

This is a draft copy of the
Town of Concord
Urban Development / Hamlet Plan
5/24/2005

Southeast and South central Wisconsin is steadily growing. The thirty-six square mile Town of Concord is located in eastern Jefferson County, nearly equidistant from Milwaukee and Madison. Development is rapidly occurring between Madison and Milwaukee especially at the interchanges with Interstate 94. With Interstate 94 bisecting the Town, and with a full interchange with CTH 'F' and a half interchange with Willow Glen Road, the Town has avoided the rapid development pattern thus far. However, indicators predict the development pressures are forthcoming.

People are discovering that by locating themselves between the two major markets, of Madison and Milwaukee, is allowing them to take advantage of both markets. The officials for the Town of Concord are being proactive in that the growth seems inevitable while development pressure is mounting. If correctly planned for, the Town of Concord and Jefferson County would be beneficiaries of this development as well as developments occurring in surrounding areas.

One pressure point is a specific development project underway in City of Oconomowoc, and the Town of Summit. The "Pabst Farms" project is helping facilitate the increased popularity of locating between Milwaukee and Madison. The Town of Concord is less than six miles west of the new "Pabst Farms." The new development includes 300 acres of manufacturing / business, 120 acres for retail / office development, and upscale residential units.

The Town of Ixonia is currently experiencing considerable residential development. Several subdivisions are being developed a few miles north of Concord in Ixonia. These subdivisions consist of more than 500 single-family homes.

A significant amount of development has also occurred less than 10 miles west of the Town, mainly at the intersection of Interstate 94 and STH 26 in Johnson Creek. This development mainly included a large retail center.

Jefferson County completed an Agricultural Preservation and Land Use Plan in October 1999. This document is referenced throughout this plan as it is important that the intent of the County plan be represented in the Town plan.

A Hamlet was identified via the Jefferson County Agricultural Preservation and Land Use Plan for the Town at the intersections of CTH 'B' and CTH 'F' within the Town of Concord. This hamlet is also in close proximity to CTH 'E' Interstate 94, and Concord Center Road. The planned Hamlet is one-quarter of a square mile in size.

For this study, the focus is on the 1-94 corridor between the Waukesha County border and just west of CTH 'F'. The northern and southern boundaries are approximately one mile north and south of Interstate 94. In early 2005, the Town Board selected Ruckert/Mielke, Inc., to assist the Town with this plan. The general study area boundaries are shown on Map 1.

Goals and Objectives

In order to properly create a land use plan for the study area, goals and objectives must be formed to guide the process. For this study the goal is the desired result of meeting the objectives. The objectives are conditions that to be met which will ultimately guide the final outcome of this study.

Goal:

To create a focused land use plan that will allow growth anticipated from westward development expansion along the Interstate 94 corridor, while protecting the rural character of the entire Town.

Objectives:

- To preserve the "rural character" and aesthetics of the Town with the new growth.
- To remain proactive in creating land use controls to take advantage of the economic development possibilities of expanding commercial / business and residential uses into the Concord area.
- To preserve natural features and amenities **for** the benefit of the Town and County.
- To preserve and protect the environmental corridors and other environmentally sensitive areas.
- To provide quality neighborhoods for current and future residents of the Town.
- To provide viable retail areas for Town residents as well as the general public.
- To provide a link between this plan and the Jefferson County Agricultural Preservation and Land Use Plan for intergovernmental cooperation of the implementation of both plans.

Existing Land Use

Currently the Hamlet and surrounding areas have a mixture of commercial, residential, institutional, and governmental uses. The historical development pattern of the Town occurred along Concord Center Road, which is east and southeast of the designated Hamlet. The pattern was established along the former STH '30' corridor, which was supplanted by Interstate 94 in the 1960's.

There are several small businesses in the study area including Western Towing, Lake Country Heating, the Concord House, and a gas station. Other uses include a church, park, school, and a Jefferson County Highway Department building. The residential uses are mostly single-family homes with or without an adjacent farm.

The study area is bounded by Waukesha County (the Town of Summit) to the east. Residential development is occurring in the Town of Summit's westernmost parts. There have been single-family developments with a three (3) acre minimum lot size. In the Town of Summit, the future of the open property nearest to Concord is planned for three (3) acre minimum lot size single-family residential development. The development pattern is already occurring in Summit, north of 1-94 along CTH'B.'

Traffic

The planned Hamlet is influenced by the traffic on Interstate 94. In the year 2000, an average of over 18,000 vehicles traveled both eastbound and westbound on Interstate 94 through Concord per day. More significant for this study is that approximately 3,100 vehicles exited from westbound 1-94 onto CTH 'F' every day. Approximately 4,300 vehicles daily utilized the ramp from CTH 'F' entering Interstate 94 to travel eastbound towards Waukesha and Milwaukee.

Roughly 600 vehicles per day entered the westbound ramp onto 1-94 from CTH 'F.' Six hundred vehicles exited from Interstate 94 eastbound onto CTH 'F' per day. Overall, more than 8,500 vehicles per day are driving through the Hamlet, not just passing through on the interstate highway. The data also shows a strong eastward presence by Concord residents.

Immediately east of the Interstate 94 and CTH 'F' intersection is the Willow Glen Road Interchange. There are only two ramps at this intersection and it gives the impression that it is incomplete. Drivers are able to exit from Interstate 94 when traveling eastbound or they can enter Interstate 94 to travel westbound from Willow Glen Road. According to the 2000 traffic counts there were an average of only 350 drivers exiting onto Willow Glen Road from eastbound Interstate 94 and 340 drivers entering Interstate 94 westbound from Willow Glen Road. This is a significantly low number of vehicle trips for an interchange.

The entire interchange at CTH 'F' is scheduled for improvement by the Wisconsin Department of Transportation (WisDOT) in 2012. The WisDOT has not scheduled any improvements to the interchange at Willow Glen Road and is anticipating eventual removal of the half interchange. Therefore, the state is taking into account that there will not be any major land improvements near the Willow Glen interchange, but rather at the CTH 'F' interchange.

