

CITY OF FRANKLIN  
PLAN COMMISSION MEETING\*  
FRANKLIN CITY HALL COUNCIL CHAMBERS  
9229 W. LOOMIS ROAD, FRANKLIN, WISCONSIN  
AGENDA  
THURSDAY, SEPTEMBER 8, 2016, 7:00 P.M.

A. **Call to Order and Roll Call**

B. **Approval of Minutes**

1. Approval of regular meeting of August 18, 2016.

C. **Public Hearing Business Matters** (action may be taken on all matters following the respective Public Hearing thereon)

D. **Business Matters** (no Public Hearing is required upon the following matters; action may be taken on all matters)

1. **THE ROCK SPORTS COMPLEX SIGNAGE.** Unified Development Ordinance §15-3.0442 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) Minor Amendment application by Bill Zimmerman, Vice President, MKE Sports & Entertainment, to allow for the installation of up to 1,200 square feet of signage on the outside of the approximately 160 foot by 20 foot baseball field fence near the corner of South 76th Street and 7900 West Crystal Ridge Drive, property zoned Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) and FW Floodway District; Tax Key No. 744-8980-001.
2. **GUJARATI SAMAJ OF WISCONSIN 2016 DANCE EVENT AT THE MILWAUKEE COUNTY SPORTS COMPLEX.** Temporary Use application by Gujarati Samaj of Wisconsin, Inc., for an annual celebration of Navaratri dance event (known as “Navararim”, most identified with a mother’s day dance) at the Milwaukee County Sports Complex located at 6000 West Ryan Road, on September 30, 2016 and October 8, 2016, from 7:00 p.m. to 12:00 a.m., on property zoned P-1 Park District, FC Floodplain Conservancy District and FW Floodway District; Tax Key Nos. 852-9999-001 and 882-9987-001.

E. **Adjournment**

\*Supporting documentation and details of these agenda items are available at City hall during normal business hours.

\*\*Notice is given that a majority of the Common Council may attend this meeting to gather information about an agenda item over which they have decision-making responsibility. This may constitute a meeting of the Common Council per *State ex rel. Badke v. Greendale Village Board*, even though the Common Council will not take formal action at this meeting.

[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk’s office at (414) 425-7500.]

**REMINDERS:**

Next Regular Plan Commission Meeting: September 22, 2016

**City of Franklin  
Plan Commission Meeting  
August 18, 2016  
Minutes**

unapproved

**Call to Order and Roll Call**

- A.** Mayor Steve Olson called the August 18, 2016 Regular Plan Commission meeting to order at 7:00 p.m. in the Municipal Court Room at the Franklin Law Enforcement Building, 9455 West Loomis Road, Franklin, Wisconsin.

Present were Alderman Mark Dandrea and Commissioners Kevin Haley, Patricia Hogan, Patrick Leon, David Fowler and City Engineer Glen Morrow. Also present were Director of Economic Development Aaron Hertzberg, Associate Planner Orrin Sumwalt and Planning Manager Joel Dietl.

**Approval of Minutes**

Regular Meeting of July 21, 2016.

- B.**
- 1.** Alderman Dandrea moved and Commissioner Hogan seconded approval of the July 21, 2016 minutes of the regular meeting of the Plan Commission as presented. On voice vote, all voted 'aye'. Motion carried (5-0-0).

**Public Hearing Business Matters  
PROPOSED PROJECT PLAN,  
BOUNDARIES AND CREATION OF  
TAX INCREMENTAL DISTRICT  
NO. 5, CITY OF FRANKLIN,  
WISCONSIN (BALLPARK  
COMMONS SPORTS ANCHORED  
MIXED-USE DEVELOPMENT).**

**A.** Public Hearing regarding the proposed project plan, boundaries and creation of Tax Incremental District No. 5 (See the Public Hearing Notice which was published on August 4, 2016 & August 11, 2016). **B.** Consideration of “A Resolution Designating Proposed Boundaries and Approving a Project Plan for Tax Incremental District No. 5, City of Franklin, Wisconsin”.

**C.1**

- A.** Director of Economic Development, Aaron Hertzberg, introduced the item followed by a presentation by Dawn Gunderson of Ehlers & Associates, Inc. on the proposed project plan, boundaries and creation of Tax Incremental District No. 5 (Ballpark Commons Sports Anchored Mixed-Use Development).

The Official Notice of Public Hearing regarding the proposed project plan, boundaries and creation of Tax Incremental District No. 5 was read in to the record by Associate Planner Sumwalt. The Public Hearing was opened at 7:05 p.m. and closed at 7:51 p.m.

No motion necessary.

- B.** Commissioner Hogan moved and Commissioner Fowler seconded a motion to adopt “a resolution designating proposed boundaries and approving a project plan for tax incremental district No. 5, City of Franklin, Wisconsin.” On voice vote, all voted 'aye'. Motion carried (6-0-0).

**Business Matters**

**D.** None.

**Adjournment**

**E.** City Engineer Morrow moved and Commissioner Haley seconded to adjourn the Plan Commission meeting of August 18, 2016 at 8:13 p.m. All voted 'aye'. Motion carried. (6-0-0).

DRAFT



# CITY OF FRANKLIN



## REPORT TO THE PLAN COMMISSION

Meeting of September 8, 2016

### Planned Development District No. 37 Minor Amendment

**RECOMMENDATION:** Department of City Development recommends denial of the Minor Amendment of Planned Development District No. 37 for signage at The Rock Sports Complex.

However, if approved, staff recommends approval be subject to the conditions outlined in the attached draft Ordinance.

---

<b>Project Name:</b>	The Rock Sports Complex, Minor PDD Amendment (signage)
<b>Project Address:</b>	7900 West Crystal Ridge Drive
<b>Applicant:</b>	Bill Zimmerman, MKE Sports & Entertainment
<b>Property Owner:</b>	Milwaukee County
<b>Current Zoning:</b>	Planned Development District No. 37, FW Floodway District
<b>2025 Comprehensive Plan:</b>	Mixed Use and Areas of Natural Resource Features
<b>Use of Surrounding Properties:</b>	Root River Parkway (Village of Greendale) to the north, single-family residential and vacant land zoned commercial to the east, Loomis Road (State Highway 36) to the south, and single-family residential to the west
<b>Applicant's Action Requested:</b>	Recommendation to the Common Council for approval of the proposed Planned Development District Minor Amendment

---

### **Introduction:**

On July 28, 2016, the applicant submitted a Planned Development District (PDD) Amendment application to amend PDD No. 37 to permanently allow signage (banners) to be displayed on a portion of the large (approximately 160 feet by 20 feet in size) ballpark fence (on the side facing S. 76<sup>th</sup> Street) which is located north of Crystal Ridge Drive and west of S. 76<sup>th</sup> Street.

According to the applicant, "This structure is unique in the fact that (it) is not a typical billboard structure or side of the building. Therefore, we are not requesting updating ordinance city wide, only for The Rock as it's one of its kind in the city."

Staff is recommending, with agreement from the applicant, that the Plan Commission classify the proposed amendment as a Minor PDD Amendment. Major PDD Amendment are typically reserved for changes to the exterior boundaries of a PDD, changes to use, and changes to street layouts.

## Description/Analysis

It can be noted that:

- Pursuant to Section 15-3.0803C. of the Unified Development Ordinance (Detailed Standards for Accessory Uses in Nonresidential Districts, Fences),
  - “No advertising or signs shall be permitted on any fence in any zoning district.”
- Pursuant to Section 15-3.0442E.e. of the Unified Development Ordinance (Planned Development District No. 37, Signs),
  - “All signs must be in accordance with the Municipal Code, as amended, approved by the Architectural Review Board and subject to issuance of a Sign Permit through the Inspection Department.”
- Pursuant to Section 210-9 of the Municipal Code (Master sign program),
  - “All MTCCs (Multi-Tenant Commercial Centers) and planned developments ... *must have a master sign program* [emphasis added] if, after January 1, 2007, more than one sign will be erected in conjunction with such building, development, or center, as defined in this chapter.”
- The current signage (banner) on the side of the subject fence facing S. 76<sup>th</sup> Street was placed there without any permits or approvals from the City, after staff previously informed representatives of The Rock Sports Complex that such signage was not allowed.
- Consistent with past practice at other sports facilities within the City, staff has made an administrative determination that signage on the inside (but not the outside) of any ballfield fence may be allowed.

