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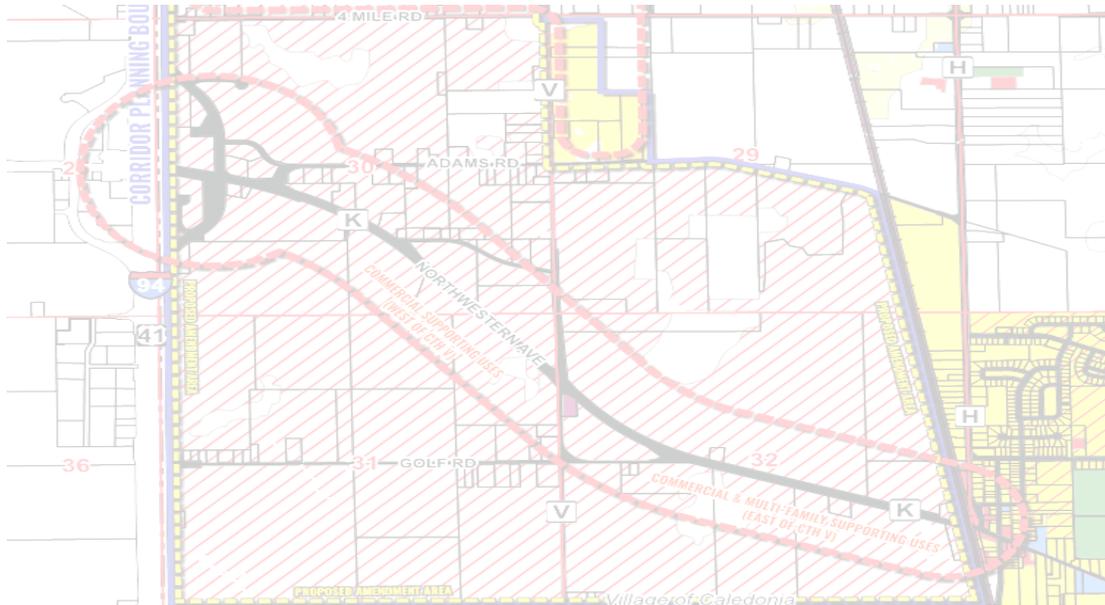
# I-94 Corridor Land Use Study

Village of Caledonia, WI

Adopted By Village Board – April 16<sup>th</sup>, 2018

Approved by the Village Plan Commission – March 28<sup>th</sup>, 2018

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Prepared By:



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## Background

The Village of Caledonia engaged Foth Companies to provide a future land use planning study for the properties in the community primarily along the Interstate 94 corridor. The I-94 Corridor Plan Area is shown on map on the next page. The I-94 Corridor has had a significant amount of development over the past decade in Wisconsin between Milwaukee and Chicago, and a new rise in development pressure also now looks to occur in the next few years in light of the recently approved business Foxconn within the Village of Mount Pleasant.



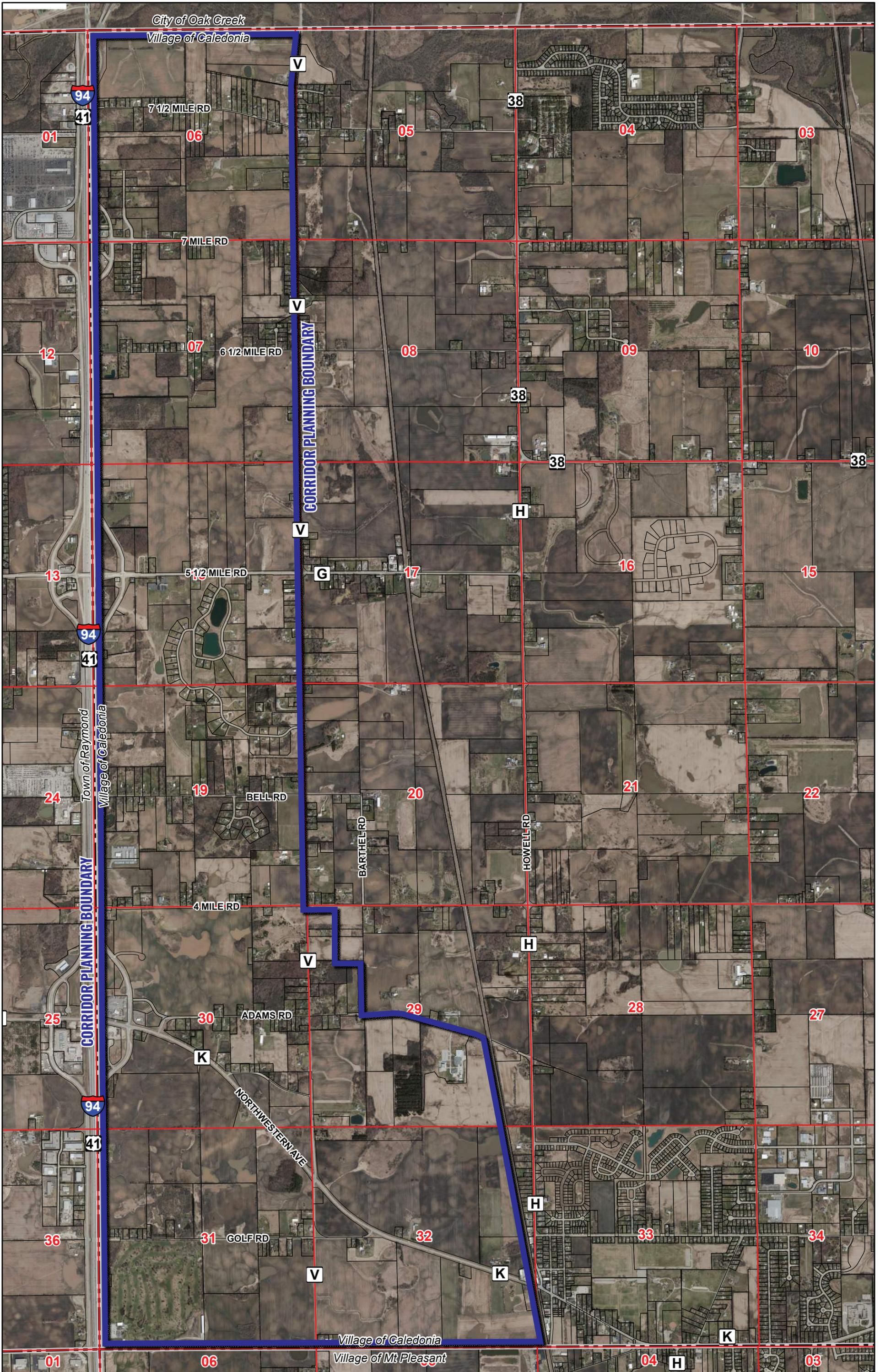
The Village has recognized that new and thoughtful planning for the I-94 Corridor is now essential for many reasons including:

- Ensuring the future uses within the corridor are both appropriate adjacent to a major interstate freeway and other land uses to the east;
- Ensuring zoning districts allow uses appropriate to the desired character of the various neighborhoods along I-94;
- Establishing design standards, that are appropriate to the land uses and neighborhoods being planned, to ensure high quality development in order to maximize visual character and property values;
- Establishing more opportunities for manufacturing businesses and associated supporting commercial and residential land uses appropriate in relation to an Interstate;
- Creating additional tax base and revenue for the Village;
- Ensuring that future developers and residents have a solid basis and understanding of what types of land uses are encouraged for their lands, which will result in establishing Caledonia as a positive and efficient community to do business within.

This study lays out a series of analyses including a review of the study of land use, study of zoning, a study of design guidelines governing developments in the community, and a current conditions and market analysis. During the course of the study timeline a series of three (3) Plan Commission workshop meetings, that were open to the public, took place. Each workshop had a special purpose for development of the study:

- *Workshop #1 (December 20, 2017): Determination of changes to the existing adopted future land use map of the corridor.*
- *Workshop #2 (January 24, 2018): Determination of types of uses and zoning districts appropriate/inappropriate for the corridor moving forward.*
- *Workshop #3 (February 21, 2018): Determination of appropriate design standards to guide desired future development in the corridor area.*

Overall, the analyses and Plan Commission engagement sessions have been combined to form a series of recommendations to guide future development of the I-94 corridor in Caledonia as found in Section 1 of this study.





## Section 1: Recommendations & Implementation

There are many contributing aspects that lead to successful developments of a given area. Below are a series of recommendations and objectives that will contribute, both directly and indirectly, to the future development of the I-94 corridor. Many of these future objectives are also set forth as constructive ways to affirm the Village as a positive place to live and conduct business. When fully implemented, the resultant recommendations should encapsulate the vision Caledonia desires for future development along the I-94 corridor.

*Note: Many of the following recommendations require further Village approvals (ex. land use, zoning code, and design guide amendment/adoptions). However, the Village should guide developers towards compliance with all the following proposed recommendations during the interim time between the adoption of this study and required future Village approvals.*

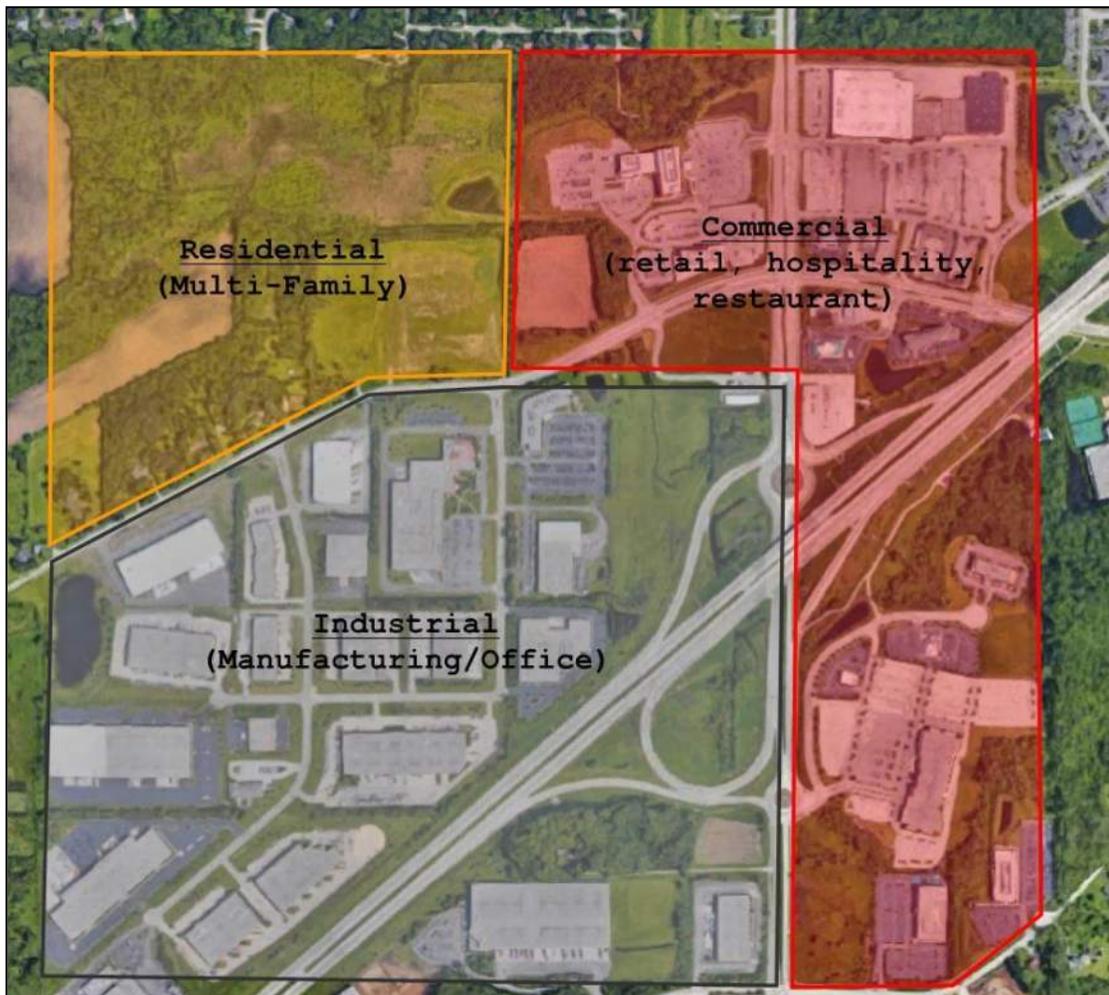
### **Future Land Use**

The market dynamics along the I-94 Study Area have changed dramatically since Caledonia last reviewed the adopted future land use plan for the corridor. Highways have been reconstructed allowing increased traffic, utilities have been constructed in areas previously thought to be decades down the road, and a worldwide employment giant, Foxconn, is developing nearby and in need of multiple suppliers and employees. Re-evaluating the land use patterns of the study area became a key starting point for all other recommendations as follows:

- Amend the Racine County Multi-Jurisdictional Plan per the following:
  - Adopt the newly proposed future land uses for the I-94 Corridor Study Area per the Recommended Land Use Plan Map. The new uses were derived by the Village to adapt to the current market trends and development patterns forecasted in the I-94 corridor region. The newly proposed uses also adapt to current planning of Caledonia while eliminating references to past adopted Comprehensive Plans.
  - Adopt new supporting Future Land Use Plan text under the “Community Specific Land Use Objectives and Policies” section for the Village of Caledonia per the following:
    - ~~Follow the detailed land use plan implementation strategies recommended in the rural area and neighborhood plans for the Village.~~
    - *Follow the detailed land use and zoning implementation strategies recommended in the I-94 Corridor Study adopted by the Village in 2018.*
    - *Look to encourage land uses per the Future Comprehensive Plan map categories while also considering the following (based upon the adoption of the I-94 Corridor Study in 2018):*
      - *Establish that the Future Comprehensive Plan map category “Industrial/Business Park” is defined per the following:*
        - *Industrial/Business Park: Allows all uses commonly found in an Industrial Park or Business Park setting consisting of large manufacturing and warehousing businesses along with the commercial and residential uses required to support the area large business uses and the associated employee base. Supporting commercial uses commonly include retail, restaurant, office, and service related developments. Supporting residential uses commonly include higher density apartment and condominium developments. This land use plan designation may support commercial, industrial, and higher density residential zoning districts in the Village subject to how a proposed development adheres to a business park setting.*
    - *Consider the following land use proposals for specific areas of the I-94 Corridor including:*

- *Application of commercial supporting developments (retail, restaurant, office, and service) along County Highway K (Northwestern Avenue) between the interstate 94 interchange and County Highway H (Howell Road).*
- *Application of multi-family residential supporting developments (higher density apartment and condominium) along County Highway K (Northwestern Avenue) between the County Highway V and County Highway H (Howell Road).*
- *Application of multi-family residential supporting developments (higher density apartment and condominium) north of 4 Mile Road in the I-94 Study Area designated for future Business Park uses.*
- *Application of a future office park north of 5 ½ Mile Road between the I-94 interchange and County Highway V that is dependent on future public utilities.*
- *Application of business park uses north of 7 ½ Mile Road dependent on future public utilities and development extensions from the City of Oak Creek from the north.*

Typical setup of multiple types of uses contributing to a “business park” setting



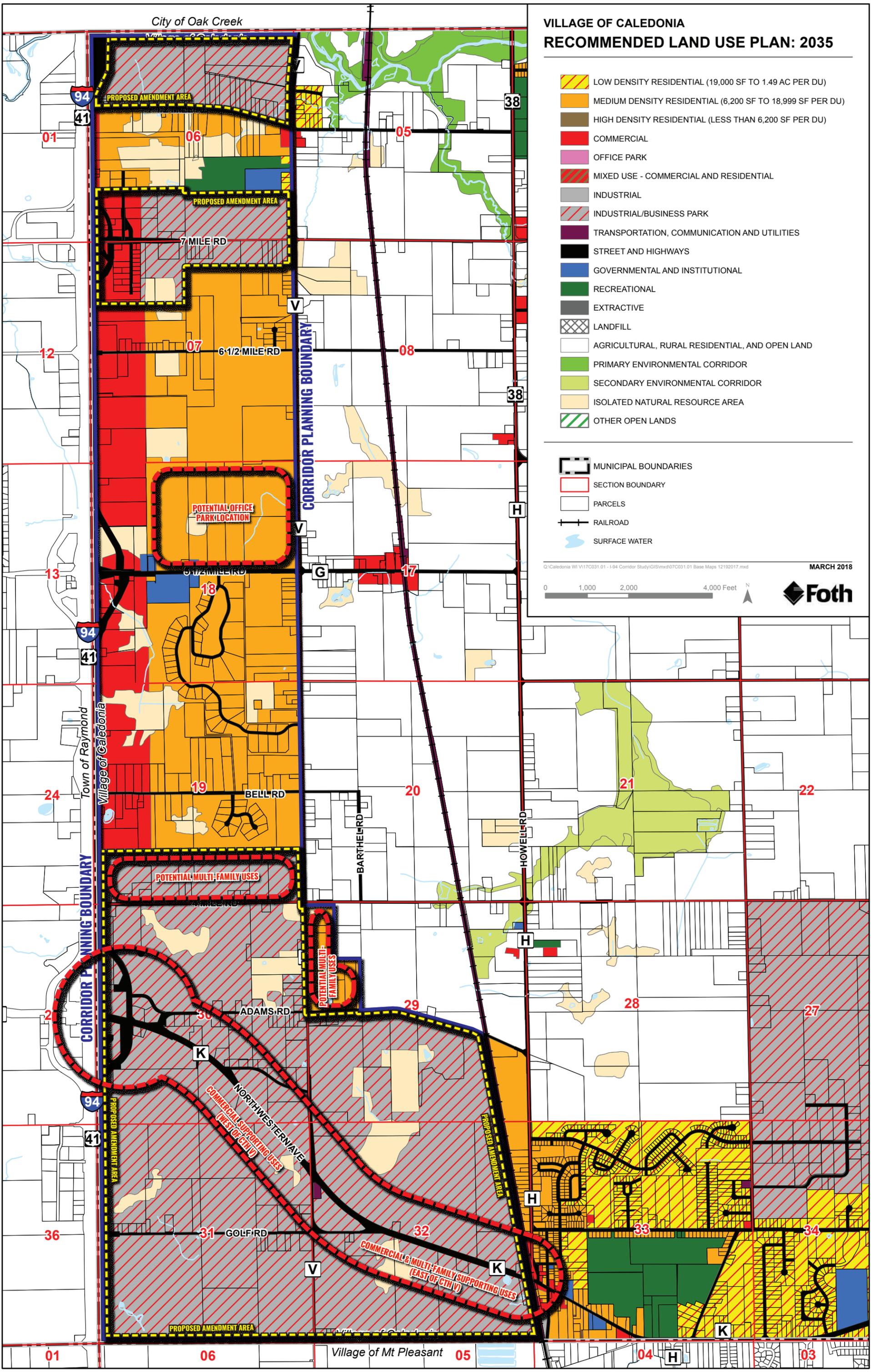
# VILLAGE OF CALEDONIA RECOMMENDED LAND USE PLAN: 2035

-  LOW DENSITY RESIDENTIAL (19,000 SF TO 1.49 AC PER DU)
-  MEDIUM DENSITY RESIDENTIAL (6,200 SF TO 18,999 SF PER DU)
-  HIGH DENSITY RESIDENTIAL (LESS THAN 6,200 SF PER DU)
-  COMMERCIAL
-  OFFICE PARK
-  MIXED USE - COMMERCIAL AND RESIDENTIAL
-  INDUSTRIAL
-  INDUSTRIAL/BUSINESS PARK
-  TRANSPORTATION, COMMUNICATION AND UTILITIES
-  STREET AND HIGHWAYS
-  GOVERNMENTAL AND INSTITUTIONAL
-  RECREATIONAL
-  EXTRACTIVE
-  LANDFILL
-  AGRICULTURAL, RURAL RESIDENTIAL, AND OPEN LAND
-  PRIMARY ENVIRONMENTAL CORRIDOR
-  SECONDARY ENVIRONMENTAL CORRIDOR
-  ISOLATED NATURAL RESOURCE AREA
-  OTHER OPEN LANDS

-  MUNICIPAL BOUNDARIES
-  SECTION BOUNDARY
-  PARCELS
-  RAILROAD
-  SURFACE WATER

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MARCH 2018



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Village of Mt Pleasant

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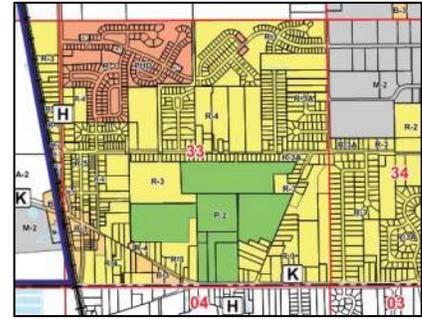
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## Zoning

The zoning of properties and the associated zoning code further defines the uses and character of developments in a community. The following recommendations shape the future zoning code so it can be administered in a way that compliments the new land use recommendations:



- Amend commercial and industrial zoning districts principal, accessory, and conditional use language sections specifically designating what uses are and aren't allowed. Make the uses allowed in each district broader and the zoning district more dependent on distinguishing between similar commercial and industrial uses by the size of development proposed (i.e. lot size, building size) rather than multiple use designations. See example of amendment to B-1 District on next page.
- Amend the Caledonia zoning code to be specific if a use is allowed as a principal use or a conditional use. Current codes require most new developments to follow conditional use permit procedures although the proposed use may be allowed as a principal use in the currently adopted zoning code.
- Amend commercial and industrial zoning districts to eliminate unused districts and combine like/kind districts to avoid developer and Village confusion in use determinations.
- Amend zoning code to allow "Adult Establishment Uses" in one future industrial zoning district rather than the few commercial zoning districts it is allowed in today.
- Amend zoning code for conditional uses allowed in commercial and industrial zoning districts per the following:
  - Have conditional uses relate to proposed uses that require extra scrutiny on how they might affect the surrounding neighborhood such as uses that may create extensive noise and fumes, alcohol establishments, tattoo parlors, clubs, broadcasting studios, taxidermy, and uses that have outdoor storage of materials and/or commercial parking/storage requirements.
- An overall repeal and recreation of the existing Caledonia zoning code is recommended to take place which will allow:
  - The setup of (or creation of new) zoning districts particular to the desires of the community.
  - Streamlining of zoning districts and development standards.
  - Local administration of codes.
  - Integration of Caledonia's current zoning codes (Title 16) with the County administered zoning codes.
  - Codes pertinent directly to Caledonia and zoning and land use goals directly attributable to the community (current code is formatted for overall Racine County and Towns).
  - Village controlled zoning and land use development review and approvals.
  - Efficient development application processes providing increased direction for residents and developers of the community.
  - Encapsulate new state statutes and case law (sign code, conditional use grant applications, non-conforming uses and lots).



## Example of Future Zoning District Language Change:

### Current Code Structure

#### **DIVISION 16. B-1 NEIGHBORHOOD BUSINESS DISTRICT**

Sec. 20-516. – Uses. The following uses are permitted in the B-1 neighborhood business district:

(1) *Principal uses.* The following uses provided that they shall be retail establishments, selling and storing only new merchandise; bakeries, barber shops, bars, beauty shops, business offices, clinics, clothing stores, clubs, cocktail lounges, confectioneries, delicatessens, drug stores, fish markets, florists, fraternities, fruit stores, gift stores, grocery stores, hardware stores, house occupations, hobby shops, lodges, meat markets, optical stores, packaged beverage stores, professional offices, restaurants, self-service and pickup laundry and dry cleaning establishments, soda fountains, sporting goods, supermarkets, tobacco stores and vegetable stores. Lots or land on which there is an existing residence shall not be subdivided or transferred in such a way as to cause the parcel on which it stands to fail to comply with the lot, area and yard requirements of the R-4 residential district in those areas served by public sanitary sewer or the R-2 residential district in those areas served by on-site sanitary disposal systems. Existing residences may be expanded and repaired in compliance with the applicable requirements of the R-4 or R-2 residential district depending on the availability of the public sanitary sewer, but no new residences may be built.

(2) *Conditional uses.* See sections 20-1010, 20-1291, 20-1336, 20-1338, 20-1339, and 20-1340. Residential quarters may be permitted as a conditional use provided that such quarters are clearly accessory to the principal use on the property and occupy fifty (50) percent or less of the total floor space of the structure in which they are located.

### Proposed Code Structure

#### **B-1 NEIGHBORHOOD BUSINESS DISTRICT**

(1) **Statement of Intent:** This district is intended to provide for individual or small groups of retail and customer service establishments serving primarily the convenience of a local neighborhood and appearance and operation of which are compatible with the character of the surrounding area.

(2) **Basic Regulations:**

Lot Width	Lot Area	Building Height	Street Setback	Rear Setback	Side Setback
75	15,000	35	25	25	10

(3) **Permitted Uses**

- A. **Principal Uses:** The following subject to approval by the Plan Commission for building and site plans.
  - i. Retail stores offering convenience goods and personal services not exceeding \_\_\_\_ square feet in primary floor area.
  - ii. Business, professional, or public service off not exceeding \_\_\_\_ square feet of primary floor area.
  - iii. Customer service establishments such as restaurants, hair care shops and similar uses not exceeding \_\_\_\_ square feet of primary floor area.
  
- B. **Accessory Uses:** The following subject to approval by the Plan Commission for building and site plans.
  - i. All uses as defined and governed by Section \_\_\_\_ of this code.
  - ii. Off-street parking and loading areas as governed by Section \_\_\_\_ of this Code.
  - iii. Signs as governed by Section \_\_\_\_ of this Code.
  