The eastbound exit at Willow Glen Road leads directly to Delafield Road. One mile into Waukesha County, Delafield Road becomes CTH 'DR.' There has been significant concern regarding the truck traffic on CTH 'DR' has increased which may be directly related to the development of "Pabst Farms".

Traffic patterns are changing however. The new "Pabst Farms" development is expected to facilitate the increasing amount of vehicle traffic. Because the "Pabst Farms" includes a variety of uses there will be several different types of traffic passing through the area. Truck traffic is expected to increase with the recent opening of Roundy's Distribution Center. Regular automobile traffic is expected to increase due to the number of jobs being created in the "Pabst Farms" as well as the housing development.

Population, Household, and Employment

In order to create a sound land use plan, it is essential to understand the population, households, and the employment statistics of the study area. Knowledge about the trends and projections is also important to have an effective plan.

The Census for the United States is taken and released every ten years. During the interim, the State of Wisconsin Department of Administration and the Federal Government evaluate the trends of population, households, and employment. After evaluating the trends, predictions are made for populations of municipalities.

At the time when the Jefferson County Land Use Plan was published (1999), the population of the Town was projected to increase to 2,228 people by the year 2005 and to 2,413 by the year 2020. This estimate was made using the 1990 census data. According to the U.S. Census completed in 2000, the population of the Town of Concord was 2,023. The Wisconsin Department of Administration has recently estimated the population to be 2,077 residents in the Town. The newest projection also estimates that by the year 2020, the population will rise by 6.74 percent, with 2,227 residents in the **Town**.

Comparing the baseline projections in 1999, the recent projections, and the 2005 estimate, shows that the Town is not expanding as fast as studies initially anticipated. There is reason to believe that with the "Pabst Farms" development is in its preliminary stages, and nearby growth patterns in both western Waukesha County and Jefferson County, the actual population of the study area may begin to grow significantly faster than the most recent projection. The most recent population projections for Jefferson County and the Town of Concord are shown on the following table.

	1980	1990	2000	2005	2010	2015	2020	2025
Jefferson County	66,152	67,783	75,767	79,030	82,161	85,178	88,302	91,464
% Change		2.41%	10.54%	4.13%	3.81%	3.54%	3.54%	3.46%
Town of Concord	1,805	1,884	2,023	2,077	2,128	2,176	2,227	2,280
Difference		79	139	54	51	48	51	53
Total Change					51	99	150	203
% Change		4.19%	6.87%	2.60%	2.40%	2.21%	2.29%	2.32%

Source: Wisconsin Department of Administration Website

In order to create an effective plan, the correct type of housing must be included. Housing statistics show what types of housing are desired, what size of housing is needed, as well as what price range these houses should sell for. Within the Town of Concord there are a total of 757 housing units. Of these units, 690 or 91.1 percent are owner occupied. There are only sixty-seven renter occupied housing units in the Town.

New housing starts can be a definite indicator as to the trends in the population growth for a specific area. Tom Marks, Building Inspector for the Town of Concord, reported seven (7) single-family building permits were issued each year for 2002 and 2003. In 2004 there were fourteen (14) issued permits. According to the 2000 Census, the median value of a house in the Town is \$160,900.

The employment status may be of significance to the outcome of the Town of Concord Land Use Plan. As of 2000, when the population of Concord was 2,023 there were 1,170 residents in the labor force. Of these citizens in the labor force, 1,159 were employed. Therefore, the unemployment rate for the Town of Concord was 0.9 percent.

The location of jobs for the residents of Concord is also important to evaluate as to how many people both live and work within the Town. In 2000, there were 314 people who both lived and worked in Concord. The remainder of the residents traveled outside of the Town for employment.

The educational attainment can be a way to measure socio-economic status. In general, the higher the educational attainment in an area, the higher the expected income will be. This may depict what types of careers, income levels, and expendable income of the residents of the Town of Concord. This can be directly related to the affordability of homes and other retail goods. As of the year 2000, 80.4 percent of the Town's residents had earned a high school diploma or equivalency. Twelve percent of Concord residents had obtained a bachelors degree. The median household income in the year 2000 was \$52,885 (2000 Census).

Natural Resources

The Town of Concord has an abundance of natural resources that are considered to be invaluable to a rural community. Such resources should be protected through competent planning and reasonable enforcement of the planning. The resources that make the Town unique are the groves of trees, rivers, streams, lakes, wetlands, and steep slopes.

Rivers, Lakes

Water features are prominent in Southeastern Wisconsin. The Town of Concord is no exception. There are several lakes; rivers, and streams in the Town. These water features include: Goose Lake, Mud Lake, Spence Lake, and a portion of Golden Lake. The Oconomowoc River and Battle Creek flow through the northern portion of the Town. There are also multiple ditches that are designed to channel water throughout the study area.

Woodlands/Wetlands

The Jefferson County Agricultural Preservation and Land Use Plan defines environmental corridors as land that meets one or more of the following conditions:

1. Public-owned park, recreation, and conservancy lands (e.g., county parks, WDNR hunting grounds, and Kettle Moraine State Forest).

2. Water bodies and wetlands mapped as part of the WDNR Wetland Inventory.
3. 100-Year Floodplains based on Federal Emergency management Administration (FEMA) maps.
4. Contiguous woodlands over 10 acres in size.

The Town of Concord will use the above definitions of woodlands and wetlands for the purpose of this study. Environmental corridors and natural areas serve a multitude of purposes. These areas significantly contribute to the desired rural character while preserving the purity of the drinking water as well as maintaining integral portions of the existing ecosystem. Preserving the valuable woodlands and wetlands within the Town of Concord should be paramount in planning for future development. The environmental corridors are shown on Map 2.

The wetlands serve many purposes for the Town. The wetlands store water from rainfall, storm water runoff, and spring thaw to prevent flooding. They protect water quality by serving as a natural filter and separating out pollutants and soil. These wetlands also provide outdoor recreation for wildlife watchers, anglers, hunters, and boaters.

