

**COMMUNITY  
DEVELOPMENT  
DEPARTMENT**



**2009  
ANNUAL  
REPORT**



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

## **2009 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 6<sup>th</sup> straight year for our annual report.

During 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 is the Community Development Department. The Community Development Department is directed by Jeff Muenkel, the former Planning Department Director. The goal of the one new department was to bring all of the community development functions together. The former departments are now divisions (Planning Services Division, Engineering Services Division, and Building/Inspection Services Division) within the Community Development Department. The restructuring of these three areas into one new and comprehensive department has seemed to be a great and welcomed change for the City of Muskego.

Due to the establishment of the Community Development Department, this annual report will now focus on not only the Planning Division tasks and accomplishments, but also the Engineering Division and Building Division tasks and accomplishments.

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.*

## **2009 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*

Sean Meehan, *GIS/Planning Intern*

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*

Sally Bukowski, *Building Secretary*

## **Special Thanks For Data and Information**

Assessor's Office

Information Systems/GIS Department

## **TABLE OF CONTENTS**

### **Planning Division Activities**

General Planning Items	1
Janesville Road Reconstruction	1
2020 Comprehensive Plan	2
Wetland Protection Offset Regulations	3
Wellhead Protection Code Amendments	3
Flood Storage Districts	4
Plan Commission Items	4
Building, Site, and Operation Plans (BSO)	5
Zoning Board of Appeals	6
Land Development and Divisions	7
Subdivision Final Plats	7
Preliminary Plats	8
Extraterritorial Plats	8
Condominium Plats	8
Certified Survey Maps (CSM)	8
Rezoning, 2010 Plan Amendments, and Conditional Use Grants	10
Housing & Construction	12

### **Geographical Information System Activities**

GIS Restructuring	17
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### **Lakes, Conservation, and Urban Forestry**

Lakes	18
Conservation	18
Other Conservation Projects	19
Urban Forestry	19

### **Economic Development Activities**

GoMuskego Business Tracking	20
GoMuskego Hotel Campaign	20
Tax Incremental District #10	21
Community Development Authority	22
Redevelopment District #3: Muskego Business Park	22
Redevelopment District #2: Downtown	23
Janesville Road Commercial Grant & Loan Programs	23

### **Engineering Division Activities**

Storm Sewer Construction	24
Refuse & Recycling Hauling Contracts	24
Annual Road Program	25
American Recovery & Reinvestment Act (ARRA)	25

### **Maps**

Map 1 - 2009 Development and Land Divisions	9
Map 2 - 2009 Zoning, 2010 Land Use, & CUG Changes	11
Map 3 - 2009 Single-Family New Construction	16

### **Graphs**

Graph 1 - Residential New Home Average Valuation & Quantity	13
Graph 2 - Residential Alterations/Additions/Decks Average Valuation & Quantity	13
Graph 3 - Average Single-Family Residence Sale Price & Number of Sales	14
Graph 4 - Average Equalized Value of Homes	14
Graph 5 - New Commercial & Industrial Average Valuation & Quantity	15
Graph 6 - Commercial & Industrial Alterations/Additions Average Valuation & Quantity	15

### **Tables**

Table 1 - Plan Commission Reviews	5
Table 2 - Plan Commission Approvals	5
Table 3 - Building, Site, & Operation Plans (BSO)	6
Table 4 - Zoning Board of Appeals	7
Table 5 - Final Plat Approvals	7
Table 6 - CSM Approvals	8

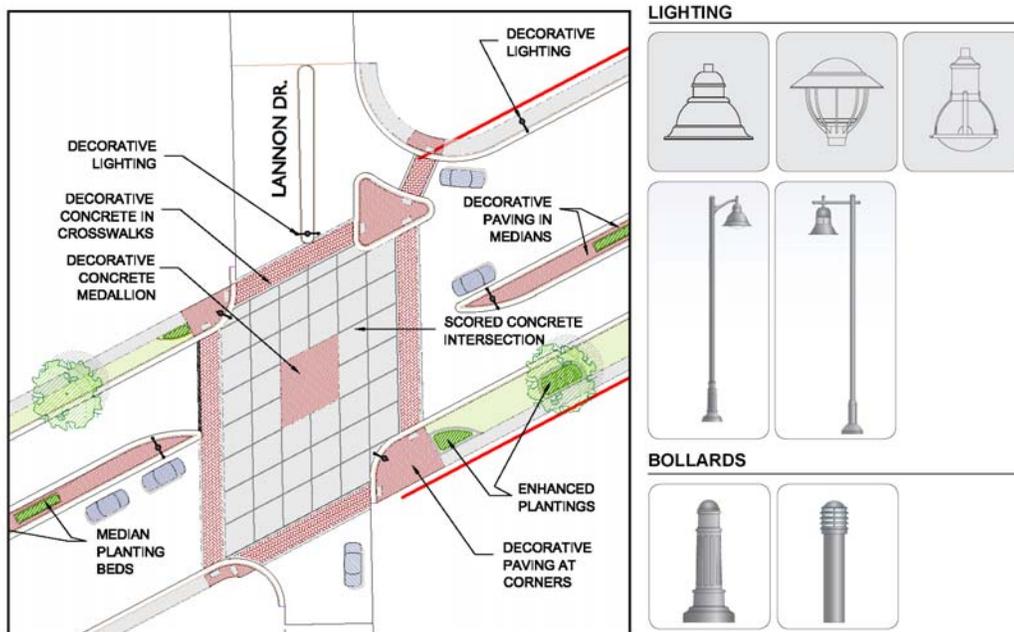
## Planning Division Activities

### General Planning Items

#### Janesville Road Reconstruction

During 2009, the Planning Division has continued to work extensively with Waukesha County on progressing the re-design and reconstruction of Janesville Road from Moorland Road to Racine Avenue. Unfortunately, the year of 2009 brought a setback to the project as the County decided to push back the timeline of the reconstruction to 2012-13. The previous construction dates were to take place from 2011-12. Waukesha County determined that altering the timeline was required in order for them to receive multi millions of dollars in aid from the federal government. In order to receive the aid, the design planset had to be altered to comply with federal standards, thus resulting in the need for the extra year.

Even though the timeline was pushed back, the City continued to work with the County during 2009 to ensure that Muskego businesses were treated fairly during the start of relocation efforts the County pursued. Many of the businesses and residences that need to be taken for the reconstruction were contacted by the County throughout 2009 and ultimately these locations were given their respective appraisals to begin that process. Seeing the hardships that some of the residents and business owners were going through, the City responded this year by implementing a grant and loan program, which are discussed in greater detail in the Economic Development section of this document. The grant and loan programs offer aid to businesses that wish to expand, enhance, or build new. Further, the City still has in place the rather new DR-1 Downtown Revival Zoning District, which allows structures along the Janesville Road reconstruction route the ability to build closer to property lines, thus allowing more room to rebuild and stay in Muskego.

