

# **KNELLSVILLE PLANNING AREA**

TOWN OF PORT WASHINGTON  
OZAUKEE COUNTY, WISCONSIN

APRIL 2006

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**Knellsville Planning Area  
Land Use Plan Amendment  
Executive Summary**

**BACKGROUND**

The Town of Port Washington is located just north of the Milwaukee metropolitan area along Interstate 43. Interstate Highway 43 is the major transportation route between the City of Milwaukee and the City of Green Bay. Population trends suggest that more people are relocating to areas outside larger metropolitan areas that have major transportation routes. These transportation routes enable people to access the amenities of the larger metropolitan areas while also enjoying rural locations.

Both the City and Town of Port Washington have approved a Boundary Agreement. The Boundary Agreement allows the Town to extend the City's sanitary sewer and water services. This extension of sanitary sewer and water to the Town, more specifically Knellsville, will be the catalyst for future development.

The goal and objectives from the Town of Port Washington Land Use Plan 2010 have been reexamined to form the new goals of Knellsville. Briefly the goal and objectives are:

Goal: To secure desirable future growth of Knellsville.

Objectives:

- Extend the sewer and water to make Knellsville developable.
- Diversify the existing tax base.
- Protect the rural character and agricultural uses within the Town.
- Promote environmentally sensitive developments.
- Promote open space for residents and visitors.

The population of Knellsville is relatively small. However, the goal of Knellsville is to create a commercial node that residents of the Town and visitors will be able to visit. Therefore the populations of surrounding communities are equally important. The population of the Interstate 43 corridor is expanding.

An ideal road network throughout Knellsville currently exists. An interchange immediately south of Knellsville allows visitors easy access to the future developments in Knellsville. A traffic analysis indicated that there are an increasing number of vehicle trips along all of the County and Interstate Highways. Traffic on the Town roads is also increasing. With the number of vehicle trips increasing yearly, the number of vehicles passing through Knellsville is also increasing.

Market research has been completed by comparing business establishments from several communities that are located along Interstate 43 in the near proximity to Knellsville. The market research indicated that the zip code of Knellsville and the City and Town of Port Washington is below average on the number of establishments per 1,000 people in several categories. These



categories include: retail, manufacturing, professional, and finance and insurance. This does not mean that this zip code should immediately push for these types of developments. It does mean that there may be space in the marketplace for additional establishments. Each of these categories have been included in the future land uses for Knellsville.

## LAND USE PLAN

Knellsville is to become a commercial node for which visitors and residents will be able work and enjoy. Light industrial, business park, office, governmental, and both small and large-scale commercial land uses have been included for Knellsville. It is important to note that existing land uses will not be affected by the land use plan until redevelopment occurs.

- Light industrial uses currently exist along CTH KW. Therefore, additional light industrial uses in the entire northern portion of Knellsville will compliment the existing uses. Approximately 109 acres have been dedicated to light industrial / business park uses within Knellsville.
- Office uses are located on the western portion of Knellsville between CTH H and Mink Ranch Road. This location will allow for professional businesses that will also compliment the commercial areas. Approximately 30 acres of land have been denoted office. The entire area will not be developable due to the steep slopes toward the west. Professional offices could be constructed on a portion of the slopes and be able to take advantage of the prominent views toward the west.
- The Town Hall is presently located north of Highland Drive. After the proposed relocation of Highland Drive, the Town Hall will be immediately south. This one-acre location will allow the Town Hall to expand when necessary to accommodate the Town more effectively.
- Small-scale commercial areas have been located immediately north and south of the Town Hall. These uses would be smaller retail-type establishments. South of the relocated Mink Ranch Road is also included in the small-scale commercial area. An area has been dedicated for large-scale commercial uses west of CTH H. The small-scale commercial includes roughly 18 acres and the large-scale commercial 26 acres of land.
- North of the Town Hall is what will be the Town Square. The Town Square is meant to attract small-scale commercial or retail options. Small quaint shops will locate inside multi-tenant buildings with a slightly larger shop as an anchor. These buildings will be constructed in such a way to create a courtyard-type open space in the middle where people could take advantage of the open space and congregate in a gazebo or open structure. The goal of the Town Square is to create the energy and foot-traffic that will make people comfortable to visit and meet often. The Town Square will have direct access from the Ozaukee Interurban Trail to accommodate visitors who would take advantage of the non-vehicular transportation route.

## IMPLEMENTATION

Specific steps must be taken to ensure that this document for the Knellsville Planning Area is implemented. The implementation steps have been categorized as Immediate, Short Term, or Long Term Steps. The Immediate Implementation Steps, which must be completed prior to August 10, 2006 or the lapse of the building and development moratorium include:

1. Adoption of this planning area document, as an amendment to the Town of Port Washington Land Use Plan 2010.
2. Update the Zoning and Subdivision Ordinance and enact a comprehensive set of design standards.
3. Rezone the areas of Knellsville to be consistent with the amended Land Use Plan.
4. Adopt an official map that defines and illustrates the desired location for both road and utility easements for the extension of sanitary sewer and water.

The timeframe for the Short Term Implementation Steps is similar to the immediate implementation except it is not critical for the short term implementation steps to be completed by the end of the building and development moratorium. The short term implementation steps are:

1. Work cooperatively with the City and affected property owners to plan, design, and obtain easements / right-of-way routes for the extension of sanitary sewer and water.
2. Approve funding mechanisms for future infrastructure.
3. The Town could consider soliciting proposals to find a partner, broker, and / or developer to work with the Town and property owners to develop and redevelop the neighborhood.
4. If a partner is utilized, the Town and partner must negotiate and finalize a Developer's Agreement.
5. The Town must work with other agencies to design the road and highways improvements as recommended by this plan.
6. The Town must obtain the easements and / or right-of-way to extend the sewer and water, cooperatively with the city.
7. The City and Town cooperatively work to construct the sewer and water to the neighborhood.

Long Term Implementation Steps, which will be ongoing, are determined by the market and individual development proposals. These steps include:

1. The first step is to broaden the short term implementation steps to include the extension of the sewer and water through the specific areas of the neighborhood.
2. The ultimate success of this plan will result from the day-to-day reviews of development proposals by the Plan Commission and Town Board. These reviews must ensure that the development standards are followed. The development standards and zoning must continually be evaluated to make certain that the overall goals and objectives of this plan are satisfied.

## **Knellsville Planning Area Land Use Plan Amendment**

### **INTRODUCTION**

The Town of Port Washington is located along the northern edge of the Milwaukee Metropolitan area in Ozaukee County. Population trends suggest that people are relocating from the larger cities to surrounding smaller communities that provide easy transportation routes back into the larger cities. The Town of Port Washington is one of these communities that are experiencing population growth as well as pressure to expand from an agriculturally based rural Town to a Town in which people can work, live, and play.

Transportation routes are important factors that people evaluate when they are determining where to relocate. Not only their personal transportation, but also the possibility of transporting goods and services for a business are necessary. The Town of Port Washington is located along Interstate 43 as indicated on Map 1, a major vehicle transportation route between Milwaukee and Green Bay. There is a place in the Town of Port Washington that would suit the needs of starting a business or relocating a business. This place is better known as Knellsville.

Knellsville is an unincorporated section of the Town of Port Washington that serves as the location of the Town Hall, limited businesses, rural residential housing, and agricultural uses. Knellsville is located near the center of the Town of Port Washington. The interchange at Interstate 43 and CTH H is a major access point to the Knellsville area. County Trunk Highways H, KW, and LL all provide links to population centers located north of the Town. The City of Port Washington is immediately south of Knellsville.

The borders of Knellsville have been defined in the Boundary Agreement between the City and Town of Port Washington. As delineated on Map 2, the boundaries of the Knellsville area are Interstate 43 to the south, Willow Road to the north, the railroad tracks and river to the west, and the Ozaukee Interurban Trail to the east as delineated on Map “B” of the Boundary Agreement. This Agreement not only creates an ultimate boundary between the two municipalities, but also allows the Town to extend sanitary sewer and public water from the City. Extending the infrastructure to Knellsville will help promote the future development / redevelopment of Knellsville while remaining under Town jurisdiction.

### **PURPOSE**

The goal of this plan is to identify future land uses in order to guide development and redevelopment within the Knellsville area. All future land uses and development must protect and enhance the environmentally sensitive areas as well as the “rural character” that residents feel is important. Ultimately, the Town of Port Washington desires the development of a commercial node, which will establish a Town identity for all current and future residents. It is possible to utilize light industrial, business, commercial, and office uses within the Knellsville area to create a commercial node. By including light industrial, business, and commercial uses the Town will also diversify its tax base.



## Map 1

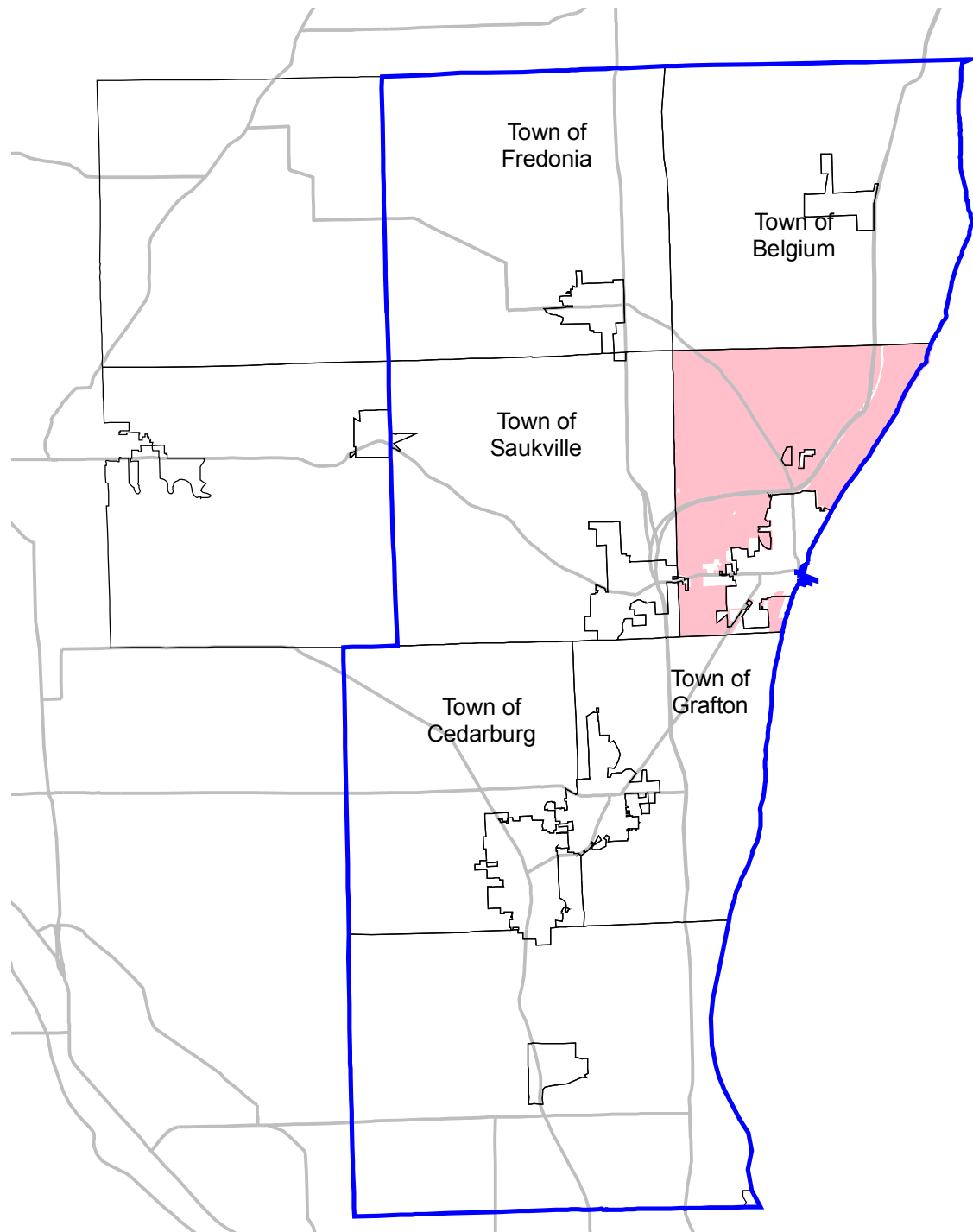
### **Knellsville Planning Area**

Town of Port Washington  
Ozaukee County, Wisconsin

Location Map of  
Town of Port Washington

#### **Legend**

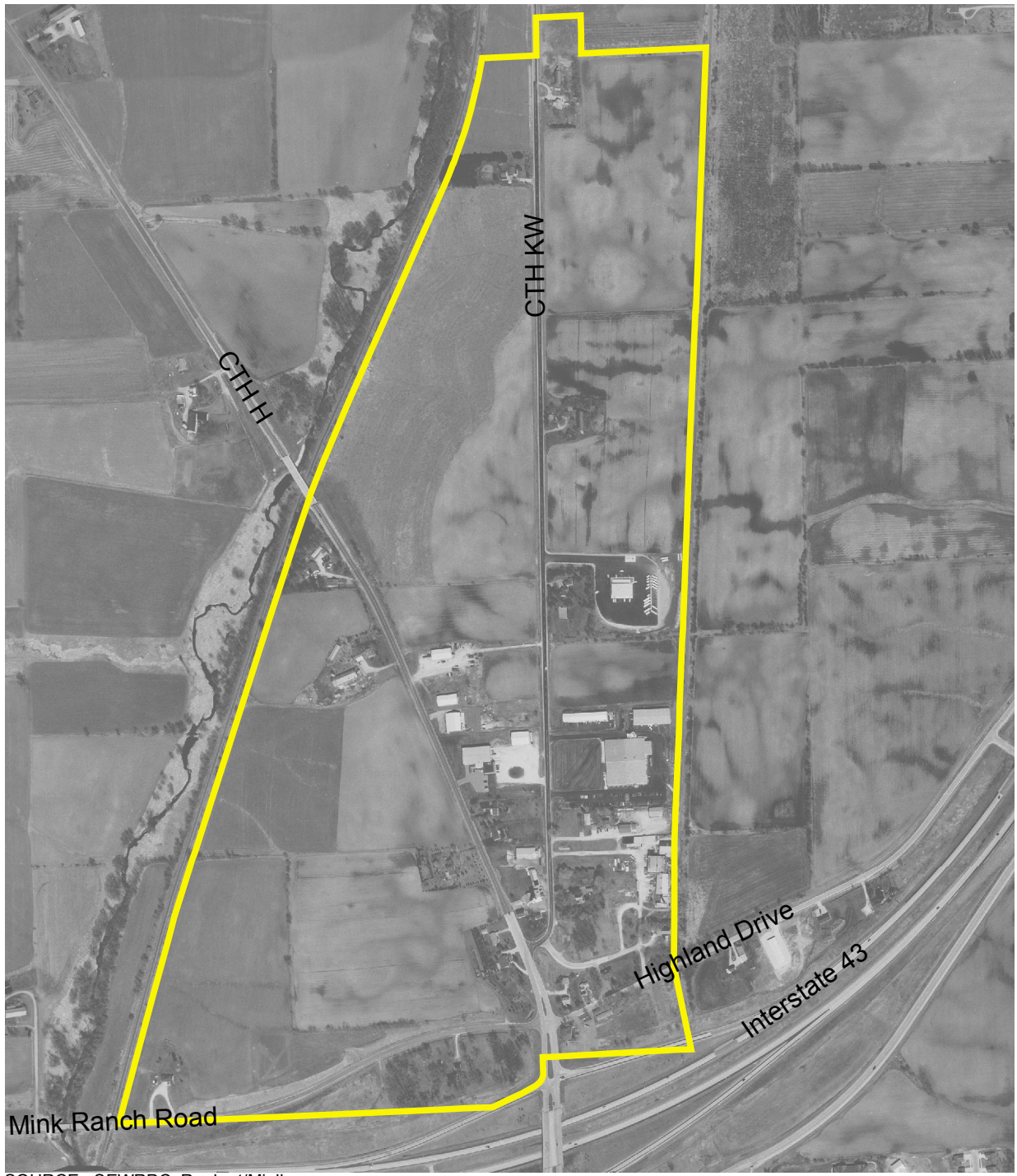
- |   |                         |
|---|-------------------------|
|  | Town of Port Washington |
|  | Ozaukee County          |



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**Map 2**

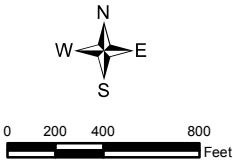
**Knellsville Planning Area**

Town of Port Washington  
Ozaukee County, Wisconsin

Knellsville Location

**Legend**

 Knellsville Boundary



January 24, 2006

Future development of the Knellsville area has been made possible through the Boundary Agreement and the extension of water and sanitary sewer from the City. It has been determined that both water and sanitary sewer will be available to cross Interstate 43 beneath the bridge at Highland Drive, which appropriately is the lowest elevation for the majority of the area. Water will also be extended in another location to provide a loop in the system. With transportation access and infrastructure, a well-planned area will be highly successful.

