

COMMUNITY DEVELOPMENT DEPARTMENT



2010 ANNUAL REPORT



**PREPARED BY:
CITY OF MUSKEGO COMMUNITY DEVELOPMENT DEPARTMENT**

2010 Community Development Department **Annual Report**

This annual report provides an overview of the Community Development Department's progress on departmental projects and various community growth issues for the year. This is the 7th straight year for our annual report.

You may remember that in 2009 there were some major changes that occurred involving the Planning Department, the Engineering Department, and the Building Inspection Department. As part of the 2009 budget process these three departments were all combined under one new department. This new department was the Community Development Department. The goal of the one new department was to bring all of the community development functions together. The restructuring of these three areas into one new and comprehensive department has worked out to be a great resource for the City.

The Community Development Department still has the same goals of the three previous departments including the careful development of land and the preservation of Muskego's natural resources, along with the development of plans and programs, including current and long range planning, economic development, zoning administration, lake management, urban forestry, conservation management, building safety standards, and proper City infrastructure construction and development. The Department's role also includes the dissemination of this information to the public, and coordination with county, regional, state, and federal officials. The enclosed information provides a detailed look at the recent accomplishments of the Community Development Department, while also providing yearly statistical information on how the City is growing and changing on an annual basis. The statistical info helps all of us to better guide our community, while the project information enables the City to see how the Community Development Department has functioned as part of the local government in Muskego.

Mission Statement

Muskego is planned each and every day by professional staff whose mission is to:

Promote the orderly development of Muskego in an efficient and aesthetic manner through long-range and current planning, provide public information and data on planning, engineering, and building issues, while coordinating related areas of geographic information systems, economic development, zoning administration, urban forestry, and conservation management.

2010 Community Development Department Staff

Planning Services Division

Jeff Muenkel AICP EDFP, *Community Development Director*

Adam Trzebiatowski AICP, *Planner*

Tom Zagar, *City Forester*

Kellie McMullen, *Planning Secretary*

Sam Theis, *Conservation Technician*

Engineering Services Division

David Simpson, P.E., *City Engineer*

Dan Flamini RLS, *Engineering Technician*

Building Services Division

Mike Moore, *Lead Building Inspector*

Jason Hendrix, *Building Inspector*

Jeanne Struck, *Building Secretary*

Special Thanks for Data, Information, & Maps

Assessor's Office

Information Systems/GIS Department

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Planning Division Activities

General Planning Items

Janesville Road Reconstruction

During 2010, the Janesville Road reconstruction project has continued to proceed. There has been continued progress in developing the project plans. This design phase is still in progress and will continue into 2011-2012, depending of the phase of the project. The construction is still on schedule for 2012 and 2013. The burying of the utilities is expected to begin in 2011.

The City has continued to talk to and work with businesses along the effected area of the road project to help see how this may affect them. The City is trying to head off any possible questions, problems, or concerns now, if possible. The City has also been working hard to promote the Janesville Road Loan and Grant programs that have been established to assist properties that are going to be affected by the road project. There already have been businesses that have taken advantage of the loan and grant programs to make improvements to their buildings and properties. We expect to see more of this before, during, and after the road project is done.

New Businesses

In 2010 there were new businesses that started and/or wrapped up construction. In the fall of 2010 Wal-Mart opened in the developing Moorland Corridor. Across from Wal-Mart we saw construction start for a new Elliott's Ace Hardware and just down the road we saw Dr. Thompson's new dental office open up off of Janesville Road. Muskego Tire and Auto opened their new building along Janesville Road too.



Muskego Tire & Auto



Dr. Llanas's Dental Office

A few other commercial highlights from 2010 were the renovations and additions to Dr. Llanas's Dental Office and to Alpine Lanes/Avalanche Grill. We expect to see continued commercial growth in all commercial districts within the City.

2020 Comprehensive Plan

The new 2020 Comprehensive Plan continued to not be one of those plans gathering dust on the shelves. The many recommendations found in the Plan were reviewed numerous times during the course of 2010 to ensure they were being followed and worked on in some way. A *Log of Implementation* is kept in the Community Development Department to update the status of various recommendations in the 2020 Plan biannually.

Establishment of Bed & Breakfast Regulations

In 2010 the City had its first formal request for a Bed and Breakfast in a residentially zoned area. At the time, the Zoning Code did not allow these in residential districts, but the Alderman directed staff to research and proposes a set of regulations that could possibly allow these in residential areas. After extensive research, a set of regulations were brought forward and approved by the Common Council. The new regulations allow Bed & Breakfast establishments in some residential districts if the code requirements can be met and if a Conditional Use Grant is issued by the Plan Commission.

With the adoption of these new regulations, later in the year the City granted approval for its first Bed & Breakfast. The approved Bed & Breakfast has one unit and is located on a rural residential property off of Muskego Dam Drive.

Flood Storage Districts

The Wisconsin DNR informed the City in 2009 that the existing Floodplain Zoning Ordinance needed to be amended to include some new flood storage district language and maps. Flood storage districts are areas that are already designated by FEMA and the DNR as floodfringe areas, but they need an extra level of protection due to the specific modeling of the floodplain. These flood storage districts are areas that are intended to remain unfilled/undeveloped, within the floodplain. The adoption of these new regulations and maps was initiated in 2009, but were not completed until 2010. These new regulations will help limit the amount of potential flooding.

Plan Commission Items

There were 75 approved resolutions in 2010 and 1 resolution denied without prejudice. There was 1 withdrawn/removed resolution and 1 resolution that was deferred to 2010. There were also 3 concept/discussion (non-action) items in 2010, which is the same as in 2009. In 2010 there was an increase in the number of approved resolutions as compared to 2009 when there were 61 approved resolutions. This is partially due to the increased number of total items being submitted (See Table 1).

Year	Total Items Reviewed	Approved	Denied	Concept/ Motion/ No Action	Denied without Prejudice	Withdrawn/ Removed	Deferred (until next year)	Docket (until next year)
2004	130	119	2	-	-	-	2	7
2005	148	127	6	-	-	1	5	9
2006	144	116	14	-	2	4	2	6
2007	121	103	5	4	-	2	1	6
2008	98	89	3	-	-	3	-	3
2009	67	61	3	3	-	-	-	-
2010	81	75	-	3	1	1	1	-

Table 1

The Plan Commission approved a wide variety of items. Here is a look at some of the numbers for the items that they reviewed in 2010:

- Sign Applications (requiring Plan Commission approval) – 1 approved
- Annual and Biennial Reviews – 21 approved
- Concept/Sketch CSMs – 1 approved
- CSMs – 13 approved
- Extraterritorial CSMs – 4 approved
- Concept/Sketch Plats – 2 approved
- Preliminary Subdivision Plats – None approved
- Extraterritorial Preliminary Subdivision Plats – None approved
- Final Subdivision Plats – None approved
- Extraterritorial Final Subdivision Plats – None approved
- BSOs & BSO Amendments (see below)
- Conditional Use Grants - New and Amendments (see below)

Year	Sign Applications (requiring PC approval)	Annual & Biennial Reviews	Conceptual/ Sketch CSMs	CSMs	Conceptual/ Sketch Plats	Preliminary Plats	Final Plats
2004	7	13	3	20	5	8	8
2005	5	13	2	15	2	6	6
2006	2	19	1	18	4	4	4
2007	1	20	2	17	2	2	1
2008	2	23	1	12	-	1	1
2009	-	22	-	12	2	-	-
2010	1	21	1	17	2	-	-

Table 2

Building, Site, and Operation Plans (BSO)

In 2010 the Plan Commission received 9 new BSO plans seeking approvals. This is an increase from 7 in 2009. All 9 of those were approved in 2010. Also in 2010, Plan Commission reviewed 13 BSO amendments seeking approvals, which is an increase from 6 in 2009. 12 of the amendments were approved in 2010.