In response, the applicant submitted the subject PDD amendment, to allow the current signage/banner to remain on the outside of the subject fence, and to allow other similar signage/banners at this location in the future.

The applicant’s initial request consisted of up to two signs/banners encompassing no more than 3,200 square feet on the subject fence. However, after staff’s initial review and comments, the applicant revised their request to only one sign/banner encompassing no more than 1,200 square feet (the size of the current banner). The applicant is also requesting:

- to permanently allow signage (banners) to be displayed on a portion of the subject large ballpark fence;
- that each sign will be associated with an annual contract that can be renewed annually, and
- that the sign be lit by one spot-light.

Although the applicant currently indicates that the request is for on-premise signage, staff have been previously informed that the signage could be advertising for any business and/or event located at The Rock Sports Complex, elsewhere within the City, or outside the City. It can also be noted that the current banner would be defined as off-premise signage.

## **Staff Recommendation/Conclusion**

Based upon the preceding information, Department of City Development staff recommends denial of the subject Minor Amendment to PDD No. 37, for the following reasons:

- The applicant's request for signage is not consistent with the City's current sign regulations, neither those contained within the Municipal Code, nor those contained within the current PDD No. 37 Ordinance, nor those contained within the City's Unified Development Ordinance. More specifically, staff believes that the subject request is a significant and excessive departure from the City's current sign related standards.
- Approval of any permanent and/or off-premise signage is not warranted at this time as The Rock Sports Complex is not materially different in such matters than other sports related venues within the City, such as the Milwaukee County Sports Complex, the Franklin High School sports fields, the little league fields on Milwaukee County lands located on 76<sup>th</sup> Street between Puetz and Ryan, or the Palonia Soccer Club, all of which must abide by the City's current sign regulations.
- The subject request would set an adverse precedent for The Rock Sports Complex and the larger Ballpark Commons project in regard to the amount, type, and quality of signage that may be expected within this area.

However, should the City be interested in approving some type of signage in this situation, and in keeping with many other communities' sign standards, staff would recommend:

- temporary signage on the large ballpark fence north of Crystal Ridge Drive and west of S. 76<sup>th</sup> Street only;
- limit of one sign/banner at any given time;
- limit of 30 days for each sign;
- limit of one time per year for each specific sign;
- maximum sign/banner size of 30 square feet;
- no off-premise signage;
- no illuminated signage; and
- that such signage be subject to review and approval by the Architectural Review Board, and issuance of a Sign Permit by the Inspection Department, pursuant to all other applicable regulations and standards.

In conclusion, while staff does not recommend approval of the subject request, staff would note that it supports review of this matter at such time as a comprehensive proposal for signage for the entire Ballpark Commons development can be provided by the applicants. At that time, consideration can be made of the unique mixed-use nature of the entire development, and of the signages' compatibility with the overall architecture, aesthetics, design standards, and uses to be associated with the Ballpark Commons project.

## ORDINANCE NO. 2016-\_\_\_\_\_

AN ORDINANCE TO AMEND SECTION 15-3.0442 OF THE UNIFIED DEVELOPMENT ORDINANCE PLANNED DEVELOPMENT DISTRICT NO. 37 (THE ROCK SPORTS COMPLEX/BALLPARK COMMONS) TO ALLOW FOR THE INSTALLATION OF SIGNAGE ON THE BALLPARK FENCING (CORNER OF SOUTH 76TH STREET AND WEST CRYSTAL RIDGE DRIVE) (BILL ZIMMERMAN, VICE PRESIDENT, MKE SPORTS & ENTERTAINMENT, APPLICANT)

---

WHEREAS, §15-3.0442 of the Unified Development Ordinance provides for and regulates Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons), ), same having been created by Ordinance No. 2012-2089 and later amended by Ordinance No. 2013-2101 and 2016-2212, with such District primarily being located at 7900 West Crystal Ridge Drive, bearing Tax Key Nos. 708-8996-000, 708-8999-000, 744-8980-001, 744-8981-000, 744-8985-001, 744-8985-002, 744-8988-000, 744-8989-000, 745-0029-000, 745-8998-000, 745-8999-004, 754-9988-001, 754-9988-002, 755-9995-002, 755-9995-001 and 755-9996-000; and

WHEREAS, Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) includes those lands legally described as follows:

Part of the Southeast 1/4 of the Southwest 1/4; the Northeast 1/4, Northwest 1/4, Southeast 1/4, and Southwest 1/4 of the Southeast 1/4; and the Southeast 1/4 and Southwest 1/4 of the Northeast 1/4 of Section 4, Township 5 North, Range 21 East, and the Northeast 1/4 and Southeast 1/4 of the Northwest 1/4; and the Northwest 1/4 of the Northeast 1/4 of Section 9, Township 5 North, Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin;

Commencing at the Southwest corner of said Southeast 1/4 of Section 4; thence North 88°42'47" East along the South line of said Southeast 1/4 section, 1452.10 feet to Loomis Road (State Trunk Highway "36") reference line as shown in Wisconsin Department of Transportation Plat of Right of Way Project Number F064-I(5)/2240-02-22, dated July 3, 1956 and the point of beginning;

Thence South 49°44'47" West along said reference line, 907.00 feet to a point of curve; thence southwesterly 1280.00 feet along said reference line and along the arc of said curve to the left, whose radius is 3819.72 feet and whose chord bears South 40°08'47" West, 1274.02 feet to a point of tangency; thence South 30°32'47" West along said reference line, 913.06 feet; thence North 59°36'20" West, 148.15 feet to the southeast corner of Stone Hedge Subdivision Addition No. 1; thence North 00°10'59" West along the east line of said Stone Hedge Subdivision Addition, 1801.35 feet to the northeast corner of said Stone Hedge Subdivision Addition; thence North

00°03'31" East, 485.75 feet to the north right of way line of West Rawson Avenue; thence North 88°25'44" East along said north right of way line 598.14 feet to the southeast corner of Parcel 1 of Certified Survey Map No. 3107; thence North 00°17'04" West along the east line of said Parcel 1 and then along the east line of Lot 14, Lot 13, and Lot 12 of Block 1 of Whitnall View Subdivision Addition No. 1, 852.41 feet to the northeast corner of said Lot 12; thence South 88°37'08" West along the north line of said Lot 12 and then the north line of Lot 11 of said Whitnall View Subdivision Addition, 485.05 feet to the northwest corner of said Lot 11; thence North 00°24'53" West along the east line of Lot 10 and then along the east line of Lot 9 of said Whitnall View Subdivision, 399.30 feet to the northeast corner of said Lot 9; thence North 88°36'34" East, 545.17 feet to the East line of said Southwest 1/4 of Section 4; thence South 00°20'48" East along said east line of said Southwest 1/4 of Section 4, 38.94 feet; thence North 88°41'22" East, 661.95 feet; thence North 00°14'26" West, 1877.15 feet; thence North 88°31'03" East 1252.42, feet; thence South 00°19'01" East, 369.30 feet; thence North 54°01'00" East, 650.18 feet; thence North 88°32'16" East, 202.64 feet to the east line of said Northeast 1/4 of Section 4; thence South 00°19'12" East along said east line, 520.62 feet to the southeast corner of said Northeast 1/4 of Section 4; thence South 00°25'03" East along the east line of said Southeast 1/4 of Section 4, 1659.17 feet to said reference line; thence South 49°44'7" West along said reference line, 1561.91 feet to the point of beginning.