## PREVIOUS PLANNING EFFORTS

The Town of Port Washington has been adequately planned for in the past. In 1994, the Town of Port Washington Land Use Plan 2010 was adopted. This plan was to be examined and updated every five years. There have not been any amendments to the land use plan since its inception. During the creation of the Plan in 1994, the Town underestimated the impact that future sprawl from other areas would have to the Town. According to the 1994 Land Use Plan, most future development in the Town, whether it was business or residential, was to be located near the City of Port Washington south of Interstate 43.

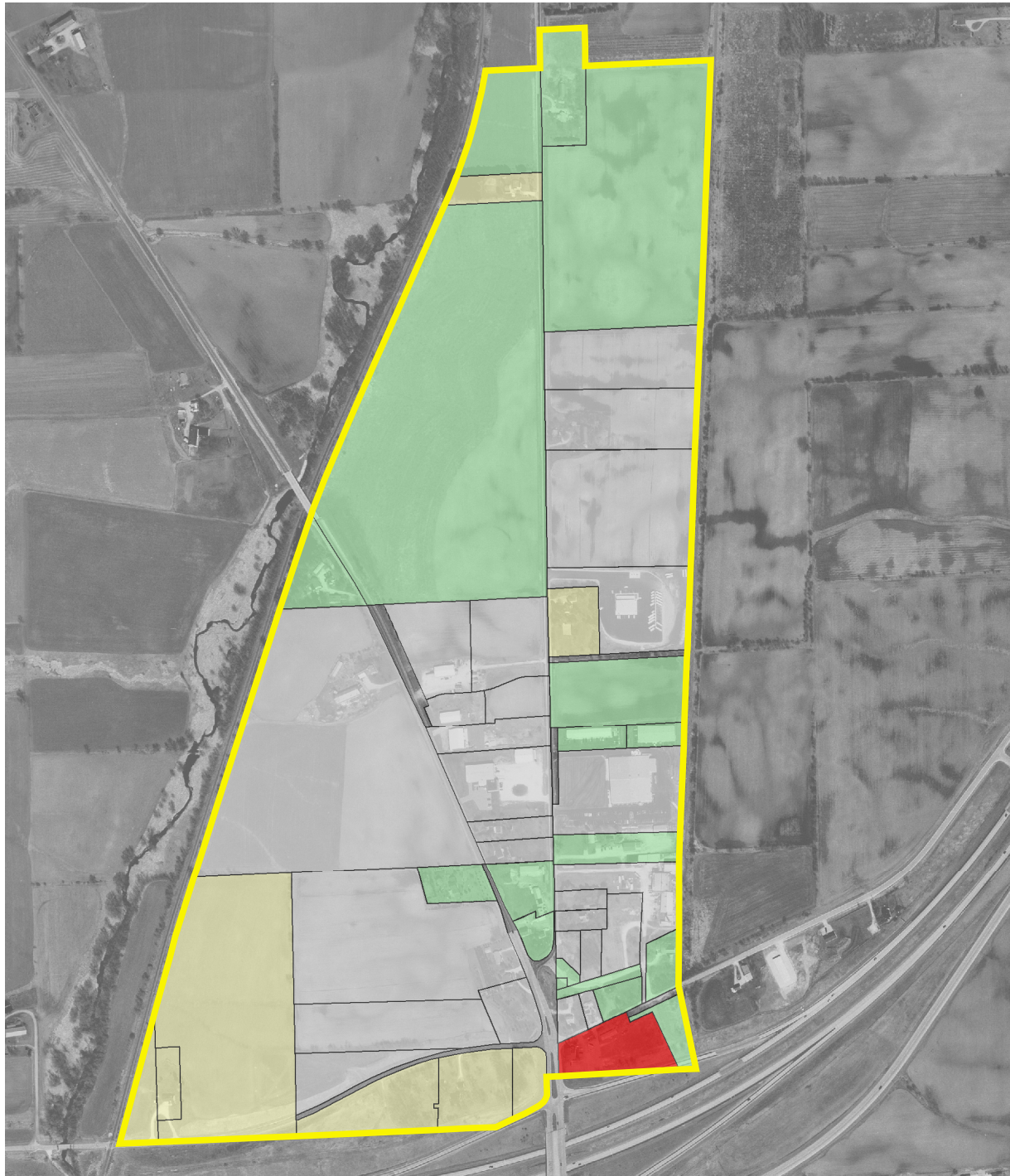
Over the years, the City has annexed a large portion of the land south of the Interstate. Because of the annexations, the Town is moving toward the development of Knellsville, as it will remain in the Town. Although a portion of the land was to be maintained as exclusive agriculture, other uses were also identified. These additional uses include manufacturing, business, and business park.

Soon after the Town of Port Washington created a Comprehensive Land Use Plan, the current Zoning and Subdivision Ordinance was created. The Zoning and Subdivision Ordinance has since been updated as recently as October 2004. The zoning within Knellsville is illustrated on Map 3. The current zoning for the Knellsville area reflects the concept of the 1994 Land Use Plan but differs in that the area zoned M-1 for Industrial uses has expanded larger than originally anticipated. Other zoning Districts within Knellsville include A-1 Exclusive Agriculture, R-2 Residential, and B-1 Business.

There are issues that the Town of Port Washington has regarding their planning and zoning. In Wisconsin, towns have not been given the same power and authority that has been granted to cities and villages. Cities and villages have the legal authority to annex pieces of towns into their own jurisdiction. This is a major issue facing the Town of Port Washington. The City of Port Washington and the Village of Saukville have slowly annexed pieces of the Town west and east respectively to the point where the northern and southern parts of the Town of Port Washington are nearly separated. One way for a Town to control annexations into cities or villages is to enter into a boundary agreement.

The Town of Port Washington and the City of Port Washington have adopted a boundary agreement in 2004. This Boundary Agreement includes several major topics. These topics include the land swap of certain parcels, an extension of City infrastructure to the Town, permanent boundaries, and cooperative land use planning for Knellsville and adjacent lands.






## Map 3

### Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Current Zoning

#### Legend

	Knellsville Boundary
	A-1 Exclusive Agriculture
	B-1 Business
	M-1 Industrial
	R-2 Residential



0 200 400 800  
Feet

January 24, 2006

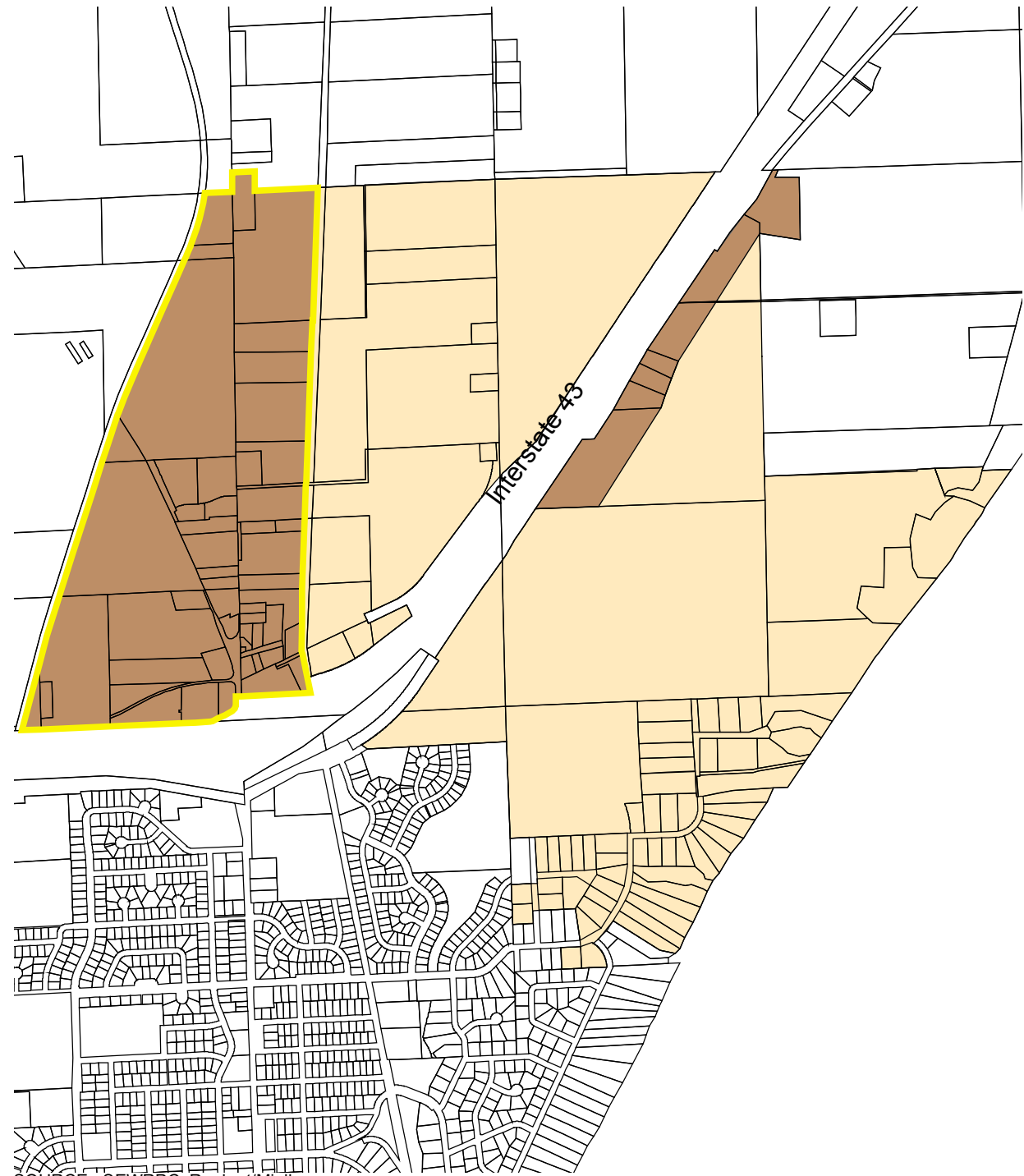
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- The land swapping between the Town and City of Port Washington was to eliminate the Town and City “islands.” Prior to the Boundary Agreement, a property located in Knellsville was annexed to the City but was completely surrounded by the Town. This piece of property is very significant to the success of Knellsville and has been recently transferred to the Town pursuant to the Agreement. It is a large tract of land near the center of Knellsville with considerable potential for development. Likewise, a portion of the Town east of the Knellsville Planning Area is within the City Growth Area. The Boundary Agreement permits annexation of this land to the City of Port Washington.
- Another matter that has been agreed upon through the Boundary Agreement is the extension of City infrastructure to a portion of the Town. Sewer and water service will be extended to the Knellsville area on an extraterritorial basis. An ultimate boundary to the sanitary service area has been identified and includes the entire Knellsville area.
- A third topic that was included in the Boundary Agreement is the creation of the ultimate permanent boundaries between the City and the Town of Port Washington. Through the Boundary Agreement, the Knellsville area will remain under Town jurisdiction. By including permanent boundaries, the Town is able to plan and attract future development without the worry or distraction of the property being annexed into the City.
- Through the Boundary Agreement, Knellsville and the surrounding areas are to be cooperatively planned for by the City and Town, which is illustrated on Map 4. The cooperative planning agreement was reached to coordinate future growth and impacts to both the City and Town infrastructure and resources. According to the agreement, the City’s development standards shall apply to all new development within the Cooperative Planning Area including Knellsville as well as the area immediately east of Interstate 43 that will remain under Town jurisdiction. However, the Town has the authority to incorporate more restrictive development standards for these developable areas. The surrounding areas that must be cooperatively planned have been mapped and included with the boundary agreement. These areas are within the sanitary service boundary and roughly include the land within the City and Town that are east of Knellsville.

According to the boundary agreement, the cooperative plan between the City and Town of Port Washington shall address, but shall not be limited, to the following:

- A. A road plan for arterial and collector streets for the entire area that will be adequate to accommodate expected access points and traffic volumes.
- B. A utility plan for sanitary and water systems that will accommodate the range and extent of anticipated development.
- C. Standards for both architectural design and landscape design that will create a high quality development pattern for all building types.








## Map 4

### **Town of Port Washington / City of Port Washington Boundary Agreement**

Town of Port Washington  
Ozaukee County, Wisconsin

Cooperative Planning Area

#### **Legend**

-  Knellsville Boundary
-  Town of Port Washington
-  City of Port Washington



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January 24, 2006

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- D. Procedures for implementing these components including maps depicting required alignments for roads and infrastructure as well as procedures for linking such improvement to approvals for new development.
- E. Procedures for reviewing and ensuring compliance with standards for building design and landscape

## PLANNING PROCESS

The Boundary Agreement was approved in 2004. An updated land use plan for the Knellsville area is essential to guide future development. Several major entities must work cooperatively in order to generate a meaningful land use plan. Most importantly, the residents of the Town including the Town staff members must be able to communicate comments and concerns through public meetings. According to the boundary agreement the City must coordinate a land use plan for the area immediately east of Knellsville. Therefore, the officials for the City must be involved in the Knellsville planning process to ensure a seamless development. Because the major transportation routes throughout Knellsville are County Trunk Highways, the Ozaukee County Highway Department must be involved for all issues regarding access to the County Highway system.

