

COMMUNITY DEVELOPMENT DEPARTMENT

Jeff Muenkel, AICP, Director

(262) 679-4136

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Janesville Road Reconstruction Aid Packet

One of the most important questions the City has heard during the planning of the Janesville Road effort is: How can the City of Muskego help me with my property or business during the reconstruction? In order to better prepare the various land and business owners along the roadway, the City's Mayor's Task Force on Economic Development and the Community Development Authority have prepared this *Aid Packet*.

A wealth of information is provided herein that hopefully will allow you to make easier decisions regarding your property during the upcoming reconstruction of Janesville Road. This packet is intended to guide you towards the contacts that can answer your questions, make you aware of the loan and grant opportunities the City has available, and alert you of the various items that the City can help you with during this time of disturbance.

The attachments include:

- Packet Summary
- "What can we do to help you?" form
- Primary Contact Information
- Revolving Loan Brochure
- Financing Options to support and develop Muskego business
- Janesville Road Commercial Building & Site Loan Program
- Janesville Road Commercial Building & Site Grant Program
- Helping your Business: The Muskego Business Leader Group
- Zoning District & Site Planning Options
- Downtown Revival Zoning District
- Rezoning Application Packet
- Building, Site, and Operation Plan Application
- Cross Access & Shared Parking Information
- Muskego Bank Contact Information
- goMUSKEgo brochure

Please don't hesitate to call with any questions. The City believes that everyone's situation is unique and we are here to help you through this difficult situation. Hopefully, some of the information provided herein will help you realize your intended goals.

Go Muskego!

John R. Johnson
Mayor
City of Muskego
(262) 679-5675
jjohnson@ci.muskego.wi.us

Steve Ziegler
CEO, InPro Corporation
Chairman, Mayor Johnson's Task Force on
Economic Development
sziegler@inprocorp.com

Frank Waltz
Chairman, Community Development Authority
fwaltz@wi.rr.com

Packet Summary

A variety of options are discussed in this packet from financial aid possibilities to zoning requirements. The City has further information and submittal forms on each of the processes within this packet that you may receive in the Planning Department or via the Web at the following links:

Grant/Loan Programs

Find the various loan and grant information available, along with application packets herein or at the web links below.

Janesville Road Commercial Building and Site Grant Program

The Janesville Road Commercial Building & Site Grant Program has been established to stimulate commercial exterior building and site improvements within the context of the downtown as administered by the Community Development Authority (CDA). The Façade Grant Program is relatively the same as the Façade Loan Program but is focused towards smaller scaled projects (Ex. new signage, parking lot updates, general structure updates, landscaping, etc.). Businesses that meet the eligibility requirements can receive matching grants up to \$3,000.

Janesville Road Commercial Building and Site Loan Program

The Janesville Road Commercial Building & Site Loan Program has been established to stimulate commercial exterior building and site improvements within the context of the downtown as administered by the Community Development Authority (CDA). The Façade Loan Program is relatively the same as the Façade Grant Program but is focused towards larger scaled projects (major improvements or improvements requiring considerable borrowing needs). Businesses that meet the eligibility requirements can receive a low interest loans up to \$25,000.

Revolving Loan Fund

The Revolving Loan Fund uses monies to provide low interest loans to new and expanding businesses. Businesses, in return for use of the public funds, provide private investment towards the assisted activity and create job opportunities, principally for the benefit of low- and moderate-income persons. Loans are made to businesses that are expanding or locating in the community and willing to create jobs. When successfully administered, the RLF can provide a viable source of financing that fills the "gap" between the monies that are available through the private sector and the amount needed to complete a project. In making a RLF loan to a business, the City of Muskego acts like a "bank" and accept responsibilities comparable to a commercial lender.

<http://www.ci.muskego.wi.us/planning/CurrentPlanning/CommunityDevelopmentAuthority/RevolvingLoanFund/tabid/845/Default.aspx>

Building, Site, and Operation Plan Submittal Form

Details the submittal information needed to get a new business development approved by the City's Planning Commission. Find packet herein or at web link below.

http://www.ci.muskego.wi.us/Portals/11/docs/Zoning/Forms/Building_Site_Operation.pdf

Rezoning Application

Details the submittal information needed to go thru a rezoning process with the City's Common Council and Planning Commission. Find packet herein or at web link below.

http://www.ci.muskego.wi.us/Portals/11/docs/Zoning/Forms/Rezoning_Non_PD.pdf

City Adopted Documents

<http://www.ci.muskego.wi.us/planning/CurrentPlanning/Documents/tabid/907/Default.aspx>

Find the City's General Design Guide, Redevelopment Plans, and Tax Increment Finance Plans at the link above. Documents will apply to certain parcels based upon the parcel locations. The City' Planning Department can help guide you towards what adopted plans may affect your individual situation.