BSO amendments can consist of a number of different items. Items that BSO amendments have contained are additions, alterations, accessory structures, site work (i.e. parking lot work, lighting, landscaping, fences, etc.), signage, etc. Some of the BSO items that the Plan Department and Plan Commission have reviewed are for single changes while others have been for numerous changes to entire sites.

Some of the major BSOs and BSO Amendments approved were for the following companies/organizations:

- Olson's Outdoor Power Equipment – Cold Storage Building
- Dr. Llanas's Dental Office – Addition and Remodel of Building & Site
- A.W. Greenhouse – Commercial Greenhouse Facility
- Young's Auto Body – New Building
- Muskego County Park – New Restroom Structures
- Mug-Z's Pub and Grille – Deck Addition
- Elliott's Ace Hardware – 21,648 Sq Ft New Building
- Alpine Lanes / Avalanche Grill – Additions/Renovations to Bar and Grill
- EJ Salentine's – New Showroom Area
- Naturescape Mini-Storage – New Mini-Storage Facility
- Bauer Sign Company – Outdoor Storage Area
- Veolia Environmental Services – 17,400 Sq Ft New Building
- Bed & Breakfast Facility – New Business
- Bush Gardens – Building and Site Improvements
- Black Tie Auto – 8,640 Sq Ft New Building

Building, Site, and Operation Plans - BSO's (2004-2010)

*NOTE: The numbers provided are for approved items only and any denied, deferred, docket, etc. items are not included in this count.

Year	Total BSO's Applied For	Total BSO's Approved	New BSO's Applied For	New BSO's Approved	BSO Amendments Applied For	BSO Amendments Approved
2004	24	23*	8	7*	16	16*
2005	45	41*	14	11*	31	30*
2006	33	28*	9	8*	24	20*
2007	22	19*	9	7*	13	12*
2008	24	24*	9	9*	15	15*
2009	13	12*	7	7*	6	5*
2010	22	21*	9	9*	13	12*

Table 3

Zoning Board of Appeals

The City of Muskego saw the same number of requested variances in 2010 as in 2009. This year there were 5 appeal petitions submitted for review in front of the Board of Appeals (*NOTE: Some petitions may have contained more than one variance request*). 3 of the submitted appeals were granted in 2010, as compared to 2009 when all 5 requests were granted. The Board of Appeals had the need to hold 4 meetings in 2010, which is down from 5 last year.

Zoning Board of Appeals (2004-2010)						
NOTE: Some petitions contained more than one variance. * One additional meeting was cancelled because there was not a quorum.						
Year	Number of Meetings Held	Total Variance Petitions	Variance Petitions Granted	Variance Petitions Denied	Variance Petitions Deferred (until next year)	Variance Petitions Withdrawn
2004	3	7	5	1	-	1
2005	7	9	5	3	1	-
2006	8	11	8	2	-	1
2007	5*	5	3	2	-	-
2008	2	2	2	-	-	-
2009	5	5	5	-	-	-
2010	4	5	3	2	-	-

Table 4

Land Development and Divisions

The Planning and Engineering Divisions aided in the platting of new parcels in the City for residential use (See Map 1). All Plats and CSMs first receive a recommendation of Approval or Denial from the Plan Commission. After that, the Common Council makes the final vote on the Plat/CSM, taking the Plan Commission's recommendation into consideration. Here are some of those statistics relating to land divisions:

Subdivision Final Plats

During 2010, the Common Council did not approve any final subdivision plats. This was the same case in 2009, as the real estate market has not yet begun to rebound.

Final Plat Approvals (2004-2010)						
NOTE: These are based upon final approvals from the Common Council. * This does not include any approved Condo Plats, which are addressed separately below. ** There was a change in the City platting process in 2007 which caused this number to be lower than it should actually be.						
Year	Total Final Plats Approved	Total Single-Family Lots	Family Lots (2 units or more per lot)	Total Commercial Lots	Total Outlots	Total Acreage
2004	6	132	19*	1	17	156.56
2005	8	139	-	-	19	139.49
2006	4	124	14* (32 total units)	-	11	125.34
2007	1**	5**	-	-	1**	19.7**
2008	1	42	-	-	6	108.3
2009	-	-	-	-	-	-
2010	-	-	-	-	-	-

Table 5

As a reminder, there was a major change in the platting process that occurred in the middle of 2007. Previous to that time the process was as follows: Preliminary Plat approval, Final Plat Approval, Construction Plan Approval, subdivision construction, new home construction. There were sometimes problems that arose and some developers were requesting to be able to build homes before the site construction (roads, sewer, water, grading, etc.) was complete to the City's requirements. The process was revised as follows: Preliminary Plat approval, Construction Plan Approval, subdivision

construction, Final Plat Approval, new home construction. The revised process helps ensure that all of the required site improvements are completed properly before any homes can be built within a development.

Preliminary Plats

During 2010, the Common Council did not approve any preliminary plats, which was the same case in 2009.

Extraterritorial Plats

During 2010, there were no extraterritorial preliminary plats or any extraterritorial final plats submitted or approved by the Common Council, which was the same case in 2009.

Condominium Plats

During 2010, there were no condo plats approved by the Common Council. In 2009 there were no approved residential condo projects approved.

Also, in 2010 the Common Council did not approve any apartment to condo conversions. This could be due to the fact that some of these conversions can be done through the recording of appropriate documents with the Register of Deeds, without formal City approval.

Certified Survey Maps (CSM)

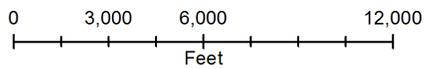
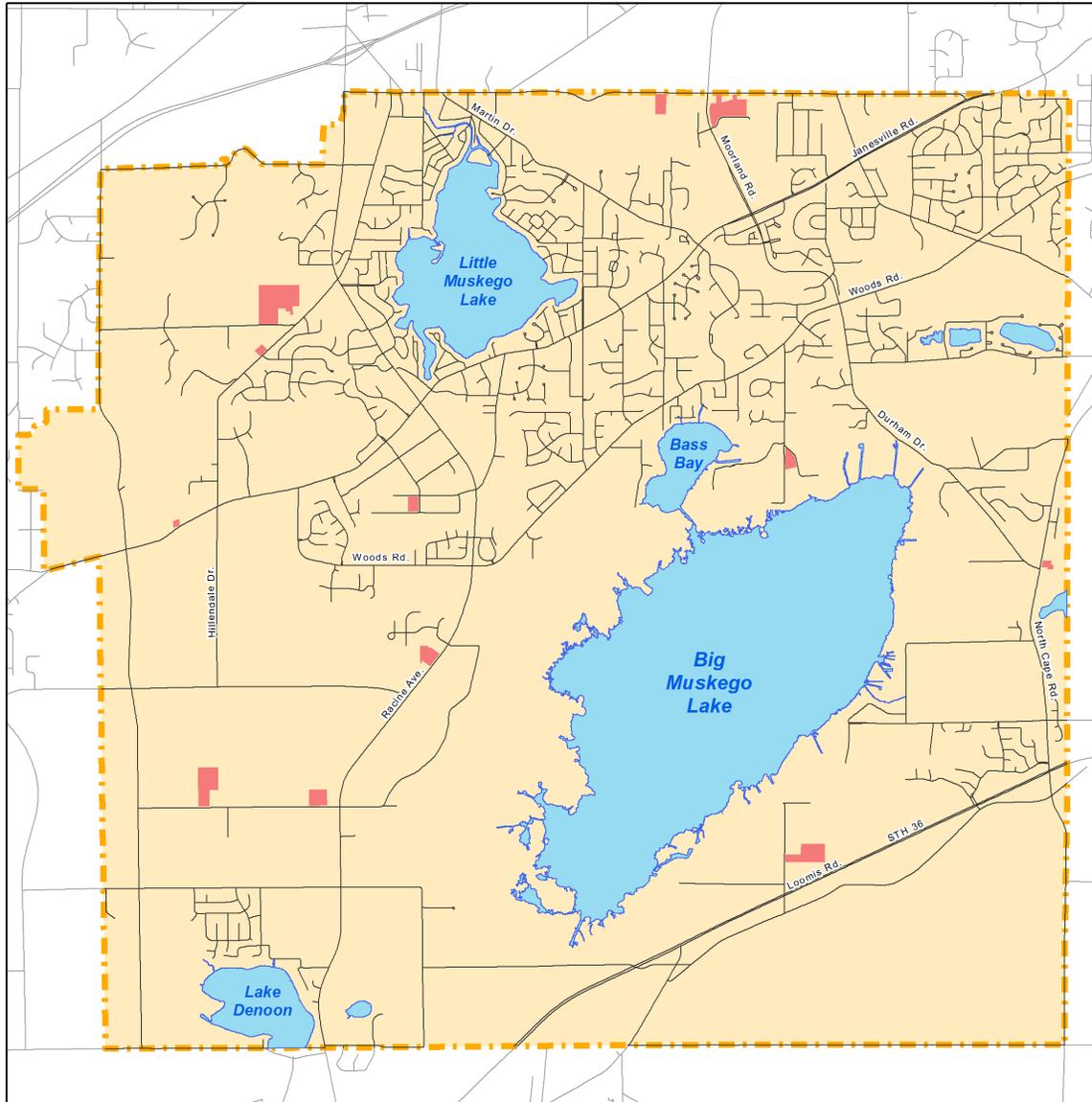
During 2010, the Common Council approved 12 Certified Survey Maps creating 18 new lots (30 total lots including the parent parcels). This is in comparison to 2009 when the City approved 10 Certified Survey Maps creating 11 new lots (25 total lots including the parent parcels). There were also 4 Certified Survey Maps that were re-approved in 2010 due to past approval expirations.