## GOALS AND OBJECTIVES

Goals and objectives ultimately guide the planning process. Creating goals and objectives will ensure that all future development reflects the collective interests of the residents of the Town. For this Plan, a *goal* is the desired result after completing the planning process. The *objectives* are individual steps that when attained, result in the complete success of the goal.

Goals and objectives were created for the Town of Port Washington Land Use Plan 2010. Major changes have occurred in the Town, and more specifically the Knellsville area. The ultimate boundary between the Town and City of Port Washington is the most significant change for the Town. The extension of sanitary sewer and public water utilities into Knellsville is also a major change for Knellsville. Because of these changes, the process of creating goals and objectives was altered in order to reevaluate and discuss the previous goals and objectives to determine their relevance and importance. The goals and objective for the Knellsville Planning Area are as follows:

Goal: To secure desirable future growth within the Knellsville Planning Area with economically and environmentally sound developments consisting of compatible land uses.

Objectives:

- *Extend the sanitary sewer and water utilities into the Knellsville Planning Area.*  
The Boundary Agreement between the Town and City of Port Washington allows the extension of infrastructure to the Knellsville Planning Area. The Town must be patient until the City extends the sanitary sewer and water to the intersection of Interstate 43 and Highland Lane. Once the City extends the sanitary sewer and water, pressure from developers will increase substantially for the Knellsville Planning

Area. The Town must have a plan in place in order to have a thorough guide for the future development.

- *Diversify the existing tax base.*  
Currently, the majority of the Town tax base is made up of residential and agricultural uses. Several light industrial and commercial uses are also included, but not enough to have a diversified tax base. By planning for the development of the Knellsville area, significantly more commercial, office, or light industrial uses can be added.
- *Protect the rural character in the surrounding agricultural areas.*  
The Town of Port Washington is a rural town with the majority of land used for agricultural purposes. It is important for the Knellsville Planning Area to be sensitive to the people who maintain the agricultural uses as well as the land in which they occupy. This objective is a culmination of the existing goals and objectives from the Town of Port Washington Land Use Plan 2010.
- *Promote environmentally sensitive developments.*  
There are significant environmental features within the Town of Port Washington. One of the prominent features is the productive farmland. The farmland that must be protected is outside of the Knellsville Planning Area but significantly contributes to the rural character of the Town. A second environmental feature is the steep slopes associated with Sauk Creek, which flows near the railroad tracks. Any construction that takes place on or near the slopes must be constructed without affecting the Sauk Creek below.
- *Promote the creation of an open area for residents to congregate.*  
If suitable, the plan must identify or encourage the open spaces with either active or passive recreational activities. A common open space that residents or visitors can use to relax will provide the Town with a place that every resident will be able to identify with.

## POPULATION

The population of the Knellsville Planning Area is relatively small. However, Knellsville is simply a designated area of the Town of Port Washington located along a major transportation route between Milwaukee and Green Bay. The number of people in close proximity along the Interstate 43 corridor is continually increasing. The location of Knellsville is such that future planning and development in Planning Area will affect far more people than the residents of Knellsville or the Town. The City of Port Washington as well as the residents living in municipalities along Interstate 43 will also be affected by the Knellsville development.

The State of Wisconsin Department of Administration conducts population estimates and projections for all municipalities. As shown on the following table, the increase in population for both the City and Town of Port Washington is occurring slightly faster than projected after the year 2000 census. The most recent population estimates indicate that both the Town and City of Port Washington have surpassed the original population projection for the year 2005. In fact, the population estimates are larger than the projected population for the year 2010. The Town of Port Washington is near the projected population for the year 2015.

*Table 1: Population*

Type and Name of Municipality	Census 1980	Census 1990	Census 2000	Projection 2005	Estimate 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025
Town of Port Washington	1,436	1,480	1,631	1,654	1,691	1,671	1,694	1,724	1,757
City of Port Washington	8,612	9,338	10,467	10,686	10,785	10,835	11,022	11,256	11,507
Total	10,048	10,818	12,098	12,340	12,476	12,506	12,716	12,980	13,264

SOURCE: Wisconsin Department of Administration

## HOUSING

As the population of the Town of Port Washington has increased, so to has the number of households in the Town. The Applied Population Laboratory at the University of Wisconsin-Madison calculated the number of households in the Town during the year 2000. The households have been divided into renter versus owner occupied households for all municipalities. As shown on the following table, the Town of Port Washington consists of 657 households. Of those households, 471 or 71.7 percent of the households were owner-occupied in the year 2000. The number of renter-occupied households was 186 or 28.3 percent of all households in the Town.

*Table 2: Households in the Town of Port Washington*

	Number of Units	Percentage
Owner-Occupied	471	71.7%
Renter-Occupied	186	28.3%
Total	657	100.0%

SOURCE: Applied Population Laboratory, UW-Madison

According to the Wisconsin Department of Administration, the number of households located in the Town is predicted to increase by approximately twenty households every five years. By the year 2025, the Wisconsin Department of Administration projects 739 households in the Town. This amounts to four new households per year.

## TOPOGRAPHY & NATURAL FEATURES

The topography of Knellsville is drastically different from the eastern to the western boundary. The western edge of the Knellsville area is bounded by the Chicago Northwestern Railroad tracks. Sauk Creek flows near the railroad tracks at the bottom of a ravine. The creek is west of the tracks and Planning Area. The Sauk Creek and associated wetlands do not encroach upon the Knellsville area. The wetlands remain west of the railroad tracks, which is the western border of Knellsville. Therefore, while planning for future development at the top of the ravine, it is important to consider environmental issues such as the affects of stormwater runoff and erosion not only on Sauk Creek, but the hillside as well.

As shown on Map 5, the elevation change is from the river to the crest of the ravine is approximately seventy feet. The steep slopes range from 400 to 600 feet horizontally east of the tracks; therefore the slope of the land is approximately eight to twelve percent.

From the crest of the ridge, the land generally slopes in an eastern-southeastern direction. This gentle easterly slope encompasses the majority of the Knellsville area and evens out to approximately a two percent slope. This area is more level and should not generate any additional challenges to development. The slope of the area is illustrated on Map 5 with contour lines and on Map 6 with soil characteristics.

### CIRCULATION AND ACCESS

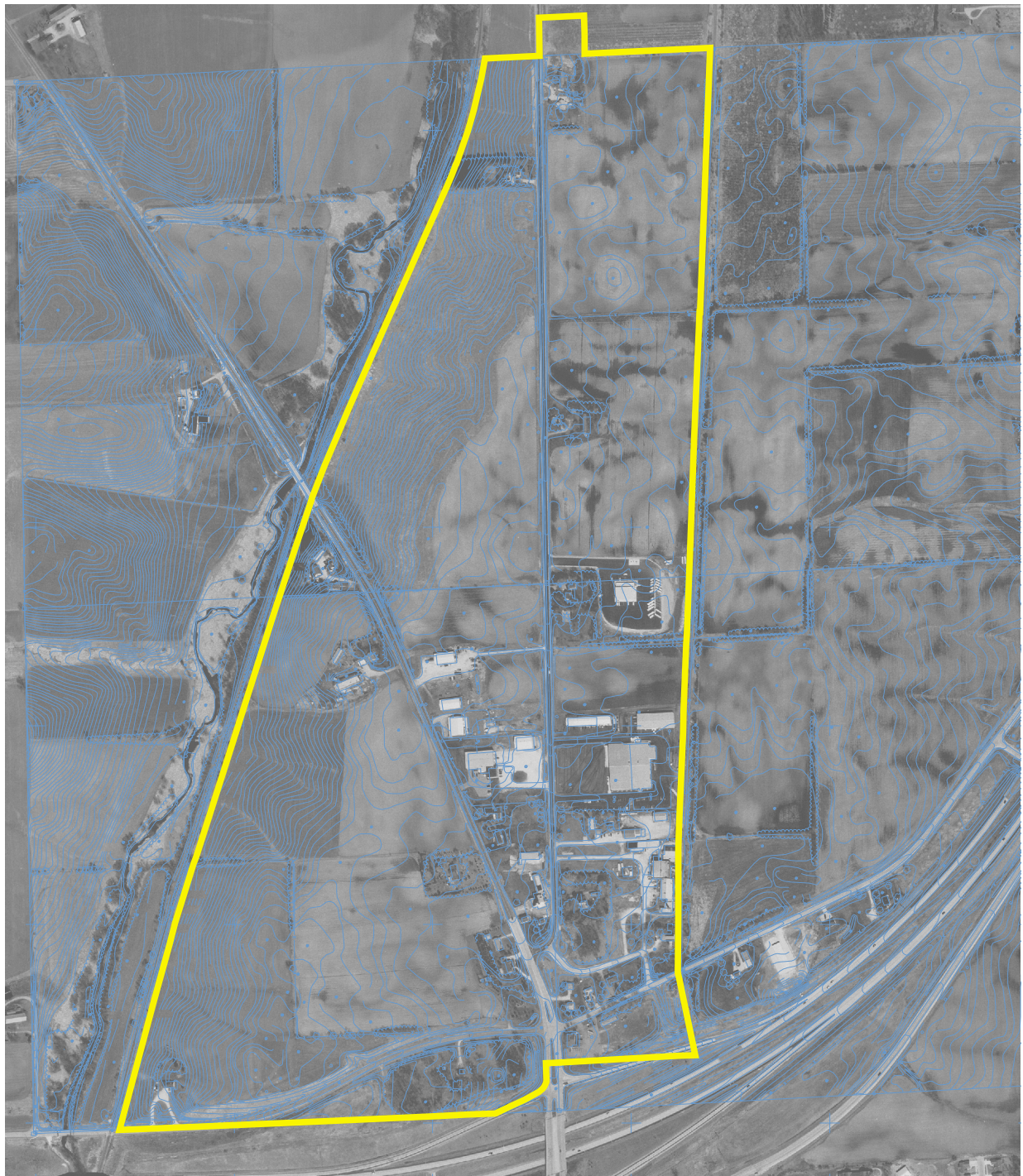
An ideal highway network exists for easy vehicular access throughout the Knellsville Planning Area. The interchange of Interstate 43 and CTH H at the southern end of the planning area allows traffic flow from a much larger vicinity to be able to visit and work within the Knellsville area with easy access. Both CTH KW and CTH H split the Knellsville Planning Area creating a connection to other population centers. County Trunk Highway LL lies outside of Knellsville, but also ties Knellsville to surrounding population centers. These connections permit easy access to and from the area.

The Ozaukee Interurban Trail, or eastern boundary is a shared-use transportation and recreation trail, which is an asset for non-vehicular access into the Planning area. The shared-use trail is available to pedestrians, bicycles, in-line skaters, cross country skiers, and other non-motorized uses and will allow people of all ages to access the Knellsville area safely without concerns of interactions with motorized vehicles. A bridge over Interstate 43 at this location would be the second bridge for the Ozaukee Interurban Trail. After the completion of the first bridge near the Town of Grafton, this second bridge has been identified by Ozaukee County as the next desired improvement. Ozaukee County has previously attempted to obtain State grant money to construct this bridge over Interstate 43. The potential improvement of a bridge will permit non-vehicular traffic from the north and south to visit Knellsville safely without large obstructions or detours.

Ozaukee County officials have an alternative plan for the Ozaukee Interurban Trail that would not involve the massive bridge project but would accomplish the same feat. The shared-use trail is to be routed from the City north to the Highland Drive overpass. At this location the shared-use trail is to follow the proposed road to the existing portion of the trail. The trail would be within the right-of-way, and would also be separated from vehicular traffic. A spur along the existing trail will remain extending southerly for access to the southern portion of Knellsville.

The main points of access to and from Knellsville are already present being CTH KW, CTH H, and CTH LL and Interstate 43. The Ozaukee County Code of Ordinances designates Chapter Six to the highways. Section 6.04 of this Code of Ordinances has specific requirements for access onto the County Highways. The Town must help the County control access points onto the County Highway system. The Ozaukee County Highway Department must be involved when access points are considered onto the main Knellsville roads.





## Map 5

### **Knellsville Planning Area**

Town of Port Washington  
Ozaukee County, Wisconsin

Topography

#### **Legend**



Knellsville Boundary



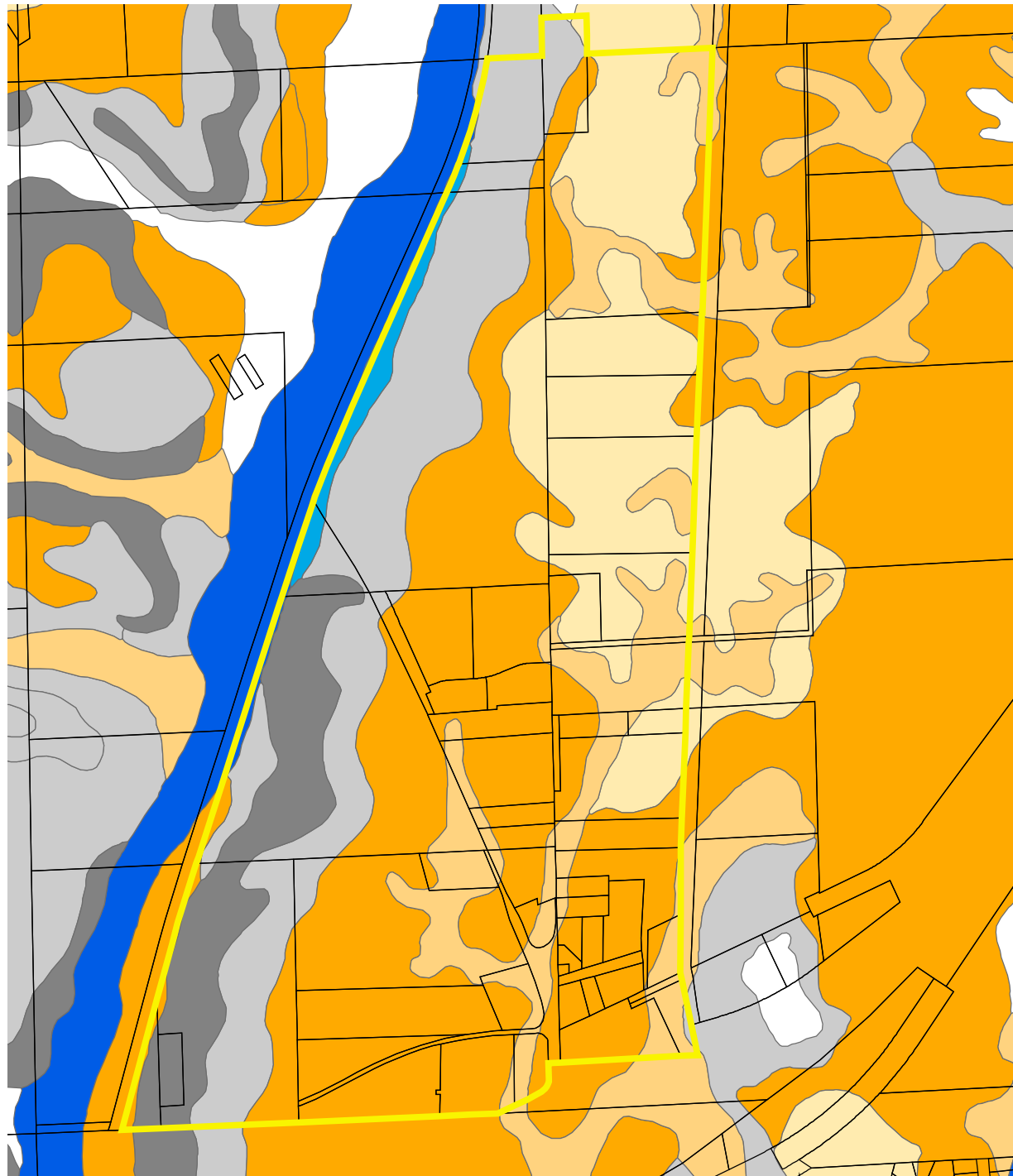
Ten Foot Contour Lines



0 200 400 800  
Feet

January 24, 2006

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## Map 6

### Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Soil Characteristics

#### Legend

	Knellsville Boundary
	Alluvial Land
	Wet Alluvial Land
	0 to 2 percent slopes
	1 to 3 percent slopes
	2 to 6 percent slopes
	2 to 6 percent slopes
	6 to 12 percent slopes
	6 to 12 percent slopes
	12 to 20 percent slopes



0 200 400 800  
Feet

January 24, 2006

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The number of vehicles that pass through or near Knellsville will affect future commercial and light industrial development in several ways. First, the number of motorists that will physically drive past the area will affect future developer's interest level. Secondly, the success of the businesses after they are developed is dependent on the volume of traffic and the ease in which potential customers or employees can access the developments. It is possible to analyze the number of vehicles traveling along Interstate 43 as well as the County Trunk Highways using the average daily traffic counts performed by the State of Wisconsin Department of Transportation (WisDOT).