Along the Oconomowoc River there are the 100-year floodplains as mapped by FEMA. There are actually two different 100-year floodplains. Both are classified by FEMA and are susceptible to flooding. The A and AE floodplain zones are both 100-year floodplains, but one is determined by approximate methods the other is determined by detailed methods. Both of these classifications trigger homeowners to purchase flood damage insurance.

Woodlands also serve a valuable purpose for the Town. The woodlands are relied upon for contributions towards wildlife habitat, clean air and water, and minimizing non-point storm water runoff. There appear to be several significant groves of trees within the study area that would be categorized as environmental corridors by the County definition. These woodlands should be preserved because they are a main component of the rural character that current residents enjoy.

Topography

Many knolls and hills are present in the Town of Concord. The slopes of these knolls are directly related to storm water runoff and erosion. There are many knolls within the Town that stand one hundred feet above the surrounding area. These features can contain very steep slopes that are unable to be built upon. In the study area, there are a several knolls, mainly on the south side of the Interstate. The north side of the Interstate consists of more gentle slopes that have improvement possibilities. Portions of the north side of the interstate are considered upland wetlands by Jefferson County and may have drainage issues for new development. These issues must be considered for any current or future development as well as understood during the planning process. The topography is shown as ten-foot contours in the area on Map 3.

Soils

The Town of Concord is primarily a farming community. The soils in the town contribute to the success of the Town's residents. Therefore, in the Jefferson County Agricultural Preservation and Land Use Plan, the soil class was used as a way to decipher between what lands are prime agricultural land and should be utilized for agriculture purposes and what land should be developed.

The U.S. Department of Agriculture published a soil survey in 1979 that describes the soils in Jefferson County, and equally important, the Town of Concord. Soils in the hamlet area have been grouped into three different associations. These associations include the Houghton-Adrian, Fox-Casco-Matherton, and the Wacousta-Lamartine-Theresa associations.

- The Houghton-Adrian association contains soils that are very poorly drained. They are nearly level organic soils that are more than 51 inches thick or are underlain by sandy material within a depth of 51 inches.
- The Fox-Casco-Matherton soils range from poorly drained to excessively drained and from nearly level to very steep slopes. These soils are have a loamy subsoil and are underlain by sand and gravel.
- The Wacousta-Lamartine-Theresa association consists of soils that range from very poorly drained to well drained and level to sloping soils.

According to the Jefferson County Agricultural Preservation and Land Use Plan, the soils are separated into seven different classes. **These** classes were derived so that the nonprime agricultural land would be ideally be developed first so areas with prime farming soils would be preserved. Map 4 indicates the areas with prime verses non-prime farming soils.

In the soil survey of Jefferson County, the soils are also analyzed for septic purposes. The soils are categorized as slight; meaning the soils are favorable and limitations are minor, moderate; soils are unfavorable but limitations can be overcome with limited planning and design, and severe; soils are unfavorable and major soil reclamation, special designs or intensive maintenance is required. The different categories of soils can be seen on Map 5.

The majority of the Hamlet area falls under the severe category for septic. This may be due to the slope of the soil, or because the ground is does not drain as quickly as desired. There are however, large areas that fall in the slight or moderate categories. These areas may be considered more for development.

Current Zoning

The Town of Concord is zoned via the Jefferson County adopted zoning ordinance (No. 11) in 1975. Jefferson County administers the zoning ordinance. The county is divided into twelve zoning districts, including two residential (sewered and nonsewered), business, industrial, three agricultural districts, community, waterfront, shoreland-wetland, natural resource, and residential/recreational.

The Town of Concord, and more specifically the study area, does not include all twelve zoning districts. The current zoning for the Interstate 94 / Hamlet area is shown on Map 6. The existing zoning districts included in the study area are listed with more detail in the corresponding appendix.

- A - 1 Agricultural (Appendix A)
- A - 2 Agricultural (Appendix B)
- A - 3 Agricultural (Appendix C)
- B - Business (Appendix D)
- C - Community (Appendix E)
- N - Natural Resource (Appendix F)
- R - 2 Residential (Unsewered) (Appendix G)

Other zoning districts that may be useful in planning for the Town of Concord hamlet may include an R - 1 Residential (Sewered) (Appendix H), or a Town Center district.

Land Use Plan

The Town of Concord has many current issues as previously described. After significant consideration of all of the issues and public input, a land use plan has been created that identifies additional issues and constraints within the Interstate 94 / Hamlet area. The study area proposes land uses and proper locations for the land uses that would help the Town capture the economic development along the Interstate corridor while maintaining the rural character and atmosphere that the residents of Concord keep sacred. The land uses for the Interstate 94 / Hamlet area are shown on Map 7 and include: small-lot residential, conservation subdivision, Town Center, commercial, business / light industrial, and preserved natural areas.

Along with the locations of the land uses, calculations for each district, including the additional dwelling units and square footage of future commercial and business / light industrial uses have been completed to estimate the future implications to the Town from this land use plan. These calculations are dependent on the acreage of the uses. The acreage identified for each district has been approximated for several reasons. An approximate acreage is viable because wetlands and woodlands may be included in the areas. These areas should be preserved as natural open space. Exact acreage for future right-of-ways cannot be made, but can be estimated. Therefore, the exact dimensions of each district will be identified when individual development proposals are made to the Town.

Small-Lot Residential

The proposed residential areas in the Town of Concord study area are divided into two categories. These categories include small-lot residential and conservation subdivision. The differences between the two categories are the density and the number of dwelling units per building. Small-lot residential areas are proposed to have single-family lots at a three-acre density. Conservation subdivisions include a 3-acre minimum and 5-acre density.

As proposed, smaller single-family lots will be located along Willow Glen Road north of Interstate 94. The eastern side of Willow Glen Road is approximately 89 acres. A natural wooded area acts as a buffer to separate the residential area from the business / light industrial.