Primary Contact Information

Please find below the individuals that can help answer your questions during the Janesville Road reconstruction process. Contact lists of the Mayor's Task Force on Economic Development and the Community Development Authority are provided as well in case you need an advocacy group on your side!

City of Muskego			
John R. Johnson	Mayor	(262) 679-5675	jjohnson@ci.muskego.wi.us
Jeff Muenkel	Planning Director	(262) 679-4136	jmuenkel@ci.muskego.wi.us
David Simpson	Engineering	(262) 679-5686	dsimpson@ci.muskego.wi.us
Waukesha County			
Gary Evans	Engineering Services Manager - Janesville Road Project Coordinator	(262) 679-5686	GEvans@waukeshacounty.gov
Ed Hinrichs	Senior Civil Engineer - Janesville Road Project Coordinator	(262) 548-7740	EHinrichs@waukeshacounty.gov
Karen Braun	Senior Civil Engineer - Janesville Road Property Acquisition Coordinator	(262) 896-8538	KBraun@waukeshacounty.gov
Mayor's Task Force on Economic Development			
Steve Ziegler	MTF Chairman & CEO InPro Corporation	(262) 679-9010 ext. 5112	sziegler@inprocorp.com
Keith Werner	District 4 Alderman	(262) 679-3661	kwerner@ci.muskego.wi.us
Frank Waltz			fwaltz@wi.rr.com
Bill Engelking			wengleking@wi.rr.com
Britt Hall			bhall@wctc.edu
Don Reidy		(414) 530-8427	tractorgrading@yahoo.com
John Mooney		(414) 256-8700 ext. 207	jmooney@ft.newyorklife.com
Kathy Chiaverotti			info@muskego.org
Rick Petfalski			rick@sengraph.com
Community Development Authority			
Frank Waltz	Chairman		fwaltz@wi.rr.com
Rob Glazier	Vice Chairman		rglazier@gmail.com
Keith Werner	District 4 Alderman	(262) 679-4777	kwerner@ci.muskego.wi.us
Dan Pavelko	District 2 Alderman	(414) 861-4826	dpavelko@ci.muskego.wi.us
Gail Miles			gmiles@wi.rr.com
David Lidbury			dldbury@wi.rr.com
Suzi Link			suzilink@earthlink.net
Alderman			
Tracy Snead	District 1 Alderman	(414) 427-2627	tsnead@ci.muskego.wi.us
Dan Pavelko	District 2 Alderman	(414) 861-4826	dpavelko@ci.muskego.wi.us
Neil Borgman	District 3 Alderman	(414) 422-0791	nborgman@ci.muskego.wi.us
Keith Werner	District 4 Alderman	(262) 679-4777	kwerner@ci.muskego.wi.us
Bill Schneider	District 5 Alderman	(262) 679-1516	bschneider@ci.muskego.wi.us
Tina Schaefer	District 6 Alderman	(414) 422-4900	tschaefer@ci.muskego.wi.us
Noah Fiedler	District 7 Alderman	(414) 225-4805	nfiedler@ci.muskego.wi.us

**Helping your Business:
The Muskego Business Leader Group
*Local Leaders Helping Local Business***

Let us know of your business situation and the needs that fit your long-term goals. We will work to put you in touch with the appropriate individuals (Chamber of Commerce, banks, investors, real estate agents, etc.) to keep your business in Muskego as a viable part of the community.

The Mayor's Task Force has setup a Business Leaders Group that can help be an advocate for your existing, expanding, or new business in Muskego. The vision, mission, and member list is found below. Don't hesitate to call Steve Ziegler at (262) 679-9010 if you would like some support with your business along Janesville Road. Mr. Ziegler will orchestrate the members that are specific to your needs and have the appropriate backgrounds to meet your goals.

VISION:

It is the Vision of the Muskego Business Leader Group to assist the Mayor of Muskego and the Muskego Chamber of Commerce in retaining and developing business in the City of Muskego by proactively counseling current Muskego businesses, and by promoting new business opportunities to targeted or interested prospects at the direction of the Mayor.

