



VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN

Adopted September 26, 2022

Amendment No. 1
Amendment No. 2

Adopted May 15, 2023 (see Appendix G)
Adopted November 20, 2023 (see Appendix H)

Acknowledgments

Village Board

Dean Wolter, President
David Baum, Trustee
Terri Kaminski, Trustee
Bill Neureuther, Trustee
Rick Miller, Trustee
Jolene Pieper, Trustee
Dennis Myers, Trustee
Phil Hudson, Trustee
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Lori Johnson, Secretary
David Baum, Village Trustee
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Anthony Laszewski, Member
Peter Nilles, Member
Josh Tarantino, Member
Robert Williams, Member
William Shadid, Member

Village Staff

Jeff Retzlaff, Planning & Zoning Administrator
Emily Zandt, Associate Planner/Zoning Administrator
Lori Johnson, Planning Assistant

Germantown Community

GRAEF





ORDINANCE NO. 16-2022

**AN ORDINANCE TO ADOPT THE
"VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN"
FOR THE VILLAGE OF GERMANTOWN, WISCONSIN**

WHEREAS, pursuant to Sections 60.22(3), 62.23(2) and 62.23(3) of the Wisconsin Statutes, the Village of Germantown is authorized to prepare and adopt a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Village Board and Plan Commission of the Village of Germantown developed, adopted, and has followed the "Community Engagement Plan" under Resolution No. 48-2019 containing written procedures designed to foster public participation at every stage of the comprehensive planning process as required by Section 66.1001(4)(a) of the Wisconsin Statutes; and

WHEREAS, the Plan Commission of the Village of Germantown, by a majority vote of the entire Commission recorded in its official minutes, adopted Resolution No. 02-2022 recommending that the Village Board adopt the document entitled "Village of Germantown 2050 Comprehensive Plan" (Draft #2 with a revision date of September 13, 2022), containing all the elements required by Section 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Village of Germantown held a public hearing of the "Village of Germantown 2050 Comprehensive Plan" on July 25, 2022, in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes and provided numerous other opportunities for public involvement pursuant to the "Community Engagement Plan" adopted by the Village Board; and

NOW, THEREFORE, THE VILLAGE BOARD OF THE VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN, DO ORDAIN AS FOLLOWS:

Section 1.

The Village Board of the Village of Germantown, Wisconsin, does by enactment of this ordinance, formally adopt the document entitled, "Village of Germantown 2050 Comprehensive Plan" (Draft #2 with a revision date of September 13, 2022), pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes subject to any non-substantive technical or typographical changes deemed necessary and appropriate by the Village Attorney.

Section 2.

This ordinance shall take effect and be in full force the day after its passage and publication, as provided by law.

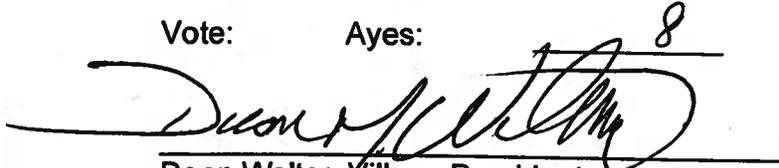
Adopted this 26 day of September, 2022

Introduced by Trustee: Baum

2nd Trustee: Lipen

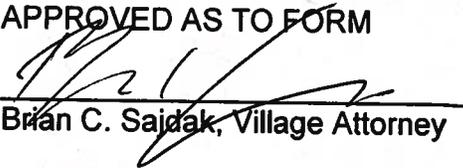
Vote: Ayes: 8

Nays: 1



Dean Wolter, Village President

ATTEST: Deanna Braunschweig
Deanna B. Braunschweig, WCMC/CMC
Village Clerk

APPROVED AS TO FORM


Brian C. Sajdak, Village Attorney

RESOLUTION NO. 02-2022

**A RESOLUTION TO RECOMMEND ADOPTION OF THE
"VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN"
FOR THE VILLAGE OF GERMANTOWN, WISCONSIN**

WHEREAS, the Village of Germantown, Wisconsin, pursuant to Sections 61.35, 62.23(2) and (3), and 66.1001(4)(b) Wisconsin Statutes, adopted Ordinance No. 03-2004 adopting a comprehensive plan on October 4, 2004; and

