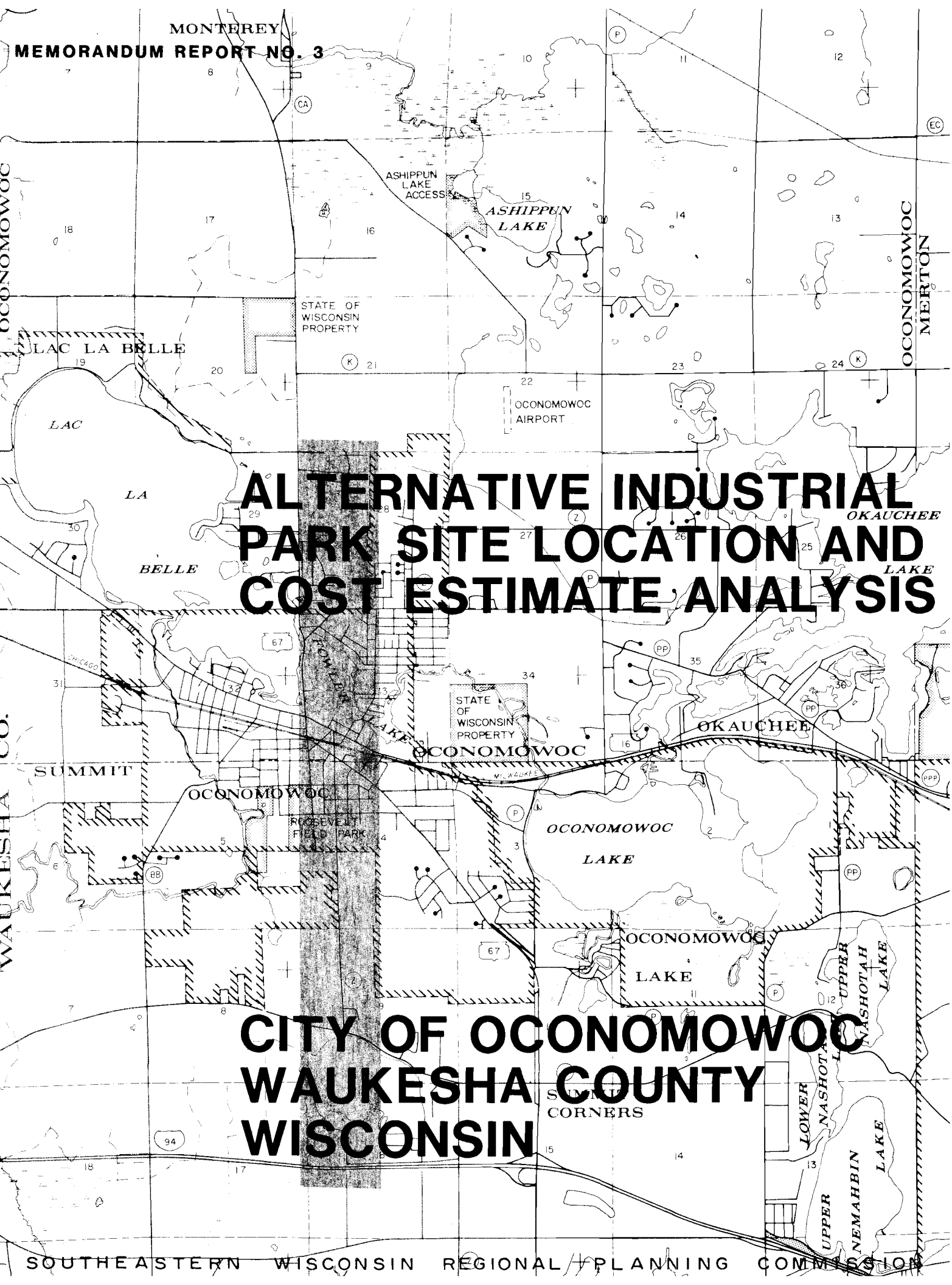
MEMORANDUM REPORT NO. 3



ALTERNATIVE INDUSTRIAL PARK SITE LOCATION AND COST ESTIMATE ANALYSIS

CITY OF OCONOMOWOC WAUKESHA COUNTY WISCONSIN

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Special acknowledgement is due Mr. Patrick J. Meehan, SEWRPC Principal Planner, for his contribution to the preparation of this report.

MEMORANDUM REPORT NUMBER 3

ALTERNATIVE INDUSTRIAL PARK SITE LOCATION AND COST ESTIMATE ANALYSIS

CITY OF OCONOMOWOC
WAUKESHA COUNTY, WISCONSIN

Prepared by the
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December 1986

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SECTION I

INTRODUCTION

INTRODUCTION

By letter dated November 25, 1985, the City of Oconomowoc requested that the Southeastern Wisconsin Regional Planning Commission assist the City in the conduct of an industrial park location study. The study includes: 1) an inventory and analysis of current industrial park sites in and around the City of Oconomowoc; 2) the development of industrial park site location criteria; 3) the evaluation of alternative industrial park sites; 4) an analysis of industrial park site development costs; and 5) recommendations for the location of an additional industrial park in the Oconomowoc area. The Commission has now completed the requested study, and this report presents the findings and recommendations of that study.

HISTORIC CITY INDUSTRIAL-RELATED LAND USE PLANNING ACTIVITIES

The first comprehensive land use plan for the City was prepared by Ladislas Segoe and Associates, and is documented in the report entitled, City Plan for Oconomowoc, Wisconsin, May 1957. The plan provides a set of recommendations involving all aspects of the physical development of the City, including recommendations regarding desirable locations for future industrial, commercial, and residential development. The plan recommended that an area for industrial development be established at the western edge of the City along STH 16 and the former Chicago, Milwaukee, St. Paul & Pacific Railroad Company railway tracks (recently acquired by the Soo Line Railroad Company) within the City. Recommendations relating to the development of the area--later to be known as Oconomowoc Industrial Parks I and II--included development of an east-west bypass that would connect STH 67 on the south side of the City with STH 16 on the west side. This bypass was intended to provide accessibility and visibility for the industrial park and alleviate traffic congestion in the central area of the City. The plan also recommended that commercial development be limited primarily to the central business district, and that new residential development be concentrated primarily in the southeast, southwest, and northeast sections of the City. Other aspects of the land use plan included recommendations for revitalization of Fowler Lake and annexation of property beyond the corporate limits of the City.

A second plan, prepared by Floyd Usher and Elmer Krieger and documented in the report entitled, A Master Plan for the City of Oconomowoc, Wisconsin, December 1971, identified the importance of the City as a retail trade and service center and emphasized the importance of the central business district to local economic development efforts. In addition, the plan encouraged the growth and expansion of the existing industrial park on the west side of the City and recommended an east-west bypass to provide access to the industrial park, and to divert through-traffic away from the central business district. The plan also recommended expanded areas for residential and commercial development in

the southeastern portion of the City and identified the importance of the Scotsland project--later to become Olympia Resort and Spa--to the growth of the local economy.

In May of 1975, the firm of Birch-Grisa-Phillips, Inc., of Brookfield, Wisconsin, prepared a site design study and plan entitled, Oconomowoc Industrial Park II: Report on Development of Industrial Property Owned by the City of Oconomowoc, Wisconsin, for the area located south of W. Wisconsin Avenue, along Chaffee Road on the western edge of the City. Subsequent to the preparation of that plan for the Oconomowoc Industrial Park II, the City caused to be platted lands abutting Capitol Drive, Wall Street, and Chaffee Road in general conformance with the recommendations contained in that plan. The plan called for the platting of the entire site area, including a then existing 17-acre woodland area, as well as areas of steep slopes characteristic of the site which ranged from 12 to 35 percent. The area located on the north end of the industrial park along STH 16 was subsequently developed, but the originally recommended internal street system and phased development strategy were not implemented. The City of Oconomowoc, recognizing the need for a site plan that reflects existing land use patterns in the industrial park, requested on May 17, 1985, that the Southeastern Wisconsin Regional Planning Commission update the development plan for Industrial Park II. On September 25, 1985, the Commission staff presented a memorandum to the City identifying a development strategy for Industrial Park II. The memorandum identified strategies for protecting all of the 17 acres of woodland and the natural areas along the Oconomowoc River within the industrial park; developed street and lot layouts for the 14 acres of undeveloped land; recommended terminating Capitol Drive within the industrial park; and developed deed restrictions and protective covenants on proposed parcels. The City Plan Commission took the Regional Planning Commission's recommendations under advisement and opted to extend Capitol Drive south to Chaffee Road through portions of the woodland area when the need arises to develop additional land at Park II.

Perceiving the need for special efforts to maintain and enhance the regional industrial base, the Wisconsin Electric Power Company (WEPCo) late in 1982 initiated a program to attract and encourage industrial development in the Region. In undertaking the program, the Company found that there was a lack of information regarding industrial lands in the Region. Specifically, the Company found that a comprehensive, areawide inventory of lands which were suitable for industrial development did not exist. Recognizing that such information was essential to an effective industrial development program, and recognizing that such information would be useful in areawide and local planning efforts, the Company requested the assistance of the Regional Planning Commission in the conduct of a study of industrial land use in southeastern Wisconsin. The study was conducted jointly by the staffs of the Wisconsin Electric Power Company and the Regional Planning Commission under the guidance of a technical advisory committee, consisting of individuals who had strong interest, knowledge, and experience in industrial development-related matters, including representatives from local units of government, the Wisconsin Department of Development, public utilities, railway companies, and industrial development companies. The findings and recommendations of the study were published in SEWRPC Technical Report No. 29, Industrial Land Use in Southeastern Wisconsin in November 1984. The only location in the Oconomowoc area

identified as a suitable industrial site in this study was the existing Oconomowoc Industrial Park II.

In April 1985, the Southeastern Wisconsin Regional Planning Commission, acting in response to a request from the Mayor of the City of Oconomowoc, undertook the preparation of an overall economic development program (OEDP) plan for the City. Such a plan inventories and analyzes the economic development-related physical, social, and economic characteristics of the community; examines the status of local business and industry through an industry retention survey, a manufacturing industry attraction study, and a retail trade and service industry consumer market analysis; identifies community economic development potentials and constraints; establishes goals and objectives for a local economic development program; and identifies the initial elements of an economic development program designed to improve local economic conditions through economic development-related activites. This plan was adopted by the City in March 1986 and documented in SEWRPC Community Assistance Planning Report No. 142, City of Oconomowoc Overall Economic Development Program Plan, March 1986. This study established the need for a new industrial park in the City. The study concluded that additional land for industrial use was required to meet the needs of existing industrial establishments planning expansions that cannot be undertaken at their existing locations, as well as to attract new industrial establishments to the City. The study further concluded that the development of a new industrial park in the City was needed to help diversify the local economy and to provide employment opportunities for local residents of the City of Oconomowoc. In addition, the establishment of a new industrial park could, over time, result in development that would ease the cost to local taxpayers of municipal facilities and services.

The plan recommended that the City of Oconomowoc formulate an industrial park development program that would consist of:

1. The selection of a new industrial park site.

2. The preparation of a site plan, including the development of a proposed street and lot layout, detailed infrastructure construction plans and cost estimates, a landscaping plan, and the preparation of industrial park deed restrictions and protective covenants.

3. Project implementation which would include the preparation of a development phasing plan and marketing and financing strategy.

4. A public participation process that would enable local citizens to be made aware of, and participate in, the development of a new industrial park.

In addition, the City economic development program plan recommended that the City of Oconomowoc prepare an update to the City land use and circulation plan based upon an inventory and analysis of the factors and conditions affecting land use development within the City and surrounding areas. The updated land use and circulation plan should include the following elements: 1) an inventory of the existing cultural and natural resource base of the City and surrounding area, including industrial lands; 2) the formulation of a set of

recommended land use development objectives for the City, including objectives, principles, standards, and urban design criteria relating to industrial development; 3) the preparation of forecasts of population and economic activity in the planning area; 4) the preparation of alternative land use and circulation plans that could accommodate the forecast population and employment levels; and 5) the selection of a recommended plan that best meets the City's objectives. The updated plan, when adopted by the City Plan Commission and the Common Council, is intended to serve as a guide for making land use development decisions within the City and surrounding area. At the present time, the City of Oconomowoc does not have an up-to-date land use and traffic circulation plan that identifies overall community needs and provides direction for land use development in the City. However, the City Plan Commission has adopted as a goal the development of such a plan, including the reevaluation of the appropriateness of existing land uses; the reexamination of the need for a growth management system; and a reexamination of the City thoroughfare system.

EXISTING INDUSTRIAL LAND USE

In 1980, industrial land use occupied 71 acres in the greater Oconomowoc area, and 50 acres in the City of Oconomowoc proper. Industrial land use in the City of Oconomowoc and environs is located adjacent to, or in the vicinity of, the Soo Line Railroad which traverses the City from east to west in an alignment adjacent to, and parallel with, Wisconsin Avenue. In addition, industrial land use is concentrated in the City of Oconomowoc Industrial Park I, along the north and south sides of W. Second Street, west of the Oconomowoc River; and in the Oconomowoc Industrial Park II, which is located on the western edge of the City in an area south of W. Wisconsin Avenue and west of the Oconomowoc River along the western end of Chaffee Road.

The public utility and facility improvements provided in the Oconomowoc Industrial Parks I and II to developed sites include sanitary sewer service, public water supply, electric power, natural gas, and paved streets. There are no public utility and facility improvements for vacant sites.

Overall, the City industrial parks have certain characteristics that have constrained their development. First, the success of these industrial parks was, as originally planned, predicated upon the construction of an east-west bypass located adjacent to the industrial parks and connecting STH 16 to the west of the City with STH 67 to the south of the City. This bypass has not, to date, been constructed, and in the absence of this bypass the development of the industrial parks is hampered by poor access to good highway facilities and limited visibility for the park. A second problem is a lack of appropriate land for the expansion of existing firms in Industrial Park I. A third problem is the large percentage of land in Industrial Park II that has severe limitations for industrial development due to the steep slope of the land, flooding, woodlands, wildlife habitat, and a high water table. Finally, there is a lack of adequate urban improvements in both industrial parks, such as curb and gutter, storm sewers, paved off-street parking, and an appropriate internal traffic circulation system.

As described earlier, the Southeastern Wisconsin Regional Planning Commission prepared a site plan for Oconomowoc Industrial Park II, as documented in a SEWRPC memorandum to the City of Oconomowoc, dated September 25, 1985. The implementation of this plan would provide the City with additional industrial sites, while maintaining the existing natural features within this industrial park. However, Oconomowoc Industrial Park II offers little area for future industrial growth unless expansion of the site to the west is afforded by adjacent privately-owned land.

A number of characteristics of the Oconomowoc area result in making the area attractive for future industrial development. These characteristics include the presence of the IH 94 corridor and STH 67-IH 94 interchange located south of the City, the proximity of Oconomowoc to the Milwaukee metropolitan area and the City of Madison, and the development that may be expected to occur as a result of the planned Wisconsin Electric Power Company Industrial Park on IH 94 north of the City of Waukesha. However, new industrial sites for industrial development must be identified in order to accommodate this future industrial growth potential.

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Section II

INDUSTRIAL PARK SITE LOCATION CRITERIA

INTRODUCTION

In order to rationally locate an industrial park within the City of Oconomowoc area, certain park site location criteria must be established. These criteria can then be applied to identify and evaluate alternative industrial sites. These criteria should be of assistance in the site location process and should accommodate the conduct of a comparative analysis of the alternative sites being considered.

THE INDUSTRIAL PARK SITE LOCATION CRITERIA

Sufficient Site Size to Accommodate Use

In 1984, the Regional Planning Commission and the Wisconsin Electric Power Company conducted an inventory of existing industrial parks located within the Region. The use of the minimum threshold size of 80 acres permitted the identification of sites which were considered large enough to support the development of a properly designed industrial site to accommodate a community of industries, and assured that the inventory would include the vast majority of such areas within the Region.

Compatability with On-Site Existing Natural Resource Features

Environmental Corridors: Primary environmental corridors are, by definition, a composite of the best individual elements of the natural resource base, including lakes, rivers, shorelands, floodplains, wetlands, organic soils, woodlands, wildlife habitat, steep slopes, and prairies. Through the preservation of these corridors, flood damage can be reduced, soil erosion abated, water supplies protected, air cleansed, wildlife populations enhanced, and opportunities provided for scientific, educational, and recreational pursuits. Accordingly, all remaining undeveloped lands within designated primary environmental corridors should be preserved in essentially natural, open space.

Secondary environmental corridors, while containing important elements of the natural resource base, do not necessarily contain the variety of such elements that the primary corridors do; nor are the secondary corridors equivalent in extent to the primary corridors. Nevertheless, such corridors may facilitate surface water drainage, maintain "pockets" of natural resource features, and provide for the movement of wildlife, as well as for the movement and dispersal of seeds for a variety of plant species. Accordingly, secondary corridors should also be preserved in essentially open, natural uses as urban development proceeds within an area, particularly when the opportunity is presented to incorporate such corridors into urban stormwater detention areas, associated drainageways, and parks and open spaces.