Containing in all 8,946,167 square feet (205.376 acres) of land, more or less; and

WHEREAS, Bill Zimmerman, Vice President, MKE Sports & Entertainment having petitioned for an amendment to Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons), to allow for the installation of up to 1,200 square feet of signage on the outside of the approximately 160 foot by 20 foot baseball field fence near the corner of South 76th Street and 7900 West Crystal Ridge Drive; and

WHEREAS, the City of Franklin Plan Commission determined that the amendment to Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) was not a substantial change to the Plan, thus not requiring a public hearing upon the aforesaid petition, and the Plan Commission thereafter having determined that the proposed amendment would promote the health, safety and welfare of the City and having recommended approval thereof to the Common Council; and

WHEREAS, the Common Council having considered the petition and having concurred with the recommendation of the Plan Commission and having determined that the proposed amendment would promote the health, safety and welfare of the Community.

NOW, THEREFORE, the Mayor and Common Council of the City of Franklin, Wisconsin, do ordain as follows:

SECTION 1: §15-3.0442 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons), of the Unified Development Ordinance of the City of Franklin, Wisconsin, as previously amended, is hereby amended to allow for the installation of up to 1,200 square feet of signage on the outside of the approximately 160 foot by 20 foot baseball field fence near the corner of South 76th Street and 7900 West Crystal Ridge Drive, pursuant to those plans City file-stamped August 26, 2016 and subject to the following conditions:

1. temporary signage on the large ballpark fence north of Crystal Ridge Drive and west of South 76th Street only;
2. limit of one sign/banner at any given time;
3. limit of 30 days for each sign;
4. limit of one time per year for each specific sign;
5. maximum sign/banner size of 30 square feet;
6. no off-premise signage;
7. no illuminated signage; and
8. that such signage be subject to review and approval by the Architectural Review Board, and issuance of a Sign Permit by the Inspection Department, pursuant to all other applicable regulations and standards.

SECTION 2: The proposed The Rock Sports Complex fencing signage installation project shall be completed within one year from the date of adoption of this Ordinance, or this Ordinance and all rights and approvals resulting therefrom shall be null and void without any further action by the City of Franklin.

SECTION 3: Bill Zimmerman, Vice President, MKE Sports & Entertainment, successors and assigns, shall pay to the City of Franklin all development compliance, inspection and review fees incurred by the City of Franklin, including fees of consults to the City of Franklin, for The Rock Sports Complex fencing signage installation project. Any violation of this provision shall be a violation of the Unified Development Ordinance, and subject to §15-9.0502 thereof and §1-19. Of the Municipal Code, the general penalties and remedies provisions.

SECTION 4: The approval granted hereunder is conditional upon Bill Zimmerman, Vice President, MKE Sports & Entertainment and The Rock Sports Complex fencing signage installation project for the property located at 7900 West Crystal Ridge Drive: (i) being in compliance with all

applicable governmental laws, statutes, rules, codes, orders and ordinances; and (ii) obtaining all other governmental approvals, permits, licenses and the like, required for and applicable to the project to be developed and as presented for this approval.

SECTION 5: All other applicable terms and provisions of §15-3.0442 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) not inconsistent with the terms of this Ordinance, and the Unified Development Ordinance of the City of Franklin, as amended from time to time, shall apply to The Rock Sports Complex fencing signage installation project, and all terms and provisions of §15-3.0442 of Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) as existing immediately prior to the adoption of this Ordinance and not amended by this Ordinance, shall remain in full force and effect.

SECTION 6: The terms and provisions of this ordinance are severable. Should any term or provision of this ordinance be found to be invalid by a court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

SECTION 7: All ordinances and parts of ordinances in contravention to this ordinance are hereby repealed.

SECTION 8: This ordinance shall take effect and be in force from and after its passage and publication.

Introduced at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_\_ day of \_\_\_\_\_, 2016, by Alderman \_\_\_\_\_.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

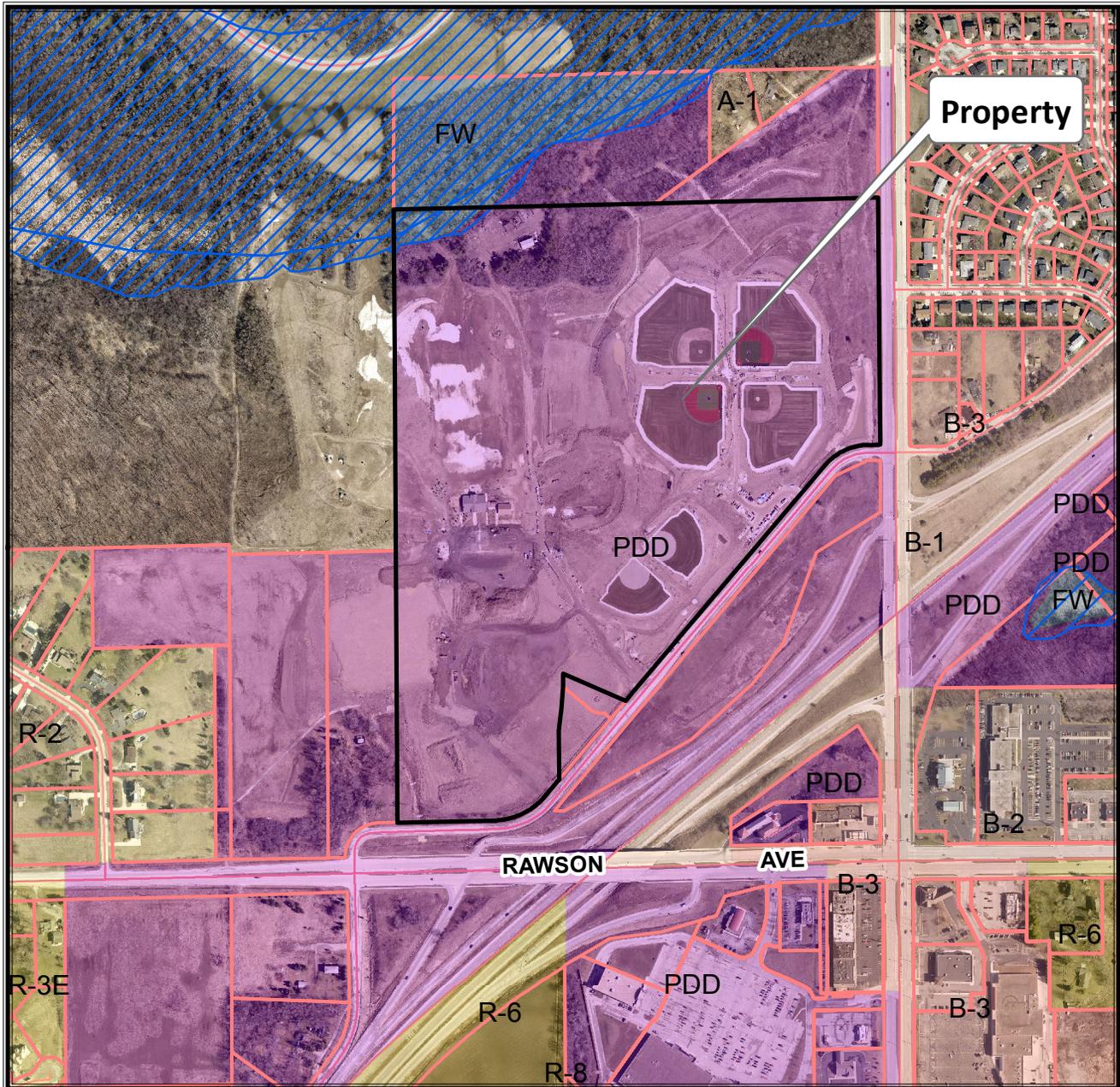
APPROVED:

\_\_\_\_\_  
Stephen R. Olson, Mayor

ATTEST:

\_\_\_\_\_  
Sandra L. Wesolowski, City Clerk  
AYES \_\_\_\_\_ NOES \_\_\_\_\_ ABSENT \_\_\_\_\_