- C. **Conditional Uses:** The following subject to approval by the Plan Commission for building and site plans.
  - i. All uses as defined and governed by Section \_\_\_\_ of this code (*Note: This separate section of the code would encapsulate all uses that may require extra scrutiny on how they may affect a surrounding neighborhood including uses that emit noise/fumes, have outdoor storage, alcohol establishments, etc.*)
  - ii. Residential quarters located in the same building as the business.

## **Design Standards**

Quality design standards allow a community to guide development proposals in a way that adapt to surrounding land uses and produce a cohesive environment which can lead to higher tax bases and more aesthetically pleasing regions. The following is recommended for future changes to design standards in Caledonia in order to make this tool more useful for Boards and Commissions in the future governing of commercial, industrial, and multi-family development proposals:



- Adopt a new Design Standard Manual per Appendix A of this document that coordinates a single source of design standards (combination of existing and new Caledonia standards) for future development within the community. The new Design Standard Manual will lead to success on the following objectives:
  - Integrate the existing design standards currently found in the two (2) sources previously adopted by the Village consisting of Title 16 Chapter 3 and Exhibit K of the Town of Raymond/Caledonia Cooperative Boundary Agreement.
  - Allow Village Plan Commission increased discretion on application of design standards which will allow market trends to guide future development proposals when required. New Manual will eliminate application of design standards that are strictly enforced by ordinances.
  - Removal of design standard ordinances that are currently referencing the previously adopted comprehensive plan the community has since abandoned.
  - Increase the detail on each individual design standard allowing easier interpretation by developers on what true expectations are for developments within the Village.
  - Add a higher level of detail to design standards that are trend setters for future developments desired in the I-94 Study Area including building materials utilized on structures, level of architectural detail, and governance of outdoor storage and commercial parking areas.
- Formally amend Title 16 Chapter 3 “Design Standards for Business, Commercial, Industrial, Recreational, and Institutional Uses” of the Caledonia Codes to adopt the new Design Standard Manual as a guide for approving future developments in the community. Complete as part of Zoning Code Rewrite community is pursuing.
- Amend zoning code for various design standards that will still be a part of ordinances (signs, parking) to complement the Design Standard Manual and include text to allow Plan Commission discretion so as to allow market trends to guide development patterns when required.

## **General Recommendations**

The following recommendations are general in nature in their application to future development along the I-94 Study Area. Such recommendations should be considered for use by Village officials as public infrastructure investments are made and in the evaluation of new development proposals within the confines of the I-94 Study Area. The I-94 Corridor Opportunity Map below encapsulates many of the following recommendations.

### **Development Pattern Desires for Corridor**

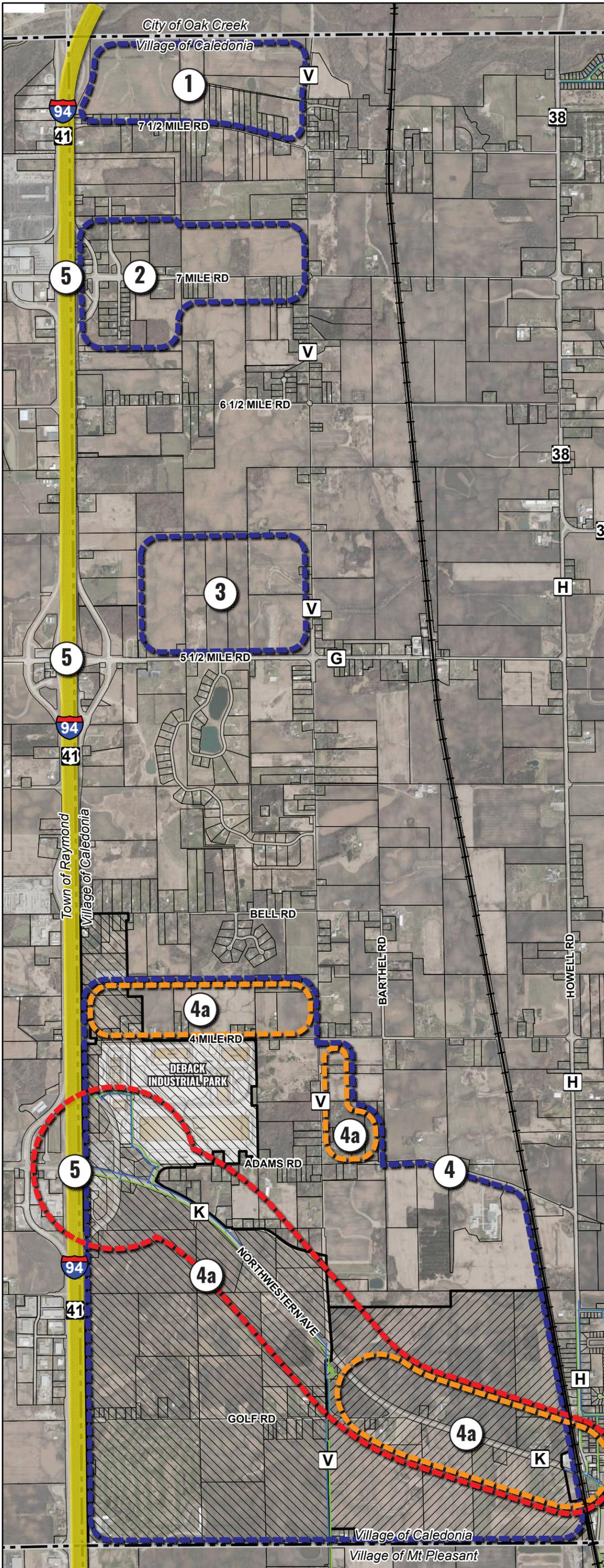
- Future proposed developments should be guided to incorporate land uses, zoning, and building/site designs that contribute to the following development patterns along the corridor:
  - North of 7 ½ Mile Road – Develop as higher end industrial park uses with higher grade architecture visible from I-94. Dependent on utility availability and City of Oak Creek business park development to the north. Commercial supporting zoning districts could be found along CTH V to the east.
  - Section 6/7 Straddling 7 Mile Road – Develop as higher end industrial park uses with commercial supporting uses directly along I-94. Look for utilities being available before premature development.
  - Commercial Lands Abutting I-94 Throughout Corridor – Develop as petitions come forward, but look to have higher end retail/restaurants along interchange areas. Look for utilities to support the higher end commercial uses along interchanges. Avoid uses that are visibly unpleasant as viewed from I-94 or arterial roadways. All outdoor storage and outdoor parking needs of a business should be discouraged or completely screened from surrounding views.
  - Section 18 North of 5 ½ Mile Road – Ideal setting for a Class A office park with high quality design standards.
  - Sections 19, 29, 30, 31, and 32 – All business uses, supporting commercial uses, and any multi-family uses should be Class A in design and architecture. Proposed uses should be developed and approved with thoughtful planning surrounding the property and how each use contributes to establishing a Class A business park within the CTH K corridor.



Commercial uses along County Highway K should be centered around proper commercial supporting uses for a Class A business park setting including food, retail, hospitality, and office associated uses. Trucking, miscellaneous vehicle maintenance uses, and uses with outdoor storage and commercial vehicle parking needs should be discouraged as commercial supporting uses to the surrounding Class A business park uses that are desired here.

Encouraging uses that develop properties with quality architecture and maximization of building square footages are essential due to tax increment district that resides here.

**VILLAGE OF CALEDONIA  
I-94 CORRIDOR DEVELOPMENT  
OPPORTUNITIES MAP**



**1** Develop as higher end industrial park uses. Commercial supporting zoning districts along CTH V to the east.

- Area Trends/Needs Contributing to Future Development:*
- I-94 expansion to 8 lanes and new interchange at Elm Road just north in Oak Creek (2020).
  - Future expansion of Oak Creek business park uses.
  - Dependent on future utility extensions.



**2** Develop with higher end business park uses with commercial supporting uses directly along I-94 interchange.

- Area Trends/Needs Contributing to Future Development:*
- I-94 expansion to 8 lanes and 7 Mile Road interchange upgrades (2020).
  - 7 Mile Fair Retail uses and high traffic to the west.
  - Large end users dependent on future utility extensions.



**3** Ideal setting for a Class A Office Park with high quality design standards.

- Area Trends/Needs Contributing to Future Development:*
- I-94 expansion to 8 lanes and interchange upgrades at 5 1/2 Mile Road (2020).
  - Large open lands minimal in slopes and environmental issues.
  - Dependent on future utility extensions.



**4** Develop entire acreage around CTH K corridor as future business park uses that are Class A in design and architecture.

Developments include all uses commonly found in an Industrial Park or Business Park setting consisting of large manufacturing and warehousing businesses along with the commercial and residential uses required to support the area large business uses and the associated employee base.

**4a** Supporting commercial uses may be found throughout the CTH K corridor. Commercial uses in business park setting commonly include retail, restaurant, office, and service (hotel) related developments.

**4b** Supporting residential uses may be found along the CTH K corridor between CTH V to CTH H and north along 4 Mile Road and CTH V. Residential uses in business park setting commonly include higher density apartment and condominium developments.

Proposed uses should be developed and approved with thoughtful planning surrounding the property and how each use contributes to establishing a Class A Business Park setting.

- Area Trends/Needs Contributing to Future Development:*
- I-94 expansion to 8 lanes and new interchange upgrades at CTH K (2020).
  - Utilities available.
  - Business Park uses in progress (DeBack).
  - Hundreds of acres of new opportunity.
  - Foxconn development immediately south.



**5** I-94 widening to 8 lanes planned (2020) including interchange improvements at CTH K, (Northwestern Ave), CTH G (5 1/2 Mile Rd, 7 Mile Rd and Elm Rd to the north).

	PARCELS		MUNICIPAL BOUNDARIES
	RAILROAD		SANITARY LIFT STATION
	TID 1 BOUNDARY		EXISTING WATER MAIN
	TID 4 BOUNDARY		EXISTING SANITARY SEWER MAIN



### Target Industries

- Manufacturing, Transportation, and Warehousing are key underserved industries in the region that will have an increased demand as Foxconn development and associated “Wisconn Valley” begins to take shape. The absorption rate for these businesses is very high at this time and vacancy is low. A focus should key upon marketing the manufacturing industry for the I-94 Study Area.
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- Underserved commercial industries for the area include specialty food stores, merchandise stores, grocery stores, home furnishing stores, building material stores, and motor vehicles and parts dealers. All these retail industries can serve well as commercial supporting uses for a future business park and should be marketed as end uses in designated Business Park areas.
  - While not fully underserved, the food and entertainment businesses continue to be the largest commercial industries that people are willing to spend their money on outside of essential needs (home and health costs). Upwards of \$325 million is spent per year by people within a 15 minute drive of the study area for these business uses. Marketing for these businesses that support an overall business park use will be key in the health of the future development of the area.
  - Another industry common to the health of a future Class A business park use is the hospitality industry (hotels) which should also be targeted in future marketing for the area.
  - Avoid uses with large outdoor storage of materials/vehicle needs. Higher tax base producing developments result from improvements that maximize the building footprints. This will be especially important in areas where a TID exists and where opportunity for commercial supporting uses for a business park are in high demand (CTH K frontage).

### Housing

- Be open to proposed high end multi-family developments that can directly contribute to fulfill housing needs for future employees of newly created business parks in the Village as well as those housing needs for future employees of Foxconn and suppliers. Such multi-family housing developments are common in bordering business park employment uses and directly contribute to the metrics required to bring retail and restaurant supporting uses to a given area as well.
- As shown in the Recommended Future Land Use Plan notes, future multi-family housing may be best found in the following areas as the market and infrastructure drive the need:
  - North of 4 Mile Road
  - East of CTH V between 4 Mile Road and Adams Road
  - Along CTH K between CTH V and CTH H

### Infrastructure

- Stay ahead of future development patterns and pre-plan required road, sewer, water, and storm infrastructure and capacities to support the land use patterns and goals set forth in this plan.
- Most immediate need for infrastructure planning and capacities exists in the designated business park area along CTH K.
- Partnering with the City of Oak Creek and the Milwaukee Metropolitan Sewer District may be required for future development around 7 Mile Road to the north as business park development begins to take shape north of Caledonia in Oak Creek.



- Look to promote regional stormwater management facilities at all times in order to maximize developable acres.
- Discourage developments that don't require public sewer and water in high profile areas (CTH K, 5 ½ Mile Road, 7 Mile Road) to maximize the development potential of these areas.

### Development Approvals

The I-94 Corridor Study should be used to guide decision making as it relates to review of land use and development within the I-94 Corridor Study Area in the Village of Caledonia. The following development requests should be reviewed according to the provisions of this document until the recommendations of this study are formally adopted as part of new or amended Village ordinances:



1. Zoning district changes (i.e. rezone);
2. Land Use Amendments;
3. Minor land divisions and subdivisions; and
4. Substantial change of property use for commercial, industrial, or multi-family developments. A substantial change of property use for the purpose of the I-94 Corridor Plan is defined as a change to the configuration or use of the property that requires Site Plan Review or a Conditional Use Permit. Any such change or addition shall conform to the standards set forth in this plan to the greatest extent possible.

### Marketing

- Partner with RCEDC on their available marketing options for the lands Caledonia identifies for future business park development which will include:
  - Adding the property to the RCEDC site selection tool on their website.
  - Featuring the property in any appropriate site searches and RFPs.
  - Including the property in marketing materials that will be distributed to real estate professionals both locally and nationally.
- Work with the Wisconsin Economic Development Corporation (WEDC) on their available marketing options. Once property is readily marketable for future development it can be included in the WEDC "Available Sites" website.
- Work with private landowners interested in further developing their properties meeting the goals of this study to partner with local reputable and knowledgeable commercial/industrial brokerage. Have brokerage pursue targeted industries displaying all concepts/benefits/incentives of site for future commercial and industrial businesses. Look to pursue brokerage currently knowledgeable in site selection and potential suppliers to Foxconn.

### Tax Increment Districts

- Continue to utilize TID as the key economic development tool to create new business park uses that contribute to the goals and recommendations of this study.
- Look to use TID to set Caledonia development properties apart from Village neighbors by using TID to fund infrastructure and developer incentives that lead to pad-ready desirable opportunities for developers.

### Parks

- Future land for a supporting community park (30-40 acres) has been discussed by the Village Board in the past. Such parklands may be considered along the I-94 Corridor lands between 5 ½ Mile Road to 7 Mile Road.

### Village Beautification/Identification

- Be cognizant that the I-94 Corridor holds the main gateways and first impressions to the Village of Caledonia. As developers invest in the Village for new business park uses and infrastructure, the Village should in turn consider public community beautification/identification elements:
  - Gateway signage
  - Lighting/banners/flags and overall streetscaping efforts in cooperation with other Village/County/State road projects
  - Utilization of TID monies to contribute towards beautification efforts where possible



## Section 2: Future Land Use Planning

A large portion of this study process was to review the currently adopted land use plans for the I-94 study area and begin to compare the uses to current market trends. The Plan Commission met as part of Workshop #1 in December 2017 to begin this discussion. At the workshop the Plan Commission reviewed each section within the study area and analyzed a variety of current data to determine how future land uses may be amended moving forward in order to maximize the development potential (industrial (manufacturing)/commercial) for the corridor while allowing appropriate supporting uses (residential) in the Village. The current data used for determining new future land use categories included new developments, road networks, environmental lands, zoning, current land use, availability (presently and future) of utilities, TIDs, potential for viable development opportunities, and transportation access.



### Adopted Land Use

The map below depicts the existing future land use plan map for the I-94 Corridor area according to the adopted Racine County Multi-Jurisdictional Land Use Plan. In general, land directly along I-94 and stemming from the interchanges is reserved for commercial and business park uses while the rest of the lands reserved for medium density residential uses (6,200 SF to 18,999 SF per dwelling unit). The primary areas for future commercial development are found to the north and south of the corridor along 7 Mile Road and CTH K respectively. These primary commercial nodes are shown with various areas designated as “Mixed Use – Commercial and Residential” that were based on the neighborhood plans adopted as part of the old 2006 Land Use Plan.

The Racine County Multi-Jurisdictional Land Use Plan also includes supporting future land use plan map text for Caledonia. This text is used for each community to expound upon the land use map further by relating the “Community Specific Land Use Objectives & Policies.” For Caledonia this text states the following:

- *“Follow the detailed land use plan implementation strategies recommended in the rural area and neighborhood plans for the Village.”*

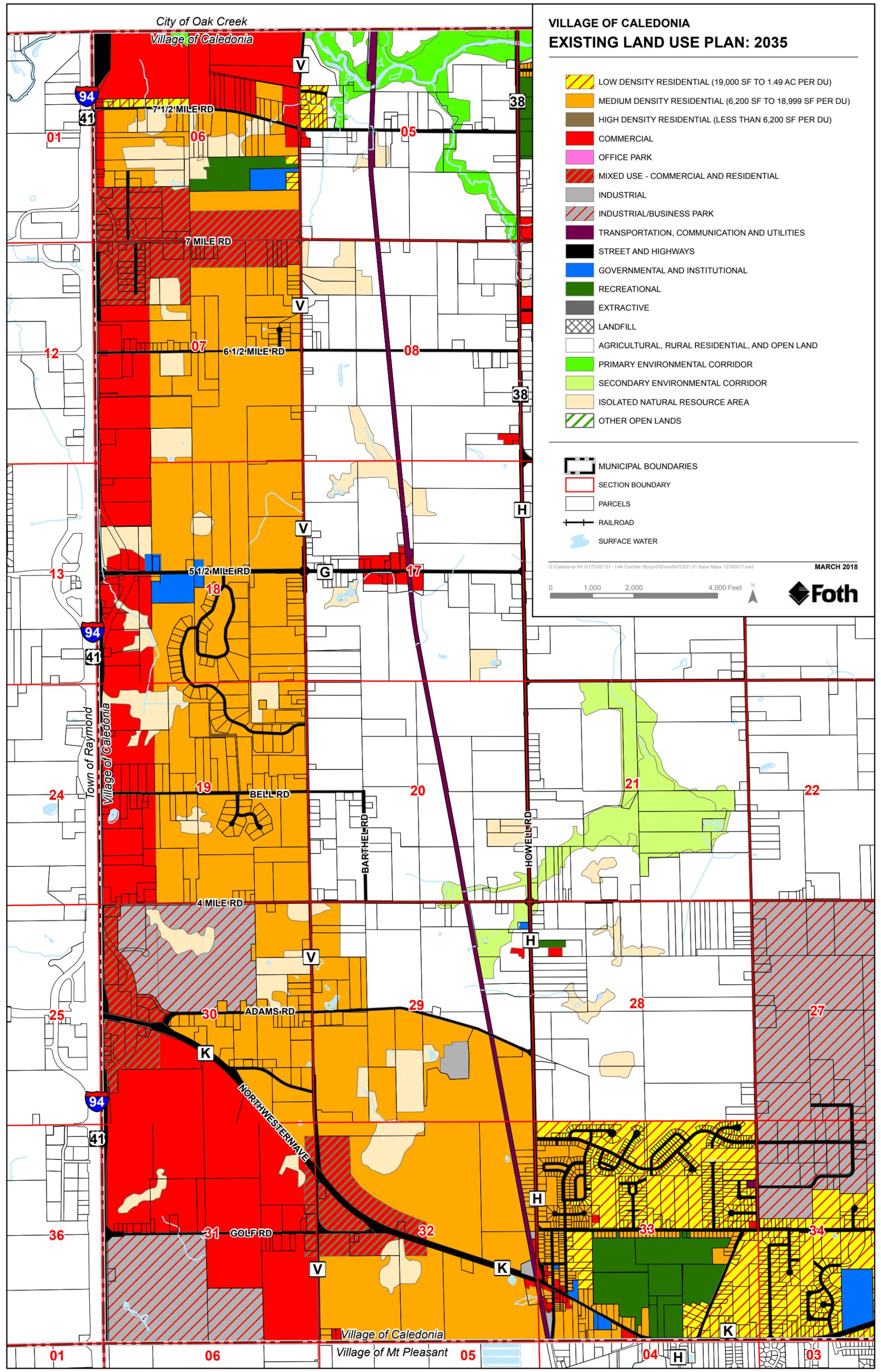
It should be noted that this text above is referring to a past Caledonia Comprehensive Plan that the Village has relinquished. Update to this text based on the discussions and recommendations found further below are included in the Section 1 Recommendations portion of this Plan.

### Existing Land Uses

The following is a description of the primary future land use categories found in the study area as described currently in the Racine County Multi-Jurisdictional Plan:

- **Residential Uses:** The Village of Caledonia has three (3) residential density categories consisting of the following: Low (19,000 SF to 1.49 acres per dwelling unit), Medium (6,200 SF to 18,999 SF per dwelling unit), and High ( Less than 6,200 SF per dwelling unit).The land use plan envisions the following with respect to urban and suburban residential development within the planning area:
  - Additional urban residential land uses would be created through the infilling of existing vacant lots in areas already committed to such use in platted subdivisions, on vacant developable land in designated urban residential areas located within planned urban service areas, as well as on lands designated for redevelopment to urban residential or mixed-use residential uses.
  - Additional suburban residential land uses would be created through the infilling of existing vacant lots in areas already committed to such use in platted subdivisions and certified survey maps, as well as on vacant developable land in designated suburban residential areas.

**VILLAGE OF CALEDONIA  
EXISTING LAND USE PLAN: 2035**



-  LOW DENSITY RESIDENTIAL (19,000 SF TO 1.49 AC PER DU)
-  MEDIUM DENSITY RESIDENTIAL (6,200 SF TO 18,999 SF PER DU)
-  HIGH DENSITY RESIDENTIAL (LESS THAN 6,200 SF PER DU)
-  COMMERCIAL
-  OFFICE PARK
-  MIXED USE - COMMERCIAL AND RESIDENTIAL
-  INDUSTRIAL
-  INDUSTRIAL/BUSINESS PARK
-  TRANSPORTATION, COMMUNICATION AND UTILITIES
-  STREET AND HIGHWAYS
-  GOVERNMENTAL AND INSTITUTIONAL
-  RECREATIONAL
-  EXTRACTIVE
-  LANDFILL
-  AGRICULTURAL, RURAL RESIDENTIAL, AND OPEN LAND
-  PRIMARY ENVIRONMENTAL CORRIDOR
-  SECONDARY ENVIRONMENTAL CORRIDOR
-  ISOLATED NATURAL RESOURCE AREA
-  OTHER OPEN LANDS

-  MUNICIPAL BOUNDARIES
-  SECTION BOUNDARY
-  PARCELS
-  RAILROAD
-  SURFACE WATER

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MARCH 2018





The residential density categories identified on the land use plan map are intended to reflect the overall density within a given area. The specific residential density category identified could be comprised of varying lot sizes, including existing substandard lots, as well as an appropriate mix of housing types and styles, including single-family, two-family, and multi-family structures, subject to appropriate zoning.

- Commercial Uses: Additional commercial land uses would be created through the development of vacant developable land in designated commercial areas, and on lands designated for redevelopment to commercial use or mixed uses. Commercial areas as identified on the land use plan map include lands categorized as commercial, limited commercial, office park, and mixed use-commercial and residential. While not specifically shown on the land use plan map, it is also anticipated that additional commercial uses would be created through the development of office and commercial service uses as complementing uses within industrial/business parks, as well as the development of neighborhood shopping centers in association with new residential neighborhoods. The type and size of commercial and mixed-use developments to be accommodated will need to be reviewed on a case-by-case basis by local officials to determine that the projects proposed are in the best interest of the community and consistent with long term plan objectives and policies.
- Industrial & Industrial/Business Park Uses: Additional industrial land uses would be created through the development of vacant developable land in designated industrial areas, and on lands designated for redevelopment to industrial uses. Industrial areas as identified on the land use plan map include lands categorized as industrial and industrial/business park. The type and size of industrial developments to be accommodated will need to be reviewed on a case-by-case basis by local officials to determine that the projects proposed are in the best interest of the community and consistent with long term plan objectives and policies.
- Government & Institutional Uses: Additional governmental and institutional land uses would be created through the development of vacant developable land designated for such uses. These areas primarily relate to the development and expansion of government, school, and church facilities. While not specifically shown on the land use plan map, it is also anticipated that additional governmental and institutional uses would be created as supporting uses in association with new residential neighborhoods.
- Transportation, Communications, & Utility Uses: Additional transportation, communication, and utility land uses would be created through the development of needed streets and highways in developing urban areas, airport expansions, and expansion of utility facilities such as sewage treatment plants.
- Recreational Uses: Additional recreational land uses would be created through the further development of existing park sites and the development of new park sites in developing urban areas in association with new residential neighborhoods.

## Land Use Desires

The Plan Commission Workshop yielded a variety of recommended land uses changes. These proposed changes are reflected in the Section 1 Recommendations portion of this Plan and involve amendments to the Racine County Multi-Jurisdictional future land use map as well as text amendments. The future desired land use patterns recommended by the Plan Commission can be summarized per the following:

- Allow increased opportunity for larger industrial business uses with an emphasis on manufacturing.
- Allow future commercial uses to continue to be allowed along the East Frontage Road.
- Allow 7 Mile Road to house future commercial uses while allowing business park uses north of 7½ Mile Road as developments from the City of Oak Creek expand south.



- Leave central area of the study area (between 4½ Mile Road to 6½ Mile Road) mostly unchanged and continue to reserve for commercial uses along I-94 frontage and residential uses to the east.
- Change a majority of the study area, from just north of 4 Mile Road to southern Caledonia border, to business park uses in order to allow the market to guide business park uses along with supporting commercial and multi-family use needs.
- Eliminate references to past abandoned Comprehensive Plan.