Isolated Natural Areas: In addition to the primary and secondary environmental corridors, small concentrations of natural resource base elements exist. These elements are isolated from environmental corridors by urban development or agricultural uses. Although separated from the environmental corridor network, such "isolated" natural areas may provide the only available wildlife habitat in an area, provide good locations for local parks and nature study areas, and lend aesthetic character and natural diversity to an area. Accordingly, high-value isolated natural areas should be protected from urban development.

Soil Limitations for Light Industrial Building Construction

The proper relation of industrial land use development to soil type and distribution can serve to avoid creation of costly environmental problems and promote the wise use of an irreplaceable resource. Industrial development should not be located in areas covered by soils identified in the regional detailed operational soil survey as having severe or very severe limitations for such development. Where soils exhibit severe soil limitations for industrial development, improvements should be properly engineered so as to overcome these limitations.

Topography and Site Drainage

Slope, to a considerable extent, determines the land uses practicable on a given parcel of land. Lands with slopes generally exceeding 6 percent may not be suitable for industry-related development. Desirably, the maximum grade of any street in an industrial area should not exceed 3 percent. In addition, industrial park sites should provide for good stormwater outfall.

Availability of Adequate Sanitary Sewer System

Public sanitary sewer service should be readily available to an industrial park site with the adequate size, depth, and capacity to serve the proposed industrial uses.

Availability of Adequate Public Water Supply System

Public water supply should be available in sufficient amount and pressure to meet drinking, heating, cleaning, and fire protection system requirements.

Availability of Electric Power

Adequate electric power should be available to the industrial park site which meets both present and future park needs.

Distance From and Availability Of Highway Transportation Facilities/Vehicle Ingress and Egress

Industrial parks should be located so as to have direct access to arterial street and highway facilities and reasonable access through an appropriate component of the transportation system to residential areas. Safe and sufficient vehicular ingress and egress should be available to an industrial park site from abutting streets and highways.

Visual Exposure and Identity Potential of Site

High visibility is an important advantage which location may provide to industrial parks. Prominent sites with attractive buildings and extensive landscaping which can be seen by passing public constitute an important form of advertising for park occupants, as well as for the communities in which they are located. These sites are sought by firms wishing to establish or maintain a progressive and forward thinking public image. This public image provides a readily identifiable address and image of the community, the industrial area, and the individual industrial tenant or owner. To the extent possible, industrial park sites should be located so as to maximize visibility and should offer potential for public identity as the community industrial park.

Site Configuration (Shape) Conducive to Use

The site configuration, or its shape, should accommodate the use of the site as an industrial park.

Impacts Upon the Supporting Arterial Highway Network

Proposed industrial park development should not adversely impact the planned supporting arterial street and highway network.

Availability of Telephone Communications Systems

Adequate telephone communications systems should be available to the industrial park site which meets both present and future park needs.

Availability of Natural Gas

An adequate natural gas supply should be available to the industrial park site which meets both present and future park needs.

Availability of Adequate Fire Protection Services

Adequate fire protection services should be available for protecting plant and employees against the hazards of fire at or near the industrial park site. A maximum distance of one and one-half miles from a fire station providing engine, hose, or engine-ladder company is recommended.

Compatibility with Community Long-Range Plans

The location of an industrial park facility should be in conformance with, and should help to implement, current long-range city, county, and regional land use and economic development plans.

Compatibility with Existing Neighboring Land Uses

An industrial park site should be compatible with adjoining land uses and structures and should not adversely affect its neighboring land uses. Insofar as possible, an industrial park area should be bounded by arterial streets; major park, parkway, or institutional lands; bodies of water; or other natural or cultural features which serve to clearly and physically separate the industrial park from surrounding incompatible land uses.

Expansion Capabilities of the Site

The site should allow for some internal expansion of the industrial park area in order to accommodate some future industrial land needs.

Site Microclimate Effects and Orientation

Site microclimate and site orientation to climate should not adversely impact the site or surrounding areas for use of the site as an industrial park.

Compatibility with Proposed Neighboring Land Uses

An industrial park should be compatible with planned neighborhing land uses.

Distance From and Availability Of Railway Freight Facilities

Proposed industrial park development should be located so as to minimize travel distance to existing railway freight facilities if those facilities are required by the type of industrial park to be developed.

Compatibility with Onsite Existing Man-Made Features

To the extent practicable, proposed industrial parks should be compatible with existing permanent man-made features at the industrial park site.

Distance From and Availability Of Air Transportation Facilities

Proposed industrial park development should be located so as to minimize travel distance to existing supporting air transportation facilities if these facilities are required by the type of industrial park to be developed.

Distance From and Availability Of Water Transportation Facilities

Proposed industrial park development should be located so as to minimize travel distance to existing water transportation facilities if these facilities are required by the type of industrial park to be developed.

Number of Properties Involved for Coordination of Land Purchase

The number of properties involved for the coordination of industrial land purchase for an industrial park should be minimized.

Distance From and Availability Of Public Transit Facilities

Because of the uncertainty surrounding the future cost and availability of petroleum for personal automobile transportation, industrial park employment centers should be located so as to minimize travel distance to existing or proposed public transit facilities.

Existing Zoning Conducive to Use

The industrial park site should be in a zoning district which provides for the location and development of an industrial park.

Section III

ALTERNATIVE INDUSTRIAL PARK SITE EVALUATION

INTRODUCTION

Eleven alternative sites located in the greater Oconomowoc area were considered for future industrial park purposes. Map III-1 shows the location of each of the 11 sites considered, and the following is a brief general description of the location of each:

Site 01--A 100-acre parcel of land located in the Northwest one-quarter of U. S. Public Land Survey Section 27, Township 8 North, Range 17 East, north of Lake Bluff Drive (CTH Z) and about 2,000 feet east of Lapham Street in the Town of Oconomowoc.

Site 02--A 75-acre parcel of land located in the Northeast one-quarter of U. S. Public Land Survey Section 27, Township 8 North, Range 17 East, at the northwest corner of the intersection of Lake Bluff Drive (CTH Z) and N. Brown Street (CTH P) in the Town of Oconomowoc.

Site 03--A 79-acre parcel of land located in the Southwest one-quarter of U.S. Public Land Survey Section 27, Township 8 North, Range 17 East, south of Lake Bluff Drive (CTH Z) and about 1,200 feet east of Lapham Street in the Town of Oconomowoc.

Site 04--A 152-acre parcel of land located in the Southeast one-quarter of U. S. Public Land Survey Section 27, Township 8 North, Range 17 East, at the southwest corner of the intersection of Lake Bluff Drive (CTH Z) and N. Brown Street (CTH P) in the Town of Oconomowoc.

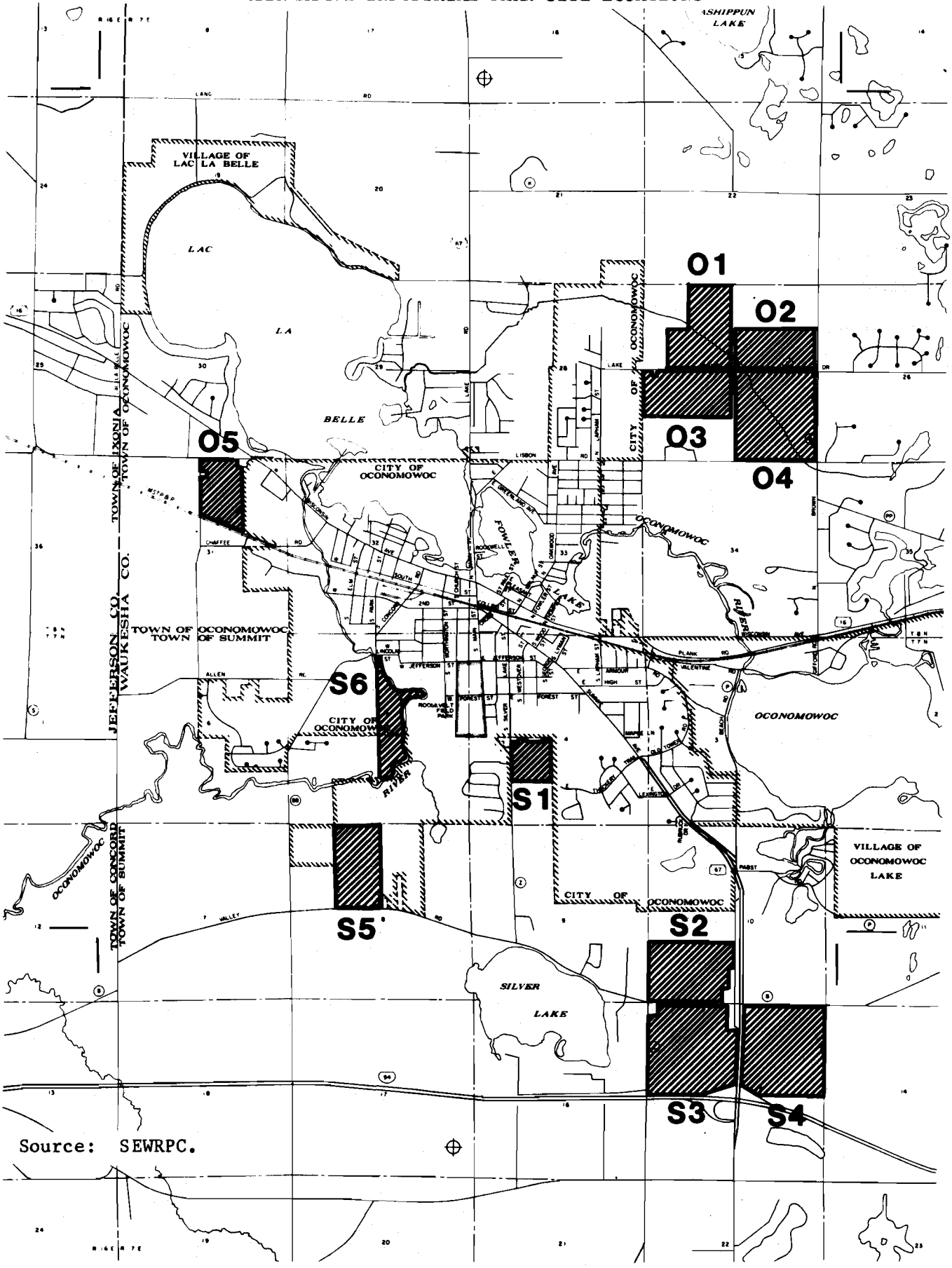
Site 05--A 63-acre parcel of land located in the Northeast one-quarter of U. S. Public Land Survey Section 31, Township 8 North, Range 17 East, south of Marks Road, east of Reddelien Road, and north of the Soo Line Railway Company right-of-way in the Town of Oconomowoc.

Site S1--A 37-acre parcel of land located in the Southwest one-quarter of U. S. Public Land Survey Section 4, Township 7 North, Range 17 East, east of Silver Lake Street (CTH Z) and about 1,300 feet south of E. Forest Street in the Town of Summit.

Site S2--A 99-acre parcel of land located in the Southwest one-quarter of U. S. Public Land Survey Section 10, Township 7 North, Range 17 East, south of the Olympia Resort at the northwest corner of the intersection of Summit Avenue (STH 67) and Valley Road (CTH B) in the Town of Summit.

Map III-1

ALTERNATIVE INDUSTRIAL PARK SITE LOCATIONS



Source: SEWRPC.

Site S3--A 151-acre parcel of land located in the Northwest one-quarter of U. S. Public Land Survey Section 15, Township 7 North, Range 17 East, north of IH 94, west of Summit Avenue (STH 67), south of Valley Road (CTH B), and east of Dousman Road (CTH Z) in the Town of Summit.

Site S4--A 156-acre parcel of land located in the Northeast one-quarter of U. S. Public Land Survey Section 15, Township 7 North, Range 17 East, north of IH 94, east of Summit Avenue (STH 67), and south of Valley Road (CTH B) in the Town of Summit.

Site S5--An 80-acre parcel of land located in the Northwest one-quarter of U. S. Public Land Survey Section 8, Township 7 North, Range 17 East, north of Valley Road (CTH B) and about 1,400 feet east of Golden Lake Road (CTH BB) in the City of Oconomowoc.

Site S6--A 74-acre parcel of land located in the East one-half of U. S. Public Land Survey Section 5, Township 7 North, Range 17 East, south of Lincoln Street, east of Concord Road, and west of, and contiguous to, the Oconomowoc River in both the City of Oconomowoc and the Town of Summit.

Each of these 11 sites is described in this section and evaluated relative to one another in terms of the following site characteristics and factors which were discussed in Section II:

1. Size, shape, and expansion capabilities of the site.
2. Compatibility with onsite natural resource features.
3. Soil limitations.
4. Topography and site drainage.
5. Public sanitary sewer and water supply availability.
6. Energy availability.
7. Availability of, and impacts upon, highway transportation facilities.
8. Vehicle ingress and egress to site.
9. Visual exposure and identify potential of site.
10. Availability of telephone communications systems.
11. Availability of fire protection services.
12. Neighboring land uses.
13. Current long-range plans for site and surrounding site area.

14. Site microclimate effects and orientation.

15. Availability of railway freight, air transportation, water transportation, and public transit facilities.

16. Existing zoning.

17. Number of properties involved for coordination of land purchase.

18. Compatability with onsite existing man-made features.

SITE 01

Size, Shape and Expansion Capabilities of Site

The site is 100 acres in size and is located north of Lake Bluff Drive (CTH Z) and about 2,000 feet east of Lapham Street. About 76 acres, or 76 percent of the total area, consists of open agricultural land uses and about 24 acres, or 24 percent of the total area, consists of primary environmental corridor. The shape of the site is rectangular. Both the size and shape of the site are sufficient to accommodate an industrial park which could be expanded to the north, south, east, or west. In comparison to the other alternative sites, the size of the site is rated as excellent; its shape and expansion capabilities are rated as excellent.

Compatibility With Onsite Natural Resource Features

Rosenow Creek is located in the central portion of the site and lies in a northwest to southeast direction. Table III-1 indicates the amount of area occupied at each of the sites considered by primary and secondary environmental corridors and isolated natural areas. As indicated in Table III-1, about 24 acres, or 24 percent of the total site area, consists of primary environmental corridor, which should not be developed for industrial park purposes. Therefore, the site's compatibility with onsite existing natural resource features is rated as fair relative to the other alternative sites under consideration.

Soil Limitations

Table III-2 presents and describes soils types and their limitations for the construction of light industrial and commercial buildings at each of the alternative industrial parks considered. Table III-3 quantifies the severe and very severe limitations of the soils at each site on industrial development. Based upon this analysis, the soils covering 79 acres, or about 79.0 percent of the site, which pose only slight limitations for the development of light industrial and commercial buildings, are of the Fox silt loam and Casco silt loam type. The remaining soils which cover 21 acres, or about 21.0 percent of the site, pose severe and very severe limitations for the development of light industrial and commercial buildings, and are of the Pistakee silt loam and Palms muck type. If an industrial park were to be developed at the site, the Pistakee silt loam and Palms muck soils would have to be avoided in the placement of buildings. As a result of this analysis, the soil limitations of the site are rated as fair in comparison to the other alternative sites.

Table III-1

ENVIRONMENTAL SIGNIFICANT AREAS AT ALTERNATIVE INDUSTRIAL PARK SITES

Percentage of Slope	Alternative Industrial Sites									
	01		02		03		04		05	
	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total
Primary Environmental Corridor.....	24.0	24.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Secondary Environmental Corridor...	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Isolated Natural Areas.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	4.7
Other Lands.....	76.0	76.0	75.2	100.0	79.0	100.0	152.7	100.0	60.4	95.3
Total	100.0	100.0	75.2	100.0	79.0	100.0	152.7	100.0	63.4	100.0

Table III-1 (Cont'd)

Percentage of Slope								
	S2		S3		S4		S5	
	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total
Primary Environmental Corridor.....	0.0	0.0	17.0	11.3	0.0	0.0	0.0	0.0
Secondary Environmental Corridor...	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Isolated Natural Areas.....	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.9
Other Lands.....	98.7	100.0	134.1	88.7	156.0	100.0	78.5	98.1
Total	98.7	100.0	151.1	100.0	156.0	100.0	80.0	100.0

Source: SEWRPC.