7900 W. Crystal Ridge Drive  
TKN: 744 8980 001

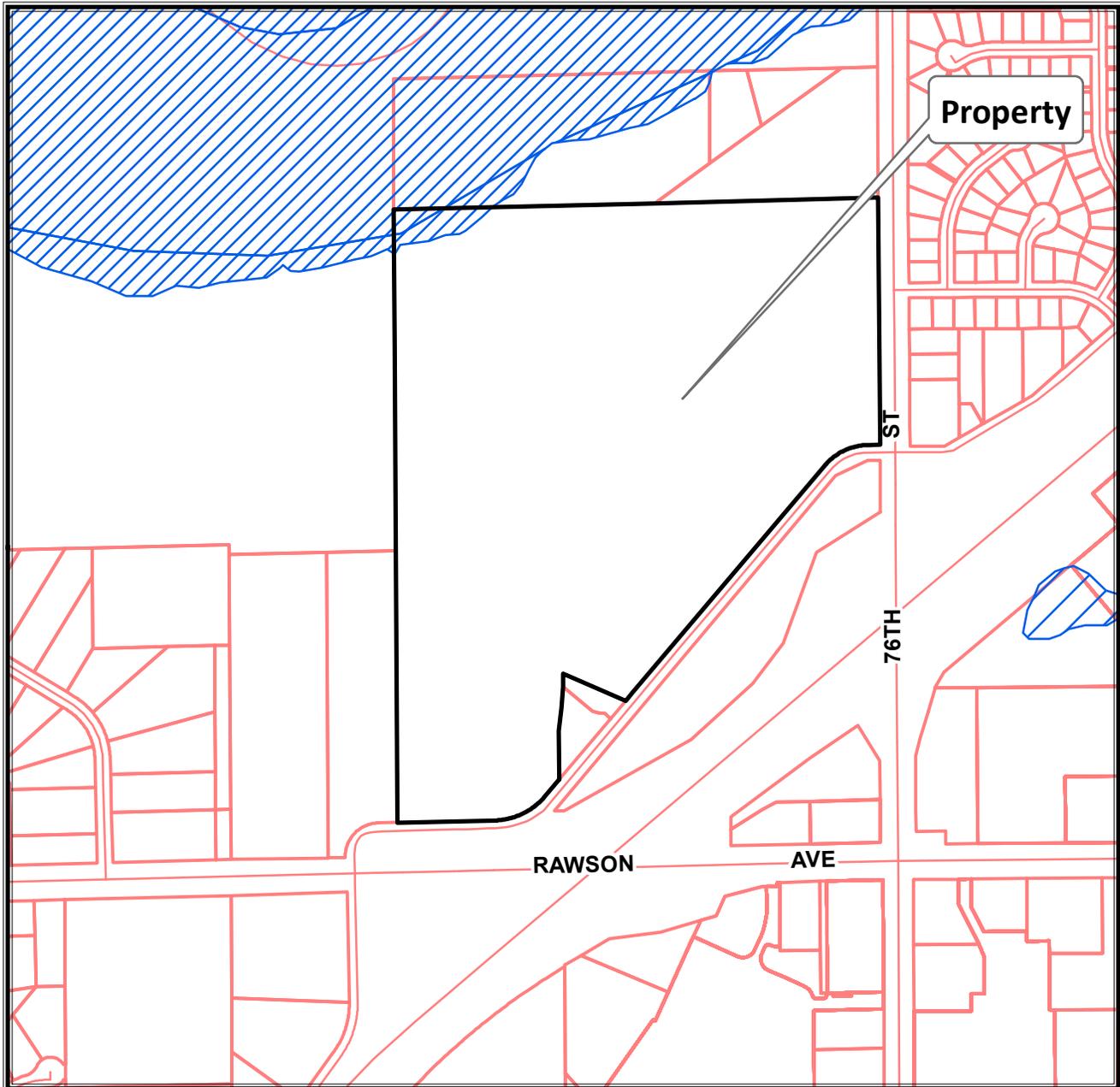


**Planning Department**  
**(414) 425-4024**

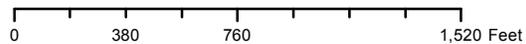


*This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.*

7900 W. Crystal Ridge Drive  
TKN: 744 8980 001



**Planning Department**  
**(414) 425-4024**



*This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.*





# *THE* **ROCK**

## THE ROCK SPORTS COMPLEX

### PLANNED DEVELOPMENT DISTRICT AMENDMENT UPDATE

Prepared By:  
Bill Zimmerman, Vice President  
MKE Sports & Entertainment  
Updated: August 29, 2016



## The Rock Sports Complex- Franklin, WI



### PROJECT SUMMARY

#### WHAT

The purpose of this summary is to request the Council approve an Ordinance to amend the official zoning map to allow signs to be displayed permanently on the ballpark field wall of The Rock Sports Complex. Specifically, a portion of the field wall facing the corner of 76<sup>th</sup> Street and Crystal Ridge Dr behind Fenway Field. This structure is unique in the fact that is not a typical billboard structure or side of the building. Therefore, we are not requesting updating ordinance city wide, only for The Rock as it's one of its kind in the city. Below are details pertaining to our request:

- This request is for one (1) on-premise sign that will be illuminated nightly by one (1) spot-light.
- The signage will be temporary as each sign will be associated with an annual contract that will be renewable annually.
- The dimensions of the field wall we are looking to get amended include a portion of the backside of Fenway Field's 'Monster Wall', specifically a 60'x20'(1,200 square feet) sign, which is less the allowable area permitted per the signage application.
  - o When reviewing at the sign permit application and using the property frontage method, Crystal Ridge Dr is the longer of two streets. Therefore, we used the calculation of 2,000' (Crystal Ridge Rd frontage) X .8 (allowable area) = 1,600 Sq Ft of gross sign area.
- Below are the items used to install the sign
  - o 150lb 14" UV Resistant Zip Ties (Top/Bottom)
  - o Stainless Steel 200lb Zip Ties (Corners)
  - o 12" Bungee Cords (Sides)
- Page three (3) provides the spec sheet on the material used for the sign.
- Page four (4) provides the plot layout of the signage on The Rock Sports Complex property

#### WHY

- Community Outreach:
  - o Growing our corporate partnerships through field signage, has allowed us to put more towards the complex in an effort to provide a destination for our local residents. Signs on the fences of our sports complex (or any sports complex) is intended to drive revenue for local business and the surrounding cities.
- Complex Size:
  - o The complex itself is a unique structure within the city, which the original ordinances did not support nor a stadium (as probably it didn't contemplate when originally approved). The Rock sits on 140 acres, which again separates itself from other businesses. In



addition, this will have an impact with Ballpark Commons shortly in development (a master signage plan will be submitted in conjunction with stadium development).

- Foot Traffic:
  - In 2016, The Rock will see over 150,000 visitors throughout the year. This is disproportionately higher than the majority of businesses within the community.

We believe that allowing our partnerships to gain access to assets like ballpark field wall signage will help grow the complex and allow us to give back to our community.

**Cooley/Commercial Graphics**

**TECHNICAL DATA SHEET  
CoolMesh™ Max Lite 8.5 oz**

COOLMESH Max Lite is a high strength material with a unique surface quality that provides more ink coverage, but with enough airflow to prevent moisture build-up. COOLMESH Max Lite is printable on both sides with UV ink. COOLMESH Max Lite is suitable for large format advertising and supports both indoor and outdoor applications.

