CITY OF MUSKEGO
COMMUNITY DEVELOPMENT AUTHORITY
REDEVELOPMENT DISTRICT NO. 3: MUSKEGO BUSINESS CENTER

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2008-2009

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1.0 INTRODUCTION

In Spring 2002 the Common Council of the City of Muskego adopted Resolution No. 63-02, *Resolution Creating the Community Development Authority of the City of Muskego, Wisconsin*. Broadly stated, the purpose of the Community Development Authority (CDA) is to promote adequate places for commerce, employment, housing, and an improved living environment for all Muskego residents.

The purpose of the Redevelopment Plan is to revitalize a declining urban area, spur reinvestment in the community, and to transform it into a better place to live, work and play. The Plan is an important implementation component of the City's adopted 2010 Comprehensive Plan, which encourages the creation of more livable, mixed-use areas within the community and redevelopment where urban services can be efficiently provided.

The Muskego Industrial Park has been identified as an area with redevelopment potential based on the age of the park, the existing park conditions, and the lack of infrastructure. Deteriorating or blighted properties can hinder the existence and progression of a successful and vibrant industrial/business park and as such the City of Muskego Community Development Authority has initiated this redevelopment project.

This document establishes the community's third Redevelopment Plan pursuant to Section 66.1333(6) of the Wisconsin Statutes, and enables the Community Development Authority and the Common Council to pursue additional strategies for the advancement of significant community-oriented redevelopment projects. Map 1 depicts the Project Area boundaries and affected properties. The legal description for the boundary of the Redevelopment District No. 3 project area (the "Project Area") can be found in Appendix A.

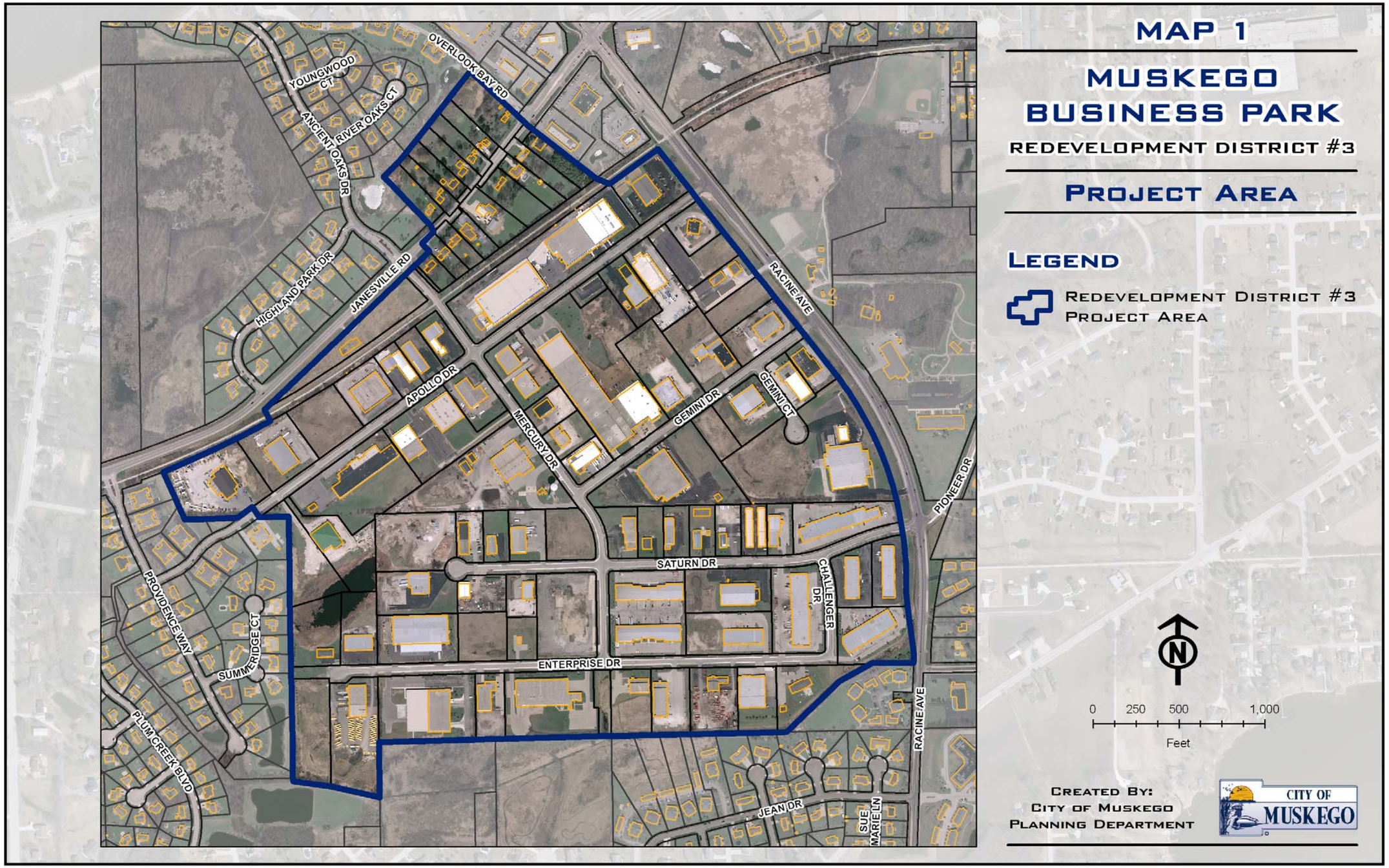
NOTE: The areas covered by this redevelopment plan have been commonly known as the Muskego Industrial Park in the past. As part of this redevelopment plan and the improvements and updates to this area, the park is now going to be referred to as the Muskego Business Center. The terms Industrial Park and Business Center are used interchangeably in this document.

2.0 REDEVELOPMENT PROJECT AREA

The boundaries of the redevelopment project area are shown on Map 1. The areas included within the redevelopment district include the Muskego Industrial Park (now known as the Muskego Business Center) and some existing properties (currently zoned residential and commercial) south of Janesville Road, between Mercury Drive and the Auto Zone shopping center, that have potential for future business development.

3.0 CONCLUSION OF PROPERTY AND PROJECT AREA CONDITIONS, BLIGHT

Bearing in mind the statutory definitions of blighted area and blighted property, the Planning Staff, the CDA, and the Common Council observed the conditions of the Project Area and of specific properties within the Project Area. These observations include: a number of substandard or deteriorating structures; a diversity of ownership; substantial number of deteriorating improvements; unsanitary and unsafe conditions; presence within


MAP 1
MUSKEGO BUSINESS PARK
REDEVELOPMENT DISTRICT #3
PROJECT AREA
LEGEND
REDEVELOPMENT DISTRICT #3 PROJECT AREA
0 250 500 1,000
Feet
CREATED BY:
CITY OF MUSKEGO
PLANNING DEPARTMENT
CITY OF MUSKEGO
OVERLOOK BAY RD
YOUNGWOOD CT
ANCIENT OAKS CT
RIVER OAKS CT
ANCIENT OAKS DR
HIGHLAND PARK DR
JANESVILLE RD
APOLLO DR
MERCURY DR
GEMINI DR
GEMINI CT
RACINE AVE
PIONEER DR
SATURN DR
CHALLENGER DR
ENTERPRISE DR
PROVIDENCE WAY
SUMMERIDGE CT
PLUM CREEK BLVD
JEAN DR
SUE MARIE LN

the Project Area of predominantly open areas; and underutilized parcels. There is large redevelopment potential in this project area.

The Community Development Authority and Common Council found and declared that these conditions, both individually and in combination substantially impair or arrest the sound growth of the community, constitute an economic and/or social liability, and constitute a menace to the public health, safety, and welfare in their present condition and use.

The CDA adopted Resolution #CDA 001-2009 on May 19, 2009. This Resolution established the boundaries of the Project Area, and found and declared that the Project Area is a blighted area, and that the specific properties within the Project Area that are specifically discussed in this Plan are blighted properties.

The Common Council made its blight determination by Resolution #076-2009 on May 26, 2009. This Resolution acknowledged the CDA establishment of boundaries for the Project Area, and found and declared that the Project Area is a blighted area, and that specific properties discussed within this Plan are blighted properties.

The CDA and Common Council hereby reaffirm their prior determinations that the Project Area is a blighted area in accordance with the definitions found in Wisconsin Statutes.

4.0 EXISTING CONDITIONS

4.1 INVENTORY

The Project Area, located in the west central portion of the City, just southwest of the intersection of Janesville Road and Racine Avenue. The Project Area encompasses about 242 acres (including public rights-of-way) and contains 93 properties. The approximate equalized value for the Project Area in January 2008 was $42,323,848.