Proposed changes to the existing future land use map and plan for Caledonia include the following:

Section 6

- Change commercial area north of 7 ½ Mile Road to business park uses.
- Change area marked as mixed uses along 7 Mile Road to commercial along frontage of I-94 and business park uses to the east.

Section 7

- Change area marked as mixed uses along 7 Mile Road to commercial along frontage of I-94 and business park uses to the east.

Section 18

- Create note that properties north of 5 ½ Mile Road may be advantageous for high end office park uses dependent on future developer petition and evaluation.

Section 19

- Change land uses north of 4 Mile Road to be Business Park uses.
- Create a note that this area could also be used as future higher density upscale residential to support the new business uses in the area.

Section 29

- Change whole area that is within current sewer service area to Business Park uses.
- Create note that area north of Adams Rd could be suitable for higher density upscale residential.

Section 30

- Change whole area to Business Park uses.

Section 31

- Change whole area to Business Park uses.
- Create note that properties along I-94 and CTH K may find commercial supporting uses.

Section 32

- Change whole area to Business Park uses.
- Create note that properties along CTH K may be suitable commercial supporting uses and for higher density upscale residential.

## Development Pattern Desires

In order to further determine what future individual uses Caledonia would like to encourage/discourage along the corridor the Plan Commission engaged in a discussion on what grades and qualities of future development they would like to inspire for various portions of the corridor. Conversations on the classes of buildings, utility needs, and overall aesthetic appeal took place that led to the following findings:

- Section 6 North of 7 ½ Mile Road – Develop as higher end industrial park uses with higher grade architecture visible from I-94. Business Park should happen once utilities are available, as Oak Creek builds a new business park beginning north of the border, and as a new I-94 interchange is implemented north at Elm Road. Larger businesses may be found here but may be inhibited by the collection of smaller parcels and environmental lands in the area. Commercial supporting zoning districts could be found along CTH V to the east.
- Section 6/7 Straddling 7 Mile Road – Develop as higher end industrial park uses with commercial supporting uses directly along I-94. Look for utilities being allowed before development takes place.



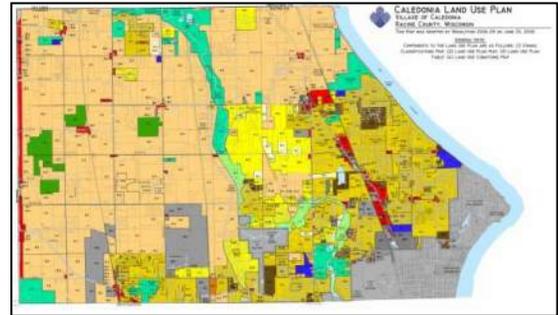
- Commercial Lands Abutting I-94 Throughout Corridor – Develop as petitions come in but look to have higher end retail/restaurants along interchange areas. Look for utilities to support the higher end commercial uses along interchanges. Avoid uses that are visibly unpleasant as viewed from I-94. All outdoor storage and outdoor parking needs of a business should be discouraged or completely screened from surrounding views.
- Section 18 North of 5 ½ Mile Road – Ideal setting for a Class A office park with high quality design standards.
- Sections 19, 29, 30, 31, and 32 (Where new business park uses are to be created) – All business uses, supporting commercial uses, and any multi-family uses should be Class A in design and architecture. Proposed uses should be developed and approved with thoughtful planning surrounding the property and how each use contributes to establishing a Class A business park within the CTH K corridor.

Commercial uses along County Highway K should center around proper commercial supporting uses for a Class A business park setting including food, retail, hospitality, and office associated uses. Trucking, miscellaneous vehicle maintenance uses, and uses with outdoor storage and commercial vehicle parking needs should be discouraged as commercial supporting uses to the surrounding Class A business park uses that are desired here.

Encouraging uses that develop properties with quality architecture and maximization of building square footages are quintessential due to tax increment district that resides here.

### Section 3: Zoning Districts & Allowed Uses

The second phase of the study process was to review the current zoning categories typically found in the I-94 Study Area in relation to commercial and industrial developments. The Plan Commission utilized Workshop #2 in January 2018 to review the current zoning districts in relation to what uses are allowed by right, accessory, and by conditional use. The Plan Commission then evaluated what zoning districts they would typically like to see in the new future land use areas that were derived as part of Workshop #1. Lastly, the Plan Commission made a variety of recommendations for specific primary development uses they would like to encourage based on certain locations in the study area. The resultant recommendations consist of uses in zoning districts that are either encouraged or discouraged in various geographical locations along the corridor.



### Adopted Zoning

The map below shows the existing zoning for I-94 Corridor area. Current zoning can be characterized as largely agricultural with business zoning districts found along the frontage of I-94 and a few industrial zoning districts along the CTH K area.

### Existing Zoning Districts

Below is a listing of the adopted Comprehensive Land Use Map categories along with the zoning districts that are typically found in each:

- Low-High Density Residential (R-1, R-2, R-3, R-3A, R-4, R-5, R-6, R-6A, R-7, R-8)
- Commercial (B-1, B-2, B-3, B-4, B-5, B-6, B-7)
- Industrial (M-1, M-2, M-3, M-4 (Extractive))
- Industrial/Business Park (All Commercial and Industrial above)
- Office Park (Commercial and Industrial related to office type uses)
- Mixed Use (All Commercial and Residential above)
- Agricultural (A-1, A-2, A-3, A-4)
- Govt./Rec./Env. (P-1, P-2, C-1, C-2)
- Various (Overlay Districts: APO, SSO, NSO, SWO, PUD)

With the focus for the I-94 Corridor Study being commercial and industrial uses, the following zoning districts were reviewed according to what uses are currently allowed as principal, accessory, or conditional use permit for each category. The listing of the current allowed uses for each district are found herein:

**Commercial Zoning Districts:** (Note: B-4 and B-6 not applicable)

**B-1 Neighborhood Business District**

Lot Width: 75', Lot Area: 15,000 SF, Height: 35', Street/Rear Setback: 25', Side Setback: 10'

Principal Uses

1. The following uses provided that they shall be retail establishments, selling and storing only new merchandise; bakeries, barber shops, bars, beauty shops, business offices, clinics, clothing stores, clubs, cocktail lounges, confectioneries, delicatessens, drug stores, fish markets, florists, fraternities, fruit stores, gift stores, grocery stores, hardware stores, house occupations, hobby shops, lodges, meat markets, optical stores, packaged beverage stores, professional offices, restaurants, self-service and pickup laundry and dry cleaning establishments, soda fountains, sporting goods, supermarkets, tobacco stores and vegetable stores.

Conditional Uses

1. Residential quarters may be permitted as a conditional use provided that such quarters are clearly accessory to the principal use on the property and occupy fifty (50) percent or less of the total floor space of the structure in which they are located.
2. Licensed commercial day care centers
3. Public passenger transportation terminals, such as heliports, bus and rail depots, except airports, airstrips and landing fields (not less than 100' from residential)
4. Vehicle sales, service, washing and repair stations, garages, taxi stands and public parking lots
5. In any business district any development involving multiple, principal use buildings or multiple tenants in a single building or any single commercial building two thousand five hundred (2,500) gross square feet or larger.

City of Oak Creek

Village of Caledonia

### VILLAGE OF CALEDONIA EXISTING ZONING

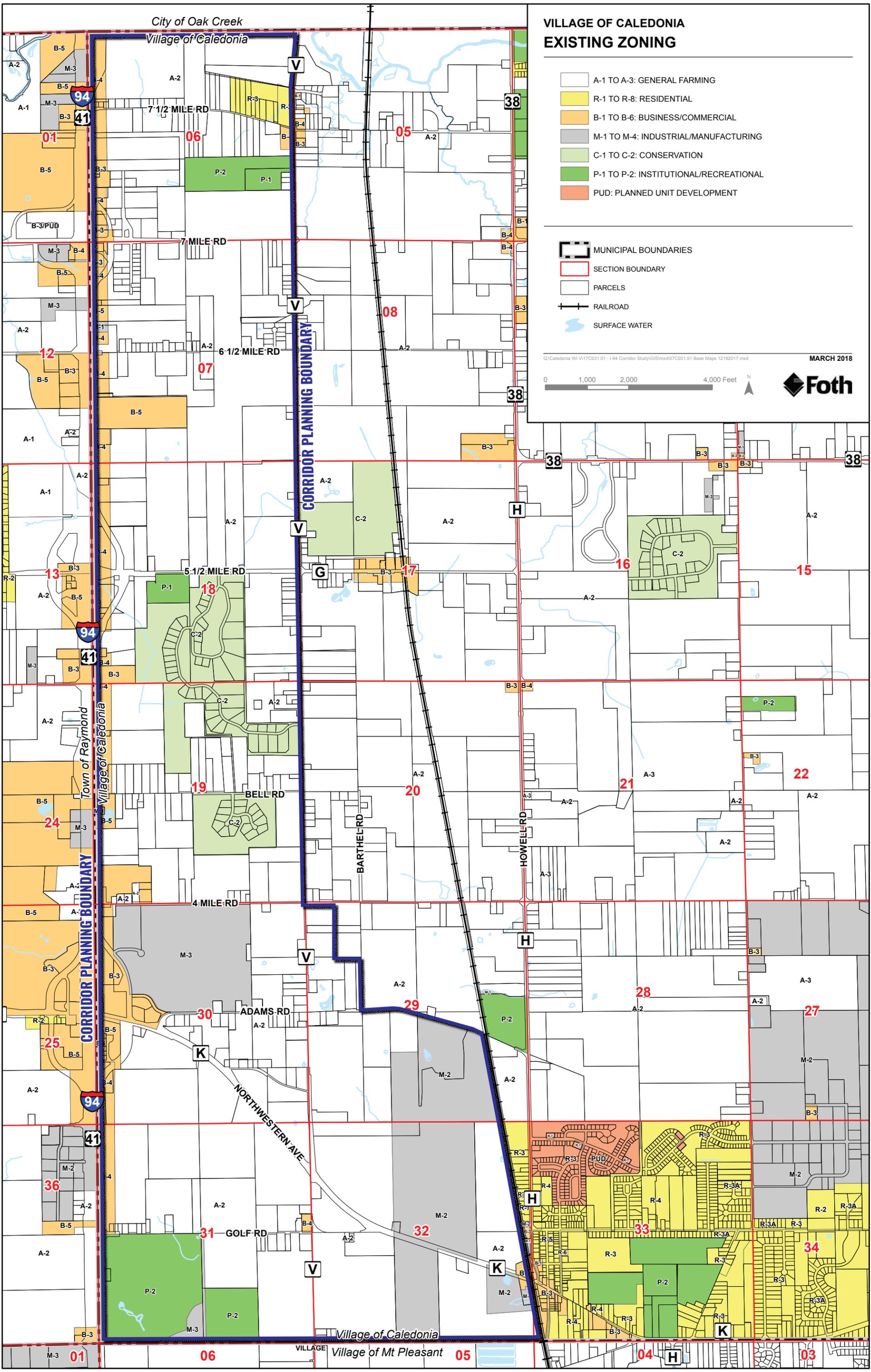
- A-1 TO A-3: GENERAL FARMING
- R-1 TO R-8: RESIDENTIAL
- B-1 TO B-6: BUSINESS/COMMERCIAL
- M-1 TO M-4: INDUSTRIAL/MANUFACTURING
- C-1 TO C-2: CONSERVATION
- P-1 TO P-2: INSTITUTIONAL/RECREATIONAL
- PUD: PLANNED UNIT DEVELOPMENT

- MUNICIPAL BOUNDARIES
- SECTION BOUNDARY
- PARCELS
- RAILROAD
- SURFACE WATER

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0 1,000 2,000 4,000 Feet



Village of Caledonia

Village of Mt Pleasant

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05

04

03



### **B-2 Community Business District**

*Lot Width: 75', Lot Area: 15,000 SF, Height: 35', Street/Rear Setback: 25', Side Setback: 10'*

#### Principal Uses

1. *All uses permitted in the B-1 neighborhood business district*
2. *Apartment hotels, appliance stores, caterers, churches, clothing repair shops, crockery stores, department stores, electrical supply, financial institutions, food lockers, furniture stores, furniture upholstery shops, heating supply, hotels, laundry and dry-cleaning establishments employing not over seven (7) persons, liquor stores, music stores, newspaper offices and press rooms, night clubs, office supplies, pawn shops, personal service establishments, pet shops, places of entertainment, photographic supplies, plumbing supplies, printing, private clubs, private schools, publishing, radio broadcasting studios, second-hand stores, signs, tattoo parlors, television broadcasting studios, trade and variety stores.*

#### Conditional Uses

1. *Residential quarters may be permitted as a conditional use provided that such quarters are clearly accessory to the principal use on the property and occupy fifty (50) percent or less of the total floor space of the structure in which they are located.*
2. *Funeral homes*
3. *Drive-in banks*
4. *Licensed commercial day care centers*
5. *Public passenger transportation terminals, such as heliports, bus and rail depots, except airports, airstrips and landing fields (not less than 100' from residential)*
6. *Vehicle sales, service, washing and repair stations, garages, taxi stands and public parking lots*
7. *In any business district any development involving multiple, principal use buildings or multiple tenants in a single building or any single commercial building two thousand five hundred (2,500) gross square feet or larger.*

### **B-3 Commercial Service district**

*Lot Width: 75', Lot Area: 15,000 SF, Height: 35', Street/Rear Setback: 25', Side Setback: 10'*

#### Principal Uses

1. *All uses permitted in the B-1 neighborhood business district and B-2 community business district.*
2. *Adult establishments, animal hospitals with no outdoor pens, auction galleries, automotive sales and repair; bicycle sales, rental, repair; boat sales, rental and repair; building material and product sales; caterers; electrical supply; employment agencies; exterminating shops; food lockers; garden supplies; heating supply; medical appliance stores; monument sales; motorcycle sales, repair and service; newspaper offices and press rooms; pawn shops; physical culture and health studios; plumbing supplies; printing, advertising and publishing shops; private clubs and lodges; radio broadcasting studios; radio and television repair and service shops; recording studios; schools of dance, music and business; second hand shops, taxidermists; television broadcasting studios; trade and contractor's offices; vending machines sales, service and repair welding repair shops.*

#### Conditional Uses

1. *Residential quarters may be permitted as a conditional use provided that such quarters are clearly accessory to the principal use on the property and occupy fifty (50) percent or less of the total floor space of the structure in which they are located.*
2. *Drive-in establishments serving food or beverages for consumption outside the structure.*
3. *Drive-in banks*
4. *Self-service storage facilities including incidental managers office/quarters along county trunk highways, state trunk highways and other similar major arterials*
5. *Recycling drop-off sites*
6. *Licensed commercial day care centers*
7. *Flea markets*
8. *Brew pubs*
9. *Landscape contractors offices and yards*
10. *Clubs, fraternities, lodges, sororities and similar semipublic associations, where the principal purpose of the facility is for social, educational, recreational or similar nonresidential type use provided that all principal structures and uses conform to the setbacks for those districts.*
11. *Commercial recreation facilities, such as arcades, bowling alleys, clubs, dance halls, driving ranges, gymnasiums, lodges, miniature golf, physical culture, pool and billiard halls, racetracks, rifle ranges, turkish baths, skating rinks and theaters.*
12. *Motorized off-road vehicles and trails as a conditional use. This regulation does not apply to same type of vehicles used strictly for agricultural, governmental, emergency or utility purposes, which would be allowed in all zoning districts without permits.*
13. *Off-season storage facilities for boats and other recreational vehicles, such as campers, travel trailers, snowmobiles, off-road vehicles, and motor homes.*
14. *Public passenger transportation terminals, such as heliports, bus and rail depots, except airports, airstrips and landing fields (not less than 100' from residential)*
15. *Vehicle sales, service, washing and repair stations, garages, taxi stands and public parking lots*
16. *In any business district any development involving multiple, principal use buildings or multiple tenants in a single building or any single commercial building two thousand five hundred (2,500) gross square feet or larger.*



### **B-5 Highway Business District**

*Lot Width: 400', Lot Area: 4 Ac, Height: 35', Street Setback: 100', Rear Setback: 40', Side Setback: 40'*

#### Principal Uses

1. Adult establishments.

#### Conditional Uses

1. Restaurants, gift shops, places of entertainment, confectioneries and drug stores,
2. Residential quarters may be permitted as a conditional use provided that such quarters are clearly accessory to the principal use on the property and occupy fifty (50) percent or less of the total floor space of the structure in which they are located.
3. Drive-in theaters
4. Drive-in establishments serving food or beverages for consumption outside the structure.
5. Motels
6. Funeral homes
7. Drive-in banks
8. Tourist homes
9. Truck and bus terminals for the parking, repair and servicing of vehicles, provided no trans-shipment or warehousing facilities are provided
10. Self-service storage facilities including incidental managers office/quarters along county trunk highways, state trunk highways and other similar major arterials
11. Flea markets
12. Clubs, fraternities, lodges, sororities and similar semipublic associations, where the principal purpose of the facility is for social, educational, recreational or similar nonresidential type use provided that all principal structures and uses conform to the setbacks for those districts.
13. Commercial recreation facilities, such as arcades, bowling alleys, clubs, dance halls, driving ranges, gymnasiums, lodges, miniature golf, physical culture, pool and billiard halls, racetracks, rifle ranges, turkish baths, skating rinks and theaters.
14. Animal hospitals
15. Motorized off-road vehicles and trails as a conditional use. This regulation does not apply to same type of vehicles used strictly for agricultural, governmental, emergency or utility purposes, which would be allowed in all zoning districts without permits.
16. Off-season storage facilities for boats and other recreational vehicles, such as campers, travel trailers, snowmobiles, off-road vehicles, and motor homes.
17. Public passenger transportation terminals, such as heliports, bus and rail depots, except airports, airstrips and landing fields (not less than 100' from residential)
18. Vehicle sales, service, washing and repair stations, garages, taxi stands and public parking lots
19. In any business district any development involving multiple, principal use buildings or multiple tenants in a single building or any single commercial building two thousand five hundred (2,500) gross square feet or larger.

### **B-7 Adult Entertainment Business District**

#### Principal Uses

1. Adult establishments.

### **Industrial Zoning Districts:** (Note: M-4 district not applicable)

#### **M-1 Light Industrial & Office District**

*Lot Width: 150', Lot Area: As necessary, Height: 35', Street Setback: 25'-100', Rear Setback: 40'-100', Side Setback: 25'*

#### Principal Uses

1. General or clerical offices; Professional offices; Research and testing laboratories; Schools and training centers; Cleaning, pressing and dyeing establishments; Commercial greenhouses; Wholesalers and distributors; Food locker plants; Light industrial plants such as required for production of millwork, machine tools, paper containers, patterns, die castings, light metal fabrication and similar small industries.

#### Conditional Uses

1. All structures and improvements for principal permitted uses.
2. Public passenger transportation terminals, such as heliports, bus and rail depots, except airports, airstrips and landing fields (not less than 100' from residential)
3. Commercial service facilities, such as restaurants and fueling stations, provided all such services are physically and sales-wise oriented toward industrial district users and employees and other users are only incidental customers.

#### **M-2 General Industrial District**

*Lot Width: 150', Lot Area: As necessary, Height: 45', Street Setback: 50', Rear Setback: 25', Side Setback: 20'*

#### Principal Uses

1. All M-1 permitted uses.



2. *Manufacture, fabrication, packing, packaging, and assembly of products from furs, glass, leather, metals, paper, plaster, plastic, textiles and wood; Manufacture, fabrication, packing, packaging and assembly of confections; cosmetics; electrical appliances; electronic devices; foods except garbage, fish and fish products, meat and meat products, and pea vineries; instruments; jewelry; pharmaceuticals; tobacco and toiletries; Manufacturing and bottling of nonalcoholic beverages; Painting; Printing; Publishing*

Conditional Uses

1. *All structures and improvements for principal permitted uses.*
2. *Airports, airstrips and landing fields (>20 ac)*
3. *Public passenger transportation terminals, such as heliports, bus and rail depots, except airports, airstrips and landing fields (not less than 100' from residential)*
4. *Self-service storage facilities including incidental managers office/quarters along county trunk highways, state trunk highways and other similar major arterials*
5. *Recycling drop-off sites*
6. *Animal hospitals*
7. *Off-season storage facilities for boats and other recreational vehicles, such as campers, travel trailers, snowmobiles, off-road vehicles, and motor homes.*
8. *Commercial service facilities, such as restaurants and fueling stations, provided all such services are physically and sales-wise oriented toward industrial district users and employees and other users are only incidental customers.*

**M-3 Heavy Industrial District**

*Lot Width: 150', Lot Area: As necessary, Height: 60', Street Setback: 50', Rear Setback: 25', Side Setback: 20'*

Principal Uses

1. *All M-1 and M-2 principal uses.*

Conditional Uses

1. *All structures and improvements for principal permitted uses.*
2. *Airports, airstrips and landing fields (>20 ac)*
3. *Public passenger transportation terminals, such as heliports, bus and rail depots, except airports, airstrips and landing fields (not less than 100' from residential)*
4. *Self-service storage facilities including incidental managers office/quarters along county trunk highways, state trunk highways and other similar major arterials*
5. *Recycling drop-off sites*
6. *Animal hospitals*
7. *Recycling centers and recycling plants*
8. *Off-season storage facilities for boats and other recreational vehicles, such as campers, travel trailers, snowmobiles, off-road vehicles, and motor homes.*
9. *Sanitary landfills and their related accessory uses when operated in accordance with the provisions of the applicable chapters of the Wisconsin Administrative Code.*
10. *Outside storage and manufacturing areas.*
11. *Commercial service facilities, such as restaurants and fueling stations, provided all such services are physically and sales-wise oriented toward industrial district users and employees and other users are only incidental customers.*
12. *Pea vineries, creameries and condenseries.*
13. *Manufacture and processing of abrasives, acetylene, acid, alkalies, ammonia, asbestos, asphalt, batteries, bedding, bleach, bone, cabbage, candle, carpeting, celluloid, cement, cereals, charcoal, chemicals, chlorine, coal tar, coffee, coke, cordage, creosote, dextrine, disinfectant, dye, excelsior, felt, fish, fuel, furs, gelatin, glucose, gypsum, hair products, ice, ink, insecticide, lampblack, lime, lime products, linoleum, matches, meat, oil cloth, paint, paper, peas, perfume, pickle, plaster of paris, plastics, poison, polish, potash, pulp, pyroxylin, radium, rope, rubber, sausage, shoddy, shoe and lampblacking, size, starch, stove polish, textiles, and varnish, manufacturing, processing, and storage of building materials, explosives, dry ice, fat, fertilizer, flammables, gasoline, glue, grains, grease, lard, plastics, radioactive materials, shellac, soap, turpentine, vinegar and yeast; manufacture and bottling of alcoholic beverages, bag cleaning, bleacheries, canneries, cold storage warehouses; electric and steam generating plants; electroplating; enameling; forges, foundries; garbage; incinerators; lacquering; lithographing; offal, refuse, or animal reduction; oil, coal, and bone distillations; refineries, road test facilities; slaughterhouses; smelting; stockyards; tanneries; and weaving. Shall be at least six hundred (600) feet from residential and public and semipublic districts.*



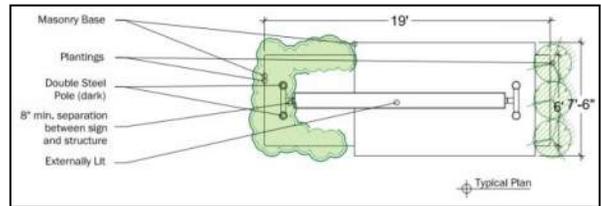
## Zoning Code Desires

The Plan Commission specifically reviewed the individual uses currently shown in the zoning district text for all the existing commercial and industrial zoning districts. Based upon the future development desires that Caledonia wishes to encourage along the I-94 corridor an exercise was undertaken to determine if any of the zoning code text found in the commercial and industrial zoning districts should be changed, removed, or re-categorized. The following observations resulted from this exercise:

- Amend commercial and industrial zoning district language making the allowed principal uses for each district as broader statements rather than multiple specific uses as found in the code today. For example, narrow down the principal use categories for each district and make the uses vaguer such as “retail”, “restaurant”, “hotel”, “office”, “manufacturing”, and “warehousing.” This will reduce confusion for a developer and allow the zoning district lot size requirements and new design standards to guide development of areas.
- Amend commercial and industrial zoning district language to specifically distinguish between principal allowed uses and conditional use permit allowed uses. Current codes mandate most new developments to follow a conditional use permit procedure even though the use may be allowed as principal use allowed by right.
- Amend zoning codes to allow “Adult Establishment Uses” in one future industrial zoning district rather than the few commercial zoning districts it is allowed in today.
- Remove and/or combine zoning districts to only have applicable commercial and industrial districts that directly apply to Caledonia and the objectives of this study. This will aid developers and Village in future understanding and application of the zoning code when directing development/redevelopment.
- Amend zoning codes for conditional uses allowed in commercial and industrial zoning districts per the following:
  - Have conditional uses relate to proposed uses that require extra scrutiny on how they might affect the surrounding neighborhood such as uses that may create extensive noise and fumes, alcohol establishments, tattoo parlors, clubs, broadcasting studios, taxidermy, and uses that have outdoor storage of materials and/or commercial parking/storage requirements.

## Section 4: Development Design Standards

The first phase of his study discussed where new commercial and business park uses are desired for the future of the community and the second phase narrowed down what types of commercial and industrial end uses are desired in each location based upon future zoning encouragement. A final phase of the I-94 Corridor Study was to evaluate the design standards Caledonia currently has adopted for the community when developments take place. This last design standard phase looks to further define future developments as they are proposed within the context of the I-94 Study Area.