Description			
Coating Type		PVC	
Scrim Type		Polyester 1000 x 1000 denier	
Material Properties		English	Metric
Total Weight (nominal)		8.5 oz/yd <sup>2</sup>	289 g/m <sup>2</sup>
Tensile Strength, 1" Strip	ASTM D751-B	215 x 130 lbs	956 x 578 N
Tear Strength, Tongue	ASTM D751	60 x 60 lbs	267 x 267 N
Air Flow (nominal)	ASTM D737	210 cfm <sup>ft<sup>2</sup></sup>	1,062 l/m <sup>2</sup> /sec
Light Transmittance	CIE 172:2006 (mod)	36%	
Fungus Resistant	ASTM G21	Yes	
Weldable		Dielectric (RF) or Thermal	
Flame Certifications		NFPA 701	

**APPLICATIONS**

Backlit	Banner	Billboard	Blockout	Bldg Wrap	Displays	Truckside
	*			*		

**INK COMPATIBILITY**

Solvent	Eco Solvent	UV	Latex	Dye Transfer	Dye Direct	Eradicable
*	*	*	*			

Note: All inks must be tested for compatibility

**ROLL WIDTHS**

English (in)	Metric (m)
197	5

CoolMesh® Max Lite is manufactured for use with Inkjet printers including, but not exclusive to, Vutek™, HP/Scitex, and Durst series equipment.

For further information please contact Cooley Commercial Graphics

401-724-9000 or [www.cooleygroup.com](http://www.cooleygroup.com)

The information contained herein or that is supplied by us, or on our behalf, is based upon data obtained through our own research and is considered accurate. However, No Warranty is expressed or implied regarding the accuracy of this data, the results obtained from the use thereof, or that any such use will not infringe upon any patent. This information is furnished upon the condition that the person receiving it shall evaluate its suitability for the specific application.





## CITY OF FRANKLIN



## REPORT TO THE PLAN COMMISSION

Meeting of September 8, 2016

## Temporary Use

---

**RECOMMENDATION:** City Development Staff recommends approval of a Temporary Use for the Gujarati Samaj of Wisconsin dance event, to be held September 30 and October 8, 2016 at the Milwaukee County Sports Complex, located at 6000 West Ryan Road.

---

<b>Project Name:</b>	Gujarati Samaj of Wisconsin dance event
<b>Project Address:</b>	6000 West Ryan Road
<b>Property Owner:</b>	Milwaukee County
<b>Applicant:</b>	Gujarati Samaj of Wisconsin
<b>Agent:</b>	Neil Mody
<b>Zoning:</b>	P-1 Park District; FW Floodway District, FC Floodplain Conservancy District;
<b>Use of Surrounding Properties:</b>	Agriculture and recreational uses to the north and east, residential uses to the south and east, and floodplain and open space uses to the west.
<b>Comprehensive Plan:</b>	Park District
<b>Applicant Action Requested:</b>	Approval of a Temporary Use for the Gujarati Samaj of Wisconsin dance event at the Milwaukee County Sports Complex

---

**PROJECT DESCRIPTION/ANALYSIS:**

On August 5, 2016, the applicant filed a Temporary Use Application with the Department of City Development requesting approval to use the Milwaukee County Sports Complex located at 6000 West Ryan Road for the Gujarati Samaj of Wisconsin dance event. The applicant is proposing to hold the event from 7:00 PM to 12:00 AM on Friday, September 30<sup>th</sup> and Saturday, October 8<sup>th</sup>. Setup is scheduled for one hour before the event and cleanup and tear down will occur one hour following the event.

According to the applicant, the Gujarati Samaj of Wisconsin, a not for profit organization, holds an annual dance event to celebrate Navarati. Navararim is celebrated with traditional music and dancing and is one of the most celebrated Hindu festivals. The event was previously held at the Milwaukee County Sports Complex in 2012, 2013 and 2014. The applicant is also planning to hold the event at the Sports Complex in 2017.

The event will be held indoors and the expected attendance is approximately 350 to 400 people for each day. The applicant has indicated that only dry food (e.g. almonds, peanuts, sugar candy, etc.) and bottle water will be provided.

**Parking/Circulation:** The Milwaukee County Sports Complex completed a parking lot reconstruction project in 2012. The Sports Complex now has approximately 551 standard-size striped parking spaces

and fourteen (14) ADA accessible striped spaces. According to previous applications, Milwaukee County can provide space for an additional 150 parking spaces on site and along the road, for a total of 700 spaces. As attendance is anticipated around 350 to 400 people, and there have not been parking issues previously for this event, staff finds parking to be more than adequate.

### **HISTORY:**

The City of Franklin previously worked with Milwaukee County on a Memorandum of Understanding regarding authorized uses available on the subject property and a more efficient process for the governmental review of applications for such uses. Non-sports related or “miscellaneous” events are currently subject to obtaining an Extraordinary Entertainment and Special Event License, if required by the City Clerk’s office, and/or a Temporary Use Permit. The Plan Commission has previously granted Temporary Use approvals for several events proposed at the Milwaukee County Sports Complex, including the following: Wisconsin Grandsons of Liberty “Tea Party” Program, Ahmadiyya Movement in Islam Annual Retreat, the Shee Yee Community Festival, IMS Barter event and Milwaukee Hmong New Year Celebration.

### **CURRENT POLICY:**

Section 15-3.0804 of the Unified Development Ordinance (UDO) states “A Temporary Use is an activity that is short-term in nature, will be conducted for only a specified limited period of time, and for a specific use that is not the permanent use of the property, and which use though not already expressly authorized to be an actual use on the property, is incidental to or accessory to and compatible with and will not adversely affect adjoining properties.” This section further states, “The Zoning Administrator and designees of the City Planning Department may refer any application for a Temporary Use Permit to the Plan Commission for review and approval, where the Zoning Administrator or designee of the City Planning Department determines that the application involves an issue of interpretation as to whether the proposed temporary use is incidental or accessory to the existing use of the property, or is a use which is compatible, as required herein, or that there is a question as to whether the proposed temporary use may adversely affect adjoining property due to the nature of, size or area of, noise, debris, lighting, or the like or other resultant from the proposed temporary use. Plan Commission review and approval is required for any proposed temporary use of a type not specifically listed below.”

The subject use is not a listed temporary use within Section 15-3.0804 of the UDO. In addition, the existing Special Use for the Milwaukee County Sports Complex only permits an indoor multi-purpose recreational and soccer facility, offices for the Wisconsin Soccer Association, outdoor fields, accessory parking, and park and concession facilities. Therefore, staff has determined that the request requires Plan Commission review and approval.

### **STAFF RECOMMENDATION:**

City Development Staff recommends approval of a Temporary Use for the Gujarati Samaj of Wisconsin dance event, to be held September 30 and October 8, 2016 at the Milwaukee County Sports Complex, located at 6000 West Ryan Road.

RESOLUTION NO. 2016-\_\_\_\_\_

A RESOLUTION IMPOSING CONDITIONS AND RESTRICTIONS FOR THE  
APPROVAL OF A TEMPORARY USE FOR AN ANNUAL DANCE EVENT FOR  
PROPERTY LOCATED AT 6000 WEST RYAN ROAD  
(MILWAUKEE COUNTY SPORTS COMPLEX)  
(GUJARATI SAMAJ OF WISCONSIN, INC., APPLICANT)

WHEREAS, Gujarati Samaj of Wisconsin, Inc. having petitioned the City of Franklin for the approval of a Temporary Use to allow for an annual celebration of Navaratri 2016 dance event (known as “Navararim”, most identified with a mother’s day dance), upon property located at 6000 West Ryan Road (Milwaukee County Sports Complex), on September 30, 2016 and October 8, 2016, from 7:00 p.m. to 12:00 a.m., (setup will start at 6:00 p.m. and set removal will end at 1:00 a.m. on the given dates); and

WHEREAS, the Plan Commission having found that the proposed Temporary Use, subject to conditions, meets the standards set forth under §15-3.0804 of the Unified Development Ordinance.

NOW, THEREFORE, BE IT RESOLVED, by the Plan Commission of the City of Franklin, Wisconsin, that the petition of Gujarati Samaj of Wisconsin, Inc. for the approval of a Temporary Use to allow for an annual celebration of Navaratri 2016 dance event, for the property particularly described in the preamble to this Resolution, be and the same is hereby approved, subject to the following conditions and restrictions:

1. The approval granted hereunder shall allow for such use on September 30, 2016 and October 8, 2016, from 7:00 p.m. to 12:00 a.m., (setup will start at 6:00 p.m. and set removal will end at 1:00 a.m. on the given dates), and all approvals granted hereunder expiring at 1:00 a.m. on October 8, 2016.