Interstate 43 is a major vehicular route between Milwaukee and Green Bay. According to the traffic counts by the WisDOT, approximately 11,700 vehicles passed the CTH KW exit traveling northbound per day in 2002. A slightly larger number of vehicles (11,800) traveled southbound during the same testing period. The interchange at Interstate 43 and CTH KW also indicated significant traffic volume. According to the following table, 8,300 vehicles utilized this interchange.

*Table 3: Traffic Volume at I-43 and CTH KW*

From	To	
NB 43	CTH KW	2,700
SB 43	CTH KW	1,200
CTH KW	NB 43	1,300
CTH KW	SB 43	3,100
Total		8,300

Source: State of Wisconsin Department of Transportation

Comparing traffic volumes over several years will indicate vehicular trends on County Trunk Highways KW, H, and LL. A majority of the transportation routes within and near Knellsville have shown an increase in the number of vehicle trips per day. County Trunk Highways H and KW north of Mink Ranch Road are the main vehicle routes through in Knellsville. Both of these highways have shown an increase of approximately 200 vehicles from 1998 to 2001. Assuming the vehicle trips continued to increase at the same rate, CTH H is being used by more than 2,000 vehicles per day. Similarly, more than 1,600 vehicles are traveling along CTH KW. The following table indicates the number of vehicle trips for several years as compiled by WisDOT.

*Table 4: Vehicle Trips*

	CTH H North of Mink Ranch Road	CTH KW	CTH KW Northbound	CTH KW Southbound	CTH LL North of CTH KW	CTH B
1998	1,700	1,200	1,700	1,600	1,900	230
2001	1,900	1,400	1,900	2,000	2,400	290
2004	--	--	2,000	2,100	2,400	310

Source: State of Wisconsin Department of Transportation



Highland Drive and Mink Ranch Road are also in Knellsville and should be analyzed. The difference in the number of vehicles along CTH KW or CTH H from north and south of Mink Ranch Road will indicate the number of vehicles utilizing either Mink Ranch Road or Highland Drive. In 1998, 400 vehicle trips were along Highland Drive and Mink Ranch Road. By 2001, the number of vehicle trips increased to 600. By inferring that the increase in vehicle trips on CTH H and CTH KW continued, approximately 600 vehicles used Highland Drive and Mink Ranch Road in 2004. The stagnant traffic volumes along Highland Drive and Mink Ranch Road in the time period between 2001 and 2004 may be able to be accounted for by the improvements made to CTH H.

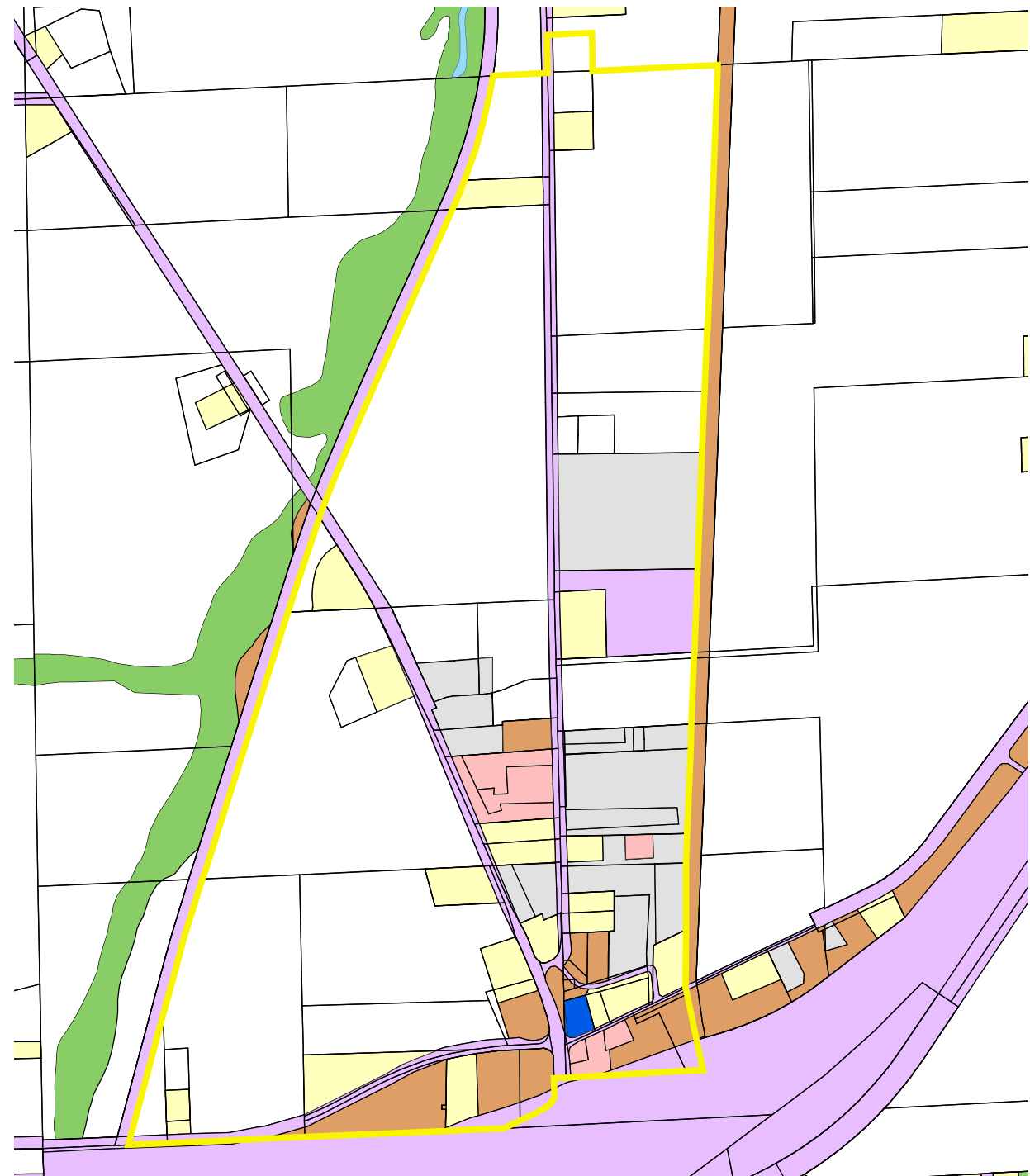
County Trunk Highways LL and B are to the east and west of Knellsville respectively. These are transportation routes that should be analyzed as future development in Knellsville could potentially alter these traffic volumes. Meaning that whoever is traveling along either of these highways, may choose a different route through Knellsville after development occurs. An increase of 500 motorists along CTH LL was observed between 1998 and 2001. The volume of traffic remained steady from 2001 to 2004. County Trunk Highway B has increase 80 vehicles from 1998 to 2004. In total, more than 2,700 vehicle trips were made immediately outside of Knellsville. After development occurs, this could mean an additional 2,700 vehicles driving through Knellsville per day.

Access can be directly related to the safety of both motorists as well as pedestrians. Shared access points and internal access can create pedestrian friendly destination points that could eventually benefit the commercial, business, and office uses that could be developed in the area. When new developments are proposed, the Town must consider the idea of shared access. By creating few major access points instead of many minor access points, the number of intersections decrease, therefore eliminated opportunities for accidents. Because of the presence of county highways in Knellsville, pedestrians must not walk or bike to multiple destinations without internal or cross accesses. Internal access between developments allows pedestrians to safely walk or bike to different stores or destination points.

## EXISTING LAND USE

The Knellsville Planning Area is currently comprised of several land uses types including agricultural, residential, industrial, and commercial as shown on Map 7. These uses currently serve the community well. However, the Town is seeking more of a visitor friendly commercial / light industrial / business-type environment that would enable the Town to expand the tax base and create an identity.

- The agricultural land that remains in Knellsville is mainly west of CTH KW abutting the railroad tracks. The agricultural uses consist of a few relatively large tracts of land. Only a portion of this land is usable for farming due to the steep slopes of the ravine along the western edge.
- A few single-family residential homes are located within the Planning area. These single-family residential uses are widely spread throughout. The homes are mainly the farmhouses for the agricultural uses.












## Map 7

### Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Existing Land Use

#### Legend

	Residential
	Commercial
	Industrial
	Transportation/Communication
	Governmental/Institutional
	Agriculture/Undeveloped
	Environmental Corridor/Wetland
	Open/Unused Land
	Knellsville Boundary



0 200 400 800  
Feet

SOURCE: SEWRPC, Ruekert / Mielke

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- Commercial and industrial uses are located along CTH KW and CTH H. The commercial use includes a restaurant. The industrial uses include public storage facilities, a private bus company yard, a shoe manufacturing store, and a disposal service company.

While planning for future development of the Knellsville area, the land uses immediately adjacent to the Planning Area should also be evaluated. This evaluation will ensure that all future development is compatible with the existing and planned uses surrounding Knellsville. North and west of the Planning area are mainly large agricultural land uses within the Town jurisdiction.

The land to the east of the planning area is currently Town land to be attached to the City. These lands are an extended part of the planning area, but not within the scale of this Knellsville Plan. The City has indicated that the area east of Knellsville will be developed as a business park with industrial uses. South of Knellsville, the City of Port Washington has an existing commercial area surrounded with residential uses.

Both man-made and natural buffers including the ravine, Chicago & Northwestern railroad tracks, Interstate 43, and the Ozaukee Interurban Trail, are present and separate the Knellsville Planning area from surrounding uses. Therefore, new developments should not adversely affect the surrounding uses. Uses on the periphery of Knellsville should not hinder any type of development for the Knellsville area.

### FUTURE ROAD ACCESS

The current road network is sufficient for the existing land uses and vehicular traffic volume. However, if the land uses are to be changed, the individual roads and road network must be evaluated to ensure that the safety for both motorists as well as pedestrians remains. The main roads within Knellsville are County Trunk Highways without sidewalks. Therefore, not many pedestrians use the roads as walking paths. Map 8 indicates the new road network as well as the connection points for the sanitary sewer and water beneath the overpass, and the water looping connection near the railroad.

Sanitary sewer and water are to be extended from the overpass near Highland Drive. A future road will allow for all utilities to be placed underground in such a way that they are easily accessible for maintenance. Therefore, if a road was extended northwest until it aligned with the existing road reservation in the Town would make this possible. As this road continues to CTH H, it will allow motorists to easily visit more of Knellsville.

Knellsville is to be developed into an area of energy and business related activity. Therefore, the current road network should be altered to improve both accessibility and safety for visitors. A significant number of roads meet as intersections immediately north of the Interstate. The number of intersections should be reduced and/or altered to create more distance between intersections. The greater distance between intersections creates safer roadways, as there are fewer opportunities to cross traffic.




## Map 8

### Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

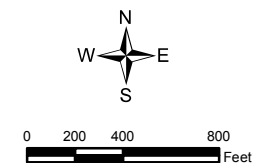
Proposed Road Network and  
Infrastructure Connections

#### Legend

	Knellsville Boundary
	Infrastructure Connections
	Proposed Roads



SOURCE: SEWRPC, Ruekert / Mielke



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The first proposed road alteration is Mink Ranch Road. The intersection of Mink Ranch Road and CTH H has been relocated approximately 200 feet north of the existing intersection. Highland Drive is then shifted to the north of the Town Hall to align directly with Mink Ranch Road.

County Trunk Highway KW is proposed to be re-routed. This re-routing will require a Jurisdictional Transfer, which must be approved by several agencies. Where CTH KW intersects the new road from the overpass to accommodate the infrastructure, CTH KW would either turn west to intersect CTH H, or east to Highland Drive. The possibility exists that the new road connecting CTH H to Highland Drive, or essentially CTH LL could become a new County Trunk Highway. This option would ensure connectivity throughout the County Highway System in Knellsville.

Several properties would become landlocked due to the change in CTH KW. A local road that will end in a cul-de-sac would be added at the bend in CTH KW that would extend south to preserve access for those properties.

The internal road network is important to limit the access points along CTH H and CTH KW. Therefore, two roads have been added in the southwest portion of the Planning Area. Access to and from the future developments will be from the internal roads, thereby limiting access onto the County Highways.

## MARKET RESEARCH

The goal of the Town was to plan for the creation of a commercial node for Knellsville. Planning for commercial uses will only be successful if commercial developers feel that there business will thrive in a particular location. A rudimentary market analysis has been completed that compares the number of business establishments based on NAICS codes per 1,000 people based on zip codes. Five separate zip codes that are located along Interstate 43 were used for this market research.

The table below indicates the number of business establishments per general NAICS code category as calculated by the Census Bureau during 2003. Beneath the number of establishments a second number represents the business establishments per 1,000 people. Calculating the number of business establishments per 1,000 people creates a value to compare between zip codes.