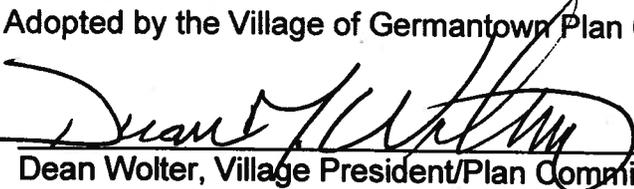
WHEREAS, the Village of Germantown is hereby updating the comprehensive plan to incorporate updated population projections, land use and development trends, and other community data, review land development trends and revise existing and future land use maps, and update policies to guide future development, environmental and historical protection, and conservation, and extend the planning period through the Year 2050 as set forth in the "Village of Germantown 2050 Comprehensive Plan" dated June 25, 2022; and

WHEREAS, the Village Plan Commission has determined that the updated "Village of Germantown 2050 Comprehensive Plan" addresses all the required elements specified in Section 66.1001(2) Wisconsin Statutes, and that the plan is internally consistent; and

WHEREAS, the Village held a duly noticed public hearing on July 25, 2022, on the proposed "Village of Germantown 2050 Comprehensive Plan" following the procedures in Section 66.1001(4)(d) Wisconsin Statutes, and the "Community Engagement Plan" public participation procedures adopted by the Village Board under Resolution No. 48-2019; and

NOW, THEREFORE, BE IT RESOLVED, that pursuant to Section 66.1001(4)(b) Wisconsin Statutes, the Village of Germantown Plan Commission hereby recommends that the Village Board enact an ordinance to adopt the "Village of Germantown 2050 Comprehensive Plan" dated June 25, 2022 as an update of the Village of Germantown comprehensive plan with the revisions set forth in Attachment A hereto.

Adopted by the Village of Germantown Plan Commission this 22nd day of August, 2022.



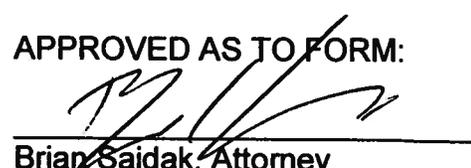
Dean Wolter, Village President/Plan Commission Chairperson

ATTEST:



Laura Johnson, Plan Commission Secretary

APPROVED AS TO FORM:



Brian Sajdak, Attorney

COMMUNITY CNI NEWSPAPERS

AFFIDAVIT OF PUBLICATION

Order #: 0005452676

VILLAGE OF GERMANTOWN N
PO BOX 337
GERMANTOWN, WI, 53022

I hereby state that I am authorized by Journal Media Group to certify on behalf of Journal Community Publishing Group, publisher of Community Newspapers, public newspapers of general circulation, printed and published in the city and county of Milwaukee was printed and published in the MJS-Northwest NOW in editions dated on 10/26/2022; that said printed copy was taken from said printed newspaper(s).



Legal Clerk

State of Wisconsin
County of Brown
Subscribed and sworn to before on October 26, 2022



Notary Public State of Wisconsin, County of Brown

919.25

My Commission Expires

of Affidavits 1

This is not an invoice

VICKY FELTY
Notary Public
State of Wisconsin

VILLAGE OF GERMANTOWN

OFFICIAL NOTICE

NEWLY ENACTED ORDINANCES NO.
16 - 2022

The Village Board of the Village of Germantown, at its meeting on September 26, 2022, adopted Ordinance 16-2022 Ordinance to adopt the Village of Germantown 2050 Comprehensive Plan.

A copy of the adopted ordinances are available and open for inspection by the public in the Office of the Village Clerk at Germantown Village Hall, N112 W17001 Mequon Rd., Germantown, WI 53022, during normal business hours. The phone number for the Village Clerk is 262-250-4745. A copy of the adopted ordinance can also be found on the Village Website, germantownwi.gov.

Dated October 14, 2022
Deanna Braunschweig
Village Clerk - Treasurer

RUN: Oct. 26, 2022 WNAXLP

Table of Contents

1	INTRODUCTION & HOW-TO	7
2	COMMUNITY PROFILE	13
3	MISSION, VISION, & GUIDING PRINCIPLES	28
4	REGIONAL CONTEXT & INTERGOVERNMENTAL COOPERATION	31
5	NEIGHBORHOODS, DISTRICTS & CORRIDORS	37
	FUTURE LAND USE	40
	NDC PROFILES	46
	ZONING	114
6	ECONOMIC DEVELOPMENT	119
	OPPORTUNITY AREAS	129
7	SYSTEMS	142
	HOUSING	144
	TRANSPORTATION	150
	AGRICULTURAL & NATURAL RESOURCES	158
	UTILITIES & COMMUNITY FACILITIES	171
8	IMPLEMENTATION PLAN	187
	APPENDICES	202

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Introduction & How-To

Purpose of the Plan

This Comprehensive Plan update is meant to act as a roadmap for the Village of Germantown as it navigates upcoming change, growth, and development. Realizing the vision and goals presented in this plan will require that the Village face challenging decisions about where and how to grow and what services will best serve the residents of today and tomorrow.

