



Vision Statement

The City of Franklin's vision is to enhance the quality of life for present and future generations by providing economic growth through the highest quality of residential, recreational, and business development in Southeastern Wisconsin.

NEWS RELEASE

FOR IMMEDIATE RELEASE

Franklin Launches Projects for Three Major Development Areas

FRANKLIN, Wisconsin (November 7, 2014) – The Franklin Common Council approved multiple contracts at their Tuesday, 11/4/2014, meeting aimed to spur economic growth in three major development areas. The areas, comprised of nearly 1,200 acres, will receive detailed study and have the potential to generate an estimated \$328M in new and rejuvenated development.

To complement its very successful business park along Hwy 100, the City plans a Business Park near 27th and County Line Road over-looking I94. Additionally, new and re-developed retail and commercial growth in the area centered at Rawson Avenue and 76th Street is envisioned to include more shops and restaurants. Rounding out the new development opportunities will be the first “traditional neighborhood” at Loomis Road and Ryan Road, which will feature a mix of residential, light industrial, and recreational development. “We’re excited to offer residents something unique and highly desirable where home, work, play, and shopping can be within reasonable reach. This will enhance Franklin’s identity and attract young professionals for a vibrant community,” said Franklin Mayor Steve Olson.

Ehlers & Associates, a leader in public finance and tax incremental financing (TIF) feasibility, will provide analysis and TIF testing for each of these potential development zones, which were previously identified in planning reports. Ehlers will obtain initial engineering information from Ruckert & Mielke and Graef-USA, along with their partner Gruen Gruen + Associates, which will assist with feasibility reports. Quarles and Brady will act as special legal counsel in connection with tax incremental finance district matters. Multiple developers, such as MLG Development, Irgens, Bear Development, and Newport Development, have already shown interest in partnering with the City when the projects pass the feasibility analysis stage.

Independent of tax incremental district review, Franklin also hired retail site selection and recruitment consultant Buxton; a Texas-based firm highly regarded for their retail market analysis resources that support business recruitment and retention.

“Franklin has long been a leader in managed economic development. The Common Council has joined with me in this bold and ambitious plan to provide the services our constituents are looking for, as well as dramatic growth in business development to help balance our tax base. We’re thinking and acting big,” said Mayor Olson.

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