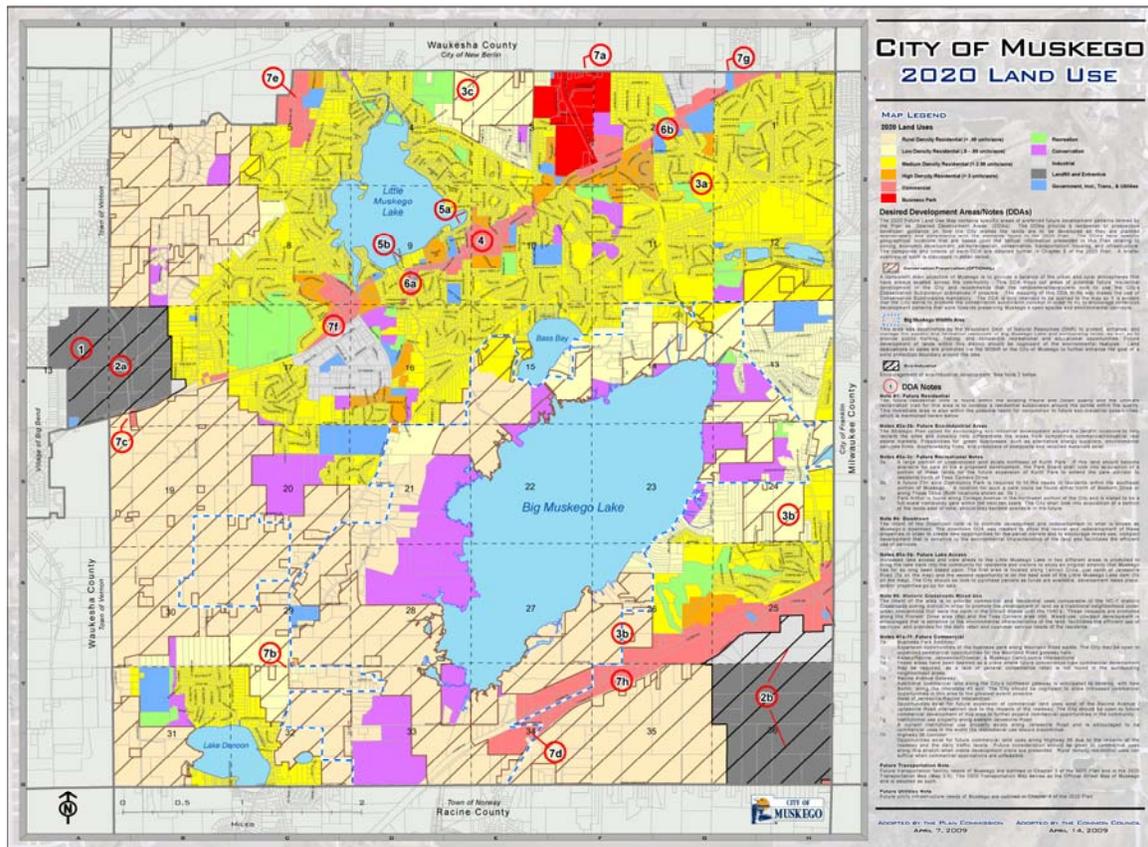


*Examples of Streetscaping Concepts*

Lastly, the City continued to work with PDI-Graef in finalizing the streetscaping design for the reconstruction project. The final details have been worked out, however, the actual final design won't be proposed until the County has officially released a set of the 60%+ design plans. These design plans are scheduled to be completed later in 2010. The streetscaping plans will include street trees throughout, landscaped islands, pavement treatments, and some gateway entrance elements to finally define the downtown for Muskego. Staff is hopeful that the reconstruction project now remains on schedule and final streetscaping plans can be rolled out in the 2010 Annual Report!

### 2020 Comprehensive Plan

In 2009 the City adopted the new smart growth compliant 2020 Comprehensive Plan!! The five-year process finally paid off with a multitude of public involvement meetings and public hearings resulting in a lengthy document that staff believes truly touches every area of interest for the citizens of Muskego. The Plan is now ready to be set in motion and some of the recommendations of the Plan have already come to fruition. City staff is determined that this Comprehensive Plan does not become one of those books that sit on a shelf. At any time a resident or Elected Official can now view how the Muskego Plan is being implemented as a "Log of Implementation" efforts is being kept in the Community Development Department. Too much effort was utilized by volunteers throughout this process for the recommendations to fall by the wayside.



Final 2020 Land Use Map

One of the largest discussion items during the approval of the Plan was the implementation of mandatory conservation subdivisions. The initial proposal was to

have certain areas mapped in the City that could only be developed in the future if utilizing the City's conservation subdivision ordinance procedures. This would still allow residential development (with bonus parcels), however, it would ensure that the development is appropriately planned with the surrounding environment. Ultimately, the public spoke and the Plan was changed to map out these areas still, but make conservation subdivisions a suggestion rather than a mandatory process. The City went a step further to implement more attractive conservation subdivision ordinances to hopefully entice a future developer to develop under conservation subdivision principles. All in all, the process played out very well with a lot of input from all parties.

### **Wetland Protection Offset Regulations**

In 2009 the City approved an amendment to the Zoning Code relating to protection offsets around wetland areas. The DNR already had regulations in place that protect areas around wetlands, but the City discovered that these regulations did not apply on all properties and in all situations. The DNR regulations only apply when there is over one acre of land disturbance. With this being the case the City took the proactive approach to establish our own wetland protection offsets that apply in all situations. The wetland protection offsets regulate what can be built and/or occur within the wetland buffer area. The originally approved City regulations were based upon the distance regulations that the DNR uses. The only difference was that the City requirements applied in all situations and the prohibited uses within these protection areas were more restrictive. At the end of 2008, the City started the process to change the protection offsets again to loosen some of the guidelines since it was determined that some of the previously approved regulations were unpractical for a lot of home owners. The Public Hearing for these proposed changes was held in January 2009. After some discussions at the Common Council level, the proposed change to have a set 15-foot wetland protection offset was approved. This requirement applies to all wetland areas within the City of Muskego. If there is more than one acre of disturbance, then the DNR regulations apply, in addition to the City's requirements.

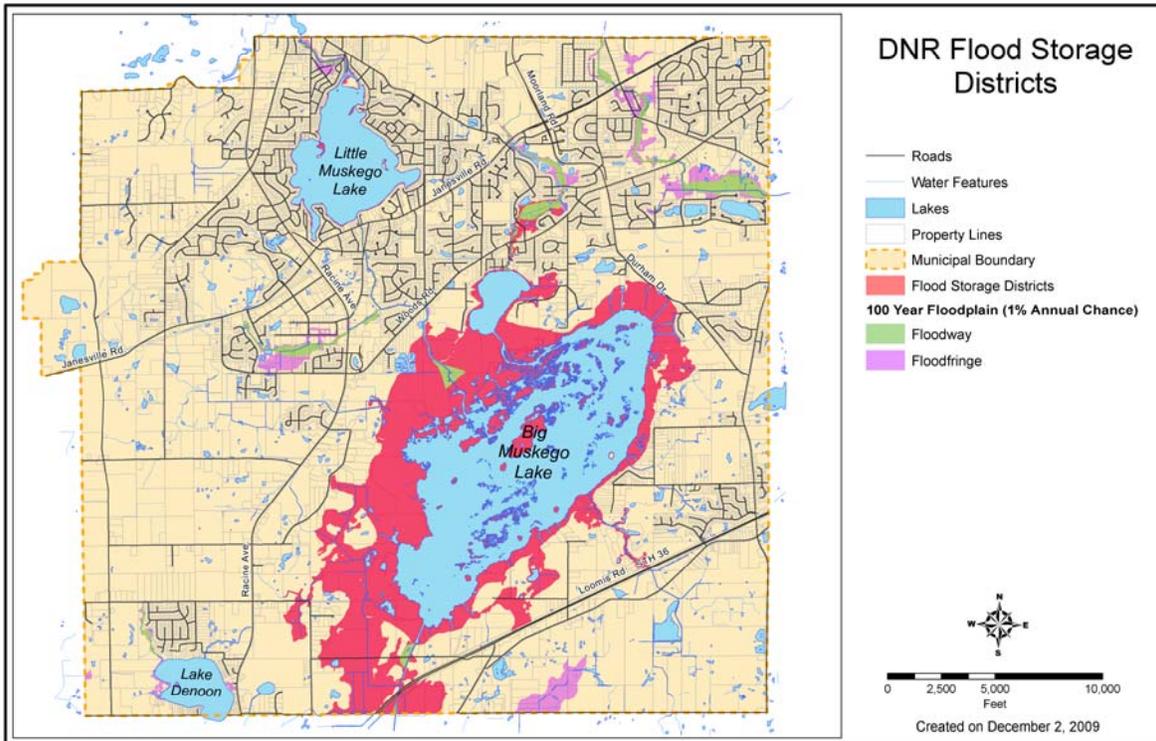
### **Wellhead Protection Code Amendments**

The City has had Wellhead Protection Ordinance within the Zoning Code for quite sometime. The Wellhead Protection Areas are intended to institute land use regulations and restrictions to protect the City of Muskego's municipal water supply and well fields and to promote the public health, safety and general welfare of the residents of the City of Muskego. In 2009 the wellhead protection ordinance and mapped protection areas were examined for possible revision. After review, it was realized that the code and maps were out of date and in need of some revisions. After some extensive research, a new ordinance and new mapping procedures were proposed. There were two public hearings held to discuss the proposed ordinance changes. In the end, a new ordinance was enacted that adopts the State DNR language relating to wellhead protection. In general, the new ordinance applies a maximum distance of 1,200 feet around all municipal wells for protection from possible hazardous uses.