This plan is written to fulfill the requirements of the State of Wisconsin’s 1999 “Smart Growth” comprehensive planning legislation, but also strives to move beyond requirements to showcase and organize the creative ways that the Germantown community members are thinking about their future. As such, the “nine elements” specified by Wisconsin’s comprehensive planning legislation have been re-organized into the following chapters and sections:

Nine Elements	Germantown 2050
1 Issues & Opportunities	Community Profile; Mission, Vision, & Guiding Principles
2 Housing	Systems
3 Transportation	Systems
4 Utilities & Community Facilities	Systems
5 Natural & Agricultural Resources	Systems
6 Economic Development	Economic Development
7 Intergovernmental Cooperation	Regional Context & Intergovernmental Cooperation
8 Land Use	Neighborhoods, Districts, & Corridors
9 Implementation	Implementation Plan

How to Use this Plan

This plan is designed to be used by anyone who is part of the Germantown community: Residents; property and business owners; elected officials; Village boards and commissions and Village staff. The plan gathers the vision of community members, elected officials, staff, and other stakeholders into one cohesive document, and can be used as a guidebook to the future that the Village of Germantown imagines for itself.

If you are a...



Business or Property Owner

you can track local economic conditions and see where the Village envisions growth for the future.



Resident

you can be empowered to know how possible changes in your community will affect your daily life.



Village Staff or Elected Official

you should use this plan to guide decision-making related to land use and economic development, school district facility planning, strategic goal setting, capital facility and annual budgeting.

A Community-driven Planning Process

For Village of Germantown residents, this comprehensive plan update process is an opportunity to reflect on their community and plan for the future. It is vitally important the mission, values, goals, and strategies of this comprehensive plan reflect the ideas and values of those that live in Germantown now, as well as potential future neighbors and residents. Community engagement in the comprehensive planning process was robust, and included the following elements:

- A community-wide online survey
- Several “Community Conversation” public meetings:
 - July 2019 Open House: Participants provided general feedback
 - October 2019 Park Planning Party: Participants provided feedback on parks and open spaces
 - March 2021 Virtual Community meeting: Participants provided feedback on opportunity areas and physical design preferences
 - April & May 2022 Community Workshop: Participants provided feedback on Rural Preservation and Future Land Use
 - June 2022 Community Open House: Participants reviewed draft Plan document
- A dedicated website for the plan that included the following interactive elements:
 - An interactive map that allowed residents to leave comments on the draft Future Land Use Map
 - A Visual Preference Survey to help the planning team understand public opinion of potential future development types in the Village
- Plan Commission meetings and workshops to discuss the Future Land Use Map as well as the strategies and goals in the Comprehensive Plan, all open to the public.

The feedback, ideas, and preferences that the planning team received from residents and elected officials has been embedded into each element of this plan. A full compilation of community outreach results that were conducted as part of this planning process can be found in the Appendix.”



▲ July 2019 Community Conversation.

Community Feedback - Background

The Village utilized the online engagement platform Social Pinpoint to virtually collect feedback. The Social Pinpoint website was open from Fall of 2019 to Summer of 2022. In that time, the website received 143 unique respondents, 11,582 total visits, 185 total comments, and 79 survey responses.

Users could leave comments on a map that highlighted the proposed neighborhoods, districts, and corridors of the Village. They could complete a visual preference survey to give their input on the development types that work best for different areas of the Village. Lastly, the Social Pinpoint website showcased upcoming public events, detailed project phases, and linked to relevant plan documents.