East of Willow Glen Road, north of Interstate 94 is also proposed as smaller single-family residential. Environmental corridors and the Interstate Highway surround this area. Approximately 37 additional acres of land are included with this small-lot residential area. Business uses were initially proposed for this area. If a full interchange were constructed at the Willow Glen Road intersection, access to this area would not be permitted by the Wisconsin Department of Transportation along Willow Glen Road. Therefore, it was determined that business uses would not be feasible due to access from CTH 'B' between the existing single-family homes.

Conservation Subdivision

The conservation subdivision is located in three separate areas of the Hamlet. The first area is located north of CTH 'B' and west of Willow Glen Road; the second is located north of Interstate 94 and east of Willow Glen Road; and the third area located south of Interstate 94.

North of the CTH 'B' and west Willow Glen Road is the first area of conservation subdivisions. This area abuts commercial uses, natural areas, and the floodplain of the Oconomowoc River. Along with the natural floodplain, there are other environmentally sensitive areas. Several groves of trees are located in the area and should be preserved. Smaller wetlands, located on either side of CTH 'B' are also present. This section of conservation subdivisions is 366 acres. By implementing a five-acre density of the residential properties, approximately 61 additional single-family homes would be permitted for a total of 73 homes in the area.

The conservation subdivision sketched does not include any land that has been determined to be in the 100-year floodplain. The proposed conservation subdivisions could include large acre lots or a cluster type development. The northernmost lots would overlook the Oconomowoc River. A cluster type development would preserve more land as open space, thus contributing more to the rural atmosphere.

The second area of the proposed conservation subdivisions is located north of the Interstate and small-lot residential area and extended east to the Town border. Essentially a seamless border as far as land use types between the Town of Concord and the Town of Oconomowoc would develop by creating conservation subdivisions in this location. This second area is 264 acres and would allow roughly 53 homes at the same five-acre density calculation.

Conservation subdivisions in the third proposed area would be south of the Interstate and east of Mud Lake. The majority of land east of Mud Lake and south of the extended Town Center consists of large farming lots with a few residential properties. Conservation subdivisions would be an appropriate land use in that the current residential properties along with the additional residential properties would preserve the environmentally sensitive areas along with more open space. East of Willow Glen Road could be developed as conservation subdivision to again have

a seamless boundary with the Town of Oconomowoc. Approximately 101 additional homes could be created in the 509 acres of this conservation subdivision area.

Town Center

The Town Center is located approximately where the Jefferson County Land Use Plan located the Hamlet. This location offers potential for future small business owners, as this is an intersection of two county highways and very close to another county highway, the interstate highway, and a major town road. The Town Center then expanded the Hamlet east along a proposed improved Concord Center Road to a business district. The Town Center will include the historical, more traditional Town Center buildings. The addition of this area would not only expand the Town Center, but it would allow for added visibility from the Interstate. The park within the Town Center should remain open space for recreational space or even to provide for an outdoor meeting space for residents. The Jefferson County Highway Department building located in the southeast corner of the Interstate 94 and CTH 'F' interchange has been included in the Town Center. Because there is a proposed mixture of uses within the Town Center, a separate map (Map 8) illustrating a more detailed Town Center is included.

The Town Center should be a friendly, walkable area. In order to accomplish this, the commercial and residential uses should be mixed throughout the district. The residential uses could be mixed as well. Lots should be smaller in size to promote the walking throughout the Town Center. Therefore, the Town Center should be a mixed-use district with lots no larger than one acre in size.

A close examination of the population and the relative ages of the population show that there are many people who are aging who enjoy living in the Town of Concord. These aging residents are a significant attribute to the Town. With a Town Center having several types of uses relatively close, seniors may elect to relocate there. A senior development within the Town Center could prove to be a desirable place to live.

The Town Center must be a destination for specific commercial uses or specialty shops. Residents and visitors would go to the Town Center to frequent a particular store or use. Therefore small retail uses that would accommodate the immediate neighborhood should be permitted.

Commercial

The commercial area has been focused along the CTH 'B' and CTH 'F' intersection and the Town Center. The commercial area is focused near CTH 'F,' to allow for easier access to the commercial uses from both the Interstate interchange and the major residential developments currently underway in Ixonia.

The gas / service station that is currently northwest of this interchange is included in the commercial district. It is a viable use and stands on the only non-floodplain property northwest of the interchange. A gas / service station would be a permitted use in the commercial district.

The proposed commercial area, excluding the service station, then accounts for approximately 126 acres of commercial uses. To calculate the total square footage of the commercial uses assumes that twenty (20) percent of the land is preserved for natural features or reserved for future right-of-ways. Normally, commercial uses utilize twenty (20) percent of the lot for retail space. Using this formula, 892,112.3 square feet of commercial uses are proposed.

Commercial uses are also permitted in the Town Center district. The square footage will be calculated by assuming that twenty-five (25) percent of the land will be developed into residential uses and twenty (20) percent of the land being natural or future right-of-ways. Having twenty (20) percent of the remaining acres developed into retail space means that 1,202,260.7 square feet of commercial uses are being proposed in the Town Center.

A total of 2,094,373 square feet of additional commercial space is proposed with this Hamlet land use plan. A complete breakdown of square footage of individual areas within the plan is detailed in Table 1.

Business /Light Industrial

Several locations for business and / or light industrial uses are proposed near the Willow Glen Road / Interstate 94 interchange. In the southeast corner of the interchange, a light industrial use is presently operating in this area (Western Culvert) as well as a communication tower. With the possible improvement to the interchange, the additional uses could prove to be viable.

Business / light industrial uses are also proposed for the area between Interstate 94 and Concord Center Road, from the Town Center to Willow Glen Road. This area will have high visibility from the Interstate as well as access on and off of the Interstate. Approximately 113 acres of land are included in this business / light industrial segment.

The last area of proposed business / light industrial uses is located between CTH 'B' and Interstate 94 from CTH 'F' to the large wooded area just west of Willow Glen Road. This large area of business uses would have high visibility from Interstate 94. The surrounding residential uses would provide a steady market for these future businesses. The business / light industrial area is approximately 245 acres.