### **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 will not be completed until 2010.



*Flood Storage District Exhibit Map*

## Plan Commission Items

There were 61 approved resolutions in 2009 and 3 defeated resolutions. There were no withdrawn/removed resolutions and no resolutions that were deferred to 2009. There were also 3 concept/discussion (non-action) items in 2009, which is the same as in 2008. In 2009 there was a drop in the number of approved resolutions as compared to 2008 when there were 89 approved resolutions. This is due to a lower number of total items being submitted (See Table 1).

Within the numbers listed below there were 2 approved resolutions that were carried over from 2008 that were approved in 2009. The Plan Commission did not carry any resolutions from 2009 over to the 2010 approval year.

Year	Total Items			Concept/ Motion/ No Action	Denied without Prejudice	Withdrawn/ Removed	Deferred (until next year)	Docket (until next year)
	Reviewed	Approved	Denied					
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	-	-	-	-

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 2009:

- Sign Applications (requiring Plan Commission approval) – None approved
- Annual and Biennial Reviews – 22 approved
- Concept/Sketch CSMs – None approved
- CSMs – 9 approved
- Extraterritorial CSMs – 3 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	Conceptual/ 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	-	-

Table 2

**Building, Site, and Operation Plans (BSO)**

In 2009 the Plan Commission received 7 new BSO plans seeking approvals. This is a decrease from 9 in 2008. All 7 of those were approved in 2009. Also in 2009, Plan Commission reviewed 6 BSO amendments seeking approvals, which is a decrease from 15 in 2008. 5 of the amendments were approved in 2009.

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:

- Marx’s Pioneer Inn – Outdoor Tiki Bar
- Municipal Well #9 – Structure and Site Layout
- Muskego Tire & Auto/Firestone – 8,600 Sq Ft New Building
- Adrenaline Powersports – Business Relocation
- Atonement Lutheran Church – Parking Lot Expansion
- St. Paul’s Lutheran Church – 16,947 Sq Ft Building Addition
- Wal-Mart – Building and Site Alterations
- Dr. Thompson’s Dental Office – 4,752 Sq Ft New Building
- RAS Appliance – Building and Site Alterations

<b>Building, Site, and Operation Plans - BSO's (2004-2009)</b>						
*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*

Table 3

## Zoning Board of Appeals

The City of Muskego saw an increase in the number of requested variances in 2009. This year there were 5 appeal petitions submitted for review in front of the Board of Appeals, which is up from 2 last year (*NOTE: Some petitions may have contained more than one variance request*). All of the submitted appeals were granted in 2009, even though some of the approvals were less than the petitioner was requesting. The Board of Appeals had the need to hold 5 meetings in 2009, which is up from 2 last year.

Zoning Board of Appeals (2004-2009)						
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	-	-	-

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 2009, the Common Council did not approve any final subdivision plats. As a comparison, in 2008 the City approved 1 final subdivision plat totaling 42 single-family lots and 6 outlots, consisting of 108.3 total acres.

Final Plat Approvals (2004-2009)						
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	-	-	-	-	-	-

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 2009, the Common Council did not approve any preliminary plats, which is less than in 2008. In 2008 there was 1 approved preliminary plat. In 2009 the Common Council re-approved 2 preliminary plats that had been nearing expiration.

### **Extraterritorial Plats**

During 2009, there were no extraterritorial preliminary plats or any extraterritorial final plats submitted or approved by the Common Council. In 2008 the City did not approve any extraterritorial preliminary plat or extraterritorial final plats.

### **Condominium Plats**

During 2009, there were no condo plats approved by the Common Council. In 2008 there were no approved residential condo projects.

Also, in 2009 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)**

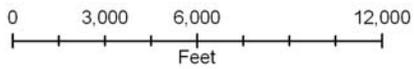
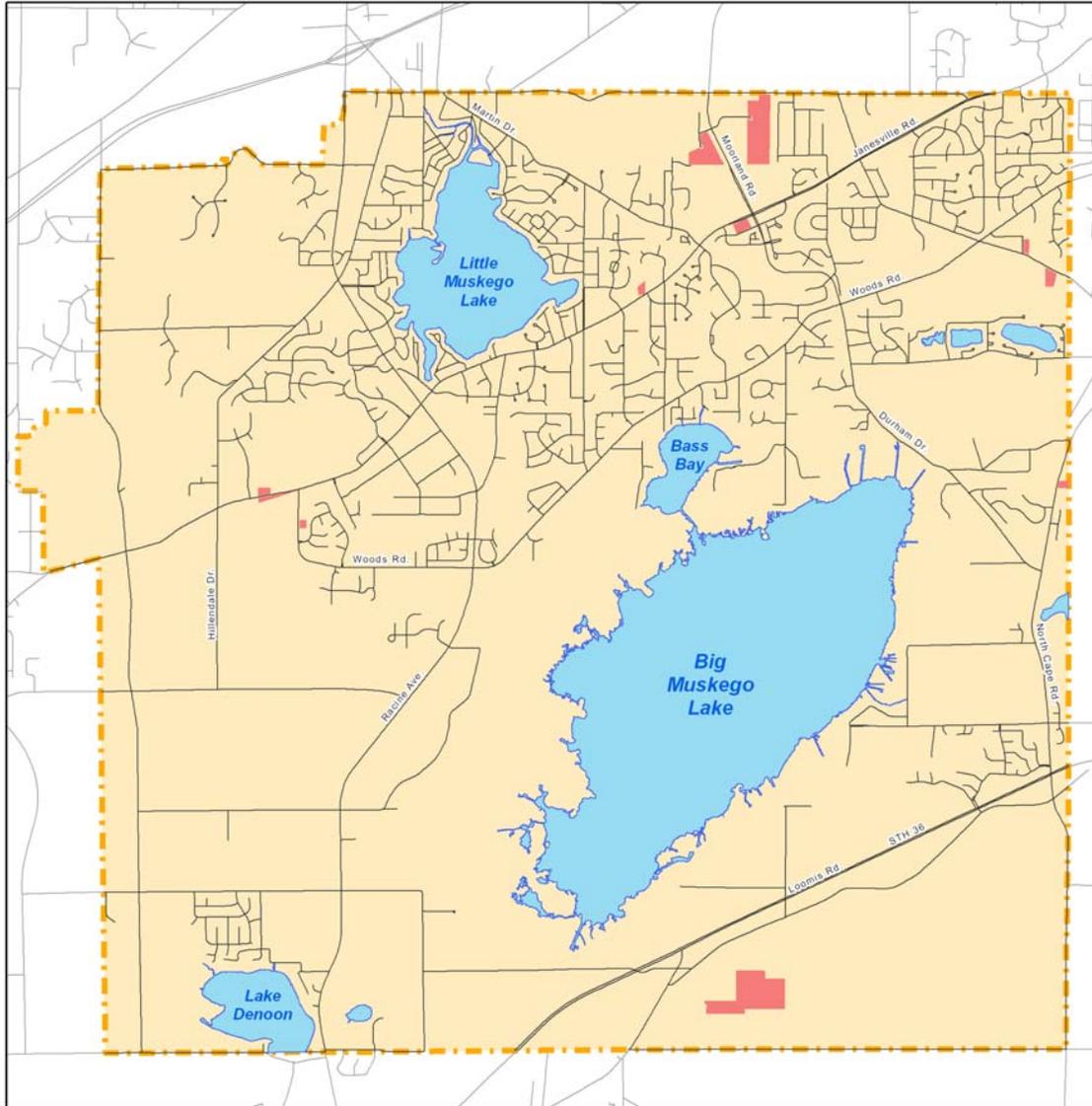
During 2009, the Common Council approved 10 Certified Survey Maps creating 11 new lots (25 total lots including the parent parcels). This is in comparison to 2008 when the City approved 12 Certified Survey Maps creating 21 new lots (35 total lots including the parent parcels). There were also 2 Certified Survey Maps that were re-approved in 2009 due to approval expirations.