*Table 5: Market Research*

Zip Code Area	Zip Code	Zip Code Population	Retail	Accommodation & Food Services	Manufacturing	Professional	Finance & Insurance
Port Washington	53074	12,238	44 3.60	36 2.94	26 2.12	39 3.19	18 1.47
Grafton	53024	14,507	53 3.65	20 1.38	60 4.14	50 3.45	23 1.59
Belgium	53004	2,785	6 2.15	7 2.51	12 4.31	4 1.44	2 0.72
Sheboygan	53081	43,928	199 4.53	122 2.78	177 4.03	87 1.98	91 2.07
Saukville	53080	5,787	18 3.11	10 1.73	28 4.84	14 2.42	5 0.86
Mequon Thiensville	- 53092	20,765	121 5.83	56 2.70	50 2.41	174 8.38	98 4.72
Average			<b>3.81</b>	<b>2.34</b>	<b>3.64</b>	<b>3.47</b>	<b>1.90</b>
SOURCE: Business Data - US Census - 2003 Population Data - US Census - 2000							

According to the market research, the Port Washington zip code is below average in the retail, manufacturing, professional, and finance and insurance industries. Because this area is below average does not necessarily mean that there is a great deficiency in a certain industry. Being below average simply means that there may be a market for additional establishments in that region. At the same time, being above average does not mean that there should not be any more businesses allowed in a particular area either. The market research is intended to be a simple indicator of what type of industries may locate in a specific region.

The Port Washington zip code includes both the Town and the City of Port Washington. Therefore, the Port Washington figures and calculations include all of the businesses that are located in the downtown of the City. These uses may not be compatible with the Interstate 43 interchange. The future development within Knellsville will surely be compatible with the interchange, as the visibility from Interstate is a major focus.

A brief explanation of each of the code headings follows. A more detailed definition can be found from the US Census Bureau.

### **Manufacturing**

Manufacturing includes plants, factories, mills using large equipment, as well as places where the products are made and sold at the same location such as bakeries, candy stores, and custom tailors.

### **Retail**

The retail trade sector is comprised of establishments engaged in retailing merchandise as well as providing after-sales services. Retail generally includes new and used car dealerships, furniture stores, clothing stores, electronics and computer stores, hardware stores, grocery stores, etc.

### **Finance and Insurance**

The finance and insurance NAICS heading includes banks, credit unions, mortgage companies, investment companies, insurance companies, and other establishments engaged in financial transactions.

### **Professional**

The professional category is comprised of legal advice and representation, accounting, payroll services, architectural, engineering, research services, and other professional, scientific, and technical services.

### **Accommodation and Food Services**

The accommodation and food services sector is consists of establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption such as restaurants, hotels, caterers, and taverns, etc.

## LAND USE PLAN

The ultimate goal of creating the Knellsville Land Use Plan is to determine not only compatible but also successful land uses for the Planning Area. The land uses will guide future development by designating areas for the creation a commercial node and a Town identity while maintaining a rural atmosphere. Future development will create a destination for residents and visitors to enjoy. This Land Use Plan includes light industrial, smaller scale commercial, and larger commercial, office, business park, and governmental uses as delineated on Map 9. Maps 10 through 13 illustrate an example of how future development may appear.

- The eastern side of CTH KW is the location of several existing light industrial uses. These uses have been accounted and are included in the business park / light industrial area. West of CTH KW is also included in the business park / light industrial portion of Knellsville. It would be desirable location for peripheral uses to the light industrial uses to develop. Shared access and parking as well as an internal road network will enable developments to be easily accessible.
- South of the business park / light industrial is a Town Square. The Town Square is meant to attract small-scale commercial or retail options. Corner tenants should be slightly larger to be able to create a definite presence and anchor the building. These buildings would be located around a central meeting place taking advantage of a large amount of open space and a gazebo or open structure. The goal of the Town Square is to create the energy and foot-traffic that will make people comfortable to visit and congregate often. The Town Square will have direct access from the Ozaukee Interurban Trail. Therefore, visitors will be able to take advantage of non-vehicular transportation to frequent the Town Square.
- Areas to both the east and west of the Town Hall have been left for the Town to expand the Hall and parking area as needed. The Town Hall is located adjacent to the open space of the Town Square. A distinct presence of the Town Hall on the Square is encouraged. Therefore, as Highland Drive is relocated to travel north of the Town Hall and future expansion takes place, the façade should reflect the new front of the building.
- Commercial uses should be located to the south and west of the Town Hall. Gas station / convenience store, restaurants, or other service type commercial uses should be located south of the Town Hall. The commercial uses in this location will provide a service, but will not generate the same amount of foot-traffic between uses or businesses. Access to the area would be from Highland Drive. This location is higher in elevation than the Interstate so there would be decent visibility to motorists.
- West of CTH H is a large space that has been split by a new road network. This area includes commercial, office / business park, and open space. The commercial uses should be located nearest CTH H. The large-scale commercial uses as well as visitors will benefit from this location from the visibility of CTH H. Future development could also include a large commercial venue. This type of development would be where commercial uses are connected and appear as a common building. Parking is shared and



## Map 9

### Knellsville Planning Area

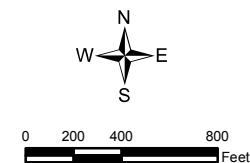
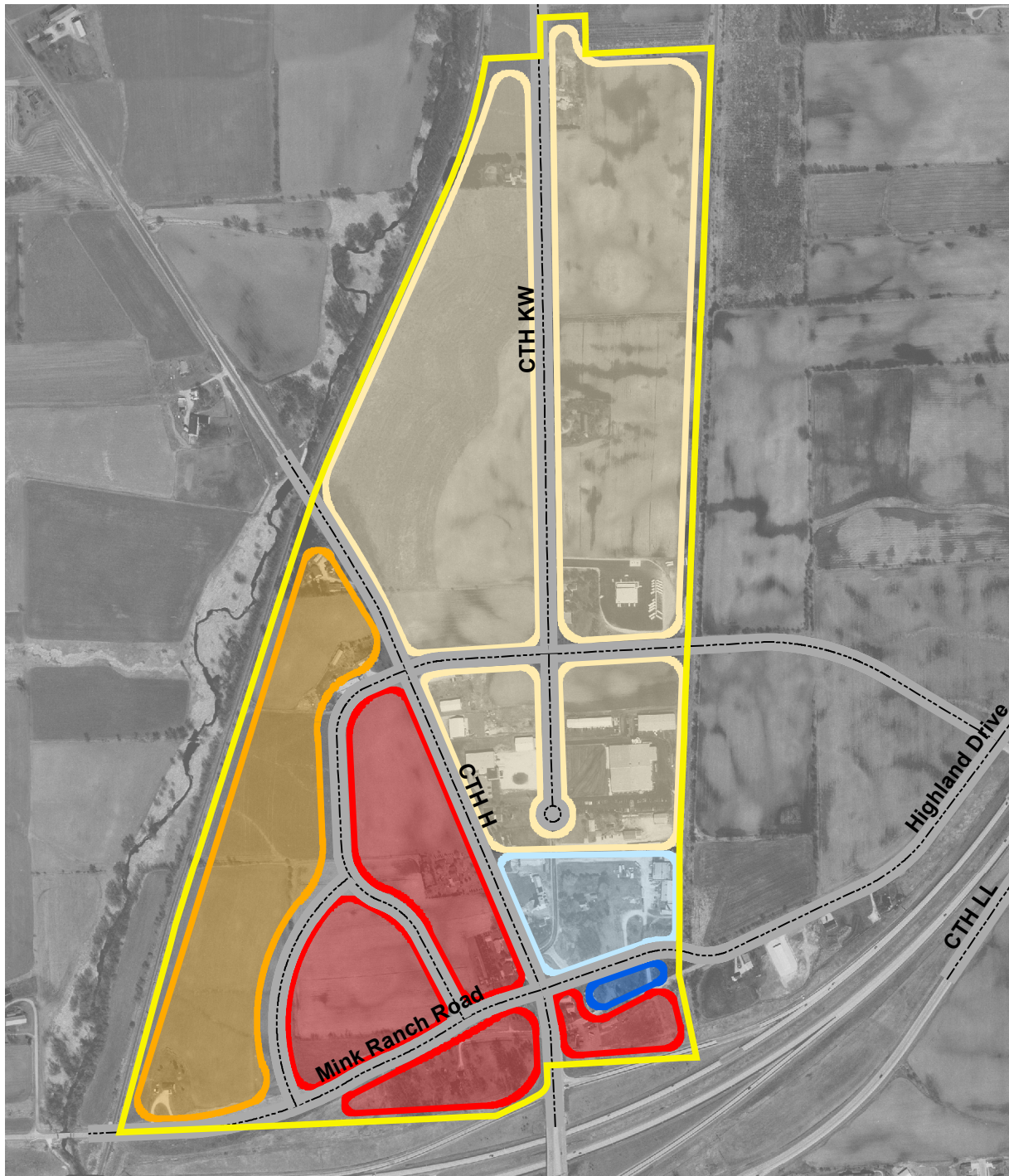
Town of Port Washington  
Ozaukee County, Wisconsin

Proposed Land Use

#### Legend

##### Proposed Land Use

	Business Park / Light Industrial
	Office / Business Park
	Commercial
	Open Space / Regional Detention
	Town Hall
	Town Square
	Knellsville Boundary



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## Map 10

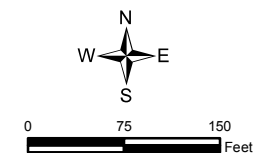
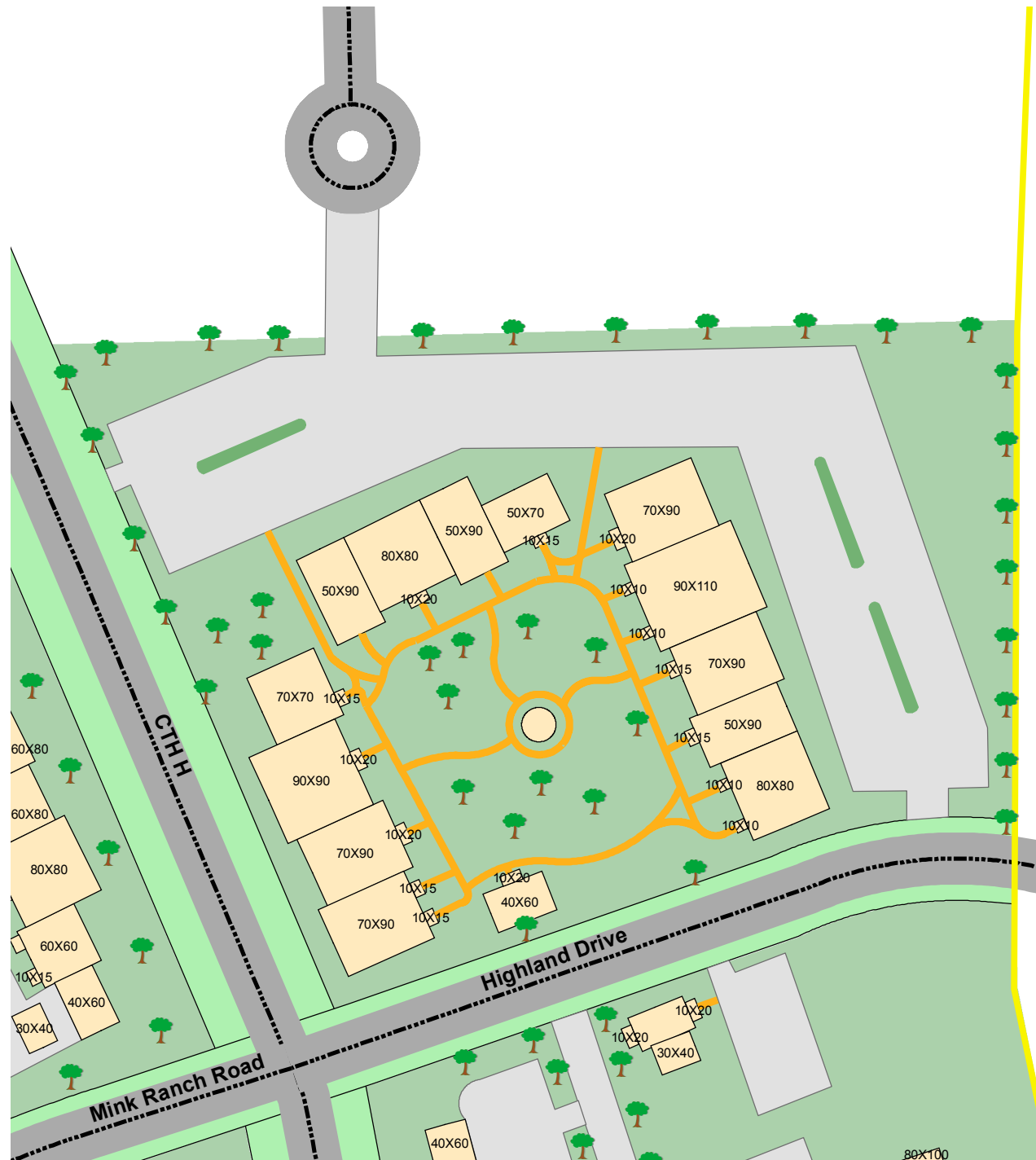
## Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Example Development  
Town Square  
Small-Scale Retail

### Legend

-  Knellsville Boundary
-  Sidewalk
-  Building Footprints
-  Town Right-of-Way



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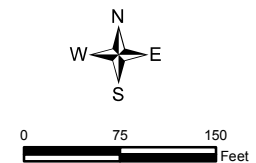
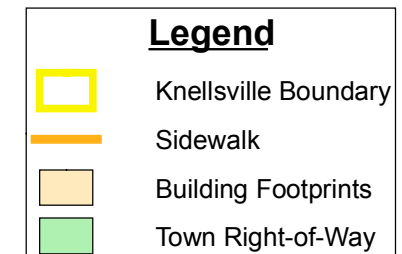
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## Map 11

## Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Example Development  
Town Hall Area  
Small-Scale Retail



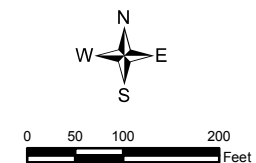
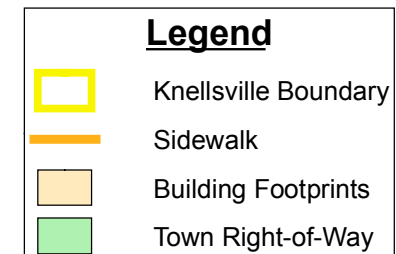
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## Map 12

## Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Example Development  
West of CTH H  
Large-Scale Commercial