The amount of square footage after development assumes that twenty (20) percent of the land is reserved for future infrastructure or preserved as natural areas. The floor area ratio of the proposed business / light industrial uses is twenty-five (25) percent. The estimated square footage of business area / light industrial would then be 3,118,908.2 square feet.

Access

Because of the proactive nature of creating a plan for an area with extreme development pressure, future transportation is a key issue. Access to and from the entire area will ultimately help shape future developments in the Town. There is sufficient access for the current land uses.

The access throughout the entire area utilizes roads that are under separate jurisdiction. Town roads, county highways, and the Interstate highway will all have an affect on future development

in the Town of Concord. It is important that officials from the Town, County, and State work together in order to sufficiently improve the roads and ultimately the entire Hamlet area. Access improvements may include constructing an interchange, straightening roads, widening roads, among others.

Local officials have shown interest for the expansion the Willow Glen Interchange into a full diamond interchange. The land needed for a full interchange has been accounted for as shown on the map. The Wisconsin Department of Transportation has not given any indication that the Willow Glen Interchange will be improved or expanded into being a full diamond interchange.

A full diamond interchange at the Willow Glen exit must be fully explored. A completed interchange will allow future residents and visitors to access the eastern portion of the study area. The Town and County must work directly with the Wisconsin Department of Transportation to ensure that this full diamond interchange is discussed.

The interchange at CTH 'F' should also be considered for improvement. If CTH 'F' is to carry a larger volume of traffic, safety is a main concern. Where the CTH 'F' bridge passes over Interstate 94, there is a large incline to reach the summit of the bridge. This incline inadvertently acts as a blind spot for traffic exiting Interstate 94.

Concord Center Road is the main access through the Town Center south of the Interstate. Improvements to Concord Center Road will be needed for additional development to occur. When additional traffic is brought into the Town Center, a very simple and safe travel route should be provided. Improvements to Concord Center Road must include straightening the road. A perfectly straight road is most likely unattainable due to the existing structures; a straighter road would benefit the Town Center. The easier it is to access the Town Center, the more people will visit and utilize the Town Center.

Additional residential and commercial uses result in an increased number of vehicles and vehicular traffic. The current needs for traffic along CTH 'B' are met by the existing road. When the proposed developments start occurring, the existing CTH 'B' will not be sufficient for the increased traffic. Improvements would include acceleration / deceleration lanes, shoulder reconstruction, and possible turning lanes.

A complete traffic impact analysis is needed for the entire Hamlet area. A traffic impact analysis will determine the capacity of the current road system, the future needs of the roads, and whether the additional traffic would be more local as opposed to regional traffic. The results of the traffic impact analysis will help determine the financing options that the Town will need to consider.

Future needs of the roads as indicated on the traffic impact analysis may also indicate a deficiency in the future road width. Town officials must work alongside County officials to create a map for future road widths. This is important so that when future development occurs, developers dedicate enough land for future right-of-ways.

The Wisconsin Department of Transportation currently owns the land immediately northeast of the CTH 'F' / Interstate 94 interchange. Future plans of creating a park and ride has been explored, therefore it has been noted on the map.

Future Population

Town Center

Within the Town Center, the number of dwelling units may be difficult to estimate for several reasons. First, some of the Town Center area has already been developed as large lot single-family residential. Trying to add residential uses in this area may be difficult in that there may not be enough open space to fit additional single-family lots.

A second reason that the number of dwelling units is difficult to project is because the Town Center is meant to be a mixed-use neighborhood. Three different combinations of uses would be permitted throughout. A stand-alone retail or small commercial use fits perfectly into the Town Center. The same retail or small commercial use where the owner or renter lives above is also permitted. Still yet, a single-family homeowner would be permitted to build a home and live within the Town Center.

In order to calculate the dwelling units of the Town Center the retail or commercial uses and the existing residential uses needed to be accounted for. A density restriction of one dwelling unit per acre is proposed in this plan.

Two assumptions need to be made in order to calculate the total number of dwelling units. The first assumption is that twenty-five (25) percent of the land within the Town Center is either wetlands to be preserved or additional single-family lots cannot fit into the existing residential areas. The second assumption is that twenty-five (25) percent of the area will be developed into a commercial use. Therefore, fifty percent of the acreage can be developed into additional residential uses. There are currently 61 single-family homes in the Town Center area. By using the formula, 284 additional dwelling units will be developed for a total of 345 dwelling units.

Small-lot Residential

The small-lot residential area is proposed to be a three-acre density. There is a total of 126 acres of land that could be developed into single-family residential units. There are six single-family homes in the small-lot residential area. An additional 35 dwelling units could be added for a total of 41 dwelling units.

Conservation Subdivision

The conservation subdivisions are limited to one dwelling unit per five acres of land. There is 1,230 acres of land included in this area. Thirty-six single-family homes are present. A total of 246 single-family homes are permitted in the conservation subdivisions. Therefore, 210 additional single-family homes are being proposed.

The future population of the study area has many implications. First, the tax base of the Town of Concord is directly affected. The infrastructure needed for the increased population is important. The business and retail uses that may locate in the study area need to study this population to ensure that future business will be viable.

A total of 530 additional dwelling units are being proposed. Table 1 shows a detailed breakdown of the additional dwelling units per area proposed. The average household in the Town of Concord at the time of the 2000 census was 2.7 persons per household. If the proposed Hamlet area remains consistent with the past figure, 1,431 additional people would relocate to the Town of Concord Hamlet area.

Residential density is a sensitive issue for the Town of Concord. Current residents live in Concord because they enjoy the rural character and atmosphere that surrounds them. Map 9 illustrates the residential density that is proposed. This includes a one-acre density for the Town Center, a three-acre density for an area that is capable of such density, and a five-acre density that blends well with the surrounding areas.

Wastewater Treatment Facility

The proposed land use plan for the Town of Concord Hamlet area is roughly six square miles. Because of the soil conditions and the extent of future development, wastewater is an issue that the Town must deal with. There are several options that the Town must consider. These options include creating a wastewater treatment facility or pumping wastewater to another facility.