Table III-2

DETAILED LIMITATIONS OF SOILS FOR LIGHT INDUSTRIAL AND COMMERCIAL DEVELOPMENT FOR THOSE SOILS FOUND AT ALTERNATIVE INDUSTRIAL SITES

SEWRPC Soil Symbol	Soil Name	Limitation for Light Industrial and Commercial Buildings	01		02		03		04		05		S2		S3		S4		S5	
			Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total
11w	Alluvial Land, Wet	VERY SEVERE - high water table; frequent overflow.																		
72	Fox Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERVE on steeper slopes; erosive on slopes.							5.0	3.3									45.0	56.3
73	Fox Silt Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERVE on steeper slopes; erosive on slopes.	78.0	78.0	65.2	86.7	61.0	77.2	42.7	28.1	2.0	3.2	27.0	27.4	29.0	19.2	5.0	3.2		
76	Sebewa Silt Loam	SEVERE - high water table.																		
80	Sebewa Loam	SEVERE - high water table.																	3.0	3.8
84	Ockley Silt Loam	SLIGHT on 0-6% and MODERATE on 6-12% slopes; erosive on slopes; frost heave.					4.0	5.1												
86	Thackery Silt Loam	SLIGHT on 0-6% and MODERATE on 6-12% slopes; erosive on slopes; frost heave.					3.0	3.8			10.0	15.8								
87	Sleeth Silt Loam	MODERATE - high water table; frost heave.									13.0	20.5								
110	Lorenzo Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes; cuts and fills difficult to vegetate.													2.0	1.3				
119	Warsaw Silt Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes; frost heave.													99.1	65.6	148.0	94.9		
152	Lapeer Loam, Shallow Variant	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERVE on steeper slopes; erosive on slopes.											71.7	72.6						
161	Dodge Silt Loam	SLIGHT on 0-6%; MODERATE on 6-12% slopes; erosive on slopes; frost heave.							3.0	2.0	21.4	33.8								
172	Casco Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes; cuts difficult to vegetate.													8.0	5.3	3.0	1.9		
173	Casco Silt Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes; cuts difficult to vegetate.	1.0	1.0	3.0	4.0														

Table III-2 (Cont'd)

DETAILED LIMITATIONS OF SOILS FOR LIGHT INDUSTRIAL AND COMMERCIAL DEVELOPMENT
FOR THOSE SOIL SERIES FOUND AT THE ALTERNATIVE INDUSTRIAL SITES

203	Matherton Loam	MODERATE - high water table.																	8.0	10.0
233	Matherton Silt Loam	MODERATE - high water table; frost heave.			2.0	2.7			12.0	7.9	1.0	1.6								
276	Boyer Sandy Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive; droughty; cuts and fills difficult to vegetate.																	7.0	8.8
282	Casco-Rodman Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes; stony in places.							12.0	7.9										
323	Ionia Sandy Loam	SLIGHT - high water table; for short periods; erosive on slopes.													6.0	4.0				
326	Abington Silt Loam	MODERATE - high water table; occasional overflow.			5.0	6.6			20.0	13.2										
327	Wallkill Silt Loam	VERY SEVERE - high water table; high compressibility and instability; frequent overflow.																		
328	Pistakee Silt Loam	SEVERE - high water table; low bearing capacity; piping; occasional overflow.	3.0	3.0					1.0	0.7	4.0	6.3								
335	Ionia Silt Loam	SLIGHT on 0-6%; MODERATE on 6-12% slopes; high water table for short periods; erosive on slopes.							16.0	10.5										
357	Hochheim Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes.					5.0	6.3	6.0	4.0										
360	Hochheim Silt Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes.					5.0	6.3	21.0	13.8									4.0	5.0
362	Theresa Silt Loam	SLIGHT on 0-6%; MODERATE on 6-12%; and SEVERE on steeper slopes; erosive on slopes; frost heave.					1.0	1.3	8.0	5.3	11.0	17.4							13.0	16.3
364	Lamartine Silt Loam	MODERATE - high water table; erosive on slopes; frost heave.																		
450	Houghton Muck	VERY SEVERE - erosive; high compressibility and instability; high water table.							5.0	3.3	1.0	1.6			7.0	4.6				
454	Palms Muck	VERY SEVERE - erosive; high compressibility and instability; high water table.	18.0	18.0																
Total			100.0	100.0	75.2	100.0	79.0	100.0	151.7	100.0	63.4	100.0	98.7	100.0	151.1	100.0	156.0	100.0	80.0	100.0

Source: SEWRPC.

Table III-3

SUMMARY OF SOIL LIMITATIONS FOR LIGHT INDUSTRIAL AND COMMERCIAL BUILDINGS AT ALTERNATIVE INDUSTRIAL SITES

Limitation	Alternative Industrial Sites									
	01		02		03		04		05	
	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total
Severe	3.0	3.0	0.0	0.0	0.0	0.0	17.0	11.2	4.0	6.3
Very Severe	18.0	18.0	0.0	0.0	0.0	0.0	5.0	3.3	1.0	1.6
Subtotal	21.0	21.0	0.0	0.0	0.0	0.0	22.0	14.5	5.0	7.9
All Other Soils	79.0	79.0	75.2	100.0	79.0	100.0	129.7	85.5	58.4	92.1
Total Area	100.0	100.0	75.2	100.0	79.0	100.0	151.7	100.0	63.4	100.0

Table III-3 (Cont'd)

Limitation								
	S2		S3		S4		S5	
	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total
Severe	0.0	0.0	8.0	5.3	0.0	0.0	3.0	3.8
Very Severe	0.0	0.0	7.0	4.6	0.0	0.0	0.0	0.0
Subtotal	0.0	0.0	15.0	9.9	0.0	0.0	3.0	3.8
All Other Soils	98.7	100.0	136.1	90.1	156.0	100.0	77.0	96.3
Total Area	98.7	100.0	151.1	100.0	156.0	100.0	80.0	100.0

Source: SEWRPC.

Topography and Site Drainage

Table III-4 presents and quantifies the characteristics of slopes at each of the alternative industrial park sites condiered. Table III-4 indicates that only 4 acres of land, or about 4 percent of the total site area, has slopes exceeding 6 percent. The gently rolling site drains to Rosenow Creek located in the central portion of the site. The site is rated as excellent with respect to topography and drainage.

Public Sanitary Sewer and Water Availability

A manhole for an eight-inch public sanitary sewer, which could serve a portion of the subject site if adequate downstream capacity is found to exist in the system by the City Engineer, is located at the intersection of Lake Bluff Drive (CTH Z) and Lapham Street approximately 1,550 feet west of the southwest corner of the site along CTH Z. This sewer could, perhaps, serve about 20 acres of the subject property, or 26 percent, assuming no lift station installation. Therefore, the site is rated as poor for current sanitary sewer service availability relative to the other alternative sites under consideration.

A 10-inch public water main is located within the Lapham Street right-of-way approximately 1,550 feet west of the southwest corner of the subject property. Due to distance factors relating to the location of this water main, the site is rated as fair for current water service availability relative to the other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this main.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs north and south in the Lapham Street right-of-way, which is located approximately 2,000 feet west of the site. Therefore, the site is rated as fair for electricity availability in comparison to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, the City of Oconomowoc Utilities would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power to this site.

The closest gas main is located at Brown Street (CTH P), approximately 2,640 feet east of the site. Therefore, the site is rated as poor for gas availability in comparison to the other alternative sites under consideration with respect to this characteristic. The extension of gas service would be made available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by Lake Bluff Drive (CTH Z), Brown Street (CTH P), and Lapham Street, which afford easy access to all parts of the City. In 1985, Brown Street (CTH P) carried an average weekday traffic volume for a 24-hour period of 5,400 vehicles; and Lapham Street carried an

Table III-4

CHARACTERISTICS SLOPES AT ALTERNATIVE INDUSTRIAL PARK SITES

Percentage of Slope	Alternatie Industrial Sites									
	01		02		03		04		05	
	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total
0-6 Percent Slope.....	96.0	96.0	72.2	96.0	68.0	86.1	119.7	78.4	54.4	85.8
7-11 Percent Slope.....	4.0	4.0	3.0	4.0	6.0	7.6	18.0	11.8	5.0	7.9
12 Percent or Greater Slope.....	0.0	0.0	0.0	0.0	5.0	6.3	15.0	9.8	4.0	6.3
Total	100.0	100.0	75.2	100.0	79.0	100.0	152.7	100.0	63.4	100.0

Table III-4 (Cont'd)

Percentage of Slope								
	S2		S3		S4		S5	
	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total	Area Covered (Acres)	Percent of Total
0-6 Percent Slope.....	98.7	100.0	139.1	92.1	156.0	100.0	76.0	95.0
7-11 Percent Slope.....	0.0	0.0	0.0	0.0	0.0	0.0	4.0	5.0
12 Percent or Greater Slope.....	0.0	0.0	12.0	7.9	0.0	0.0	0.0	0.0
Total	98.7	100.0	151.1	100.0	156.0	100.0	80.0	100.0

Source: SEWRPC.

average weekday traffic volume for a 24-hour period of 820 vehicles. If an industrial park is developed at the site, the potential increase in traffic volume should not adversely affect or cause traffic congestion on the existing transportation facility network. In addition, the site is planned to be served by a nearby proposed interchange for the planned STH 16 Freeway based upon the adopted regional transportation system plan. In relation to the availability of, and impacts upon, the highway transportation facilities, the site is rated as good in comparison to the other alternative sites under consideration.

Vehicle Ingress and Egress to Site

The site abuts Lake Bluff Drive (CTH Z) which affords good ingress and egress potential to the site.

Visual Exposure and Identify Potential of Site

The site has fair visual exposure and community identity potential compared to the other alternative sites, since it is located along only a minor arterial street from which the site can be readily seen. However, as discussed earlier, the site is planned to be served by the proposed STH 16 Freeway which may afford visual exposure and identity potential in the future.

Availability of Telephone Communitication Systems

According to City officials, if an industrial park were to be developed at the site, Oconomowoc Utilities would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power and telephone service. Existing telephone lines are located at the southwest corner of the site along Lake Bluff Drive (CTH Z). Therefore, the site is rated as good in comparison to the other alternative sites under consideration.

Availability of Fire Protection Services

The City of Oconomowoc Fire Department has a single fire station located at the southwest corner of the intersection of S. Concord Road and W. 2nd Street. The Okauchee Fire Department has a single fire station located at 112 Shady Lane. Site 01 is located outside of the one-and-one-half mile optimum service radius of both of these stations. Therefore, the site is rated as poor with respect to availability of fire protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north of the subject property include agricultural land and the Oconomowoc Airport; to the south and east, agricultural land; and to the west, agricultural land and a primary environmental corridor. The site's compatibility with existing neighboring land uses is rated as excellent relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Area

The Oconomowoc Regional Interceptor Sewer Study prepared by Donohue and Associates, Inc., in 1973 indicates that the southwestern two-thirds of the site be developed as medium-density urban land use. The development of that portion of the site would be consistent with these proposed uses.

The adopted SEWRPC Planning Reort No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the area in which the subject parcel is located as prime agricultural land. Neighboring areas include prime agricultural lands and the Oconomowoc Airport to the north; prime agricultural and other agricultural and rural lands to the south; prime agricultural lands to the east; and prime agricultural lands, primary environmental corridor, and medium-density residential uses to the west.

The adopted regional water quality management plan indicates that the subject parcel is to be served by public sanitary sewer by the year 2000.

Based upon this analysis, the site is rated as fair with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

In the Oconomowoc area, the prevailing summer winds are from the southwest and the prevailing winter winds are from the west. Several scattered rural residential subdivisions are located downwind of Site 01. In addition, the significant low area at the site impedes air drainage and forms a damp hollow and potential nocturnal frost pocket. Since there is no significant existing vegetation at the site to shield buildings from the effects of these winter winds, proper building siting and landscape plantings may be necessary to reduce the onsite effects of these winds. The site is rated fair with respect to microclimate effects.

Availability of Railway Freight, Air Transportation, Water Transportation, and Public Transit Facilities

The City of Oconomowoc is served by the Soo Line Railroad. Accordingly, the distance and availability of railway freight service to all of the alternative sites, except Site 05--which is rated as excellent--are rated as fair.

The Oconomowoc airport, which is privately owned, is located to the north of all the sites under consideration. In addition, the City is close to two publicly-owned general aviation facilities--Waukesha County-Crites Field and the Watertown Municipal Airport. General aviation airports are intended to serve smaller training, business, charter, agricultural, recreational, pleasure, and air taxi aircraft. General Mitchell Field--an air carrier airport served by 11 certificated air carriers--is located at Milwaukee. This airport provides commercial airline service to the general public on a regularly scheduled basis. Therefore, the distance and availability of air service to all of the alternative sites under consideration is rated as good.

While Oconomowoc does not have direct access to water transportation facilities, it has ready access to a major international water transportation system--the Great Lakes-St. Lawrence Seaway--which extends from the Great

Lakes to the Gulf of St. Lawrence on the Atlantic Ocean. Major harbor facilities, dockage, and heavy cargo-handling equipment are concentrated in the Port of Milwaukee to handle both bulk and containerized shipments. The distance and availability of water transportation to each of the alternative industrial park sites is rated as fair.

The City of Oconomowoc is served by two interregional bus lines. Greyhound Lines, Inc., operates one bus trip daily in each direction between Milwaukee and Eau Claire, making an intermediate stop in the City at Hormann's Shoe Repair, 143 E. Wisconsin Avenue. Wisconsin Coach Lines, Inc., operates three bus trips daily in each direction between Milwaukee and Oconomowoc, making several intermediate stops in the City at Rasmussen Drug, 157 E. Wisconsin Avenue; Olympia; and Summit Corners. The City is also served by the specialized public transportation service provided by the Waukesha County Department of Aging to elderly and handicapped county residents. Transportation service provided by this program is available on an advance-reservation basis to eligible persons Monday through Friday between the hours of 9:00 a.m. and 4:00 p.m. The distance and availability of public transit facilities to all of the alternative sites, except Sites S2, S3, and S4--which are rated as excellent--are rated as poor relative to the other alternative sites under consideration.

Existing Zoning

The site is located in the Agricultural Preservation District provided by the Town of Oconomowoc Zoning Ordinance and, along the Rosenow Creek, the site is zoned in the Agricultural Conservancy District. Neither districts provide for the development of industrial parks. Therefore, the site's existing zoning is rated as unsatisfactory with respect to allowing for the development of industry at the site relative to the other alternative sites under consideration.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved in the coordination of land purchase, the site is rated as excellent relative to the other alternative sites under consideration in terms of land ownership.

Compatibility With Onsite Existing Man-made Features

A small group of farm buildings is located on the southern portion of the site adjacent to Lake Bluff Drive (CTH Z). These farm buildings could be demolished in order not to hamper the sound development of an industrial park at this location. Therefore, the site's compatibility with onsite existing man-made features is rated as good relative to the other alternative sites under consideration.

SITE 02

Size, Shape, and Expansion Capabilities of Site

The site is 75 acres in size and is located at the northwest corner of the intersection of Lake Bluff Drive (CTH Z) and N. Brown Street (CTH P). The total site area consists of agricultural land. The shape of the site is rectangular. Both the size and shape of the site are sufficient to accommodate an industrial park, which could be expanded to the north, west, or south.

In comparison to the other alternative sites, the size of the site is rated as good, its expansion capabilities are rated as excellent, and its shape is rated as excellent.

Compatibility With Onsite Natural Resource Features

Table III-1 presented earlier indicates that no portion of the site is occupied by either primary or secondary environmental corridors or isolated natural areas. A small portion of the Rosenow Creek is located in the southwest corner of the site. Therefore, the site's compatibility with onsite existing natural resource features is rated as excellent relative to the other alternative sites under consideration.

Soil Limitations

No soils are found on the site which pose severe or very severe limitations for industrial development. Therefore, the soil limitations of the site are rated as excellent.

Topography and Site Drainage

Table III-4 presented earlier indicates that only three acres of land, or about 4 percent of the total site area, has slopes exceeding 6 percent. The gently rolling site generally drains to its southwest corner. The site is rated as excellent with respect to topography and drainage.

Public Sanitary Sewer and Water Availability

A manhole for an eight-inch public sanitary sewer, which offers the potential to service the subject site if adequate downstream capacity is found to exist by the City Engineer, is located at the intersection of Lake Bluff Drive (CTH Z) and Lapham Street approximately 3,450 feet west of the southwest corner of the site along CTH Z. This sewer is not able to service the subject site by gravity flow due to inadequate depth. Therefore, the site is rated as poor for current sanitary sewer service availability relative to the other alternative sites under consideration.

A 10-inch public water main is located within the Lapham Street right-of-way approximately 3,450 feet west of the southwest corner of the subject property. Due to the distance factors relating to the location of this water main, the site is rated as poor for current water service availability relative to the other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this main.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs north and south in the Lapham Street right-of-way, which is located approximately 4,000 feet west of the site. Therefore, the site is rated as poor for electricity availability relative to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, the City of Oconomowoc

Utilities and the Wisconsin Electric Power Company would in coordination with Wisconsin Bell select joint easement locations and the proposed route for extension of electric power to this site.

