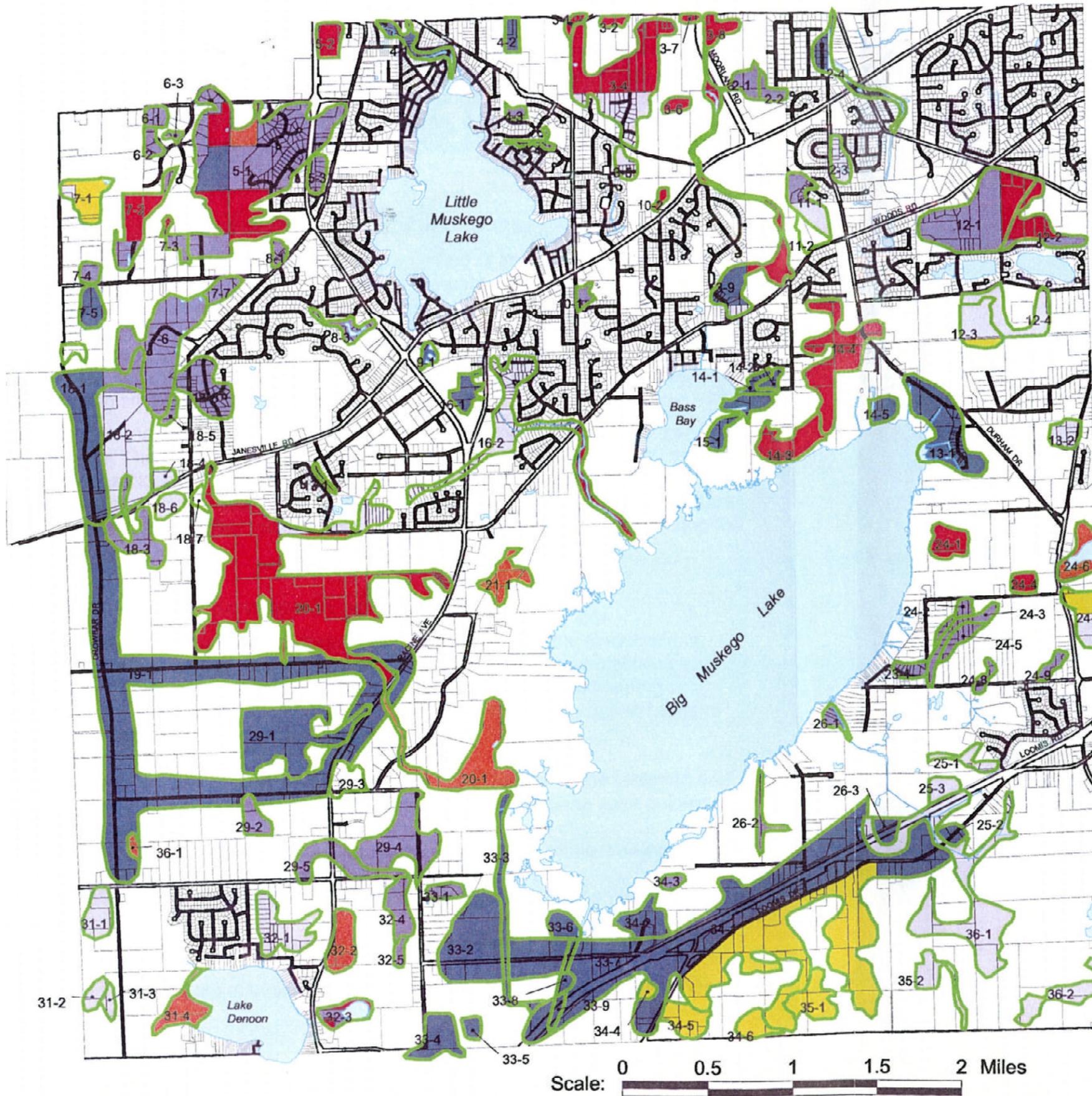


Conservation Plan Priorities



LEGEND

Acquisition Priority	Management Priority
High (Red)	High (Blue)
Medium (Orange)	Medium (Purple)
Low (Yellow)	Low (Light Blue)

Green outline: Planning Area
Black line: ROW
White box: Property
Light blue box: Surface water