Introduced at a regular meeting of the Plan Commission of the City of Franklin this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

Passed and adopted at a regular meeting of the Plan Commission of the City of Franklin this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

APPROVED:

\_\_\_\_\_  
Stephen R. Olson, Chairman

GUJARATI SAMAJ OF WISCONSIN, INC. – TEMPORARY USE  
RESOLUTION NO. 2016-\_\_\_\_\_

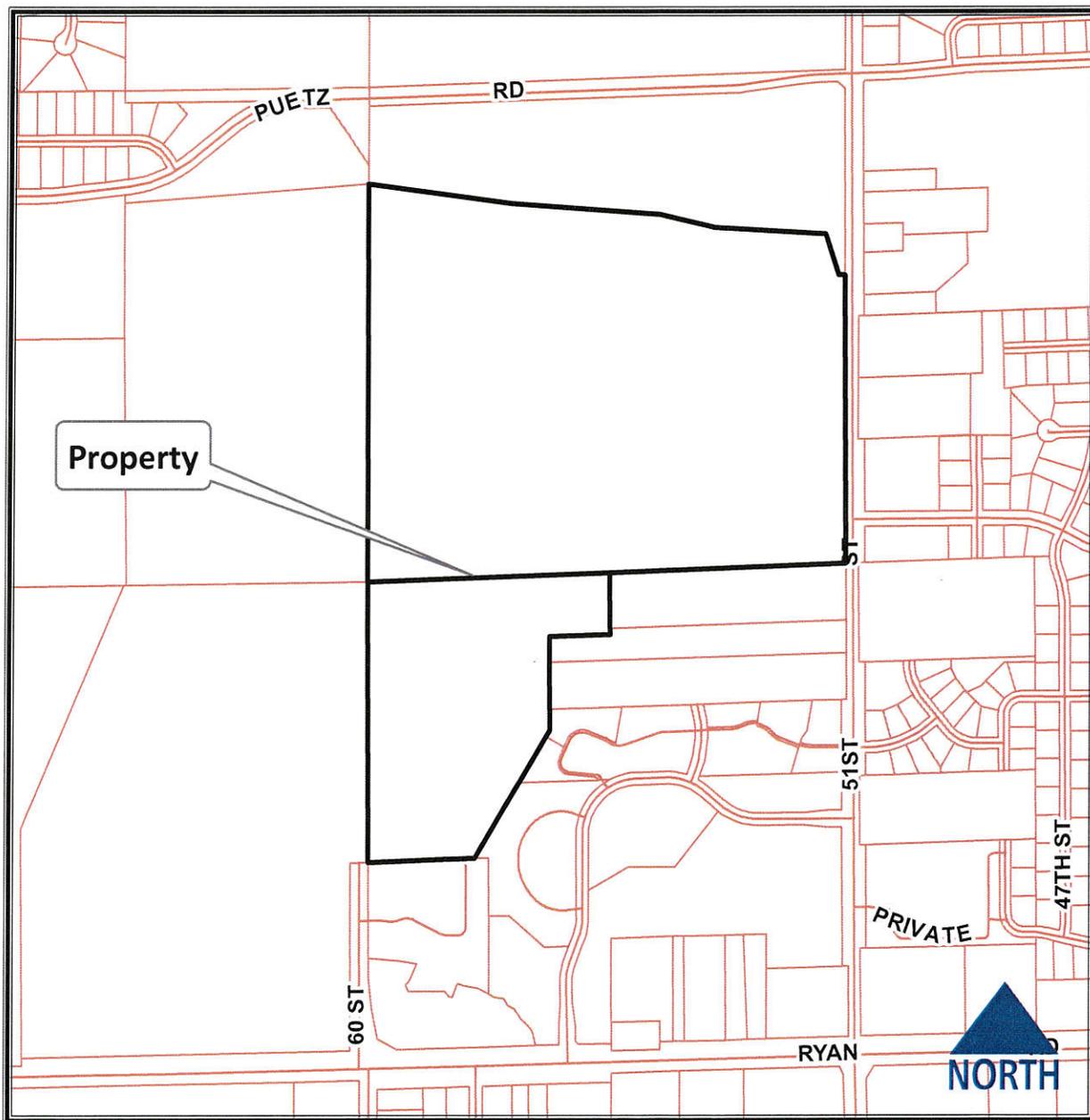
Page 2

ATTEST:

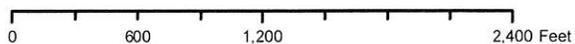
\_\_\_\_\_  
Sandra L. Wesolowski, City Clerk

AYES \_\_\_\_\_ NOES \_\_\_\_\_ ABSENT \_\_\_\_\_

6000 West Ryan Road  
TKN 882-9987-001 & 852-9999-001



Planning Department  
(414) 425-4024

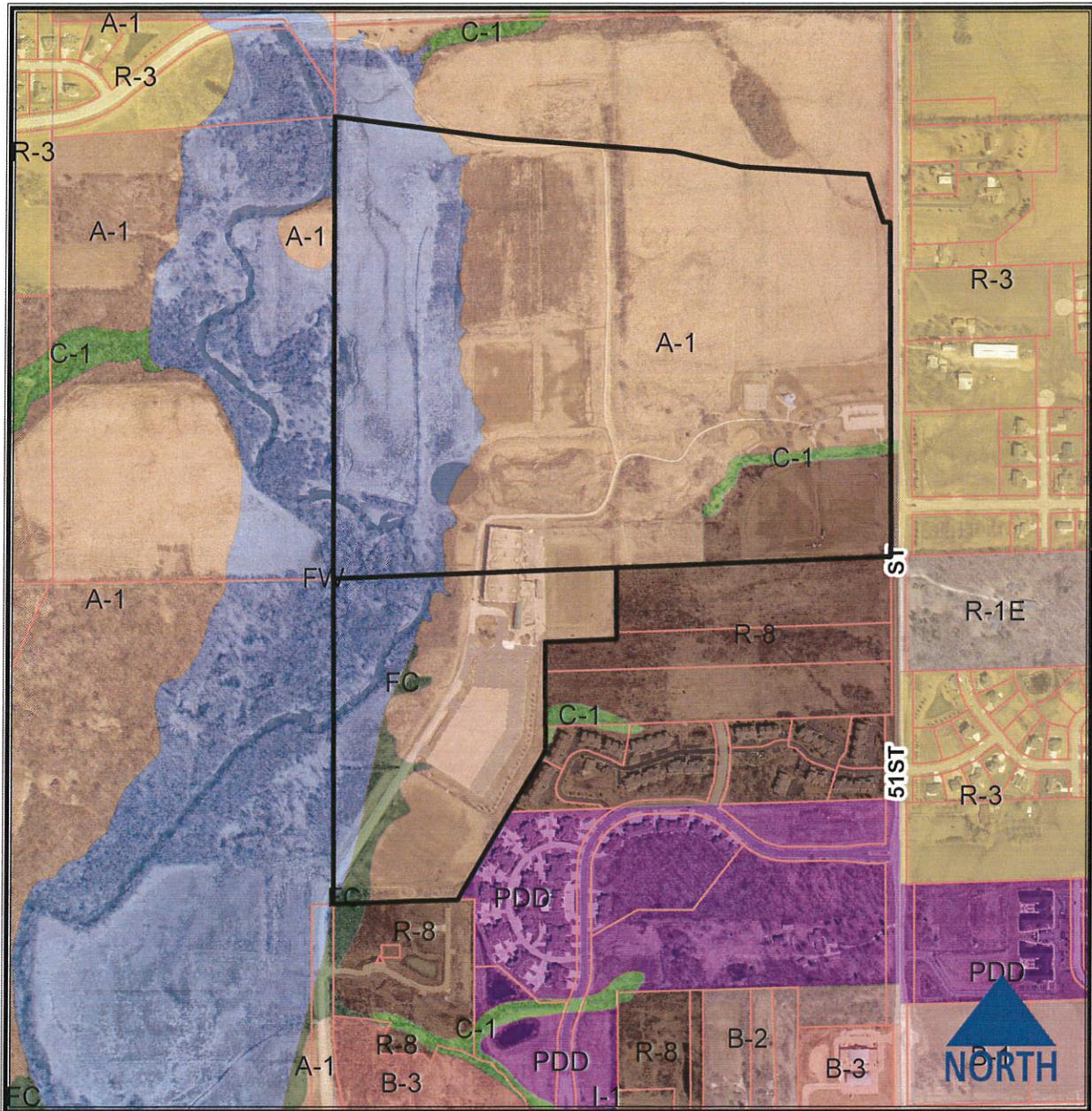


2013 Aerial Photo

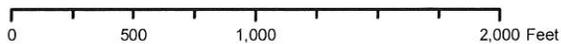
*This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.*