<b>CSM Approvals (2004-2009)</b>			
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*

Table 6

During 2009, 3 Extraterritorial Certified Survey Maps between the Towns of Vernon, Norway, and Waterford containing a total of 5 lots (including parent parcels) were approved. This is in comparison to 2008 when the City approved 4 Extraterritorial Certified Survey Maps containing 10 lots (including parent parcels).

### Map 1 2009 Development and Land Divisions



#### Legend

-  Roadways
-  Municipal Boundary
-  Lakes
-  CSM

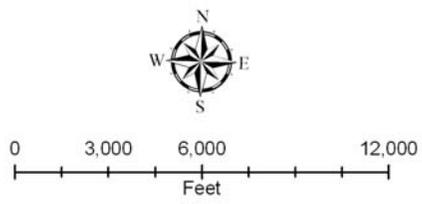
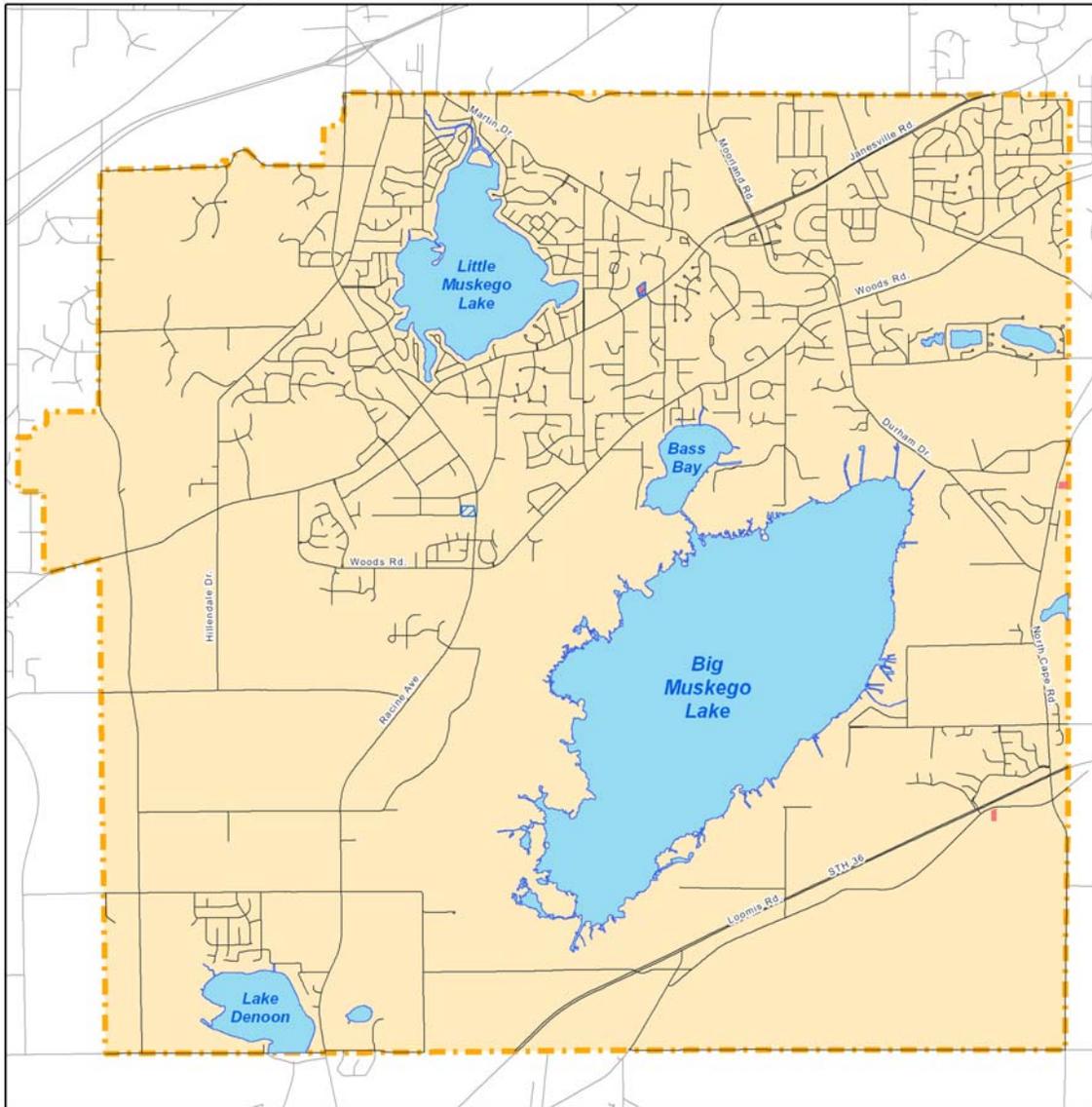
NOTE: There were no new Preliminary Plat or Final Plat approvals for 2009.

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

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

- *3 Approved Rezoning in 2009 out of 4 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. Two of the rezonings were for the commercial/business developments and the other 1 was for residential purposes. In comparison to 2008, there were 7 rezonings that were approved in 2008. There were two rezoning requests that were denied in 2009. One was for the CP (Conservation Preservation District) that was being considered as part of the 2020 Comprehensive Plan and the other denial for an amendment to an existing Planned Development District.
- *No Approved Comprehensive 2010/2020 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 is the new 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 2008, there were 5 Comprehensive 2010 Plan amendments that were approved in 2008.
- *2 Approved (new) Conditional Use Grants, no Amended Conditional Use Grants and 1 Conditional Use Grant Renewal in 2009* - 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 power sports dealership and an auto repair facility. The renewal was for an asphalt plant, which requires a review every year. In comparison to 2008, there was 1 approved (new) Conditional Use Grant, 1 amended Conditional Use Grant, and 1 renewal that occurred in 2008.

### Map 2 Zoning, 2010/2020 Land Use, & CUG Changes



#### Legend

- Roadways
- Municipal Boundary
- Lakes
- Zoning Changes
- CUG Changes

NOTE: There were no 2010/2020 Land Use changes in 2009. City-wide change occurred due to adoption of new 2020 Comprehensive Plan.

## Housing & Construction

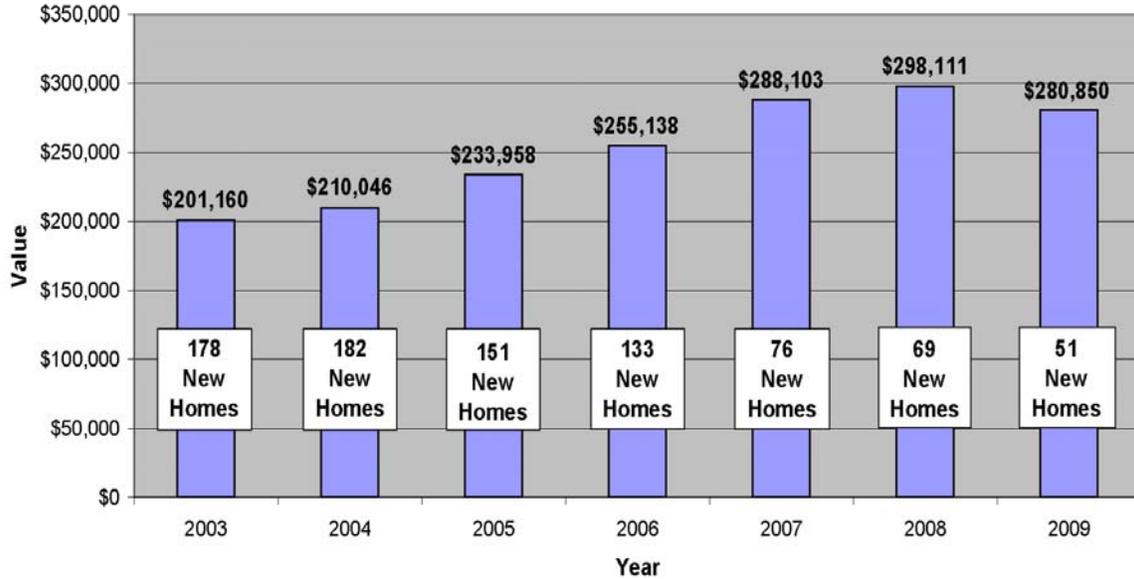
The entire Community Development Department is highly involved in the building permit review and approval process. Each division within the department has specific items that they review as part of the permit approval process. The Planning Division examines each permit for conformity relating to a variety 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 2009 there were 51 single-family new home permits issued, which is down from the 69 single-family new home permits in 2008. In 2009 we saw a decrease in the amount of new construction permits in the commercial/industrial sector and in commercial and industrial alterations/additions. In 2009 we had 2 permits for commercial and industrial new construction and 8 permits for commercial and industrial alterations/additions. In 2008 we had 10 permits for commercial and industrial alterations/additions and 7 permits for commercial and industrial new construction. See Map 3 for Single-Family Home Permit locations.

