subdivision in the municipality by 20 percent.*

Existing Single-Family Housing Demand

The housing crisis and subsequent recession that began in late 2007 reduced the rate of home construction in Franklin for several years. From 2009 to 2012 single family home construction occurred at its slowest pace since 2000, and no additional single family lots were platted. During the period 2004-2024, the City, on average, platted 56 single family lots per year. It should be noted that the 20-year average of single family homes constructed is 66 units per year, which is still slightly more than platted lots. This means the City is not quite keeping up with housing demand for single-family homes. This observation also applies to the reporting period (2024), 79 permits issued for new single-family homes while only 29 lots were platted, see table 1 below.

It’s worth noting that the number of lots platted and single-family homes constructed in 2024 increased with respect to the previous year.

Table 1: Single Family Dwellings Platted and Constructed

	Single Family Lots Platted (Subdivisions)	Single Family Lots Platted (CSMs)	Single Family Lots Platted (Total)	Single Family Homes Constructed* (Total)
2001	n/d	n/d	n/d	197
2002	n/d	n/d	n/d	145
2003	n/d	n/d	n/d	149
2004	182	13	195	220
2005	205	10	215	231
2006	125	12	137	138
2007	48	21	69	62
2008	24	11	35	36
2009	0	6	6	20

	Single Family Lots Platted (Subdivisions)	Single Family Lots Platted (CSMs)	Single Family Lots Platted (Total)	Single Family Homes Constructed* (Total)
2010	0	4	4	24
2011	0	1	1	27
2012	0	1	1	52
2013	13	2	15	89
2014	7	6	13	33
2015	0	11	11	26
2016	0	1	1	23
2017	32	1	33	12
2018	73	1	74	18
2019	189	2	191	53
2020	15	2	17	66
2021	53	2	55	68
2022	63	1	64	60
2023	17	0	17	47
2024	25	4	29	79
Total	1071	112	1,183	1,875
Avg.	51 (20 yrs.)	5 (20 yrs.)	56 (20 yrs.)	66 (20 yrs.)

Source: City of Franklin Department of City Development; (*) Inspection Services Department.

Overall Existing Housing Demand

When duplex and multifamily housing are added to the housing picture, we get a much better understanding of the total housing demand. Table 2 shows over the last 20 years the City has, on average, issued building permits for 138 dwelling units each year, while approving the creation of 224 dwelling units (10-year average). These numbers demonstrate the City has met the demand for residential development, platting or approving more dwelling units than the demand for building permits. This observation also applies to the reporting period (2024), 83 approved units and 79 permits issued.

Table 2: Overall Housing Platted/Approved and Constructed

	Single Family Lots Platted (Total)	Single Family Homes Constructed* (Total)	Multi-Family Units Approved (Total)	Multi-Family Units Built* (Total)**	Dwelling Units Platted or Approved (Total)	Dwelling Units Constructed (Total)
2001	n/d	197	n/d	113	n/d	310
2002	n/d	145	n/d	42	n/d	187
2003	n/d	149	n/d	64	n/d	213

	Single Family Lots Platted (Total)	Single Family Homes Constructed* (Total)	Multi-Family Units Approved (Total)	Multi-Family Units Built* (Total)**	Dwelling Units Platted or Approved (Total)	Dwelling Units Constructed (Total)
2004	195	220	528	60	723	280
2005	215	231	0	12	215	243
2006	137	138	10	26	147	164
2007	69	62	44	20	113	82
2008	35	36	0	8	35	44
2009	6	20	n/d	1	n/d	21
2010	4	24	n/d	144	n/d	168
2011	1	27	n/d	64	n/d	91
2012	1	52	n/d	30	n/d	82
2013	15	89	n/d	50	n/d	139
2014	13	33	n/d	30	n/d	63
2015	11	26	n/d	28	n/d	54
2016	1	23	n/d	53	n/d	76
2017	33	12	n/d	6	n/d	18
2018	74	18	n/d	331	n/d	349
2019	191	53	n/d	305	n/d	358
2020	17	66	9	36	26	106
2021	55	68	0	32	55	100
2022	64	60	252	42	316	102
2023	17	47	508	230	525	277
2024	29	79	54	0	83	79
Total	1,183	1,875	1405	1,727	2,238	3,606
Avg.	56 (20 yrs.)	66 (20 yrs.)	141 (10 yrs.)	72 (20 yrs.)	224 (10 yrs.)	138 (20 yrs.)

Source: City of Franklin Department of City Development; (*) Inspection Services Department.
(**) Including two-family homes.

Forecasted Housing Demand

In the 2021-2023 Housing Affordability Report, staff forecasted the number of new housing units needed by 2040, specifically 5,251 new units were forecasted to accommodate a household population growth of 9,453 between 2010-2024 based on population projections prepared by the Wisconsin Department of Administration in 2013.

The Wisconsin Department of Administration produced new population projections in 2024 based from 2020 Census. According to these population projections, the city's population of 36,116⁵ in 2020 is expected to decrease to 33,747 by 2040 and 32,299 persons by 2050.

Analysis of Ability to Reduce Time and Upfront Cost for Residential Development

The actual time to develop a subdivision varies greatly based on a variety of reasons, including its size, necessary grading and site improvements, and the time of year the construction takes place. Since these issues are out of the control of the City, this analysis does not account for this time frame. See appendix 6 for residential development regulations in each zoning district and appendix 7 for platting and certified survey map requirements.

Section 66.10013 of the Wisconsin Statutes requires the City to identify ways in which the City can "modify its construction and development regulations, lot sizes, approval processes and related fees" to reduce the cost necessary to approve and develop a new residential subdivision by 20 percent.

The City's impact fees decreased from 2023 to 2024: from \$8,231 to 8,071 per unit for single-family residential, and from \$6,537 to \$6,377 per unit for multi-family. Additionally, the fee schedule for zoning and land division applications was updated in 2024.