The closest gas main is located adjacent to the east side of the site, running north and south in the Brown Street (CTH P) right-of-way. Therefore, the site is rated as excellent for gas availability in comparison to the other alternative sites under consideration.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by Lake Bluff Drive (CTH Z), Brown Street (CTH P), and Lapham Street, which afford easy access to all parts of the City. In 1985, Brown Street carried an average weekday traffic volume for a 24-hour period of 5,400 vehicles; and Lapham Street carried an average weekday traffic volume for a 24-hour period of 820 vehicles. Should an industrial park be developed at the site, the increase in traffic would not exert significant pressure, or cause traffic congestion on the existing transportation facility network. In addition, the site would be served by a nearby proposed interchange for the planned STH 16 Freeway based upon the adopted regional transportation system plan. In relation to the availability of, and impacts upon, the highway transportation facilities, the site is rated as good in comparison to the other alternative sites under consideration.

Vehicle Ingress and Egress to the Site

The site abuts Lake Bluff Drive (CTH Z) and N. Brown Street (CTH P) which afford good ingress and egress potential to the site.

Visual Exposure and Identity Potential of Site

The site has fair visual exposure and community identity potential compared to the other alternatives sites, since it is located along only a minor arterial street from which the site can be readily seen.

Availability of Telephone Communications Systems

According to City officials, if an industrial park were to be developed at the site, Oconomowoc Utilities would coordinate with Wisconsin Bell and the Wisconsin Electric Power Company to select joint easement locations and proposed route for extension of telephone service. Existing telephone lines are located in the southeast corner of the site along Brown Street (CTH P). Therefore, the site is rated as good in comparison to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located outside of the optimum one-and-one-half-mile service radius of both the City of Oconomowoc Fire Station and the Okauchee Lake Fire Station. Therefore, the site is rated as poor with respect to availability of fire protection services.

Existing and Neighboring Land Uses

Existing neighboring land uses to the north and south of the subject is agricultural; to the east, agricultural and residential; and to the west, agricultural and primary environmental corridor. The site's compatibility with existing neighboring land uses is rated as fair relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Area

The Oconomowoc Regional Interceptor Sewer Study, prepared by Donohue and Associates, Inc., in 1973, indicates that the subject parcel is not to be developed for urban use but is to continue to be rural.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the area in which the subject parcel is located as prime agricultural land. Neighboring areas include prime agricultural lands to the north and south; prime agricultural lands and low-density residential to the east; and prime agricultural lands and primary environmental corridor to the west.

The adopted regional water quality management plan does not indicate that the subject parcel is to be served by public sanitary sewer by the year 2000. Therefore, development of the subject parcel for industrial uses would be inconsistent with that plan.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

As stated earlier, in the Oconomowoc area the prevailing summer winds are from the southwest and the prevailing winter winds are from the west. Several scattered rural residential subdivisions are located downwind of Site 02. In addition, since there is no significant existing vegetation at the site to shield buildings from the effects of these winter winds, proper building siting and landscape plantings may be necessary to reduce the onsite effects of these winds. The site is rated as fair with respect to microclimate effects.

Existing Zoning

The site is located in the Agricultural Preservation District under the Town of Oconomowoc Zoning Ordinance. The southwest corner of the site, which includes the Rosenow Creek, is located in an Agricultural Conservancy District. Neither districts provide for the development of industrial parks. Therefore, the site's existing zoning is rated as unsatisfactory with respect to allowing for the development of industry at the site.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved for coordination of land purchase, the site is rated as excellent relative to the other alternative sites under consideration.

Compatibility With Onsite Existing Man-made Features

A group of farm buildings is located in the southern portion of the site adjacent to Lake Bluff Drive (CTH Z). However, these farm buildings could be demolished in order not to hamper the sound development of an industrial park at this location. Therefore, the site's compatibility with onsite existing man-made features is rated as good relative to the other alternative sites under consideration.

SITE 03

Shape, Size, and Expansion Capabilities of Site

The site is approximately 79 acres in size and is located south of Lake Bluff Drive (CTH Z) and about 1,200 feet east of Lapham Street. The total site area consists of agricultural land. The shape of the site is rectangular. Both the size and shape of the site are sufficient to accommodate an industrial park, which could be expanded to the north, east, or west. In comparison to the other alternative sites, the size of the site is rated as excellent, its expansion capabilities are rated as good, and the shape of the site is rated as excellent.

Compatibility With Onsite Natural Resource Features

As indicated earlier in Table III-1, there are no natural resource features located on the site; therefore, the site is rated as excellent with respect to this factor relative to the other alternative sites under consideration.

Soil Limitations

No soils are found on the site which pose severe or very severe limitations for industrial development. Therefore, the soil limitations of the site are rated as excellent relative to the other alternative sites under consideration.

Topography and Site Drainage

Table III-4 presented earlier indicates that only 11 acres, or about 14 percent of the total site area, has slopes exceeding 6 percent. The relatively flat site generally drains to the northeast corner. The site is rated as excellent with respect to topography and drainage.

Public Sanitary Sewer and Water Availability

A manhole for an eight-inch public sanitary sewer, which could possibly serve a significant portion of the subject site if adequate downstream capacity is found to exist in the system by the City Engineer, is located at the intersection of Lake Bluff (CTH Z) and Lapham Street, approximately 850 feet west of the northwest corner of the site along CTH Z. This sewer could perhaps serve about 71 acres of the subject property, or 94 percent, assuming no lift station installation. Therefore, the site is rated as good for current sanitary sewer service availability relative to the other alternative sites under consideration.

A 10-inch public water main is located within the Lapham Street right-of-way approximately 850 feet west of the northwest corner of the site. Due to the distance factors relating to the location of this water main, the site is rated as fair for current water service availability relative to the other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this main.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs north and south in the Lapham Street right-of-way, which is located approximately 1,200 feet west of the site. Therefore, the site is rated as good for electricity availability relative to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, the City of Oconomowoc Utilities would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power to this site.

The closest gas main is located at Brown Street (CTH P), approximately 2,640 feet east of the site. Therefore, the site is rated as poor for gas availability in comparison to the other alternative sites under consideration. The extension of gas service would be made available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by Lake Bluff Drive (CTH Z), Brown Street (CTH P), and Lapham Street, which afford easy access to all parts of the City. In 1985, Brown Street carried an average weekday traffic volume for a 24-hour period of 5,400 vehicles; and Lapham Sreet carried an average weekday traffic volume for a 24-hour period of 820 vehicles. If an industrial park is developed at the site, the potential increase in traffic volume should not adversely affect or casue traffic congestion on the existing transportation facility network. In addition, the site is planned to be served by a nearby proposed interchange for the planned STH 16 Freeway based upon the adopted regional transportation system plan. In relation to the availability of, and impacts upon, the highway transportation facilities, the site is rated as good in comparison to the other alternative sites under consideration.

Vehicle Ingress and Egress to the Site

The site abuts Lake Bluff Drive (CTH Z) which affords good ingress and egress potential to the site.

Visual Exposure and Identity Potential of Site

The site has fair visual exposure and community identity compared to the other alternative sites, since it is located along only a minor arterial street from which the site can be readily seen. However, as discussed earlier for Site 01, the site is planned to be served by the proposed STH 16 Freeway which may afford visual exposure and identity potential in the future.

Availability of Telephone Communications Systems

According to City officials, if an industrial park were to be developed at the site, Oconomowoc Utilities would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power and telphone service. Existing telephone lines are located in the northwest corner of the site along Lake Bluff Drive (CTH Z). Therefore, the site is rated as good relative to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located outside of the optimum one-and-one-half-mile service radius of both the City of Oconomowoc Fire Station and the Okauchee Lake Fire Station. Therefore, the site is rated as poor with respect to availability of fire protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north of the subject property include agricultural and primary environmental corridor; to the south, agricultural and residential; to the east, agricultural; and, to the west, agricultural and residential. The site's compatability with existing neighboring land uses is rated as fair relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Area

The Oconomowoc Regional Interceptor Sewer Study, prepared by Donohue and Associates, Inc., in 1973, indicates that the subject parcel is not to be developed for urban use but is to continue to be rural. The development of the site would not be consistent with the proposed use of the property.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the area in which the subject parcel is located as prime agricultural land. Neighboring areas include prime agricultural lands and primary environmental corridor to the north; prime agricultural lands and other agricultural and rural lands to the south; medium-density residential to the west; and prime agricultural lands to the east.

The adopted regional water quality management plan, however, indicates that the subject parcel is to be served by public sanitary sewer by the year 2000. Therefore, developmnent of the subject parcel for industrial uses would be consistent with that plan.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

The prevailing summer winds are from the southwest and the prevailing winter winds are from the west. Several scattered rural residential subdivisions are located downwind of Site 03. In addition, since there is no significant existing vegetation at the site to shield buildings from the effects of these

winter winds, proper building siting and landscape plantings may be necessary to reduce the onsite effects of these winds. The site is rated as fair with respect to microclimate effects.

Existing Zoning

The site is located in the Agricultural Transition District provided by the Town of Oconomowoc Zoning Ordinance. The District does not provide for the development of industrial parks. Therefore, the site's existing zoning being conducive to its use is rated as unsatisfactory with respect to allowing for the development of industry at the site relative to the other alternative sites under consideration.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved in the coordination of land purchase, the site is rated as excellent relative to the other alternative sites under consideration.

Compatibility With Onsite Existing Man-made Features

A few farm buildings are located in the northwest corner of the site adjacent to Lake Bluff Drive (CTH Z). However, these structures could be demolished so as not to hamper the sound cevelopment of an industrial park at this location. Therefore, the site's compatibility with onsite existing man-made features is rated as good relative to the other alternative sites under consideration.

SITE 04

Size, Shape, and Expansion Capabilities of Site

The site is 152 acres in size and is located south of Lake Bluff Drive (CTH Z), west of Brown Street (CTH P) and north of Lisbon Road. The total site area consists of agricultural land. The shape of the site is square. Both the size and shape of the site are sufficient to accommodate an industrial park, which could be expanded to the north, northwest, or west. In comparison to the other alternative sites, the size and shape of the site are rated as excellent. The expansion capabilities of the site are rated as good.

Compatibility With Onsite Natural Resource Features

The Rosenow Creek is located in the center of the site and lies in a northwest to southeast direction. The site is used primarily for agricultural purposes and there is scattered tree vegetation also located on the site. Table III-1 indicates that no portion of the site is considered as primary or secondary environmental corridor, or as an isolated natural area. Therefore, the site's compatibility with onsite existing natural resource features is rated as good relative to the other alternative sites under consideration.

Soil Limitations

Table III-3 presented earlier indicates that 22 acres, or about 14.5 percent of the total site area, has soils which pose severe or very severe limitations for industrial development. Therefore, the soil limitations of the site are rated as fair relative to the other alternative sites under consideration.

Topography and Site Drainage

Table III-4 presented earlier indicates that about 33 acres, or about 20 percent of the total site area, has slopes exceeding 6 percent. The gently rolling to steep site generally drains to the drainage channel located in the central portion of the site. The site is rated as fair with respect to topography and drainage.

Public Sanitary Sewer and Water Supply Availability

A manhole for an eight-inch public sanitary sewer which offers the potential to service the subject site if adequate downstream capacity is found to exist in the system by the City Engineer, is located at the intersection of Lake Bluff Drive (CTH Z) and Lapham Street, approximately 3,450 feet west of the northwest corner of the subject site along CTH Z. This sewer may not be able to service the subject site, however, due to inadequate depth.

A manhole for a 10-inch public sanitary sewer, which may serve portions of the site if adequate downstream capacity is found to exist in the system by the City Engineer, is located approximately 200 feet east of the intersection of Lapham Street and Lisbon Road. This manhole could, perhaps, serve about 38 acres, or 25 percent of the total site area. The site area which could be served by this manhole has slopes exceeding 3 percent. Therefore, the site is rated as poor for current sanitary sewer service availability relative to the other alternative sites under consideration.

A 10-inch public water main is located within the Lapham Street right-of-way approximately 3,450 feet west of the northwest corner of the subject site. Due to the distance factors relating to the location of this water main, the site is rated as poor for current water service availability relative to the other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this main.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs north and south on Lapham Street, which is located approximately 4,000 feet west of the site. Therefore, the site is rated as poor for electricity availability relative to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, Oconomowoc Utilities and the Wisconsin Electric Power Company would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power to the site.

Gas mains are located to the east of the site, running north and south along Brown Street (CTH P), and to the south of the site running east and west along Lisbon Road. Therefore, the site is rated as good for gas availability relative to the other alternative sites under consideration. The extension of gas service would be made available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by Lake Bluff Drive (CTH Z), Brown Street (CTH P), and Lisbon Road, which afford easy access to all parts of the City. In 1985, Brown Street carried an average weekday traffic volume for a 24-hour period of 5,400 vehicles; and Lisbon Road carried an average weekday traffic volume for a 24-hour period of 4,200 vehicles. If an industrial park is developed at the site, the potential increase in traffic volume should not adversely affect or cause traffic congestion on the existing transportation facility network. In addition, the site is also planned to be served by a nearby proposed interchange for the planned STH 16 Freeway based upon the adopted regional transportation system plan. In relation to the availability of, and impacts upon, the highway transportation facilities, the site has been rated as good in comparison to the other alternative sites under consideration.

Vehicle Ingress and Egress

The site abuts Lake Bluff Drive (CTH Z) on the north and N. Brown Street (CTH P) on the east, which affords good ingress and egress potential to the site.

Visual Exposure and Identity Potential of Site

The site has fair visual exposure and community identity potential compared to the other alternaive sites, since it is located along only minor arterial streets from which the site can be readily seen.

Availability of Telephone Communications Systems

According to City officials, if an industrial park were to be developed at the site, Oconomowoc Utilities would coordinate with Wisconsin Bell and the Wisconsin Electric Power Company to select joint easement locations and the proposed route for extension of telephone service. Existing telephone lines are located adjacent to the site, running north and south along Brown Street (CTH P). Therefore, the site is rated as good relative to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located outside of the optimum one-and-one-half-mile service radius of both the City of Oconomowoc Fire Station and the Okauchee Lake Fire Station. Therefore, the site is rated as poor with respect to availability of the protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north of the subject property include agricultural; to the south, the Oconomowoc Country Club (golf course); to the east, residential; and, to the west, residential and agricultural. The site's compatibility with existing neighboring land uses is rated as fair relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Area

The Oconomowoc Regional Interceptor Sewer Study, prepared by Donohue and Associates, Inc., in 1973, indicates that the subject parcel is not to be developed for urban use but is to continue to be rural. The development of the site would not be consistent with the proposed use of the property.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, indentifies the area in which the subject property is located as prime agricultural lands and low-density residential uses. Neighboring areas include prime agricultural lands to the north; agricultural and other rural land uses to the south; prime agricultural lands and low-density residential uses to the east; and prime agricultural lands, other agricultural and rural lands, and low-density residential uses to the west.

The adopted water quality management plan does not indicate that the subject parcel is to be served by public sanitary sewer by the year 2000. Therefore, development of the subject parcel for industrial uses would be inconsistent with that plan.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring uses and current long-range plans.

Site Microclimate Effects and Orientation

The prevailing summer winds are from the southwest and the prevailing winter winds are from the west and several scattered rural residential subdivisions are located downwind of Site 04. In addition, since there is no significant existing vegetation at the site to shield buildings from the effects of these winter winds, proper building siting and landscape plantings may be necessary to reduce the onsite effects of these winds. The site is rated as fair with respect to microclimate effects.

Existing Zoning

The site is under the jurisdiction of the Town of Oconomowoc Zoning Ordinance. The site is zoned in both the Agricultural Transition District and the Agricultural Conservancy District (along the Rosenow Creek). Neither districts provide for the development of industrial parks. Therefore, the site's existing zoning is rated as unsatisfactory with respect to allowing for the development of industry at the site relative to the other alternative sites under consideration.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved for coordination of land purchase, the site is rated as excellent relative to the other alternative sites under consideration.

Compatibility With Onsite Existing Man-made Features

A group of farm buildings is located in the southeast corner of the site adjacent to Brown Street (CTH P). However, these farm buildings could be demolished in order not to hamper the sound development of an industrial park at

this location. Therefore, the site's compatibility with onsite existing man-made features is rated as good relative to the other alternative sites under consideration.

SITE 05

Size, Shape, and Expansion Capabilities of Site

The site is 63 acres in size, and is located south of Marks Road, east of Reddelien Road, and north of the Chicago, Milwaukee, St. & Pacific Railroad Company right-of-way. About 60 acres, or 95 percent of the total area, consists of agricultural land, and the remaining three acres, or 5 percent, is a woodland area. The shape of the site is rectilinear. The size of the site is not sufficient to accommodate an industrial park; however, it is located adjacent to the City's existing industrial park and could be expanded to the west or south. In comparison to the other alternative sites, the size of the site is rated as good, its expansion capabilities are rated as fair, and its shape is rated as good.