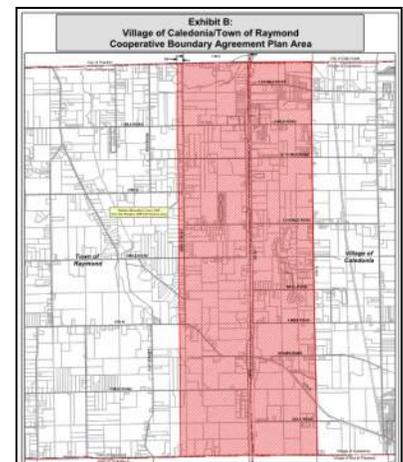


If implemented appropriately the combination of land use, zoning, and design standards can give specific commercial nodes, business parks, or neighborhoods an actual sense of place. Essentially, appropriate implementation of design standards for new developments, and redevelopments, can encourage neighboring developments to be unified architecturally and aesthetically. Creating this consistency and sense of place in new commercial uses and business parks can lead to a higher tax base and greater desire for businesses to locate to a community. While zoning may allow undesirable uses in a given geographic area, a community with a solid set of design standards can guide that development to fit into the surrounding neighborhood or opt to deny it if standards simply aren't met.

### Existing Design Standards

Caledonia currently applies design standards on developments from two sources as listed below (See complete existing standards in Appendix B):

1. *Municipal Code Title 16 Chapter 3- Design Standards for Business, Commercial, Industrial, Recreational, & Institutional Use:* These standards apply for developments throughout Caledonia.
2. *Cooperative Boundary Agreement (CBA) Area with the Town of Raymond (Exhibit K):* These standards apply to the first Sections of property within Caledonia directly east of the I-94 corridor.



The current design standards apply to new and existing developments within Caledonia on the following topics:

- Future Uses & Redevelopment
- Building Placement
- Building Facades, Composition, & Articulation
- Building Materials
- Façade Features
- Glazing
- Entrances & Entry Features
- Screening
- Vehicular Entries
- Landscaping
- Access
- Shared Easements
- Traffic Calming
- Pedestrian/Bicycle Movements
- Recreation/Trails
- Lighting



## Design Standard Issues & Updates

The Plan Commission reviewed the current design standards as part of their Workshop #3. Ultimately, a series of recommendations emerged that will allow better application of design standards between the Planning Commission and future developments proposed in the community. These updates can be found in the Section 1: Recommendations portion of this study. The recommendations include adding more detail on the types/materials of buildings desired and creating the design standards as a separate guide rather than by strict ordinances. The new design guidelines will allow the Village to establish cohesive neighboring developments and provide the community with a new tool to guide future proposed uses to a higher desirability scale.

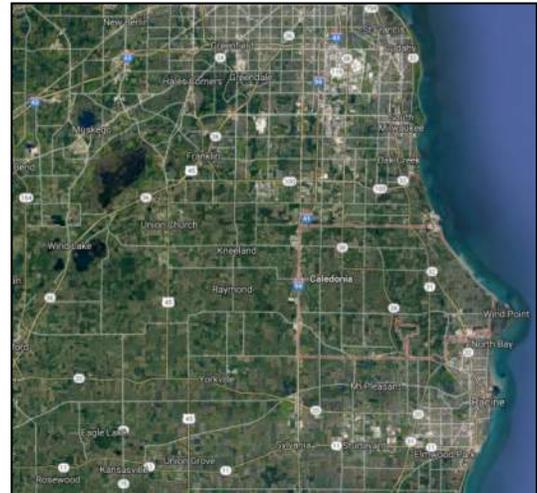
The dialogue, and issues contributing to design standard update needs, including the following:

1. Caledonia design standards are adopted by ordinance making most of the standards strictly enforced.
2. The ordinance and CBA adopted design standards leave little room for change and/or Plan Commission variance as most all standards are adopted with the word use “shall” indicating that a petitioner must follow a standard regardless of their situation or how the market may be guiding their development proposal.
3. Current adopted design standards are applied to developments that no longer exist in the community. For example Section 16-3-4 notes “Village Center Streets”, “Mixed Use Arterials”, “Parkways”, and “Business and Industrial Campuses” which were defined in the previous Comprehensive Plan and are not found in the currently adopted Racine County Multi-Jurisdictional Comprehensive Plan of today.
4. The ordinances note a developer should follow the “Design Guide Manual” as kept on file in the Village Clerk’s office. That manual exists from 2011 but is outdated with references to past code sections and older I-94 design criteria.
5. While the CBA design standards provide more detail than the adopted ordinance design standards the CBA guidelines currently only apply to the first Section east of I-94, not including Sections 29 and 32 around CTH K, which are also part of this I-94 Corridor Study.
6. Most design standards are general in nature but there are a few standards that Caledonia has adopted today were found to be too vague or require more clarity for future developers:
  - a. **Material Use:** Current Caledonia standards state buildings “...shall be clad in finish grade materials unless otherwise allowed under a conditional use or planned unit development.” Glass, brick, stone, wood, and decorative block are considered “finish grade materials.” Many communities instead encourage masonry materials at certain percentage OR “multiple use of materials”, and then let the developer drive and negotiate materials use.
  - b. **Adaptation to Surrounding Architecture:** Current Caledonia standards don’t discuss how a proposed structure should adapt/differ from surrounding developments. This is good to have in guidelines so a Plan Commission can guide aesthetic appeal of a given area if desired.
  - c. **Building Design:** Current codes discuss four-sided architecture, which is a vague term. Better language could be used such as establishing a base/middle/top, encouraging multiple bands of differing materials, altering rooflines, and differences in depth of a structure along given facades.
  - d. **Outdoor Storage of Materials/Vehicle Parking:** Standards are vague on the need to enclose or screen outdoor storage and parking of commercial vehicles. Strengthening design standards for visual issues may be required due to anticipated trucking and outdoor storage uses that may wish to be close to an interstate.
  - e. **Lighting:** Types, heights, styles, and requirements (foot-candles) are different between the I-94 corridor standards and current ordinances.

## Section 5: Existing Conditions

### Regional Context

The Village of Caledonia is located in the north central Racine County bordering Milwaukee County (City of Oak Creek) to the north, I-94 to the west, Lake Michigan to the east, and the Village of Mount Pleasant and the City of Racine to the south. The Village has access to three (3) I-94 interchanges along the eastern border. The I-94 Corridor serves as the major transportation connection between the City of Milwaukee, the City of Chicago, their surrounding suburbs, and all places in between including the Cities of Racine and Kenosha. The corridor has experienced significant growth which will likely continue in the future with the addition of the business Foxconn which will locate south of Caledonia in the Village of Mount Pleasant in 2018.



### Past Planning Efforts

In November 2006 the Village of Caledonia adopted a Land Use Plan that focused on a variety of neighborhood plans along the I-94 corridor. Each neighborhood had a different set of priorities, densities, and land uses recommended depending on the location along the corridor and various amenities that were found (utilities, topography, access, environmental lands, etc.). As of 2016 the Village opted to adopt the Racine County Multi-Jurisdictional Land Use Plan as the primary growth plan to base future decisions. The Racine County Plan carried over a few land use references from the 2006 Land Use Plan but didn't include the specific neighborhood planning methods originally found in the 2006 Plan.

The Village of Caledonia utilized both land use plans as reference for this study. Each section along the I-94 corridor was evaluated based on past thoughts on neighborhood planning while incorporating present conditions on the area market and current neighborhood development patterns.

In addition, the Village of Caledonia adopted a Cooperative Boundary Agreement with the Town of Raymond in 2009. The agreement outlines approval processes for new developments along the corridor so they are carefully planned and implemented to increase the quality of the projects, increase the cost effectiveness of providing municipal services, and to assist the success of adopted Tax Incremental Districts (TIDs).

### Tax Incremental Districts

Two (2) TIDs are adopted within the I-94 Corridor Planning area known as TIDs #1 and #4 (Shown on map below). These TIDs have been used to supply the necessary infrastructure to the areas in order to foster new commercial and industrial development. Caledonia has the possibility to utilize the existing TIDs for further infrastructure improvements and developer incentives as required.

### Natural Features and Topography

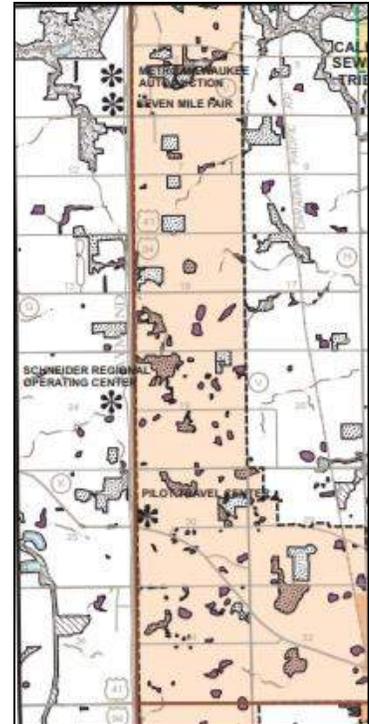
The I-94 Corridor Neighborhood Plan Area includes a few areas designated as isolated natural resource area. However, no areas are designated as a primary environmental corridor, secondary environmental corridors, 100-year floodplain according to the Southeastern Wisconsin Regional Planning Commission (SEWRPC). A variety of areas indicate the presence of wetlands. The map below highlights the natural features within the Village of Caledonia and the I-94 Corridor Study Area.

Where feasible, development should be located entirely outside of all environmentally sensitive areas to maintain a high level of environmental quality in Village. However, each future development will be dependent on new delineation of actual environmental features prior to development approvals.

## Infrastructure

### Sewer and Water

The I-94 Corridor Study Area is fully contained in the existing adopted Sanitary Sewer Service Area (SSA) as shown in the attached map inset. Agreements for water are in place to have water service derive from the Racine Water Utility south of 5 Mile Road and the City of Oak Creek north of 5 Mile Road. Actual sanitary and water mains servicing the study area can be found in the map below. Currently, sewer and water are only found in the southern portion of the study area around CTH K with mains coming north up CTH V and then heading west along CTH K to the business park area at the interchange of I-94. An I-94 Utility Study has been completed by the Village that outlines future extension and capacity needs to support development of the area in the coming years.



### Storm

Miscellaneous storm sewers are found throughout the I-94 Study Area. A few developments contain their own stormwater management features (.i.e. ponds) as regulated by the Milwaukee Metropolitan Sewer District. The only current location for a regional stormwater management facility is found north of CTH K where the DeBack Business Park has recently been developed.

### Transportation Network

The I-94 Corridor Study Area has access to three (3) of the six (6) interchanges within Racine County. In addition, a frontage road (East Frontage Road) provides direct access to properties adjacent to I-94 for the I-94 Corridor Study Area. Major west-east arterial roads within the I-94 Corridor Study Area include County Highway K (Northwestern Avenue), 5 ½ Mile Road, and 7 mile Road. County Highway V serves as the north-south arterial for the area.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) have adopted *A Transportation Improvement Program for Southeastern Wisconsin: 2017-2020* and *VISION 2020* relating to transportation network improvement projects that relate to Southeastern Wisconsin and the Village of Caledonia area. The 2017-2020 Plan has no effect on the Caledonia area. However, the *VISION 2020* document calls for future planning of transportation in the I-94 corridor area per the following:

- Continue Commuter Bus Route and Park/Ride throughout I-94 bordering Caledonia (Possible future park and Ride location along CTH K)
- Add bicycle accommodations on highways when reconstructing (Along CTH V, 7 ½ Mile Road, 5 ½ Mile Road, CTH K).
- Expand I-94 to eight (8) lanes. *NOTE: This is occurring from 2018-January 1, 2021 and will also include creating a new interchange at Elm Road (Just north of Caledonia in Oak Creek) and updated interchanges at 7 Mile Road and CTH K.*
- Reserve right-of-way to accommodate future improvement (4 lanes) along CTH K
- Future resurface for same capacities on:
  - 7 ½ Mile Road
  - CTH V
  - 5 ½ Mile Road (CTH G)
  - 4 Mile Road

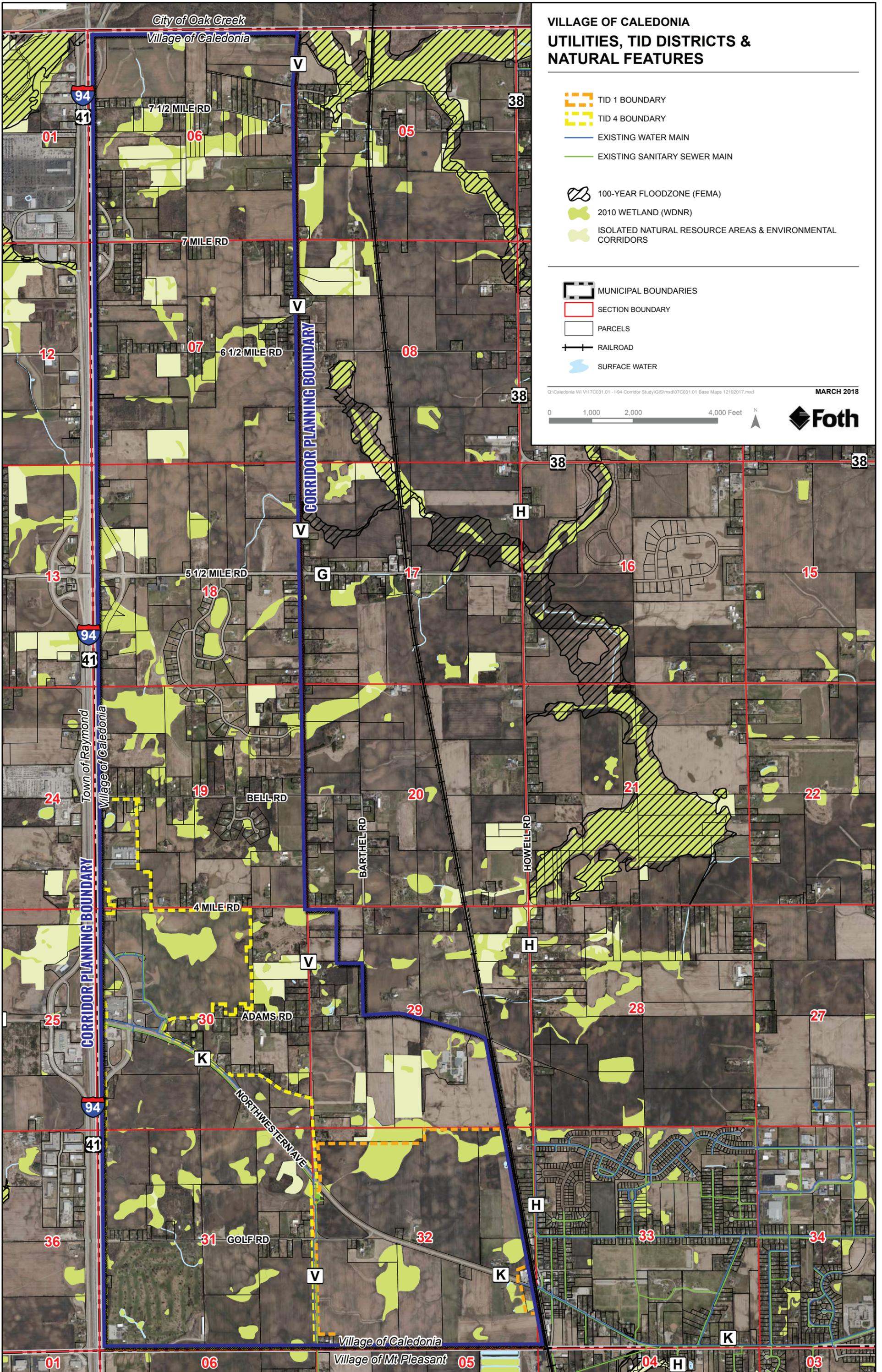
**VILLAGE OF CALEDONIA  
UTILITIES, TID DISTRICTS &  
NATURAL FEATURES**

-  TID 1 BOUNDARY
-  TID 4 BOUNDARY
-  EXISTING WATER MAIN
-  EXISTING SANITARY SEWER MAIN
-  100-YEAR FLOODZONE (FEMA)
-  2010 WETLAND (WDNR)
-  ISOLATED NATURAL RESOURCE AREAS & ENVIRONMENTAL CORRIDORS

-  MUNICIPAL BOUNDARIES
-  SECTION BOUNDARY
-  PARCELS
-  RAILROAD
-  SURFACE WATER

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MARCH 2018



## Market Analysis

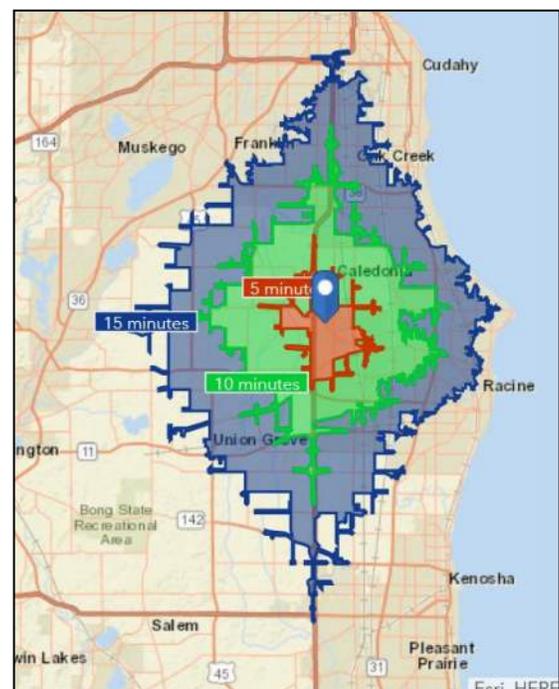
This study includes a deeper look at what types of land uses may be targeted for future development. In order to determine outcomes for future land uses a market and economic development analysis was performed. The analyses include pertinent information to Caledonia and the surrounding region that may drive future development of the I-94 properties.

### General Racine County Characteristics

- The 2017 year population of Racine County is 197,399. In 2010, the Census count in the County was 195,408. The rate of change since 2010 was 0.14% annually. The five-year projection for the population in the area is 199,543 representing a change of 0.22% annually from 2017 to 2022. Currently, the population is 49.6% male and 50.4% female. The median age in Racine County is 40.1, compared to U.S. median age of 38.2.
- The household count in Racine County has changed from 75,651 in 2010 to 76,325 in 2017, a change of 0.12% annually. The five-year projection of households is 77,086, a change of 0.20% annually from 2017. Average household size is currently 2.52 and 51,429 families are reported to be living in 2017 in the County.
- Median household income is \$57,581 in the County, compared to \$56,124 for all U.S. households. Median household income is projected to be \$66,130 in five years, compared to \$62,316 for all U.S. households.
- Average household income is \$74,768 in Racine County, compared to \$80,675 for all U.S. households. Average household income is projected to be \$85,738 in five years, compared to \$91,585 for all U.S. households.
- Per capita income is \$29,339 in Racine County, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$33,546 in five years, compared to \$34,828 for all U.S. households.
- 61.3% of the 83,382 housing units in Racine County are owner occupied; 30.2%, renter occupied; and 8.5% are vacant.
- Median home value in the County is \$189,189, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 2.21% annually to \$211,090.

### Market Profile

Market analysis data was collected to aid in determining the types of industries that may best serve the I-94 corridor area. The data was collected by centering a point at the CTH K/Interstate 94 interchange including five-, ten-, and fifteen-minute drive times. Collecting the data over multiple geographic drive times gives insight into the dynamics of the confines of the I-94 corridor itself (5 minute drive area), the immediate surrounding cities, villages, and properties adorning the I-94 corridor to the north and south (10 & 15 drive areas). The data includes statistics on consumer spending, supply vs. demand in the marketplace, household budgeting, and various market statistics (Source: ESRI Business Analyst 2017). The bulk of the data is found in Appendix C of this plan with the takeaways noted in the text herein. Lastly, CoStar Analytics were used to view the current vacancies and absorption rates of the immediate region.





### Consumer Spending

Consumer spending metrics display what the people in the area are spending their money on. An analysis of consumer spending sheds light on what industries may be most advantageous to locating close to the people of a given area. Here are a few takeaways from the current data:

- All geographic areas are consistent with primary spending on home (~30%), food (~12%), transportation (~12%), retirement (~11%), and healthcare (~8%).
- All geographic areas are consistent in spending their disposable income on “food away from home” (~7%) and “entertainment and recreation” (~5%). This amounts to \$3,000 per individual for each category a year. In the entire 15-minute drive time area this amounts to around \$325 million in money spent for “food away from home” and “entertainment and recreation”.

### Retail Marketplace Profile (supply vs. demand)

The retail marketplace table (industry supply (retail sales) vs demand (retail potential)) paints a similar picture to consumer spending but shows where a need or lack of industry is found in the planning area. Such data can point to locations that are frequented heavy by the population as well as where locations are that the population may be leaving the community to spend their money. Adding a retail marketplace analysis can give a deeper insight on which industries are lacking for a region and may be the most ideal to promote in future marketing to developers. Here are a few takeaways from the current data:

- In the 0-5 minute drive time radius the following industries are found to be lacking: gasoline service stations and specialty food stores.
- A large amount of industries see a gap when expanded to the 5-15 minute drive time radiuses including: merchandise stores, grocery stores, home furnishing stores, building material stores, and motor vehicles and parts dealers.
- Adequate supply of industries is found throughout all drive time radiuses for the following: furniture stores, beer/wine/liquor stores, clothing stores, sporting goods stores, and restaurants.

### Business Summary

The business summary statistics take a deeper look into the commercial and industrial businesses that are found in a geographic area. Cross referencing the amounts/types of businesses with the demand/supply analysis can truly reveal what industries may be lacking and be the most marketable for a given area. Overall, while manufacturing and transportation businesses are found throughout the region there is a lack of such business immediately within the I-94 Study Area:

- The following industries make up the bulk of the businesses throughout the 15-minute radius area:
  - Retail Trades (20%)
  - Manufacturing (16.9%)
  - Health Services (12.8%)
  - Transportation (9%)
- Manufacturing currently makes up only 8.1% (~7 businesses) in the 5-minute radius area, 7.5% in the 10-minute radius area, and only 5.8% in the overall 15-minute radius area.

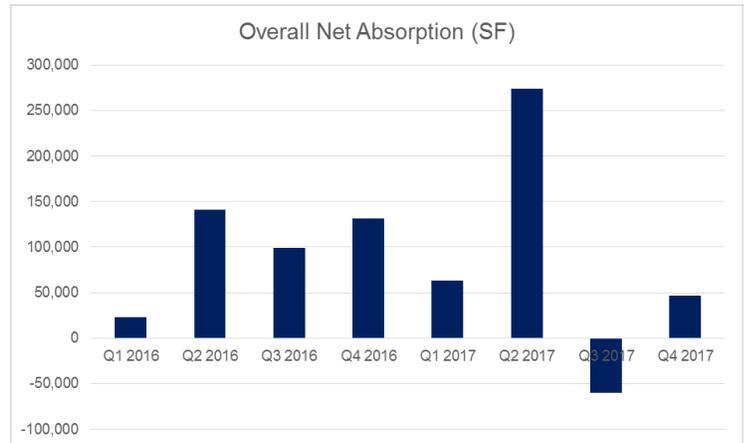
Statistic	5-Minute Radius	10-Minute Radius	15-Minute Radius
Total Businesses	86	692	3,026
Total Employees	1,096	13,200	56,782
Total Population	1,454	19,893	107,660
Employee/Residential Population Ratio (per 100 Residents)	75	70	53

### Absorption Rates

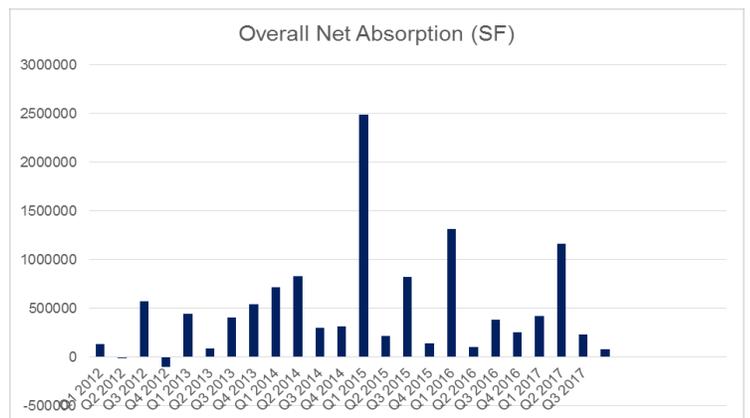
Area absorption rates can display the potential for fulfilling successful new developments along the I-94 corridor. Absorption can tell the Village what industries may be most lucrative to market due to the demand of the particular industry in the region. Below is a collection of the absorption trends in Racine and Kenosha Counties for the retail, industrial, and office industries. The tables and background data display the following takeaways:

- Retail Industries – The past two years have shown that the retail industry is a continual growing market in the region able to absorb over 50,000 square feet of available space every quarter since Q2 2016. A small dip is found in Q3 2017 but the rates recovered in Q4 2017.
- Industrial Industries – 2016 and 2017 each saw over 2 million square feet of absorption and the trend is believed to continue astronomically in 2018 with Foxconn and the possible supplier industries required.
- Office Industry – The office industry has rather low absorption rates compared to retail and industrial. Most quarters see less than 50,000 SF of absorption with Racine County in particular at around zero square feet most quarters. The large rise in Q4 2017 is due to an office building in Kenosha County taking lease.