On the other hand, the draft UDO has the following changes that may reduce the cost to develop new residential projects:

- Substitution of minimum parking ratios by maximums for all residential uses, so the construction of parking would be optional.
- Minor streets (low volume), a new type of street with a minimum right-of-way width of 58 feet instead of 60 feet, this street would reduce the land devoted to right-of-way.

Natural resource protection standards

As noted in the 2021 Housing Affordability Report, the City has an aggressive natural resource protection policy, implemented through the Unified Development Ordinance. In addition, there are significant swaths of thus far undeveloped land that are constrained by protected natural resources, primarily wetlands, floodplains, and forested woodlands. There are critical reasons such features should retain these protections:

1. Wetlands and flood-prone areas are a vital source for surface and ground water quality protections, as they filter pollutants and provide a stable system to retain ground water and promote recharge.

⁵ "Due to [Demographic Services Center] DSC research, the DSC reassigned 700 Milwaukee County residents from the City of Franklin to the City of Milwaukee".

2. Development in such areas creates long-term costs to the surrounding urban infrastructure as well as to the maintenance budgets for occupants of new structures built in these areas. Third, specifically for woodland areas, these locations provide habitat for native species as well as an instant aesthetic feature prized by local residents.
3. Development that interferes with natural resources does not tend to provide a responsible real return on investment (RROI) and therefore tends to require long-term subsidies from the City and other levels of government to maintain.

The current UDO imposes strict limitations on the degree of impacts permitted to natural resources, but then offers a permissive variance process that allows for destruction of natural resources and the ecology while requiring mitigation in unsuitable sites. The result is increased cost to developers while producing poor quality compensatory mitigation results. The updated UDO proposes to streamline the procedural requirements for natural resource impacts, and clarify mitigation requirements with a manual and specific standards. The intended result will be a simplified process for developers that produces an overall improved ecology for the City.

Conclusion

As noted in the 2020 Housing Affordability Report, “at the State level, the supply of new and affordable housing is not keeping up with the demand resulting in housing availability and affordability concerns throughout the state. This issue not only affects home buyers, but also affects the business community who need additional employees to grow their business”.

This thinking led to UW-Madison Urban Planning Professor Kurt Paulsen to publish a report entitled *Falling Behind* showing a severe workforce housing shortage and highlighting the need for “bold” bipartisan action. In the 40-page report, Professor Paulsen points out more than 30,000 single family permits were authorized in 2004, versus only 12,500 single family permits authorized in 2017.

The report’s findings and recommendations have been presented to the committees in the Assembly and Senate and are likely one of the reasons the State Statutes were amended to require this report. It should be noted according to Professor Paulsen’s report, the three main causes for the workforce housing shortage are:

1. Not building enough homes.
2. Construction costs.
3. Outdated land regulations.

Addressing these three causes for the specific case of Franklin:

1. Franklin approved more units than units constructed in 2024, however, population projections produced in 2024 forecasts a population decrease of 12% between 2020 and 2050.
2. Franklin has very little ability to control the construction costs for new housing, except with respect to impact fees, which the City sees as a critical element to provide for the additional public utilities, infrastructure and services needed to meet the needs of a growing population.
3. As previously discussed in this report, changes to the UDO may incentivize an increase in the housing supply: duplex homes as conditional use, internal ADUs permitted in all residential districts, detached/attached ADUs as conditional use and elimination of parking minimums.

In the 2021-2023 report, staff took a closer look at this third main cause above “outdated land regulations”, by comparing the recommendations of the report *ENABLING BETTER PLACES: A USER’S GUIDE TO WISCONSIN NEIGHBORHOOD AFFORDABILITY*⁶ with the changes proposed by the draft Unified Development Ordinance.

⁶ Report prepared by the Congress for the New Urbanism in partnership with DPZ CoDESIGN and PlaceMakers, LLC.

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1. List of undeveloped parcels that are zoned for residential development

City Development staff selected these parcels with the following criteria:

- Vacant parcels (unplatted), the previous report included platted lots.
- Zoned R-1, R-2, R3, R-4, R-5, R-6, R-7, R-8, VR, RC-1; as well as residential Planned Development Districts.
- This list does not include outlots.