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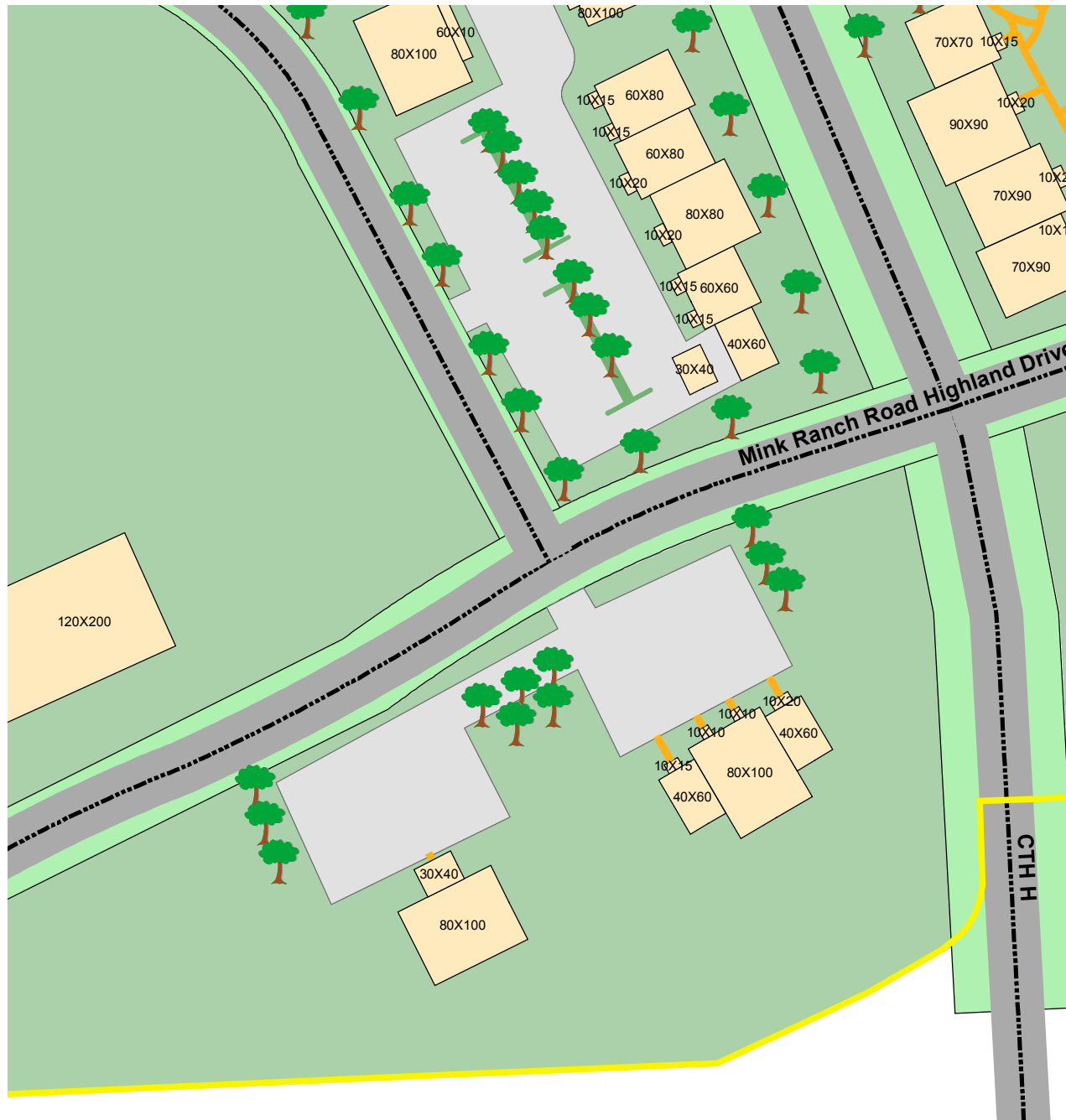

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# Map 13





## Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Example Development  
South of Mink Ranch Road  
Small-Scale Retail



### Legend

-  Knellsville Boundary
-  Sidewalk
-  Building Footprints
-  Town Right-of-Way



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the entire complex would be similar to an outdoor shopping mall. The area is large enough to also support periphery commercial uses as well. Periphery uses being commercial uses that are not physically attached to the remainder of the uses. Access to these locations would not be from CTH H. Instead, an intersection at the Town road reservation on the west side of CTH H, or intersections with Mink Ranch Road would allow for access into this area.

- The western edge of the Knellsville area between CTH H and Mink Ranch Road is a challenging location for development due to the steep slopes. Portions of the slopes are between eight to twelve percent, which are challenging for development but not impossible. Slopes greater than twelve percent have serious challenges for future development and may cause serious erosion problems due to stormwater runoff. Therefore, land with slopes greater than twelve percent should remain undeveloped. This is the sole area with an office / business park designation. Offices in this location would complement the commercial uses.
- The southwest corner of the new Mink Ranch Road and CTH H intersection has been denoted as a location for commercial uses. The commercial uses in this location would be small-scale similar to the periphery uses to the north. Shared access points would be utilized that would coincide with the locations of the new roads from the north.
- East of Interstate 43 is a piece of land to be planned for as shown on Map 14. There are several factors to consider while planning for the future of this area. First, there is great visibility to this area from the Interstate. Therefore, a large amount of people will see the area daily as they drive along the Interstate. Second, it does not have the best location as far as access from the Interstate. The nearest interchange is CTH H, where a visitor must travel northeast along CTH LL to the area. Third, this area could potentially be the first area in the Town that is connected to water and sanitary sewer. The connection point to the public utilities is approximately 600 feet southwest of the corner of this area of the Town.

Many issues have been evaluated while planning for the area of the Town southeast of the Interstate in the Cooperative Planning Area. The greatest use of this land will be a use that does not involve heavy customer traffic but will take advantage of the visibility. A plethora of land uses should be considered for this area including light industrial, office, or other business uses that do not necessarily need a mass amount of visitors or customers. Because this area is a fair distance from Knellsville, future development of this type will not have a great impact on the development or sustainability of Knellsville.

- Stormwater is a major issue for future developments. If Knellsville is developed to the extent planned for, stormwater runoff will be an important concern. A comprehensive or regional approach to the stormwater will allow for a few larger detention / infiltration areas or individual detention / infiltration area for each development are both stormwater options that will need much consideration prior to development. Larger, regional detention areas could enhance the pedestrian experience, as these areas would not be located at individual developments. However, the regional approach will need the cooperation of multiple developments.

# Map 14

## Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Proposed Land Use

### Legend

#### Proposed Land Use

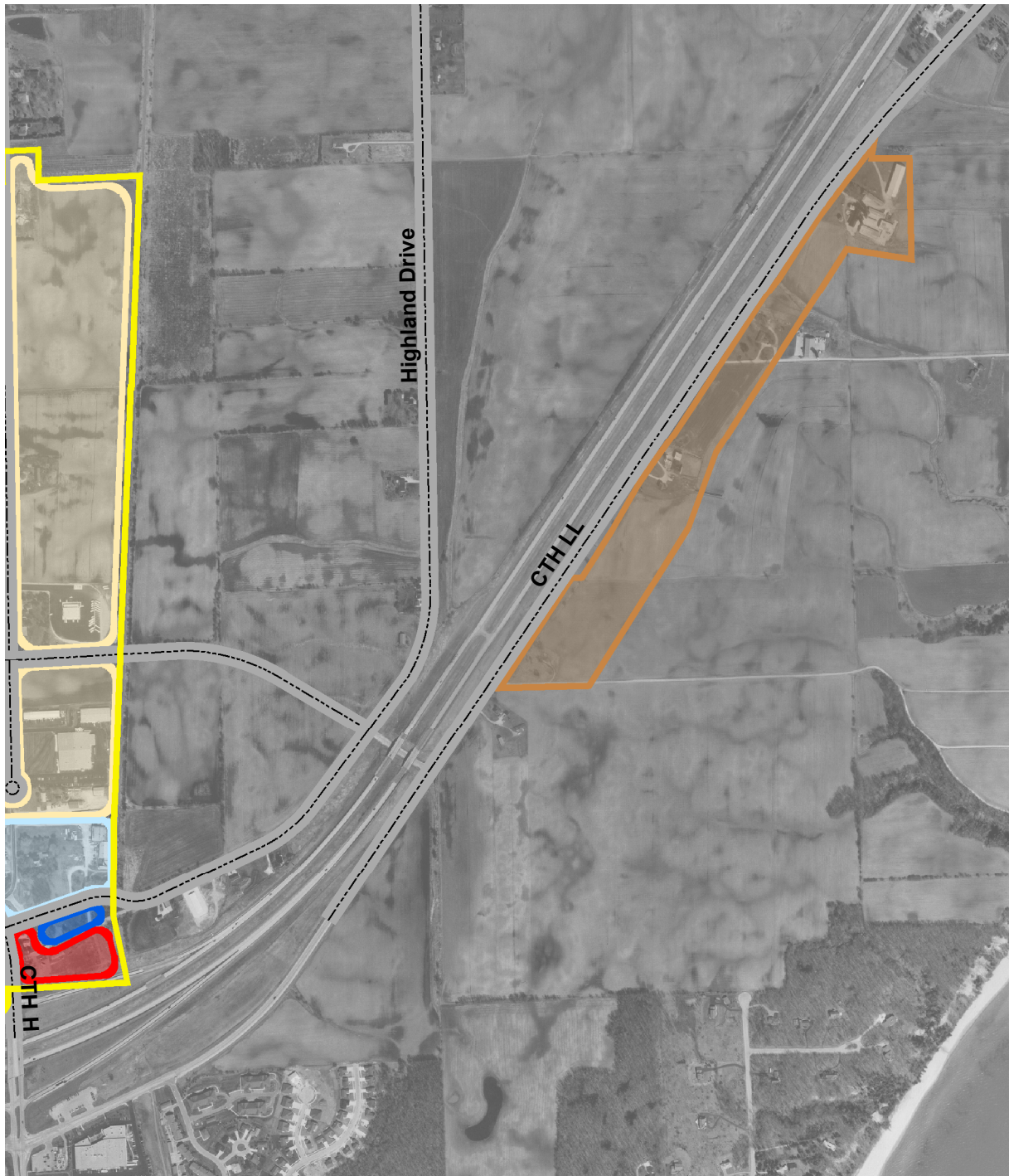
	Business / Light Industrial / Office
	Business Park / Light Industrial
	Office / Business Park
	Commercial
	Open Space / Regional Detention
	Town Hall
	Town Square
	Knellsville Boundary



0 250 500 1,000  
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SOURCE: SEWRPC, Ruekert / Mielke

## DESCRIPTION OF RECOMMENDED LAND USES

The future infrastructure, sanitary sewer and water, has been previously planned. It is vital to identify land uses for Knellsville that will be compatible in order to guide future development. The compatible land uses must consider the existing uses and future development within Knellsville as well as the future development within the entire cooperative planning area. The land uses within Knellsville include: light industrial, smaller scale commercial, and larger commercial, office, business park, governmental, and open space / regional detention.

There are key issues for each location that must be considered in this plan. These key issues represent challenges or concerns that must be addressed with future development. Access is an issue for all locations within Knellsville. A new internal road network and shared access points are key improvements for all future development.

Architectural design is a key issue for the area as well. If the Town desires an attractive and efficient commercial area, the architectural design for individual buildings should be held to a high standard. High architectural design standards will enable Knellsville to be a desirable destination for many residents and visitors.

Buffers are also a key issue in most areas to ensure the rural character is preserved in Knellsville. The Ozaukee Interurban Trail should be buffered from all adjacent light industrial uses and small-scale commercial. Access to and from the Ozaukee Interurban Trail is important at designated locations in the Town Square. These access points to the Ozaukee Interurban Trail must be approved by We Energies as well as Ozaukee County.

The area north of Highland Drive and east of CTH H must focus on all of the key issues as shown on Table 6. The Town Square should be developed at with high architectural standards. Parking and access issues are also very important for the Town Square.



*Table 6: Key Issues by Location*

Key Issues	West of CTH KW / Northeast of CTH H	East of CTH KW / North of new road	North of Highland Drive / East of CTH H	South of Highland Drive / East of CTH H	South of Mink Ranch Road	West of CTH H / North of Mink Ranch Road
Access	X	X	X	X	X	X
Architectural Design	X		X	X	X	X
Assemblage of Multiple Properties Needed			X			X
Buffer Adjacent Land Uses	X		X	X	X	
External Road Improvements		X	X	X		X
Parking			X		X	X
Sewer and Water Extensions	X	X	X	X	X	X

- Industrial uses are considered light industry when operations are conducted indoors and noise, vibrations, lights, or smell does not adversely affect adjacent uses. The light industrial uses could have limited visits from patrons. The existing light industrial uses including indoor storage and shoe manufacturing will meet the standards for light industry.
- Commercial uses have been split into small-scale and large-scale. Small-scale commercial uses are generally less than 10,000 square feet. Uses typically considered small-scale may include: accountants, bakery, clothing, beauty and hair, photographer, tanning salon, bicycle sales and service, coffee shop, and like uses.
- Large-scale commercial uses are generally larger buildings with a single use within the building. The large-scale commercial uses generally include electronics stores, bank, hotel, conference center, and appliance stores.

- Within Knellsville, office uses include business, professional, or administrative offices. Typically there are more vehicle trips by employees as opposed to visitors or clients. Examples of office uses may include: architectural firms, computer software consulting, data management, engineering, graphic design, insurance, and legal services.
- Business park is not necessarily defined by particular uses. The business park designation is a way of defining multiple tenants or uses that are developed together and/or would occupy the same building.
- The governmental use in Knellsville identifies the location of the Town Hall. With the future development on the horizon, the existing Town Hall may not be sufficient for larger meetings and/or the additional services that may need to be centered in the building. Therefore, adjacent properties have been included in the governmental uses to ensure area for future expansion of the Town Hall.
- Open space / regional detention areas have been discussed for several purposes. The open space is needed to maintain the quality of life and rural character of the Town. Open space includes outdoor meeting areas as well as areas to simply enjoy the outdoors. Stormwater management is an issue that must be addressed by the Town. Regional detention areas will allow for the storage and infiltration of stormwater. Specific locations for regional detention have not been identified, as studies for future developments will ensure that the regional detention areas are constructed in appropriate areas consistent with floodplain, wetlands, and the Ozaukee County Shoreland and Floodplain Zoning jurisdiction.

A significant acreage has been dedicated for all of the recommended land uses. Light industrial uses comprise the greatest amount of land within Knellsville. This is the result of the extensive existing light industrial uses and supported with the deficiency indicated in the market research toward manufacturing.

Office / business park uses located along the western edge of Knellsville will accommodate the deficiency in professional business establishments from the market research. The offices could be constructed into the slope with an exposed basement. The office locations will also be attractable because of the significant views towards the west.

The final goal of this plan is to promote an open area for residents to congregate. The Town Square is based upon creating a business atmosphere with the opportunity to enjoy passive open space and relax or congregate with others. Although open space would be available, a large void in the Town for active recreational opportunities will remain. A community park, which would be another way to attract additional people, will enable residents and visitors to engage themselves in active recreation. Extending sanitary sewer and water up to and past a community park may prove to be an expensive proposition. Therefore, it may be possible to locate a park along the northern edge of Knellsville and extend the services only to a pavilion and restrooms. The remainder of the park which would include active recreational fields and courts will not be included in the sewer service area.

*Table 7: Acreage of Land Uses by Location*

	Light Industrial / Business Park	Commercial			
		Office Business Park	Small-Scale	Large-Scale	Governmental
West of CTH KW / Northeast of CTH H	44 acres				
East of CTH KW / North of new road	44 acres				
North of Highland Drive / East of CTH H	21 acres		9 acres		
South of Highland Drive / East of CTH H			3 acres		1 acre
South of Mink Ranch Road			6 acres		
West of CTH H / North of Mink Ranch Road		30 acres		26 acres	
Total Acreage	109 acres	30 acres	18 acres	26 acres	1 acre

## RECOMMENDED DEVELOPMENT STANDARDS

The success of Knellsville will be determined by the quantity and quality of future development. Because Knellsville has a boundary, the quantity of development is simply determined by the square footage of future uses. The quality of future development relates to the atmosphere of future Knellsville. The atmosphere refers to the look, feel, and comfort of both the buildings as well as visitors to the area. People are more likely to revisit an area if they feel safe, comfortable, and they can achieve what they are visiting for. The intent of development standards is to help guide developers toward creative, innovative, and quality designs of future developments to help make Knellsville a success.

