



Waukesha County

Department of Parks and Land Use

Waukesha County Industrial/Business Park Suitability Analysis Study Methodology

Study Area Determination

- Forty-six highway interchanges and State/U.S. Highway intersections identified as “major transportation nodes.”
- 1.5-mile and 3-mile buffers (focus areas) established around each major transportation node.
- Focus area size determined by population and workforce proximity factors; 3-mile focus areas located east of the I-94/ S.T.H.16 “split.”
- The combined boundaries all focus areas comprise the project study area (see Map 1).
- Focus areas are listed below and described in more detail on Exhibit “A.”
 - Several interchange/intersection buffers merged because of close proximity of interchanges (i.e. Goerkes Corners interchanges); 42 total focus areas.
 - Many focus areas overlap because of frequency/spacing of interchanges & intersections.

Focus areas east of 94/16 split: 3-mile buffers

- Interstate highway interchanges (see Exhibit “A”)
 - I-94 (*Moorland-Grandview Corridor, seven interchanges*)
 - I-43 (*124th-S.T.H. 164 Corridor, four interchanges*)
 - I-41 (*Capitol- County Line Rd. Corridor, six interchanges*)
- State/U.S. highway intersections
 - S.T.H. 190/164
 - S.T.H. 190/74
 - S.T.H. 164/U.S.H. 18
 - S.T.H. 164/59

Focus areas west of 94/16 split: 1.5-mile buffers

- Interstate highway interchanges
 - I-94 (*Meadowbrook-S.T.H. 67 Corridor, six interchanges*)
 - I-43/S.T.H. 83
- State/U.S. highway intersections
 - S.T.H. 16 (*Main St./WCTC- S.T.H. 67 Corridor, twelve interchanges*)
 - S.T.H. 164/59
 - S.T.H. 83/59
 - S.T.H. 83/U.S.H. 18
 - West Bypass (planned)/U.S.H. 18
 - S.T.H. 67/U.S.H. 18
 - S.T.H. 67/S.T.H. 59

Planning and Zoning

Parcel Selection Methodology for Detailed Study

General Selection Criteria

- ≥ 20 acre parcel size
- Lands classified “Unused/Open” or “Agricultural” (*SEWRPC 2010 Land Use Inventory*)
- Parcels entirely within 1.5-mile or 3-mile focus area

Parcel Selection Refinement

- Parcels removed from further study
 - Lands within subdivision plats (including outlots)
 - Condominiums
 - Quarry/landfill holdings
 - Other developed lands per 2015 air photo interpretation
 - Parcels excluded from detailed analysis (“excess” holdings analysis--possible future sub-study)
 - Public owned
 - Tax exempt
 - “Committed Development,” includes prelim. plats- past 2 years (*County records*)
 - Existing business/industrial parks excluded (*per 2015 SEWRPC business park inventory*)
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Detailed Parcel Analysis: Application of Select Criteria

The parcels within the study area selected for detailed analysis were examined relative to a number of locational and physical criteria, as detailed below. Each parcel was analyzed only once if located within more than one focus area.

- *Natural Resource Constraints*
 - Identified limiting resource factors
 - Wetlands (*2010 DNR Inventory*)
 - Floodplain (*2014 FEMA*)
 - Surface Water (*County GIS*)
 - Primary Environmental Corridor (*SEWRPC 2010 Inventory*)
 - Determined “developable” acreage per parcel
 - Parcel area *minus* (-) natural resource acreage *equals* (=) “developable land”
- *Hydric Soils (USDA Soil Survey)*
 - Calculated area of hydric soils exclusive of other on-site natural resources
 - Determined developable acreage devoid of hydric soils
- *Sewer Service Status (SEWRPC, VISION 2050)*
 - Sewered parcels identified (*2010 data*)
 - Within a planned (refined) sewer service area (*2015 data*)
 - Proximity to existing sewer service areas
 - <0.25 miles
 - 0.25-0.49 miles
 - $\geq .50$ miles
 - Proximity to planned (refined) sewer service area
 - <0.25 miles
 - 0.25-0.49 miles
 - $\geq .50$ miles

- *Public Water Service (SEWRPC, VISION 2050)*
 - Served by public water (2010 data)
 - Proximity to public water
 - <0.25 miles
 - 0.25-0.49 miles
 - ≥.50 miles

- *Street and Highway Access (SEWRPC, VISION 2050)*
 - Abut existing/planned arterials and highways
 - Within 500 ft. of existing/planned arterials/highways
 - Within one mile of at least one major transportation node

- *Other Transportation Considerations*
 - Rail Service (Waukesha County GIS data layer)
 - Abut existing rail right of way
 - Within 0.25 miles of existing rail right of way

 - Transit Service (SEWRPC 2016 Transit Service data layer)
 - Within 0.25 miles of a transit line

- *Proximity to Business Parks (SEWRPC 2015 inventory)*
 - Existing business parks
 - Adjacent to existing business park
 - Within 0.25 miles
 - Proposed business parks
 - Within proposed business park
 - Adjacent to proposed business park
 - Within 0.25 miles