Compatibility With Onsite Natural Resource Features

As indicated earlier in Table III-1, about three acres, or 5 percent of the total site area, consists of an isolated natural area, which should not be developed. Since this is such a small area of natural resource features and should be easy to preserve in the development of an industrial park at this site, the site's compatibility with onsite existing natural resource features is rated as excellent relative to the other alternative sites under consideration.

Soil Limitations

Only five areas, or about 8 percent of the site, pose severe or very severe limitations for the development of light industrial and commercial buildings. Based upon this analysis, the soil limitations of the site are rated as good relative to the other alternative sites under consideration.

Topography and Site Drainage

Table III-4 presented earlier indicates that about nine acres, or about 14 percent of the total site area, has slopes exceeding 6 percent. The site generally drains to both its southwest and northeast corners. The site is rated as good with respect to topography and drainage.

Public Sanitary Sewer and Water Supply Availability

A manhole for a 15-inch public sanitary sewer which could possibly serve the subject site, if adequate downstream capacity is found to exist in the system by the City Engineer, is located at the intersection of Wisconsin Avenue and Marks Road approximately 350 feet east of the northeast corner of the site along Marks Road. This sewer could, perhaps, serve the entire site. Also, a manhole for an eight-inch public sanitary sewer which could possibly serve portions of the subject site, if adequate downstream capacity is found to exist by the City Engineer, is located at the west end of W. Second Street approximately 1,000 feet southeast of the southeast corner of the subject property. The W. Second Street sewer could, perhaps, only serve about 43

acres, or 68 percent of the site. Therefore, the site is rated as excellent for current sanitary sewer service availability relative to the other alternative sites under consideration.

An eight-inch public water main is located within the W. Wisconsin Avenue right-of-way at the intersection of Marks Road approximately 350 feet east of the northeast corner of the site. Also, another eight-inch public water main is located approximately 1,000 feet east of the southeast corner of the site located within the Chaffee Road right-of-way. Due to the distance factors relating to the location of this water main, the site is rated as good for current water service availability relative to the other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this main.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs north and south parallel to the east property line of the site. Therefore, the site is rated as excellent for electricity availability in comparison to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, the Wisconsin Electric Power Company would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power to this site.

Gas mains are located to the north of the site, running east and west along Marks Road, and to the northwest, running north and south along Reddelien Road. Therefore, the site is rated as excellent for gas availability relative to the other alternative sites under consideration. The extension of gas service is available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by nearby Wisconsin Avenue (STH 16), contiguous Marks Road, and contiguous Reddelien Road, thus allowing for good access to all parts of the City. In 1985, Wisconsin Avenue carried an average weekday traffic volume for a 24-hour period of 13,100 vehicles. Added traffic volume on STH 16, as a result of the construction of an industrial park at this location, may result in the need for STH 16 to be widened from its present two-lane cross section to a four-lane arterial highway cross section. In addition, the intersection of Marks Road and STH 16 would have to be reconstructed in order to provide for a safer left-turn turn movement when accessing STH 16 from Marks Road. In relation to the impacts upon the City of Oconomowoc's highway transportation facilities, the site is rated as poor in comparison to the other alternative sites under consideration. However, availability of highway transportation facilities is rated as good.

Vehicle Ingress and Egress

The site abuts Marks Road on the north and Reddelien Road on the west, which afford good ingress and egress potential to the site. However, as stated

earlier, the intersection of Marks Road and STH 16 would have to be reconstructed in order to provide for a safer left-turn turning movement when accessing STH 16 from Marks Road. Therefore, the site is rated as poor in comparison to the other alternative sites under consideration.

Visual Exposure and Identity Potential of Site

The site has fair visual exposure and community identity compared to the other alternative sites, since it is not located abutting an arterial street or highway from which the site can be readily seen.

Availability of Telephone Communication Systems

According to City officials, if an industrial park were to be developed at the site, Wisconsin Bell would coordinate with the Wisconsin Electric Power Company to select joint easement locations and the proposed route for extension of telephone service. Existing telephone utility easements are located adjacent to the site, running east and west along Marks Road. Therefore, the site is rated as excellent for this factor relative to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located within, but on the outer fringes of, the optimum one-and-one-half-mile service radius of the City of Oconomowoc Fire Station. Therefore, the site is rated as good with respect to availability of fire protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north and east of the subject property include light industrial and to the south and west, agricultural. The site's compatibility with existing neighboring land uses is rated as excellent relative to the other alternative sites under consideration.

Long-Range Plans for Site and Surrounding Site Area

The Oconomowoc Regional Interceptor Sewer Study prepared by Donohue and Associates, Inc., in 1973 indicates that the northern one-third of the site be developed as medium-density urban land use. The development of that portion of the site would be consistent with these proposed uses.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the area in which the subject parcel is located as low-density residential and agricultural and rural uses. Neighboring areas include medium-density residential to the north; other agricultural and rural lands to the south; suburban residential, medium-density residential, and other agricultural and rural lands to the east; and other agricultural and rural lands to the west.

The adopted regional water quality management plan, however indicates that the subject parcel is to be served by public sanitary sewer by the year 2000. Therefore, development of the subject parcel for industrial uses would be consistent with that plan.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

The prevailing summer winds are from the southwest and the prevailing winter winds are from the west and any potential odors generated by an industrial park at Site 05 would be carried over Lac LaBelle rather than substantial residential areas. There is no significant existing vegetation at the site to shield buildings from the effects of these winter winds. Proper building siting and landscape plantings may be necessary to reduce the onsite effects of these winds. The site is reated overall as good with respect to microclimate effects.

Availability of Railway Freight

The distance and availability of railway freight to the site is rated as excellent compared to the other alternative sites under consideration since the site directly abuts the Soo Line Railroad right-of-way.

Existing Zoning

The northeast corner of the site is located in the General Business District, whereas the remaining portion of the site is located in the Agricultural District under the jurisdiction of the Town of Oconomowoc Zoning Ordinance. Although the General Business District permits business uses, neither of these two zoning districts permits the construction of industrial parks. Therefore, the site's overall existing zoning is rated as unsatisfactory with respect to allowing for the development of industry at the site.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved for coordination of land purchasing, the site is rated as excellent relative to the other alternative sites under consideration.

Compatibility With Onsite Existing Man-made Features

There are no existing man-made features located on the site; therefore, the site is rated as excellent relative to the other alternative sites under consideration.

SITE S1

Size, Expansion Capabilities of Site, and Existing Neighboring Land Uses

The site is 37 acres in size and is located east of Silver Lake Street (CTH Z) and about 1,300 feet south of E. Forest Street. The total site area consists of agricultural land. The size of the site is not sufficient to accommodate an industrial park and has no expansion capabilities. In comparison to the other alternative sites, the size of the site and its expansion capabilities are rated as unsatisfactory.

Existing land uses north of the subject parcel are residential, the south is the Paginica Golf Course, the east is the Oconomowoc High School and residential uses, and to the west is a delineated primary environmental corridor and residential uses. Therefore, the site's compatibility with existing neighboring land uses is also rated as unsatisfactory.

Based upon these facts and analyses, this site is removed from further consideration as a future industrial park for the City.

SITE S2

Size, Shape, and Expansion Capabilities of Site

The site is approximately 99 acres in size and is located south of the Olympia Resort at the northwest corner of the intersection of Summit Avenue (STH 67) and Valley Road (CTH B). The total site area consists of agricultural land. The shape of the site is rectangular. Both the size and shape of the site are sufficient to accommodate an industrial park, which could be expanded either to the south or southeast. In comparison to the other alternative sites, the size and shape of the site are rated as excellent, whereas its expansion capabilities are rated as fair.

Compatibility With Onsite Natural Resource Features

There are no onsite existing natural resource features located on the site; therefore, the site is rated as excellent relative to the other alternative sites under consideration.

Soil Limitations

No soils are found on the site which pose severe or very severe limitations for industrial development. Therefore, the soil limitations of the site are rated as excellent in comparison to the other alternative sites under consideration.

Topography and Site Drainage

Table III-4 presented earlier indicates that none of the total site area exceeds a 6 percent slope. The relatively flat site generally drains to its southern boundary. The site is rated as excellent with respect to topography and drainage.

Public Sanitary Sewer and Water Supply Availability

A manhole for a 10-inch public sanitary sewer which could possibly serve a portion of the subject site, if adequate downstream capacity is found to exist in the system by the City Engineer, is located approximately 900 feet north of the northeast corner of the subject property, and about 400 feet west of Summit Avenue (STH 67). In order to utilize this sewer, however, a lift station and force main may have to be constructed in order to service the subject site. Therefore, the site is rated as poor for current sanitary sewer service availability relative to the other alternative sites under consideration.

A 12-inch public water main and stand pipe are located on the west side of Summit Avenue (STH 67) approximately 900 feet north of the northeast corner of the subject property. Due to distance factors relating to the location of this water main and stand pipe, the site is rated as poor for current water service availability relative to the other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this main and stand pipe.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs east and west in Olympia, which is located approximately 1,600 feet north of the site. Therefore, the site is rated as fair for electricity availability in comparison to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, the Wisconsin Electric Power Company would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power to this site.

Gas mains are located to the southeast of the site, running north and south along Summit Avenue (STH 67); to the south, running east and west along Valley Road (CTH B); and to the west, running north and south along the west side of the site. Therefore, the site is rated as excellent for gas availability relative to the other alternative sites under consideration. The extension of gas service would be made available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by IH 94, which is located one-half mile south of the site, Summit Avenue (STH 67), and Valley Road (CTH B), which afford easy access to all parts of the City. In 1985, IH 94 carried an average weekday traffic volume for a 24-hour period of 16,000 vehicles; Summit Avenue carried an average weekday traffic volume for a 24-hour period of 12,700 vehicles; and Valley Road carried an average weekday traffic volume for a 24-hour period of 1,100 vehicles. Depending upon where access to the site is provided, if an industrial park is developed at the site, the increase in traffic may not exert any pressures, or cause any traffic congestion on the existing transportation facility network. In regard to the availability of, and impacts upon, the highway transportation facilities, the site is rated excellent relative to the other alternatives sites under consideration.

Vehicle Ingress and Egress

As stated earlier, the site abuts Summit Avenue (STH 67) on the east and Valley Road (CTH B) on the south which afford excellent ingress and egress to the site.

Visual Exposure and Identity Potential of Site

The site has excellent visual exposure and identity potential compared to the other alternative sites, since it is located along a major arterial street and highway (STH 67) from which the site can be readily seen.

Availability of Telephone Communication Systems

According to City officials, if an industrial park were to be developed at the site, Wisconsin Bell would coordinate with the Wisconsin Electric Power Company to select joint easement locations and the proposed route for extension of electric power and telephone service to the site. Existing telephone lines are located to the east of the site, running north and south along Summit Avenue (STH 67), and in the southwest corner of the site adjacent to Valley Road (CTH B). Therefore, the site is rated as excellent in comparison to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located within the optimum one-and-one-half-mile service radius of the Town of Summit Fire Station located at 2911 Dousman Road (CTH Z). Therefore, the site is rated as good with respect to availability of fire protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north of the subject property include the Olympia Resort; to the south, agricultural land; to the east, single-family residential, an elementary school, and agricultural land; and, to the west, residential uses and Silver Lake. The site's compatibility with existing neighboring land uses is rated as poor relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Site Area

The Oconomowoc Regional Interceptor Sewer Study prepared by Donohue and Associates, Inc., in 1973 indicates that the entire site be developed as medium-density urban land use. The development of the site would be consistent with these proposed uses.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the area in which the subject parcel is located as low-density residential uses, prime agricultural lands, and agricultural and rural uses. Neighboring areas include agricultural, rural lands, and medium-density residential uses to the north; prime agricultural lands, suburban residential, and medium-density residential to the south; prime agricultural lands and suburban residential to the east; and medium-density residential, suburban residential, and other agricultural and rural lands to the west.

The adopted regional water quality management plan indicates that one-fifth of the subject property at its southwest corner is to be served by public sanitary sewer by the year 2000.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

The prevailing summer winds are from the southwest and the prevailing winter winds are from the west, and several small groups of residential dwellings are located downwind of site S2. In addition, since there is no significant existing vegetation at the site to shield buildings from the effects of these winter winds, proper building siting and landscape plantings may be necessary to reduce the onsite effects of these winds. The site is rated as fair with respect to microclimate effects.

Public Transit

Since the Wisconsin Coach Lines, Inc., provides a stop at the nearby Olympia Resort, the distance and availability of public transit facilities to the site is rated as excellent relative to the other alternative sites under consideration.

Existing Zoning

The site is currently located in the A-ETZ Agricultural District as provided by the adopted Extraterritorial Zoning Ordinance. The district does not provide for the development of industrial parks. Therefore, the site's existing zoning is rated as unsatisfactory with respect to allowing for the development of industry at the site relative to the other alternative sites under consideration.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved for the coordination of land purchase, the site is rated as excellent relative to the other alternatives sites under consideration.

Compatibility With Onsite Existing Man-made Features

There is a farm located in the southern portion of the site adjacent to Valley Road (CTH B). However, these farm buildings could be demolished in order not to hamper the sound development of an industrial park at this location. Therefore, the site's compatibility with onsite existing man-made features is rated as good relative to the other alternative sites under consideration.

SITE S3

Size, Shape, Current Use, and Expansion Capabilities of Site

The site is 151 acres in size and is located north of IH 94, west of Summit Avenue (STH 67), south of Valley Road (CTH B), and east of Dousman Road (CTH Z). About 134 acres, or 89 percent of the total area, consists of agricultural land. The shape of the site is generally square. Both the size and shape of the site are sufficient to accommodate an industrial park, which could be expanded to the north, south, or east. In comparison to the other alternative sites under consideration, the size and shape of the site are rated as excellent, and its expansion capabilities are rated as excellent.

Compatibility With Onsite Natural Resource Features

About 17 acres, or 11 percent of the total site area, consists of a primary environmental corridor, which should not be developed. Therefore, the site's compatibility with onsite existing natural resource features is rated as fair relative to the other alternative sites under consideration.

Soil Limitations

Since only about 15 acres, or about 10 percent of the site area, is covered by soils which pose severe or very severe limitations for industrial development, the soil limitations of the site are rated as good in comparison to the other alternative sites.

Topography and Site Drainage

Table III-4 presented earlier indicates that about 12 acres, or about 8 percent of the total site area, has slopes exceeding 12 percent. The generally flat to steep site drains to its western boundary. The site is rated as excellent with respect to topography and drainage.

Public Sanitary Sewer and Water Supply Availability

A manhole for a 10-inch public sanitary sewer which could possibly serve portions of the subject site, if adequate downstream capacity is found to exist in the system by the City Engineer, is located approximately 2,650 feet north of the northeast corner of the subject property, and about 400 feet west of Summit Avenue (STH 67). In order to utilize this sewer, however, a lift station and force main may have to be constructed in order to service the subject site using this sewer. Therefore, the site is rated as poor for current sanitary sewer service availability relative to the other alternative sites under consideration.

A 12-inch public water main and stand pipe are located on the west side of Summit Avenue approximately 2,650 feet north of the northeast corner of the subject property. Due to distance factors relating to the location of this water main and stand pipe, the site is rated as poor for current water service availability relative to other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this water main and stand pipe.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs east and west at Olympia, which is located approximately 3,500 feet north of the site. Therefore, the site is rated as poor for electricity availability in comparison to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, the Wisconsin Electric Power Company would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power to this site.

Gas mains are located to the north of the site, running east and west along Valley Road (CTH B); to the east, running north and south along Summit Avenue (STH 67); and to the west, running north and south along Dousman Road (CTH Z). Therefore, the site is rated as excellent for gas availability relative to the other alternative sites under consideration. The extension of gas service would be made available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by IH 94, Summit Avenue (STH 67), Valley Road (CTH B), and Dousman Road (CTH Z), which afford easy access to all parts of the City. In 1985, IH 94 carried an average weekday traffic volume for a 24-hour period of 16,000 vehicles; Summit Avenue (STH 67) carried an average weekday traffic volume for a 24-hour period of 12,700 vehicles; and Valley Road (CTH B) carried an average weekday traffic volume for a 24-hour period of 1,100 vehicles. Depending upon where access to the site is provided, if an industrial park would be developed at the site, the increase in traffic may not cause any traffic congestion on the existing transportation facility network. In regard to the availability of, and impacts upon, the highway transportation facilities, the site is rated as excellent relative to the other alternative sites under consideration.

Vehicle Ingress and Egress

As stated earlier, the site abuts Summit Avenue (STH 67) on the east, IH 94 on the south, Dousman Road (CTH Z) on the west, and Valley Road (CTH B) on the north, which afford excellent ingress and egress to the site.

Visual Exposure and Identity Potential of Site

The site has excellent visual exposure and identity potential compared to the other alternative sites, since it is located along IH 94, in addition to other arterial streets and highways previously mentioned, from which the site can be readily seen.