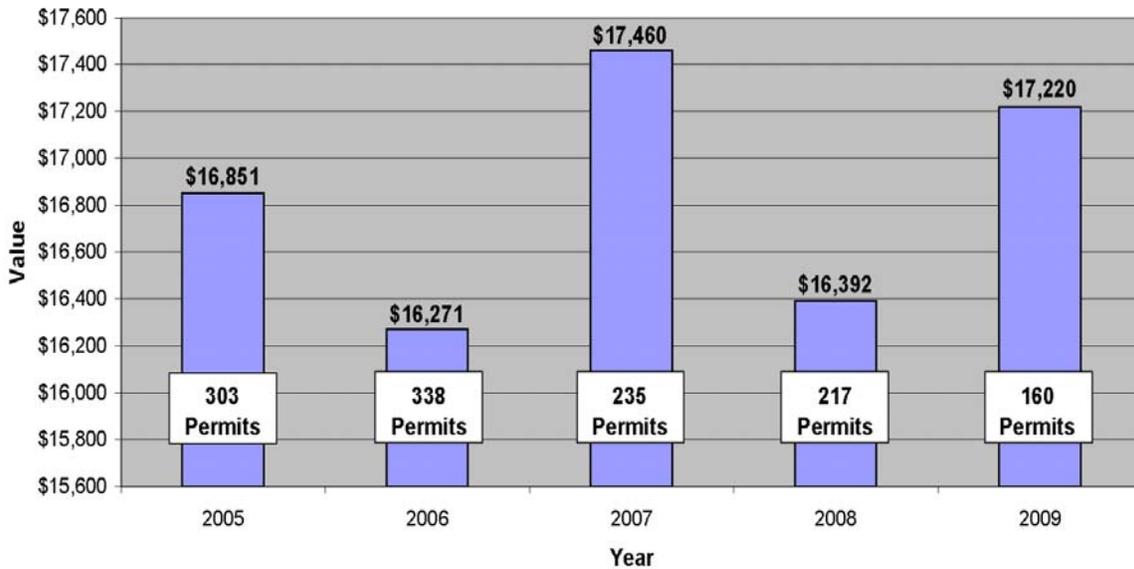
The following graphs show a variety of different housing and business related statistics that show how the City and the housing and business markets have been changing over the past few years.

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 (2003-2009)**  
*(These values do not include land values.)*

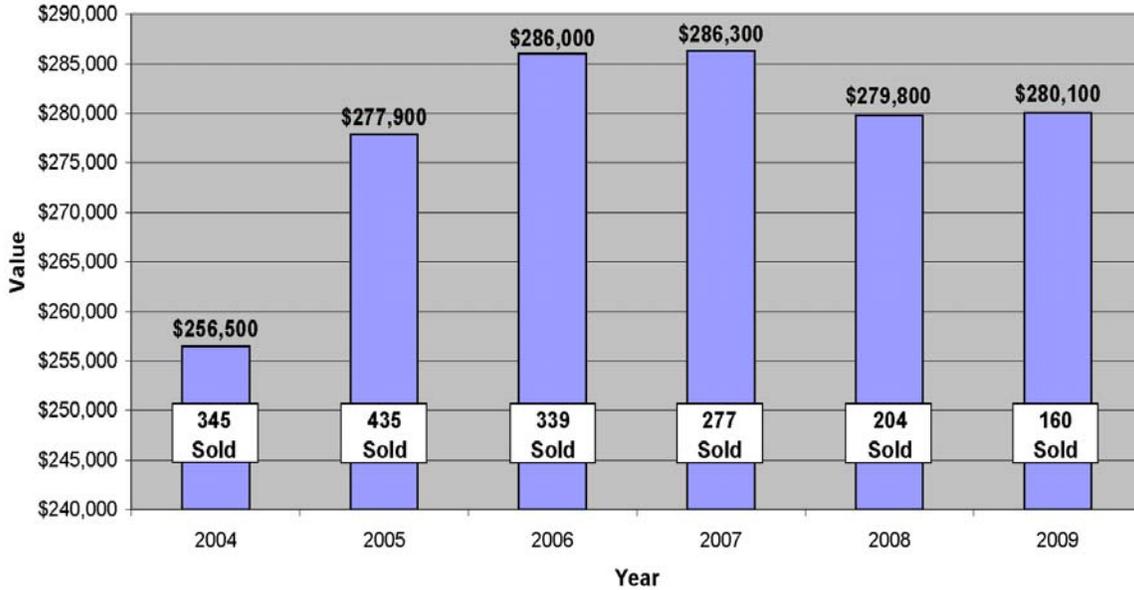


**Graph 2**  
**Residential Alterations/Additions/Decks Average Valuation & Quantity (2005-2009)**

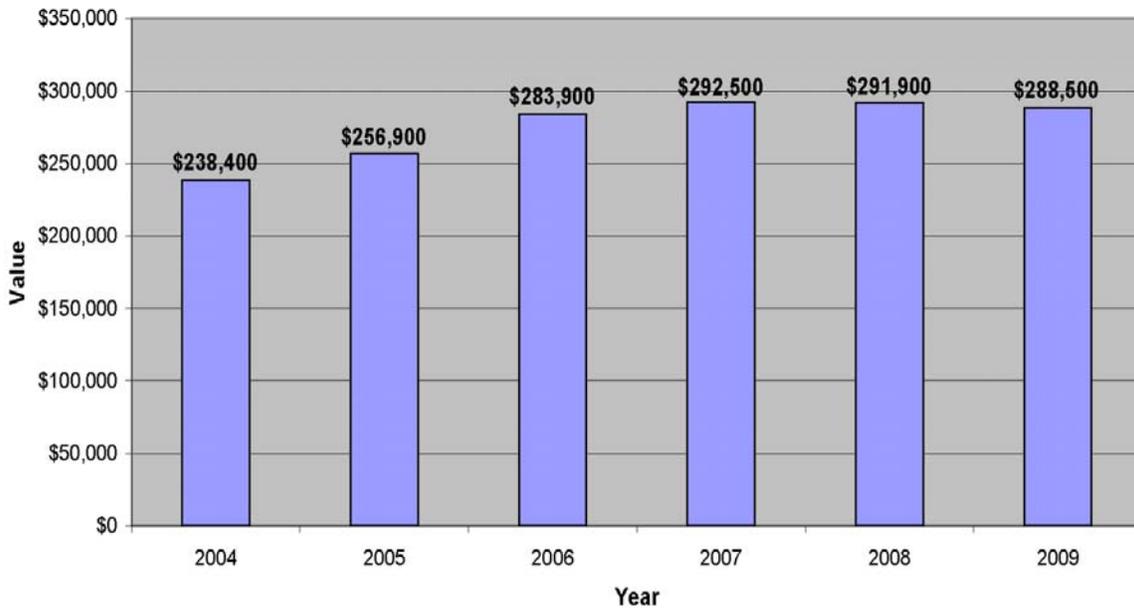


The following information in Graphs 3-6 was taken from the Assessor's records.