According to the Boundary Agreement, the Town must apply the development standards that the City uses for the BP Business Park District. These standards form the minimum requirements for which future developments must abide by. The development standards from the City have been included and edited to create the new development standards for Knellsville. The text to be deleted from the City Development Standards has been struck through. The additional text is underlined.

### Knellsville Development Standards

- A. Statement of Intent. This district is intended to provide for the development of an attractive and aesthetically mixed grouping of office and limited retail and retail services, and light industrial uses, in a highly landscaped setting free of outside storage or display, where the setting is highly visible to one or more main traffic arteries, and all of the uses seek or require such exposure and all are willing to adhere to a higher standard of architectural and grounds appearance to maximize the benefit of such visibility.

B. General development guidelines:

1. Enhance the pedestrian experience by providing a visually pleasing, safe, and socially stimulating destination for merchants as well as visitors.
2. Facilitate well-planned, coordinated, quality private development throughout the entire cooperative planning area.
3. Encourage flexible and individual creativity rather than uniformity.

C. General Requirements.

1. Buildings shall not exceed 40,000 square feet of gross floor area; except that following a public hearing the Plan Commission may approve larger buildings based on their location within Knellsville.
2. Development shall be designed and sized in such a manner that is architecturally, aesthetically and operationally harmonious with surrounding development.
3. All business, servicing, processing or storage, except of off-street parking, shall be conducted within completely enclosed buildings.
4. All utilities shall be underground.
5. Vehicular circulation shall be oriented to internal circulation drives with limited access provided to County Trunk Highways or Town Roads.
6. No external nuisance which is offensive by reason of odors, lighting, smoke, fumes, dust, vibrations, noise, pollution or which is hazardous by reason of excessive danger of fire or explosion shall be permitted.
7. Project elements, such as architecture, landscaping, lighting, signage, access, circulation, parking and utilities shall be designed and constructed in a coordinated manner. In approving or disapproving proposed locations for uses in ~~this district~~ Knellsville, the Plan Commission shall give due consideration to the character of the use and its suitability in relationship to other nearby uses, and shall also base its decision on such evidence as may be presented to the Plan Commission regarding traffic generation, heavy vehicular traffic, soil limitations, emission of noise, smoke, dust or dirt, odorous or noxious gasses attributed to the proposed use.
8. The Plan Commission shall approve site development in accordance with the Town of Port Washington Zoning and Subdivision Code.
9. Bicycle storage facilities shall be available near the Ozaukee Interurban Trail.
10. Where possible, shared parking areas and access points shall be utilized in order to preserve the safety of all pedestrians.
11. Directional / wayfinding signs shall be coordinated throughout the development.
12. Sidewalks and street furnishings shall be provided throughout developments to enhance pedestrian experience.
13. Multi-Story buildings with quality architectural design shall be constructed at key locations to create a landmark identity.
14. Building massing that creates modulation and articulation is encouraged.
15. Buildings shall include changes in relief of the façade.
16. Buildings shall incorporate features such as arcades, roofs, porches, alcoves, porticoes, and awnings to protect pedestrians from the rain and sun.

17. Multi-story buildings that allow for a mix of retail and office uses are encouraged.
18. Buildings shall incorporate windows that allow for views of interior activity or display areas.

D. General Restrictions

1. No continuous or intermittent noise from operations greater than the volume and range of noise emanating from vehicular traffic or its equivalent in noise shall be detectable at the boundary line of any residential district.
2. No toxic matter, noxious matter, smoke or gas, and no odorous or particulate matter detectable beyond the lot lines shall be emitted.
3. No vibrations shall be detectable beyond the lot lines.
4. No glare or heat shall be detectable beyond the lot lines.
5. No merchandise shall be handled for sale or service rendered on the premises except that which is incidental or accessory to the principal permissible use of the premises.

E. Permitted Uses. The following uses are permitted in this district if the Plan Commission determines they are not detrimental to the surrounding area and are in compliance with the general restrictions stated above.

1. Professional offices and services including, but not limited to, accounting, architectural, chiropractic, dental, medical, engineering and legal services.
2. Business offices and services including, but not limited to, advertising agency, management consulting, manufacturing representatives, public relations, stenographic, travel agency, and duplicating services.
3. Financial, insurance and real estate offices and services including but not limited to, financial institutions, security brokers, holding and investments, insurance agency, insurance carriers, electronic data processing and information technology.
4. Restaurants (excluding fast food and drive-thru restaurants), motels and hotels.
5. Retail and retail service shops located on the street level of office buildings, up to 5,000 square feet per building in the aggregate or 50% of the first floor area, whichever is less. No individual retail space shall be larger than 2,000 square feet.
6. Any similar use meeting all the requirements of the Knellsville Development Standards.

F. Permitted Accessory Uses.

1. Garages for storage of vehicles used in conjunction with the operation of the business or for occupants of the premises.
2. Signage subject to Section 6.04 of the Town of Port Washington Zoning and Subdivision Code.
3. Governmental and public services.

G. Prohibited Uses.

1. Automobile wrecking yards, junkyards, or similar uses.
2. Excavating, grading, trucking and similar construction yards.
3. Drop forges, foundries, grain elevators, refineries, tank farms, tanneries and similar uses.
4. Dairies, cheese factories, stockyards and rendering plants.
5. Fertilizer storage and packaging.
6. Landscape contractors or landscape services.
7. Uses involving the storage, utilization or manufacture of materials or products, which decompose by detonation.
8. Mini-warehouses.
9. New and used car and truck sales.
10. Drive-thru and fast food restaurants.
11. Waste disposal, dumping, incineration, hazardous waste storage and similar uses.
12. All types of residential uses.

H. Conditional Uses.

1. Light industrial uses involving the manufacture and fabrication of goods within the confines of a building, and in which any noise, vibration, heat, flash or odor produced in the manufacturing process is confined within the building.
2. Wholesale and distribution facilities (excluding mini-warehouses) for the storage of non-hazardous goods and materials, where such goods or materials are stored inside a building.
3. Research and development.
4. Printing and publication.
5. Warehousing.
6. Public and/or private utility, transmission and distribution lines, and other accessories, provided that when the utility proposes a main inter-city transmission facility, the utilities shall give notice to the Plan Commission of such intention and of the date of any hearing before the Public Service Commission, and, before actual construction, shall file with the Plan Commission a map description of the route of any transmission line.

I. Lot Size. The minimum lot size in Knellsville is 40,000 square feet.

J. Building Floor To Lot Area Ratio. The floor to lot area ratio of the building(s) shall not exceed forty percent (40%) of the lot area.

K. Building Height. The maximum height of principal structures shall not exceed thirty-five feet (35 ft). The maximum height of accessory structures shall not exceed thirty feet (30 ft).

L. Minimum Building Setback. All structures within the BP Business Park District shall be set back forty feet (40 ft) from the ultimate road right-of-way.

- M. Minimum Building and Parking Offset. Building or structure offsets shall be a minimum of twenty-five feet (25 ft) from a side or rear lot line, except where the property is adjacent to an existing or proposed residential development, in which case the minimum offset shall be one hundred feet (100 ft).
- N. Buffer Area Landscaping. In Knellsville, there shall be a buffer that conforms to the landscaping and fencing regulations in section 5.15 along any side abutting a residential district.
- O. Lot Coverage and Open Space Ratio. A maximum of 70% of each lot shall contain buildings, structures and pavement. A minimum of 30 % of each lot shall be open space.
- P. Lot Width. The minimum lot width shall be 150 feet.
- Q. Off-street Parking. Shall be accordance with 5.09, 5.10, and 5.11 of the Town of Port Washington Zoning and Subdivision Code.
- R. Minimum Parking and Driveway Offset. No driveway shall be located closer than twenty feet (20 ft) from a side or rear lot line unless specifically waived by the Plan Commission, except where property is adjacent to an existing or proposed residential property no parking space or access driveway shall be closer than one hundred feet (100 ft).
- S. Minimum Parking Setback. No driveway (excluding the portion of driveway required for road access) or parking area shall be located closer than twenty-five feet (25 ft) to the ultimate road right-of-way.
- T. Landscaping. All premises shall, within one year after the date of receiving occupancy permit, be planted with sod or seeded (except for parking areas). Landscaping and/or open space shall account for at least 30 percent of the total lot area.
- U. Loading Docks. Loading docks shall generally not face a dedicated or reserved public street. Loading docks on property adjacent to a residential property shall not face the residential property.
- V. Exterior Mechanical Equipment. All exterior equipment shall be located, screened and painted to minimize visibility from streets and adjacent sites.
- W. Storage. Garbage and refuse containers shall be screened from view from streets and adjacent sites.
- X. Minimum Design Standards. All office or industrial buildings constructed in Knellsville shall be of tilt-up construction, split-face block or brick.



## IMPLEMENTATION

Specific steps must be taken to ensure that this document for the Knellsville Planning Area is implemented. It is anticipated that total buildout of the Knellsville area could take as long as 20 years. However, given the current market indicators, location at an Interstate Interchange, pending availability of public sanitary sewer and water supply, the total buildout has the potential for being much quicker.

To facilitate completion of this plan, the Town Board adopted a building and development moratorium for the Planning Area. The moratorium lapses on August 10, 2006.

Preparation of this plan and its implementation satisfies Section VIII of the Settlement Between the City of Port Washington and the Town of Port Washington, Ozaukee County, Wisconsin, to Provide for Orderly Land Development, Boundary Agreements and Shared Services (a/k/a Boundary Agreement). Section VIII outlines cooperative land use planning for Knellsville and adjacent City lands. Throughout preparation of this document, the City and the Town have been communicating regarding joint planning for both the City and Town areas.

Exhibit E of the Boundary Agreement states specific terms and conditions in regards to the City providing the Town with the public sanitary sewer and water supply.

To understand the importance of implementation, and the decisions to be made, below is a brief outline of the steps to be taken for the Town to receive sewer and water facilities pursuant to Exhibit E.

1. The City shall be responsible for the planning, design, construction, ownership and maintenance of the sewer system and water distribution system located within the Town boundaries.
2. The Town shall be responsible for all costs associated with the planning, design and construction of the sewer system and water distribution system, including any interceptor connections to the City sewer system and connection to the City water system.
3. All plans and specifications for the Town sewer shall be submitted to and approved by the Town.
4. The Town shall grant to the City any necessary permits or easements over public roads or lands for said construction.
5. The Town shall obtain from and compensate private landowners for land easements over private property, which easement shall either run to the City or be assignable to the City.
6. The City shall obtain written permission from the Town prior to beginning construction within the Town.
7. The City shall restore to its original condition or to the condition agreed to of any easement, the surface of any ground or street within the Town disturbed as a result of said construction.
8. Restoration upon completion of construction must be approved by the Town prior to final payment by the City to the contractor retained by the City for said work.
9. The City agrees to allow the Town input on all bids received before awarding contracts.

Exhibit E further states that the City will own all of the mains and lift stations of the sewer system. The laterals serving private property will be owned by the property owners. For the water system, the City will own the mains, reservoirs and laterals up to and including the curb stop. For water service larger than two inches, the City shall own the service and maintain the service up to the first valve. Users of sewer and water shall be charged the same rates as City users.

### **Immediate Implementation Steps**

There are three immediate steps that must occur to ensure success of the plan, and the plan will not be implemented unless these steps are accomplished. Please see Table 8 for a flow chart of how the implementation steps are interrelated.

The initial implementation steps that must occur prior to August 10, 2006, are as follows:

1. Adoption of this planning area document, as an amendment to the Town of Port Washington Land Use Plan 2010. The Town Board will approve of the plan via ordinance, after recommendation of the Plan Commission. A public hearing will be required prior to adoption.

Ozaukee County is in the process of creating a countywide comprehensive plan. While adopting the Knellsville Land Use Plan, the Town should also recommend that this plan be part of the Town of Port Washington Comprehensive Plan: 2035.

2. Research, revise and create standards to amend the Town's Zoning and Subdivision Ordinance to conform to the development standards as specified in the Boundary Agreement, and analyze the procedures in reviewing new proposals. Standards will be created specifically for the Knellsville Planning area, and may or may not be applicable to the remaining portions of the Town. Careful consideration must be provided while revising the standards to ensure that ordinance amendments do not compromise the implementation of existing goals, policies and objectives for the remainder of the Town.

The increased development standards, as referenced in this report, can be more restrictive than stated in the Boundary Agreement. These development standards will be implemented through a Zoning and Subdivision Ordinance Amendment. The Town Plan Commission, in forwarding a recommendation to the Town Board, will need to thoroughly consider if separate zoning districts shall be utilized for the Knellsville area, or if overlay districts would be appropriate to implement the standards. Nonetheless, ordinance categories that must be considered include:

- a. Specific permitted uses, conditional uses, and accessory uses for each land use category or zoning district.
- b. Specific architectural design standards for each land use category or zoning district, such as amount of use of masonry and four-sided architecture.
- c. Minimum landscape standards, buffers between neighboring uses and the amount of greenspace requirements.

- d. Screening of mechanical equipment and satellite dishes for communication.
- e. Minimum parking requirements for specific uses.
- f. Freestanding signs and wall sign minimum sizes and design, to consider the different needs between stand alone buildings, multiple tenant building, incubator businesses, and location of the business, such as those with high visibility frontage.
- g. External lighting standards, such as maximum foot-candles allowed, amount of light and glare spillover, light pole height, etc.
- h. Appropriate building setbacks and parking lot setbacks.
- i. Ongoing property maintenance standards.
- j. The process of review and approval by the Town of development and specific uses.
- k. Consider adoption of an official map to implement street and highway widths standards and locations.

With adoption of the plan, and amending development standards in the Zoning and Subdivision Ordinance, all new development and proposals within the planning area will conform with the new standards. Proper development standards provides the foundation for overall implementation.

Future development will be required to meet the new zoning and development standards adopted. In the western areas of Knellsville, new development must also abide by the requirements set forth in the Ozaukee County Shoreland and Floodplain Zoning Ordinance. The additional regulations include lands within 300 feet of the Sauk Creek. The Wisconsin Department of Natural Resources also has regulations that will affect future development on the steep slopes near Sauk Creek.

3. Rezone properties within the neighborhood consistent with the plan recommendations. Currently the planning area consists of A-1 Exclusive Agriculture zoning, B-1 Business, M-1 Industrial, and R-2 Residential districts as shown on Map 3. The recommended land uses within the plan are oriented toward the business and industrial, uses different from the existing B-1 and M-1 zones. Therefore, during the review of the Town's Zoning and Subdivision Ordinance, it is anticipated there will be additional zoning districts or overlay districts needed to reflect the recommended land uses and development standards.

Therefore, there will be a need to rezone properties to:

- a. Remove the agricultural and residential zoning from the neighborhood.
- b. Implement new zoning districts.
- c. Create the proper zoning for the recommended land uses.