CSM Approvals (2004-2010)			
NOTE: These are based upon final approvals from the Common Council. *These totals do not include any extraterritorial, re-approved, and/or denied CSMs.			
Year	Total CSMs Approved	Total New Lots	Total Lots Including Parent Parcels
2004	20	27	48
2005	18	33	53
2006	14*	17*	33*
2007	18*	21*	44*
2008	12*	21*	35*
2009	10*	11*	25*
2010	12*	18*	30*

Table 6

During 2010, 4 Extraterritorial Certified Survey Maps between the Towns of Norway and Waterford containing a total of 10 lots (including parent parcels) were approved. This is in comparison to 2009 when the City approved 3 Extraterritorial Certified Survey Maps containing 5 lots (including parent parcels).

Map 1 2010 Development and Land Divisions



Legend

- Roadways
- Municipal Boundary
- Lakes

CSM

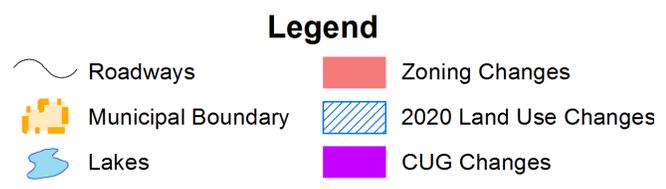
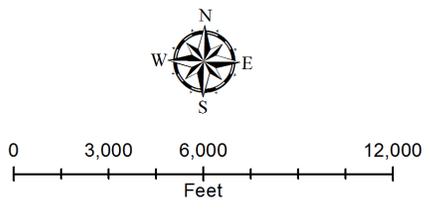
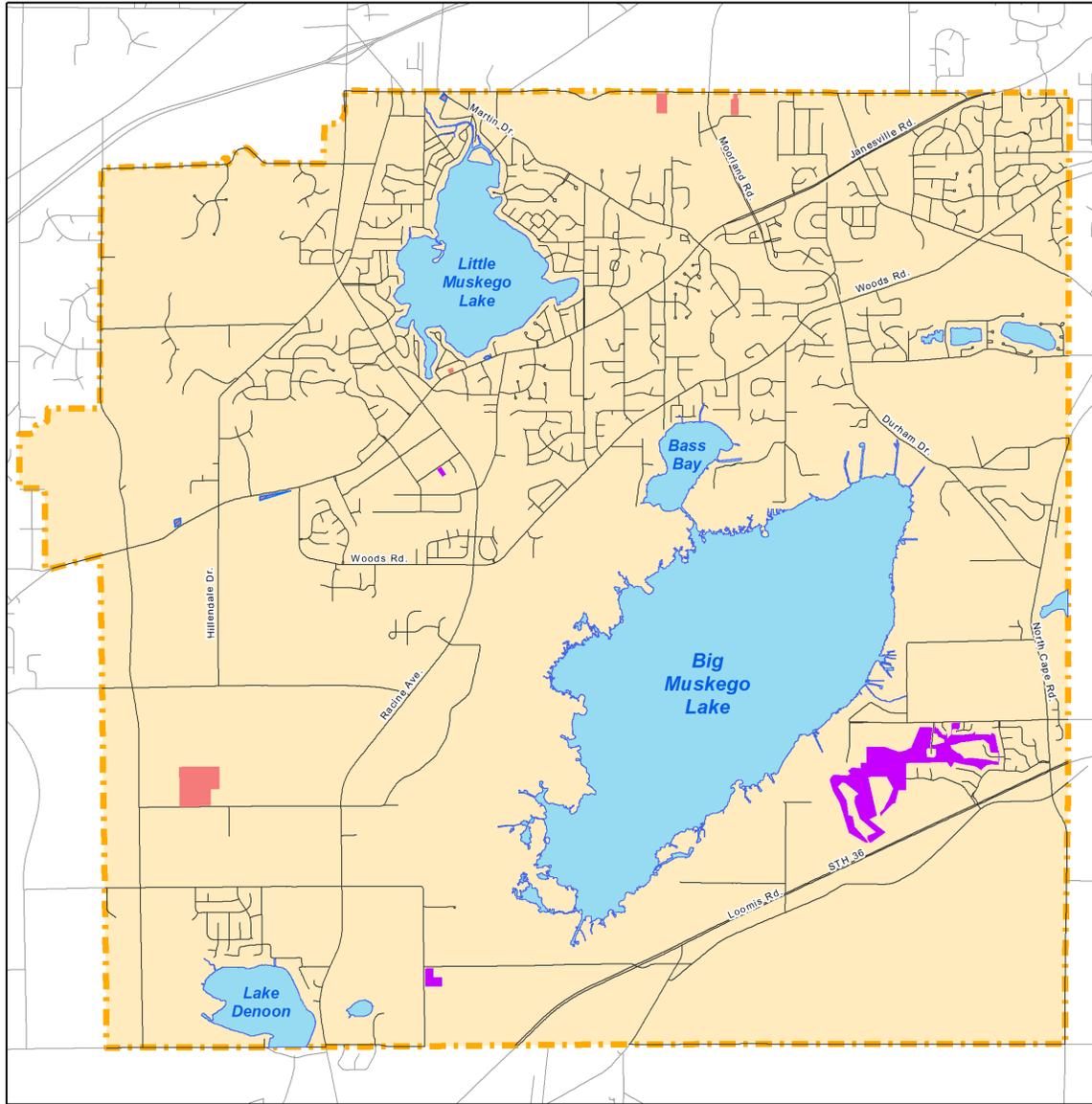
NOTE: There were no new Preliminary Plat or Final Plat approvals for 2010.