See Conservation Plan Table
Page 36 to Identify Priority Areas



Prepared by the City of Muskego
Planning Department
May 2, 2001

Regional Context Muskego, Wisconsin

Madison
- State Capitol
- Technology center

Lake Communities

Professional and medical services

Regional Med Center/Biostar

Urban Milwaukee/Port District
- Urban amenities
- Cultural and financial center

Suburban & rural growth

Urban/rural edge

Airport

I-43 Corridor
- Transshipment
- Production
- Distribution
- Commuter corridor

- Quality residential community
- Good access

Muskego

Lake Communities

Intercity urban corridor

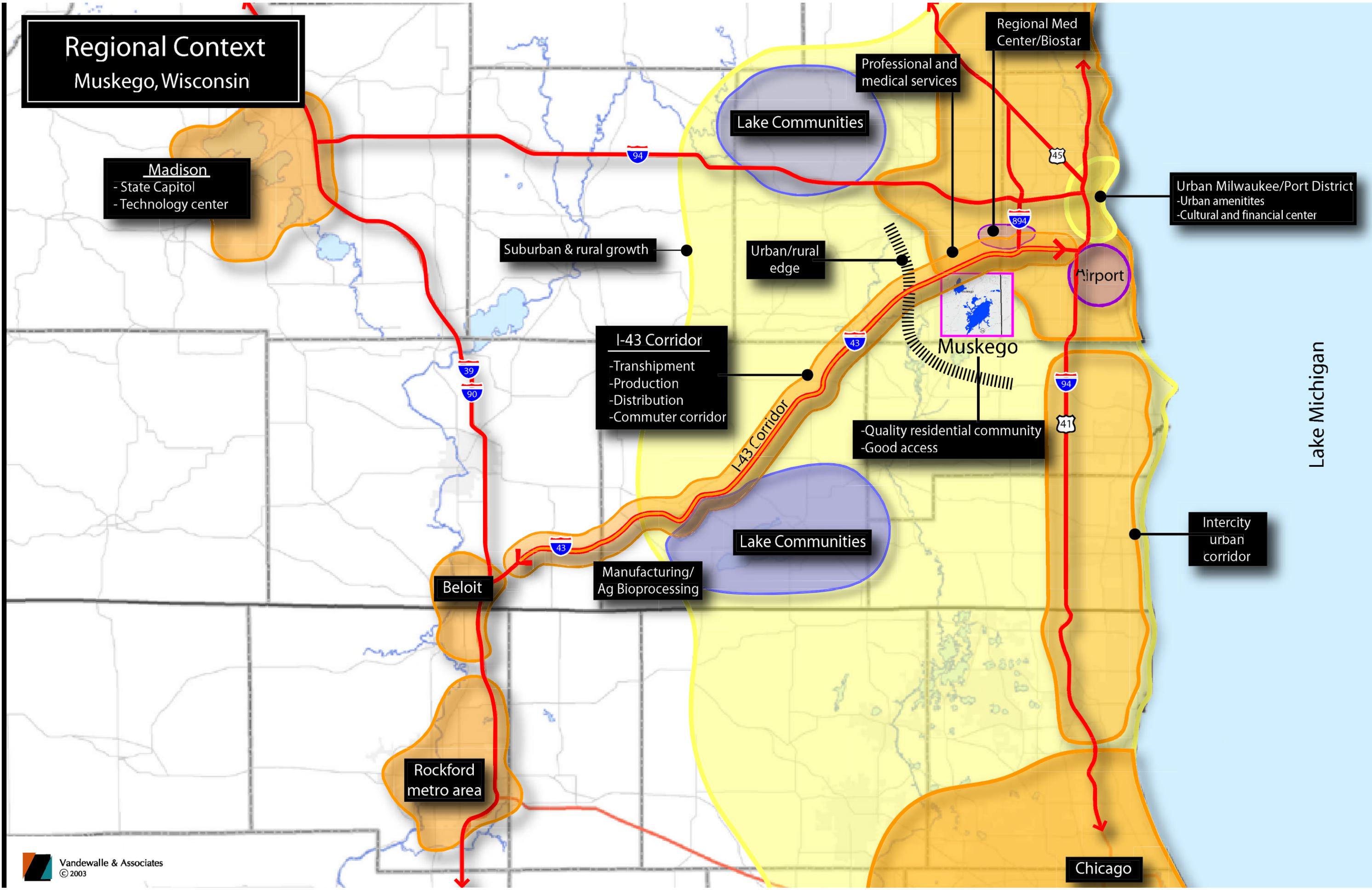
Beloit

Manufacturing/
Ag Bioprocessing

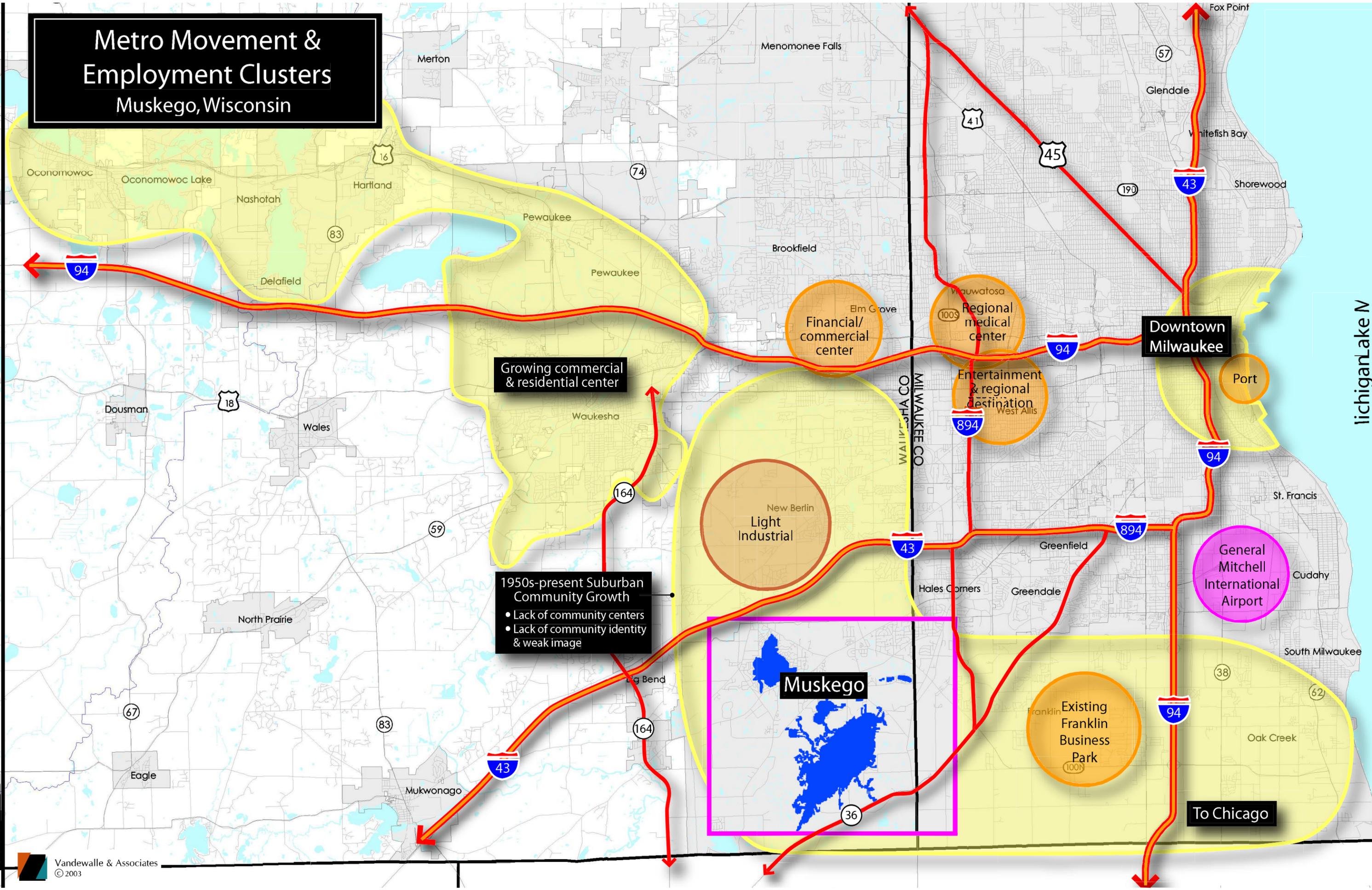
Rockford metro area

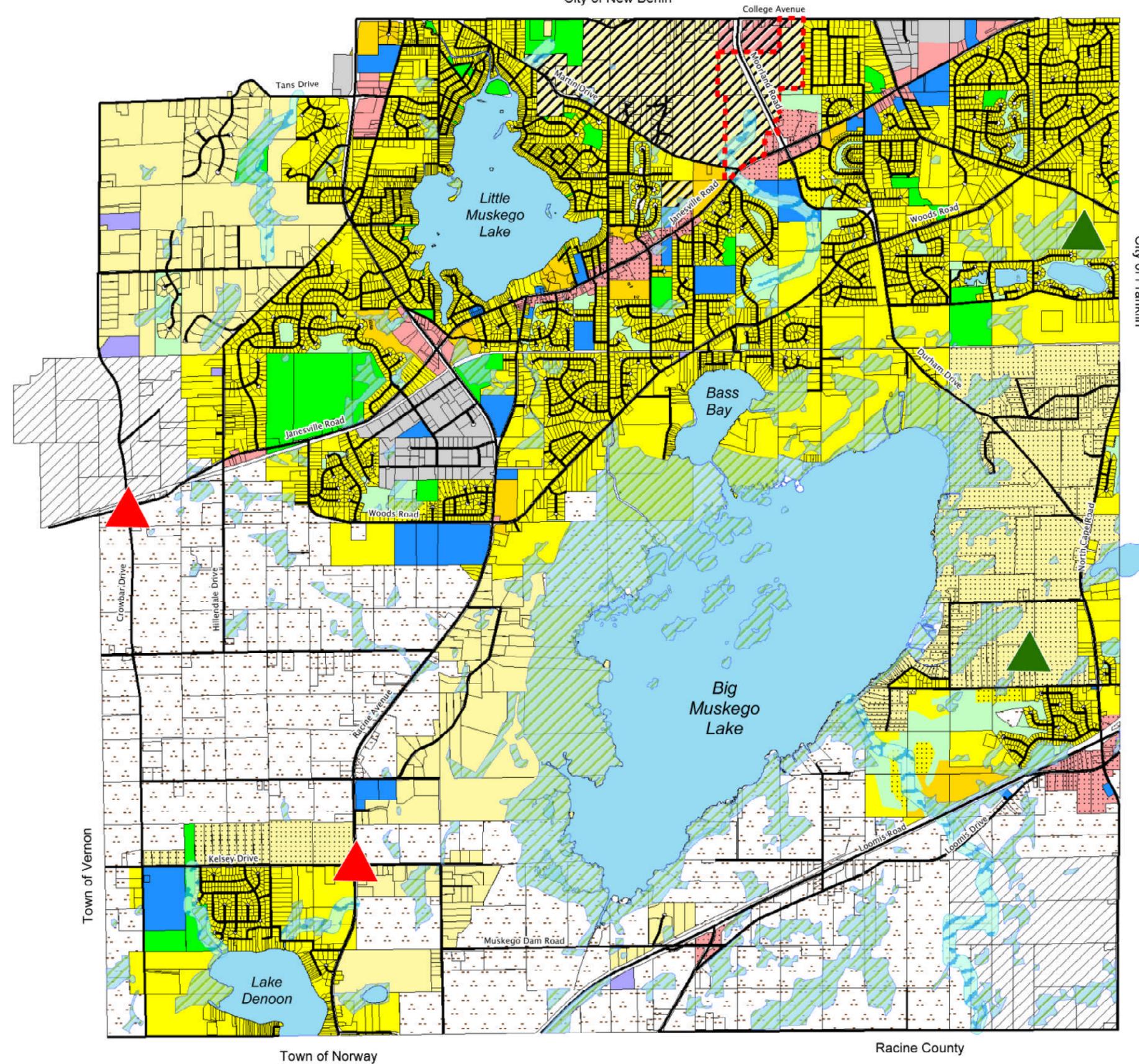
Chicago

Lake Michigan



Metro Movement & Employment Clusters Muskego, Wisconsin





LEGEND

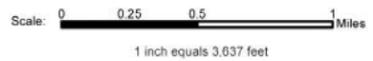
- Recreational - Private
- Recreational - Public
- Residential - Rural Density (Less than 0.4 units/acre; RCE)
- Residential - Low Density (0.5 - 0.7 units/acre; R-1, R-2, and RSE)
- Residential - Low Density (0.8 - 1.5 units/acre; RSE, R-1, and R-3)
- Residential - Medium Density (1.6 - 2.0 units/acre; R2-2 and R6-3)
- Residential - Medium Density (3.0 - 4.4 units/acre; RSA)
- Residential - High Density (4.5 - 8.0 units/acre; RSM)
- Commercial (R-1 and B-2)
- Commercial (B-3 and B-4)
- Business Park (BP)
- Industrial (I-1 and I-2)
- Landfill and Extractive (Includes buffer zones)
- Transp., Utilities, and Comm
- Government and Institution
- Agriculture and Open Lands

- Future PUD
- General Location Future Commercial Node
- Future Park Site
- 200 ft Environmental Buffer
- Wetland
- Lakes
- Right-of-ways