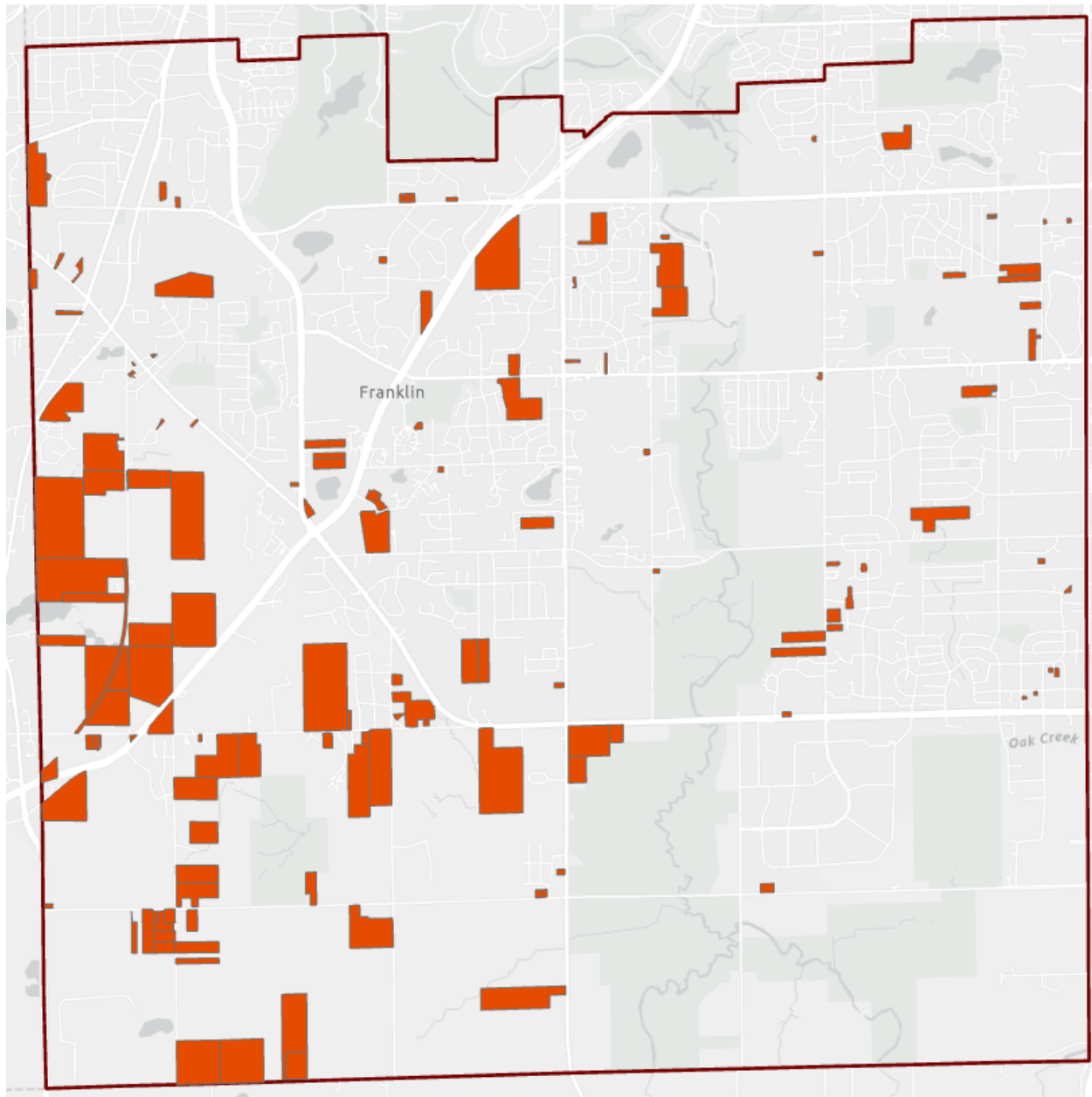
OBJECTID	PARCEL_ID	ACREAGE	ADDRESS
1	740 9982 004	11.07	0 W XAVIER DR
2	741 2001 000	0.48	5191 W PRINCETON PINES CT
3	745 8995 003	0.98	9068 W RAWSON AVE
4	745 8995 004	0.96	9020 W RAWSON AVE
5	745 8995 005	0.96	8974 W RAWSON AVE
6	745 8999 006	0.92	0 W RAWSON
7	748 9993 003	2.53	11230 W RAWSON AVE
8	748 9997 007	1.01	0 W RAWSON AVE
9	749 0078 002	0.58	12219 W OAKWOOD DR
10	749 9997 002	22.62	0 W WOODS RD
11	750 9963 000	2.82	12381 W ST MARTINS RD
12	750 9972 004	1.75	12134 W ST MARTINS RD
13	750 9975 000	1.20	0 S SCHERREI DR
14	751 9999 001	24.73	0 S MISSION HILLS DR
15	753 9994 010	1.00	7345 S 92ND ST
16	755 9997 000	51.35	8301 W OLD LOOMIS RD
17	756 9993 012	10.88	0 W RAWSON AVE
18	756 9994 014	0.63	7501 W BRUNN DR
19	757 9985 000	0.80	7270 S HILLSIDE DR
20	757 9994 001	24.50	0 S 68TH ST
21	758 9996 000	0.90	7351 S 51ST ST
22	760 9979 000	0.44	7221 S 35TH ST
23	760 9980 000	0.44	7235 S 35TH ST
24	760 9996 010	2.43	0 W MARQUETTE AVE
25	761 9958 000	0.39	2820 W MINNESOTA AVE
26	761 9963 005	0.27	0 W MINNESOTA AVE
27	761 9997 003	8.44	0 S 35TH ST
28	786 9981 004	5.73	7521 S 31ST ST
29	786 9987 000	2.92	7631 S 31ST ST
30	786 9991 000	4.29	3140 W DREXEL AVE
31	786 9994 001	0.34	7775 S 31ST ST
32	790 9995 003	17.29	0 S 68TH ST
33	791 9985 000	0.88	0 S 76TH ST

OBJECTID	PARCEL_ID	ACREAGE	ADDRESS
34	791 9990 000	0.98	7210 W DREXEL AVE
35	792 9988 001	4.75	0 W DREXEL AVE
36	793 9997 000	7.97	8810 W LOOMIS RD
37	796 0017 000	0.05	0 W FRANKLIN ST
38	796 0018 000	0.12	0 W FRANKLIN ST
39	796 0019 000	0.16	0 S FRANKLIN ST
40	796 0042 000	0.19	
41	796 0059 000	0.08	11460 W SWISS ST
42	796 0072 000	0.23	0 W SWISS ST
43	796 0073 000	0.08	0 W SWISS ST
44	796 0074 000	0.08	11460 W SWISS ST
45	796 0075 000	0.17	11460 W SWISS ST
46	797 9947 000	2.05	7577 S NORTH CAPE RD
47	798 9990 007	23.18	12245 W FOREST HOME AVE
48	798 9995 004	29.20	0 S 116TH ST
49	799 0023 000	0.56	11283 W MAYERS DR
50	799 9992 000	0.52	10941 W ST MARTINS RD
51	801 9987 000	6.42	0 S LOVERS LANE RD
52	801 9989 002	3.65	8230 S 100TH ST
53	801 9991 000	6.94	0 S LOVERS LANE RD
54	802 0045 003	0.98	0 S FOREST HILLS CIR
55	803 9987 008	24.28	0 W DREXEL AVE
56	806 9992 002	0.64	0 W DREXEL AVE
57	808 9985 002	0.48	8025 S 35TH ST
58	808 9985 003	7.07	0 S 35TH ST
59	833 9988 001	18.06	4034 W PUETZ RD
60	837 0236 000	0.70	6810 W WILD FLOWER CT
61	837 0236 000	0.70	8221 S 68TH ST
62	838 9003 000	7.47	0 S 76TH ST
63	839 9992 031	0.63	8719 W FOREST HILL AVE
64	840 9984 000	2.14	0 S 100TH ST
65	841 0021 000	0.69	0 S 100TH ST
66	842 9994 000	60.38	0 S 116TH ST
67	842 9995 014	16.59	0 S 116TH ST
68	843 9990 000	19.66	8355 S 116TH ST
69	843 9991 001	82.50	0 S 116TH ST
70	844 9994 000	12.10	0 S 116TH ST
71	844 9995 001	63.75	8705 S 116TH ST
72	844 9996 000	11.40	8935 S 116TH ST
73	844 9998 000	10.05	0 S 116TH ST