Rezoning, 2010/2020 Plan Amendments, and Conditional Use Grants

In 2010 the number of submitted Rezoning, Comprehensive Land Use Amendments, and Conditional Use Grant requests rose compared to 2009 (See Map 2). Here is a look at how the uses of land changed in Muskego during 2010:

- *8 Approved Rezoning in 2010 out of 8 Requests* - The majority of the rezonings that occurred this year were for the purpose of a change in the allowed uses or sizes of the properties. 5 of the rezonings were for the commercial/business developments and the other 3 were for residential purposes. In comparison to 2009, there were 3 rezonings that were approved in 2009. There were no rezoning requests that were denied in 2010.
- *4 Approved 2020 Comprehensive Plan Amendments* - The City maintains an adopted Comprehensive Plan to guide the use of development in the City of Muskego. In 2009 the City adopted the new 2020 Comprehensive Plan. This Comprehensive Plan that will help guide the City through its next decade of growth. At times, this plan needs amending, usually in conjunction with rezonings, in order to allow certain land uses and/or densities. Amendments are warranted as land use patterns change over time due to roadway or other infrastructure improvements. In comparison to 2009, there were no Comprehensive 2010/2020 Plan amendments that were approved in 2009.
- *2 Approved (new) Conditional Use Grants, 2 Amended Conditional Use Grants and 1 Conditional Use Grant Renewal in 2010* - Conditional uses are approved by the City's Plan Commission to allow other types of land uses on properties where it is believed the use needs additional or special review and/or requirements (such as annual reviews) in order to appropriately govern them. The new Conditional Use Grants were approved for a mini-storage facility and for a Bed & Breakfast. The amended Conditional Use Grants were approved for a mini-storage facility and for a golf course. The renewal was for an asphalt plant, which requires a review every year. In comparison to 2009, there were 2 approved (new) Conditional Use Grants, no amended Conditional Use Grants, and 1 renewal that occurred in 2009.

Map 2 Zoning, 2020 Land Use, & CUG Changes



Housing & Construction

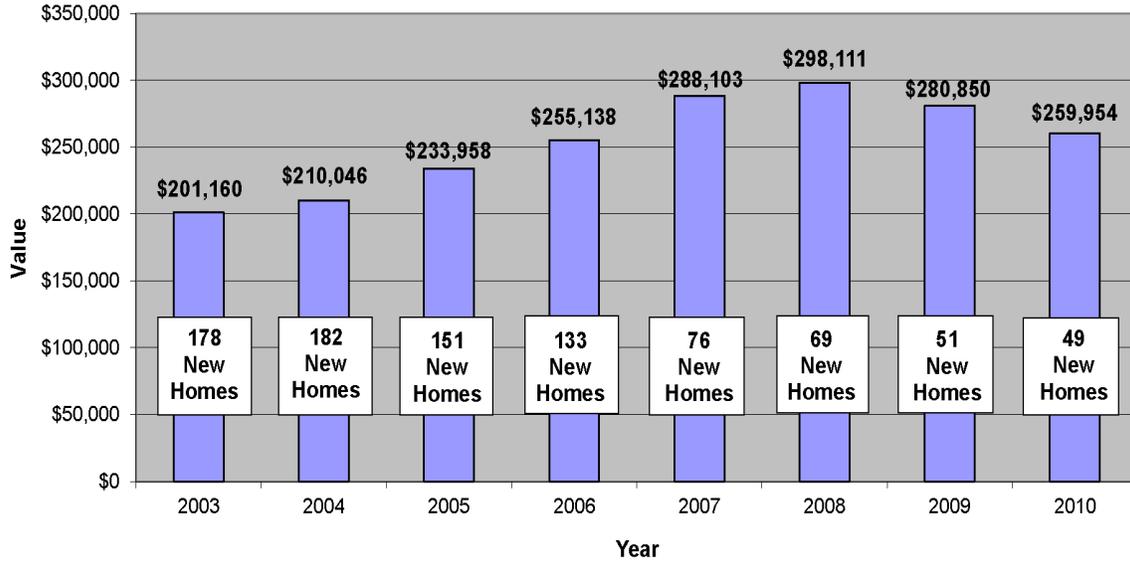
The entire Community Development Department is highly involved in the building permit review and approval process. Each division within the department has specific items that they review as part of the permit approval process. The Planning Division examines each permit for conformity relating to a variety of aspects including setbacks, open space, height, floor area, Plan Commission approvals (if applicable), and other Zoning/Planning related items. The Engineering Division examines each permit for concerns relating to drainage, erosion, and grading. The Building Inspection Division examines each permit for conformity with all adopted City and State Building Codes.

In 2010 there were 49 single-family new home permits issued, which is down from the 51 single-family new home permits in 2009. See Map 3 for Single-Family Home Permit locations. In 2010 we saw an increase in the amount of new construction permits in the commercial/industrial sector and in commercial and industrial alterations/additions. In 2010 we had 4 permits for commercial and industrial new construction and 25 permits for commercial and industrial alterations/additions. In 2009 we had 2 permits for commercial and industrial alterations/additions and 8 permits for commercial and industrial new construction.

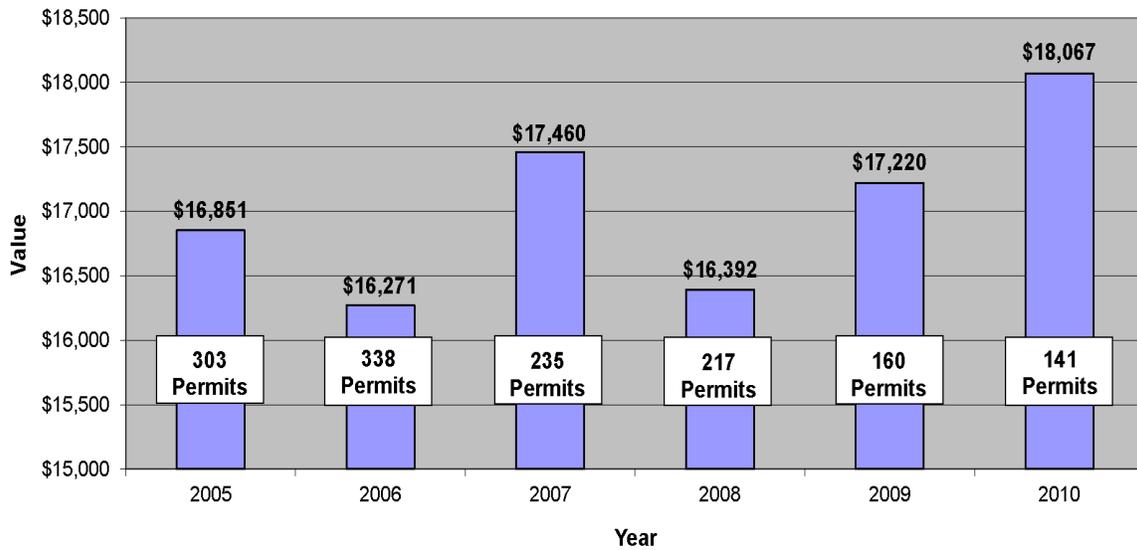
The following graphs show a variety of different housing and business related statistics that show how the City and the housing and business markets have been changing over the past few years.

The following information in Graphs 1-2 was taken from the information entered on the Building Permit applications. These relate to permits that have been issued and their reported values.

Graph 1
Residential New Home Average Valuation & Quantity (2003-2010)
(These values do not include land values.)