4.2 CURRENT ZONING

The Project Area contains a few different zoning districts. All of the parcels that are part of the original “industrial park” are zoned M-2, General Industrial District, with the exception of the Inpro building, which has a Planned Development zoning (PD-45, Inpro Planned Development District). The Public Works/Utilities facilities, as well as a City owned outlot, are zoned I-1, Government, Institution, and Public Service District. There are currently four parcels that are zoned B-2, Local Service Center just south of Janesville Road along with thirteen lots and one outlot that are currently zoned RS-2, Suburban Residence. These residentially zoned parcels are expected to become commercial uses as this area further develops.

Map 2 depicts existing zoning within and surrounding Redevelopment District No. 3.

Current zoning in the Project Area includes the following zoning district classifications:

M-2 GENERAL INDUSTRIAL DISTRICT - This district is intended to provide for the same type of manufacturing and industrial development as in the M-1 District, but in those areas where the

relationship to surrounding land use would create fewer problems of compatibility and would not necessitate as stringent regulatory controls. Such districts should not normally abut directly upon Residence Districts.

(A.) Lot Size		(B.) Density	(C.) Building Location			(D.) Building Size				(E.) Open Space	(F.) Height	
Minimum Area (In Sq. Ft. Or Acres)	Min. Average Width (In Feet)	Residential Lot Area Per D/U	Min. Set Back (In Feet)	Minimum Offset		Minimum Residential Floor Area (In Sq. Ft.)			Floor Area Ratio	Min per Residential D/U	Max. Permitted (In Feet)	
		Lot Area Per D/U (In Sq. Ft.)		One Side (In Feet)	All other sides (In Feet)	Single Family 1st floor	Single Family Total	Multi per D/U			Principal structure	Accessory structure
40,000 Sq.Ft.	150	n/a	50	15	15	n/a	n/a	n/a	70%	n/a	35	70

PERMITTED USES BY RIGHT

1. Any use as permitted by right in M-1 District.
2. The following subject to approval by the Plan Commission of building, site and operational plans.
   a. Automobile body shop, but not including the storage of junked or wrecked automobiles and parts.

PERMITTED USES BY CONDITIONAL GRANT

1. Any conditional use permitted in the M-1 District.
2. Junk or salvage yards.
3. Rendering plants.
4. "Adult oriented establishment," as defined in this ordinance.

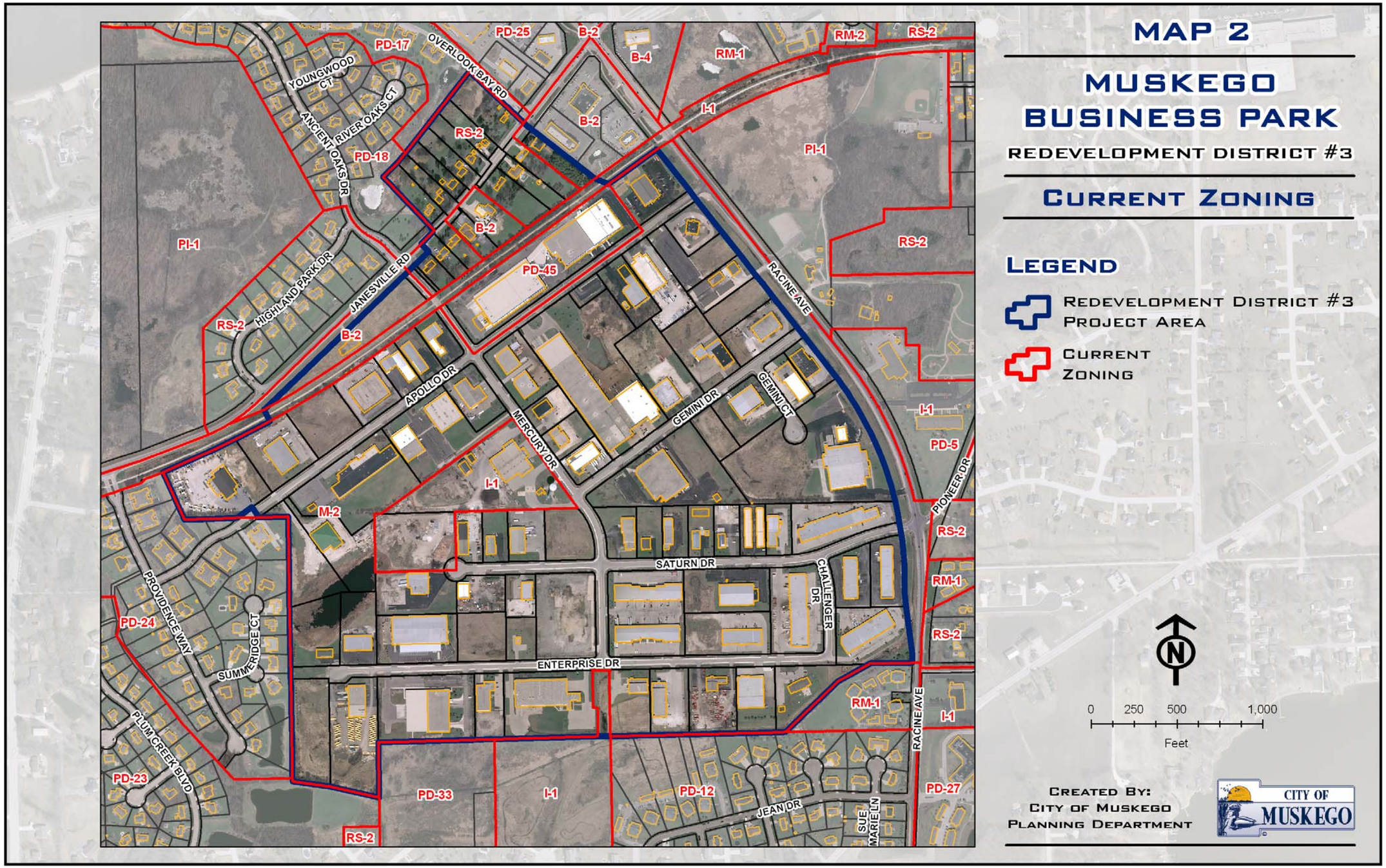
I-1 GOVERNMENT, INSTITUTIONAL AND PUBLIC SERVICE DISTRICT - This district is intended to specifically define areas where churches, schools, libraries, and other uses of a public or institutional nature shall be permitted subject to such regulatory standards as will insure compatibility with the surrounding uses in an area.

(A.) Lot Size		(B.) Density	(C.) Building Location			(D.) Building Size				(E.) Open Space	(F.) Height	
Minimum Area (In Sq. Ft. Or Acres)	Min. Average Width (In Feet)	Residential Lot Area Per D/U	Min. Set Back (In Feet)	Minimum Offset		Minimum Residential Floor Area (In Sq. Ft.)			Floor Area Ratio	Min per Residential D/U	Max. Permitted (In Feet)	
		Lot Area Per D/U (In Sq. Ft.)		One Side (In Feet)	All other sides (In Feet)	Single Family 1st floor	Single Family Total	Multi per D/U			Principal structure	Accessory structure
20,000	100	n/a	40	20	30	n/a	900*	n/a	40%	n/a	30	15

* For accessory residence use.

PERMITTED USES BY RIGHT

1. The following uses subject to approval by the Plan Commission of the building, site, and operational plans:
   a. Public and private schools.
   b. Churches and religious institutions.
   c. Libraries, museums, art galleries, and concert halls.
   d. Public administrative offices and public service buildings.
   e. Public utility offices and installations


MAP 2
MUSKEGO BUSINESS PARK
REDEVELOPMENT DISTRICT #3
CURRENT ZONING
LEGEND
REDEVELOPMENT DISTRICT #3 PROJECT AREA
CURRENT ZONING
0 250 500 1,000
Feet
CREATED BY:
CITY OF MUSKEGO
PLANNING DEPARTMENT
CITY OF MUSKEGO
YOUNGWOOD CT
ANCIENT OAKS DR
RIVER OAKS CT
OVERLOOK BAY RD
HIGHLAND PARK DR
JANESVILLE RD
APOLLO DR
MERCURY DR
GEMINI DR
GEMINI CT
RACINE AVE
PIONEER DR
SATURN DR
CHALLENGER DR
ENTERPRISE DR
PROVIDENCE WAY
SUMMERIDGE CT
PLUM CREEK BLVD
JEAN DR
SUE MARIE LN
PD-17
PD-25
B-2
B-4
RM-1
RM-2
RS-2
I-1
PI-1
PD-18
PD-45
M-2
PD-5
PD-24
PD-23
PD-33
PD-12
PD-27

f. Private lodges and clubs
g. Public and private non-commercial group outdoor recreational facilities.
h. Cemeteries and mausoleums.