4. Adopt an official map that defines and illustrates the desired location for both road and utility easements in order to ensure that these locations are protected. Future water and sanitary sewer extensions will be located within the road and utility easements through Knellsville. The detailed route of the sanitary sewer and water must be thoroughly planned to be certain that the best route is utilized. The Planning Commission and Town Board must approve the map after a public hearing is held.

### **Short-Term Implementation**

The immediate implementation and the short-term steps can occur concurrently, but the short-term implementation steps are not totally dependent on meeting the August 10, 2006 deadline. The short-term steps are dependent upon the major external factor of the City extending sewer and water. The preliminary understanding between the City and the Town, is that sanitary sewer and water mains will be extended to the Highland Drive underpass with I-43. This extension in itself does not directly abut the Knellsville Planning Area. At that location, the utility remains to be extended approximately one-third mile to the eastern edge of the planning area. The Town and the City must work cooperatively to gain private property ownership permission, gaining easements and design the extensions.

A second utility location for water service can be potentially located in the southwest corner of the planning area at the approximate location of the Sauk River and railroad tracks / I-43 underpass. This water service connection location will provide an improved water service to the Knellsville area through looping with the eastern connection.

The specific steps of the short-term implementation are as follows:

1. Work cooperatively with the City and affected property owners to plan, design and obtain easements/right-of-way routes for the sewer in order to locate the sewer within the planning area. The extension of the sewer and water within the planning area will be further discussed in the long-term implementation steps.

This step involves several subcategories, which include:

- a. Search and determine the best course of action regarding funding the sewer and water extensions to the neighborhood, and within the neighborhood.
- b. Planning the anticipated phasing of the sewer and water extensions within the neighborhood.
- c. Determining the sewer and water extension routes throughout the neighborhood.

All three of the subcategories are very much interrelated. The phasing and routing of the utility extensions will impact the amount of dollars needed to initially construct the sewer and water extensions.

2. Approve mechanisms for funding the sewer and water extensions as well as road and highway improvements. There are a variety of funding options available to the Town, which are:
  - a. Special assessments, which may include front foot assessments, area wide assessments, etc.

- b. Tax Incremental Financing (please see attached Appendix B for a listing of tax incremental financing funding available to the Town.)
- c. Grants
- d. Special Taxing Districts, such as a utility district, storm water utility district and transportation utility.
- e. Developer direct payment
- f. Impact fees

It is anticipated a combination of the above options would be appropriate for the Knellsville area, subject to further study during implementation phase.

3. The Town could consider soliciting proposals to find a partner, broker, and/or developer to work with the Town and property owners to develop and redevelop the neighborhood.
4. If the Town determines to utilize a partner to assist in implementation in this plan, then the Town and the partner must negotiate and finalize a Developer's Agreement. The Developer's Agreement would specify the terms and conditions under which the partner will assist the Town.
5. The Town must work with Ozaukee County Highway Department and Wisconsin Department of Transportation to design the road and highway improvements as recommended by this plan. Within this step, a traffic impact analysis may be needed, and design of right-of-way cross sections will be determined, such as boulevard designs.
6. After the sewer and water extension are designed, with phasing and locations, and funding secured, the Town must obtain the easements and/or right-of-way to extend the sewer and water, cooperatively with the city.
7. The City and Town cooperatively work to construct the sewer and water to the neighborhood and within the neighborhood pursuant to the phasing.

### **Long-Term Steps**

As implementation of this plan proceeds, the Town will experience triumphs as well as issues that must be resolved. The key to success will be remaining a consistent course so that the original goals and objectives can be achieved. At this time, it is unknown the exact timeframe for total implementation of the plan. The market will determine if the plan will be implemented over a 20 to 25 year timeframe or just in several years from now. Nonetheless, as the Town proceeds toward these long-term steps, the Town must be flexible to changing conditions. Each area of the neighborhood will present its own challenges for implementation. Please see Map 15, which separates the neighborhood into five separate implementation areas. Those areas will be referenced throughout this long-term implementation steps discussion.

1. The first step of the long-term implementation is a lengthening of the short-term implementation which is the extension of the sewer and water through the specific areas of the neighborhood. It may be, as determined through phasing, routing of the utilities,

and the funding options, that certain parts of the neighborhood will have the sewer and water availability sooner than later, the other sections will be later.

Below please find a brief discussion regarding the specific considerations that will occur at each of the sections identified on Map 13.

- a. Section A involves the Town Hall area and the plan development of a Town Square retail location. Important facets of this section include:
  - i. Acquisition of property to relocate Highland Drive, or at a minimum, acquisition of easements to extend sewer and water through the future alignment of Highland Drive. The relocation of Highland Drive is highly dependent upon the relocation of Mink Ranch Road within Section B, as the reconstruction of the intersection with CTH H must be coordinated on each side of the highway.
  - ii. With the relocation of Highland Drive, ingress/egress easements must be provided to Nisleit's Country Inn. It is the intent of this plan for the restaurant to remain a viable part of the Town, and access points to Highland Drive will be imperative.
  - iii. The cul-de-sac of the current CTH KW right-of-way within Section C will be dependent upon the redevelopment of Section A.
- b. Section B may be the first part of the plan to be developed, as the most visible and accessible to the I-43 interchange. Within Section B, there are several existing homes. Any potential developer must be encouraged to acquire those homes for an improved development plan. If the homes are not acquired, then all new development within Section B must provide buffers between the homes and the new development.

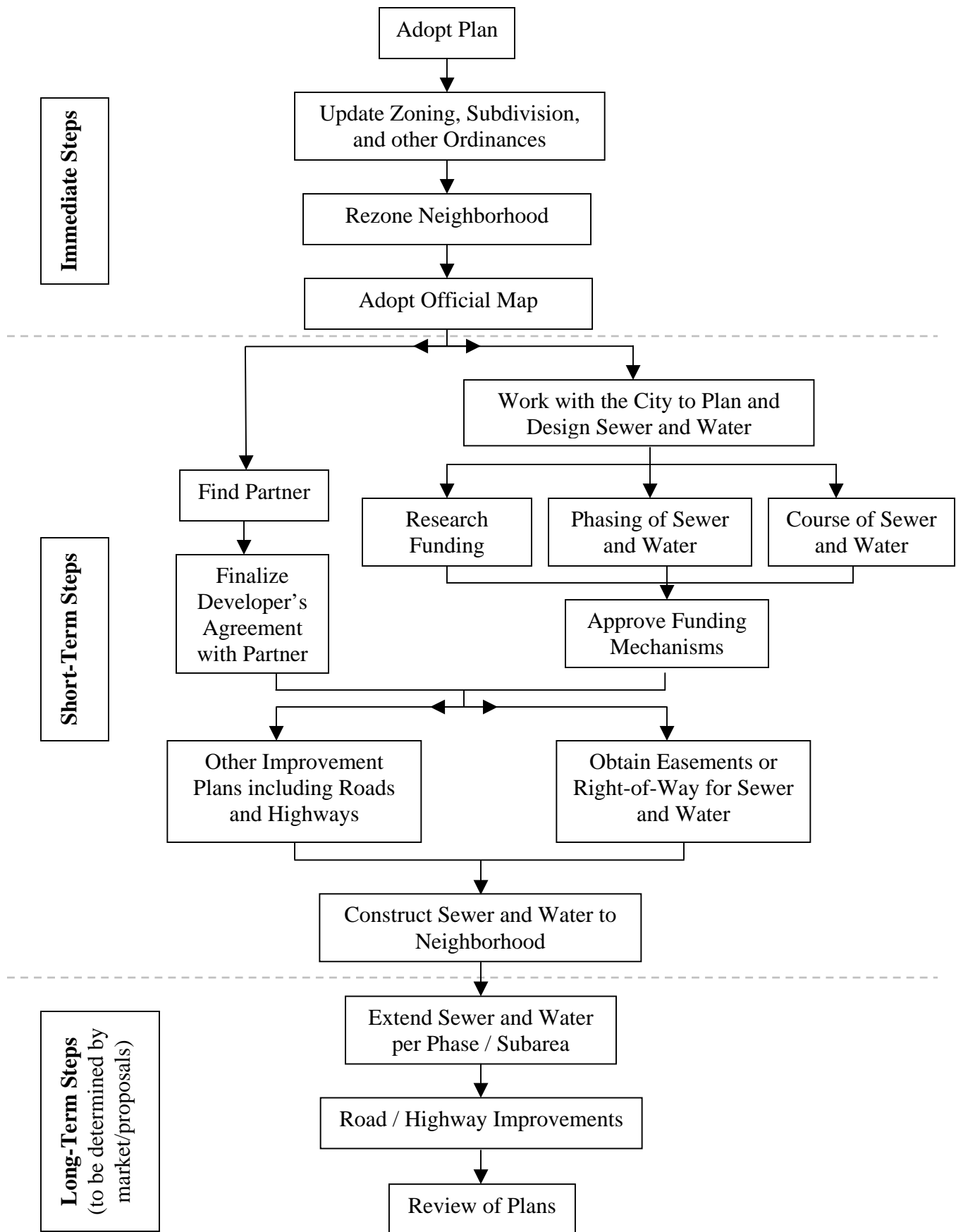
The internal road network shown on the plan map, connecting Mink Ranch Road with CTH H through Section B is intended to be flexible depending on the development of Section B. However, an internal road network must provide a connection between properties west of CTH H within the plan. The flexible road network must also preserve the access points that are safely located away from other major intersections.

- c. Section C has the highest concentration of existing business that could remain along the old CTH KW. A road from CTH H to Highland Drive will follow the existing road reservation. The acquisition of additional right-of-way that aligns with the road reservation will be needed. This road will allow CTH KW to be diverted either east or west. A cul-de-sac will provide access to the existing businesses.
- d. Section D is similar to Section B with existing homes that could remain. The internal road network shown on the plan map can be relocated but must remain in the general pattern as this road is to align with the road reservation. Section D provides the most interesting topography as the land slopes to the west toward Sauk Creek. The proposed road system anticipates that buildings will be constructed close to the right-of-way to allow for scenic vistas to the west, as sewer might not be available to be served to the lower areas of western Section D. Section D, also involves the second potential point in the looping of the water from the City.
- e. Section E is relatively vacant land, and could be developed after approval of the development standards in the immediate implementation steps, without sewer and water. However, sewer and water could be easily extended to this area, and would greatly enhance the long-term value of the development.

2. The ultimate success of this plan will result from the day-to-day reviews of development proposals by the Plan Commission and Town Board. The detailed development standards that will be prepared to implement this plan must be followed. These standards must be continually evaluated to ensure that they are achieving the intended goals and objectives of this plan. Changing conditions will also necessitate evaluation of the zoning distinctions and development standards. If the Town determines that adjustments are necessary to the plan, the specific zoning of property, or the development standards, then changes can be made if the overall goals and objectives of this plan are satisfied.



Table 8: Implementation Chart





## Map 15

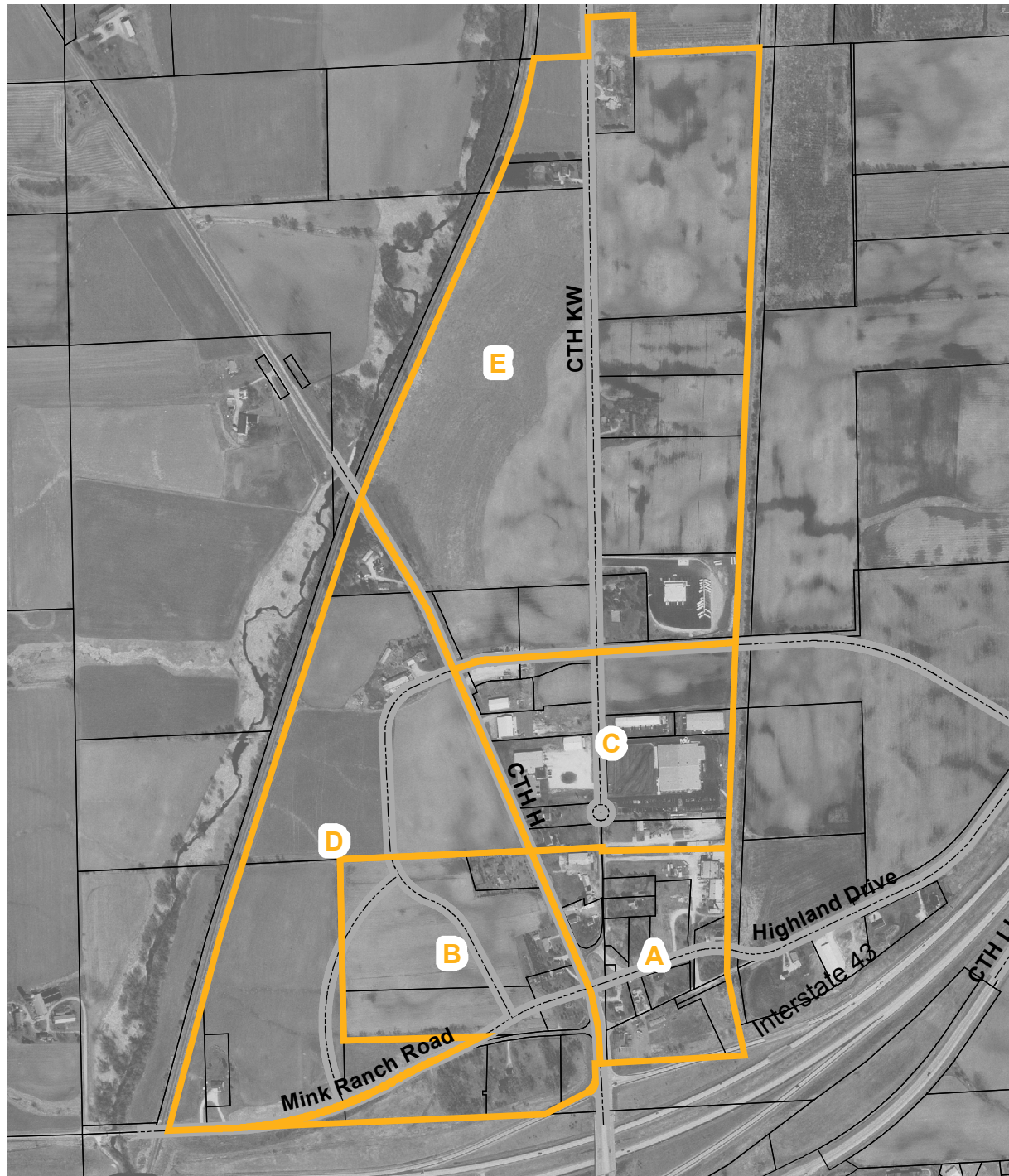
### Knellsville Planning Area

Town of Port Washington  
Ozaukee County, Wisconsin

Implementation Areas

#### Legend

-  Implementation Strategy Area
-  Proposed Roads



SOURCE: SEWRPC, Ruekert/Mielke

January 24, 2006

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## APPENDIX A: PUBLIC PARTICIPATION SUMMARY

## APPENDIX B: TAX INCREMENTAL FINANCING FUNDING AVAILABLE