OBJECTID	PARCEL_ID	ACREAGE	ADDRESS
74	845 9998 000	21.05	0 S 116TH ST
75	845 9999 000	49.19	0 S 116TH ST
76	851 9995 003	0.58	0 S 68TH ST
77	853 0163 000	0.89	8825 S 47TH CT
78	853 9994 001	1.00	0 S 51ST ST
79	853 9997 006	2.48	0 S 49TH ST
80	853 9998 006	3.62	0 S 51ST ST
81	853 9999 003	1.91	0 W HILLTOP LN
82	855 9915 000	0.70	3050 W FRANKLIN TER
83	855 9949 003	0.69	8940 S 29TH ST
84	879 9941 004	0.80	0 S 29TH ST
85	879 9943 002	0.36	0 S 31ST ST
86	879 9974 002	0.30	0 S 33RD ST
87	879 9975 004	0.30	3129 W CENTRAL AVE
88	882 9979 000	9.05	0 S 51ST ST
89	882 9981 000	9.42	0 S 51ST ST
90	882 9991 000	0.92	5422 W RYAN RD
91	885 9997 000	10.09	8335 W HILLTOP LN
92	885 9999 002	1.04	0 S 76TH ST
93	886 9985 000	15.10	8455 W HILLTOP LN
94	886 9987 002	2.25	0 S 92ND ST
95	886 9990 000	17.42	8851 W ST MARTINS RD
96	886 9991 003	0.91	9150 W RYAN PL
97	886 9994 000	0.75	8844 W RYAN RD
98	887 9998 000	80.34	0 W RYAN RD
99	887 9999 000	1.66	9660 W RYAN RD
100	889 9990 000	49.90	0 S 116TH ST
101	889 9992 000	10.79	11223 W LOOMIS RD
102	890 9990 000	0.00	0 S 116TH ST
103	890 9999 000	24.23	0 S 116TH ST
104	891 9004 000	2.18	11943 W RYAN RD
105	891 9005 000	1.43	11889 W RYAN RD
106	891 9006 000	0.94	11853 W RYAN RD
107	891 9998 002	5.60	0 W LOOMIS RD
108	891 9999 000	33.29	0 W LOOMIS CT
109	892 9997 001	0.62	11533 W RYAN RD
110	892 9998 000	20.55	9720 S 112TH ST
111	893 9997 002	19.64	0 W RYAN RD
112	894 9002 000	2.04	9533 W RYAN RD
113	894 9003 000	32.07	0 W RYAN RD

OBJECTID	PARCEL_ID	ACREAGE	ADDRESS
114	894 9999 004	3.00	9789 W RYAN RD
115	896 9996 001	66.79	0 W RYAN RD
116	897 9996 000	26.68	7521 W RYAN RD
117	897 9996 000	26.68	9546 S 76TH ST
118	897 9996 000	26.68	9540 S 76TH ST
119	897 9997 000	9.85	0 S 76TH ST
120	931 9997 013	2.53	0 W OAKWOOD RD
121	934 9992 006	1.00	0 S 76TH RD
122	934 9992 007	1.01	0 W OAKWOOD RD
123	934 9992 008	0.97	7800 W OAKWOOD RD
124	936 9998 004	6.45	0 W OAKWOOD RD
125	938 9999 011	15.68	0 S 112TH ST
126	938 9999 012	15.68	0 S 112TH ST
127	939 9996 002	0.74	0 W OAKWOOD RD
128	941 9984 002	4.80	0 W OAKWOOD RD
129	941 9986 000	10.06	10476 S 112TH ST
130	941 9987 000	3.21	11315 W OAKWOOD RD
131	941 9988 000	1.25	11331 W OAKWOOD RD
132	941 9989 000	4.79	11325 W OAKWOOD RD
133	941 9990 000	5.12	0 S 112TH ST
134	941 9991 000	5.13	10473 S 112TH ST
135	941 9992 000	10.11	0 W OAKWOOD RD
136	941 9994 002	3.85	11533 W OAKWOOD RD
137	941 9997 000	5.01	10530 S 112TH ST
138	984 9995 000	34.65	0 S 76TH ST
139	987 9997 004	33.06	10210 W SOUTH COUNTY LINE RD
140	987 9999 000	40.03	10420 W SOUTH COUNTY LINE RD
141	988 9999 000	40.21	0 W SOUTH COUNTY LINE RD
142	840 9999 002	22.63	9355 W BREWOOD PARK DR
143	840 9971 012	2.12	0 W HIGHLAND PARK DR
144	840 9971 016	2.43	9400 W BREWOOD PARK DR
145	987 9997 002	12.00	10122 W SOUTH COUNTY LINE RD
146	987 9997 004	33.06	10210 W SOUTH COUNTY LINE RD
147	943 9997 009	30.43	0 S 92ND ST
148	938 9988 008	12.89	0 S 112TH ST
149	893 9997 004	29.58	10903 W RYAN RD
150	892 9989 002	0.53	10925 W RYAN RD
151	894 9997 002	35.20	9623 S 92ND ST
152	897 9995 000	5.24	7133 W RYAN RD