PERMITTED USES BY CONDITIONAL GRANT

1. Penal, reform, disciplinary, or mental institutions.
2. Military installations.
3. Public service yards.
4. Radio and television transmission and relay towers.
5. Hospitals, nursing and rest homes, and homes for the aged.
6. Bar, restaurant or other service facilities basically accessory to a permitted principal use but open to the public and operated as a business.

B-2 LOCAL SERVICE CENTER DISTRICT - This district is intended to provide for the orderly and attractive grouping at appropriate locations of retail stores, shops, offices and service establishments serving the daily needs of the surrounding local community area. The size and location of such districts shall be based upon evidence of justifiable community need, of adequate customer potential, of satisfactory relationship to the circulation system and other related facilities, and of potential contribution to the economic welfare of the community. No such district should be less than 100,000 square feet in area.

(A.) Lot Size		(B.) Density	(C.) Building Location			(D.) Building Size				(E.) Open Space	(F.) Height	
Minimum Area (In Sq. Ft. Or Acres)	Min. Average Width (In Feet)	Residential Lot Area Per D/U	Min. Set Back (In Feet)	Minimum Offset		Minimum Residential Floor Area (In Sq. Ft.)			Floor Area Ratio	Min per Residential D/U	Max. Permitted (In Feet)	
		Lot Area Per D/U (In Sq. Ft.)		One Side (In Feet)	All other sides (In Feet)	Single Family 1st floor	Single Family Total	Multi per D/U			Principal structure	Accessory structure
20,000 Sq.Ft.	100	-	40	10	15		900	-	50%	10,000	30	15*

*Except signs as regulated under Permitted Accessory Uses

PERMITTED USES BY RIGHT

1. Any uses as permitted by right in the B-1 District.
2. The following subject to approval by the Plan Commission of building, site and operational plans.
   a. Retail stores and shops.
   b. Community and customer service establishments such as, but not limited to, the following:
      (i) Business, professional, public service, banking and savings and loan offices.
      (ii) Restaurants, taverns and other commercial entertainment facilities.
      (iii) Laundromats, coin operated dry cleaning establishments and laundry or dry cleaning pick-up stations.
      (iv) Dental and medical clinics.
   c. Commercial studios, display galleries and training schools.
   d. Public utility offices and installations.

PERMITTED USES BY CONDITIONAL GRANT

1. Any conditional use permitted in the B-1 District.
2. Any use permitted by right in the B-3 District.
3. Animal hospitals.
4. Appliance and small machinery repair establishments.

5. Private commercial outdoor recreational facilities on sites of not less than 120,000 square feet.
6. Mini-warehouses.

RS-2 SUBURBAN RESIDENCE DISTRICT - This district in intended to provide for a moderately high quality detached single family residential development of a suburban character, but of slightly higher density and permitting smaller lots and smaller houses than the RS-1 District and intended to be served by municipal sewer facilities.

(A.) Lot Size		(B.) Density	(C.) Building Location			(D.) Building Size				(E.) Open Space	(F.) Height	
Minimum Area (In Sq. Ft. Or Acres)	Min. Average Width (In Feet)	Residential Lot Area Per D/U	Min. Set Back (In Feet)	Minimum Offset		Minimum Residential Floor Area (In Sq. Ft.)			Floor Area Ratio	Min per Residential D/U	Max. Permitted (In Feet)	
		Lot Area Per D/U (In Sq. Ft.)		One Side (In Feet)	All other sides (In Feet)	Single Family 1st floor	Single Family Total	Multi per D/U			Principal structure	Accessory structure
20,000 Sq.Ft.	110*	20,000*	40	15	20**	1400	1400	-	25%	15,000*	30	***

* Double for development without municipal sewer
** 50-foot lakeshore offset for parcels abutting a lakeshore
*** See Section 5

PERMITTED USES BY RIGHT
1. Any use as permitted by right in the RCE District.

PERMITTED USES BY CONDITIONAL GRANT
1. Any conditional use permitted in the RCE District.

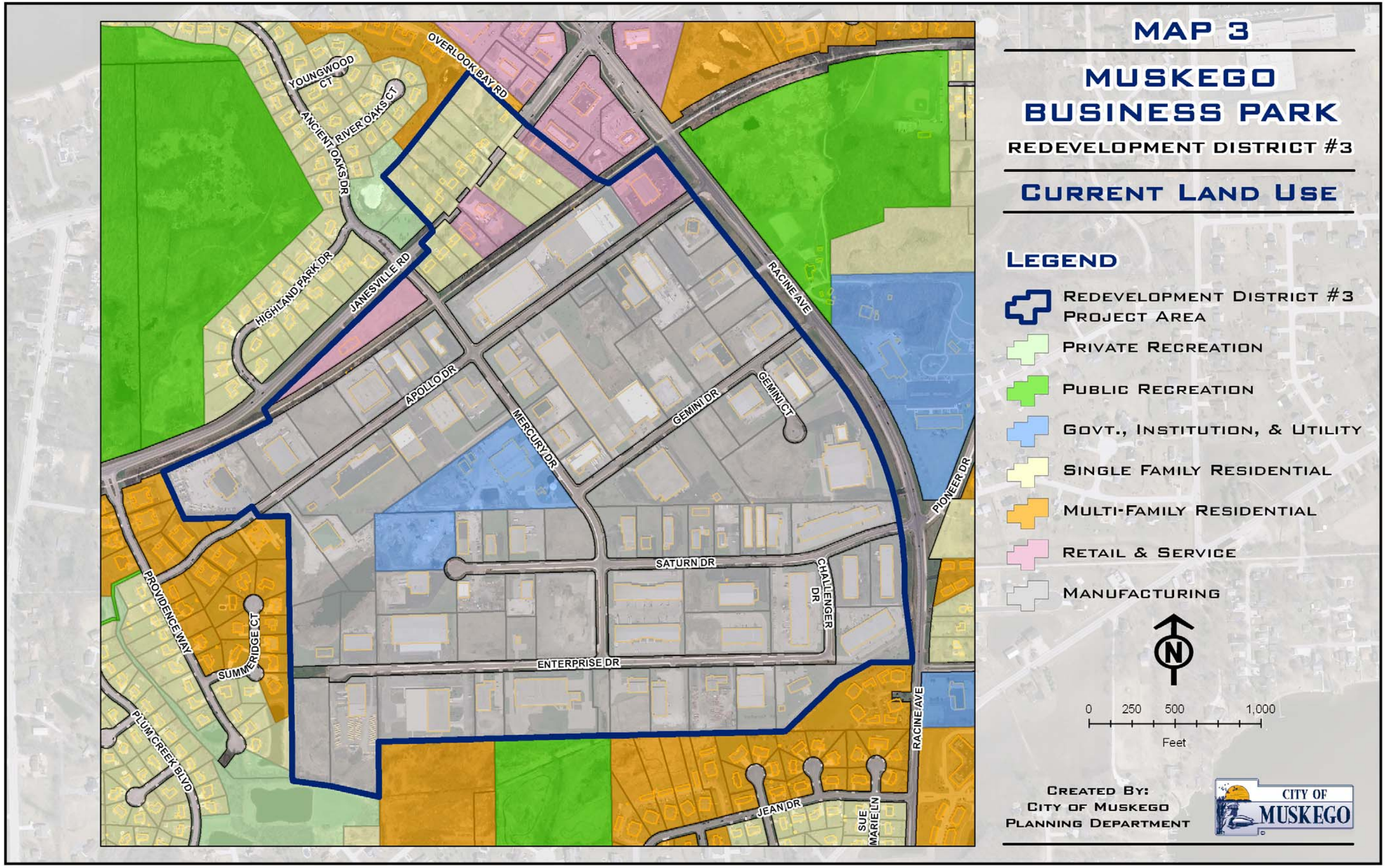
4.3 CURRENT LAND USE

The majority of the project area currently has an industrial land use. A few of these industrial land use properties are used more commercial, which is allowed by the zoning code. The majority of these types of properties are along or close to Janesville Road or Racine Avenue. The properties that are zoned commercially have a commercial land use and the residential properties have a single-family residential land use. Map 3 illustrated the current land uses.

4.4 ADOPTED DESIGN GUIDE

The General Design Guide governs the design principals of the project area. The design guide has been adopted in Chapter 41 of the Municipal Code as a detailed element of the adopted Comprehensive Plan. This Guide serves to promote sound development principles and to enhance the aesthetics of the area. City Staff developed these design guides at the direction of the Mayor's Task Force on Economic Development and Plan Commission.