Creating a wastewater treatment facility is an option to be studied. Several locations for a treatment facility have been discussed. The proposed location for the wastewater treatment facility is an area located northwest of the CTH 'F' / Interstate 94 interchange. The majority of the area behind the gas station is in the floodplain. However, a sixteen-acre piece of land is not in the floodplain and lies along the river for discharge purposes. It is also situated lower in elevation to provide for gravity flow of waste. The Oconomowoc River flows east to west throughout the Concord study area. This location may then be the most optimal because it is the absolute lowest elevation of the area. By constructing the waste treatment facility in this location, it would essentially be out of sight for the remainder of the study area. A wastewater treatment facility location has been selected as the lowest point in elevation of the entire site.

In order to construct and operate a future wastewater treatment facility, the Town of Concord must study how to finance such a project. There are two main options for the Town including the creation of a Town Utility District or a Town Sanitary District that would determine the financing of the operations and maintenance.

A Town Utility District (Wisconsin Statutes Section 66.0827) creates a boundary surrounding the land uses that will utilize the wastewater facility. This boundary is entirely within a single town municipality. By creating a Town Utility District, it is governed by the Town. It does not constitute a separate unit of government.

The second option would be to create a Town Sanitary District (Wisconsin Statutes Section 60.71). A Town Sanitary District normally crosses municipal boundaries into multiple townships. When creating a Town Sanitary District a separate unit of government is formed, which has the powers of a local government. A commission governs the Town Sanitary District.

Connecting the Hamlet area into existing sanitary systems is an option that needs further study by the Town. There are sanitary districts for adjacent communities including Ixonia and Oconomowoc. The Town of Ixonia is currently connected to a sanitary district. The City of Oconomowoc is also connected to a wastewater system. The City of Oconomowoc is within the Southeastern Wisconsin Regional Planning Commission, which has delineated areas for future sanitary districts. These are options that the Town of Concord would need to study further in order to make the correct decision.

Funding the operations and maintenance of a wastewater treatment facility can be accomplished by the previous methods. The infrastructure improvements are also an issue that the Town of Concord would need further study. The creation of a Town Tax Incremental District (Town tax increment law, Wisconsin Statutes Section 60.85) may provide the financing for the construction of the wastewater treatment facility and the needed improvements.

Storm Water Management

Storm water management will be a major obstacle for the development of the entire Hamlet area as there is surface water located in several locations. It is important that the wetlands and woodlands be preserved as they provide immeasurable impacts. According to the Wisconsin Department of Natural Resources NR 216 and NR 151 in the Wisconsin Administrative Code a storm water analysis must be completed for every future development to ensure that the quality and quantity of water runoff is managed properly.

Implementation and Plan Recommendation

Land Use Plan

By being proactive and planning for the Interstate 94 corridor / Hamlet area, the Town of Concord will be able to capture the economic development that coincides with commercial, business, and residential development. The natural buffers, being the Oconomowoc River to the north and the surface water and wetlands to the south, provide perfect separation between the more densely developed corridor and the rural character throughout the remainder of the Town. There are several steps that need to be taken to ensure the success of this plan.

- The Town of Concord in conjunction with Jefferson County needs to approve and adopt the land use plan. Approving a land use plan for the Interstate 94 / Hamlet area may also start the process of creating a land use plan for the entire Town of Concord.
- A subdivision ordinance / land division ordinance must be created and adopted. Towns in Jefferson County can create and enforce a subdivision / land division ordinance when approved by the County. A subdivision / land division ordinance will ensure that the Town is being divided and developed accordingly.

- The Town must create a set of design standards that will ensure that the development is attractive and inviting to future business owners and patrons. The design standards will also help protect or require mitigation of wetlands. Within the design standards, sign requirements and regulations are included.
- The Town must create a standard developers agreement that would guarantee that future development is constructed to the standards created. The developers agreement outlines the terms / conditions and the responsibilities of the developer and the Town.

Wastewater Treatment Facility

The wastewater treatment facility is a vital aspect to the success of this plan and the vitality of the Interstate 94 / Hamlet area. A few issues facing the Town regarding the wastewater treatment facility include:

