

Industrial/Business Park Study Executive Summary

Two-part study:

- 1) Land Absorption Study- existing business parks (SEWRPC)
 - 2) Land Suitability Analysis- future business parks (Waukesha Co. Parks & Land Use)
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1. Industrial/Business Park Land Absorption Study (SEWRPC- lead agency)

Objective

Assess available land supply within existing Waukesha County industrial/business parks

Study Area

Countywide- all 88 existing industrial/business parks analyzed

Findings

Land Absorption Rates & Projections

- Historic industrial/business park land development rates examined over three time horizons: (1970-2015; 1980-2015; 1990-2015)
- Projections based upon historic land consumption rates:
 - 9-10 years of land inventory remains within existing industrial/business parks.
 - **5-6 years of “more desirable” land inventory remains within existing industrial/business parks.**

Note: Upon direction of workgroup, SEWRPC assessed desirability of existing industrial/business park parcels. Parcels greater than five acres in area and located within developments created after 1990 deemed “more desirable.”

2. Industrial/Business Park Suitability Analysis (Waukesha Co. PLU- lead agency)

Objective

Identify lands that may be suitable for future industrial/business park development

Study Area

- 46 highway interchanges and State/U.S. Highway intersections identified as “major transportation nodes.”
- 1.5-mile and 3-mile buffers (focus areas) established around major transportation nodes
- Focus area size determined by population and workforce proximity factors; 3-mile focus areas located east of the I-94/ S.T.H.16 “split”
- Combined boundaries of all focus areas comprise the project study area

Parcel Analysis

- Undeveloped parcels of 20+ acres within study area selected for detailed study
- Selected parcel set (roughly 500 parcels) analyzed relative to approximately thirty locational and physical criteria (i.e. proximity to sewer service, TIF boundaries, natural resource constraints)

Outcomes

- Dynamic parcel database and GIS mapping resource (web app) developed to aid in business siting and land use planning
- Custom reporting/analysis available by full study area, individual focus area, corridor, etc