MISSION:

The Muskego Business Leader Group is a pool of talented community leaders made up of a cross section of Muskego businesses, organizations and city employees. These Leaders will be selectively called upon from time to time to use their expertise in the Mission of actively promoting Muskego, and to:

1. Assist existing Muskego businesses by:
 - a. Being an advocate of Muskego businesses with the City
 - b. Helping with permitting
 - c. Guiding businesses to available government sponsored grants and loans
 - d. Promoting business to business opportunities
 - e. In short....assist in any way we can

2. Assist with the promotion of Muskego business opportunities at the direction of the Mayor by:
 - a. Meeting with new businesses showing an interest in locating in Muskego
 - b. Meeting with targeted new businesses

MEMBERS:

The pool of members in the Business Leader Group consists of the Mayor's Task Force members, the Muskego Alderman, and the community individuals listed below:

Tom Callen, Callen Construction	info@callenconstruction.com
Patti Johnson, Ron Sonntag PR Agency	patty@rspr.com
Chadd Frank, Waukesha State Bank	cfrank@waukeshabank.com
William Feagles, M&I Bank	william.feagles@micorp.com
Jim Schaefer, Muskego/Norway School Dist.	jschaefer@mnsd.k12.wi.us
Joe Schroeder, Muskego/Norway School Dist.	jschroeder@mnsd.k12.wi.us
Kelly Thompson, Muskego/Norway School Dist.	kthompson@mnsd.k12.wi.us

Zoning District & Site Planning Options

Residential

Many existing residences will be losing valuable property frontage as part of the reconstruction effort. Further, some properties will be losing the current structure on their properties as well. If you are in this situation and have questions on what restrictions and opportunities your property might have after a taking of your property or structure occurs, please call the Planning Department at (262) 679-4136.

In most cases, even though a property may be left with a small remnant after a taking occurs, the property can still be built upon in some way. Only the smallest of remnant parcels are truly unbuildable. Further, the City of Muskego has implemented a zoning district, known as the DR-1 Downtown Revival District (district restrictions shown in more detail below in this packet), specifically for the redevelopment of parcels affected by the Janesville Road reconstruction. This zoning district allows people to build closer to property lines in order to allow easier redevelopment potential. The City's Planners understand that every situation is unique and are more than happy to explain your options.

Commercial

Some businesses will be losing viable land for future buildings, access, and parking. The City of Muskego does have some various zoning district options available, specifically for this downtown area which would allow individuals to place their buildings closer to the property lines than most other zoning districts. The City also has many requirements for commercial site planning (parking, landscaping, lighting, etc.) and we are prepared to let you know of your options as you move forward in redesigning your property. Whether it is updating your parking layout, installing a new monument sign, or adding additional landscaping, we have the answers and the ability to let you know of your array of options. Further, certain properties may receive certain waivers for such items as rezoning fees or setbacks for parking if directly affected by the Janesville Road reconstruction.

Zoning Districts

As mentioned in the Residential portion of this packet above, the City does have a zoning district in place that can allow you to redevelop your site/structure with fewer restrictions. The district is known as the DR-1 Downtown Revival District and the restrictions are attached to the back of this packet for your convenience. The district includes smaller setbacks to allow you to put your building closer to the road and to your customers. Further, the district allows for a larger mix of business and residential uses, perfect for a downtown. Contact the Planning Department at (262) 679-4136 to see if this zoning district meets your needs. We will be happy to guide you thru the rezoning process or to let you know exactly what your current zoning may work for you.

Site Planning

The smaller a parcel is, the harder to include all the various site necessities to let your customers utilize, and enjoy, your business site. The City of Muskego understands this situation so let the Planning Department help you design your site so that it meets all the community guidelines in relation to proper placements of landscaping, parking, access, lighting, and outdoor storage enclosures. Again, properties directly affected by the Janesville Road project may be able to receive certain waivers in the location of these site necessities. Call the Planning Department at (262) 679-4136 to setup a meeting and let us help you plan your business with fewer headaches.

Fee Waivers

As mentioned above, the City is willing to allow residents and business owners to come forward to the City's Finance Committee to allow waivers of certain submittal fees if it is demonstrated that you are directly affected by the Janesville Road reconstruction. Fees that would be considered for waiver would include Plan Commission review fees, rezoning fees, and miscellaneous building permit fees (Initial building permit fees, but not including inspection fees during construction).