2. Map of undeveloped parcels that are zoned for residential development



3. List of undeveloped parcels that are suitable for, but not zoned for, residential development.

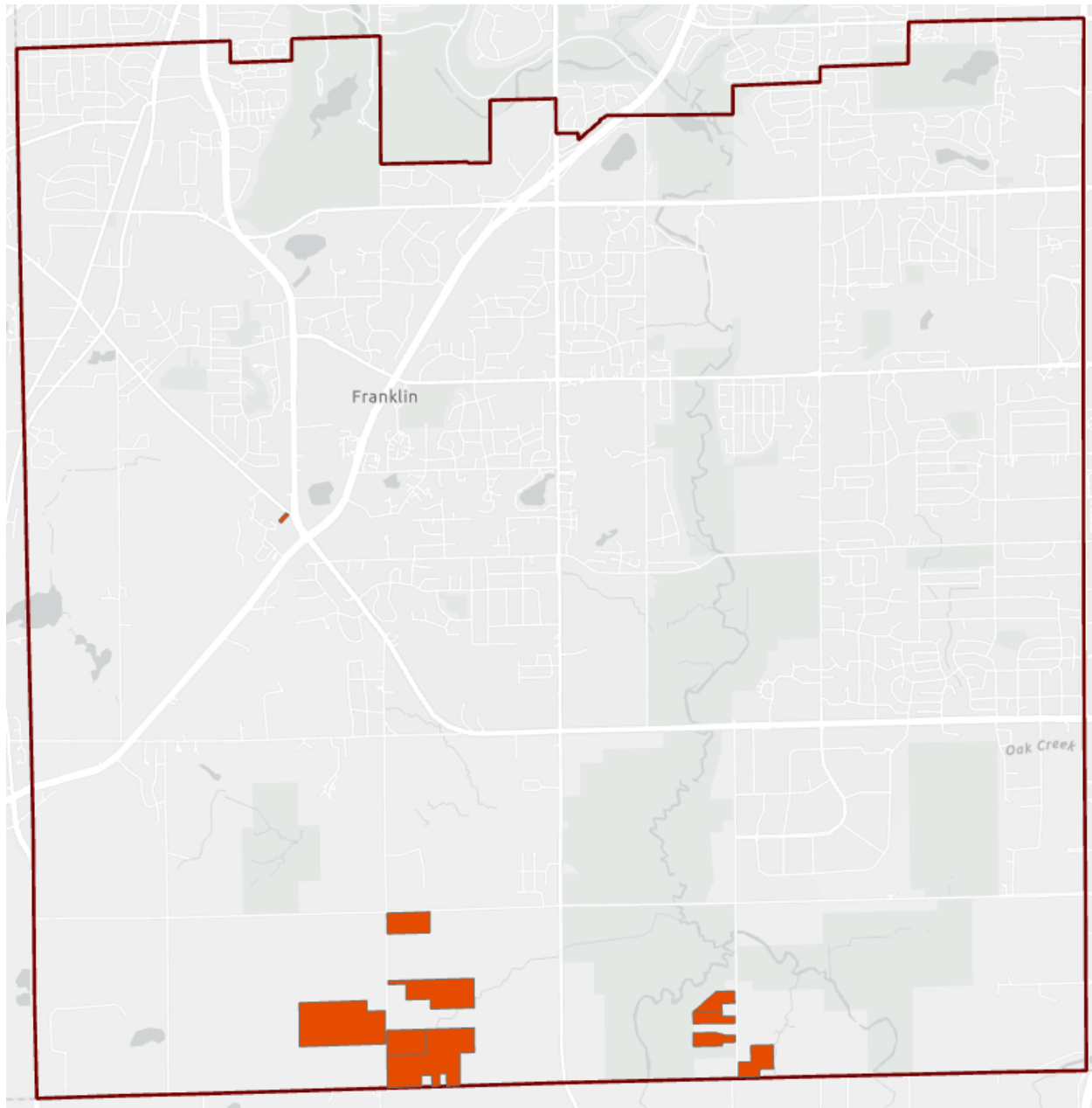
City Development staff selected these parcels with the following criteria:

- Vacant parcels (unplatted), the previous report included platted lots.
- Future Land Use Map (FLUM): designated as residential, residential-multifamily or mixed use (except PDD-39).
- Zoning: all districts; except residential districts (R), residential PDDs, Industrial Districts (M1, M2, BP), I-1, P-1, L-1.
- Excluding parcels entirely zoned Floodway FW.

ID	PARCEL_ID	ACREAGE	ADDRESS	ZONING	WATER/SEWER*
1	841 9991 000	1.01	10035 W ST MARTINS RD	B-3	Yes
2	981 9995 002	16.59	0 W SOUTH COUNTY LINE RD	A-1	No
3	982 9992 002	10.70	10739 S 60TH ST	A-1	No
4	982 9992 003	9.27	10849 S 60TH ST	A-1	No
5	982 9992 005	10.32	10903 S 60TH ST	A-1	No
6	986 9001 000	74.96	0 S 92ND ST	A-2, C-1, FW	No
7	985 9996 000	20.04	0 S 92ND ST	A-2, C-1	No
8	985 9997 003	70.85	9128 W SOUTH COUNTY LINE RD	A-2, C-1	No
9	944 9994 000	18.92	0 W OAKWOOD RD	A-2, C-1, FW	No
10	944 9999 004	38.50	10600 S 92ND ST	A-2, C-1	No

* If "Yes", such parcel is within 1,000 feet of an existing water main and sanitary sewer main.