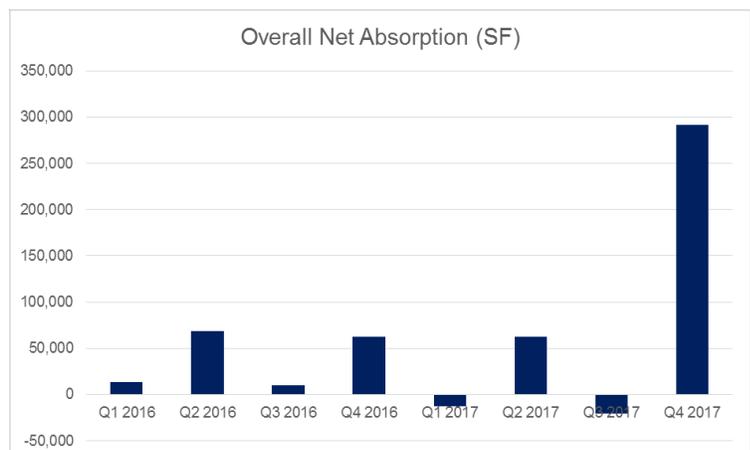
#### RETAIL: Racine & Kenosha Counties



#### INDUSTRIAL: Racine & Kenosha Counties



#### OFFICE: Racine & Kenosha Counties





### Vacancy Rates

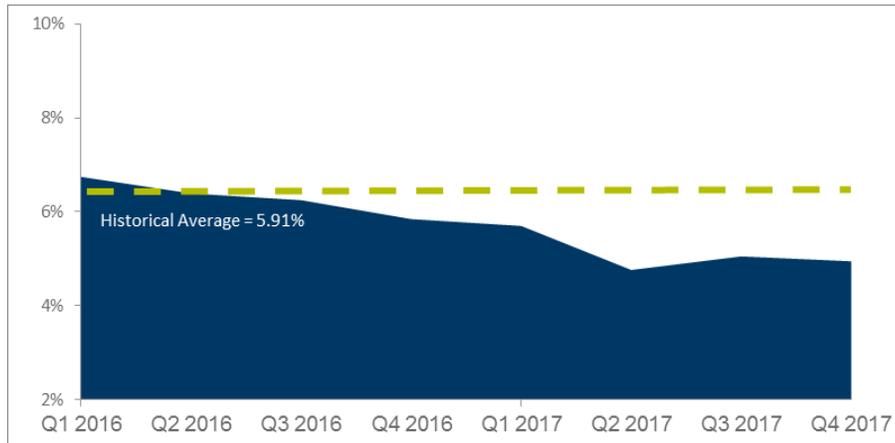
Another indicator of the area market is in relation to vacancy, which is the amount of unoccupied square feet of the various target industries that may be found in the region. Below is a collection of the vacancy trends in Racine and Kenosha Counties for the retail, industrial, and office industries. The tables and background data display the following takeaways:

- Retail Industries – Vacancy in the area is at a low point over the past two years with only around 50,000 SF (5%) of vacancy as of Q4 2017 across both counties. The current market for retail is similar in both counties with Racine County at a 5.3% vacancy rate today and Kenosha County at a 4.4% vacancy rate.
- Industrial Industries – Vacancy hasn’t been above the historical average of 5.91% since 2012. While dipping to around 2% in 2015 the rate currently is around 5% with only 80,000 SF of vacancy as of Q4 2017. The market for industrial is largely in Kenosha County with approximately 1,946,000 square feet available compared to 940,000 square feet in Racine County.
- Office Industry – Office is consistent with the other industries staying well below the historical average of 5.91% currently at 4.7% in Q4 2017. The market for office vacancy is largely in Racine County with approximately 272,000 square feet available compared to 71,000 square feet in Kenosha County.

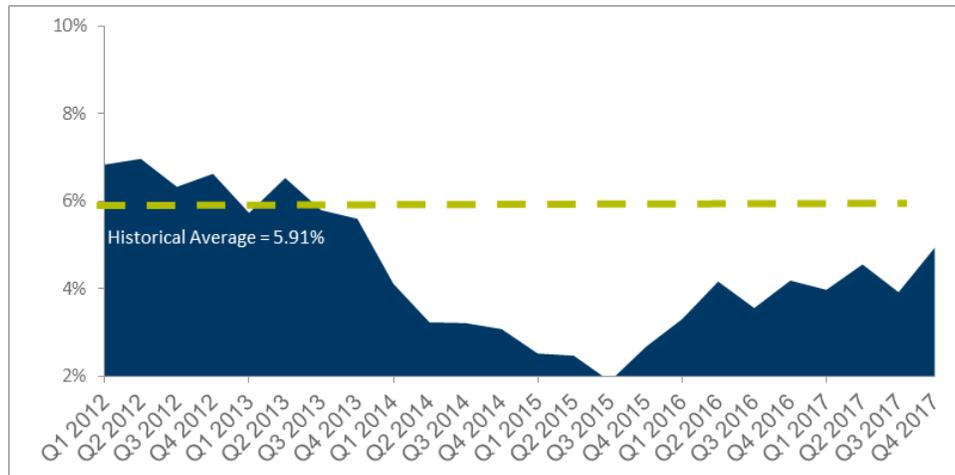
### Overall Q4 2017 Vacancy/Absorption Picture

Industry	Q4 2017	Inventory (SF)	Overall Vacant (SF)	Vacancy Rate	Overall Absorption (SF)
Retail	Racine Co.	14,932,085	796,310	5.3%	43,649
	Kenosha Co.	10,649,384	469,553	4.4%	3,108
Industrial	Racine Co.	29,230,846	940,080	3.2%	254,136
	Kenosha Co.	29,246,222	1,946,354	6.7%	-174,753
Office	Racine Co.	4,870,070	272,307	5.6%	-5,756
	Kenosha Co.	2,416,248	71,131	2.9%	297,696

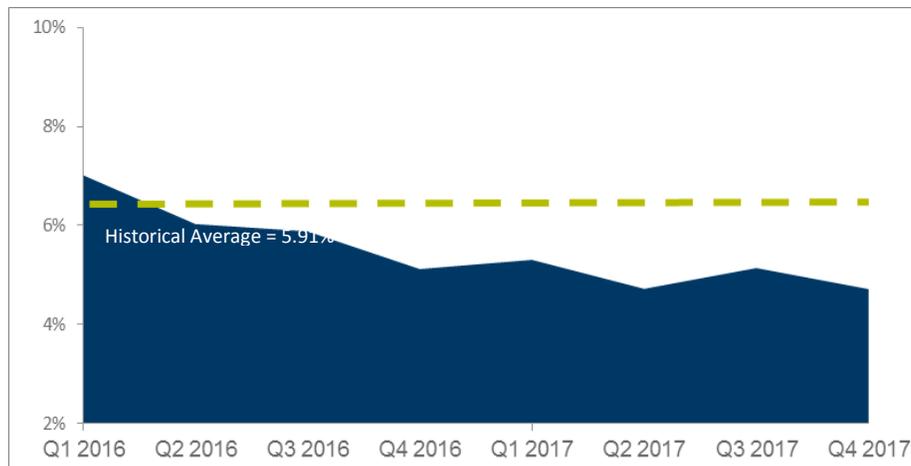
**RETAIL: Racine & Kenosha Counties**



**INDUSTRIAL: Racine & Kenosha Counties**



**OFFICE: Racine & Kenosha Counties**





### Stakeholder Conversation

Foth conducted conversations with economic development professionals in the area in order to formulize what the development potential may be realized along the I-94 corridor in today's market along with what types of industries may be expected in the near future. The unbiased insights give further understandings into future anticipated development patterns in the coming years.



Discussion points with Racine County Economic Development Corporation:

- Racine County communities are urged to review their land use plans to assure highest and best uses are found along the I-94 Corridor. This will assure readiness for future Wisconn Valley businesses and the future of Foxconn.
- Most of the industrial building inventory available in Racine County is Class A space, located next to the Interstate. Existing buildings are larger in scale (50,000 SF+). Available industrial land parcels available for sale tend to be larger in scale (20+ acres) or are owned by developers seeking build to suit options.
- RCEDC receives requests for office space, which is limited. These site search requests tend to be for areas located east of I-94. Racine County has very little in the way of office.
- RCEDC receives numerous requests for multi-family housing. There is interest in commercial as well, but primary focus is on industrial and multi-family housing at this time.

Discussion points with Principals/Brokers of the Industrial and Commercial Divisions from Boerke-Cushman & Wakefield:

- Market for industrial and commercial supporting uses in flux until:
  - Foxconn breaks ground
  - New infrastructure projects begin and end
  - Foxconn supporting industries come to market and show their needs (land, occupations, infrastructure)
- Industrial and Commercial support industries are at a low vacancy and the amount of area square feet is very low given the level of development activity being forecasted along I-94 corridor between Illinois to Milwaukee.
- Standalone 3-5 acre commercial parcels hard to sell in region.
- Property owners are best suited to leave large parcel as-is that are ready to accommodate any size or type (commercial/industrial) of development.
- Most end users will result from a property that is marketed as “pad-ready” having all utilities, base grading, and regional stormwater built OR at least funded for immediate construction when developer makes proposal.
- Having parcels pad-ready allowable for multiple uses (i.e. business park uses) in the commercial and industrial industries separates parcel from most other developments in the area and is more easily marketable as it reduces timeframes for developers.



### Tax Base

The 2017 Statement of Assessment for the Village of Caledonia is shown in the table below. Commercial and industrial uses are found to be at a very low percentage for a community of Caledonia's size and economic position as compared to communities throughout Wisconsin of similar proportions (Typically communities see a tax base of commercial/industrial of 18% or higher).

Increasing potential for new commercial and industrial uses could aid in balancing the high amount of residential tax base in the community. Industrial related uses can provide a tax base with a limited amount of resources that require provision in a community.

<b>2017 Statement of Assessment</b>		
Residential	\$ 1,710,308,900	86.11%
Commercial	\$ 197,213,500	9.93%
Industrial	\$ 26,068,200	1.31%
Other	\$ 52,533,300	2.65%
<b>Total</b>	<b>\$ 1,986,123,900</b>	<b>100%</b>



## **Appendix A**

### **Proposed Caledonia Design Standards**



### **PURPOSE**

*The general purpose of these design standards is to aid the Planning Staff and Plan Commission in planning, design, and redesign of the built environment of the Village of Caledonia so as to enhance its visual character, maintain and increase property values, and avoid monotony. These standards will also assist in fostering sound, functional, attractive and quality development. The provisions herein shall be liberally construed in favor of the Village and shall be considered as minimum standards.*

### **SCOPE**

*It is not the intent of these guidelines to repeal, abrogate, annul, impair or interfere with any existing easements, covenants, or agreements between parties or with the rules, regulations, or permits previously adopted or issued pursuant to laws: provided, however that where these guidelines in any way imposes greater standards than are required by other rules, regulations or permits or by easement, covenants or agreements, the provisions of these guidelines shall be the guide, with the exception of single family residential uses.*

### **APPLICATION & GEOGRAPHIC AREA**

*The following guidelines shall apply to all new commercial, industrial, institutional, and multi-family developments within the Village of Caledonia.*

### **GENERAL**

*In order that the physical environment of the Village is developed in a way that will provide the maximum degree of aesthetic satisfaction and to promote greater economic stability through preservation and enhancement of property values, it is deemed necessary to exercise regulation over the architectural appearance and construction of buildings erected, remodeled, or in any way placed within the Village. Such regulations are not intended to impose a pattern of regimented conformity to any specific architectural style or taste established by the Plan Commission, review board, or the existing residents of any area; but is intended solely to prevent any development which would substantially adversely affect the existing or potential beauty and value to the community, the characteristics of the neighborhood—potentially reducing its desirability and depreciating surrounding property values.*

*To implement and design criteria for the purposes stated above the following standards are established:*

- 1. No building shall be permitted a design or exterior appearance which is unorthodox or has abnormal character in relation to the surrounding properties as to be unsightly or offensive to generally accepted tastes of the community and professional judgment of the Planning Commission.*
- 2. No building shall be permitted where any exterior surface is not constructed or faced with a finished material which is aesthetically compatible with the exterior surface of adjacent buildings and presents an attractive appearance to the public and to surrounding properties.*
- 3. No building shall be permitted to be sighted on the property in a manner which would unnecessarily destroy or substantially damage the natural beauty of the area, particularly insofar as it would adversely affect values incident to ownership of land in that area or which would unreasonably affect adversely the beauty and general enjoyment of existing residences on adjoining properties.*
- 4. No building or addition to any building shall be permitted to be sited on the property in a manner which would interfere with the peaceful enjoyment and natural light of adjacent buildings.*



#### **RELATIONSHIP OF BUILDING TO SITE**

1. *The site shall be planned to accomplish a desirable transition with the streetscape, and to provide for required planting, pedestrian movement, and parking areas.*
2. *The height and scale of each building shall be compatible with its site and adjacent buildings.*
3. *Newly installed utility services, and service revisions necessitated by exterior alterations, shall be underground, unless feasibility is prohibited by existing buildings or utility services. Utility pedestals shall be screened.*
4. *Site planning in which setbacks and yards are in excess of zoning restrictions are encouraged to provide an interesting relationship between buildings. Reduced setbacks and offsets may be encouraged in PD zoned areas where a traditional downtown may be intended.*
5. *Parking areas shall be treated with decorative elements, building wall extensions, plantings, berms or other innovative means so as to appropriately screen parking areas from view from public ways and residential areas.*
6. *In relating buildings to site, the provisions of the Zoning Ordinance in regard to bulk regulations, standards, and off-street parking shall be part of this criteria.*
7. *Building placement. Buildings shall be parallel to the right-of-way (or parallel to the tangent to curve taken at the midpoint) whenever possible.*

#### **RELATIONSHIP OF BUILDING AND SITE TO ADJOINING AREA**

1. *An attractive landscape transition to adjoining properties shall be provided.*
2. *Harmony/compatibility in texture, lines, and mass is required.*
3. *Rhythm/re-occurring patterns in windows and storefronts should be included and encouraged.*

#### **BUILDING DESIGN**

1. *Architectural style is not restricted, instead, evaluation of the appearance of a project shall be based on professional quality of its design, relationship to surroundings and the community.*
2. *Four Sided Architecture is required.*
3. *Buildings shall have proportionate scale and building components, such as windows, doors, eaves, and parapet, shall be in proportionate scale in relationship to one another.*
4. *Buildings shall be comprised of a visually distinct base, middle and top. Expression of the elements should be handled through changes in plane and material, horizontal bands, cornices, and/or varied window openings. Large buildings should be comprised of a series of masses and forms to give the building hierarchy, scale and visual richness.*
5. *Mechanical equipment or other utility hardware on roof, ground, or buildings shall be screened from public view with materials harmonious with the building, or they shall be located so as not to be visible from any public ways.*
6. *Pitched roofs such as hip, gambrel, gable, etc. are encouraged. Flat roofs with parapets should include varying heights, materials, and depths to break up long horizontal planes and give further character.*
7. *Buildings proposed that meet Leadership in Energy and Environmental Design (LEED) standards are encouraged. Developers should demonstrate what LEED standards is meeting at the time of Plan Commission approvals.*



8. *Additional Facade Features.* Awnings and canopies are encouraged on commercial development corresponding with window and door placement and should be used to give prominence to openings. Windows should be configured to maximize facade transparency along publicly accessible/visible areas. Clear glass shall occupy a large portion of the building frontage along sidewalks and walkways intended for pedestrian circulation.
9. *Entrances and Entry Features.* The major public entry shall be a prominent visual feature of a building. Users should be able to discern the entry of a building from a distance to facilitate movement to the building. This entry should be oriented toward a public space such as the parking area or street right-of-way. The entry should be easily distinguishable from the rest of the building and given prominence through recess/projection, canopy or awning, change in material, height, added detail or other methods. If multiple retail tenants occupy the ground floor of a building, each should have their own separate and distinct entry. If the ground floor is occupied by office uses, a shared entrance is appropriate. Upper floors of office or residential buildings may be serviced by a single ground floor entry. Service entries and garage doors should be located in the rear or on the side of the building and screened by landscaping.

#### **MATERIALS**

1. *Materials shall have good architectural character (i.e., strength, durability and quality) and shall be selected for harmony of the building with adjacent buildings and the surrounding community.*
2. *Materials shall be selected for suitability to the type of buildings and the design in which they are used.*
3. *Buildings shall have the same materials, or those which are architecturally harmonious, used for all building walls and other exterior building components wholly or partly visible from public ways.*
4. *All buildings shall maximize the usage of masonry products. Masonry may include brick, architectural panels, pre-cast concrete, or decorative masonry block. Final determinations of what constitutes masonry product to meet these requirements will be solely up to Plan Commission.*
5. *The use of metal facades and roofs should be avoided. Use of metal may be allowed, subject to Plan Commissions approvals, for areas outside of public view or where the use of metal supports the overall architecture plan presented by a petitioner.*
6. *Materials shall be of durable quality. A proposed development should demonstrate the “average expected building life” to the Plan Commission based on the architecture and materials being proposed.*
7. *Continued good appearance depends upon the extent and quality of maintenance. The choice of materials and their use, together with the types of finishes and other protective measures, must be conducive to easy maintenance and upkeep.*
8. *Materials and finishes shall be selected for their durability and wear as well as attractiveness. Proper measures and devices shall be incorporated for protection against the elements, neglect, damage, and abuse.*

#### **COLOR**

1. *Colors shall be harmonious, with bright or brilliant colors avoided, unless proposed for accent use only. Colors utilized in the project design shall be non-florescent. Earth tones such as gray, green, brown, burgundy, and tan are encouraged. Essentially, neutral colors are preferred over primary colors.*
2. *The coloring of all brick, decorative masonry, or stone shall be expressed as integral to the product and not painted on the surface of the product.*
3. *All proposed color schemes shall be reviewed on their individual merit based upon building design, building materials, longevity of the color choice(s), statement in relation to overall theme, character and color of adjacent structures, mass/size of the proposed and adjacent structure(s), and unity with existing structures on the project site. Plan Commission shall determine appropriateness.*



### **LIGHTING**

*Establishment of a lighting system that provides safe and secure travel along vehicular and pedestrian circulation routes is of the utmost importance. The following design standards shall be considered.*

- 1. All lighting, free standing or wall mounted, shall be down cast, cut-off. Freestanding fixtures shall have zero degree tilt.*
- 2. Integrate lighting system with site systems and supply power by underground lines to reduce streetscape clutter.*
- 3. All lighting on a parcel shall be located or shielded to avoid casting any direct rays to adjoining parcels. This is especially important when adjacent to residential uses.*
- 4. Photometric plans must accompany a submittal. Photometric plans showing the foot-candle extent of exterior lighting should be no more than 0.5 foot candles at the property line unless Plan Commission finds that extenuating circumstances exist (Adjacent to right-of-way, cross-access exists, etc.).*
- 5. A light pole support base may not exceed 6 inches in height and an individual light pole should be within a curbed landscaped area to avoid damage.*
- 6. Lighting designs/types should be similar throughout the neighboring developments when possible.*

### **CROSS ACCESS**

- 1. Each commercial and industrial development shall provide site planning for cross access between properties so as to minimize Village, County, and State access road needs. Cross access easements will be required to be recorded before occupancy of each approved development.*

### **OFF-STREET LOADING/UNLOADING**

- 1. Street Servicing Prohibited: No building for commercial or industrial purposes shall hereafter be erected or placed on a lot in a manner requiring servicing directly from the abutting public street.*
- 2. Screening: All off-street loading and unloading shall be screened from all right of ways as deemed appropriate by Plan Commission.*

### **SCREENING**

- 1. Design and Screening of Garage Doors, Loading Areas, Service Entries and Areas, and Mechanical Equipment: Garage doors, loading areas, service entries and areas, and mechanical equipment shall be screened or designed with a high degree of visual appeal. This treatment can minimize the negative visual impact such necessary functions have and can help enhance and define adjacent spaces. Various techniques should be used to completely screen views into these areas. Densely planted trees, shrubs, opaque fencing, and/or garden walls should be used to screen service areas, loading areas, trash receptacles and ground-floor mechanicals. These elements should be at least seven (7) feet high (plant material should be at least seven (7) feet within 2 years of planting). A high degree of visual appeal can be attained through the use of ornamental fencing, ornamental canopies, pedestrian scale lighting, high grade finish materials, and additional design detail.*
- 2. Roof top and ground mechanical installations should be screened so as to block the view from adjacent streets and properties. Screening should match or complement the overall theme and materials of the building. All screening is subject to review and approval by the Plan Commission.*

### **OUTDOOR STORAGE**

- 1. Commercial vehicle storage/parking, refuse areas, waste removal areas, service yards, storage yards, and exterior work areas shall be screened from view from public ways, using similar grade materials as proposed on the principal structure or a combination of landscaping/grading/fencing.*



## **SIGNS**

*All proposed and existing signs shall comply with the Village's existing sign ordinance. Proposed signs should be part of a Plan Commission submittal where applicable.*

## **LANDSCAPING & GRADING**

1. *Where natural or existing topographic patterns contribute to the beauty and utility of a development, they shall be preserved and enhanced. Modification to topography will be permitted where it contributes to good appearance (Landscape berms, etc.).*
2. *Grades of walks, parking spaces, terraces, and other paved areas shall provide an inviting and stable appearance for walking.*
3. *Landscape treatment shall be provided to enhance architectural features, strengthen vistas, and provide shade.*
4. *Unity of design shall be achieved by repetition of certain plant varieties and other materials, and by correlation with adjacent developments.*
5. *Parking areas and traffic ways shall be enhanced with landscaped spaces containing trees or tree groupings. Shrubs shall be used only where they will not obscure vision and will not require excessive maintenance.*
6. *Where building sites limit planting, the placement of trees in parkways or landscaped islands is encouraged.*
7. *Screening of service yards, and other places that tend to be unsightly, shall be accomplished by use of walls, fencing, planting, or combinations of these. Screening shall be equally effective in winter and summer.*
8. *Street Edge Landscaping: Street edge landscaping, unless specifically excluded, shall include a rhythmic planting of trees no more than 50' on center of the tree trunk. Rhythmic planting shall mean the inclusion of 2 to 3 different species of trees planted in an alternating fashion. Trees shall be planted parallel to the right-of-way. Trees shall be canopy deciduous trees as approved by Village Staff. Trees bordering a parcel shall be of the same species in order to provide visual continuity along the street edge. In addition to rhythmic planting of trees, a secondary landscape layer located behind the tree line should be created using ornamental fences and continuous evergreen hedges that block views of parking areas. Unless otherwise noted these should have a minimum height of 4' above the elevation at the right-of-way. Berms should not be used as a device for visual screening unless specific approval is given by the Village Board. When berms are approved for use, they shall have a minimal slope in contrast to the surrounding landscape. When a berm is intended to screen a building from a public right-of-way, the berm must be configured so that the building is screened at all visual angles from the public right-of-way. Trees, fences, and hedges may be eliminated when there is a planned view of an open landscaped area included as part of a long-term open space management plan in a planned unit development or as provided by the standards for pedestrian main streets.*
9. *Landscape Features in Large Surface Parking Lots: For large surface parking lots with more than fifty (50) parking spaces, landscaped islands shall be located along the edges of large parking lots and along the likely pedestrian routes. For every twenty (20) parking spaces, three hundred (300) square feet of landscaped area should be provided. For the purposes of this paragraph, landscape features shall be defined as canopy trees (where the canopy is intended to be at least eight (8) feet above grade) and hedges or bushes with an intended height of four (4) feet or greater. The pattern and geometry of the landscape should follow the geometry of the buildings and circulation system. It should not appear as a series of isolated plantings unrelated to the visual character of the spaces created by the buildings and lots. Where feasible, trees and landscape features should be combined to create larger public spaces/greens within or adjacent to buildings and active uses.*
10. *Open Space and Natural Resource Protection: Site design should accommodate open space and existing environmental features as identified, and if applicable, have a stewardship plan for its management.*



## **PEDESTRIAN**

1. *Pedestrians and Bicycles.* Street cross-sections shall include either sidewalks or pathways for pedestrian movement (collectively referred to as "Walkways"). These may be combined with off-road bicycle trails and circulation. Pedestrian Walkways should be incorporated into all site plans along the public edges of parcels, between parking areas and buildings, as connections between adjacent sites, and within large parking areas. Pedestrian crosswalks should receive special paving treatments that are intended to calm traffic and provide a visually attractive pavement pattern for both drivers and pedestrians.
2. *Pedestrian Movement in Surface Parking Lots.* Pedestrian Walkways provide a safe and attractive means of passage for pedestrians to and from their vehicles. Walkways should be located on rows that terminate at the building entrance and buffered from driving lanes and parking stalls with landscaping. Walkways should be pronounced with decorative paving, brick or other similar material, and pedestrian-scaled lighting. Pedestrian crossings should be provided to access the Walkways from other locations within the lot. Any material used shall be conducive with crossing motor vehicle traffic to avoid the creation of a hazard.
3. *Linkages to Trails, Environmental Features and Public Places:* Pedestrian linkages shall be provided to abutting trail systems and pedestrian Walkways. The internal trails and Walkways shall be connected in a pedestrian-friendly manner to the commercial uses on the site, building entries, and parking access.