- *Existing TIF Districts (data from each municipality)*
 - Within existing TIF district
 - Within 500 ft. of existing TIF district

- *Consistency with Local and County Comprehensive Plans*
 - Identified parcels planned for Business/Commercial, Industrial or Mixed Use

- *Consideration of Potential Land Use Conflicts/Neighborhood Compatibility*
 - Waukesha County Planning Staff assessed the location and neighborhood setting of each parcel that was studied in detail. Staff utilized air photos, the SEWRPC 2010 Land Use Inventory, County land use records and Planning Staff knowledge of particular neighborhoods and parcels and assigned an “A”, “B” or “C” according to the following methodology:
 - A = most compatible
 - B = somewhat compatible
 - C = least compatible

Compatibility scoring considered that assemblage of multiple parcels may be necessary for parcels in some areas to be considered compatible. For instance, a single parcel amongst a larger grouping of parcels that is not near an existing or planned business area may only be compatible for business park use if other nearby parcels were developed first or concurrently

for business use. Such transitional parcels were assigned a “B” (somewhat compatible) designation.


- *Critical Mass Assessment- Parcels within or near planned sewer service areas*
Due to time constraints, this query may not be completed by the final meeting of the workgroup.
 - Identify contiguous parcels of undeveloped land consisting of multiple 20+ acre parcels
 - Quantify developable acreage within blocks/clusters
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Factors not fully assessed at this time due to data or time constraints:



- Slope conditions; difficult to generalize constraints on large properties with variable terrain.
- Parcel configuration
- Commonality of ownership; assessment may be most efficient as in-depth analysis occurs.

MAP 1 STUDY AREA

WAUKESHA COUNTY

 Study Area

Number of Major Transportation Nodes: 46
Number of Focus Areas: 42

 Major Transportation Node
 Civil Division Boundary



Prepared by the Waukesha County
Department of Parks and Land Use
Planning & Zoning Division
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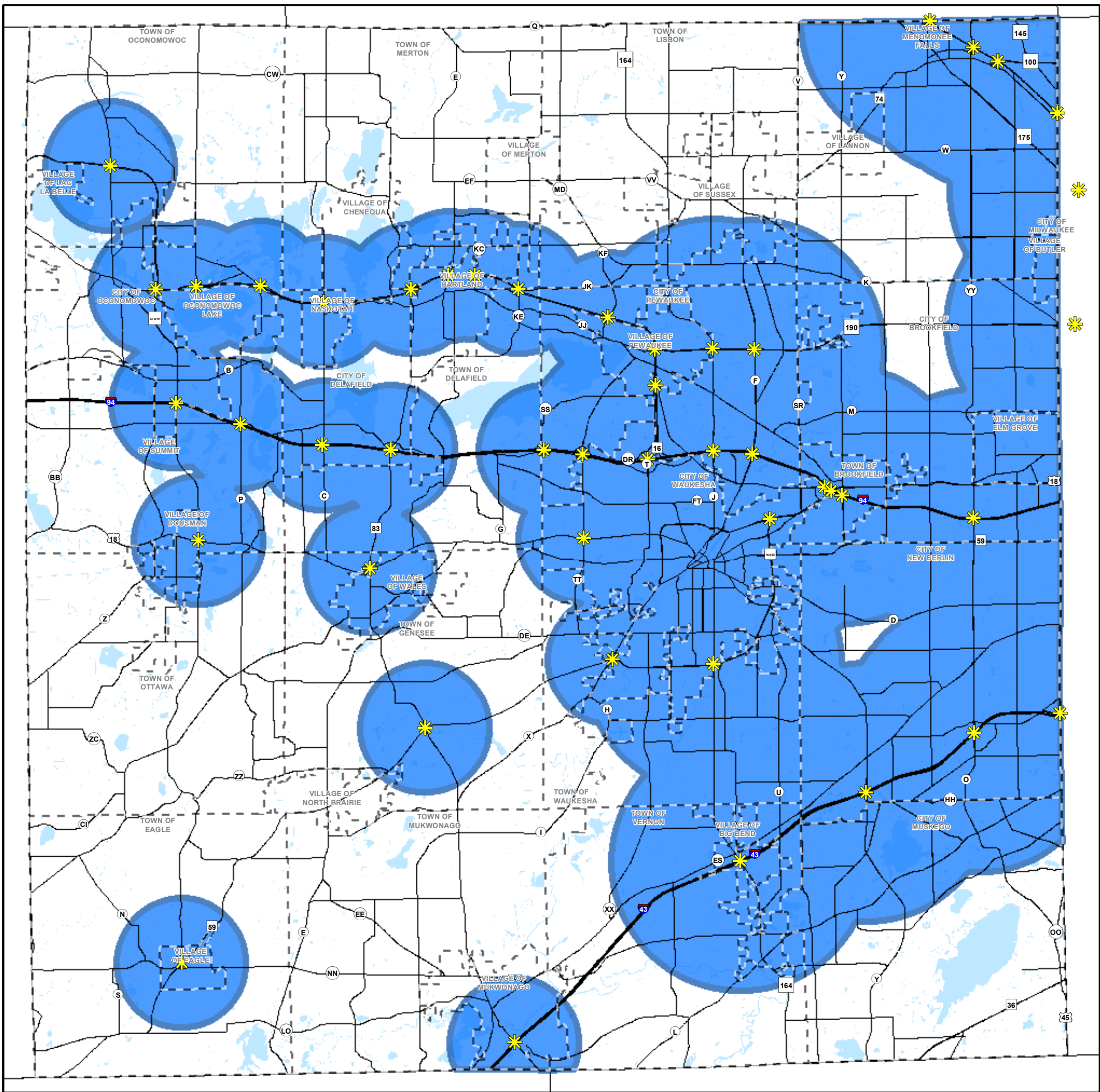