4. Map of undeveloped parcels that are suitable for, but not zoned for, residential development.



5. Current Open Space Subdivision Options in Residential Districts

	R-1 Option 1	R-1 Option 2	R-1 Option 3	R-2 Option 1	R-2 Option 2	R-2 Option 3	R-3 Option 1	R-3 Option 2
Minimum Open Space Ratio and Maximum Density								
Open Space Ratio	0.5	0.65	0.70	0.35	0.45	0.5	0.15	0.3
Gross Density (du/ac)	0.442	0.43	0.436	0.902	0.914	0.978	1.769	1.735
Net Density (du/ac)	0.898	1.394	1.718	1.394	1.718	2.081	2.081	2.48
Lot Dimensional Requirements								
Minimum Lot Area (sq.ft.)	40,000	25,000	20,000	25,000	20,000	16,000	16,000	13,000
Minimum Lot Width @ Setback Line (ft)	150	125	110	115/125 (corner)	100/110 (corner)	95/110 (corner)	95/110 (corner)	90/105 (corner)
Minimum Front Yard (ft)	60	50	45	50	45	40	40	35
Minimum Side Yard (ft)	20	15	10	15	10	10	10	10
Minimum Side Yard on Corner Lot (ft)	45	40	35	40	35	30	30	25
Minimum Rear Yard (ft)	30	30	30	30	30	30	30	30
Maximum Lot Coverage (ratio)	0.1	0.15	0.15	0.15	0.15	0.2	0.2	0.2
Minimum Total Living Area per Dwelling Unit (sq.ft)								
1-story 3 bedrooms	1600	1600	1600	2000	2000	2000	1700	1700
1-story > 3 bedrooms (+ sq.ft per bedroom)	+150	+150	+150	+150	+150	+150	+150	+150
1-story if basement < 600 sq.ft. (+ sq.ft.)	+150	+150	+150	+250	+250	+250	+250	+250
Multi-story 3 bedrooms	1900, 1100 1 st floor	1900, 1100 1 st floor	1900, 1100 1 st floor	2300, 1100 1 st floor	2300, 1100 1 st floor	2300, 1100 1 st floor	2000, 1100 1 st floor	2000, 1100 1 st floor
Multi-story > 3 bedrooms (+sq.ft. per bedroom)	+100	+100	+100	+100	+100	+100	+100	+100
Multi-story basement < 600 sq.ft. (+ sq.ft.)	+250	+250	+250	+250	+250	+250	+250	+250
Maximum building height (stories/ft)	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30
	R-3E Option 1	R-3E Option 2	R-4 Option 1	R-4 Option 2	R-5 Option 1	R-5 Option 2	R-6 Option 1	R-7 Option 1
Minimum Open Space Ratio and Maximum Density								
Open Space Ratio	0.15	0.3	0.15	0.3	0.1	0.15	0.1	0.3
Gross Density (du/ac)	1.461	1.457	2.108	2.148	2.469	2.608	2.919	4.198
Net Density (du/ac)	1.718	2.081	2.48	3.068	2.603	3.608	3.243	4.64
Lot Dimensional Requirements								
Minimum Lot Area (sq.ft.)	20,000	16,000	13,000	10,000	12,000	10,000	10,000	15,000
Minimum Lot Width @ Setback Line (ft)	100/110 (corner)	95/110 (corner)	90/105 (corner)	85/100 (corner)	90/105 (corner)	85/105 (corner)	85/100 (corner)	115
Minimum Front Yard (ft)	45	40	35	30	30	30	30	40
Minimum Side Yard (ft)	10	10	10	10	10	10	10	10
Minimum Side Yard on Corner Lot (ft)	35	30	25	19	20	19	19	30
Minimum Rear Yard (ft)	30	30	30	30	30	30	30	30
Maximum Lot Coverage (ratio)	0.15	0.2	0.2	0.25	0.22	0.25	0.25	0.35
Minimum Total Living Area per Dwelling Unit (sq.ft)								
1-story 3 bedrooms	2000	2000	1600	1600	1500	1500	1250	1150
1-story > 3 bedrooms (+ sq.ft per bedroom)	+150	+150	+150	+150	+150	+150	+150	+150
1-story if basement < 600 sq.ft. (+ sq.ft.)	+250	+250	+250	+250	+250	+250	+250	+250
Multi-story 3 bedrooms	2800, 1800 1 st floor	2800, 1800 1 st floor	1900, 1050 1 st floor	1900, 1050 1 st floor	1800, 1000 1 st floor	1800, 1000 1 st floor	1550, 950 1 st floor	1150
Multi-story > 3 bedrooms (+sq.ft. per bedroom)	+100	+100	+100	+100	+100	+100	+100	+250
Multi-story basement < 600 sq.ft. (+ sq.ft.)	+250	+250	+250	+250	+250	+250	+250	+150
Maximum building height (stories/ft)	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30