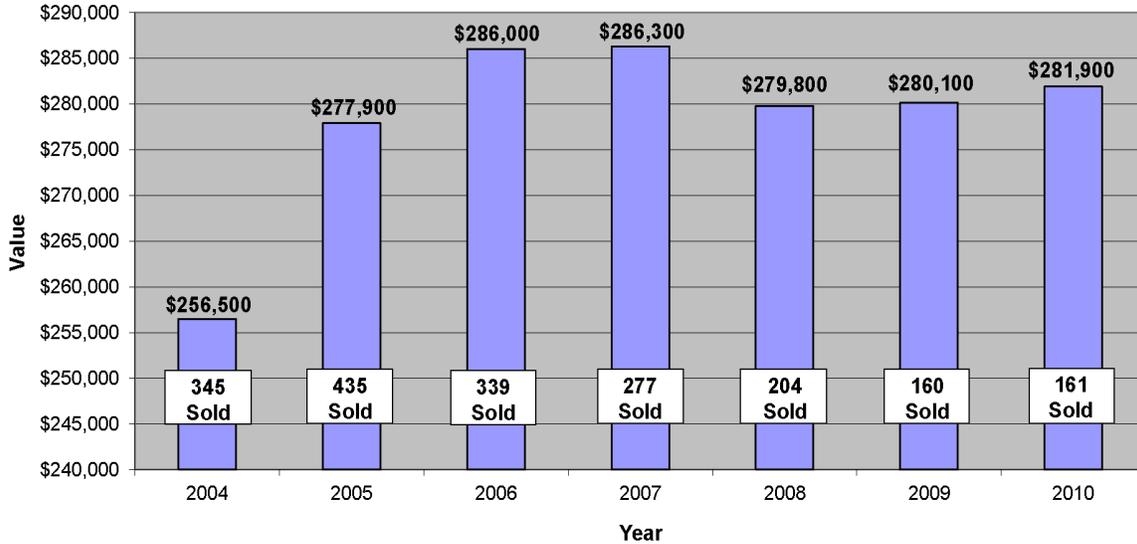


Graph 2
Residential Alterations/Additions/Decks Average Valuation & Quantity (2005-2010)

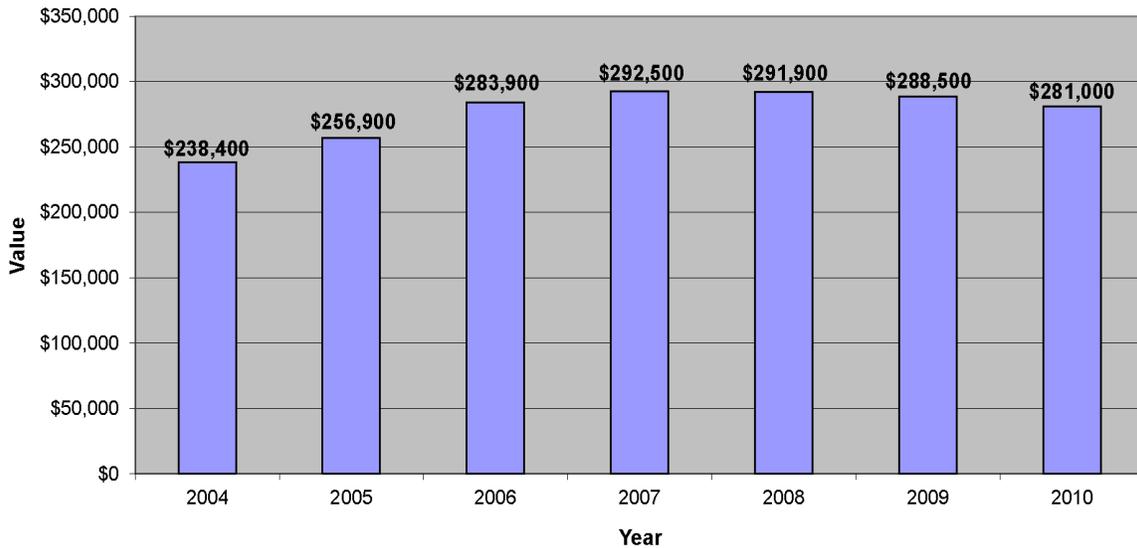


The following information in Graphs 3-4 was taken from the Assessor's records.

Graph 3
Average Single-Family Residence Sale Price & Number of Sales (2004-2010)
(Does not include foreclosures, but does include condos)

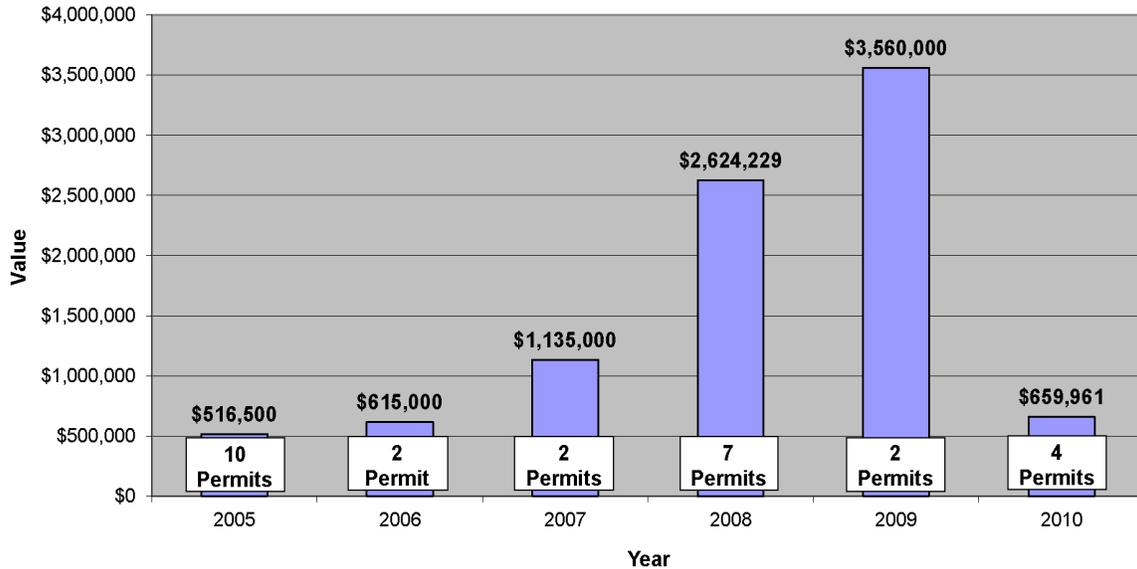


Graph 4
Average Equalized Value of Homes (2004-2010)
(There were re-evaluations done in 2005 and 2008. In the 2004-2007 annual reports the assessment was used for this statistic instead of the equalized value, as used in 2008-2010. This provides a better representation of market conditions.)

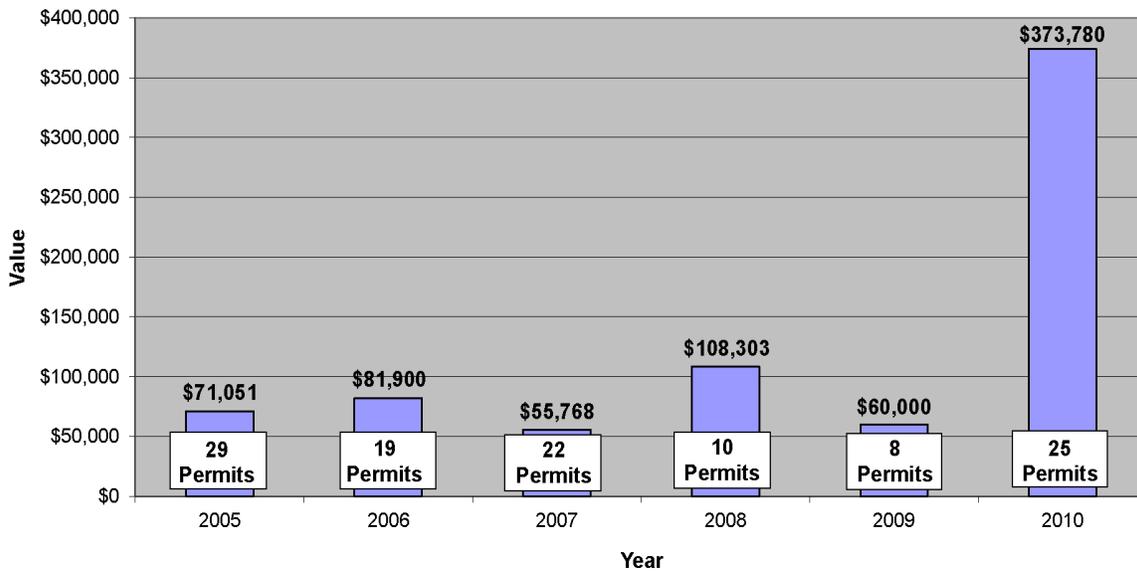


The following information in Graphs 5-6 was taken from the information entered on the Building Permit applications. These relate to permits that have been issued and their reported values.