These Design Guides outline the planning, design, and redesign of the built environment of the City of Muskego so as to enhance its visual character and avoid monotony. The standards are to assist in fostering sound, functional, attractive and quality development. Moreover, the Guides specify building construction materials to be utilized, site geometrics, site landscaping requirements, and site lighting standards to be followed.


MAP 3
MUSKEGO BUSINESS PARK
REDEVELOPMENT DISTRICT #3
CURRENT LAND USE
LEGEND
REDEVELOPMENT DISTRICT #3 PROJECT AREA
PRIVATE RECREATION
PUBLIC RECREATION
GOVT., INSTITUTION, & UTILITY
SINGLE FAMILY RESIDENTIAL
MULTI-FAMILY RESIDENTIAL
RETAIL & SERVICE
MANUFACTURING
N
0 250 500 1,000
Feet
CREATED BY:
CITY OF MUSKEGO
PLANNING DEPARTMENT
CITY OF MUSKEGO
YOUNGWOOD CT
ANCIENT OAKS DR
RIVER OAKS CT
OVERLOOK BAY RD
HIGHLAND PARK DR
JANESVILLE RD
RACINE AVE
APOLLO DR
MERCURY DR
GEMINI DR
GEMINI CT
PIONEER DR
SATURN DR
CHALLENGER DR
PROVIDENCE WAY
SUMMERIDGE CT
ENTERPRISE DR
PLUM CREEK BLVD
JEAN DR
SUE MARIE LN

The properties that are part of the original Industrial Park are also subject to the Muskego Industrial Park Rules and Regulations. The rules and regulations can be found in Appendix B and are subject to updating per the implementation procedures in this plan.

4.5 ROADWAYS

The Project Area is located along Janesville Road and Racine Avenue. Both of these two major roads are County highways. There are no expansions of either of these two highways in the forecasted future. Most of the businesses in the Muskego Business Center are not directly located on one of these two highways. Most of the businesses access an interior street, which then leads to one or both of the highways. All of the commercially zoned properties, which are in the B-2 or RS-2 zoned areas, are along Janesville Road. Any properties that are directly located on any County highway are subject to Waukesha County Department of Public Works rules, regulations, and requirements.

As noted above, most of the properties access the interior streets within the park. The interior street are as follows: Apollo Drive, Mercury Drive, Gemini Drive, Gemini Court, Saturn Drive, Enterprise Drive, and Challenger Drive. All of the streets within the park are named after NASA missions or spacecrafts.

The interior roads within the park are of a typically rural cross section lined with ditches. The intersections within the park are typical two-way stop intersections. The intersection where the interior streets intersect with the County highways are also two-way stop intersection, some with turn lanes where necessary.

The park is located approximately 2.5 miles from Interstate 43 (I-43), which is part of the freeway system in Wisconsin.

4.6 PUBLIC UTILITY INFRASTRUCTURE

Both public sanitary sewer and municipal water serve the project area, as illustrated in Map 4. There also is a water tower located in the center of the park on the same grounds as the Public Utilities and Public Works Departments. The current facilities meet the current needs of the project area.

There are ditches and culverts through most of the project area that handle the stormwater run off and drainage. There is not a large-scale underground stormwater sewer system present in the park.

4.7 PRIVATE UTILITY INFRASTRUCTURE

There are miscellaneous private utilities in the project area such as Time Warner (cable television, telephone, and internet), AT&T (cable television, telephone, and internet), and WE Energies (gas and electric). Since these are all privately run utilities, they expand and upgrade as they feel necessary. There have been some noted problems identified by some of the property owners and businesses within the park regarding power outages and other power related issues. These issues are identified later in this plan.

5.0 VISION PLAN AND IMPLEMENTATION MEASURES

As stated, the purpose of this plan is to facilitate the development and redevelopment of the Muskego Business Center. The City is looking to aid the property and business owners within this dated park. The City has been working with the property and business owners within the park as well as with the Chamber of Commerce to bring everyone involved together. The CDA has worked with the Chamber to facilitate breakfast meetings to go over issues that are important to the business park owners. The concerns and/or issues of the business park owners were then formulated into survey questions that were sent to all of the businesses. The survey is discussed later in this document. The implementation measures that help achieve the goals of this plan are listed below.

5.1 GENERAL

SURVEY

A large facet in developing implementation measures for the industrial park was a result of the input received from the survey sent to all tenants and landowners in Fall 2008. Updating the needs of the business owners as this Plan is implemented from year to year is crucial. Details of the survey results can be viewed in Appendix B.

As part of the survey, the following implementation measures may take place:

1. A survey requesting the current business owner's opinions on the needs of the industrial park should be sent out on a bi-annual basis. This Plan should be amended as the implementation measures require updates.

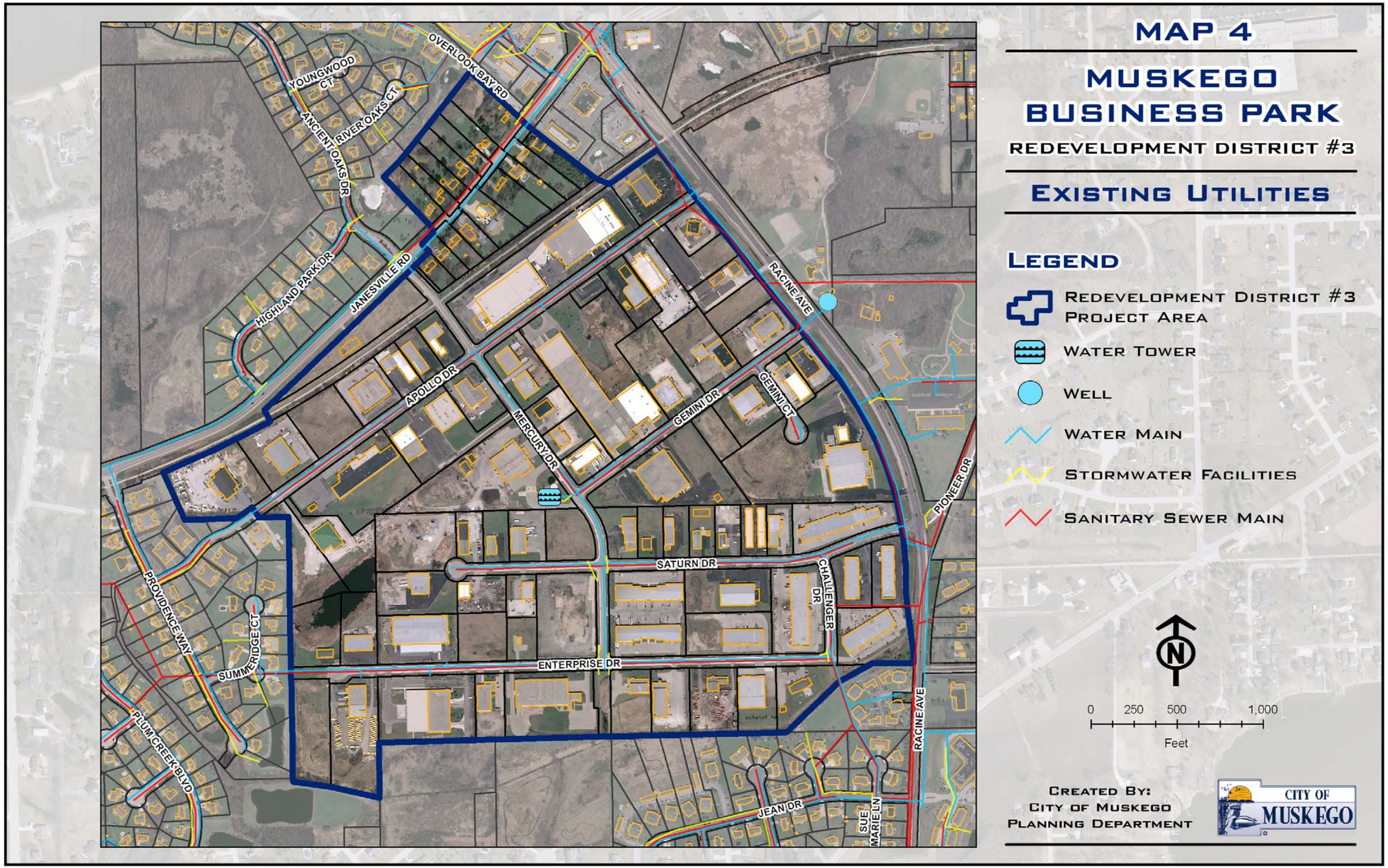
IDENTIFYING DEVELOPMENT/REDEVELOPMENT OPPORTUNITIES

Opportunities exist in the park for new development and/or redevelopment. These opportunities may be in the form of vacant parcels or area on an already developed parcel where room exists for expansion. The survey indicated that many businesses wished to expand in the near future as well and this Plan looks to facilitate and promote expansions when necessary. Further, many businesses showed a desire for financial aid assistance to realize their expansion ideas.