Source: City of Franklin Unified Development Ordinance

6. Current Zoning District Requirements

	R-1	R-2	R-3	R-3E	R-4	R-5	R-6
Minimum Open Space Ratio and Maximum Density							
Open Space Ratio	0	0	0	0	0	0	0
Gross Density (du/ac)	0.435	0.898	1.718	1.394	2.081	2.48	2.972
Net Density (du/ac)	0.435	0.898	1.718	1.394	2.081	2.48	2.972
Lot Dimensional Requirements							
Minimum Lot Area (sq.ft.)	87,120	40,000	20,000	25,000	16,000	13,000	11,000
Minimum Lot Width @ Setback Line (ft)	200	150	100/110 (corner)	115/125 (corner)	95/110 (corner)	90/105 (corner)	90/100 (corner)
Minimum Front Yard (ft)	100	60	45	50	40	35	30
Minimum Side Yard (ft)	30	20	10	15	10	10	10
Minimum Side Yard on Corner Lot (ft)	75	45	35	40	30	25	19
Minimum Rear Yard (ft)	30	30	30	30	30	30	30
Maximum Lot Coverage (ratio)	0.075	0.1	0.15	0.15	0.2	0.2	0.25
Minimum Total Living Area per Dwelling Unit (sq.ft)							
1-story 3 bedrooms	1600	2000	1700	2000	1600	1500	1250
1-story > 3 bedrooms (+ sq.ft per bedroom)	+150	+150	+150	+150	+150	+150	+150
1-story if basement < 600 sq.ft. (+ sq.ft.)	+150	+150	+250	+250	+250	+250	+250
Multi-story 3 bedrooms	1900, 1100	2300, 1100	2000, 1100	2800, 1800 1 st	1900, 1050	1800, 1000	1550, 950
	1 st floor	1 st floor	1 st floor	floor	1 st floor	1 st floor	1 st floor
Multi-story > 3 bedrooms (+sq.ft. per bedroom)	+100	+100	+100	+100	+100	+100	+100
Multi-story basement < 600 sq.ft. (+ sq.ft.)	+250	+250	+250	+250	+250	+250	+250
Maximum building height (stories/ft)	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30	2.5/30
	R-7	R-8	R-8 MFR	RC-1	RC-1 2F	RC-1 MFR	VR
Minimum Open Space Ratio and Maximum Density							
Open Space Ratio	0	0	0.25/0.35	0.5	0.5	0.5	0
Gross Density (du/ac)	3.7	5	6.1/8	1.5	3	8	4.283
Net Density (du/ac)	3.7	5	8	n/a	n/a	n/a	4.283
Lot Dimensional Requirements							
Minimum Lot Area (sq.ft.)	18,000	6,000	43,560	10,000	15,000	43,560	7,200
Minimum Lot Width @ Setback Line (ft)	125	60/75 (corner)	150	60/75 (corner)	100	150	60/75 (corner)
Minimum Front Yard (ft)	40	25	30	25	40	30	25
Minimum Side Yard (ft)	13	5	20	5	10	20	5
Minimum Side Yard on Corner Lot (ft)	35	16	30	15	30	30	15
Minimum Rear Yard (ft)	30	25/10 (garage)	30	25/10 (garage)	30	30	25/10 (garage)
Maximum Lot Coverage (ratio)	0.30	0.35	n/a	n/a	n/a	n/a	0.48
Minimum Total Living Area per Dwelling Unit (sq.ft)							
1-story 3 bedrooms	1150	1250	750-900* (1 bedroom)	1250	n/a	n/a	1200
1-story > 3 bedrooms (+ sq.ft per bedroom)	+150	+150	+200	+150	n/a	n/a	+150
1-story if basement < 600 sq.ft. (+ sq.ft.)	+250	+250	+250	+250	n/a	n/a	+250
Multi-story 3 bedrooms	1150	1550, 950	750-900* (1 bedroom)	1550, 950 1 st	n/a	n/a	1500, 900
		1 st floor	floor	floor			1 st floor
Multi-story > 3 bedrooms (+sq.ft. per bedroom)	+250	+100	+200	+100	n/a	n/a	+100
Multi-story basement < 600 sq.ft. (+ sq.ft.)	+150	+250	+250	+250	n/a	n/a	+250
Maximum building height (stories/ft)	2.5/30	2.5/30	3.0/45	2.5/30	2.5/30	4.0/60	2.0/30

*The unit size decreases with the number of units in a structure. 900 square feet minimum for 3-4 units, 850 for 5-8 units, 800 for 9-12 units, and 750 for 13 or more units per structure.

Source: City of Franklin Department of City Development

7. Current Subdivision Plat and Certified Survey Map Requirements

Review Procedures

The fee schedule was updated in 2024, new fees listed below.

Subdivision - \$5,000 plus \$3,000 developer's deposit (Preliminary) and \$1,700 (Final)

The previous fees were \$5,000 (Preliminary) and \$1,000 (Final)

- Required for any division of land for residential development of more than four (4) parcels. Must comply with statutory and local regulations.
- Applicants must submit a completed application, preliminary plat, and fee of \$XXX to the Department of City Development for review. Staff reviews the submission to ensure completeness then forwards the application materials for review by other City departments (and either the Wisconsin DOT or Milwaukee County Highway Department if located on a state or county maintained highway).
- Applications are scheduled for review by the Plan Commission, which will issue a decision the night of review or hold the item pending additional information required.
- A development agreement, if required, will be coordinated through the Engineering Department. The agreement and any escrow must be reviewed and approved by the City Attorney's Office.
- Once all required public improvements – sidewalks, roads, street lights, utilities, street trees, etc. – are installed and verified by the Engineering Department, the Applicant can submit a completed application, final plat, a fee of \$XXX for review and distribution by the staff. A Plan Commission is scheduled and the Plan Commission will issue a decision on the night of review or hold the item pending additional information required.
- Common Council review (final) will occur at the next available meeting (typically 1.5 weeks following Plan Commission review and recommendation). There is no additional fee for Common Council review.
- Normal State/County reviews, fees and approval requirements apply.
- Once the plat is recorded, building permit applications for individual lots may be submitted.
- Building permit applications are submitted to the Department of Inspection Services, and may take up to three (3) weeks for review by all departments before a permit may be issued.

Certified Survey Map (CSM) - \$2,500

Previous fee was \$1,500

- Required for any division of land up to four (4) lots in conformance with statutory and local requirements.
- Applicants must submit a completed Certified Survey Map application, and a fee of \$xxx for review by Department of City Development staff. The application materials are forwarded to other City departments for review and comment. The CSM is generally scheduled for Plan Commission review. Plan Commission will issue a decision the night of review or hold the item pending additional information required.
- A development agreement, if required, will be coordinated through the Engineering Department. The agreement and any escrow must be review and approved by the City Attorney's Office.

- Common Council review will occur at the next available meeting (typically 1.5 weeks following Plan Commission review and recommendation). There is no additional fee for Common Council review.
- Normal State/County reviews, fees and approval requirements apply.
- Once CSM is recorded, building permit applications for individual lots may be submitted.
- Building permit applications are submitted to the Department of Inspection Services, and may take up to three (3) weeks for review by all departments before a permit may be issued.

Planned Development - \$6,000 plus \$3,000 developer's deposit (\$5,900 for major amendments, and \$850 for minor amendments); note that additional Site Plan would have a separate review fee (\$3,400)

Previous fees were \$6,000 (\$3,500 major amend., \$500 minor amend.); \$2,000 for Site Plans.