EXHIBIT "A"

Focus Areas (East of I-94/S.T.H. 16 "Split")	
Interstate Highway Interchange Nodes (Buffered 3 miles)	
Highway	Cross Road
I-94	C.T.H. O (Moorland Rd.)
I-94	*C.T.H. Y (Barker Rd.) U.S.H. 18 (Moreland Blvd.) *C.T.H. JJ (Bluemound Rd.)
I-94	C.T.H. F (Redford Blvd.)
I-94	S.T.H. 164/C.T.H. J (Pewaukee Rd.)
I-94	C.T.H. T (Grandview Blvd.)
I-43	*124th
I-43	C.T.H. O (Moorland Rd.)
I-43	C.T.H. Y (Racine Ave.)
I-43	S.T.H. 164 (Big Bend Dr.)
I-41/U.S.H. 45	S.T.H. 190 (Capitol Dr.)
I-41/U.S.H. 45	S.T.H. 175 (Appleton Ave.)
I-41/U.S.H. 45	S.T.H. 145 (Boundary Rd.)
I-41/U.S.H. 45	S.T.H. 100 (Main St.) Pilgrim Rd.
I-41/U.S.H. 45	C.T.H. Q (County Line Rd.)
State/U.S. Highway Intersection Nodes (Buffered 3 miles)	
Highway	Cross Road
S.T.H. 190 (Capitol Dr.)	S.T.H. 74 (Redford Blvd.)
S.T.H. 190 (Capitol Dr.)	S.T.H. 164 (Pewaukee Rd.)
S.T.H. 164 (Les Paul Pkwy)	U.S.H. 18 (Moreland Blvd.)
S.T.H. 164 (East Ave.)	S.T.H. 59 (Les Paul Pkwy)

* Half Interchange

Focus Areas (West of I-94/S.T.H. 16 "Split")	
Interstate Highway Interchange Nodes (Buffered 1.5 miles)	
Highway	Cross Road
I-94	C.T.H. TT/C.T.H. G (Meadowbrook Rd.)
I-94	C.T.H. SS (Prospect Ave.)
I-94	S.T.H. 83 (Scuppernong Dr.)
I-94	C.T.H. C (Kettle Moraine Dr.)
I-94	C.T.H. P (Sawyer Rd.)
I-94	S.T.H. 67 (Summit Ave.)
I-43	S.T.H. 83 (Rochester St.)
State/U.S. Highway Intersection Nodes (Buffered 1.5 miles)	
Highway	Cross Road
S.T.H. 16	C.T.H. JJ (Bluemound Rd.)/WCTC
S.T.H. 16	S.T.H. 190 (Capitol Dr.)
S.T.H. 16	C.T.H. KF (Ryan Rd.)
S.T.H. 16	C.T.H. KE (Jungbluth Rd.)
S.T.H. 16	* C.T.H. KC (Merton Ave.) * C.T.H. E (North Ave.)
S.T.H. 16	S.T.H. 83/Hill St.
S.T.H. 16	C.T.H. C (Lakeland Dr.)
S.T.H. 16	C.T.H. P (Sawyer Rd.) - South
S.T.H. 16	C.T.H. P (Brown St.) - North
S.T.H. 16	S.T.H. 67 - Oconomowoc Bypass
S.T.H. 16	S.T.H. 67/Lake Rd.
S.T.H. 59 (Les Paul Pkwy)	Planned West Bypass - C.T.H. X
S.T.H. 83	S.T.H. 59 (Genesee Rd.)
Planned West Bypass - C.T.H. TT (Meadowbrook Rd.)	U.S.H. 18 (Summit Ave.)
S.T.H. 83 (Wales Rd.)	U.S.H. 18 (Summit Ave.)
S.T.H. 67 (Summit Ave.)	U.S.H. 18 (Sunset Dr.)
S.T.H. 67 (Kettle Moraine Dr.)	S.T.H. 59 (Waukesha Rd.)

* Half Interchange