As part of this, the following implementation measures may take place:

1. City staff should create an inventory and map that identifies the lots within the park that have development/redevelopment potential. Characteristics such as lots size, building size, open space, etc. could be looked at to help determine where the development/redevelopment opportunities may be possible.

2. City staff and the CDA should evaluate the redevelopment/development opportunities that exist in the industrial park on a yearly basis. Property owners should be contacted and informed of their potential and with ways the City may be able to help a redevelopment/development effort (Aid may exist in the form of financial help, marketing partnerships, etc.). Special efforts should be made to contact those businesses that desired expansion and/or financial aid for an


MAP 4
MUSKEGO BUSINESS PARK
REDEVELOPMENT DISTRICT #3
EXISTING UTILITIES
LEGEND
REDEVELOPMENT DISTRICT #3 PROJECT AREA
WATER TOWER
WELL
WATER MAIN
STORMWATER FACILITIES
SANITARY SEWER MAIN
N
0 250 500 1,000
Feet
CREATED BY:
CITY OF MUSKEGO
PLANNING DEPARTMENT
CITY OF MUSKEGO
YOUNGWOOD CT
OVERLOOK BAY RD
ANCIENT OAKS DR
RIVER OAKS CT
HIGHLAND PARK DR
JANESVILLE RD
RACINE AVE
APOLLO DR
MERCURY DR
GEMINI DR
GEMINI CT
PIONEER DR
SATURN DR
CHALLENGER DR
PROVIDENCE WAY
SUMMERIDGE CT
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PLUM CREEK BLVD
JEAN DR
SUE MARIE LN

expansion within the industrial park survey.

COMMERCIAL USES ALONG JANESVILLE ROAD

The Redevelopment District #3 boundary takes into account the original Muskego Industrial Park boundaries as derived in the 1970's. However, the CDA has added the properties directly adjoining the Industrial Park to the north along Janesville Road as well. These properties are all primarily used and zoned residentially (with the exception of few existing commercial businesses), but have been found by the City's new 2020 Comprehensive Plan to be underutilized as residential. The main reasons being that the parcels have been somewhat overcome by the daily traffic that now travels down Janesville Road, a County Highway (L), and, that the established commercial node that exists in Muskego to the east of this area at Janesville Road and Racine Avenue is quickly becoming built out. This Plan looks to identify these parcels as future commercial in conjunction with the 2020 Comprehensive Plan. Commercial uses along this route are believed to be a better fit given the traffic impacts and surrounding land uses. Commercial uses will also co-exist with the Muskego Industrial Park uses that border the area to the south.

As part of the development of commercial uses along Janesville Road, the following implementation measures may take place:

1. Approve proposed commercial rezonings for these parcels along Janesville Road as they come forward. Look to meld these future commercial uses with the industrial park uses to the south in order to make a cohesive transition between these two areas.

ACQUISITIONS AND RELOCATIONS

As part of this Plan there are no specific plans to acquire or relocate any businesses, unless specific businesses come forward looking to be relocated within the park and/or City. If any property owner or business would like to relocate, they could work with the CDA to determine if there is any possible assistance available to help keep their business in the City.

FORMULATION OF A BUSINESS IMPROVEMENT DISTRICT

The industrial park survey questioned whether the tenants and owners would be interested in setting up a Business Improvement District (BID) that may go to help fund some of the larger improvements desired (roadways, signage, landscaping, etc.). Survey respondents indicated that a majority of the individuals favored such a district. If formulated, such a district could fund improvements making them a reality much faster than general budgeting by the City. Cost sharing between the City and the BID may work as well.

The process of a BID is as follows:

1. A defined geographical area is setup for a proposed BID
2. A proposed formula is setup regarding how each property in the geographical area would be further taxed from year to year (Ex. Such as $0.32 per $1000 of assessed value with a Maximum and minimum per parcel).

3. Public hearings would be held at the City level and opportunities to reject the BID are allowed by State Statute.
4. If approved, the municipality becomes the holder of the yearly added taxes that the BID owners pay.
5. A Board of Directors is setup by the Mayor of the municipality. The Board is responsible how the monies are spent from year to year. A minimum of 5 members with a majority being district property owners is required.

As part of the Formulation of Business Improvement District, the following implementation measures may take place:

1. Investigate the formulation of a BID for the Muskego Industrial Park parcels. Work to develop a BID to fund major improvements that are desired as a result of implementing this Plan.

RULES AND REGULATIONS

A set of rules entitled Rules and Regulations for the Muskego Industrial Park was adopted by the City Council in July 1976 outlining a set of restrictions, covenants, and conditions placed on the individual lots of the Muskego Industrial Park. Due to the age of these regulations and the current and future desires for future development, the rules should be updated and amended. The amendments and re-adoption of these rules and regulations will reaffirm and assure the future prosperity of the Business Park.

Relating to the Rules and Regulation, the following implementation measures may take place:

1. The City, in conjunction with the Business Park owners, will work to formally amend the rules and regulations to reflect the current improvement and redevelopment intentions.

GENERAL CLEANUP

As part of the studies of this Redevelopment Plan it has been found that a high priority of the City and the business park lot owners is to orchestrate an overall cleanup. This cleanup is mostly in relation to the outdoor storage of materials and refuse that is found sporadically from lot to lot. Many of the lots in the park developed during a time that the City did not have Planning Commission approvals or design guides in place. Thus, the resultant is now a mix of new construction lots that have controlled unsightly outdoor storage and lots that have outdoor storage in plain view.

By the adoption of this Plan by the Community Development Authority and Common Council, a new cleanup schedule specifically to address the outdoor storage of materials in the Muskego Business Center may be instituted.

As part of the General Cleanup, the CDA will take action to implement these requirements/guidelines, which may include the following:

1. The Muskego Planning Department staff will contact the property owners in violation of the rules and regulations and will notify them of ways to remedy the situations along with financial aid that may be available (See Business Park Cleanup and Renewal Program below). All owners will have a specific time frame to come into conformance.

BUSINESS PARK CLEANUP AND RENEWAL PROGRAM

In order to promote and aid the cleanup of the business park, the City of Muskego has earmarked monies for a Business Park Cleanup and Renewal Program. The program will allow Muskego Business Center businesses and owners, currently found to be in violation of the outdoor storage rules and regulations or simply wishing to revitalize buildings and general site aspects, to apply for matching grants. Qualifying projects include installing new landscaping and fencing to house outdoor storage and refuse, resurfacing parking lots, revitalizing existing landscaping/signage, or general façade improvements. The industrial park survey showed that many businesses desired to update the aesthetics of their structures or sites in some way. The utilization of such a renewal program should aid the businesses in attaining these goals. The Common Council approved earmarking monies to setup such a program in November 2008.

As part of the Business Park Cleanup and Renewal Program, the following implementation measures may take place:

1. Produce Policies and Procedures for such a program and receive approval from the Common Council.

2. A formal financial aid information sheet, including this Business Park Cleanup and Renewal Program information and application, shall be developed and sent to the individual businesses and property owners within the Muskego Business Center on a yearly basis.

BEAUTIFICATION & GATEWAYS

Overall beautification of the aging industrial park has been a primary area of concern for the City and business owners. The roadways are constructed in a rural fashion with two-lanes, limited shoulders and ditch lines. No landscaping or lighting is found along the roadways with the exception of on-site business landscaping and the lights in the park only consist of the standard WE Energies light posts at the intersections. Minor beautification items exist at the main entrances to the park in the form of wood carved signs with some supporting base landscaping. It is a recommendation of this plan to re-evaluate the appearance of the park and re-beautify the area in the future years.

As part of the beautification and gateways, the following implementation measures may take place:

1. In conjunction with the industrial park users group, setup a timeline and prioritize beautification improvements, which may or may not include the following: lighting, landscaping, gateway signage, internal identification signage, and ditch

removal. Determine the costs associated with the improvements and cost share needs between City and Industrial Park owners via a Business Improvement District.

REVENUE BOND PROGRAM

The City of Muskego is able to aid businesses and entities in the community in receiving lower interest rates for the various bonds they may require during a development or redevelopment. Two types of bonds exist: 1. Mortgage Lease Revenue Bonds; or 2. Industrial Revenue Bonds. The City Council, and at times, the Community Development Authority, is able to utilize their authority to issue bonds on behalf of a business or entity. The City can either hold bonds or a business may choose to hold the bonds themselves and utilize the City's name to achieve the lower rates. Generally, the City can attain interest rates 1.5 to 2.5 percentage points below market. Certain bonds can count against the City's bank qualification, thus certain restrictions may apply. The main difference with these two bonds is that Industrial Revenue Bonds may only be used for financing the construction, expansion and/or equipping of, primarily, manufacturing facilities, where Mortgage Lease Revenue Bonds can be used for a much larger spectrum of activities.