## **PARKING**

1. *Locations of parking lots are important to the functional and aesthetic aspect of any development.* Locate parking lots convenient to building entrances, while avoiding a lot placement which blocks the view of the buildings.
2. *Minimize disruption to natural site features.* If possible, incorporate existing vegetation as highlights or screens. In addition, all parking lot islands may be landscaped and one landscaped island may occur for every grouping of 10 parking stalls as approved by the Planning Commission.
3. *Off-street vehicle parking shall be reasonably adjacent to the use or building served; be intended specifically to serve the residents, patrons, or employees of said use or building; and the required number of spaces must be demonstrably usable and accessible for such purpose.*
4. *Determination of Need:* The number of parking areas required shall be based upon the anticipated parking demand of individual uses as specified by Village Ordinances.
5. *Surfacing & Curbing:* Any parking lot shall be hard surfaced and have curbing throughout the development. (Plan Commission may waive this need for certain site areas (ex. Rear storage areas, etc.).)
6. *Screening:* Any off-street parking area, other than that provided for a residence, which abuts or faces a residence shall provide a planting screen, landscaped fence, or wall, at least 4 feet in height along the side abutting or fronting on a residence district. Plans for such screen shall be submitted to Plan Commission for approval before installation.

## **NOISE REQUIREMENTS**

1. *The Plan Commission may request further noise studies when a proposal is brought forth that has uses or devices proposed on a site that might impact the existing ambient noise levels in a given area. Such noise studies may require a petitioner to show the existing ambient noise levels compared to the proposed noise levels at a variety of distances and real locations. Plan Commission may then act to place a decibel (db) level requirement at a given location of a proposed site (Ex. 50 db Property line or 50 db at "x" amount of feet from a property line, etc.) within a resolution. Failure to comply with a Plan Commission approval for noise will result in the immediate remedy of the noise level violation or the issuance of citations.*

## **COMPLIANCE IN PERPETUITY IS REQUIRED**

Any Site and Operation Plan granted through the authority by the Village Planning Commission shall be perpetually binding upon the development and all aspects of the approval given shall be followed. A Site and Operation Plan shall be perpetually binding to the extent that:



1. *All buildings and structures shall be maintained in a tasteful, safe and appropriate manner as they were originally approved for.*
2. *All landscaping shall be periodically groomed and/or replaced when necessary.*
3. *All drives, parking and pedestrian areas shall be kept in a safe and passable condition. This includes the maintaining of the appropriate pavement markings and the refinishing of the asphalt or concrete when it should become deteriorated.*
4. *All natural areas and environmental areas identified for protection shall be maintained in manner which preserves their aesthetic and natural function.*
5. *All repairs and maintenance shall be executed in a timely manner.*



## **Appendix B**

### **Existing Caledonia Design Standards**

## CHAPTER 3

### Design Standards for Business, Commercial, Industrial, Recreational and Institutional Uses

<i>Section Number</i>	<i>Title</i>	<i>Ordinance Number</i>	<i>Date of Ordinance</i>
16-3-1	Applicability	2006-11 2008-04	11-21-06 07-01-08
16-3-2	Uniform Standards for Architectural Design	2006-11 2016-10	11-21-06 06-06-16
16-3-3	Uniform Standards for Site Design and Landscape	2006-11 2016-10	11-21-06 06-06-16
16-3-4	Additional Design Standards Based on Type of Development Use	2006-11	11-21-06
16-3-5	Signs	2006-11 2008-04	11-21-06 07-01-08
16-3-6	Parking	2006-11	11-21-06
16-3-7	Repealed.	2006-11 2014-01	11-21-06 04-07-14

#### SEC. 16-3-1 APPLICABILITY.

- (a) **Required.** All persons, firms, entities, or associations seeking to use property for Business, Commercial, Industrial, Institutional, or Recreational uses whether by zoning permit for a permitted use, conditional use, planned unit development, or any other way, shall file an application pursuant to this Title and Ch. 20 of the RCCO and shall comply with the requirements of this Title and Ch. 20 of the RCCO. To the extent any provision of this Title or any other ordinance of the Village conflicts with a provision of Ch. 20 of the RCCO, the more restrictive provision shall apply.
- (b) **Exceptions.** Proposed accessory cold storage buildings located on existing commercially-zoned sites (whether or not a conditional use permit governs operations on the rest of the site) and located outside of Urban Service Area, as that term is defined under Sec. 16-2-1, and/or outside of the Village Centers as identified in the adopted land use plan and neighborhood plans where the proposed structure is obscured from the highway frontage shall be exempt from the provisions of this Chapter.
- (c) **Additions.** Additions to existing buildings and structures shall comply with this Chapter when:
- (1) The addition is approved after the adoption of this Ordinance and the use of the property meets the criteria of either Chapters 4 or 5 of this Title regulating Moderate and High Impact Uses; or

- (2) Buildings and structures within three hundred feet (300') of the subject building or structure have complied with this Chapter.

**SEC. 16-3-2 UNIFORM STANDARDS FOR ARCHITECTURAL DESIGN.**

- (a) **Required.** These standards are applicable to all new applications after adoption of this ordinance for all permitted uses in any zoning district in which they are allowed, any conditional use or as part of a planned unit development. Design, placement and orientation of buildings shall facilitate appropriate land use integration and appropriate vehicular and pedestrian flow to adjoining areas and neighborhoods, and shall forward community character objectives as described in the Village's adopted Comprehensive Plan, as amended from time-to-time.
- (b) integration and appropriate vehicular and pedestrian flow to adjoining areas and neighborhoods, and shall forward community character objectives as described in the Village's Comprehensive Plan, if applicable, and the Village's Land Use Plan.
- (b) **Design Guidelines Manual.** The applicant shall follow the Design Guidelines Manual, as published and revised by the Village from time-to-time for all permitted Business, Commercial, Industrial, Recreational and Institutional uses, all conditional uses and all planned unit developments. These guidelines are available from the Village Clerk. Among other features, these guidelines address the standards delineated under Sec. 16-3-2(c) as well as lighting, signs and mixed-use development.
- (c) **General Standards.** These standards shall apply in all uses and may be supplemented by a special design standard, if applicable, under Section 16-3-4.
  - (1) **Future Uses and Redevelopment.** Building locations and design shall be planned to facilitate a variety of future uses and redevelopment potential. This includes circulation and parking arrangements, street and lot arrangements, and building orientations that lend themselves to future changes if, and when, initial uses are terminated.
  - (2) **Building placement.** Buildings shall be parallel to the right-of-way (or parallel to the tangent to curve taken at the midpoint) and located within the build-to zone established by the Village's Comprehensive Plan or by the Village under a conditional use permit or planned unit development. -If the build-to zone has not been established, the build-to zone is within ten (10) feet of the minimum setback line unless otherwise allowed by the Village.
  - (3) **Building facades, composition and articulation.** Buildings shall be comprised of a visually distinct base, middle and top. Buildings shall not exceed two (2) stories except as noted in the standards for specific types of places or as may be allowed for by a conditional use or in a planned unit development. This provides a flexible method of relating the building to the pedestrian (base), to the surrounding architecture (middle), and the opportunity for unique identity where the building meets the sky (top). Expression of the elements should be handled through changes in plane and material, horizontal bands, cornices, and/or varied window openings.

Large buildings should be comprised of a series of masses and forms to give the building hierarchy, scale and visual richness. Building massing and components should demonstrate consistent proportional harmonies as indicated in the guideline illustrations.

- (4) **Building Materials.** The primary facade and sides of the building visible from the public space, public parking, walkways, and rights-of-way shall be clad in finish grade materials unless otherwise allowed under a conditional use or planned unit development. Glass, brick, stone, wood, and decorative block are examples of finish grade materials that are appropriate for use on visible facades. The rear or side of the building shall use the same materials.
- (5) **Additional Facade Features.** Awnings and canopies are encouraged on commercial development. They should correspond with window and door placement and should be used to give prominence to openings. Awnings should be composed of straight planar surfaces and opaque material and shall not be lit from within.
- (6) **Glazing.** Windows should be configured to maximize facade transparency along publicly accessible/visible areas. Clear glass shall occupy a minimum of 40% of the building frontage along sidewalks and walkways intended for pedestrian circulation.
- (7) **Entrances and Entry Features.** The major public entry shall be a prominent visual feature of a building. Users should be able to discern the entry of a building from a distance to facilitate movement to the building. This entry should be oriented toward a public space such as the parking area or street right-of-way. The entry should be easily distinguishable from the rest of the building and given prominence through recess/projection, canopy or awning, change in material, height, added detail or other methods. If multiple retail tenants occupy the ground floor of a building, each should have their own separate and distinct entry. If the ground floor is occupied by office uses, a shared entrance is appropriate. Upper floors of office or residential buildings may be serviced by a single ground floor entry. Service entries and garage doors should be located in the rear or on the side of the building and screened by landscaping pursuant to subsection 16-3-2(c)(8) below.
- (8) **Design and Screening of Garage Doors, Loading Areas, Service Entries and Areas, and Mechanical Equipment.** Garage doors, loading areas, service entries and areas, and mechanical equipment shall be screened or designed with a high degree of visual appeal. This treatment can minimize the negative visual impact such necessary functions have and can help enhance and define adjacent spaces. Various techniques should be used to completely screen views into these areas. Densely planted trees, shrubs, opaque fencing, and/or garden walls should be used to screen service areas, loading areas, trash receptacles and ground-floor mechanicals. These elements should be at least seven (7) feet high (plant material should be at least seven (7) feet within 2 years of planting). A high degree of visual appeal can be attained through the use of ornamental fencing, ornamental canopies, pedestrian scale lighting, high grade finish materials, and additional design detail.
- (9) **Vehicular Entries.** Vehicular entries that allow motor vehicles to cross sidewalks and other pedestrian walkways shall be designed to slow vehicular traffic and

minimize interruption to pedestrian movements. Such areas should not be more than twenty feet (20') wide for two lanes of traffic and ten feet (10') wide for one lane. Paving for such area should be distinct from abutting drive areas and should match the materials for pedestrian movement. Bollards or similar devices shall be used to calm traffic and give pedestrians a greater sense of security as they walk across drive lanes.

- (10) **Other.** Additional standards may be applied by the Village based on site conditions and the Village Comprehensive Plan, as amended from time-to-time.

### **SEC. 16-3-3 UNIFORM STANDARDS FOR SITE DESIGN AND LANDSCAPE.**

- (a) **Design Guidelines Manual.** The applicant shall follow the Design Guidelines Manual, as published and revised by the Village from time-to-time for all permitted Business, Commercial, Industrial, Recreational and Institutional uses, all conditional uses and all planned unit developments. These guidelines are available from the Village Clerk. Among other features these guidelines address the requirements delineated under Sec. 16-3-3(b) as well as lighting and mixed-use development.
- (b) **Required.** These requirements are applicable to new applications for all permitted uses in any zoning district in which they are allowed, any conditional use or as part of a planned unit development. Design shall forward community character objectives as described in the Village's adopted Comprehensive Plan, as amended from time-to-time.
- (1) **Street Edge Landscaping.** Street edge landscaping, unless specifically excluded, shall include a rhythmic planting of trees no more than 50' on center of the tree trunk. Rhythmic planting shall mean the inclusion of 2 to 3 different species of trees planted in an alternating fashion. Trees shall be planted parallel to the right-of-way. Trees shall be canopy, deciduous trees from the Village Street Tree List. Trees bordering a parcel shall be of the same species in order to provide visual continuity along the street edge. In addition to rhythmic planting of trees, a secondary landscape layer located behind the tree line should be created using ornamental fences and continuous evergreen hedges that block views of parking areas. Unless otherwise noted these should have a minimum height of 4' above the elevation at the right-of-way. Berms should not be used as a device for visual screening unless specific approval is given by the Village Board. When berms are approved for use, they shall have a minimal slope in contrast to the surrounding landscape. When a berm is intended to screen a building from a public right-of-way, the berm must be configured so that the building is screened at all visual angles from the public right-of-way. Trees, fences, and hedges may be eliminated when there is a planned view of an open landscaped area included as part of a long-term open space management plan in a planned unit development or as provided by the standards for pedestrian main streets.
- (2) **Entry Features.** Each use shall include an entry feature at the curb cut. This visual feature can be combined with signage in compliance with the applicable ordinance. The entry feature should be visually integrated with the landscaping features.

- (3) **Shared Cross-Easements.** Vehicular access between adjacent sites shall occur when possible, eliminating the need to return to the public street when traveling between multiple adjacent sites. Site access from arterial and local streets shall be shared between sites whenever possible.
- (4) **New Access Drives.** New access drives should be located directly across the street from existing drives, if possible. Access drives, where they cross public walks and at property edges, should not exceed 24 feet, except when landscaped median features are incorporated.
- (5) **Traffic Calming.** Internal local streets shall include features for traffic-calming.
- (6) **Landscape Features in Large Surface Parking Lots.** For large surface parking lots with more than fifty (50) parking spaces, landscaped islands shall be located along the edges of large parking lots and along the likely pedestrian routes. For every twenty (20) parking spaces, three hundred (300) square feet of landscaped area should be provided. For the purposes of this paragraph, landscape features shall be defined as canopy trees (where the canopy is intended to be at least eight (8) feet above grade) and hedges or bushes with an intended height of four (4) feet or greater. The pattern and geometry of the landscape should follow the geometry of the buildings and circulation system. It should not appear as a series of isolated plantings unrelated to the visual character of the spaces created by the buildings and lots. Where feasible, trees and landscape features should be combined to create larger public spaces/greens within or adjacent to buildings and active uses.
- (7) **Pedestrians and Bicycles.** Street cross-sections shall include either sidewalks or pathways for pedestrian movement (collectively referred to as “Walkways”). These may be combined with off-road bicycle trails and circulation. Pedestrian Walkways should be incorporated into all site plans along the public edges of parcels, between parking areas and buildings, as connections between adjacent sites, and within large parking areas. Pedestrian crosswalks should receive special paving treatments that are intended to calm traffic and provide a visually attractive pavement pattern for both drivers and pedestrians.
- (8) **Pedestrian Movement in Surface Parking Lots.** Pedestrian Walkways provide a safe and attractive means of passage for pedestrians to and from their vehicles. Walkways should be located on rows that terminate at the building entrance and buffered from driving lanes and parking stalls with landscaping. Walkways should be pronounced with decorative paving, brick or other similar material, and pedestrian-scaled lighting. Pedestrian crossings should be provided to access the Walkways from other locations within the lot. Any material used shall be conducive with crossing motor vehicle traffic to avoid the creation of a hazard.
- (9) **Open Space and Natural Resource Protection.** Site design should accommodate open space and existing environmental features identified in the Village’s adopted Comprehensive Plan, as amended from time-to-time, with a stewardship plan for its management.
- (10) **Linkages to Trails, Environmental Features and Public Places.** Pedestrian linkages shall be provided to abutting trail systems and pedestrian Walkways. The internal trails and Walkways shall be connected in a pedestrian-friendly manner to the commercial uses on the site, building entries, and parking access.

- (11) **Outdoor Activities, Displays, and Public Art.** Outdoor activities and displays of goods should be encouraged, especially when they will increase the presence of pedestrian activity. Use of public art should be encouraged, especially for site gateways, building entrances, and public places.
- (12) **Multiple Uses for Outdoor Areas.** Multiple uses of outdoor areas should be encouraged and incorporated into the overall site design and plans. For example, portions of a surface parking lot could be used on some occasions for displays of goods.
- (13) **Outdoor Lighting.** All lighting fixtures should be selected to avoid negative impacts on neighboring properties. Lighting shall be directional and utilize full cutoff luminaires. Storefronts should be illuminated allowing light to spill onto adjacent walkways and spaces. Wall-mounted light fixtures have the ability to highlight architectural elements and enliven facades while illuminating public areas adjacent to the building. Outdoor seating areas should be illuminated using pedestrian level lighting at comfortable illumination levels. Utilizing pole-mounted fixtures and lit bollards to illuminate Walkways is also an effective approach to defining the pedestrian zone and surrounding areas. Lighting fixtures should conceal the light source and provide diffused or soft reflected light.
- (14) **Other Standards.** Additional standards may be applied by the Village based on site conditions, the Village adopted Comprehensive Plan as amended from time-to-time.

#### **SEC. 16-3-4 ADDITIONAL DESIGN STANDARDS BASED ON TYPE OF DEVELOPMENT USE.**

- (a) **Village Center Streets.** Village Centers are the properties within the Village Centers as designated by the Village's Land Use Plan. A Village Center street is a linear paved pedestrian place bordering active commercial uses or mixed uses intended for informal gatherings, sidewalk cafes, seating and similar activities. In Village Center Streets, the following design standards shall supplement Sections 16-3-2 and 16-3-3 as indicated below:
  - (1) **Building Placement.** Buildings' front façade shall parallel right-of-way (or be tangent to curves) and be located within the build-to zone (a distance 0 to 10' from the right-of-way boundary). This build-to zone may be extended to 20' for high-traffic arterials as part of a planned unit development. Buildings shall fully occupy the corners of corner lots and of 50% of the length of the build-to-zone along the street edge. The building facades should align parallel to the edge and create a continuous street edge along a predetermined build-to line. Side setbacks along buildings are not desired. Zero-lot line developments and common wall structures are permitted and should be encouraged.
  - (2) **Additional Facade Features.** Upper level balconies and terraces overlooking the main street should be included.
  - (3) **Glazing.** Windows should be configured to maximize transparency from publicly accessible/visible areas. Clear glass shall occupy a minimum of 65% of the building frontage between the heights of three feet and eight feet on the ground

## EXHIBIT K: DESIGN STANDARDS

The requirements of Title 16 of the Village of Caledonia Code of Ordinances shall apply, as modified by the categories below, in the Raymond Plan Area.

### CATEGORY 1 - JOINT REGULATIONS WITHIN THE RAYMOND PLAN AREA

The following regulations are intended to ensure that the appearance of new commercial buildings, landscapes, and signage elements in the Raymond Plan Area match the corresponding elements in the Village of Caledonia.

#### *Guidelines to be based on Caledonia standards*

1	Loading dock and shipping/receiving area requirements/screening (16-3-2 (c) (8))	Garage doors, loading areas, service entries and areas, and mechanical equipment shall be screened or designed with a high degree of visual appeal. This treatment can minimize the negative visual impact such necessary functions have and can help enhance and define adjacent spaces. Various techniques should be used to completely screen views into these areas. Densely planted trees, shrubs, opaque fencing, and/or garden walls should be used to screen service areas, loading areas, trash receptacles and ground-floor mechanicals. These elements should be at least seven (7) feet high (plant material should be at least seven (7) feet within 2 years of planting).
2	Street edge landscaping (16-3-3 (b) (1))	Trees no more than 50' on center of the tree trunk. Trees shall be planted parallel to the right-of-way. Trees shall be canopy, deciduous trees from the Village Street Tree List. Trees bordering a parcel shall be of the same species in order to provide visual continuity along the street edge. In addition to rhythmic planting of trees, a secondary landscape layer located behind the tree line should be created using ornamental fences and continuous evergreen hedges that block views of parking areas. Unless otherwise noted these should have a minimum height of 4' above the elevation at the right-of-way. Berms should not be used as a device for visual screening unless specific approval is given by the Village Board. When berms are approved for use, they shall have a minimal slope in contrast to the surrounding landscape. When a berm is intended to screen a building from a public right-of-way, the berm must be configured so that the building is screened at all visual angles from the public right-of-way. Trees, fences, and hedges may be eliminated when there is a planned view of an open landscaped area included as part of a long-term open space management plan.
3	Encourage four-sided architecture	Four-sided architecture, which utilizes similar building materials and design for all sides of a proposed structure, is encouraged.
4	Roof style/material recommendations	Pitched roofs such as hip, gambrel, gable, etc. should be required; utilizing cedar, architectural asphalt or dimensional shingles is preferred. Metal roofs should be considered only where they complement the residential character of the proposed architecture. The use of raised steel seamed panels or other similar materials is generally discouraged and is subject to review and approval of the Plan Commission.
5	Screening rooftop mechanicals	Roof top mechanical installations should be screened so as to block the view from adjacent streets and properties. Screening should match or complement the overall theme of the building. All screening is subject to review and approval by the Plan Commission.
6	Building massing, height, and form (16-3-2 (c) (3))	Buildings shall be comprised of a visually distinct base, middle and top. Buildings shall not exceed two (2) stories except as noted in the standards for specific types of places or as may be allowed for by a conditional use or in a planned unit development. This provides a flexible method of relating the building to the pedestrian (base), to the surrounding architecture (middle), and the opportunity for unique identity where the building meets the sky (top). Expression of the elements should be handled through changes in plane and material, horizontal bands, cornices, and/or varied window openings. Large buildings should be comprised of a series of masses and forms to give the building hierarchy, scale and visual richness. Building massing and components should demonstrate consistent proportional harmonies as indicated in the guideline illustrations.
7	Signage (excluding freeway signage) (16-3-5; 16-7)	Signage shall consist of both freestanding and building signs. Freestanding signage should be of the following types: agriculture, directional, freeway, home occupation, monument, subdivision, off-premises, private property, street banner, governmental, recreational, trail, or temporary. Building signage should be of the following types: awning or canopy, projecting, wall, or window. Prohibited signs include beacons, streamers, pennants, pinwheels, and strings of lights not permanently mounted to a rigid background, and inflatable signs, tethered balloons, and signs affixed to a cart, trailer or other rolling mechanism, unless specifically permitted as a temporary sign but not to exceed 30 days of use in each calendar year. Prohibited signs also include signs that revolve, are animated, have moving parts, or are illuminated by flashing or moving lights. Billboards and pole signs where the bottom of the sign is more than 11 feet from grade, and roof signs that are separated from the rest of the roof by more than 12 inches are also prohibited.
8	Freeway Signage (16-3-5)	Freeway signage shall be defined as a freestanding sign within one-hundred fifty (150) feet of the Interstate 94 right-of-way. The road side edge of such sign should be located as close to the interstate right-of-way as feasible, but shall maintain a minimum of five (5) feet from the public right-of-way. Freeway signs shall be constructed as set forth in the accompanying Freeway Sign Diagram.
9	Appropriate building materials (16-3-2 (c) (4))	The primary facade and sides of the building visible from the public space, public parking, walkways, and rights-of-way shall be clad in finish grade materials unless otherwise allowed under a conditional use or planned unit development. Glass, brick, stone, wood, and decorative block are examples of finish grade materials that are appropriate for use on visible facades. The rear or side of the building shall use the same materials.
10	Building placement guidelines (16-3-2 (c) (2))	<i>Modified from current regulation: Building facades shall be parallel or perpendicular to the right-of-way (or parallel or perpendicular to the tangent to curve taken at the midpoint)</i>

#### *Guidelines to be based on Raymond standards*

11	Preserve existing tree lines/Open space, natural resource protection	Landscaping for development sites should be designed to complement the built and natural environment of the subject project and adjacent sites. Existing tree lines should be preserved. If removal of existing tree line is required due to its undesirable nature, new plantings that result in no less of a screening effect shall be required when adjacent to residential uses. Tree species that are native to Wisconsin and the Town of Raymond are encouraged.
12	Lighting specifications	All off-street lighting shall be down-cast, cutoff fixtures with a zero-degree tilt. The total height of fixtures, measured from grade to the highest point of the pole and/or lamp, should be no more than 15 to 20 feet. The base should be no greater than 6" above grade. Low pressure sodium bulbs are strongly discouraged.
13	Lighting position specifications	Lighting should be positioned so as not to cause glare on adjacent properties and streets. A maximum of 0.5 foot candles of light at the property line should be permitted. Require the submittal of a photometric site plan which illustrates the amount of light, measured in foot candles. No lighting should be permitted to exceed 12 foot candles. Consider exceptions to the height of lighting fixtures, provided that the total fixture height is equal or less than the height of adjacent building eaves.
14	Color guidelines	The coloring of all brick, decorative masonry, or stone shall be expressed as integral to the product and not painted on the surface of the product. Neutral colors are preferred over primary colors.