Adopted by the Plan Commission
September 5, 2000

Adopted by the Common Council
March 13, 2001

Revisions		
Date	P.C. Res #	C.C. Ord #
2002		
1/15/2002	004-2002	
2/5/2002	015-2002	
2/26/2002		1094
6/18/2002	083-2002	
6/18/2002	088-2002	
7/23/2002		1109
7/23/2002		1111
2001		
3/13/2001		1058
4/10/2001		1064
7/17/2001	102-2001	
7/24/2001		1074
8/28/2001		1076
11/6/2001	174-2001	



COMMERCIAL / INDUSTRIAL DEVELOPMENT LOCATION GUIDE

SITE SELECTION FACTORS	MIN. ACREAGE	NEAR EXISTING/PLANNED NEIGHBORHOODS	VISIBILITY (ON-STREET)	TRANSPORTATION ACCESS	CONTOURS/DRAINAGE	PUBLIC FACILITIES/SEVICEABILITY	ADJACENT TO GAS AND ELECTRIC TRANSMISSION LINES/FIBER OPTIC	IN/NEAR COMMUNITY ENTRYWAY/VIEWSHEDS	IN/AROUND RECLAIMED LANDFILL & QUARRY SITES	NEAR RETAIL AND COMMERCIAL SERVICES	IN/NEAR ENVIRONMENTAL CORRIDORS & CSVN. MGMT. PRIORITY AREAS
DEVELOPMENT TYPOLOGIES											
LOCAL INDUSTRIAL PARK (SMALL- SHOPS W/ OUTDOOR PRODUCTION AND STORAGE)	10 ac.	No	Generally not critical for park success. Physical/visual isolation usually best choice. Keep out of major viewsheds	Close and/or dedicated access to regional trans. important to prevent through (truck) traffic. Should be placed to have minimal impact on local streets. Rail is bonus.	Site should be very well drained. Large building floorplates may require special on-site detention measures. Buildings should be nestled between ridgelines. Avoid sites where much land disturbance/contouring will be needed.	Good access to public sewage/fire. Public storage yards, fire stations, landfills may make compatible neighbors. Keep away from schools and parks.	Intersection of gas and electric lines are choice sites for peaking plants and other industrial uses. Landscape 'scarring' along transmission rights-of-way may spoil these areas for other uses.	Keep away from	Excellent perimeter reuse potential given site conditions and regional transportation access. Land contours/recesses may provide good buffering from neighboring uses.	Regional retail least affected but not always ideal neighbor. Transition areas must be well designed and treated. Keep away from downtown and neighborhood centers	Poor location for industry due to heavy site impacts and externalities.
REGIONAL INDUSTRIAL PARK (LARGER, INTERNALIZED SHOPS)	40 ac.	No, except with transitional band of office or commercial development.									
BUSINESS/OFFICE PARK	40 ac.	Can be a good fit if traffic penetration is well managed and pedestrian access to neighborhood is provided. Can be effectively mixed with multi-family/attached single-family. Design guideline ____	Important for market viability. Special design treatments needed in viewsheds, special districts, and near community gateways.	Same as above except substitute airport for rail.	Good drainage needed. On-site detention should blend with the landscape and have amenity value. Buildings should not occupy, hilltops or ridgelines, or disturb their silhouettes. Greater opportunity to fit the building to the landscape compared to large lot industrial	Public water & sewer on-site/nearby. Post office, City offices make good neighbors. Public transit is a bonus.	Access to wide bandwidth very important.	Exceptional design and development standards needed. Impressive architecture and preserved landscape features can help present favorable community image. Same as above	Possible, but site stigma/physical isolation may undermine market viability.	Very important. Services should ideally be within walking distance and/or be incorporated within park or along its edge.	Non-invasive site planning and 'green' architectural features required. Landscape features to be incorporated into site design. Low building profiles. Same as above
"SMART PARK" (OFFICE, RESEARCH, INCUBATION/ COMMERCIALIZATION)	40 ac.			Same as above. Proximity to airport takes on greater importance		Same as above. Good to be located near research institutions, and universities or have nominal presence on-site .Power redundancy/reliability very important					
DESTINATION RETAIL CENTER (INCLUDING REGIONAL SHOPPING)	25ac.	Generally not well suited to single-family locations due to traffic, light, and building scale. Better fit with higher densities.	Important for market viability. Keep out of major viewsheds and gateways.	Same as top	Excessive hardscape requires on-site detention. Keep away from groundwater recharge areas	Full compliment of services must be available nearby. Maintain distance between schools and parks. Public transit is a bonus.	Proximity not generally an advantage. Transmission rights-of-way possibly used for auxiliary bike/ped access.	Generally poor community image-maker. Large horizontal bldgs., signage, parking etc. leave unremarkable or negative first impression.		Concentrating regional shopping in few locations is advised. Keep way from downtown.	Same as top.
NEIGHBORHOOD (CONVENIENCE) RETAIL CENTER	10 ac.	Decentralized in discrete nodes. Close to existing neighborhoods and major local cross-roads.	Important that neighborhood center be visible; however this type of business is generally <u>not</u> reliant on pass-through traffic.	Important that it is conveniently located within local street system. Close regional access generally unnecessary	Smaller development scale requires less site grading and has fewer stormwater mgmt impacts. In most cases allows smaller buildings to be fitted to the landscape rather than the converse.	Basic services needed. Proximity to schools and parks okay.				Depends on type of fronting street. Should be oriented primarily to local streets and accessed on foot from both sides of street.	Overall site 'imprint' and isolation from populated neighborhoods, hamper this potential (unless incorporated as a part of a larger mixed-use development)