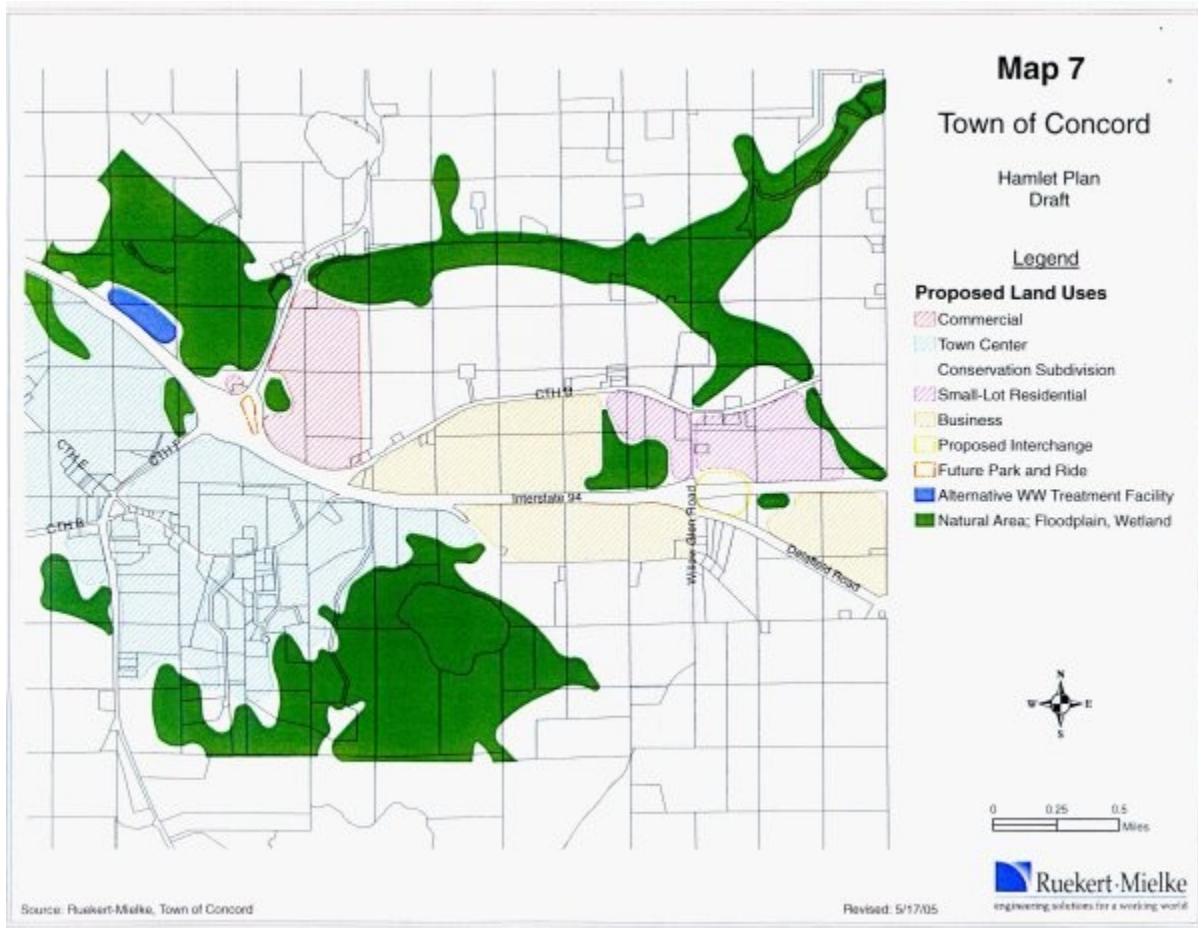
- Studying the costs of creating a facility, or connecting to existing systems. Future studies may indicate that a possible connection to existing systems is more economically feasible.
- Studying the funding of infrastructure projects to include a town utility district, town sanitary district, impact fees, and a town tax increment district. It is important to structure the funding to ensure that a burden is not levied on the current residents of the Town.
- After funding is correctly aligned, the creation of a wastewater treatment facility and / or connection to individual landowners is possible.

Access

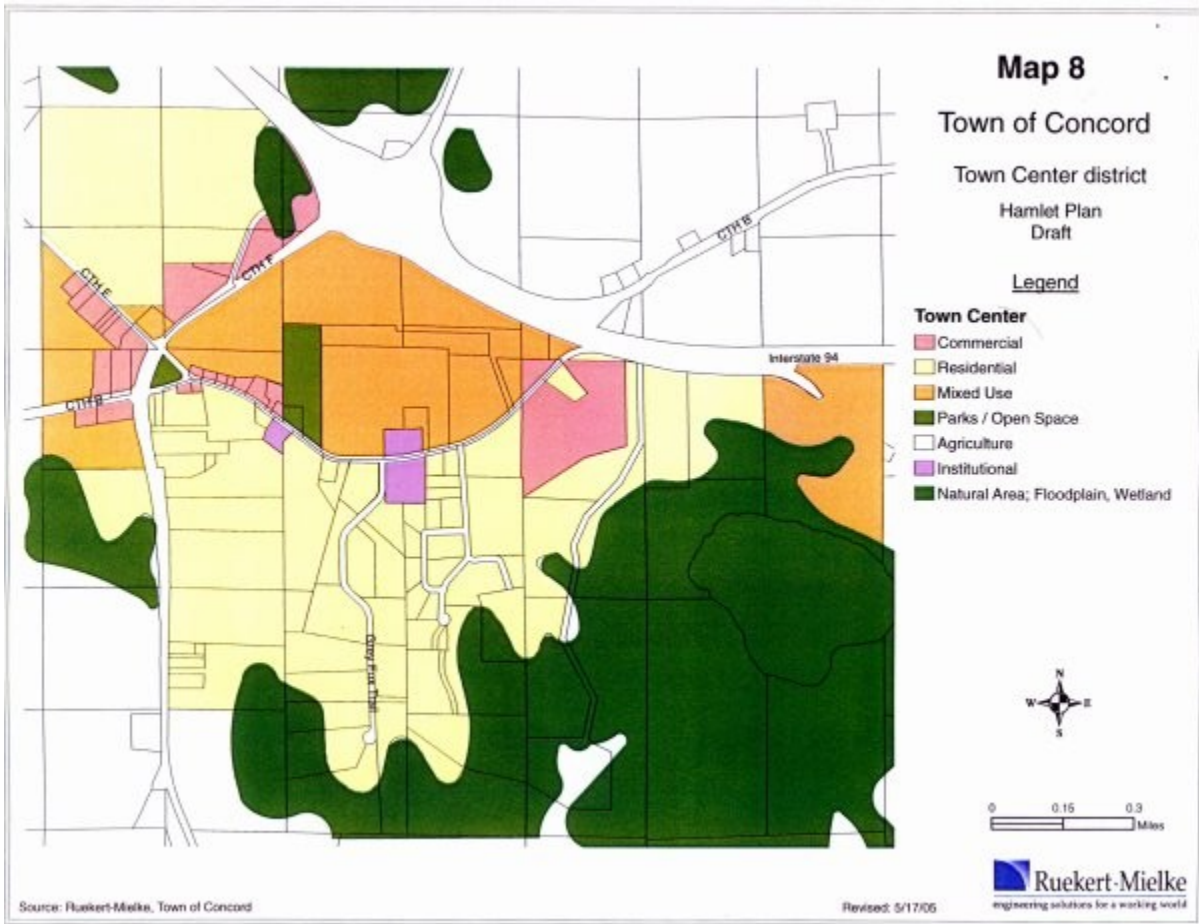
The access to and from the Interstate 94 / Hamlet area is imperative to ensure that future development including both residential and commercial uses thrive. Items needing further evaluation include:

- A traffic impact analysis must be completed to study the amount of increased traffic and the road network needed for success of the area. The traffic impact analysis will provide future road traffic as well as determine if the traffic is from local residents or visitors to the area.
- The Town, County, and State must work collectively to push for a full diamond interchange at Willow Glen Road. This may require the Town to purchase the land needed to ensure future development does not occur on these lands.
- The Town and County must cooperate to design a future road width map. Once a future road width map is completed, developers would dedicate the correct land for future road improvements.
- The Town must take the recommendations of the traffic impact analysis to improve existing roadways.