## Appendix C Market Statistic Tables



# Market Profile

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>Population Summary</b>			
2000 Total Population	1,253	14,750	96,472
2010 Total Population	1,400	18,280	106,136
2017 Total Population	1,454	18,893	107,660
2017 Group Quarters	0	344	3,754
2022 Total Population	1,488	19,279	108,710
2017-2022 Annual Rate	0.46%	0.41%	0.19%
2017 Total Daytime Population	1,324	22,085	101,559
Workers	666	12,884	49,149
Residents	658	9,201	52,410
<b>Household Summary</b>			
2000 Households	493	5,360	36,199
2000 Average Household Size	2.53	2.69	2.56
2010 Households	570	6,984	41,031
2010 Average Household Size	2.46	2.57	2.49
2017 Households	593	7,216	41,486
2017 Average Household Size	2.45	2.57	2.50
2022 Households	606	7,365	41,802
2022 Average Household Size	2.46	2.57	2.51
2017-2022 Annual Rate	0.43%	0.41%	0.15%
2010 Families	439	5,185	27,373
2010 Average Family Size	2.79	2.99	3.05
2017 Families	453	5,323	27,518
2017 Average Family Size	2.79	3.00	3.07
2022 Families	461	5,418	27,666
2022 Average Family Size	2.80	3.00	3.07
2017-2022 Annual Rate	0.35%	0.35%	0.11%
<b>Housing Unit Summary</b>			
2000 Housing Units	511	5,504	37,664
Owner Occupied Housing Units	84.9%	83.7%	67.5%
Renter Occupied Housing Units	11.5%	13.7%	28.6%
Vacant Housing Units	3.5%	2.6%	3.9%
2010 Housing Units	596	7,260	43,531
Owner Occupied Housing Units	83.4%	82.2%	65.4%
Renter Occupied Housing Units	12.2%	14.0%	28.9%
Vacant Housing Units	4.4%	3.8%	5.7%
2017 Housing Units	615	7,436	44,037
Owner Occupied Housing Units	82.0%	81.1%	63.1%
Renter Occupied Housing Units	14.5%	15.9%	31.1%
Vacant Housing Units	3.6%	3.0%	5.8%
2022 Housing Units	630	7,598	44,531
Owner Occupied Housing Units	81.6%	81.0%	63.0%
Renter Occupied Housing Units	14.6%	16.0%	30.9%
Vacant Housing Units	3.8%	3.1%	6.1%
<b>Median Household Income</b>			
2017	\$79,570	\$78,340	\$61,846
2022	\$90,481	\$86,368	\$71,960
<b>Median Home Value</b>			
2017	\$243,697	\$244,455	\$197,118
2022	\$281,250	\$274,149	\$215,493
<b>Per Capita Income</b>			
2017	\$43,198	\$37,627	\$30,831
2022	\$49,968	\$42,780	\$35,045
<b>Median Age</b>			
2010	45.2	43.0	38.7
2017	47.2	44.9	39.9
2022	48.8	45.8	40.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



# Household Budget Expenditures

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Band: 0 - 5 minute radius

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>		
Population		1,454	1,488		
Households		593	606		
Average Household Size		2.45	2.46		
Families		453	461		
Median Age		47.2	48.8		
Median Household Income		\$79,570	\$90,481		
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures		133	\$92,370.54	\$54,775,729	100.0%
Food		130	\$10,911.68	\$6,470,624	11.8%
Food at Home		130	\$6,536.83	\$3,876,341	7.1%
Food Away from Home		131	\$4,374.85	\$2,594,284	4.7%
Alcoholic Beverages		134	\$747.12	\$443,041	0.8%
Housing		129	\$27,457.87	\$16,282,517	29.7%
Shelter		128	\$20,823.41	\$12,348,282	22.5%
Utilities, Fuel and Public Services		132	\$6,634.46	\$3,934,235	7.2%
Household Operations		134	\$2,480.67	\$1,471,039	2.7%
Housekeeping Supplies		134	\$956.70	\$567,322	1.0%
Household Furnishings and Equipment		136	\$2,643.68	\$1,567,700	2.9%
Apparel and Services		132	\$2,843.70	\$1,686,315	3.1%
Transportation		132	\$10,709.74	\$6,350,873	11.6%
Travel		140	\$2,909.50	\$1,725,332	3.1%
Health Care		138	\$7,736.36	\$4,587,662	8.4%
Entertainment and Recreation		135	\$4,202.37	\$2,492,006	4.5%
Personal Care Products & Services		135	\$1,076.90	\$638,602	1.2%
Education		136	\$1,977.42	\$1,172,609	2.1%
Smoking Products		123	\$514.13	\$304,881	0.6%
Lotteries & Pari-mutuel Losses		145	\$79.86	\$47,359	0.1%
Legal Fees		137	\$253.23	\$150,163	0.3%
Funeral Expenses		135	\$113.60	\$67,363	0.1%
Safe Deposit Box Rentals		147	\$6.66	\$3,949	0.0%
Checking Account/Banking Service Charges		117	\$41.00	\$24,313	0.0%
Cemetery Lots/Vaults/Maintenance Fees		143	\$13.51	\$8,009	0.0%
Accounting Fees		140	\$114.83	\$68,097	0.1%
Miscellaneous Personal Services/Advertising/Fine		137	\$86.76	\$51,446	0.1%
Occupational Expenses		141	\$88.96	\$52,751	0.1%
Expenses for Other Properties		209	\$218.17	\$129,376	0.2%
Credit Card Membership Fees		121	\$6.17	\$3,659	0.0%
Shopping Club Membership Fees		134	\$28.35	\$16,814	0.0%
Support Payments/Cash Contributions/Gifts in Kind		138	\$3,222.70	\$1,911,061	3.5%
Life/Other Insurance		151	\$644.88	\$382,413	0.7%
Pensions and Social Security		139	\$10,284.03	\$6,098,432	11.1%

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 09, 2018



# Household Budget Expenditures

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Band: 5 - 10 minute radius

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>		
Population		18,893	19,279		
Households		7,216	7,365		
Average Household Size		2.57	2.57		
Families		5,323	5,418		
Median Age		44.9	45.8		
Median Household Income		\$78,340	\$86,368		
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures		119	\$82,420.53	\$594,746,510	100.0%
Food		117	\$9,805.53	\$70,756,701	11.9%
Food at Home		117	\$5,899.41	\$42,570,108	7.2%
Food Away from Home		117	\$3,906.12	\$28,186,594	4.7%
Alcoholic Beverages		119	\$658.91	\$4,754,662	0.8%
Housing		116	\$24,626.21	\$177,702,696	29.9%
Shelter		115	\$18,620.47	\$134,365,307	22.6%
Utilities, Fuel and Public Services		119	\$6,005.74	\$43,337,390	7.3%
Household Operations		119	\$2,207.28	\$15,927,758	2.7%
Housekeeping Supplies		120	\$857.69	\$6,189,103	1.0%
Household Furnishings and Equipment		121	\$2,346.77	\$16,934,289	2.8%
Apparel and Services		117	\$2,522.37	\$18,201,403	3.1%
Transportation		119	\$9,665.83	\$69,748,645	11.7%
Travel		123	\$2,539.59	\$18,325,686	3.1%
Health Care		124	\$6,923.81	\$49,962,197	8.4%
Entertainment and Recreation		120	\$3,750.08	\$27,060,558	4.5%
Personal Care Products & Services		120	\$952.86	\$6,875,873	1.2%
Education		119	\$1,727.68	\$12,466,933	2.1%
Smoking Products		116	\$483.84	\$3,491,377	0.6%
Lotteries & Pari-mutuel Losses		127	\$70.06	\$505,579	0.1%
Legal Fees		120	\$221.98	\$1,601,779	0.3%
Funeral Expenses		125	\$105.28	\$759,723	0.1%
Safe Deposit Box Rentals		131	\$5.90	\$42,539	0.0%
Checking Account/Banking Service Charges		109	\$37.91	\$273,575	0.0%
Cemetery Lots/Vaults/Maintenance Fees		127	\$11.98	\$86,438	0.0%
Accounting Fees		123	\$101.00	\$728,787	0.1%
Miscellaneous Personal Services/Advertising/Fine		120	\$75.82	\$547,082	0.1%
Occupational Expenses		122	\$76.76	\$553,888	0.1%
Expenses for Other Properties		167	\$174.33	\$1,257,996	0.2%
Credit Card Membership Fees		107	\$5.46	\$39,423	0.0%
Shopping Club Membership Fees		117	\$24.83	\$179,168	0.0%
Support Payments/Cash Contributions/Gifts in Kind		122	\$2,863.49	\$20,662,937	3.5%
Life/Other Insurance		131	\$560.82	\$4,046,889	0.7%
Pensions and Social Security		122	\$9,016.47	\$65,062,823	10.9%

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Household Budget Expenditures

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Band: 10 - 15 minute radius

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>		
Population		107,660	108,710		
Households		41,486	41,802		
Average Household Size		2.50	2.51		
Families		27,518	27,666		
Median Age		39.9	40.6		
Median Household Income		\$61,846	\$71,960		
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures		96	\$66,689.58	\$2,766,683,793	100.0%
Food		96	\$8,041.97	\$333,629,257	12.1%
Food at Home		96	\$4,839.49	\$200,770,905	7.3%
Food Away from Home		96	\$3,202.49	\$132,858,352	4.8%
Alcoholic Beverages		97	\$537.99	\$22,318,984	0.8%
Housing		96	\$20,457.77	\$848,711,133	30.7%
Shelter		96	\$15,605.56	\$647,412,163	23.4%
Utilities, Fuel and Public Services		96	\$4,852.21	\$201,298,970	7.3%
Household Operations		95	\$1,768.83	\$73,381,581	2.7%
Housekeeping Supplies		96	\$685.92	\$28,456,070	1.0%
Household Furnishings and Equipment		96	\$1,873.37	\$77,718,801	2.8%
Apparel and Services		96	\$2,064.78	\$85,659,565	3.1%
Transportation		96	\$7,821.10	\$324,465,987	11.7%
Travel		96	\$1,983.17	\$82,273,963	3.0%
Health Care		96	\$5,394.63	\$223,801,627	8.1%
Entertainment and Recreation		96	\$2,994.74	\$124,239,786	4.5%
Personal Care Products & Services		96	\$766.84	\$31,813,067	1.1%
Education		98	\$1,423.19	\$59,042,294	2.1%
Smoking Products		96	\$401.73	\$16,666,211	0.6%
Lotteries & Pari-mutuel Losses		103	\$56.86	\$2,359,040	0.1%
Legal Fees		99	\$182.84	\$7,585,425	0.3%
Funeral Expenses		97	\$81.73	\$3,390,766	0.1%
Safe Deposit Box Rentals		98	\$4.42	\$183,234	0.0%
Checking Account/Banking Service Charges		97	\$33.95	\$1,408,625	0.1%
Cemetery Lots/Vaults/Maintenance Fees		104	\$9.83	\$407,740	0.0%
Accounting Fees		95	\$78.07	\$3,238,812	0.1%
Miscellaneous Personal Services/Advertising/Fine		102	\$64.20	\$2,663,328	0.1%
Occupational Expenses		98	\$61.69	\$2,559,209	0.1%
Expenses for Other Properties		117	\$122.52	\$5,082,768	0.2%
Credit Card Membership Fees		91	\$4.63	\$192,268	0.0%
Shopping Club Membership Fees		96	\$20.29	\$841,608	0.0%
Support Payments/Cash Contributions/Gifts in Kind		96	\$2,242.39	\$93,027,614	3.4%
Life/Other Insurance		97	\$415.29	\$17,228,682	0.6%
Pensions and Social Security		96	\$7,094.84	\$294,336,348	10.6%

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 09, 2018



# Retail MarketPlace Profile

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Band: 0 - 5 minute radius

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

## Summary Demographics

2017 Population	1,454
2017 Households	593
2017 Median Disposable Income	\$59,778
2017 Per Capita Income	\$43,198

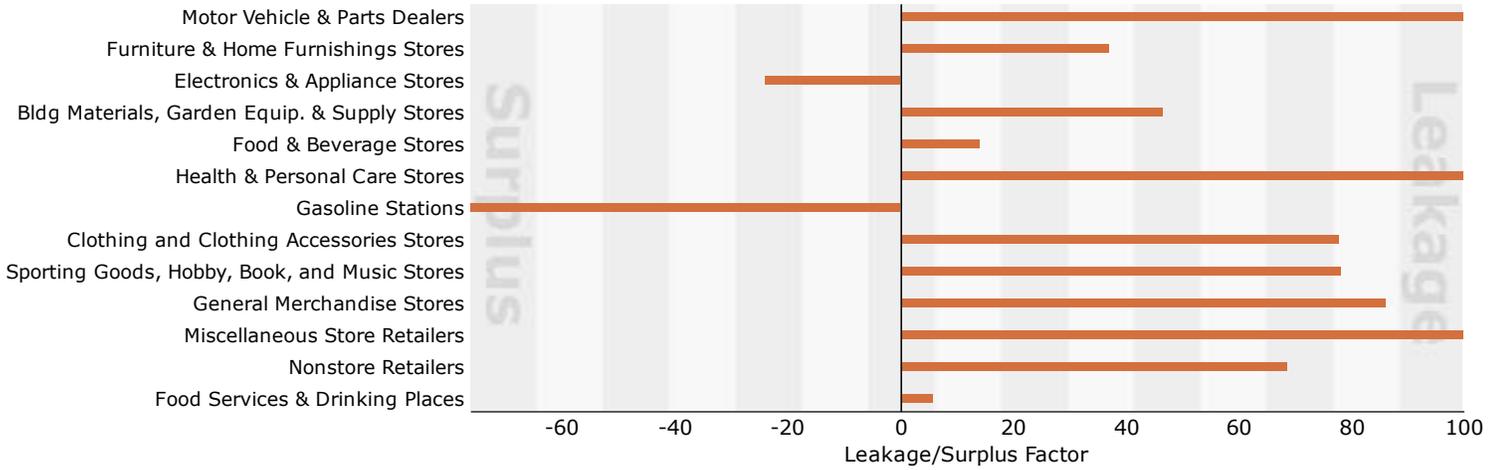
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$722,000	\$3,380,543	-\$4,607,796	-7.0	18
Total Retail Trade	44-45	\$27,457,642	\$32,389,713	-\$4,932,071	-8.2	11
Total Food & Drink	722	\$2,922,901	\$2,598,627	\$324,274	5.9	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,891,127	\$0	\$5,891,127	100.0	0
Automobile Dealers	4411	\$4,641,562	\$0	\$4,641,562	100.0	0
Other Motor Vehicle Dealers	4412	\$773,878	\$0	\$773,878	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$475,687	\$0	\$475,687	100.0	0
Furniture & Home Furnishings Stores	442	\$904,312	\$414,150	\$490,162	37.2	1
Furniture Stores	4421	\$521,457	\$0	\$521,457	100.0	0
Home Furnishings Stores	4422	\$382,854	\$414,150	-\$31,296	-3.9	1
Electronics & Appliance Stores	443	\$894,597	\$1,459,941	-\$565,344	-24.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,023,103	\$734,610	\$1,288,493	46.7	1
Bldg Material & Supplies Dealers	4441	\$1,814,617	\$345,229	\$1,469,388	68.0	1
Lawn & Garden Equip & Supply Stores	4442	\$208,486	\$389,381	-\$180,895	-30.3	1
Food & Beverage Stores	445	\$4,201,205	\$3,166,168	\$1,035,037	14.0	2
Grocery Stores	4451	\$3,655,605	\$0	\$3,655,605	100.0	0
Specialty Food Stores	4452	\$301,940	\$2,803,485	-\$2,501,545	-80.6	1
Beer, Wine & Liquor Stores	4453	\$243,660	\$0	\$243,660	100.0	0
Health & Personal Care Stores	446,4461	\$1,753,148	\$0	\$1,753,148	100.0	0
Gasoline Stations	447,4471	\$3,172,585	\$23,627,236	-\$20,454,651	-76.3	3
Clothing & Clothing Accessories Stores	448	\$1,174,921	\$146,747	\$1,028,174	77.8	1
Clothing Stores	4481	\$761,807	\$146,747	\$615,060	67.7	1
Shoe Stores	4482	\$169,117	\$0	\$169,117	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$243,997	\$0	\$243,997	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$708,362	\$86,536	\$621,826	78.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$600,258	\$86,536	\$513,722	74.8	1
Book, Periodical & Music Stores	4512	\$108,104	\$0	\$108,104	100.0	0
General Merchandise Stores	452	\$4,854,882	\$358,771	\$4,496,111	86.2	1
Department Stores Excluding Leased Depts.	4521	\$3,698,624	\$0	\$3,698,624	100.0	0
Other General Merchandise Stores	4529	\$1,156,258	\$358,771	\$797,487	52.6	1
Miscellaneous Store Retailers	453	\$1,073,395	\$0	\$1,073,395	100.0	0
Florists	4531	\$58,443	\$0	\$58,443	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$251,698	\$0	\$251,698	100.0	0
Used Merchandise Stores	4533	\$239,885	\$0	\$239,885	100.0	0
Other Miscellaneous Store Retailers	4539	\$523,368	\$0	\$523,368	100.0	0
Nonstore Retailers	454	\$806,006	\$148,592	\$657,414	68.9	1
Electronic Shopping & Mail-Order Houses	4541	\$646,083	\$0	\$646,083	100.0	0
Vending Machine Operators	4542	\$57,482	\$0	\$57,482	100.0	0
Direct Selling Establishments	4543	\$102,442	\$148,592	-\$46,150	-18.4	1
Food Services & Drinking Places	722	\$2,922,901	\$2,598,627	\$324,274	5.9	7
Special Food Services	7223	\$75,757	\$0	\$75,757	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$216,789	\$452,555	-\$235,766	-35.2	3
Restaurants/Other Eating Places	7225	\$2,630,355	\$2,109,767	\$520,588	11.0	4

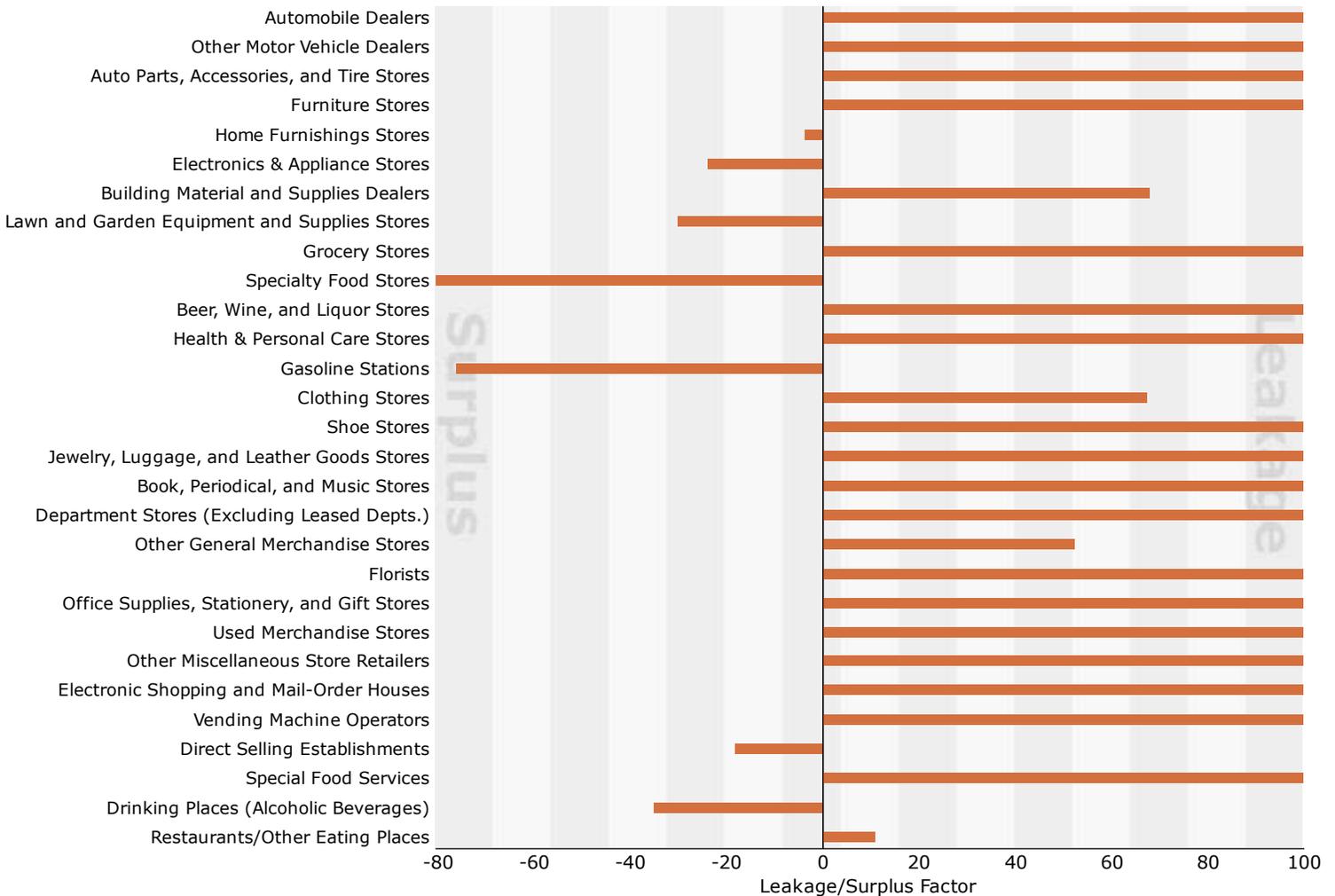
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Band: 5 - 10 minute radius

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

## Summary Demographics

2017 Population	18,893
2017 Households	7,216
2017 Median Disposable Income	\$57,905
2017 Per Capita Income	\$37,627

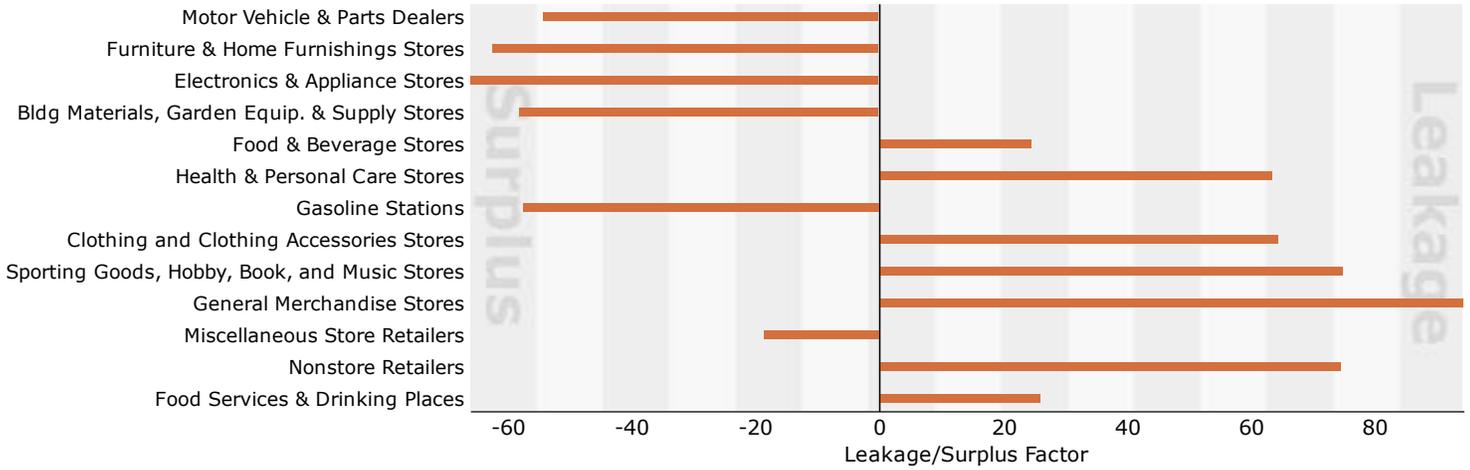
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$329,405,227	\$592,571,868	-\$263,166,641	-28.5	119
Total Retail Trade	44-45	\$297,889,234	\$574,076,511	-\$276,187,277	-31.7	88
Total Food & Drink	722	\$31,515,993	\$18,495,357	\$13,020,636	26.0	31

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$64,285,141	\$217,143,998	-\$152,858,857	-54.3	26
Automobile Dealers	4411	\$50,713,300	\$150,694,204	-\$99,980,904	-49.6	14
Other Motor Vehicle Dealers	4412	\$8,416,856	\$57,076,893	-\$48,660,037	-74.3	5
Auto Parts, Accessories & Tire Stores	4413	\$5,154,985	\$9,372,901	-\$4,217,916	-29.0	7
Furniture & Home Furnishings Stores	442	\$9,715,306	\$42,291,338	-\$32,576,032	-62.6	5
Furniture Stores	4421	\$5,645,572	\$778,297	\$4,867,275	75.8	1
Home Furnishings Stores	4422	\$4,069,734	\$41,513,041	-\$37,443,307	-82.1	4
Electronics & Appliance Stores	443	\$9,675,714	\$47,481,076	-\$37,805,362	-66.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,773,967	\$82,693,183	-\$60,919,216	-58.3	12
Bldg Material & Supplies Dealers	4441	\$19,530,158	\$80,465,872	-\$60,935,714	-60.9	8
Lawn & Garden Equip & Supply Stores	4442	\$2,243,809	\$2,227,311	\$16,498	0.4	4
Food & Beverage Stores	445	\$45,627,354	\$27,609,358	\$18,017,996	24.6	6
Grocery Stores	4451	\$39,721,355	\$21,480,346	\$18,241,009	29.8	2
Specialty Food Stores	4452	\$3,279,446	\$4,979,226	-\$1,699,780	-20.6	3
Beer, Wine & Liquor Stores	4453	\$2,626,554	\$1,149,786	\$1,476,768	39.1	1
Health & Personal Care Stores	446,4461	\$19,003,416	\$4,248,551	\$14,754,865	63.5	6
Gasoline Stations	447,4471	\$34,671,605	\$128,941,922	-\$94,270,317	-57.6	11
Clothing & Clothing Accessories Stores	448	\$12,661,474	\$2,735,399	\$9,926,075	64.5	4
Clothing Stores	4481	\$8,210,320	\$1,662,310	\$6,548,010	66.3	2
Shoe Stores	4482	\$1,822,738	\$0	\$1,822,738	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,628,416	\$868,758	\$1,759,658	50.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$7,631,103	\$1,095,170	\$6,535,933	74.9	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,459,735	\$1,095,170	\$5,364,565	71.0	4
Book, Periodical & Music Stores	4512	\$1,171,368	\$0	\$1,171,368	100.0	0
General Merchandise Stores	452	\$52,458,674	\$1,541,657	\$50,917,017	94.3	1
Department Stores Excluding Leased Depts.	4521	\$39,917,015	\$0	\$39,917,015	100.0	0
Other General Merchandise Stores	4529	\$12,541,659	\$442,542	\$12,099,117	93.2	1
Miscellaneous Store Retailers	453	\$11,636,695	\$17,016,476	-\$5,379,781	-18.8	7
Florists	4531	\$620,214	\$133,324	\$486,890	64.6	1
Office Supplies, Stationery & Gift Stores	4532	\$2,710,724	\$14,665,336	-\$11,954,612	-68.8	1
Used Merchandise Stores	4533	\$2,587,385	\$0	\$2,587,385	100.0	0
Other Miscellaneous Store Retailers	4539	\$5,718,372	\$1,922,710	\$3,795,662	49.7	4
Nonstore Retailers	454	\$8,748,784	\$1,278,384	\$7,470,400	74.5	1
Electronic Shopping & Mail-Order Houses	4541	\$6,991,665	\$0	\$6,991,665	100.0	0
Vending Machine Operators	4542	\$623,237	\$0	\$623,237	100.0	0
Direct Selling Establishments	4543	\$1,133,882	\$314,106	\$819,776	56.6	1
Food Services & Drinking Places	722	\$31,515,993	\$18,495,357	\$13,020,636	26.0	31
Special Food Services	7223	\$812,364	\$1,814,680	-\$1,002,316	-38.2	1
Drinking Places - Alcoholic Beverages	7224	\$2,321,109	\$1,432,344	\$888,765	23.7	6
Restaurants/Other Eating Places	7225	\$28,382,520	\$15,248,333	\$13,134,187	30.1	23