# 6000 West Ryan Road TKN 882-9987-001 & 852-9999-001



**Planning Department**  
**(414) 425-4024**



2013 Aerial Photo

*This map shows the approximate relative location of property boundaries but was not prepared by a professional land surveyor. This map is provided for informational purposes only and may not be sufficient or appropriate for legal, engineering, or surveying purposes.*

City of Franklin Temporary Use Application  
Project Narrative  
The Gujarati Samaj of Wisconsin – 2016 Dance Event



**SUMMARY** - The Gujarati Samaj of Wisconsin/Ramzat Group of Milwaukee Dance event request by way of a Temporary Use application, Neil Mody applicant, for the indoor use of the Milwaukee County Sports Complex Fieldhouse located at 6000W Ryan Road on property zoned A-1/P-1 Park District; Tax Key No. 882-9987-001 and 852-9999-001 for the dates of September 30<sup>th</sup> and October 8<sup>th</sup>, 2016 beginning at 7pm (set up may begin at 6pm) ending at 12am (access until 1am for cleanup).

**PROJECT DETAILS** - The Gujarati Samaj of Wisconsin, a 501(c)3 not for profit organization registered with the State of Wisconsin, is requesting permission for a Temporary Use Permit from the City of Franklin to hold their annual celebration of Navaratri at the Milwaukee County Sports Complex.

The event was previously held at the Milwaukee County Sports Complex in 2012, 2013 for a shorter period. In 2014, it was held on three dates, September 26, October 04 and Oct 11 (see permit). Last year, the event was held in the City of Greendale due to other unrelated events already booked at the Sports Complex.

This year, the Complex has again been secured with the \$4,000 County permit fee already paid for its use. The 2016 event dates are September 30<sup>th</sup> and October 8<sup>th</sup>. A third date was desired but was not available. The organization is already seeking dates to secure the facilities use in 2017.

This is a dance event celebration known as Navaratri, which means “nine nights” and it is celebrated with traditional music and dancing. Colorful traditional dress makes this event bright, joyful and interesting for both those familiar and unfamiliar with this festivity. It is the most celebrated Hindu festival. It can be most identified with a mother’s day dance and the traditional honoring of mothers that individuals are already familiar with.

**EVENT NEEDS/USES** - The organization will be using the existing facility Fieldhouse and parking area. The organization has previously held this event at this same facility on several occasions. Based on the past events, parking has proven more than adequate. No items will be stored or held outside of the building. All trash will be handled and contained within the buildings interior available and supplied containers. This is an evening dance event only. There will be no overnight guests at the facility. Existing lighting will be used with no additional lighting needed or requested. There were no complications from the event held previously at this location or at Greendale event. The Complex was constructed for large event use and there are no facility deficiencies to accommodate this event.

The event appears to meet Section 15-3.0804 of the Unified Development Ordinance (UDO) where “A Temporary Use” because this is an activity that is short-term in nature and will be conducted for only a specified limited period of time, it does not adversely affect adjoining property due to the nature of its size, area, noise, debris or lighting.