**Graph 3**  
**Average Single-Family Residence Sale Price & Number of Sales (2004-2009)**  
*(Does not include foreclosures, but does include condos)*

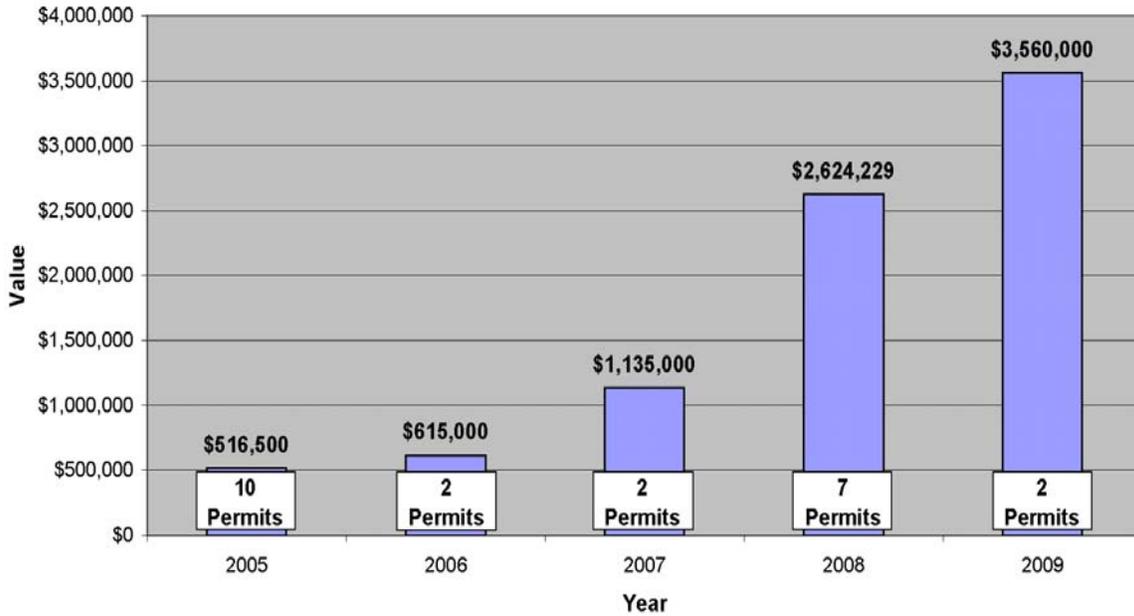


**Graph 4**  
**Average Equalized Value of Homes (2004-2009)**  
*(There were re-evaluations done in 2005 and 2008. In the 2004-2007 annual reports the assessment was used for this statistic instead of the equalized value, as used in 2008-2009. This provides a better representation of market conditions.)*

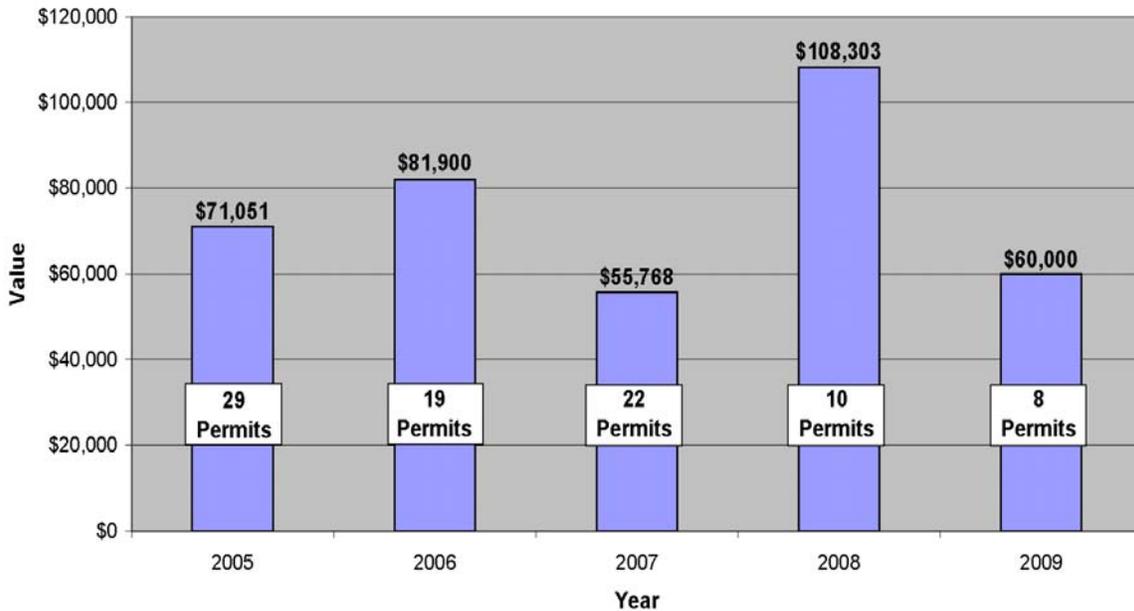


The following information in Graphs 5-6 was taken from the information entered on the Building Permit applications. These relate to permits that have been issued and their reported values.

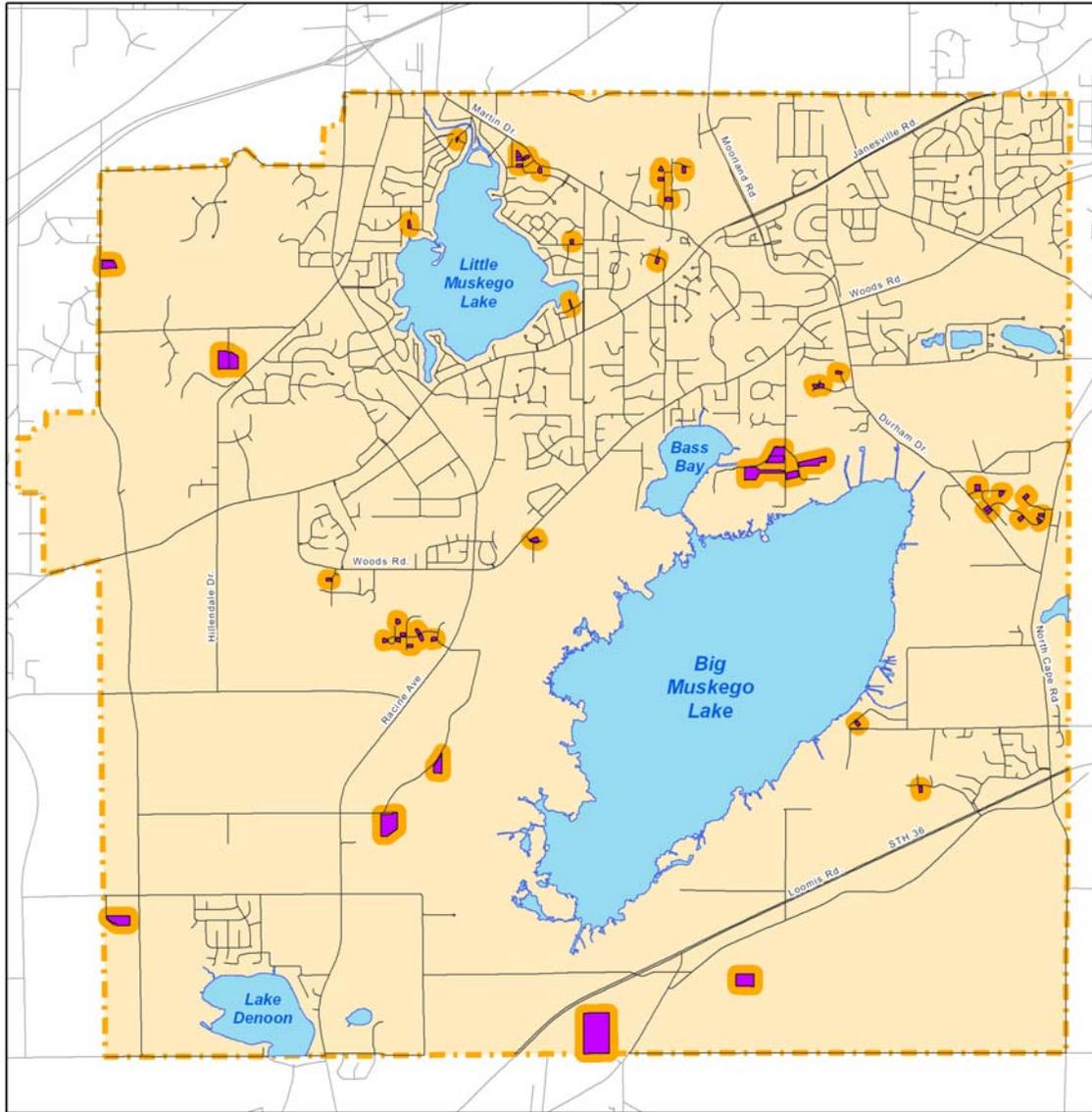
**Graph 5**  
**New Commercial & Industrial Average Valuation & Quantity (2003-2009)**  
*(These values do not include land values.)*