As part of the Revenue Bond Program, the following implementation measures may take place:

1. A formal financial aid information sheet, including the Mortgage Lease and Industrial Revenue Bonds, shall be developed and sent to the individual businesses and property owners within the Muskego Business Center on a yearly basis.

SECURITY

One of the questions posed to the industrial park owners group was in relation to the overall security of the park. The industrial park survey showed that only about 25% of the respondents had some issue with security in the last few years. Most of the security issues related to stolen goods and unauthorized use of refuse containers. Many of the individuals discussed that an increased police presence should be encouraged with more patrols.

As part of the security within the park, the following implementation measures may take place:

1. Encouragement of the Muskego Police to work more general patrols of the streets within the park, especially during off peak hour times (night). City staff will evaluate incidents annually to see if other measures are required.

2. Work with the Police Department on setting up a neighborhood watch for the park with the business property owners/tenants.

INTERACTIVE BUSINESS PARK WEBSITE

An important part of the redevelopment of the park is to have a clear and concise listing of current property owners and business owners. It is also important to know where there is development/redevelopment potential, along with where there are vacancies within the park. The implementation of an interactive website can help distribute the necessary information and data to those that may need to access it.

As part of the Interactive Business Park Website, the following implementation measures may take place:

1. Planning Department Staff shall create an interactive Muskego Business Center website that effectively maintains various ownership and business information along with development and lease opportunities.
2. The Business Center owners/tenants group shall investigate the need for stand alone Muskego Industrial Center website.

MARKETING

Future promotion of the new business center will be key to ongoing success.

As part of this plan, the following implementation measures may take place:

1. Planning Department Staff shall work with the business owners to effectively market the opportunities that exist (land, lease, etc.).

RETENTION

Keeping existing businesses and allowing them to prosper and meet their future goals will be necessary.

As part of this plan, the following implementation measures may take place:

1. Planning Department Staff shall work to implement a retention plan for existing businesses in the center.

5.2 UTILITIES AND INFRASTRUCTURE

ROAD INFRASTRUCTURE

One of the most vital items to the future of the existing industrial park is in relation to the road infrastructure. The park was originally built in the 1970s and the large amounts of traffic, that includes heavy machinery and semi-trucks, have traversed the roads ever since. Keeping these roads maintained at a level that keeps the commerce running on a daily basis is a high priority. Further, assuring that the roads and intersections are safely moving the daily traffic is another major need as well. In order to pinpoint the current road infrastructure needs of the park, the survey included questions on what the users (business owners) thought was required. The following was found from the survey as of September 2008:

Mercury/Saturn
Seven (7) individuals commented on this intersection out of 55 surveys (13%).

- *Implement a four-way stop*
- *Change the two-way stop from Mercury to Saturn*
- *Implement signs indicating it is a two-way stop and that traffic on Saturn doesn't stop*

Saturn /Racine
Sixteen (16) individuals commented on this intersection out of 55 surveys (29%).

- *Implement traffic lights (13 of the comments)*
- *Implement longer/wider turn lanes*
- *Implement stop sign*

Apollo /Mercury
Seven (7) individuals commented on this intersection out of 55 surveys (16%).

- *Implement a four-way stop*

Gemini /Racine
Four (4) individuals commented on this intersection out of 55 surveys (9%).

- *Implement longer/wider turn lanes*
- *Traffic control between 4 PM to 6 PM*

Apollo /Racine
Six (6) individuals commented on this intersection out of 55 surveys (11%).

- *Implement longer/wider turn lanes*
- *Implement right turn only lane exiting park*
- *Implement traffic lights (5 of the comments)*

It should be noted that a couple of individuals discussed other intersections in their comments section of the survey:

- *Stop signs on Mercury at the Gemini/Mercury intersection*
- *Traffic light at Mercury/Janesville (2 comments)*

As part of the road infrastructure, the following implementation measures may take place:

1. In conjunction with the industrial park users group, setup a timeline and prioritize the needed improvements. Determine the costs associated with the improvements and cost share needs between City and Industrial Park owners via a Business Improvement District.

WATER & SEWER

There are no planned improvements to the water or sanitary sewer systems within the project area.

STORMWATER

There are no stormwater facilities planned at this time. A regional facility was examined in early 2008 and it was determined that a regional pond would not be

economically feasible and such pond would not be able to serve all properties within the park. As specific properties develop/redevelop, on-site stormwater management may need to occur depending on the specifics of the project. If stormwater facilities are required on-site, the City and/or the CDA will look to see if there is any assistance that they can provide to the owners. More information regarding this can be found above in the Stormwater Grant Program section.

STORMWATER GRANT PROGRAM

The Muskego Business Center is still rich with opportunities for development and redevelopment as recognized in this Plan. However, in order to meet current stormwater ordinances, some of the possible development opportunities are limited. To help encourage future development at an efficient level, the City will look to create a stormwater loan program. Qualified participants would receive low interest loans to be applied to innovative stormwater techniques that don't necessitate the need of a stormwater pond, which can take up valuable development lands. The Common Council approved earmarking monies to setup such a program in November 2008.

As part of the Stormwater Grant Program, the following implementation measures may take place:

1. Produce Policies and Procedures for such a program and receive approval from the Common Council.

2. A formal financial aid information sheet, including the Stormwater Grant Program information and application, shall be developed and sent to the individual businesses and property owners within the Muskego Business Center on a yearly basis.

3. The City will work with staff and consultants to devise other ways to properly meet the City's stormwater ordinances while not taking up vital development lands with separate stormwater ponds. The unique stormwater alternatives will be promoted along with the Stormwater Grant Program literature.

ELECTRIC

The meetings with the business park owners/tenants and the recent industrial park survey suggested that many businesses have electrical outage occurrences from time to time. The businesses that mentioned issues in the survey are mapped out in the survey summary attached to this document.

As part of the electrical concerns, the following implementation measures may take place:

1. With the aid of the CDA, the industrial park owners group shall identify further electrical issues with WE Energies personnel and work toward remedying the situation. Facility upgrades or needs may be incorporated into the industrial park yearly budget as need be.

5.3 CODES AND ORDINANCES

CITY BUDGET

Addressing the various implementation measures yearly will ensure that the objectives of the Redevelopment District #3 Plan are followed. Some of the measures will require financial resources from year to year to guarantee positive outcomes.

As part of the City Budget, the following implementation measures may take place:

1. The Community Development Authority will review the financial requirements of the Redevelopment District #3 Plan yearly, in the month of June, and request the necessary financial needs to the Common Council for various budget approvals.