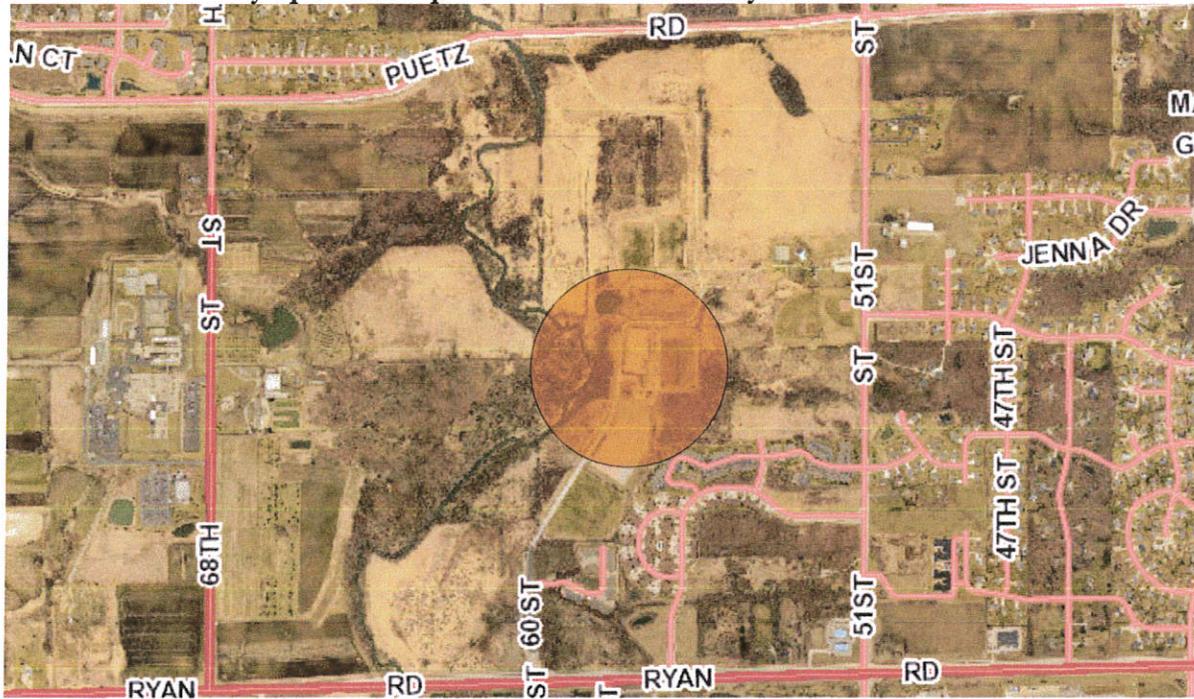
Franklin

AUG 05 2016

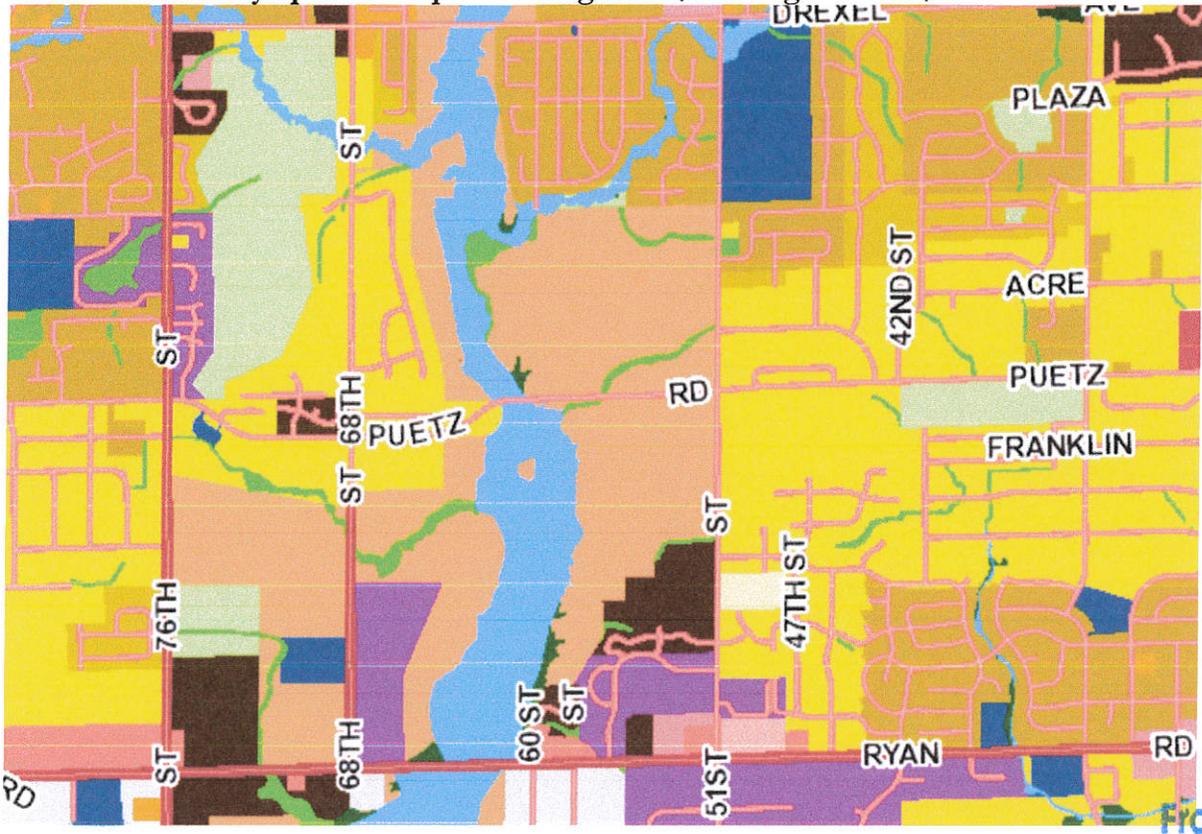
City Development

City of Franklin Temporary Use Application  
Event Location and Zoning  
The Gujarati Samaj of Wisconsin - 2016 Dance Event

Milwaukee County Sports Complex location - 6000W Ryan Road



Milwaukee County Sports Complex Zoning - A-1 / P-1 Agricultural/Parks



Franklin

AUG 05 2016

City Development



# Sports Complex Rental Contract

Printed Jun 28 2016 09:14 AM

Permit #: 54764  
Date Issued: Jun 28 2016

Milwaukee County Parks hereby grants Gujarati Samaj of Wisconsin, represented by Neil Mody, permission to use the Facilities as outlined, subject to the Terms and Conditions of this Agreement contained herein and attached hereto all of which form part of this Agreement.

Neil Mody  
Gujarati Samaj of Wisconsin  
1023 W Mitchell St  
Milwaukee, WI 53204

Work Phone #: (414) 630-2324  
Email Address: swapnil.mody@gmail.com

i) Conditions of Use See attached Policy & Procedures

ii) Date(s), Time(s), and Purpose(s) of Use # of Bookings: 2

Facility Name	Event Name:	Day	Start Date	Start Time	End Date	End Time
Sports Complex - Fieldhouse	Dances 2016	Fri	Sep 30 2016	07 00 PM	Oct 01 2016	12:00 AM
Sports Complex - Fieldhouse	Dances 2016	Sat	Oct 08 2016	07 00 PM	Oct 09 2016	12:00 AM

iii) Fees

Rental Fee(s)	Quantity	Fee Amount	Tax	Total
SPX TE Indr Other Indoor Rental Fee	2	\$4,000.00	\$0.00	\$4,000.00

iv) Payment Information

Rental Fees	Tax	Total	Damage Deposit	Total Applied	Balance	Current
\$4,000.00	\$0.00	\$4,000.00	\$0.00	\$4,000.00	\$0.00	\$0.00

Payment Type	Amount	Date	Receipt #
Check	\$4,000.00	Jun 28 2016	66291

v) Additional Information

02 Activity SPX Other (Enter description below)  
03 Age of Group Adult  
01 Tax-Exempt# On-File

Group has access to facility until 1:00 AM for clean up and tear down. Three dates for 2017 to be determined at a later date and paid at a later date. Paid in full for 2016 dates.

**IMPORTANT:** Payment must be received prior to start of rental. The person responsible for the rental must be 21 years of age. Milwaukee County Parks reserves the right to bill you for damage to the building, its contents or surroundings, or excessive clean-up attributed to this rental. All rental requests and changes must be submitted in writing two weeks prior to date.

**ADMITTANCE TO THE BUILDING IS RESTRICTED TO 30 MINUTES PRIOR TO "START" TIME AND THE BUILDING MUST BE VACATED BY THE STATED "END" TIME, AS INDICATED ON PERMIT. If not vacated by the agreed upon end time, Milwaukee County Parks Reserves the right to charge accordingly for every half (1/2) hour past the allowed time.**

Franklin

AUG 05 2016



# Sports Complex Rental Contract

Printed: Jun 11 2014, 05:36 PM

Permit #: 40943  
 Date issued: Jun 05 2014

Milwaukee County Parks hereby grants Gujarati Samaj of Wisconsin, represented by Neil Mody, permission to use the Facilities as outlined, subject to the Terms and Conditions of this Agreement contained herein and attached hereto all of which form part of this Agreement.

Neil Mody  
 Gujarati Samaj of Wisconsin  
 1023 W Mitchell St  
 Milwaukee, WI 53204

Work Phone #: (414) 630-2324  
 Email Address: swapnil.mody@gmail.com

i) Conditions of Use See attached Policy & Procedures

ii) Date(s), Time(s), and Purpose(s) of Use # of Bookings: 9

Facility Name	Event Name:	Day	Start Date	Start Time	End Date	End Time
Sports Complex - Conference Room	2014 Dance Festival	Fri	Sep 26 2014	07:00 PM	Sep 27 2014	12:00 AM
Sports Complex - Court #1	2014 Dance Festival	Fri	Sep 26 2014	07:00 PM	Sep 27 2014	12:00 AM
Sports Complex - Court #2	2014 Dance Festival	Fri	Sep 26 2014	07:00 PM	Sep 27 2014	12:00 AM
Sports Complex - Conference Room	2014 Dance Festival	Sat	Oct 04 2014	07:00 PM	Oct 05 2014	12:00 AM
Sports Complex - Court #1	2014 Dance Festival	Sat	Oct 04 2014	07:00 PM	Oct 05 2014	12:00 AM
Sports Complex - Court #2	2014 Dance Festival	Sat	Oct 04 2014	07:00 PM	Oct 05 2014	12:00 AM
Sports Complex - Conference Room	2014 Dance Festival	Sat	Oct 11 2014	07:00 PM	Oct 12 2014	12:00 AM
Sports Complex - Court #1	2014 Dance Festival	Sat	Oct 11 2014	07:00 PM	Oct 12 2014	12:00 AM
Sports Complex - Court #2	2014 Dance Festival	Sat	Oct 11 2014	07:00 PM	Oct 12 2014	12:00 AM

iii) Fees

Rental Fee(s)	Quantity	Fee Amount	Tax	Total
SPX TE Indr 1 Quad 1 Hour Adult	4	\$1,500.00	\$0.00	\$1,500.00

iv) Payment Information

Rental Fees	Tax	Total	Damage Deposit	Total Applied	Balance	Current
\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$0.00

Payment Type	Amount	Date	Receipt #
Check	\$1,500.00	Jun 05 2014	48623

v) Additional Information

02 Activity SPX Other (Enter description below)  
 03 Age of Group Adult  
 01 Tax Exempt # On File  
 02A Other Activity Expo

\$1,500 deposit paid 6/5/14. Balance of \$1,350 due at time of event.

**Franklin**

AUG 05 2016

**City Development**