**Graph 6**  
**Commercial & Industrial Alterations/Additions Average Valuation & Quantity (2003-2009)**



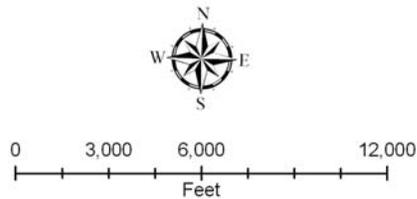
### Map 3 2009 Single-Family New Construction



#### Legend

-  Roadways
-  Municipal Boundary
-  Lakes
-  2009 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.



## **Geographical Information System Activities**

### **GIS Restructuring**

As part of the adoption of the 2009 City budget the GIS functions within the City were restructured. The GIS functions/tasks were shifted from the Community Development Department to the Information Systems (IS) Department. The GIS Coordinator, John Wisniewski, moved over to the IS Department to merge the IS and GIS programs together. There still in an excellent interaction between the GIS program and the Community Development Department, which is beneficial to the entire City.

## **Lakes, Conservation, and Urban Forestry**

### **Lakes**

The City was awarded a \$30,493 grant from the DNR to implement the shoreline restoration project on Holz Island, which is within Little Muskego Lake. The Conservation Coordinator worked with volunteers to install over 350 feet of coconut fiber “bio-logs” to restore and protect the undercut bank on the island’s east side. Rip rap installation on the west shore will be bid to a commercial contractor in 2010. Volunteers and conservation staff will also re-vegetate the restored areas with native plants.



*“Bio-logs” Installed on Holz Island*

Routine water quality monitoring continued on all major water bodies. The number of water quality parameters tested was pared down this year to minimize costs while maintaining the monitoring of the most important aspects of lake health. Each lake district/association was billed its associated lab analysis costs and received an updated chart on the trophic state of their respective lake.

A project was implemented to alleviate or minimize future nuisances from floating cattail “bogs” on Big Muskego Lake. The Conservation Coordinator, his assistant, and Deputy Lake District Commissioners installed removable debris barriers at the lake outlet and at the entrance of the Durham Drive launch channel. These barriers will prevent bogs from blocking navigation channels and prevent a buildup of bogs at the outlet dam.

With its diverse assemblage of birds including endangered, threatened, and rare species, Big Muskego Lake and the associated marsh are a unique asset to the community. The Wisconsin Bird Conservation Initiative officially recognized the site as an “Important Bird Area” in 2009. Official recognition of the value of this resource should merit greater consideration when seeking grant assistance for lake rehabilitation and land protection efforts.

### **Conservation**

Fourteen acres of turf within five City parks that were not utilized for active uses were removed from the Parks Department mowing contract as a measure to reduce long term parks maintenance costs. This facilitated an opportunity to restore these areas with native prairie vegetation to provide wildlife habitat, enhance aesthetics, and improve stormwater attenuation. The Conservation Coordinator and his assistant treated the subject turf areas with a broad spectrum herbicide throughout the growing season to kill lawn grass and weeds. In December these areas were seeded with 71 species of native prairie wildflowers and grasses.

Engel Conservation Area continued to develop through staff efforts and recruitment of community volunteers in 2009. Significant projects:

- Eagle Scout candidate and Muskego High School student Mike Senk built four boardwalk structures. These were placed to bridge wet areas helping

complete a long trail section that encircles the restored wetlands on the northern part of the conservancy. The Conservation Coordinator and assistant placed and poured the footings upon which these bridges were installed.

- The Muskego High School Science Club worked to place wood chips on hiking trails. They also collected prairie seed that was later used for the park prairie planting project.
- The Conservation Coordinator led several other short field trips for students and scout groups.
- Worked with volunteers to control nonnative, invasive plants and collect prairie seed for future land restorations.

### **Other Conservation Projects**

Controlled burns were conducted at several conservation sites to help minimize invasive plant growth and invigorate certain native plants. In addition to completing ten Muskego burn projects, a prescribed burn was executed on Little Muskego Lake District conservancy land located in New Berlin.

The Blattner Preserve was seeded with 70 species of native plants to re-establish the oak savanna land cover type that was locally common prior to European settlement.



*Prescribed Burn at the Engel Conservation Area*

A restoration project commenced on City lands along a Bass Bay tributary stream that flows through Moorland Park and adjacent conservation lands to the south. These lands, classified as wetland and floodplain, were cultivated and/or treated with herbicides to provide weed control. In fall of 2010 these areas will be planted with a diverse mix of prairie seed. Restored native vegetation should help reduce nuisance geese, attract more desirable wildlife, improve stormwater functioning, and help deliver cleaner water to Bass Bay.

### **Urban Forestry**

Muskego was recognized by the National Arbor Day Foundation as a Tree City USA for the tenth consecutive year. The designation is given to communities that promote the planting and benefits of trees and demonstrate a commitment to their management. Activities/highlights in 2009:

- Applied for and received a \$17,680 DNR grant for projects in 2010, which includes planting of street trees in the Business (Industrial) Park.
- Held an Arbor Day event at Engel Conservation Area in which Boy Scouts from Troop 141 planted trees and shrubs.
- Monitored health of trees planted for the Moorland Road widening and arranged for replacement of dead and unhealthy trees.
- Conducted routine maintenance of City trees: replacement of dead, pruning, and mulching.

## **Economic Development Activities**

As a whole, economic development made a giant step forward in 2009. Staff can't think of a year where more individuals, including residents and elected officials, who didn't first think about "how to aid the City's commercial base," before making a decision in 2009. Here are some of the items that the Community Development Department was involved in during the course of this last year:

### **GoMuskego Business Tracking**

In late 2008, Community Development Director Jeff Muenkel began a tracking booklet that affectively kept track of the businesses we were attempting to bring to Muskego. 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.

Currently, there are over 60 businesses being tracked that Muskego has attempted to contact for seeing if Muskego is a fit. During 2009 alone the following businesses were contacted:

Thrivent Financial for Lutherans	Maurices Incorporated
A&W Restaurant	Panda Express
Bob Stack - Bar Fixture Business	Ruby Tuesday's
CVS Pharmacy	Savers Value Village
George Webbs	Smashburger
Sonic Restaurant	TJ Maxx
Yum, Brands, Inc.(A&W, KFC, LJS)	Toppers
Best Buy	Tuesday Mornings
Chili's	Ulta
CiCi's Pizza	US Cellular
Cito Trends	Batteries Plus
CPAP2GO	Gold's Gym
Dollar Tree	Goodwill Industries
Five Guys	Tazino's Pizza
Get It Now	

### **GoMuskego Hotel Campaign**

Over the years, the Chamber of Commerce has consistently inquired that Muskego seems to be ripe to have a hotel. Too many activities take place every week within the community that have seemed to demand such a development, yet no interest for a hotel seems to happen. In anticipation that a hotel could indeed be a possibility in the relatively near future, the City implemented a hotel room tax during 2009. The ordinance is applied in all major communities across Wisconsin and essentially applied a tax where a hotel would pay 8% of their gross receipts to the community. The monies then have to be used for tourism (70%) and the City's general fund (30%).

Seeing these recent activities taking place, Community Development Director Jeff Muenkel implemented a new hotel campaign. 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.