ZONING ORDINANCE AND MAP AMENDMENTS

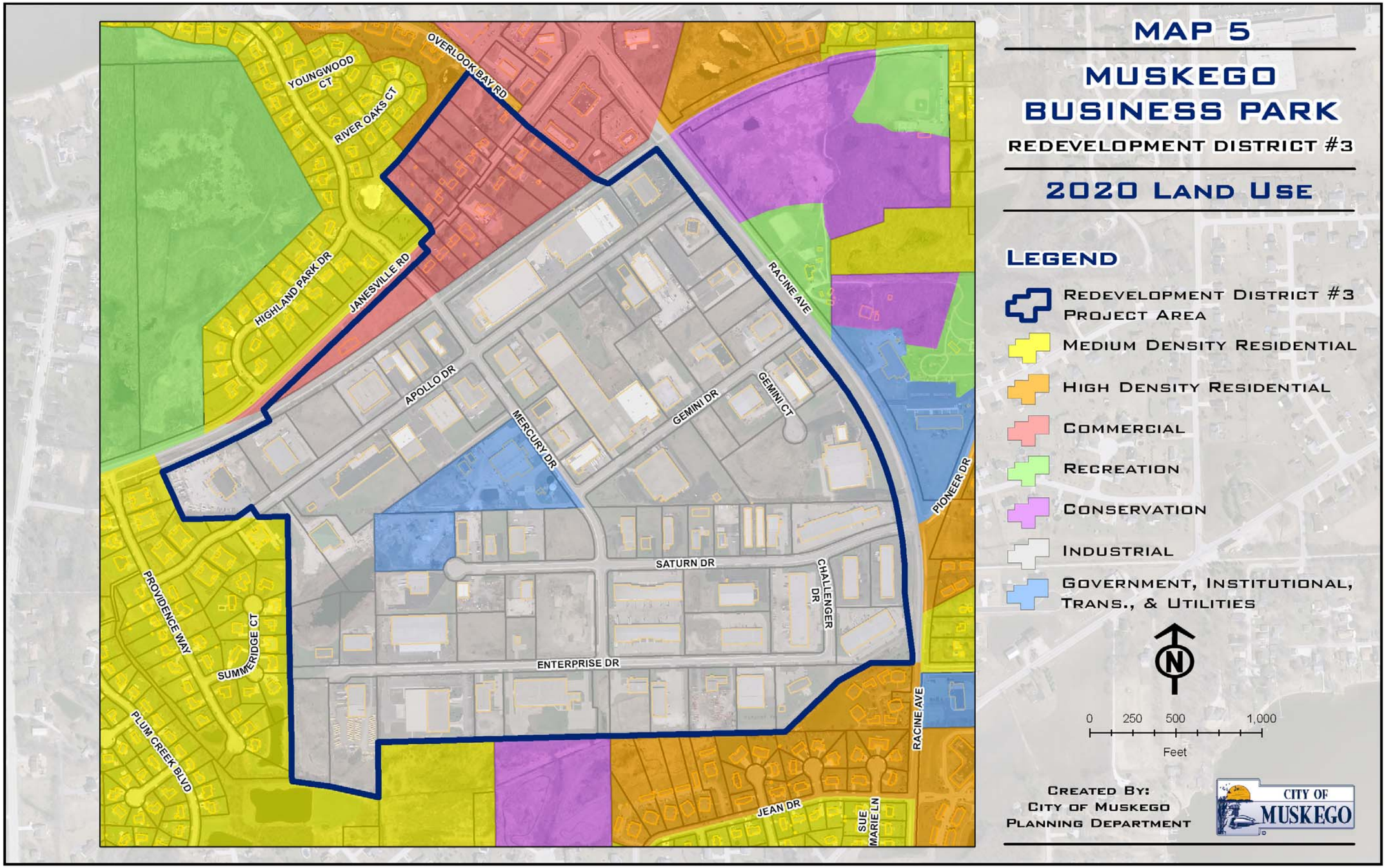
The majority of the parcel's existing zoning districts will accommodate the proposed redevelopment visions. No rezonings will formally occur as part of this plan. The residentially zoned properties that are along Janesville Road will need rezonings once they are ready to develop commercially. This plan recommends approval of future rezonings of the residential lots (identified by this plan) to commercial zones.

COMPREHENSIVE PLAN AMENDMENTS

The adopted 2020 Land Use Map is illustrated on Map 6. The redevelopment visions outlined can be accommodated without amendment to land use element of the 2020 Plan.

AMENDMENT TO BUILDING CODES AND ORDINANCES

Properties within the Redevelopment District are subject to all Building Codes and Ordinances of the City of Muskego. No amendments are needed as a part of this Plan.


MAP 5
MUSKEGO BUSINESS PARK
REDEVELOPMENT DISTRICT #3
2020 LAND USE
LEGEND
REDEVELOPMENT DISTRICT #3 PROJECT AREA
MEDIUM DENSITY RESIDENTIAL
HIGH DENSITY RESIDENTIAL
COMMERCIAL
RECREATION
CONSERVATION
INDUSTRIAL
GOVERNMENT, INSTITUTIONAL, TRANS., & UTILITIES
N
0 250 500 1,000
Feet
CREATED BY:
CITY OF MUSKEGO
PLANNING DEPARTMENT
CITY OF MUSKEGO
YOUNGWOOD CT
RIVER OAKS CT
OVERLOOK BAY RD
HIGHLAND PARK DR
JANESVILLE RD
RACINE AVE
APOLLO DR
MERCURY DR
GEMINI DR
GEMINI CT
PIONEER DR
SATURN DR
CHALLENGER DR
PROVIDENCE WAY
SUMMERIDGE CT
ENTERPRISE DR
PLUM CREEK BLVD
JEAN DR
SUE MARIE LN

APPENDICES

APPENDIX A - PROJECT AREA LEGAL DESCRIPTION

The boundary of the Redevelopment District No. 3 project area (the "Project Area") contains parcels of land legally described as:

Being part of the Northeast 1/4 and the Southeast 1/4 of Section 17, and the Northwest 1/4 and the Southwest 1/4 of Section 16, all in Town 5 North, Range 20 East, City of Muskego, Waukesha County, Wisconsin bounded and described as follows:

Commencing at the Northeast corner of Lot 9 Block 1 of Muskego Industrial Park, said point also being the point of beginning; thence Southeasterly along the West right-of way line of Racine Avenue (C.T.H. "Y") 1404.35 feet to the Northeast corner of Certified Survey Map 1654; thence continuing Southeasterly along said Westerly right-of-way line 233.26 feet to a point on a curve; thence continuing Southeasterly along said Westerly right-of-way line, and along a curve which center lies to the West 1,398.86 feet; thence Southerly continuing along said Westerly right-of-way line 230 feet more or less, to the intersection of the said right of way line and the center line of an unnamed tributary to Muskego Canal; thence Southwesterly along said center line of the unnamed tributary 924 feet more or less to the South line of Lot 1, Certified Survey Map No. 6411; thence Westerly along the South lines of Certified Survey Maps Numbered 6411, 6537, 7409, 7364, 7293, 7050 a distance of 2,366 feet more or less to the East line of Parcel 2 Certified Survey Map No. 7063; thence Southerly along said East line 318 feet more or less to the South line of said Parcel 2; thence Northwesterly 512.70 feet along the South line of Parcel 2 and Parcel 1 of said Certified Survey Map No. 7063, to the West line of said Parcel 1; thence Northerly along said West line, and the West lines of Parcel 2 and Parcel 3 of Certified Survey Map No. 7399 a distance of 1,539.12 feet to the North line of the Southeast 1/4 of Section 17; thence Westerly along said North line167.91 feet to the Southerly right-of-way of Apollo Drive; thence Northwesterly perpendicular to said South line 72.00 feet to the Northerly line of said Apollo Drive right-of-way; thence Southwesterly along said North line 106 feet more or less to the South line of Certified Survey Map No. 3279; thence Westerly along said South line 306.57 feet to the Westerly line of said Certified Survey Map; thence Northerly along said West line 302.12 feet to the Wisconsin Electric Power Company South right-of way line and a point on a curve; thence Northeasterly along said South line and along a curve which center lies to the Northwest 690 feet more or less; thence Northwesterly perpendicular to the South line of said right-of-way 75.00 feet to the Southwesterly corner of Certified Survey Map No. 3564, said point also lying on the Southerly right-of-way of Janesville Road (C.T.H. "L"); thence Northeasterly along said Southerly right-of-way line 1,327 feet more or less to the Northwesterly corner of a property identified by Tax-key no. 2225-981; thence Northwesterly 60 feet more or less to the center line of said Janesville Road; thence Northeasterly along said center line 100 feet more or less; thence Northwesterly 40 feet more or less; thence Northeasterly 14 feet more or less, to the Southwest corner of a property identified by Tax-key no. 2225-991; thence Northwesterly along the West line of said property, 395 feet more or less to the Northerly line of said property; thence Northeasterly along the Northerly lines of properties identified by Tax-key numbers 2225-991, 2225-992, 2225-993, 2225-994, 2225-995, 2225-996, 2225-997, a distance of 787.90 feet to the Northeasterly line of said property identified by Tax-key no. 2225-997; thence Southeasterly along said Northeasterly line 436.94 feet to the center line of Janesville Road; thence Southeasterly along the Southwesterly lines of Lot 1 and Lot 2 of Certified Survey

Map No. 9615 a distance of 524 feet more or less, to the Wisconsin Electric Power Company Northerly right-of-way line; thence Southeasterly 86 feet more or less to the Northwest corner of said Lot 9 Block 1 of Muskego Industrial Park; thence Northeasterly along the Northerly line of said Lot 9 a distance of 343.54 feet, to the point of beginning.

The Project Area boundaries are depicted in Map 1.

APPENDIX B - SURVEY RESULTS AND DETAILS

Muskego Industrial Park Survey Summary
August 2008

A survey (seen below) was sent to the owners/tenants of the Muskego Industrial Park in August of 2008 to see what should be done to make this area a more enjoyable and competitive area for commerce. The City's Community Development Authority (CDA) is creating a Redevelopment District (RD) Plan for the existing Muskego Industrial Park and the CDA hopes to use the survey results to aid in revitalizing the industrial park while transforming it into a better place for commerce. The results of the survey will be discussed with the CDA and a group of industrial park business owners. In all, the survey results should spur a variety of recommendations that will be formally implemented in the new Redevelopment District Plan. Below is the summary of the survey results along with a map attachment (Map 7) of the survey respondents showing some of the responses visually.

