

AMENDMENT 2021-1 TO THE KNELLSVILLE PLANNING AREA

TOWN OF PORT WASHINGTON
OZAUKEE COUNTY, WISCONSIN

FEBRUARY 2021

The Knellsville Planning Area plan was adopted by the Town Board as an amendment to the Town of Port Washington Land Use Plan 2010 in April 2006. The Town Board of the Town of Port Washington adopted a comprehensive plan under Wis. Stats. §66.1001 on February 2, 2009. That plan incorporated the Knellsville Planning Area plan.

As required by Wis. Stats. §66.1001, the Town is reviewing and updating its comprehensive plan. The purpose of this amendment to the Knellsville Planning Area plan is to modify the planned land uses for the Knellsville Planning Area and to update the implementation steps.

SPECIFIC CHANGES TO THE TEXT AND TABLES OF THE KNELLSVILLE PLANNING AREA PLAN

AMENDMENT 2021-1

[Note: Changes to the plan are noted with an underline for additions and a ~~strikethrough~~ for deletions.]

PURPOSE, page 1, first paragraph is amended as follows:

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, mixed uses, and multi-family housing if the market allows within the Knellsville area to create a commercial node. By including light industrial, business, ~~and~~ commercial, office, mixed uses, and multi-family housing the Town will also diversify its tax base.

POPULATION, pages 9-10, second paragraph and Table 1 are amended as follows:

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. The Town of Port Washington is near the projected population for the year 2015; the City of Port Washington has been experiencing higher than projected population growth while the Town of Port Washington population growth has been lower than projected.~~

Table 1: Population

Type and Name of Municipality	Census	Census	Census	Projection	Estimate	Projection	Projection	Projection	Projection
	1980	1990	2000	2005	2005	<u>Census</u>	<u>Estimate</u>	<u>Estimate</u>	Projection
Town of Port Washington	1,436	1,480	1,631	1,654	1,691	<u>1,671</u>	<u>1,694</u>	<u>1,724</u>	<u>1,757</u>
City of Port Washington	8,612	9,338	10,467	10,686	10,785	<u>10,835</u>	<u>11,022</u>	<u>11,256</u>	<u>11,507</u>
Total	10,048	10,818	12,098	12,340	12,476	<u>12,506</u>	<u>12,716</u>	<u>12,980</u>	<u>13,264</u>
						<u>12,893</u>	<u>13,120</u>	<u>13,601</u>	<u>13,800</u>

SOURCE: Wisconsin Department of Administration

HOUSING, page 10, is amended as follows:

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, an estimated 89.4~~ percent of the households were owner-occupied in the year ~~2000~~2010. The ~~number~~ percentage of renter-occupied households was ~~186 or 28.3~~10.6 percent of all households in the Town.

Table 2: Households in the Town of Port Washington

	Number of Units	Percentage
Owner-Occupied	471 521	71.7 89.4%
Renter-Occupied	186 62	28.3 10.6%
Total	657 583	100.0%

SOURCE: ~~Applied Population Laboratory, UW-Madison, United States Census, 2010 American Community Survey~~

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~~by the year 2025, the Wisconsin Department of Administration projects ~~739~~689 households in the Town. This amounts to ~~four new households per year~~an increase of 26 households over the 2020 estimate.

LAND USE PLAN, pages 27-28, is amended as follows:

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, mixed uses, and multi-family housing, 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, mixed use, multi-family residential, or retail options.

Corner tenants should be slightly larger to be able to create a definite presence and anchor the building. Multi-family residential uses could be located above commercial or retail uses or in separate small-scale buildings. 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 feel comfortable to visit and congregate often. Combining residential and commercial uses will contribute to the desired energy and foot traffic. 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 the east and west of the Town Hall have been left for the Town to expand the Hall and parking areas 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, mixed use, multi-family housing, 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 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. Multi-family housing could be included as part of a mixed-use complex or a periphery use. 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.

DESCRIPTION OF RECOMMENDED LAND USES, page 30, first paragraph is amended as follows:

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, mixed use, multi-family residential, and larger commercial, office, business park, governmental, and open space / regional detention.

DESCRIPTION OF RECOMMENDED LAND USES, page 31, a new bullet-point is added to read as follows:

- Mixed use development is development that includes two or more types of significant revenue-producing uses (such as retail, entertainment, office, residential, hotel), fosters integration, density, and compatibility of land uses, and creates a walkable community with uninterrupted pedestrian connections. Multiple uses may be located in the same building (vertical) or within the same parcel or general area (horizontal).¹

RECOMMENDED DEVELOPMENT STANDARDS, pages 33, introductory paragraphs are amended to read as follows:

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 development 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. Following adoption of this plan, the Town adopted standards for the Knellsville zoning districts and for the Knellsville Overlay Development Standards District that varied from the following standards but were at least as strict as those for the City's BP Business Park District.

It is recommended that the Town amend the zoning district regulations for the TSD Town Square District and the BP-1 Business Park District to allow mixed-use and multi-family uses as conditional uses.

Immediate Implementation Steps, page 39, the introductory paragraph is amended to read as follows:

There are ~~three~~several 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

¹¹ University of Delaware, Complete Communities Toolbox

of how the implementation steps are interrelated. As of the date of this amendment, the first four steps have been completed. In order to implement the recommendations to allow mixed use and multi-family residential land uses in the TSD Town Square and BP-1 Business Park zoning districts, additional implementation steps will be required, as described below.

Immediate Implementation Steps, page 41, two additional implementation steps are added to read as follows:

5. Work with the City of Port Washington to amend the Boundary Agreement to allow mixed uses and multi-family residential development in the Knellsville area.

6. Research and create standards to amend the Town's Zoning and Subdivision Code to add mixed uses and multi-family residential development as conditional uses in the TSD Town Square District and the BP-1 Business Park District and to amend the KOD Knellsville Overlay Development Standards District as needed to add specific standards for mixed use or multi-family residential development.