8.38 DR-1 DOWNTOWN REVIVAL DISTRICT

(1) STATEMENT OF INTENT

This District is intended for the properties found along Janesville Road in Muskego’s Downtown from Bay Lane Drive to Racine Avenue. The District was created to allow the revival and redevelopment of these properties in order to create new opportunities for the parcel owners. The parcels in this area have or may be affected by future improvements along Janesville Road and it is the City of Muskego’s objective to have a zoning district that allows property owners to have usability of their property in order to assure that the core of Muskego’s downtown is revived.

This District is intended to encourage mixed-use, compact development that is sensitive to the environmental characteristics of the land and facilitates the efficient use of services. The District diversifies and integrates land uses within close proximity to each other, and it provides for the daily retail and customer service needs of the residents.

The District is designed to encourage pedestrian-friendly designs, which respect and accommodate the community’s dependency on the automobile. Higher standards of design with a renewed emphasis on community image and the cost-effective provision of public services are promoted. Widely accepted development and planning principles suggest that new development should help the downtown and City compete in an increasingly competitive and quality-conscious real estate environment, and provide alternative housing and shopping opportunities in close proximity.

Design standards should closely follow those found in the City’s adopted Downtown Design Guide. The Downtown Design Guide is characterized by the following design elements: Traditional town center/modern ‘main-street’; Buildings squarely facing the street; Buildings closer to street; Pedestrian scale – walk able, accented storefronts; Variable roof-lines; Transitional massing blending with surrounding architecture; Sense of place/downtown identity; Destination and convenience retail; Shared parking; Convenience.

The District is intended for both stand-alone parcels and larger grouping of parcels as long as the objective is to promote the characteristics above. Commercial uses are encouraged from Bay Lane Drive to Pioneer Drive and residential uses are encouraged from Pioneer Drive to Racine Avenue as per the direction of the Muskego Comprehensive Plan. Rezoning requests for parcels that do not meet the intent of this zoning district should follow existing residential and commercial zoning districts.

(2) BASIC REGULATIONS

(A) Lot Size		(B) Density	(C) Open Space
Minimum Area	Min. Average Width	Residential Lot Area Per D/U	Minimum per Parcel
		Lot Area Per D/U	
7,200 SF*	60’*	5,000	2,500 SF

(D) Primary Structure Building Location			
Min. Setback (from ROW)	Max. Setback (from ROW)	Minimum Offset	
		One Side	All Other Sides
10’	-	5’	10’

(E) Primary Structure Building Size				(F) Building Height	
Min. Residential Floor Area		Multi-Family (per D/U)	Floor Area Ratio	Maximum Permitted	
Single-Family				Principal Structure	Accessory Structure
1 st Floor	Total				
-	1,200 SF	1,000 SF	40%	35'	See 17:4.05
(G) Accessory Structure Building Location					
Min. Setback (from ROW)		Max. Setback (from ROW)		Minimum Offset	
				One Side	All Other Sides
25'		N/A		5'	10'

* This District does not promote new parcels of this size, but allows parcels to be conforming if they meet these guidelines. Newly created parcels in this district should meet the size requirements of the B-2 Zoning District for commercial uses (Minimum Parcel Area = 20,000 SF; Minimum Parcel Width = 100 feet) and the size requirements of the RS-3 Zoning District for residential uses (Minimum Parcel Area = 15,000 SF; Minimum Parcel Width = 100 feet).

(3) USE REGULATIONS

A. PERMITTED USES BY RIGHT

1. Single-family detached dwellings.
2. The following subject to approval by the Plan Commission of building, site and operational plans:
 - a. Single-family attached, Duplex, or Townhouse structures.
 - b. Retail stores and shops.
 - c. Public administration offices and public service buildings.
 - d. Community and customer service establishments such as, but not limited to, the following:
 - i. Business, professional, public service, banking and savings and loan offices.
 - ii. Delicatessen, Produce/Meat Market
 - iii. Clothing Store
 - iv. Restaurants, taverns and other commercial entertainment facilities
 - v. Hotels
 - vi. Laundry/Dry Cleaning Services.
 - vii. Specialty Foods (Bakeries, Confectionaries, etc.)
 - viii. Specialty Store (Books, Music, Toys, Sporting Goods, Stationery, etc.)
 - ix. Variety Store
 - x. Commercial studios, display galleries and training schools.
 - xi. Public utility offices and installations
 - xii. Accounting, Auditing, Bookkeeping, and Tax Preparation
 - xiii. Architectural, Engineering, Planning & Surveying Services