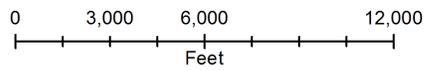
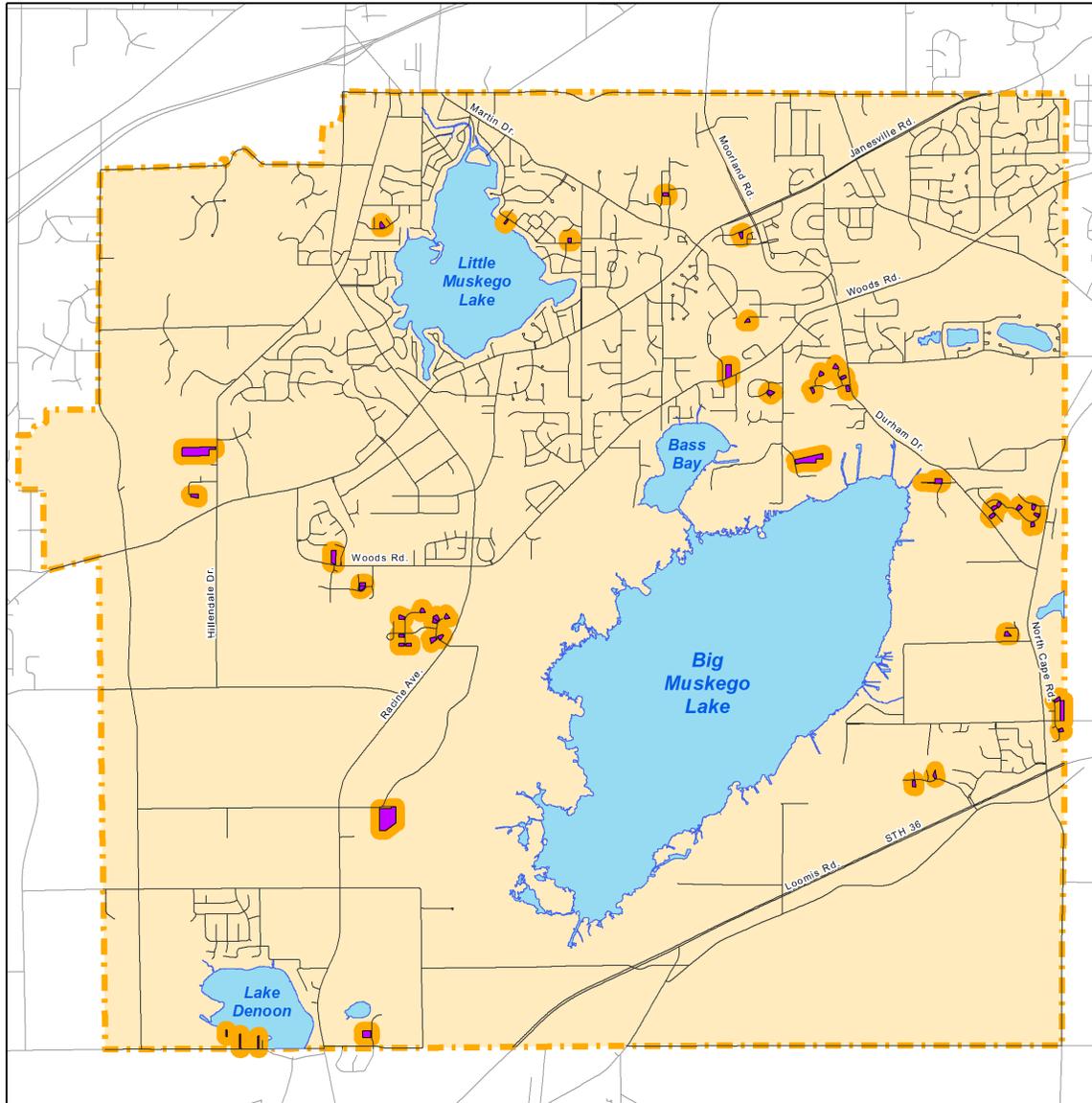
Graph 5
New Commercial & Industrial Average Valuation & Quantity (2003-2010)
(These values do not include land values.)



Graph 6
Commercial & Industrial Alterations/Additions Average Valuation & Quantity (2003-2010)



Map 3 2010 Single-Family New Construction



Legend

- Roadways
- Municipal Boundary
- Lakes
- 2010 Single-Family New Construction Parcels
- Built Areas - 300' New Construction Buffer

NOTE: The "Built Areas - 300' New Construction Buffer" is a representation of development nodes.

Lakes, Forestry, and Conservation

Lakes



Installation of rip-rap on Holz Island

The City was awarded a \$30,493 grant for the Holz Island Shoreline Restoration Project: The rip rap installation project on Little Muskego Lake's Holz Island was completed by Summersset Marine Construction last summer. Approximately 500 feet of the west shoreline was installed with 6" to 24" diameter fieldstone 7 feet wide. Additionally, city staff seeded and planted plugs on the eastern bay of the island with a variety of aquatic plants to diversify and enrich the shore's aquatic plant habitat.

Water Quality Monitoring

Routine testing was continued once again on all 4 major water bodies and in general, the water quality remains good. Bacteria levels at Idle Isle's beach exceeded human contact standards at times following storm runoff.

Bog Barriers

Bog barriers were installed in early spring of 2010 at the dam as well as at the Durham Drive launch channel. Jerry's Piers dropped in large concrete anchors and the barriers were then secured to them. The bog barriers were quite effective during normal circumstances, however became overwhelmed when bogs larger than the entire width of the channel moved in. Numerous strong weather events (tornadoes and downbursts) occurring throughout the summer created bog nuisances of exceptional magnitude. Both the Durham launch (photo to the right) and Boxhorn launch were closed at times throughout the year. City staff, DNR, and Lake District Deputy Commissioners continuously worked to keep the channels and launches clear with a mix of success and failure. As of the end of the year, most of the bogs were cleared and navigation was open through the Durham Drive channel.



Forestry

Storm Damage

Numerous violent windstorms including confirmed tornadoes resulted in monumental tree damage and abundant urban forestry work throughout the city in 2010. Our department assisted the Parks Department in abatement of damage in parks and along pedestrian trails. Sam Theis utilized his recently-learned tree climbing skills to address several aerial hazards. Significant time was also spent on clearing damage on private land adjacent to conservation areas and along hiking paths.



Sam Theis Climbs a Tree to Remove a Hazard



Cub Scouts Plant Trees

Tree City USA

The City was recognized as a Tree City USA for its 11th straight year. This recognition is given to communities to promote the planting and benefits of trees and demonstrates a commitment to their management.