Availability of Telephone Communication Systems

According to City officials, if an industrial park were to be developed at the site, Wisconsin Bell would coordinate with the Wisconsin Electric Power Company to select joint easement locations and the proposed route for extension of electric power and telephone service. Existing telephone lines are located to the west of the site, running north and south along Dousman Road (CTH Z), and to the northeast, running north and south along Summit Avenue (STH 67). Therefore, the site is rated as excellent in comparison to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located within the optimum one-and-one-half-mile service radius of the Town of Summit Fire Station. Therefore, the site is rated as good with respect to availability of fire protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north and south of the subject property include agricultural land; to the east, agricultural lands and residential uses; and, to the west, the Summit Town Hall, primary environmental corridor area, residential, and Silver Lake. The site's compatibility with existing neighboring land uses is rated as fair relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Area

The Oconomowoc Regional Interceptor Sewer Study, prepared by Donohue and Associates, Inc., in 1973, indicates that the subject parcel is not to be developed for urban use but is to continue to be rural. The development of the site would not be consistent with the proposed use of the property.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the area in which the subject parcel is located as low-density residential uses and prime agricultural lands. Neighboring areas include prime agricultural lands, other agricultural and rural lands, suburban residential, and medium-density residential to the north; prime agricultural lands to the south; prime agricultural lands, suburban residential, and medium-density residential land to the east; and suburban residential lands to the west.

The adopted regional water quality management plan indicates that only one-sixth of the subject property at its western edge is to be served by public sanitary sewer by the year 2000. Therefore, development of other portions of the subject property for industrial uses would not be consistent with the plan.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

No significant residential areas are located downwind of Site S3. The significant low area located on the western edge of the site impedes air drainage and forms a damp hollow and potential nocturnal frost pocket at the site. If properly planned, industrial lots located at the western edge of the site may be able to exploit the summer cooling effects of the small existing woodland area on the site and also its winter wind screening characteristics. The site is rated as good with respect to microclimate effects.

Public Transit

Since the Wisconsin Coach Lines, Inc., provides a stop at the nearby Olympia Resort, the distance and availability of public transit facilities to the site is rated as excellent relative to the other alternative sites under consideration.

Existing Zoning

The site is currently located in the A-ETZ Agricultural District as provided by the adopted Extraterritorial Zoning Ordinance. The district does not provide for the development of industrial parks. Therefore, the site's existing zoning being conducive to its use is rated as unsatisfactory with respect to allowing for the development of industry at the site relative to the other alternative sites under consideration.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved in the coordination of land purchase, the site is rated as excellent relative to the other alternative sites under consideration.

Compatibility With Onsite Existing Man-made Features

There is a large group of farm buildings located in the northwest corner of the site. However, these farm buildings could be demolished in order not to hamper the sound development of an industrial park at this location. Therefore, the site is rated as good relative to the other alternative sites under consideration.

SITE S4

Size, Shape, and Expansion Capabilities of Site

The site is 156 acres in size, and is located north of IH 94, east of Summit Avenue (STH 67), and south of Valley Road (CTH B). The total site area consists of agricultural land. The shape of the site is generally square. Both the size and shape of the site are sufficient to accommodate an industrial park, which could be expanded to the east, south, or west. In comparison to the other alternative sites, the size and shape of the site, as well as its expansion capabilities, are rated as excellent.

Compatibility With Onsite Natural Resource Features

Since there are no onsite existing natural resource features located on the site, the site is rated as excellent relative to the other alternative sites under consideration.

Soil Limitations

No soils are found on the site which pose severe or very severe limitations for industrial development. Therefore, the soil limitations of the site are rated as excellent in comparison to the other alternative sites under consideration.

Topography and Site Drainage

Table III-4 presented earlier indicates that none of the total site area exceeds a 6 percent slope. The generally flat site drains to its western boundary. The site is rated as excellent with respect to topography and drainage.

Public Sanitary Sewer and Water Supply Availability

A manhole for a 10-inch public sanitary sewer which could possible serve portions of the subject site, if adequate downstream capacity is found to exist in the system by the City Engineer, is located approxmately 2,700 feet northwest of the northwest corner of the subject property and about 400 feet west of Summit Avenue (STH 67). In order to utilize this sewer, however, a lift station and force main may have to be constructed in order to service the subject property. Therefore, the site is rated as poor for current sanitary sewer service availability relative to the other alternative sites under consideration.

A 12-inch public water main and stand pipe are located on the west side of Summit Avenue, approximately 2,700 feet northwest of the northwest corner of the subject property. Due to distance factors relating to the location of this water main and stand pipe, the site is rated as poor for current water service availability relative to the other alternative sites under consideration. Detailed water utility studies may have to be done to determine the adequacy of both flow and pressure in order to serve the site using this water main and stand pipe.

Energy Availability

There are no existing electric utility easements located within the boundaries of the site. A three-phase, 350 mcm cable, 25,000 volt feeder line, underground, runs east and west at Olympia, which is located approximately 3,500 feet north of, and 2,600 feet west of, the site. Therefore, the site is rated as poor for electricity availability in comparison to the other alternative sites under consideration. Based upon discussions with City officials, if an industrial park were to be developed at the site, the Wisconsin Electric Power Company would coordinate with Wisconsin Bell to select joint easement locations and the proposed route for extension of electric power to this site.

A gas utility easement is located in the southwest corner of the site, running north and south parallel to Summit Avenue (STH 67). In addition, there is a gas main located to the north of the site, running east and west along Valley Road (CTH B). Therefore, the site is rated as excellent for gas availability in comparison to the other alternative sites under consideration. The extension of gas service would be made available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by IH 94, Summit Avenue (STH 67), Valley Road (CTH B), and Dousman Road (CTH Z), which afford easy access to all parts of the City. In 1985, IH 94 carried an average weekday traffic volume for a 24-hour period of 16,000 vehicles; Summit Avenue carried an average weekday traffic volume for a 24-hour period of 12,700 vehicles; and Valley Road carried an average weekday traffic volume for a 24-hour period of 1,100 vehicles. Depending upon where access to the site is provided, if an industrial park were to be developed at the site, the increase in traffic may not cause any traffic congestion on the existing transportation facility network. In regard to the availability of, and impacts upon, the highway transportation

facilities, the site is rated as excellent relative to the other alternative sites under consideration.

Vehicle Ingress and Egress

As stated earlier, the site abuts Summit Avenue (STH 67) on the west, IH 94 on the south, and Valley Road (CTH B) on the north, which afford excellent ingress and egress to the site.

Visual Exposure and Identity Potential of Site

The site has excellent visual exposure and identity potential compared to the other alternative sites, since it is located along IH 94, as well as the other arterial streets and highways previously mentioned from which the site can be readily seen.

Availability of Telephone Communication Systems

According to City officials, if an industrial park were to be developed at the site, Wisconsin Bell would coordinate with the Wisconsin Electric Power Company to select joint easement locations and the proposed route for extension of electric power and telephone service. Existing telephone lines are located in the northwest corner of the site, running north and south along Summit Avenue (STH 67). Therefore, the site is rated as excellent in comparison to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located within the optimum one-and-one-half-mile service radius of the Town of Summit Fire Station. Therefore, the site is rated as good with respect to availability of fire protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north of the subject property include Summit Elementary School and agricultural lands; to the south and west, agricultural lands; and, to the east, woodlands and agricultural lands. The site's compatibility with existing neighboring land uses is rated as fair relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Area

The Oconomowoc Regional Interceptor Sewer Study, prepared by Donohue and Associates, Inc., in 1973 indicates that the subject parcel is not to be developed for urban use but is to continue to be rural. The development of the site would not be consistent with the proposed use of the property.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the area in which the subject parcel is located as prime agricultural lands and low-density residential uses. Neighboring areas include prime agricultural lands to the north, south, and east; and suburban residential development to the west.

The adopted regional water quality management plan does not indicate that the subject parcel is to be served by public sanitary sewer by the year 2000. Therefore, development of the subject parcel for industrial uses would be inconsistent with that plan.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

No significant residential areas are located downwind of Site S4. Since there is no significant existing vegetation at the site to shield buildings from the effects of the winter winds, proper building siting and landscape plantings may be necessary to reduce the onsite effects of the winds. The site is rated overall as good with respect to microclimate effects.

Public Transit

Since the Wisconsin Coach Lines, Inc., provides a stop at the nearby Olympia Resort, the distance and availability of public transit facilities to the site is rated as excellent relative to the other alternative sites under consideration.

Existing Zoning

The site is currently located in the A-ETZ Agricultural District as provided by the adopted Extraterritorial Zoning Ordinance. The district does not provide for the development of industrial parks. Therefore, the site's existing zoning is rated as unsatisfactory with respect to allowing for the development of industry at the site relative to the other alternative sites under consideration.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved in the coordination of land purchase, the site is rated as excellent relative to the other alternative sites under consideration.

Compatibility With Onsite Existing Man-made Features

There are no existing man-made features located on the site; therefore, the site is rated as excellent relative to the other alternative sites under consideration.

SITE S5

Size, Shape, and Expansion Capabilities of Site

The site is 80 acres in size and is located north of Valley Road (CTH B) and about 1,400 feet east of Golden Lake Road (CTH BB). About 78 acres, or 98 percent of the total area, consists of agricultural land. The shape of the site is rectangular. Both the size and shape of the site are sufficient to accommodate an industrial park, which could be expanded to the north, south, east, or west. In comparison to the other alternative sites, the shape of the

site and its expansion capabilities are rated as excellent; and the size of the site is rated as good.

Compatibility With Onsite Natural Resource Features

Only about two acres, or 2 percent of the total site area, consists of an isolated natural area, which should not be developed. Therefore, the site's compatibility with onsite existing natural resource features is rated as excellent relative to the other alternative sites under consideration.

Soil Limitations

Since only about three acres, or about 4 percent of the area of the site, pose severe limitations for the development of light industrial and commercial buildings, the soil limitations of the site are rated as excellent in comparison to the other alternative sites under consideration.

Topography and Site Drainage

Table III-4 presented earlier indicates that four acres, or 5 percent of the total site area, exceeds a 6 percent slope. The generally flat to gently rolling site drains to its southeastern corner. The site is rated as excellent with respect to topography and drainage.

Public Sanitary Sewer and Water Supply Availability

The site is currently not served with public sanitary sewer service, nor does the site have a sanitary sewer readily accessible without going a great distance and constructing a lift station. The site is rated as unsatisfactory for current sanitary sewer service availability relative to the other alternative sites under consideration.

The site is currently not served with public water service, nor does the site have a public water main readily accessible to it without going a great distance. The site is, therefore, rated as unsatisfactory for current public water service availability relative to the other alternative sites under consideration.

Energy Availability

There are no existing electric utility easements located within or near the boundaries of the site. The City of Oconomowoc Utilities does not recommend this site since the availability of electric power is very limited. The site would not only be difficult to serve, but very expensive. Therefore, the site is rated unsatisfactory for electric power availability relative to the other alternative sites under consideration.

The closest gas main is located at Golden Lake Road (CTH BB), approximately 1,320 feet west of the site. Therefore, the site is rated as fair for gas availability relative to the other alternative sites under consideration. The extension of gas service is available to the site by the Wisconsin Natural Gas Company.

Availability of, and Impacts Upon, Highway Transportation Facilities

Vehicular access to the site is provided by Valley Road (CTH B) and Golden Lake Road (CTH BB), which afford easy access to all parts of the City. In 1985, Valley Road carried an average weekday traffic volume for a 24-hour period of 1,100 vehicles and Golden Lake Road carried an average weekday traffic volume for a 24-hour period of 1,800 vehicles. Should an industrial park be developed at the site, the increase in traffic may not adversely affect or cause traffic congestion on the existing transportation facility network. In relation to the availability of, and impacts upon, the highway transportation facilities, the site is rated as good in comparison to the other alternative sites under consideration.

Vehicle Ingress and Egress

As stated earlier, the site abuts Valley Road (CTH B) which affords excellent ingress and egress to the site.

Visual Exposure and Identity Potential of Site

The site has poor visual exposure and identity potential compared to the other alternative sites, since it is located along an arterial street with low traffic volumes from which the site can be readily seen.

Availability of Telephone Communication Systems

The extension of telephone service is available to the site by Wisconsin Bell. Existing telephone lines are located to the south of the site, running east and west along Valley Road (CTH B). Therefore, the site is rated as excellent in comparison to the other alternative sites under consideration.

Availability of Fire Protection Services

The site is located marginally within the optimum one-and-one-half-mile service radius of the City of Oconomowoc Fire Station. Therefore, the site is rated as fair with respect to availability of fire protection services.

Existing Neighboring Land Uses

Existing neighboring land uses to the north of the subject property include agricultural land, primary environmental corridor, and the Oconomowoc River; to the south and west, agricultural land; and to the east, an isolated natural area and agricultural land. The site's compatibility with existing neighboring land uses is rated as excellent relative to the other alternative sites under consideration.

Current Long-Range Plans for Site and Surrounding Areas

The Oconomowoc Regional Interceptor Sewer Study, prepared by Donohue and Associates, Inc., in 1973 indicates that the entire site be developed as medium-density urban land use. The development of the site would be consistent with these proposed uses.

The adopted SEWRPC Planning Report No. 25, A Regional Land Use Plan and a Regional Transportation Plan for Southeastern Wisconsin--2000, identifies the

area in which the subject parcel is located as prime agricultural land. Neighboring areas include prime agricultural lands, agricultural lands and other rural uses, and medium-density residential uses to the north; and prime agricultural lands to the south, west, and east.

The adopted regional water quality management plan does not indicate that the subject parcel is to be served by public sanitary sewer by the year 2000. Therefore, development of the subject parcel for industrial uses would be inconsistent with that plan.

Based upon this analysis, the site is rated as poor with respect to both compatibility with proposed neighboring land uses and current long-range plans.

Site Microclimate Effects and Orientation

No significant residential areas are located downwind of Site S4. Since there is no significant existing vegetation at the site to shield buildings from the effects of the winter winds, proper building siting and landscape plantings may be necessary to reduce the onsite effects of the winds. The site is rated overall as good with respect to microclimate effects.

Availability of Railway Freight, Air Transportation, Water Transportation, and Public Transit Facilities

(see information for Site 02)

Existing Zoning

The site is currently located in the R-1c One-family Residential District provided by the City of Oconomowoc Zoning Ordinance. The district does not provide for the development of industrial parks. Therefore, the site's existing zoning being conducive to its use is rated as unsatisfactory with respect to allowing for the development of industry at the site.

Number of Properties Involved for Coordination of Land Purchase

Since there is only one property involved in the coordination of land purchase, the site is rated as excellent relative to the other alernative sites under consideration.

Compatibility With Onsite Existing Man-made Features

There are no onsite existing man-made features located on the site; therefore, the site is rated as excellent relative to the other alternative sites under consideration.

SITE S6

Size, Shape, Current Use, and Expansion Capabilities of Site

The site is approximately 74 acres in size, and is located south of Lincoln Street, east of Concord Road, and west of, and contiguous to, the Oconomowoc River. About 20 acres, or 27 percent of the total area, consists of agricultural land, whereas the remaining 54 acres, or about 73 percent of the site, consists of a primary environmental corridor. The shape of the site is very

irregular. Both the size and shape of the site are not sufficient to accommodate an industrial park. In comparison to the other alternative sites, the size of the useable portion of the site and its shape are rated as unsatisfactory; and its expansion capabilities are rated as poor.

Based upon these facts and analysis, this site is removed from further consideration as a future industrial park for the City.

COMPARATIVE NONECONOMIC SITE EVALUATIONS

The site selection process may be aided by evaluating and comparing the characteristic response of each site to the various noneconomic criteria set forth in Section II and listed in Table III-5. The criteria are listed in rank order on a scale of from one to four in importance, with four representing the highest level of importance and one the lowest. A relative value has been assigned to each of the evaluation criteria and the sites scored. The scoring is based upon the degree to which the site was found to meet each criteria in relation to the other alternative sites being considered. A score of four is excellent; three, good; two, fair; one, poor; and zero unsatisfactory. The score for each of the site evaluation criteria was then multiplied by a normalization factor as set forth in Table III-5 to obtain a normalized score for each criterion. The normalized scores for all of the site evaluation criteria for each site were then summed and an overall score for each alternative site obtained. The results of this comparative evaluation process are given in Table III-6. The site with the highest score is considered the most suitable site for the new industrial park--from a noneconomic standpoint.

THE RECOMMENDED ALTERNATIVE INDUSTRIAL PARK SITES

A rank order listing of the alternative sites considered, based upon the noneconomic evaluation of the sites, is shown in Table III-7. The site which scored the highest is Site S4; second highest, Site S2; and third highest, Site 05. Based upon the evaluation, the sites recommended for further consideration are Sites S4, S2, and 05.