- Required for any development of land at least XX acres in size that may include multiple housing types or multiple uses, or desires deviations from the strict application of the Unified Development Ordinance to achieve a specific development goal.
- PDD applications are treated as rezoning applications for purposes of review and approval, requiring Plan Commission and Common Council review and approval of the initial application and rezoning.
- Applicants must submit a completed application, site development design plan and preliminary civil drawings, narrative that specifies all the deviations/requested modifications/rezone requests, and a fee of \$XXXX for review by staff. Staff forwards the application materials to other City departments for review, and then following review, the application is placed on the next available Plan Commission agenda. Notice is sent to all landowners within 500 feet of the proposal site. Plan Commission will issue a recommendation the night of review, or hold the item pending additional information required.
- If recommended for approval, the Plan Commission will direct staff to draft Conditions and Restrictions for the PDD that will be reviewed at the next regularly scheduled Plan Commission meeting (typically 2 weeks later).
- Following review and recommendation of approval of the Conditions and Restrictions by the Plan Commission, staff will schedule the public hearing before the Common Council in accordance with statutory requirements.
 - Legal notice required to be submitted to newspaper the Wednesday before the first publication
 - PDD applications require a Class 2 notice – two (2) consecutive publications, the last must be a minimum of seven (7) days before the public hearing.
 - Notice sent to all landowners within 500 feet of the proposal site.
- Common Council review (final) will occur at the scheduled public hearing. There is no additional fee for Common Council review.
- Normal State/County reviews, fees and approval requirements apply.
- The next step depends on the complexity of the application: additional site plan review and approval by the Plan Commission (as needed), or platting approval as needed, or straight to building permit applications.

- Once the process is finalized, building permit applications may be submitted.
- Building permit applications are submitted to the Department of Inspection Services, and may take up to three (3) weeks for review by all departments before a permit may be issued. If required, approval by the State must occur prior to local review and issuance of building permits.

Development costs are dependent on the number of proposed lots, the proposed roadway configurations, and length, the number of dwelling units proposed, the presence of any environmental restrictions (e.g., wetlands, floodplains, etc.), availability and location of public utilities, and other considerations specific to the property or properties to be developed. Therefore, general fees have been provided within this report to assist with development estimates. Consider the following example:

Single Family Residential Subdivision on 20 acres

- No environmental restrictions
 - Public Utilities available
 - R-6 zoning (no rezoning required)
 - No PDD requested
1. Preliminary Plat = \$5000 (requires one review by Plan Commission)
 2. Final Plat = \$1000 (requires one review by Plan Commission after infrastructure installed and certified, followed by final approval by Common Council)
 3. Min. Lot size = 11,000 square feet
 4. Min. Lot width = 90 feet – 100 feet (corner lot)
 5. Max. density = 2.972 dwelling units/net acre
 6. Min. front/ROW/rear setback = 30 feet (19 feet on the corner side yard)
 7. Min. side setback = 10 feet
 8. Min. public street ROW = 60 feet
 9. Min. residential street pavement width = 28 feet
 10. Max. 800-foot cul-de-sac street
 11. Sidewalks required on both sides of street
 12. Curb and gutter required
 13. Street trees = 1/40 linear feet
 14. Impact fees = \$8,704/single family home
 15. Stormwater fees = see fee schedule
 16. Building permit fees = based on proposed home design; see fee schedule

8. Housing Diversity in Franklin

In a report to the City of Franklin entitled Housing Diversity in Franklin, Wisconsin (December 2018), the author (BK Planning Strategies) noted that the most recent American Community Survey found that the City of Franklin has a much higher level of owner-occupied housing, median value of owner-occupied housing units, median household income and per capita income than is found for Milwaukee County at large and found in the City of Milwaukee. See the table below.

	City of Franklin	City of Milwaukee	Milwaukee County
Owner-Occupied Housing Rate	77.3%	41.7%	49.4%
Median Value of Owner Occupied Housing Units	\$224,800	\$115,500	\$150,000
Median Household Income (2016)	\$73,590	\$36,801	\$45,263
Per Capita Income past 12 months (2016)	\$36,659	\$20,630	\$25,881

Some of this is a reflection of relative distance. Franklin's location on the southwest end of the County makes it an unlikely location for multi-family development that is intended for lower income families, simply because the transportation costs for home-to-work trips, as well as non-work-based trips, would defeat the purpose of such housing.

The report Housing Diversity in Franklin, Wisconsin (December 2018) provides the City with a series of recommendations to consider:

- **Review all development construction standards.** The city should review and consider altering development standards that can reduce cost to the developer, as well as reduce the City's exposure to future operational maintenance of such infrastructure in the future. One such example is street width; a reduction of street width by as little as one foot can significantly reduce upfront costs, as well as long-term maintenance.
- **Comprehensive Master Plan.** The Comprehensive Master Plan currently only identifies two residential land use categories, Residential and Residential-Multi-Family. The Plan should be reviewed and revised to provide more specific guidance on the inclusion of types of housing beyond single family and multi-family, and provide additional flexibility to permit those types of housing in what have been restricted single-family residential neighborhoods.
- **Zoning Standards.** The City should consider a review of all residential zoning district standards to provide incentives for developers to provide new reasonably priced housing. The City should further include flexibility to provide for other types of housing in single family neighborhoods, including modifications to existing dwelling units to provide for two-family, triplex, and quadriplex types of units, and/or modifications to enable in-law suites and other means to provide additional housing that is more affordable.
- **Development Flexibility.** Most of the residential zoning districts permit "open space" subdivision development with reduced lot sizes which require a public hearing and approval as a Special Use. Instead of requiring developers to go through this process, these types of developments should have design criteria up-front and allowed to be developed as a permitted use.
- **Multi-family Dwelling Unit Density.** The maximum dwelling unit density for multi-family developments is eight units per acre, and this is achieved through a Special Use approval process. This density is very low particularly for moderate to large developments of this type, and virtually

guarantees that motor vehicles are the required mode of transportation for residents. The City needs to consider increasing the maximum multi-family density standard, with the caveat that such increases continue to prioritize environmental protections on the site level.

- **Impact Fees.** The cost of impact fees placed on each new residential unit is definitely an impeding factor toward providing housing affordability across all types of housing. The City already has provided a reduction for certain types of affordable housing, but additional criteria or flexible alternatives should be considered where housing is combined with additional industrial/business park development. Providing workforce housing opportunities will greatly assist attraction of quality industrial development to the City, and will have the corollary effect of reducing transportation costs for future employees as well as employers.
- **Public Education.** City officials must continually seek opportunities to educate residents of Franklin regarding the benefits of a well-balanced housing supply.