Surveys were sent out to every viable mailing address in the park, which included both owners (land/structure) and business tenants. Overall, 127 viable surveys were sent with 60 being to owners and 67 to tenants. A total of 55 surveys were returned amounting to a 43% return. Of the 55 surveys returned, 34 were from owners and 21 were from tenants. This amounts to 57% (34/60) of the surveys sent to owners were returned and only 31% (21/67) of the surveys sent to the tenants were returned.

The survey contained a question relating to if the survey respondent leased space in the industrial park and it appears that this question was miss-construed. The question intended to find out if an individual was a lessee, but it appears individuals answered yes even if they were a lessor.

Expansion
Over 47% of the respondents stated that they do have intentions of expanding their business in the near future with the majority of those individuals having expansion plans occurring within the next 2-5 years.

The expansion projects noted by the respondents were mixed and included: 1. Additions to existing structures; 2. New structures on existing vacant land; 3. Additions desired, but no room available on current property.

Of those responding to this question, twenty-two (22) stated that they would be able to finance a future expansion independently while four (4) felt that a future expansion would require financial assistance. Of the four individuals that felt they required financial assistance for a future expansion, none knew how much assistance may be required at this time.

Aesthetics
Many of the survey respondents intended to update the aesthetics of their property in the coming years in some way. Eighteen (18), or 33% of the individuals discussed making these aesthetic improvements, which included the following:

- Landscaping improvements
- Refuse enclosures
- Asphalt lot

- Signage
- Re-painting

Revitalization Techniques
A variety of revitalization ideas were presented on the survey with the request to have the respondents rank the importance of each. Each one of the ideas presented ended up having a median value of three (3), or average. The ideas presented consisted of the following:

- Update design principles and regulations.
- Mandate property cleanup by a certain year.
- Implement cleanup/renewal grant program.
- Implement stormwater grant program.
- Form a BID or Assessment District to fund various park improvements.

Each respondent had his or her own ideas on what idea should be ranked higher. Some respondents ranked each idea low, some ranked each idea high. Overall, there were no discernable findings other than each idea was warranted in some way by at least half the respondents.

Intersection Upgrades
The survey requested comments from the respondents in relation to what may be required for upgrades (Ex. Lights, new signage, turning lanes, etc.) to the various intersections found within the industrial park. The following was found for each intersection:

Mercury/Saturn
Seven (7) individuals commented on this intersection out of 55 surveys (13%). The comments:
- Implement a four-way stop
- Change the two-way stop from Mercury to Saturn
- Implement signs indicating it is a two-way stop and that traffic on Saturn doesn't stop

Saturn /Racine
Sixteen (16) individuals commented on this intersection out of 55 surveys (29%). The comments:
- Implement traffic lights (13 of the comments)
- Implement longer/wider turn lanes
- Implement stop sign

Apollo /Mercury
Seven (7) individuals commented on this intersection out of 55 surveys (16%). The comments:
- Implement a four-way stop

Gemini /Racine
Four (4) individuals commented on this intersection out of 55 surveys (9%). The comments:
- Implement longer/wider turn lanes
- Traffic control between 4 PM to 6 PM

Apollo /Racine
Six (6) individuals commented on this intersection out of 55 surveys (11%). The comments:
- Implement longer/wider turn lanes

- Implement right turn only lane exiting park
- Implement traffic lights (5 of the comments)

It should be noted that a couple of individuals discussed other intersections in their comments section of the survey. Those other intersection comments can be found here:

- Stop signs on Mercury at the Gemini/Mercury intersection
- Traffic light at Mercury/Janesville (2 comments)

Security
Only fourteen respondents (25%) had security issues in the past. Most of the issues related to stolen goods and unauthorized use of refuse containers. Of those with concerns, a majority requested that an increased police presence be found in the future with more patrols.

Electrical Outages
Thirty-six percent (36%) of respondents had issues with numerous electrical outages. Many noted that the outages have occurred in good weather and bad. Further, the issues took place during all times of the day/night.

Other Comments
Many of the respondents provided other comments that weren't covered in the general survey. Many of those comments were covered in some way above, but these comments can be found in their entirety on the tabulated survey results attached. Some of the more notable comments can be found here as well:

- Update entrance/exit signage (4 comments related)
- Enforce the existing park rules and update them (8 comments related)
- Give incentives to businesses to locate and expand
- Easier access
- Increased patrolling
- Keep taxes in the community low
- Mailboxes for easy drop-off are needed in the park
- Provide more land and require less land for retention

Draft Implementation measures:

- Work with businesses that are looking to expand. Find out their needs to make their expansion a reality (financing aids, new property, how to maximize their existing property, etc.).
- Work with businesses that are looking to make aesthetic improvements. Find out their needs to make their desires a reality (mainly financial aid help and brainstorming ideas of how they can improve the property).
- Implement each of the five stated revitalization techniques above in the new Redevelopment District Plan and create timelines for each.
- Implement infrastructure upgrade plan in the new Redevelopment District Plan and create timelines for each. Fund from various sources including City and assessment district.
- Map out the properties with the security issues. Work with the Police Department on how patrolling can be increased. Further, see what the Police identify as potential issues for crime in the park and work to correct.
- Map out the properties with the electrical issues and work with the electric company to find corrective measures.

Muskego Industrial Park Survey – August 2008

The City's Community Development Authority (CDA) is in the midst of creating a Redevelopment District (RD) Plan for the existing Muskego Industrial Park. A Redevelopment District Plan is a device that works to revitalize a declining urban area, spur reinvestment in the community, and to transform it into a better place to live, work, and play. The CDA has come up with some preliminary ideas on how to revitalize the current Industrial Park with the RD Plan and would like your input. Please take a minute to offer your opinion on what should be done in the existing Industrial Park to make this area a more enjoyable and competitive area for commerce. Please return the surveys in the included stamped and addressed envelope by Friday August 29th, 2008. Email jmuenkel@ci.muskego.wi.us if you would like an electronic version as well. Please note that this survey is intended for both landowners and the tenants/lessees within the park. Every opinion counts and we thank you for your help!!!

Name:_____

Business Name(s) (If applicable):_____

_____

Industrial Park Address:_____

Contact Address:_____

Phone #:_____Email :_____

Do you own land/structure(s) in the industrial park? YES NO

Do you lease space in the park? YES NO

Do you plan on expanding your business? YES NO

If yes, within how many years? _____

Will you expand on the same property or in the same structure you are currently on/in? YES NO

Can you briefly explain what the expansion may entail: _____
_____
_____

Will your business be able to finance the proposed expansion independently? YES NO

If no, describe the amount and purpose for assistance you may require: _____
_____

Do you intend to update the façade/aesthetics of your property? YES NO

If yes, what aesthetics are you interested in doing? _____
_____
_____

Please rank your interest in the following revitalization ideas for the industrial park:
(1 = lower priority and 5 = higher priority)

- Having an updated set of Industrial Park Design Principles and Regulations for all properties to follow.

  1 2 3 4 5

- Mandating that all properties in the industrial park enclose/screen all outdoor storage and meet general cleanup measures by a certain year.

  1 2 3 4 5

- Implementing a cleanup and renewal grant program to aid businesses in general cleanup and enclosing all outdoor storage.

  1 2 3 4 5

- Implementing a stormwater grant program to aid businesses in alternative stormwater techniques when they build/expand in order to maximize the building area for a redevelopment/development.

  1 2 3 4 5

- Forming a Business Improvement District (BID) or an Assessment District to fund larger improvements (signage (gateway enhancements), landscaping, lighting, intersection upgrades, general road/ditch improvements, etc.) in the park.

  1 2 3 4 5

Do you see a need for upgrades to any of the following intersections in the park? If so, what type of upgrades (Ex. Lights, new signage, turning lanes, etc.)?

INTERSECTION			WHAT MAY BE NEEDED?
Mercury/Saturn	YES	NO	_____
Saturn/Racine	YES	NO	_____
Apollo/Mercury	YES	NO	_____
Gemini/Racine	YES	NO	_____
Apollo/Racine	YES	NO	_____

Have you had any issues with security at your business? YES NO

If yes, what was the issue and do you have ideas on how security may be improved?

_____
_____
_____

Have you had any issues with electrical outages at your business? YES NO

If yes, during what times of day/year and how many times has this happened?

_____
_____
_____

Please let us know what you specifically think needs to be done in the industrial park:

_____
_____
_____
_____
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_____
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Thanks for your time! We will be sharing the results with everyone in upcoming industrial park meeting get-togethers.