Table III-5

COMPARATIVE NONECONOMIC INDUSTRIAL PARK SITE EVALUATION MEASURES

Evaluation Criteria	Rank Order and Value	Normalized Value
Sufficient Site Size to Accomodate Use	4.0	0.57
Compatibility with On-Site Existing Natural Resource Features	3.8	0.53
Soil Limitations for Light Industrial and Commercial Building Construction	3.7	0.52
Topography and Site Drainage	3.6	0.51
Availability of Adequate Sanitary Sewer System	3.5	0.49
Availability of Adequate Public Water Supply System	3.5	0.49
Availability of Electric Power	3.5	0.49
Distance From and Availability of Highway Transportation Facilities	3.4	0.48
Visual Exposure and Identity Potential of Site	3.3	0.46
Site Configuration (Shape) Conducive to Use	3.1	0.44
Impacts Upon the Supporting Arterial Highway Network	3.1	0.44
Availability of Telephone Communications Systems	3.0	0.42
Availability of Natural Gas Supply	3.0	0.42
Availability of Adequate Fire Protection Services	3.0	0.42
Vehicle Ingress/Egress	3.0	0.42
Compatibility with Community Long-Range Plans	2.9	0.41
Compatibility with Existing Neighboring Land Uses	2.8	0.39
Expansion Capabilities of the Site	2.5	0.35
Site Microclimate Effects and Orientation	2.3	0.32
Compatibility with Proposed Neighboring Land Uses	2.0	0.28
Distance From and Availability of Railway Freight Facilities	1.9	0.27
Compatibility with On-Site Existing Man-Made Features	1.7	0.24
Distance From and Availability of Air Transportation Facilities	1.3	0.18
Distance From and Availability of Water Transportation Facilities	1.1	0.16
Number of Properties Involved for Coordination of Land Purchase	0.9	0.13
Distance From and Availability of Public Transit Facilities	0.7	0.10
Existing Zoning Conducive to Use	0.5	0.07
Total	71.1	10.00

Source: SEWRPC.

Table III-6

COMPARATIVE SITE EVALUATION FOR THE ALTERNATIVE INDUSTRIAL PARK SITES

Evaluation Criteria	Normalizing Factor	Alternative Industrial Sites						Alternative Industrial Sites											
		01		02		03		04		05		S2		S3		S4		S5	
		Score	Normal Score	Score	Normal Score	Score	Normal Score	Score	Normal Score	Score	Normal Score	Score	Normal Score	Score	Normal Score	Score	Normal Score	Score	Normal Score
Sufficient Site Size to Accomodate Use	0.57	4	2.28	3	1.71	4	2.28	4	2.28	3	1.71	4	2.28	4	2.28	4	2.28	3	1.71
Compatibility with On-Site Existing Natural Resource Features	0.53	2	1.06	4	2.12	4	2.12	3	1.59	4	2.12	4	2.12	2	1.06	4	2.12	4	2.12
Soil Limitations for Light Industrial and Commercial Building Construction	0.52	2	1.04	4	2.08	4	2.08	2	1.04	3	1.56	4	2.08	3	1.56	4	2.08	4	2.08
Topography and Site Drainage	0.51	4	2.04	4	2.04	4	2.04	2	1.02	3	1.53	4	2.04	4	2.04	4	2.04	4	2.04
Availability of Adequate Sanitary Sewer System	0.49	1	0.49	1	0.49	3	1.47	1	0.49	4	1.96	1	0.49	1	0.49	1	0.49	0	0.00
Availability of Adequate Public Water Supply System	0.49	2	0.98	1	0.49	2	0.98	1	0.49	3	1.47	1	0.49	1	0.49	1	0.49	0	0.00
Availability of Electric Power	0.49	2	0.98	1	0.49	3	1.47	1	0.49	4	1.96	2	0.98	1	0.49	1	0.49	0	0.00
Distance From and Availability of Highway Transportation Facilities	0.48	3	1.44	3	1.44	3	1.44	3	1.44	3	1.44	4	1.92	4	1.92	4	1.92	3	1.44
Visual Exposure and Identity Potential of Site	0.46	2	0.92	2	0.92	2	0.92	2	0.92	2	0.92	4	1.84	4	1.84	4	1.84	1	0.46
Site Configuration (Shape) Conducive to Use	0.44	4	1.76	4	1.76	4	1.76	4	1.76	3	1.32	4	1.76	4	1.76	4	1.76	4	1.76
Impacts Upon the Supporting Arterial Highway Network	0.44	3	1.32	3	1.32	3	1.32	3	1.32	1	0.44	4	1.76	4	1.76	4	1.76	3	1.32
Availability of Telephone Communications Systems	0.42	3	1.26	3	1.26	3	1.26	3	1.26	4	1.68	4	1.68	4	1.68	4	1.68	4	1.68
Availability of Natural Gas Supply	0.42	1	0.42	4	1.68	1	0.42	3	1.26	4	1.68	4	1.68	4	1.68	4	1.68	2	0.84
Availability of Adequate Fire Protection Services	0.42	1	0.42	1	0.42	1	0.42	1	0.42	3	1.26	3	1.26	3	1.26	3	1.26	2	0.84
Vehicle Ingress/Egress	0.42	3	1.26	3	1.26	3	1.26	3	1.26	1	0.42	4	1.68	4	1.68	4	1.68	4	1.68
Compatibility with Community Long-Range Plans	0.41	0	0.00	2	0.82	1	0.41	1	0.41	1	0.41	1	0.41	1	0.41	1	0.41	1	0.41
Compatibility with Existing Neighboring Land Uses	0.39	4	1.56	2	0.78	2	0.78	2	0.78	4	1.56	1	0.39	2	0.78	2	0.78	4	1.56
Expansion Capabilities of the Site	0.35	4	1.40	4	1.40	3	1.05	3	1.05	2	0.70	2	0.70	4	1.40	4	1.40	4	1.40
Site Microclimate Effects and Orientation	0.32	2	0.64	2	0.64	2	0.64	2	0.64	3	0.96	2	0.64	3	0.96	3	0.96	3	0.96
Compatibility with Proposed Neighboring Land Uses	0.28	1	0.28	1	0.28	1	0.28	1	0.28	1	0.28	1	0.28	1	0.28	1	0.28	1	0.28
Distance From and Availability of Railway Freight Facilities	0.27	2	0.54	2	0.54	2	0.54	2	0.54	4	1.08	2	0.54	2	0.54	2	0.54	2	0.54
Compatibility with On-Site Existing Man-Made Features	0.24	3	0.72	3	0.72	3	0.72	3	0.72	4	0.96	3	0.72	3	0.72	4	0.96	4	0.96
Distance From and Availability of Air Transportation Facilities	0.18	3	0.54	3	0.54	3	0.54	3	0.54	3	0.54	3	0.54	3	0.54	3	0.54	3	0.54
Distance From and Availability of Water Transportation Facilities	0.16	2	0.32	2	0.32	2	0.32	2	0.32	2	0.32	2	0.32	2	0.32	2	0.32	2	0.32
Number of Properties Involved for Coordination of Land Purchase	0.13	4	0.52	4	0.52	4	0.52	4	0.52	4	0.52	4	0.52	4	0.52	4	0.52	4	0.52
Distance From and Availability of Public Transit Facilities	0.10	1	0.10	1	0.10	1	0.10	1	0.10	1	0.10	4	0.40	4	0.40	4	0.40	1	0.10
Existing Zoning Conducive to Use	0.07	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Total	10.00	63	24.29	67	26.14	68	27.14	60	22.94	74	28.90	76	29.52	76	28.86	80	30.68	67	25.56

Note: The following scale was used for each score assigned: Excellent=4; Good=3; Fair=2; Poor=1; Unsatisfactory=0.

Source: SEWRPC.

Table III-7

RANK ORDER LISTING OF THE
ALTERNATIVE INDUSTRIAL PARK SITES
BASED UPON SITE EVALUATION

Rank Order	Normalized Score	Site
1	30.68	S4
2	29.52	S2
3	28.90	05
4	28.86	S3
5	27.14	03
6	26.14	02
7	25.56	S5
8	24.29	01
9	22.94	04

Source: SEWRPC.

Section IV

INDUSTRIAL PARK DEVELOPMENT COST ESTIMATE ANALYSIS

INTRODUCTION

This section presents data and analyses regarding the 1985 assessed real property values of the alternative industrial park sites considered; the costs to develop these alternative sites as industrial parks; and the costs to construct various building types in an industrial park located in the Oconomowoc area.

ASSESSED REAL PROPERTY VALUES OF THE ALTERNATIVE INDUSTRIAL SITES

Table IV-1 presents the assessed real property values of the 11 alternative industrial park sites considered. The values should approximate the 1985 market values of the sites. The cost per gross acre of land, which includes land areas of environmental significance, severe and very severe soil limitations, and steep slopes, are presented together with the cost per gross acre of developable land. Table IV-2 shows the rank order of all 11 alternative sites considered based upon the equalized assessed valuation per gross developable acre of land. The costs per gross developeable acre of these 11 sites varied from about $1,350 to $12,500. Site S4 has the lowest cost at $1,348 per developeable acre of land; Site 03 the second lowest at $1,748; and Site 05 the third lowest at $1,830. Since the assessed values used as a basis for these costs may only approximate the true current market value of the sites, it is recommended that the City have an appraisal made of the site ultimately selected for an industrial park.

ESTIMATED COSTS TO DEVELOP INDUSTRIAL PARKS IN THE CITY OF OCONOMOWOC AREA

Table IV-3 presents information on the costs of developing a new industrial park at each of the alternative sites considered giving a total project cost estimate for each site. Table IV-3 further presents the various cost components of the total project cost estimate which includes land acquisition costs, site development costs, total construction costs, adjusted total construction costs, professional fees, contingencies, and the administrative costs to the City. These costs, however, do not include costs associated with extending public water supply and sanitary sewer to the site. Such costs must be provided by the City Engineer. The costs do include the costs of installing sewer and water mains within the site boundaries.

Land Acquisition Costs

Land acquisition costs are defined as the total 1985 assessed valuation of real property at each site as shown earlier in Table IV-1.

Table IV-1

ASSESSED REAL PROPERTY VALUES OF THE ALTERNATIVE INDUSTRIAL SITES: 1985

Alternative Site	Total Gross Site Area[a] (acres)	Gross Developable Site Area[b] (acres)	Equalized Assessed Valuation of Real Property--1985[c]			Estimated Cost Per Gross Acre of Land[d]	Estimated Cost Per Gross Developable Acre of Land[d]
			Land	Improvements	Total		
01	100.0	73.0	$151,613	$ 35,012	$186,625	$ 1,866	$ 2,556
02	75.2	72.2	124,592	64,451	189,043	2,513	2,618
03	79.0	68.0	115,445	6,834	122,279	1,547	1,798
04	151.7	112.7	222,584	51,624	274,208	1,807	2,433
05	63.4	46.4	84,954	--	84,954	1,339	1,830
S2	98.7	98.7	200,103	48,729	248,832	2,521	2,521
S3	151.1	134.1	201,313	161,396	362,709	2,400	2,704
S4	156.0	156.0	210,298	--	210,298	1,348	1,348
S5	80.0	71.5	152,706	--	152,706	1,908	2,135

[a]Lands including areas of environmental significance, severe and very severe soil limitations, and steep slopes.

[b]Lands excluding areas of environmental significance, severe and very severe soil limitations, and steep slopes.

[c]Data supplied by City of Oconomowoc. The figures shown represent the equalized assessed valuation.

[d]Based upon equalized assessed valuation and including existing improvements for the entire area.

Source: SEWRPC.

Table IV-2

RANK ORDER LISTING OF THE ALTERNATIVE INDUSTRIAL PARK SITES BASED UPON THE EQUALIZED ASSESSED VALUATION PER GROSS DEVELOPABLE ACRE OF LAND

Rank Order	Alternative Site	Estimated Cost Per Gross Developable Acre of Land[a]: 1985
1	S4	$ 1,348
2	03	1,798
3	05	1,830
4	S5	2,135
5	04	2,433
6	S2	2,521
7	01	2,556
8	02	2,618
9	S3	2,704

[a]Lands excluding areas of environmental significance, severe and very severe soil limitations, and steep slopes.

Source: SEWRPC.

Table IV-3

COST ESTIMATE ANALYSIS FOR THE CONSTRUCTION OF
AN INDUSTRIAL PARK AT EACH OF THE ALTERNATIVE SITES

Alternative Site	Land Acquisition Costs	Site Development Costs[a]	Total Construction Costs[b]	Adjusted Total Construction Costs[c]	Professional Fees[d]	Contingencies[e]	Administrative Costs to City[f]	Total Project Cost[g]
01	$186,625	$ 956,300	$1,142,925	$1,257,218	$113,150	$125,722	$ 12,572	$1,593,487
02	189,043	945,820	1,134,863	1,134,863	102,138	113,486	11,349	1,550,879
03	122,279	890,800	1,013,079	1,114,387	100,295	111,439	11,144	1,459,544
04	274,208	1,476,370	1,750,578	1,925,636	173,307	192,564	19,256	2,584,971
05	84,954	607,840	692,794	762,073	68,587	76,207	7,621	999,442
S2	248,832	1,292,970	1,541,802	1,541,802	138,762	154,180	15,418	2,098,994
S3	362,709	1,756,710	2,119,419	2,331,361	209,822	233,136	23,312	3,160,340
S4	210,298	2,043,600	2,253,898	2,253,898	202,851	225,389	22,539	2,914,975
S5	152,706	936,650	1,089,356	1,089,356	98,042	108,936	10,894	1,459,934

[a]For only those areas of the sites which are developable.

[b]Total construction cost is defined as land acquisition costs plus site development costs.

[c]On unusual or difficult sites, 10 percent of the total construction costs have been added to the total constructon costs to arrive at the adjusted total construction costs.

[d]Nine percent of the adjusted construction costs, including costs of legal, engineering, and land surveying services.

[e]Ten percent of the adjusted total construction cost.

[f]One percent of the adjusted total construction costs.

[g]Total = Land Acquisition + Adjusted Total Construction Costs + Professional Fees + Contingencies + Administrative Costs to the City. Also, it should be noted that these total project costs do not include the extension of public water supply or sanitary sewer service to the property.

Source: SEWRPC.

Site Development Costs

Site development costs are defined as the material and labor costs associated with all work on the site, including grading, street surfacing, limited curb and gutter work at the site entrance only, open drainage channels, sanitary sewers, public water mains, landscaping, signage, and tree clearing and grubbing. For typical site development cost calculation purposes, a unit cost per gross developeable acre of land of $13,100 may be used based upon the 1985/1986 site development costs associated with the construction of the 108-gross-acre Franklin Industrial Park located in the City of Franklin, Milwaukee County, Wisconsin. The Franklin Industrial Park represents a typical site for industrial development with no significant onsite limiting features.

Total Construction Costs and Adjusted Total Construction Costs

Total construction costs are defined as the public water supply and sanitary sewer extensions to site costs plus the site development costs. On unusual or difficult sites, 10 percent of the total construction costs have been added to the total construction costs to arrive at the adjusted total construction costs.

Professional Fees

Professional fees include the costs of legal, engineering, land surveying, and landscape architecture services. Nine percent of the adjusted total construction costs is used to calculate these fee estimates.

Contingencies

The contingency represents a percentage of the adjusted total construction reserve to meet unforeseen contingencies. Ten percent of the adjusted total construction cost was used to arrive at this estimate.

Administrative Costs to the City

Administrative costs include costs for which the City is responsible during the planning and construction process, including insurance costs and the cost of City staff personnel time. A figure of 1 percent of the adjusted total construction costs was used to arrive at the total project cost estimate.

Total Project Cost

The total project cost represents, with certain exceptions, the amount required to construct a ready-for-sale industrial park. The total project costs represent costs associated with land acquisition, infrastructure construction, professional fees, contingencies, and administrative costs to the City. This figure does not include any financing costs or demolition costs for existing improvements at any of the alternative sites, nor does it include the cost of extending sanitary sewer or water service to the site.

Table IV-4 indicates the rank order listing of the alternative industrial park sites based upon total cost per developable and net saleable acre of land at each site. Alternative sites S4, S5, and S2, in that order, represent the

Table IV-4

RANK ORDER LISTING OF THE ALTERNATIVE INDUSTRIAL PARK SITES BASED UPON TOTAL COST PER DEVELOPABLE AND SALEABLE ACRE OF LAND: 1985

Rank Order	Alternative Site	Gross Developable Site Area[a] (acres)	Total Project Cost[b]	Cost Per Gross Developable Acre[b]	Cost Per Net Saleable Acre of Land[c]
1	S4	156.0	$2,914,975	$18,686	$21,983
2	S5	71.5	1,459,934	20,418	24,022
3	S2	98.7	2,098,994	21,266	25,019
4	03	68.0	1,459,544	21,463	25,251
5	02	72.2	1,550,879	21,480	25,271
6	05	46.4	999,442	21,539	25,341
7	01	73.0	1,593,487	21,829	25,680
8	04	112.7	2,584,971	22,937	26,984
9	S3	134.1	3,160,340	23,567	27,726

[a]Lands excluding areas of environmentally significance, severe and very severe soil limitations, and steep slopes.