Development Opportunities Muskego, Wisconsin

Map Legend

- Sensitive landscape
- Major Land Disturbance/
Non-sensitive landscape

Information Economy Portal

Assets

- Main community gateway
- High visibility
- Fiber optic corridor
- Attractive natural landscape

Opportunities

- Establish community image
- Retail/office
- Professional business services
- Potential regional employment center

Production & Service Economy

Assets

- Non-sensitive land
- Good access
- Access to I-43
- Existing industrial character
- Multiple power sources (gas, electric)
- Sewer service expansion area

Opportunities

- Eco-industrial development
- Methane power source
- Brownfield reuse
- Existing berms to screen business park development
- Potential bio-ag processing
- Minor neighborhood/service retail

Production & Service Economy

Assets

- Non-sensitive land
- Good access
- Airport access
- Existing industrial character
- Multiple power sources (gas, electric)
- Nearby utilities

Opportunities

- Eco-industrial development
- Methane power source
- Brownfield reuse
- Existing berms to screen business park development

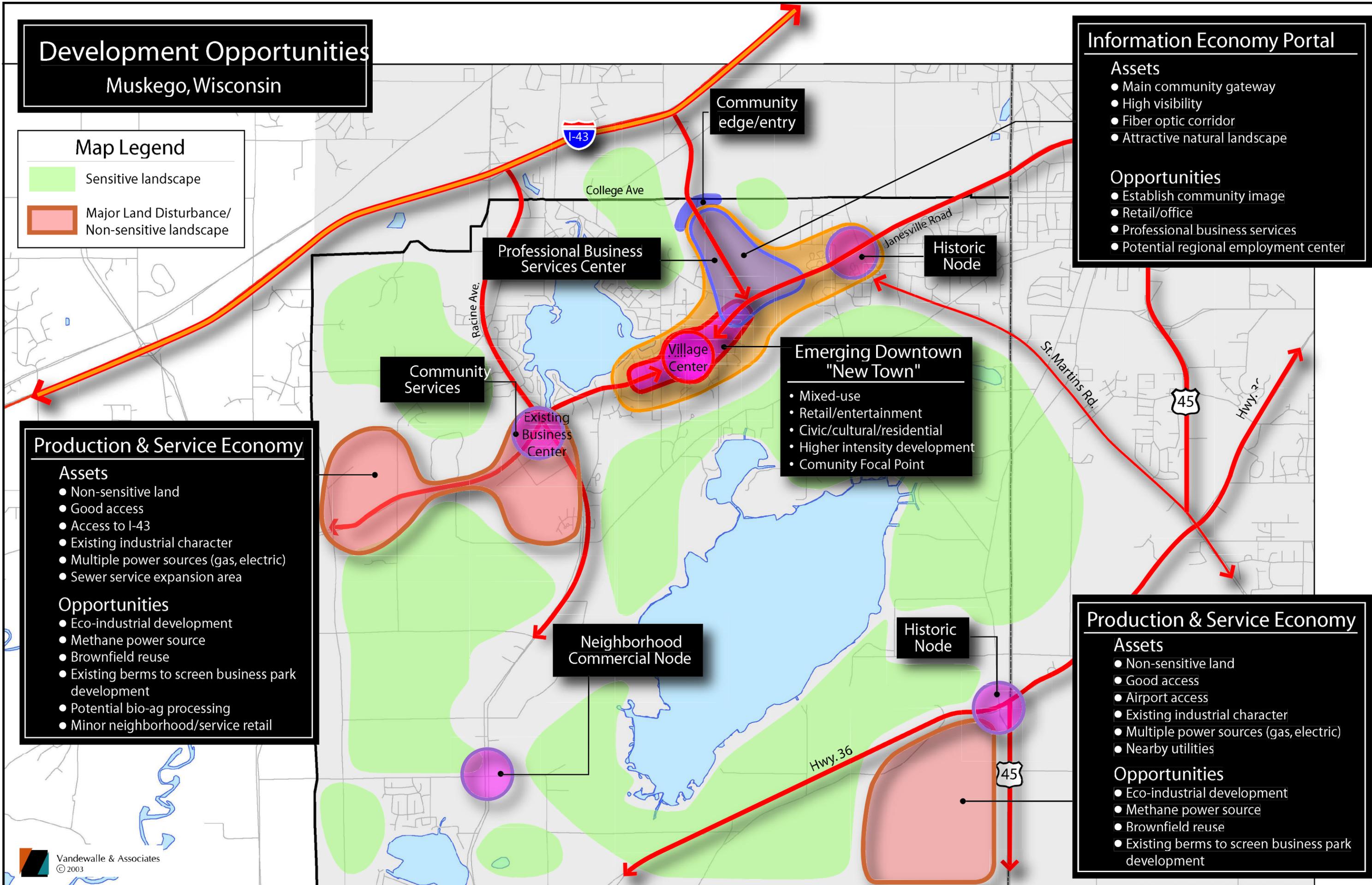
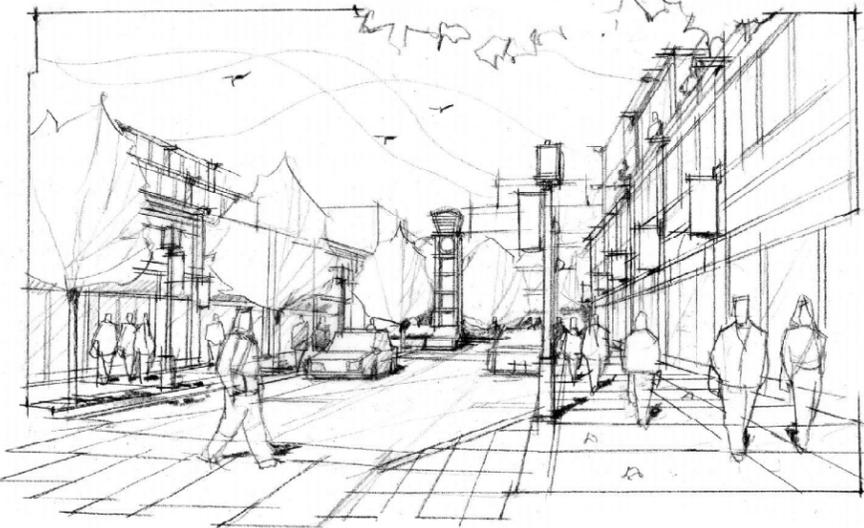
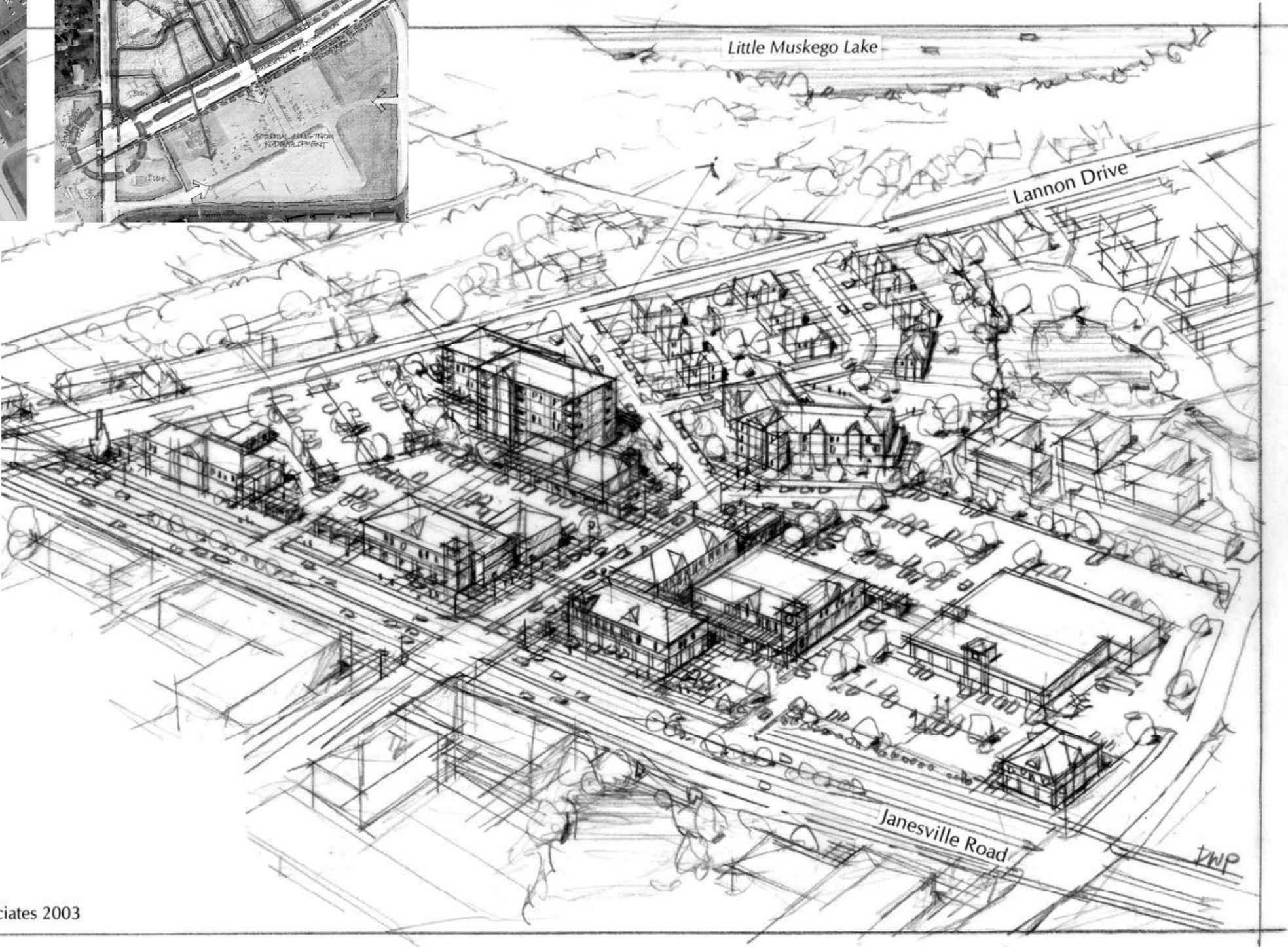
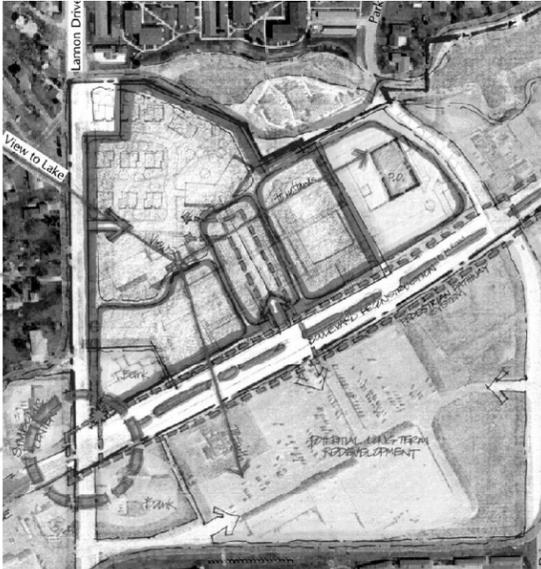
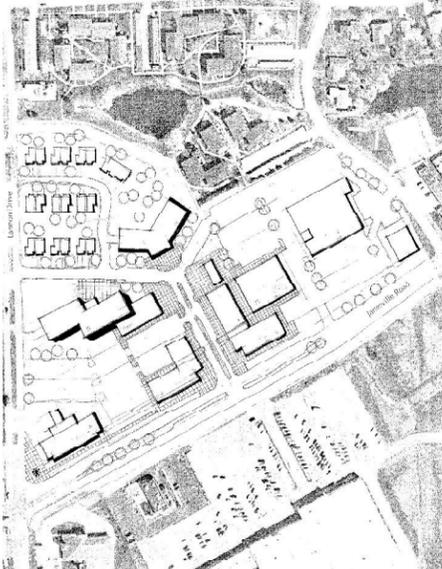


Figure 2: Concept Design Plan



On-Site Stormwater Infiltration & Management

Muskego Business Park