Map 7



Map 8



Map 9

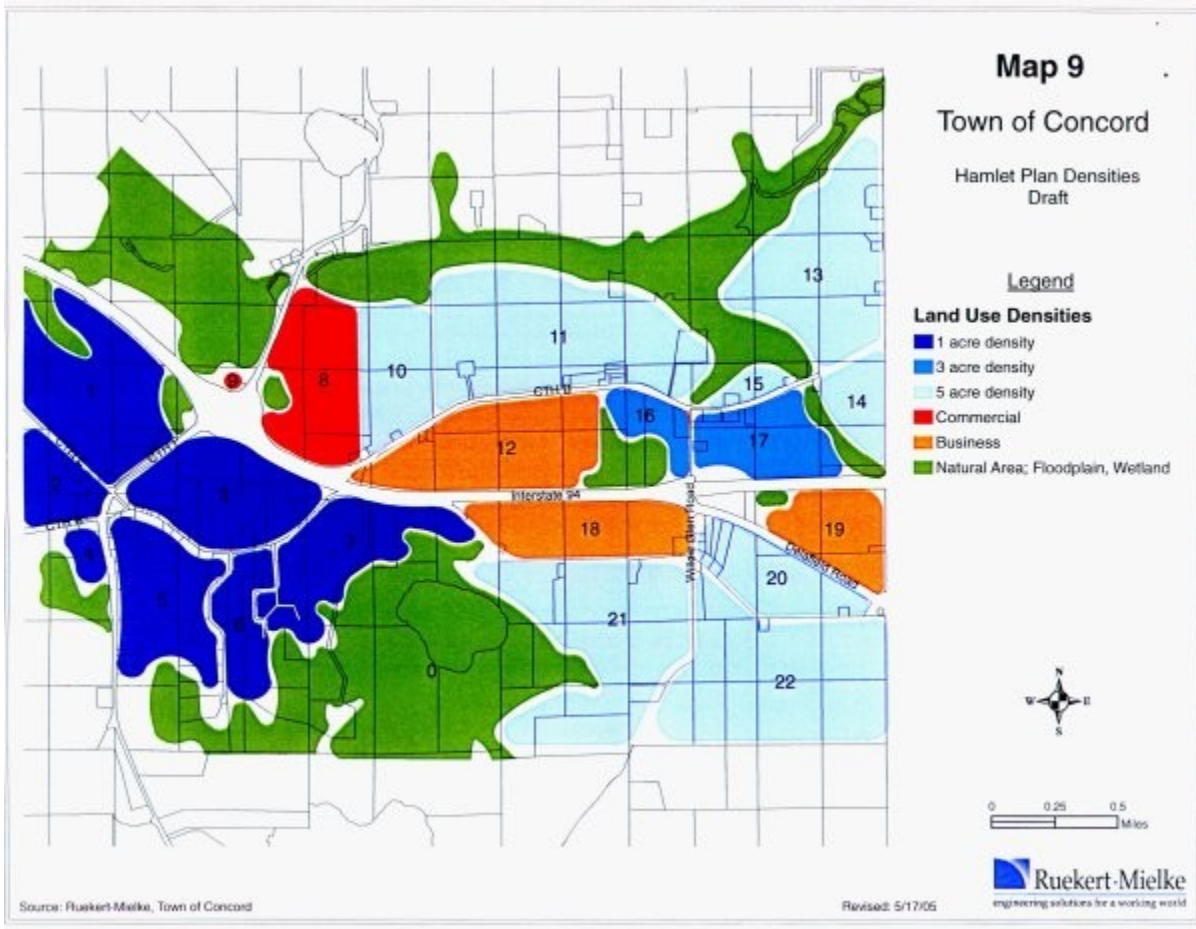


Table 1

	Approximate Number of Acres				Residential Units				Commercial Area	Business Area
	Residential	Commercial	Business	Total	Existing	Proposed	Density	Total	Estimated Building Square Feet	Estimated Building Square Feet
Town Center										
1	127.5	42.5		170	2	83	1	85	296209.2	
2	41.25	13.75		55	8	20	1	28	95832.4	
3	105.75	35.25		141	9	62	1	71	245679.4	
4	11.25	3.75		15	4	4	1	8	26136.1	

5	92.25	30.75		123	13	49	1	62	214316	
6	44.25	14.75		59	18	12	1	30	102802	
7	95.25	31.75		127	7	57	1	64	221285.7	
Commercial										
8		126		126					878173	
9		2		2					13939.3	
Conservation Subdivision										
10	92			92	10	8	0.2	18		
11	274			274	2	53	0.2	55		
13	200			200	6	34	0.2	40		
14	46			46	1	8	0.2	9		
15	18			18	1	3	0.2	4		
20	91			91	7	11	0.2	18		
21	244			244	6	43	0.2	49		
22	265			265	3	50	0.2	53		
Business										
12			167	167						1454909.7
18			113	113						984459.8
19			78	78						679538.7
Small-lot Residential										

16	37			37	1	11	0.33	12		
17	89			89	5	24	0.33	29		
Total	1873.5	300.5	358	2532	103	530		633	2094373	3118908.2

Table 2
Town of Concord Hamlet Plan
Neighboring Activity

Residential (units)	Pabst Farms	Other	Ixonia	Proposed Concord
2020	425	1791	537	614
Build-out	586	3925	537	614
Commercial (Square Feet)				
2020	1260801	156816		2094373
Build-out	175112	156816		2094373
Industrial / Business (Square Feet)				
2020	2344399	0		3118908
Build-out	3256110	0		3118908
Currently Under Construction (Square Feet)				
Commercial	117983	0		0
Industrial	1165735	0		0