[b]These costs include land acquisition, the adjusted total construction costs, professional fees, contingencies, and administrative costs to the City.

[c]Excluding all public rights-of-way which are assumed to occupy about 15 percent of each gross developable acre of land.

Source: SEWRPC.

potentially most economic sites to be developed based upon ultimate cost per net saleable acre of land when fully developed, excluding costs associated with extending public water supply and sanitary sewer to the sites.

Because of constant changes in the land market and in the costs of labor and materials, and because of the effects of competitive conditions on bid prices, the statements of total project cost per net saleable acre of land cannot be guaranteed. It should also be understood that the costs outlined herein are based upon assumed costs in 1985/1986 and represent, at best, estimates which may change once a site plan has been designed for a particular site and upon the overall quality of the park design.

BUILDING COST DATA FOR BUILDINGS CONSTRUCTED AT INDUSTRIAL AND BUSINESS PARKS IN THE GREATER MILWAUKEE AREA

Table IV-5 provides current--January 1, 1985--square-foot cost data for the construction of various building types typically found in industrial and business parks. These building types include factories; low rise--one- to four-story--offices; research laboratories and facilities; warehouses and storage buildings; and combined warehouses and offices. The costs shown in Table IV-5 were derived, in part, from the publication Means Building Construction Cost Data, 1985, published by the Robert Snow Means Company, Inc., with the Means Data Bank of Construction Costs adjusted to January 1, 1985, for the greater Milwaukee area. The first column of the table indicates that 25 percent of the projects have lower costs than the unit square-foot cost show, and 75 percent have higher; the median column shows that 50 percent of the projects have lower costs, and 50 percent have higher; and the third column of the table shows that 75 percent of the projects have lower costs, and 25 percent have higher. For the purposes of this study, the median construction costs for each building type was used. The costs shown in Table IV-5 are building costs only and including all costs of construction within five feet of the building line, items required by codes, and items normally found in building regardless of building type. These costs do not include either fixed or movable equipment.

Table IV-6 indicates the current typical median building and related site development costs for the construction of various business and industrial building types per developable acre of land in the greater Milwaukee area. These costs or values represent the final taxable improvements to a typical developed acre of industrial property. The table assumes that ultimate development of the industrial park would have an overall site area to building area ratio of 5 to 1; or a building area of about 8,700 square feet per developable acre of land. The total onsite costs per developable acre of industrial park is an important consideration in the ultimate determination of the municipal fiscal impact of such a development on the City. As indicated in Table IV-6, the type of building constructed in an industrial park is a major determinant of the taxable value of the property.

Table IV-5

SQUARE-FOOT BUILDING CONSTRUCTION COST DATA FOR THE CONSTRUCTION OF VARIOUS BUILDING TYPES FOR BUSINESS AND INDUSTRIAL PARKS IN THE GREATER MILWAUKEE AREA FOR JANUARY 1, 1985

Building Type[a]	Cost Per Square Foot[b]		
	1/4	Median	3/4
Factories	$21.56	$30.37	$51.98
Offices (Low Rise--1 to 4 Stories)	$39.12	$50.22	$66.45
Research Laboratories and Facilities	$55.07	$84.20	$126.62
Warehouses and Storage Buildings	$17.28	$23.94	$36.99
Warehouses and Offices (combined)	$20.42	$27.66	$37.98

[a]Typical gross square foot areas for these building types listed are generally as follows (based upon the Means Data Bank of Construction Costs):

1. Factories: Typical size = 26,400 gross square feet; typical size range = 12,900 to 50,000 square feet.

2. Offices, Low Rise: Typical size = 8,600 square feet; typical size range = 4,700 to 19,000 square feet.

3. Research Laboratories and Facilities: Typical size = 19,000 square feet; typical size range = 6,300 to 45,000 square feet.

4. Warehouses and Storage Buildings: Typical size = 25,000 square feet; typical size range = 8,000 to 72,000 square feet.

5. Warehouses and Offices (combined): typical size = 25,000 square feet; typical size range = 8,000 to 72,000 square feet.

[b]The costs were derived from the Means Data Bank of Construction Costs adjusted to January 1, 1985, from the typical building size discussed in footnote "a" above for each specific building type, and associated costs for the greater Milwaukee area. The 1/4 column shows that 25 percent of the projects have lower costs, and 75 percent have higher; the 3/4 column shows that 75 percent of the projects have lower costs and 25 percent have higher; and the median column shows that 50 percent of the projects have lower costs, and 50 percent have higher.

Source: Means Building Construction Cost Data, 1985 (Kingston, Mass.: Robert Snow Means Company, Inc.) 1983; and SEWRPC.

Table IV-6

TYPICAL MEDIAN BUILDING AND RELATED SITE DEVELOPMENT COSTS FOR THE CONSTRUCTION OF VARIOUS BUSINESS AND INDUSTRIAL BUILDING TYPES PER DEVELOPABLE ACRE OF LAND IN THE GREATER MILWAUKEE AREA FOR JANUARY 1, 1985

Building Type	Typical 1985 Median[a] Cost Per Developable Acre of Land		
	Building Costs[b]	Development Costs[c]	Onsite Costs[d]
Factories	$264,580	$ 39,690	$304,270
Offices (Low Rise--Single-story)	$437,520	$ 65,630	$503,150
Research Laboratories and Facilities	$733,550	$110,030	$843,580
Warehouses and Storage Buildings	$208,570	$ 31,290	$239,860
Warehouses and Offices (combined) ...	$240,970	$ 36,150	$277,120

[a]Derived, in part, from the Means Data Bank of Construction Costs adjusted to January 1, 1985, for the greater Milwaukee area.

[b]Building costs include all costs of construction within five feet of the building line, items required by codes, and items normally found in buildings regardless of building type. This figure does not include either fixed or movable equipment. In addition, building costs per acre are also based uon the construction of single-story buildings with an overall site area to building area ratio of 5 to 1, or a building area of 8,712 square feet per developable acre of land.

[c]Site development costs include the costs of all work required on that portion of the building site which lies within the site boundary and up to five feet from the edge of the building, including grading, fencing, the construction of private driveways and parking areas, utilities, landscape development, the placement of walks, site lighting, sign placement, and the costs required to overcome any unusual foundation conditions. For analysis purposes, the percentage of 15 percent of the building costs figure is used which assumes an average cost for such improvements.

[d]These total onsite costs are the building costs plus the site development costs per developable acre of land, excluding public improvement costs for streets and other utilities existing in public rights-of-way.

Source: SEWRPC.

SECTION V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

INTRODUCTION

By letter dated November 25, 1985, the City of Oconomowoc requested that the Southeastern Wisconsin Regional Planning Commission assist the City in the conduct of an industrial park location study. The study included: 1) an inventory and analysis of current industrial park sites in and around the City of Oconomowoc; 2) the development of industrial park site location criteria; 3) the identification and evaluation of alternative industrial park sites; 4) an analysis of industrial park site development costs; and 5) recommendations for the location of an additional industrial park in the Oconomowoc area. This memorandum presents the findings and recommendations of that study.

In April of 1985, the Southeastern Wisconsin Regional Planning Commission, acting in response to a request from the Mayor of the City of Oconomowoc, undertook the preparation of an overall economic development program (OEDP) plan for the City. This plan was adopted by the City in March of 1986 and is documented in SEWRPC Community Assistance Planning Report No. 142, City of Oconomowoc Overall Economic Development Program Plan. The study concluded that additional land for industrial use was required to meet the needs of existing industrial establishments planning expansions that cannot be undertaken at their existing locations, as well as to attract new industrial establishments to the Oconomowoc area. The study further concluded that the development of a new industrial park in the City was needed to help diversify the local economy and to provide employment opportunities for residents of the City. In addition, the establishment of a new industrial park could, over time, result in development that would ease the cost to local taxpayers of municipal facilities and services.

The plan recommended that the City of Oconomowoc formulate an industrial park development program that would consist of:

1. The selection of a new industrial park site.

2. The preparation of a site plan, including the development of a proposed street and lot layout, detailed infrastructure construction plans and cost estimates, a landscaping plan, and the preparation of industrial park deed restrictions and protective covenants.

3. Project implementation which would include the preparation of a development phasing plan and marketing and financing strategy.

4. A public participation process that would enable local citizens to be made aware of, and participate in, the development of a new industrial park.

This memorandum addresses the first of these recommendations.

DEVELOPMENT OF INDUSTRIAL PARK SITE LOCATION CRITERIA

In order to rationally identify the best location for a new industrial park within the City of Oconomowoc area, certain site location criteria must be established. These criteria can then be applied to identify and evaluate alternative industrial sites. These criteria should be of assistance in the site location process and should accommodate the conduct of a comparative analysis of the alternative sites being considered. Industrial park site location criteria considers site size; compatibility with onsite existing natural resource features; soil limitations for the construction of industrial buildings; topography and site drainage; availability of adequate public sanitary sewer and water supply service; availability of electric power; vehicular ingress to and egress from the site; visual exposure and site identity potential; shape of the site; development impacts upon the supporting arterial street and highway network; availability of telephone communication systems; availability of natural gas; availability of adequate fire protection services; compatibility with community long-range plans and neighboring land uses; the expansion capabilities of the site; site microclimate effects on development; distance from and availability of highway, public transit, railway and water-borne freight, and air transportation facilities; compatibility with onsite existing man-made features; the number of properties involved in needed land purchases; and the site's existing zoning.

THE ALTERNATIVE INDUSTRIAL PARK SITES CONSIDERED

Eleven alternative sites located in the greater Oconomowoc area were considered for future industrial park purposes. Map III-1 shows the location of each of the 11 sites considered. Each site may be briefly described as follows:

Site 01--A 100-acre parcel of land located in the Northwest one-quarter of U. S. Public Land Survey Section 27, Township 8 North, Range 17 East, north of Lake Bluff Drive (CTH Z) and about 2,000 feet east of Lapham Street in the Town of Oconomowoc.

Site 02--A 75-acre parcel of land located in the Northeast one-quarter of U. S. Public Land Survey Section 27, Township 8 North, Range 17 East, at the northwest corner of the intersection of Lake Bluff Drive (CTH Z) and N. Brown Street (CTH P) in the Town of Oconomowoc.

Site 03--A 79-acre parcel of land located in the Southwest one-quarter of U. S. Public Land Survey Section 27, Township 8 North, Range 17 East, south of Lake Bluff Drive (CTH Z) and about 1,200 feet east of Lapham Street in the Town of Oconomowoc.

Site 04--A 152-acre parcel of land located in the Southeast one-quarter of U. S. Public Land Survey Section 27, Township 8 North, Range

17 East, at the southwest corner of the intersection of Lake Bluff Drive (CTH Z) and N. Brown Street (CTH P) in the Town of Oconomowoc.

Site 05--A 63-acre parcel of land located in the Northeast one-quarter of U. S. Public Land Survey Section 31, Township 8 North, Range 17 East, south of Marks Road, east of Reddelien Road, and north of the Soo Line Railway Company right-of-way in the Town of Oconomowoc.

Site S1--A 37-acre parcel of land located in the Southwest one-quarter of U. S. Public Land Survey Section 4, Township 7 North, Range 17 East, east of Silver Lake Street (CTH Z) and about 1,300 feet south of E. Forest Street in the Town of Summit.

Site S2--A 99-acre parcel of land located in the Southwest one-quarter of U. S. Public Land Survey Section 10, Township 7 North, Range 17 East, south of the Olympia Resort at the northwest corner of the intersection of Summit Avenue (STH 67) and Valley Road (CTH B) in the Town of Summit.

Site S3--A 151-acre parcel of land land located in the Northwest one-quarter of U. S. Public Land Survey Section 15, Township 7 North, Range 17 East, north of IH 94, west of Summit Avenue (STH 67), south of Valley Road (CTH B), and east of Dousman Road (CTH Z) in the Town of Summit.

Site S4--A 156-acre parcel of land located in the Northeast one-quarter of U. S. Public Land Survey Section 15, Township 7 North, Range 17 East, north of IH 94, east of Summit Avenue (STH 67), and south of Valley Road (CTH B) in the Town of Summit.

Site S5--An 80-acre parcel of land located in the Northwest one-quarter of U. S. Public Land Survey Section 8, Township 7 North, Range 17 East, north of Valley Road (CTH B) and about 1,400 feet east of Golden Lake Road (CTH BB) in the City of Oconomowoc.

Site S6--A 74-acre parcel of land located in the East one-half of U. S. Public Land Survey Section 5, Township 7 North, Range 17 East, south of Lincoln Street, east of Concord Road, and west of, and contiguous to, the Oconomowoc River in both the City of Oconomowoc and the Town of Summit.

COMPARATIVE NONECONOMIC SITE EVALUATIONS

The site selection process was aided by evaluating and comparing the characteristics of each site to the various noneconomic criteria set forth below:

1. Size, shape, and expansion capabilities of the site.

2. Compatibility with onsite natural resource features.

3. Soil limitations.
4. Topography and site drainage.
5. Public sanitary sewer and water supply availability.
6. Energy availability.
7. Availability of, and impacts upon, highway transportation facilities.
8. Vehicle ingress and egress to site.
9. Visual exposure and identify potential of site.
10. Availability of telephone communications systems.
11. Availability of fire protection services.
12. Neighboring land uses.
13. Current long-range plans for site and surrounding site area.
14. Site microclimate effects and orientation.
15. Distance from and availability of railway freight, air transportation, water-borne freight transportation, and public transit facilities.
16. Existing zoning.
17. Number of properties involved for coordination of land purchase.
18. Compatibility with onsite existing man-made features.

The criteria listed were rank ordered on a scale of from one to four in importance, with four representing the highest level of importance and one the lowest. A relative value was assigned to each of the evaluation criteria and the sites scored. The scoring was based upon the degree to which the site was found to meet each criteria in relation to the other alternative sites being considered. A score of four was considered excellent; three, good; two, fair; one, poor; and zero unsatisfactory. The score for each of the site evaluation criteria was then multiplied by a normalization factor as set forth in Table III-5 to obtain a normalized score for each criterion. The normalized scores for all of the site evaluation criteria for each site were then summed and an overall score for each alternative site obtained. The results of this comparative evaluation process are given in Table III-6. The site with the highest score is considered the most suitable site for the new industrial park--from a noneconomic standpoint. A rank order listing of the alternative sites considered, based upon the noneconomic evaluation of the sites, is shown in Table III-7. The site which scored the highest is Site S4; second highest, Site S2; and third highest, Site 05. Based upon this evaluation, these three sites were recommended for further consideration.

INDUSTRIAL PARK DEVELOPMENT COST ESTIMATE ANALYSIS

Table IV-3 of Section IV presents information on the costs of developing a new industrial park at each of the alternative sites considered. Table IV-3 further presented the various cost components of the total project cost estimate which includes land acquisition costs, site development costs, total construction costs, adjusted total construction costs, professional fees, contingencies, and the administrative costs to the City. The total estimated project cost to develop each of the three recommended alternative industrial park sites is as follows based upon 1985 dollar amounts: Site S-4, $2.915 million; Site S-2, $2,099 million; and Site 05, $0.999 million.

These costs, however, do not include costs associated with extending public water supply and sanitary sewer to each of the sites. Such costs must be provided by the City Engineer based upon analyses of the configurations and capacities of the utility systems concerned. The costs do, however, include the costs of installing sewer and water mains within the site boundaries. Section IV of this report also presents the various building costs associated with the construction of factories, low-rise offices of one to four stores, research laboratories and facilities, warehouses and storage buildings, and combined warehouse and office facilities.

RECOMMENDATIONS

While alternative Site S4 is clearly the best site location for a new industrial park in the Oconomowoc area, certain necessary utilities, such as sanitary sewer, public water supply, and electric power, are currently not available to this site. The costs associated with extending such utilities to Site S4 constrain the development of this site at this time, as well as in the near future. The costs of such extensions should be determined by the City Engineer in order for the City to better judge the financial ramifications of the utility extension issues associated with the selection of this site as an industrial park.

Should the utility extension costs associated with Site S4 be determined by the City to be prohibitive at this time, it is recommended that consideration be given to Site 05 as the location of an industrial park. Although utilities, such as sanitary sewer, public water supply, and electricity, are readily available to the site, the site poses some significant transportation access problems. If Site 05 is to be used for an industrial park, major reconstruction of the intersection of Marks Road and STH 16 would have to be accomplished in order to correct the acute angle of this intersection and thus provide for safer left-turn turning movements of trucks when accessing STH 16 from Marks Road. In addition, if Site 05 is selected by the City as an industrial park, a need may result for STH 16 to be widened from its present two-lane cross section to a four-lane cross section in those segments of STH 16 which would be adversely impacted by increased traffic volumes as a result of industrial park development at this site.