**Hotels Contacted:**

<b>Americ Inn</b>
<b>Best Western</b>
<b>Choice Hotels:</b> Cambria Suites, Clarion, Comfort Inn and Suites, Comfort Suites, Econo Lodge, Main Stay Suites, Quality Inn, Roadway Inn, Sleep Inn
<b>Cobblestone Inn and Suites</b>
<b>Country Inn &amp; Suites</b>
<b>Country Pride Inn</b>
<b>Hilton Hotel Group:</b> Hilton, Hampton, Embassy Suites, Doubletree
<b>Intercontinental Hotel Group:</b> Crowne Plaza, Hotel Indigo, Holiday Inn, Holiday Inn Express, Staybridge Suites, Candlewood Suites
<b>Marcus Hotel Group</b>
<b>Marriot Hotel Group:</b> Courtyard, Springhill Suites, Fairfield Inn, Residence Inn, TownePlace Suites
<b>Wyndam Hotel Group:</b> AmeriHost Inn, Baymont Inn & Suites, Days Inn, Hawthorn Suites, Howard Johnson, Knights Inn, Microtel Inns & Suites, Ramada Worldwide, Super 8, Travelodge, Wingate by Wyndham, Wyndham Hotels and Resorts

Since October 2009, two hotel chains have contacted Muskego with possible interest. It has been found that most hotels don't locate without a hotel research study and Muskego has taken the initiative to have one of these studies completed in hopes of furthering the process with one of the interested parties. The hotel research study is due to be complete in early 2010 and the next step will be to attract franchisees and investors to hopefully complete the goal of getting a hotel in the community.

**Tax Incremental District #10**

Tax Incremental District (TID) No. 10 grew during 2009 by adding 20+ more acres of potential light industrial development. The addition took place on the east side of the district between the Wal-Mart and Glenbrook Subdivision. The addition to the district ended up being welcomed by the City due to the fact that the land was already pad ready for development and didn't require any additional developer incentives. Thus, any future building improvements in this area will automatically help to pay the overall district off at a faster pace. One nice aspect to the additional land in the district was the ability for the City to work with the surrounding residents as well. The developers were required to install an 18+ foot high fully landscaped berm that will shield the subdivision from future business uses.

During the latter end of 2009, the approved Wal-Mart began construction with a scheduled opening date of Fall 2010. The construction of the Wal-Mart is a bright spot for the TID #10 as this development is 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 turn out to be one of the best TIDs in Wisconsin.

## **Community Development Authority**

The Planning Division led the efforts of the City's Community Development Authority (CDA) during the course of 2009. The CDA's main focuses were again to aid in redeveloping the existing Muskego Industrial Park and how we can better apply the City's Redevelopment District #2 Plan to the downtown, now that the Janesville Road reconstruction route is known. Both goals came to fruition in 2009.

### **Redevelopment District #3: Muskego Business Park**

The CDA and the Common Council formally adopted a new Redevelopment Plan for the City entitled the Redevelopment District #3 Plan: Muskego Business Park. After numerous meetings with various industrial park business and property owners during 2008, the CDA was able to assimilate the desired needs of the area and add them into a plan. A variety of new measures for staff to help carry out are now included that will hopefully make the area a better place to work, live, and play. Further, the fostering of some of the implementation measures should make the park a more unique environment where existing businesses can be retained and new business can be fostered.

One of the first items to be completed was to officially view the park as a "Business" Park rather than an "Industrial" Park. The other implementation measures consist of the following:

- Identify Development/Redevelopment Opportunities
- Possible formulation of a Business Improvement District
- Establish true Rules and Regulations
- Initiate Clean-up Efforts
- Establish Grant Programs for Redevelopment/Clean-up
- Beautification of overall Park and Gateways
- Improve Marketing, Retention, Security, Traffic, etc.

Since the adoption of the Plan in May 2009 a few of the implementation measures have already been accomplished. City staff is working with all property owners in assuring that Property Maintenance Codes are being adhered to (no outdoor storage or refuse containers/materials, improved landscaping, adhering to BSO approvals, etc.), the City has invested in gateway signage, the City has been awarded a forestry grant to implement over 200 trees along the right-of-ways of the park, and the CDA has created a new grant program to allow up to \$500 to those who improve their structure or site in some way.



*New Business Park Signage*

## **Redevelopment District #2: Downtown**

One goal of the CDA during 2009 was to start a new draft of the existing Redevelopment District #2 Plan in order to add the majority of the properties affected by the upcoming Janesville Road reconstruction and to add more applicable implementation measures of today. The CDA was able to accomplish this task by reviewing and approving the base draft. The Plan currently oversees the group of parcels along Janesville Road from Pioneer Drive to Bay Lane Drive in what is considered to be the downtown of Muskego. The CDA added parcels along Janesville Road now all the way down to Racine Avenue to the west and up to Moorland Road to the east. This new draft is expected to be approved sometime in 2010 as the CDA is waiting until Waukesha County has a more final design for their construction in place before proceeding. In the meantime, the CDA did work to approve a couple financial aid programs before the actual adoption of the amended plan.

## **Janesville Road Commercial Grant & Loan Programs**

Due to the hardships that have come along with the upcoming Janesville Road reconstruction efforts, the City has tried to be a leader in helping the area businesses and residents thru any situation that has arisen. One such hurdle is attempting to retain the current Muskego businesses along Janesville Road while also encouraging them to improve their business if possible. The goal is to have a Janesville Road that has a renewed sense of place with the new streetscaping of Janesville Road and hopefully newly improved businesses co-existing together in a consistent environment. To help encourage redevelopment and new development, the City has approved the Janesville Road Commercial Grant and Loan Programs. Both programs offer financial aid to businesses that redevelop or develop a site along the Janesville Road reconstruction route. The monies mainly will be to go for facility improvements that provide a visible upgrade to the site or structure that exists. The grant program allows up to \$3,000 in a matching grant, and the loan program offers up to \$25,000 in a low interest loan (interest rate is at half of prime which today is less than 2%) for such purposes.

The CDA has begun to send out notices so that area businesses are well aware of the programs. During 2009, one grant was already approved and improvements to that business were being started in winter of this year.

## **Engineering Division Activities**

### **Storm Sewer Construction**



*Hardtke Drive Storm Sewer Project*

The Engineering Division surveyed, designed, bid, and inspected a storm sewer installation project along both Hardtke Drive and Vine Street. This project involved the installation of new storm sewer varying in size from 15" to 48" diameter reinforced concrete pipe for a total of approximately 1,120 linear feet of pipe. The projects were completed to alleviate erosion problems, reduce maintenance costs, and reduce flooding. The project received 17 contractor bids with the resulting low bid being awarded to Vinton Construction Company for a total project cost of approximately \$130,000. The project was a success and seems to have exceeded expectations.



*Before*

*After*

*Hardtke Drive Storm Sewer Project*

### **Refuse & Recycling Hauling Contracts**

The Engineering Division was charged with completing and competitively bidding contracts for the hauling of refuse and recycling for City of Muskego residents. This contract was advertised nationally and the City received three competitive bids for January 1, 2010 to December 31<sup>st</sup>, 2014. Veolia ES won the award with the total first

year cost of \$805,317.20. The School District will be paying an additional cost of \$31,200.00 for collection at their schools.

## Annual Road Program

The Engineering Division surveyed, designed, and bid the 2009 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 1.85 miles of roadway for a cost of approximately \$500,000. The remainder of the work under this contract consisted of the installation of the parking lot at the Old Town Hall, paving the shoulder near the entrance to Old Town Hall, and repaving Hillside Drive to improve drainage in the area of many homes that have experienced flooding problems.



## American Recovery & Reinvestment Act (ARRA)

The Engineering Division, in conjunction with Public Utilities and Ruekert-Mielke, was able to secure an ARRA grant and low interest loan for the construction of Well #9, the demolition of Well #5, and upgrades to Well #13, including the installation of a water main loop. All told, the ARRA will provide the City with an estimated \$450,000.00 in grant money and \$450,000.00 in the form of a low interest loan. This will save the water rate payers of Muskego greatly.



*Well No. 9 Elevation*