Tree Plantings

A major street tree planting project was completed in the Muskego Business Park in spring. We were able to purchase trees at a considerably lower cost by utilizing bare root stock. Staff worked hand in hand with contractor help to plant 240 trees in the small window of time in which bare root trees can be planted. A scout group celebrated Arbor Day by planting trees in front of Old Town Hall.

Pruning

Pruning is the most basic and effective management tool in protecting our tree investment, thus maintenance and training pruning of young trees is a high priority of our urban forestry management. This ensures proper branch clearance, sound structure, and good health. Throughout 2010, all of the young trees on the boulevard of Janesville Road were aggressively pruned so they will reach proper road clearance while maintaining good structure with a single leader.

Tree Inventory

A citywide park and street tree inventory was embarked upon on this year. City staff took GPS coordinates and other information on park and street trees. This information will help keep track of species locations, health records, and other important information and allow for better overall management of tree health and in turn, public safety.

Conservation

Volunteerism

Conservation projects were assisted greatly this year with recruitment of volunteers. Engel Conservation Area was selected for the Wisconsin Arborist Association (WAA) day of volunteer service. Over 15 arborists came out to clear hazard limbs and trees along the pathways. Volunteer intern Bethany Kreiter of Carroll University helped on numerous projects throughout the majority of summer and her work was greatly appreciated. As a project to earn the rank of Eagle Scout, Mike Fields constructed decking for a bridge to connect the high school to Engel Conservation Area. Overall use of Engel Conservation Area has increased and this connection will facilitate greater access for citizens and high school classes.



*Foot Bridge Connecting High School
to Engel Conservation Area*

Moorland Park/Candlewood Conservation Site Restoration Project

Over 23 acres of city-owned wetlands & floodplain south of Moorland Park was seeded with a diversity of native prairie and wetland vegetation. Seed was purchased with a grant from US Fish & Wildlife Service and additional funding from the Big Muskego Lake District and augmented by hand-collected seed picked by volunteers.

Prescribed Burns

Favorable weather conditions enabled several successful prescribed burn projects this past spring including Engel Conservation Area, Blattner Preserve, and prairie plantings at Horn Field and Kurth Park.

Similar to the tree inventory described above, the management activities at conservation sites are now being tracked and recorded using our Geographic Information System. This will provide for a more comprehensive history of land management, evaluation of success and planning for future management strategies.



Bird City Wisconsin Recognition

Birds

Muskego was nominated and recognized as one of the first 15 *Bird City Wisconsin* communities for its promotion of birds and provision of bird habitat. Muskego will celebrate International Migratory Bird Day May 14, 2011 with a birding event at Engel Conservation Area. On Big Muskego the eagles fledged at least one young this year and two osprey young perished in a strong storm.

Economic Development Activities

Economic development continued to be a priority for the Community Development Department in 2010 even though there really is no direct staff associated with these efforts. Below are some of the items that the Community Development Department was involved in during the course of this last year.

State of Economic Development Presentation to Council

In November 2010, Community Development Director Jeff Muenkel gave a full report to the Committee of The Whole on a variety of issues and tasks related to economic development in Muskego. Many initiatives and tasks are performed behind the scenes and it was a good time to let the Alderman and the rest of the city know about these initiatives and the ups and downs that surround them. The discussion was also a good way to get any ideas, thoughts, and concerns Aldermen may have surrounding economic development out. The discussion focused on the current economic development tasks DCD staff has been working on along with dialogue on the future activities of note. The summation of the supplement provided to COW is provided herein:

In all, I believe we can all agree that Muskego does many things to try and further the goal of increasing the economic development activity in the community. There probably aren't many more individuals more passionate than staff and today's elected officials that don't truly want to see more commercial activity start to take place in Muskego. However, we all have to be in the same mindset that economic development isn't just the building of more new commercial structures. Economic development must also be focused on the retention and redevelopment of existing businesses as well. Luckily, Muskego continues to grow stronger in this aspect of economic development with the revamp and amendments of the various redevelopment district plans currently being worked on.

And as far as the promotion of new commercial activity in the community, we can continue to try and put Muskego on the map to encourage those new businesses to come. This can be done with our various marketing efforts, but we have to maintain an understanding that a large part of this marketing is the perception of the overall Muskego community. Keeping our great commercial tax rate constant, offering a quality school system, and providing a community that is great to live, work, and play in are some of the main things a community can do to enhance and sustain a quality economic development atmosphere. We can do all the internal marketing we want for new commercial business, but nine times out of ten a new business determines what community they want to be in a long time before a community provides an outreach letter. Those potential businesses are looking to see what the community has already provided to its residents and the commercial climates the community has made available. Given this, Muskego should be in great position in supplying these new commercial climates with the advent of the Janesville Road reconstruction for the downtown and the development of the Moorland Road corridor. Both areas offer, or will offer, many new opportunities that are backed by higher traffic counts and pleasing atmospheres ripe for new business.

The next few years should be a very interesting progression for economic development in the community.

GoMuskego Business Tracking

Community Development Director Jeff Muenkel continues to be on the lookout for new and existing businesses looking to move or expand in Southeastern Wisconsin. After a business is found we immediately send out promotional materials and land/lease information pertinent to the needs of that particular business in an attempt to get them to come to our great community. A tracking booklet of these efforts is continually kept up within the Community Development Department. This effort was largely a request of the Mayor's Task Force on Economic Development who saw that many businesses were always found to be "looking in southeastern Wisconsin" for locations, however Muskego wasn't necessarily being proactive in seeing if Muskego was a right fit. Since this time, a logbook is now kept in the Community Development Department that records who is contacted and the resulting dialogues that take place. The business tracker has proved to be an effective tool in promoting what Muskego has to offer. Since recording such information, Muskego is now more able than ever to invite businesses to Muskego upon hearing that a desire for new locations is out there. The current status of the business tracker logbook is on hand in the Community Development Department at any time.

GoMuskego Hotel Campaign

Campaigning for a new, and only, hotel in Muskego during the course of 2010 continued via the Community Development Department. The goal of the campaign was to solicit the major hotel chains of where Muskego, WI is on the map and to hopefully engage their interest to the point that they would look to build in the community. In October 2009, a packet of information about Muskego and what it has to offer was sent out to eleven hotel chains representing a variety of sizes and styles of hotels. The information included data on the Muskego community, why a hotel may work here, some locations that a hotel may best be desired, and a pamphlet on a possible grant the City may entertain for the first hotel to build here. The grant was offered up as an incentive as we know that we would get paid back in full and more due to the tax base and visitor traffic a hotel would generate while also knowing the fact that the hotel tax would demand 8% return on receipts.

Although there is no actual deal to build a new hotel in Muskego on the horizon, there is still interest and a new found education of what it takes to build a hotel in the current market has been realized. Many new contacts have been established from contractors to direct franchisees that have the ability to build a new hotel in the community. However, the major shortfall these days is the financing portion. Not many banks are ready and willing to finance a \$5+ million deal in the current market. City staff has some good relationships setup with a few local banks who would love to be a part of a new hotel in Muskego, but it ultimately will come down to a local investor who has a great relationship with one of these banks. Not all hope is lost though and staff will continue in 2011 to try and get investors together in hopes of bringing the first hotel to Muskego that our original market study showed the Muskego community could definitely support and needs.

Tax Incremental District #10

Tax Incremental District (TID) No. 10 continues to be a major area for promotion of new commerce in Muskego by Community Development staff. Wal-Mart opened in late 2010

and we saw the approval of an Elliot's ACE Hardware which is scheduled to open in Spring 2011. The opening and construction of these new businesses continues to be a bright spot for the TID #10 as these developments are forecasted to help pay off the district by up to an additional two years. The original TID only forecasted a payoff of 14-15 years initially. In all, the future looks positive for what might still turn out to be one of the best TIDs in Wisconsin.