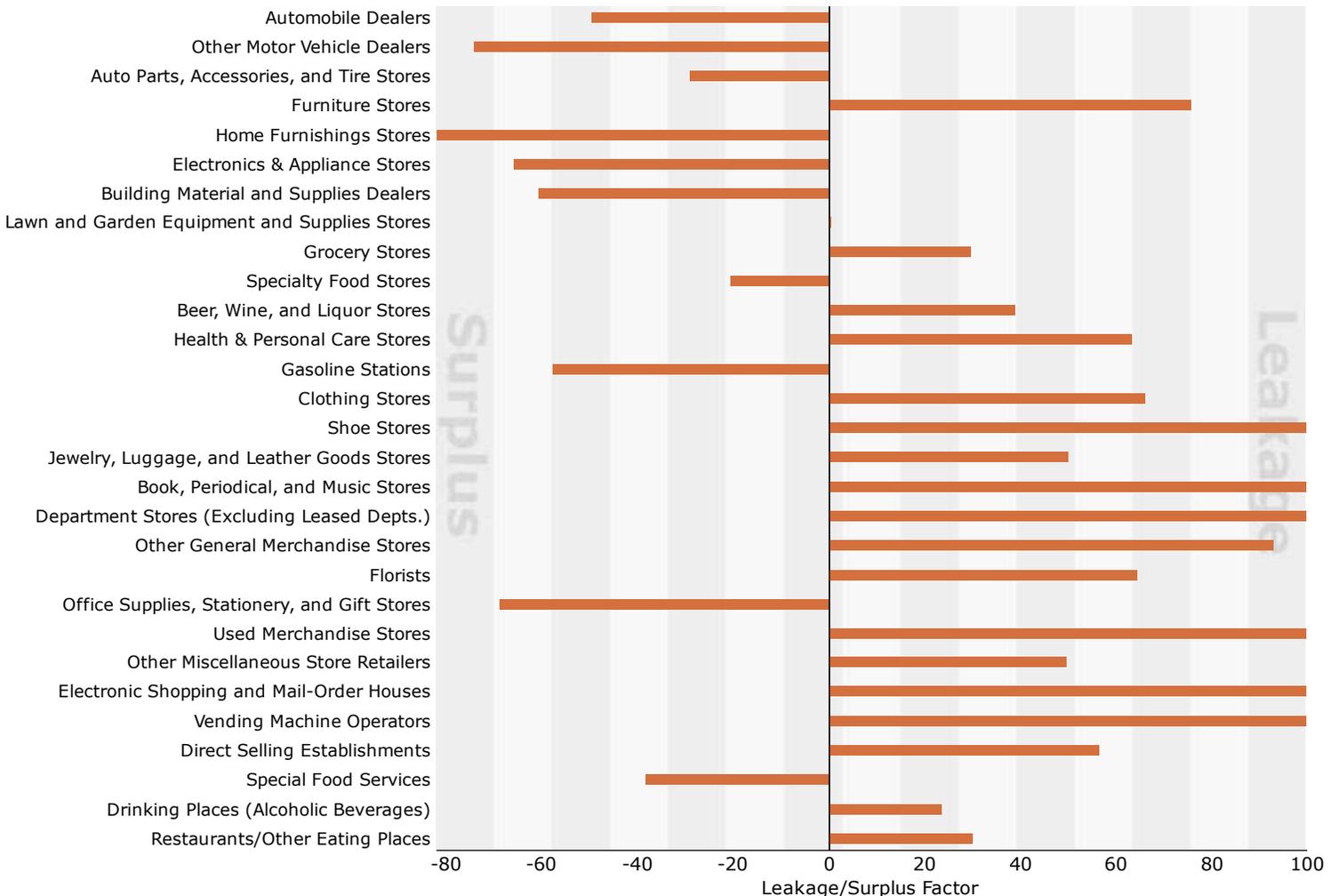
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Band: 10 - 15 minute radius

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

## Summary Demographics

2017 Population	107,660
2017 Households	41,486
2017 Median Disposable Income	\$49,651
2017 Per Capita Income	\$30,831

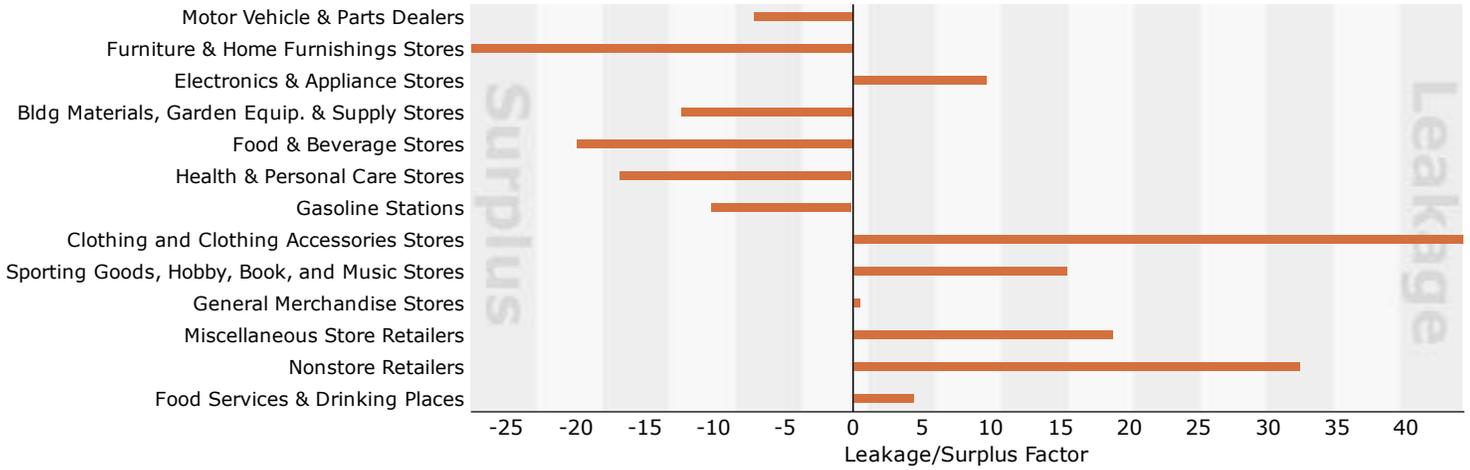
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$1,522,880,382	\$1,700,973,462	-\$178,093,080	-5.5	610
Total Retail Trade	44-45	\$1,375,239,788	\$1,566,180,680	-\$190,940,892	-6.5	413
Total Food & Drink	722	\$147,640,595	\$134,792,783	\$12,847,812	4.5	197

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$294,266,488	\$339,631,118	-\$45,364,630	-7.2	75
Automobile Dealers	4411	\$232,676,640	\$194,353,324	\$38,323,316	9.0	32
Other Motor Vehicle Dealers	4412	\$37,776,453	\$121,825,898	-\$84,049,445	-52.7	14
Auto Parts, Accessories & Tire Stores	4413	\$23,813,395	\$23,451,896	\$361,499	0.8	29
Furniture & Home Furnishings Stores	442	\$44,787,127	\$79,015,506	-\$34,228,379	-27.6	22
Furniture Stores	4421	\$26,624,145	\$9,028,032	\$17,596,113	49.4	9
Home Furnishings Stores	4422	\$18,162,982	\$69,987,475	-\$51,824,493	-58.8	13
Electronics & Appliance Stores	443	\$45,323,321	\$37,203,740	\$8,119,581	9.8	15
Bldg Materials, Garden Equip. & Supply Stores	444	\$94,935,489	\$121,861,334	-\$26,925,845	-12.4	36
Bldg Material & Supplies Dealers	4441	\$85,361,961	\$106,723,518	-\$21,361,557	-11.1	24
Lawn & Garden Equip & Supply Stores	4442	\$9,573,527	\$15,137,816	-\$5,564,289	-22.5	12
Food & Beverage Stores	445	\$214,094,838	\$320,851,534	-\$106,756,696	-20.0	45
Grocery Stores	4451	\$186,452,497	\$309,718,150	-\$123,265,653	-24.8	28
Specialty Food Stores	4452	\$15,403,001	\$5,315,027	\$10,087,974	48.7	9
Beer, Wine & Liquor Stores	4453	\$12,239,340	\$5,818,356	\$6,420,984	35.6	8
Health & Personal Care Stores	446,4461	\$87,024,337	\$122,089,996	-\$35,065,659	-16.8	47
Gasoline Stations	447,4471	\$162,112,588	\$198,989,702	-\$36,877,114	-10.2	46
Clothing & Clothing Accessories Stores	448	\$59,491,309	\$23,033,774	\$36,457,535	44.2	23
Clothing Stores	4481	\$38,586,423	\$11,126,471	\$27,459,952	55.2	12
Shoe Stores	4482	\$8,587,484	\$7,458,865	\$1,128,619	7.0	5
Jewelry, Luggage & Leather Goods Stores	4483	\$12,317,402	\$4,448,438	\$7,868,964	46.9	5
Sporting Goods, Hobby, Book & Music Stores	451	\$35,477,886	\$25,908,186	\$9,569,700	15.6	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,892,604	\$24,735,777	\$5,156,827	9.4	20
Book, Periodical & Music Stores	4512	\$5,585,282	\$1,172,409	\$4,412,873	65.3	1
General Merchandise Stores	452	\$244,151,395	\$240,632,292	\$3,519,103	0.7	23
Department Stores Excluding Leased Depts.	4521	\$185,727,509	\$147,193,234	\$38,534,275	11.6	9
Other General Merchandise Stores	4529	\$58,423,886	\$93,439,057	-\$35,015,171	-23.1	14
Miscellaneous Store Retailers	453	\$53,473,870	\$36,501,342	\$16,972,528	18.9	51
Florists	4531	\$2,645,536	\$1,311,008	\$1,334,528	33.7	4
Office Supplies, Stationery & Gift Stores	4532	\$12,587,425	\$11,061,026	\$1,526,399	6.5	9
Used Merchandise Stores	4533	\$12,122,802	\$6,265,651	\$5,857,151	31.9	10
Other Miscellaneous Store Retailers	4539	\$26,118,106	\$17,863,657	\$8,254,449	18.8	27
Nonstore Retailers	454	\$40,101,140	\$20,462,156	\$19,638,984	32.4	9
Electronic Shopping & Mail-Order Houses	4541	\$32,391,227	\$15,405,008	\$16,986,219	35.5	5
Vending Machine Operators	4542	\$2,922,459	\$363,692	\$2,558,767	77.9	1
Direct Selling Establishments	4543	\$4,787,454	\$4,693,456	\$93,998	1.0	4
Food Services & Drinking Places	722	\$147,640,595	\$134,792,783	\$12,847,812	4.5	197
Special Food Services	7223	\$3,686,068	\$2,922,740	\$763,328	11.6	5
Drinking Places - Alcoholic Beverages	7224	\$10,792,669	\$10,472,895	\$319,774	1.5	24
Restaurants/Other Eating Places	7225	\$133,161,858	\$121,397,148	\$11,764,710	4.6	169

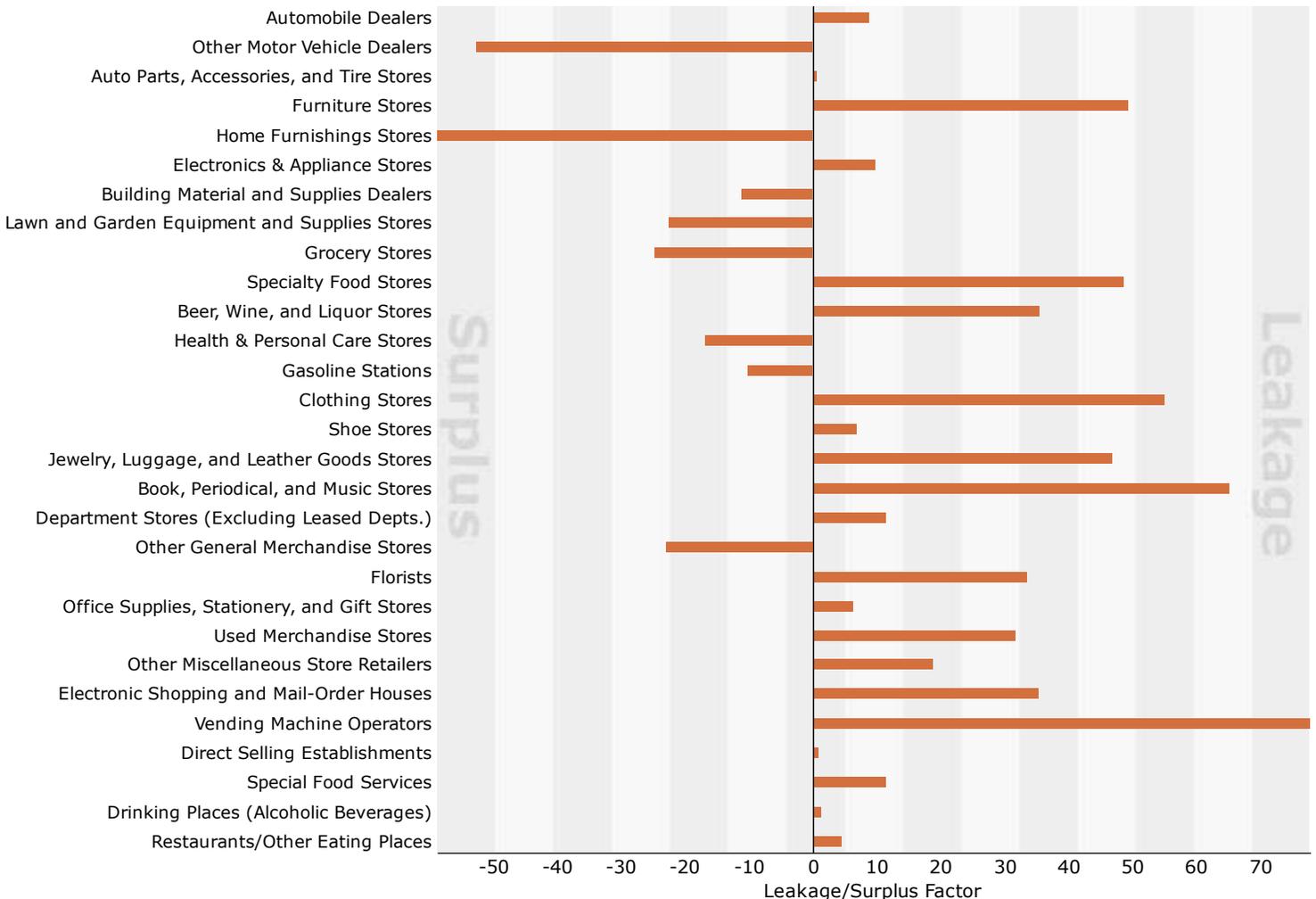
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Business Summary

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

Data for all businesses in area	0 - 5 minute		5 - 10 minute		10 - 15 minute							
Total Businesses:	86		692		3,026							
Total Employees:	1,096		13,200		56,782							
Total Residential Population:	1,454		18,893		107,660							
Employee/Residential Population Ratio (per 100 Residents)	75		70		53							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	5.8%	18	1.6%	33	4.8%	123	0.9%	81	2.7%	684	1.2%
Construction	10	11.6%	68	6.2%	78	11.3%	863	6.5%	238	7.9%	1,891	3.3%
Manufacturing	7	8.1%	392	35.8%	52	7.5%	3,443	26.1%	177	5.8%	9,602	16.9%
Transportation	6	7.0%	56	5.1%	41	5.9%	452	3.4%	148	4.9%	5,098	9.0%
Communication	0	0.0%	0	0.0%	3	0.4%	25	0.2%	19	0.6%	166	0.3%
Utility	0	0.0%	31	2.8%	3	0.4%	96	0.7%	12	0.4%	391	0.7%
Wholesale Trade	6	7.0%	71	6.5%	39	5.6%	1,152	8.7%	139	4.6%	3,650	6.4%
Retail Trade Summary	18	20.9%	169	15.4%	126	18.2%	2,971	22.5%	642	21.2%	11,388	20.1%
Home Improvement	1	1.2%	6	0.5%	12	1.7%	554	4.2%	37	1.2%	974	1.7%
General Merchandise Stores	1	1.2%	2	0.2%	1	0.1%	10	0.1%	22	0.7%	1,261	2.2%
Food Stores	2	2.3%	34	3.1%	12	1.7%	231	1.8%	61	2.0%	1,886	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	3	3.5%	38	3.5%	35	5.1%	837	6.3%	113	3.7%	1,436	2.5%
Apparel & Accessory Stores	1	1.2%	1	0.1%	2	0.3%	18	0.1%	17	0.6%	158	0.3%
Furniture & Home Furnishings	1	1.2%	9	0.8%	11	1.6%	576	4.4%	42	1.4%	808	1.4%
Eating & Drinking Places	7	8.1%	72	6.6%	32	4.6%	558	4.2%	194	6.4%	3,525	6.2%
Miscellaneous Retail	2	2.3%	7	0.6%	20	2.9%	187	1.4%	155	5.1%	1,340	2.4%
Finance, Insurance, Real Estate Summary	4	4.7%	25	2.3%	45	6.5%	408	3.1%	272	9.0%	2,183	3.8%
Banks, Savings & Lending Institutions	0	0.0%	2	0.2%	7	1.0%	79	0.6%	63	2.1%	996	1.8%
Securities Brokers	0	0.0%	1	0.1%	9	1.3%	30	0.2%	34	1.1%	152	0.3%
Insurance Carriers & Agents	2	2.3%	17	1.6%	15	2.2%	231	1.8%	57	1.9%	255	0.4%
Real Estate, Holding, Other Investment Offices	1	1.2%	5	0.5%	14	2.0%	67	0.5%	119	3.9%	779	1.4%
Services Summary	25	29.1%	257	23.4%	208	30.1%	2,889	21.9%	1,115	36.8%	19,763	34.8%
Hotels & Lodging	1	1.2%	5	0.5%	11	1.6%	92	0.7%	30	1.0%	497	0.9%
Automotive Services	4	4.7%	12	1.1%	29	4.2%	176	1.3%	102	3.4%	720	1.3%
Motion Pictures & Amusements	2	2.3%	18	1.6%	17	2.5%	237	1.8%	95	3.1%	1,112	2.0%
Health Services	1	1.2%	26	2.4%	21	3.0%	646	4.9%	182	6.0%	7,281	12.8%
Legal Services	0	0.0%	0	0.0%	2	0.3%	10	0.1%	20	0.7%	112	0.2%
Education Institutions & Libraries	1	1.2%	100	9.1%	9	1.3%	293	2.2%	55	1.8%	2,829	5.0%
Other Services	15	17.4%	95	8.7%	120	17.3%	1,435	10.9%	631	20.9%	7,212	12.7%
Government	1	1.2%	9	0.8%	34	4.9%	722	5.5%	75	2.5%	1,827	3.2%
Unclassified Establishments	4	4.7%	0	0.0%	29	4.2%	57	0.4%	108	3.6%	140	0.2%
Totals	86	100.0%	1,096	100.0%	692	100.0%	13,200	100.0%	3,026	100.0%	56,782	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



# Business Summary

12802 Sunflower Dr, Franksville, Wisconsin, 53126  
 Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 42.77484  
 Longitude: -87.94192

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.2%	4	0.4%	13	1.9%	29	0.2%	12	0.4%	42	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	14	0.0%
Utilities	0	0.0%	29	2.6%	1	0.1%	43	0.3%	8	0.3%	350	0.6%
Construction	10	11.6%	68	6.2%	82	11.8%	909	6.9%	251	8.3%	1,990	3.5%
Manufacturing	8	9.3%	394	35.9%	59	8.5%	3,496	26.5%	192	6.3%	9,924	17.5%
Wholesale Trade	6	7.0%	71	6.5%	39	5.6%	1,152	8.7%	138	4.6%	3,639	6.4%
Retail Trade	11	12.8%	96	8.8%	88	12.7%	2,361	17.9%	429	14.2%	7,630	13.4%
Motor Vehicle & Parts Dealers	0	0.0%	8	0.7%	26	3.8%	683	5.2%	77	2.5%	1,209	2.1%
Furniture & Home Furnishings Stores	1	1.2%	2	0.2%	5	0.7%	338	2.6%	22	0.7%	619	1.1%
Electronics & Appliance Stores	1	1.2%	9	0.8%	4	0.6%	232	1.8%	16	0.5%	198	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.2%	6	0.5%	12	1.7%	554	4.2%	36	1.2%	969	1.7%
Food & Beverage Stores	2	2.3%	33	3.0%	8	1.2%	192	1.5%	54	1.8%	1,684	3.0%
Health & Personal Care Stores	0	0.0%	0	0.0%	6	0.9%	29	0.2%	54	1.8%	615	1.1%
Gasoline Stations	3	3.5%	30	2.7%	9	1.3%	154	1.2%	36	1.2%	227	0.4%
Clothing & Clothing Accessories Stores	1	1.2%	1	0.1%	4	0.6%	23	0.2%	23	0.8%	184	0.3%
Sport Goods, Hobby, Book, & Music Stores	1	1.2%	2	0.2%	4	0.6%	13	0.1%	22	0.7%	220	0.4%
General Merchandise Stores	1	1.2%	2	0.2%	1	0.1%	10	0.1%	22	0.7%	1,261	2.2%
Miscellaneous Store Retailers	0	0.0%	0	0.0%	7	1.0%	129	1.0%	51	1.7%	372	0.7%
Nonstore Retailers	1	1.2%	2	0.2%	1	0.1%	5	0.0%	16	0.5%	72	0.1%
Transportation & Warehousing	5	5.8%	46	4.2%	32	4.6%	380	2.9%	126	4.2%	4,972	8.8%
Information	1	1.2%	2	0.2%	11	1.6%	111	0.8%	44	1.5%	542	1.0%
Finance & Insurance	3	3.5%	20	1.8%	31	4.5%	341	2.6%	154	5.1%	1,404	2.5%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	2	0.2%	7	1.0%	79	0.6%	63	2.1%	996	1.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	1	0.1%	9	1.3%	30	0.2%	34	1.1%	152	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	2	2.3%	17	1.6%	15	2.2%	231	1.8%	57	1.9%	255	0.4%
Real Estate, Rental & Leasing	2	2.3%	9	0.8%	32	4.6%	169	1.3%	185	6.1%	1,192	2.1%
Professional, Scientific & Tech Services	4	4.7%	19	1.7%	41	5.9%	277	2.1%	196	6.5%	1,728	3.0%
Legal Services	0	0.0%	0	0.0%	3	0.4%	19	0.1%	23	0.8%	133	0.2%
Management of Companies & Enterprises	0	0.0%	1	0.1%	1	0.1%	2	0.0%	3	0.1%	77	0.1%
Administrative & Support & Waste Management & Remediation	5	5.8%	35	3.2%	32	4.6%	529	4.0%	118	3.9%	2,412	4.2%
Educational Services	1	1.2%	100	9.1%	9	1.3%	294	2.2%	72	2.4%	3,046	5.4%
Health Care & Social Assistance	2	2.3%	46	4.2%	34	4.9%	965	7.3%	271	9.0%	8,247	14.5%
Arts, Entertainment & Recreation	2	2.3%	19	1.7%	13	1.9%	259	2.0%	56	1.9%	1,182	2.1%
Accommodation & Food Services	8	9.3%	75	6.8%	42	6.1%	606	4.6%	229	7.6%	4,053	7.1%
Accommodation	1	1.2%	5	0.5%	11	1.6%	92	0.7%	30	1.0%	497	0.9%
Food Services & Drinking Places	7	8.1%	70	6.4%	32	4.6%	514	3.9%	198	6.5%	3,556	6.3%
Other Services (except Public Administration)	12	14.0%	52	4.7%	70	10.1%	499	3.8%	357	11.8%	2,370	4.2%
Automotive Repair & Maintenance	4	4.7%	8	0.7%	17	2.5%	79	0.6%	73	2.4%	345	0.6%
Public Administration	1	1.2%	9	0.8%	34	4.9%	722	5.5%	75	2.5%	1,827	3.2%
Unclassified Establishments	4	4.7%	0	0.0%	29	4.2%	57	0.4%	108	3.6%	140	0.2%
<b>Total</b>	<b>86</b>	<b>100.0%</b>	<b>1,096</b>	<b>100.0%</b>	<b>692</b>	<b>100.0%</b>	<b>13,200</b>	<b>100.0%</b>	<b>3,026</b>	<b>100.0%</b>	<b>56,782</b>	<b>100.0%</b>

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.