- xiv. Barber/Beauty/Hair Salon & Related Personal Care
- xv. Bed and Breakfast Establishments
- xvi. Café, Coffee Shop, Diner, Restaurant
- xvii. Desktop Publishing & Graphic Design
- xviii. Legal Services
- xix. Lessons (Art, Dance, Music, etc.)
- xx. Medical/Dental Offices, including Veterinary
- xxi. Photography Studio
- xxii. Real estate
- xxiii. Tax Preparation
- xxiv. General Merchandising and wholesaling establishments

B. PERMITTED ACCESSORY USES

1. Private garages subject to the provisions of this Code subject to the approval of the Zoning Administrator and upon payment of fees and receipt of permits as required by the Common Council and amended from time to time.
2. One (1) private garden shed subject to the provisions of this Code subject to the approval of the Zoning Administrator and upon payment of fees and receipt of permits as required by the Common Council and amended from time to time.
3. Any other structure or use normally accessory to the principal uses permitted.
4. Home Occupations when incidental to the principal residential use, as outlined in this Code.

C. PERMITTED USES BY CONDITIONAL GRANT

1. The following subject to approval by the Plan Commission of Building Site and Operational Plans:
 - a. Dwelling units accessory to commercial uses
 - b. Gasoline and Automobile Service Stations

Cross Access & Shared Parking Information

Many businesses may not have the same full access luxury off of Janesville Road after the reconstruction is complete. However, simple cooperation of neighboring properties to share side property line cross access and/or sharing parking lots may ease this dilemma. The City of Muskego will show you how cross access may work on your property in cooperation with your neighbors. Further, the City is prepared to author and record access easements for you free of charge. Please call the Planning Department at (262) 679-4136 to discuss your situation and how the City might be able to help.



Fig. A: The Pick n' Save property shares cross access and parking with the surrounding properties.



Fig. B: Since the new Janesville Road will have limited access (due to boulevard sections), linking cross access easements with new parking lot sections will benefit all businesses.

Muskego Bank Contact Information

Associated Bank

S76 W17655 Janesville Road
262-679-2800

Contacts:

Ben Woodward

414-525-3657

benjamin.woodward@associatedbank.com

(projects under \$2 million)

-or-

Cindy Wavrunek

414-525-3111

cindy.wavrunek@associatedbank.com

(projects over \$2 million)

Chase Bank

S69 W15612 Janesville Road
262-679-4002

Contacts: Roger Pinkney

roger.d.pinkney@chase.com

Joe Atwater

joseph.p.atwater@chase.com

Citizens Bank of Mukwonago

S74 W17001 Janesville Road
414-422-9200

Waukesha Office

Contact: John Schmitz

262-548-0208

jschmitz@citizenbank.com

Harris Bank

S63 W13510 Janesville Road
414-529-4414

Contact: Rob Krudza

robb.krudza@harrisbank.com

National City

S74 W17100 Janesville Road
414-422-2160

Contact:

Kristin Loop

414-422-2160 Ext. 21336

kristen.loop@nationalcity.com

M&I Bank

S69 W15563 Janesville Road
414-422-2244

Contact:

Bill Feagles

william.feagles@micorp.com

Waukesha State Bank

S69 W15273 Janesville Road
414-422-4777

Contact: Steve Barry

262-549-8562

sbarry@waukeshabank.com

Maritime Savings Bank

S74 W17095 Janesville Road
414-422-0201

Contact: Kara Nelson

knelson@maritimesavings.com

Pyramax Bank

W137 S6360 Janesville Road

Contact: Jack Spoerl

jspoerl@pyramaxbank.com

GoMuskeGo Brochure

Also enclosed in this packet is the City's GoMuskeGo Brochure. The City's Mayor's Task Force created this publication solely with volunteers and utilizes the brochure as a tool in promoting what Muskego has to offer new businesses. We hope you find the brochure useful in answering your questions about Muskego. Further, we hope that you pass the publication onto someone you might know that is considering a new business in southeastern Wisconsin. More copies are available upon request! Within the publication, the following information on Muskego can be found:

- Introductory Information
- Muskego's Business Environment – including site information and financial and tax incentives
- Muskego Facts and Figures – quick, impressive statistics about area population, real estate values, and transportation
- Private Employers – a short list of who's already discovered Muskego as a great place to conduct business
- Quality of Life
- Local and Regional Education
- Local and Regional Entertainment
- Contact and Links