Business Contact List

Staff began a new goal in the latter part of 2010 that should help in many different areas of helping and encouraging city business. This new goal is completing a business contact list by the end of 2011. The various redevelopment district plans the city has adopted calls for ways to work on retention and promotion of businesses and this business contact list is one way of attaining that goal. A list of all businesses in Muskego is being completed that contains the business, what they do, and their pertinent contact information (website, email, phones, etc.). In the coming years we intend to get this list out publically via the community website. Hopefully consumers will begin to use the list to see what resources are available for their needs right here in the community rather than traveling outside of the area. The city will more easily be able to contact everyone when new opportunities arise (grants, loans, and development/redevelopment opportunities) with this list via email posts and listservs.

Community Development Authority

The Planning Division continued to lead the efforts of the City's Community Development Authority (CDA) during the course of 2010. The CDA's main focuses were to continue redeveloping the existing Muskego Business Park via Redevelopment District #3, and update Redevelopment District's #1 and #2 with new goals and recommendations.

Redevelopment District #1: Tess Corners Area

One goal of the CDA during 2010 was to start a new draft of the existing Redevelopment District #1 Plan in order to add more applicable implementation measures pertinent to today along with adding the properties in the Tess Corners Industrial Park for revitalization efforts. The CDA was able to draft this new document along with sending out a survey first to the people within the district for their thoughts on what can be done in the area. The actual approval of the new Plan is slated for early 2011.

Redevelopment District #2: Downtown

The Redevelopment District #2 Plan for what is essentially the "downtown" in the City of Muskego was successfully amended and adopted during 2010. This was a year plus effort to figure out what parcels should be a part of the new Plan along with determining the exact goals and recommendations that would be essential to the revitalization of this area in the next few years. The main reason for amending this Plan was the impending Janesville Road reconstruction which is still slated for 2012/13.

One of the items completed as part of the new Plan was to implement grant and loan programs specific to the properties in this area that may be affected by the Janesville Road reconstruction. These programs were implemented successfully and we saw

three new applicants receive matching grants to go towards structure or site improvements that positively contributed to making the Janesville Road corridor more aesthetically pleasing in some way.

Redevelopment District #3: Muskego Business Park

The CDA formally adopted the new Redevelopment #3 Plan for the City in the latter portion of 2009. This new Plan covered the Muskego Business Park and surrounding environs and set forth many new recommendations for cleaning up and beautifying this aging area. Numerous implantation measures were completed by staff and the CDA during the course of 2010 including the following:

- Over 40 parcels in the Business Park were found to have deficiencies with the City's property maintenance codes and were cleaned up during this time.
- A one-time \$500 grant was extended to businesses that spent money in complying with property maintenance standards in regards to enclosing outdoor storage and commercial vehicles.
- 200 trees were planted along the rights-of-way in the whole Business Park via CDA monies and an Urban Forestry Grant.
- New Gateway signage was implemented at the four main entrances to the Park.
- New street signs were implemented matching the overall theme of the entryway signage that was installed.
- Numerous roadway improvements, as requested by the businesses, were looked into during 2010. It was approved that during 2011, the CDA would post \$10,000 to the City Road Program to allow the installation of new right turn lanes at the Saturn/Racine and Gemini/Racine intersections which will help alleviate traffic backups.



Engineering Division Activities

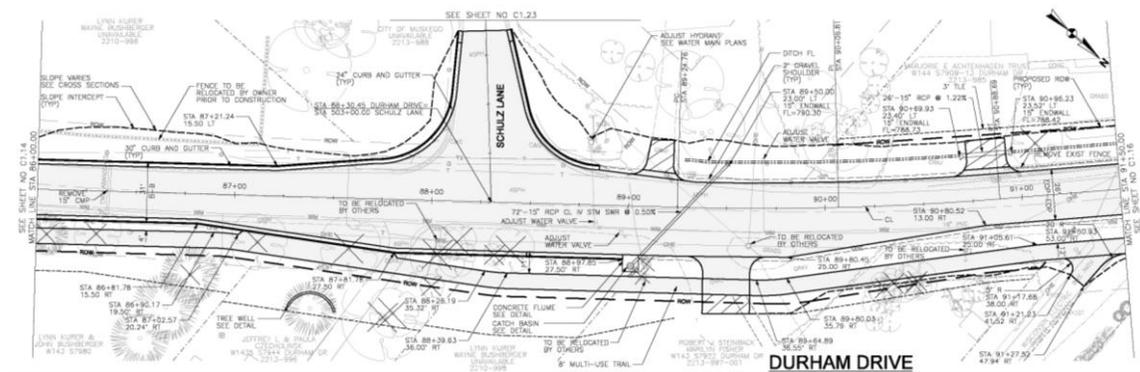
Annual Road Program

The Engineering Division surveyed, designed, and bid the 2010 Road Improvement Program, which was awarded to Payne and Dolan, in June with construction following shortly thereafter. This year's program consisted of rehabilitation or reconstruction of approximately 2.34 miles of roadway for a cost of approximately \$789,000. The remainder of the work under this contract consisted of paving Bluhm Park parking lot.



Durham Drive Reconstruction

The City of Muskego is planning to reconstruct Durham Drive from McShane Drive to South North Cape Road (CTH 00). The purpose of the project is to reconstruct the deteriorating roadway's pavement, improve roadway safety, connect area recreational trails, and improve storm water quality. The work will include slight roadway realignment for improved safety, intersection reconfigurations, addition of turning lanes, construction of an eight-foot wide paved recreational pathway, and land acquisition. Plans are close to finished and construction is currently anticipated to start in 2011.



Storm Sewer Construction

The Engineering Division surveyed, designed, installed, and inspected a storm sewer installation project along Muskego Dam Drive. This project involved the installation of new storm sewer varying in size from 15" to 21" diameter aluminized corrugated metal pipe for a total of approximately 1,516 linear feet of pipe. The project was completed to alleviate deep ditches, erosion problems, reduce maintenance costs, and reduce flooding. Also, this project was done in conjunction with the Muskego Dam Drive Road Project. The project was a success and seems to have exceeded expectations.

Because of time constraints and the complexity of the Woodland Place storm sewer, all surveying, design, construction, and inspection was bid out. The project involved installation of new storm sewer varying in size from 12" to 15" diameter reinforced concrete pipe to relieve flooding on Woodland Place. This project was also done in conjunction with the Woodland Place Road Project.



Muskego Dam Drive Storm Sewer Project

July 2010 Flooding

In response to the July 2010 flooding event, the City of Muskego initiated 3 flood studies in areas receiving the worst over land flooding. These areas are Catalina Drive - Cornell Drive, Longfellow Lane - Sarayon Road, and Circle Drive. In all three of these areas structures were inundated with water. Preliminary studies for Catalina Drive and Cornell Drive indicated flood relief through the installation of storm sewers. Preliminary studies for Circle Drive indicated flood relief by the installation of berms or swales. Preliminary Studies for Longfellow and Sarayon indicated purchasing and razing the 3 inundated homes.



Muskego Flooding

American Recovery & Reinvestment Act (ARRA)

The construction of Well #9, the demolition of Well #5, and upgrades to Well #13, including the installation of a water main loop were all finished in 2010. This was accomplished with an estimated \$450,000.00 in grant money and \$450,000.00 in the

form of a low interest loan from the ARRA. This will save the water rate payers of Muskego greatly.



Well No. 9 Photo

Sanitary Sewer Project

Planning has begun for the construction of the Ryan Creek sanitary sewer interceptor. This estimated 30 million dollar project is part of the City's comprehensive long term sanitary service plan serving the southern half of Muskego. The majority of the cost will be paid for by the MMSD with the City of Franklin and the City of Muskego funding small portions.