Themes of Engagement

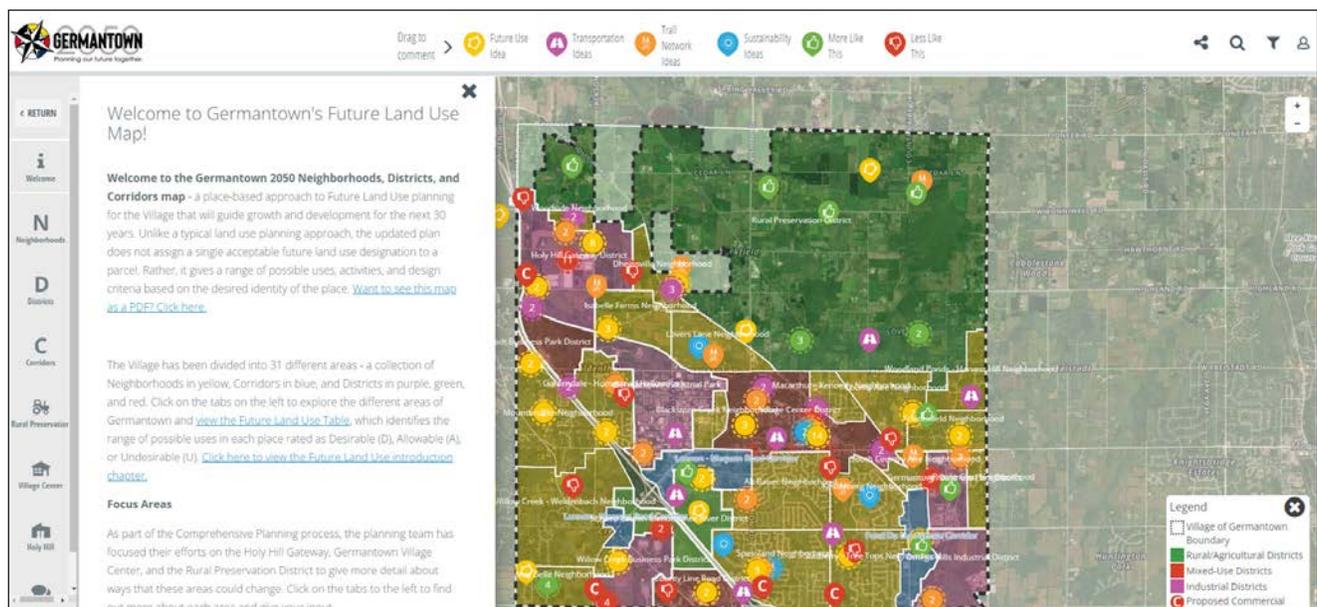
The Village Center District received a high concentration of comments, most of which were future land use ideas. Respondents were concerned about the appearance and usage of specific lots that were deemed to be a hindrance to the downtown

area. One particularly popular comment (40 likes and 4 dislikes) recommend that the Village use tax-increment financing to design a town center similar to one located in neighboring Mequon, Wisconsin. Throughout the downtown area, there were calls to increase trails, improve sidewalks, and install pathways to make the area more accessible to pedestrians and cyclists.

The Holy Hill Gateway District also received a high concentration of comments. Respondents were concerned with the industrial activity in an area that used to be “beautiful and quiet farmland” (43 likes, 2 dislikes). Respondents preferred development that transitioned appropriately into adjacent rural lands.

The Visual Preference Survey received 79 total responses. When shown visuals of townhomes, 49% of respondents voted a 4 or 5, with 5 meaning that this housing type is a good fit for the Village Center/ Mequon Road Area. When shown visuals with more apartments, only 19% of respondents voted with a 4 or 5.

Map interface for Social Pinpoint showing neighborhoods, districts, corridors, and comments.



Key Terms

I: How to Use this Plan

As you use and read through this plan, you may come across a few terms that are unfamiliar. Below is a list of often-used words and concepts for your reference - keep an eye out throughout the plan for discussion of these ideas and principles.

Affordable Housing

Affordable housing is defined by the U. S. Department of Housing and Urban Development (HUD) as access to decent and safe housing that costs no more than 30 percent of a household's gross monthly income. Housing costs for homeowners include the sum of mortgage payments or similar debts on the property; real estate taxes; fire, hazard, and flood insurance on the property; and utilities (heat and light). For renters, monthly housing costs include rent and utilities (heat and light).

Comprehensive Plan

A comprehensive plan is a local government's guide to community physical, social, and economic development. Comprehensive plans are not meant to serve as land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a thirty-year vision for future planning and community decisions (Wisconsin State Legislature).

Conservation Subdivision

The term "conservation subdivision" is used to describe a style of subdivision in which residential lots are designed to be smaller and more compactly located in order to preserve natural areas (e.g. farms, woodlands) as common shared spaces. Traditional subdivision, in contrast, typically subdivide a parcel of land into equal lot sizes without concern for maintaining natural areas.

Density

The term "density" is typically used to refer to the amount of housing units that are able to be developed on a given area of land - often expressed in dwelling units per acre. It is important to note that density is not the same thing as building height, size, or design.

Economic Development

The process of creating wealth through the mobilization of human, financial, capital, physical, and natural resources to generate marketable goods and services.

Environmental Corridor

Key elements of the natural resource base of the Southeastern Wisconsin Region: lakes, streams, and associated shorelands and floodlands; wetlands; woodlands; wildlife habitat areas; areas of rugged terrain and high-relief topography; wet, poorly drained, and organic soils; and remnant prairies. More specifically, SEWRPC has identified what have come to be termed "primary environmental corridors," "secondary environmental corridors," and "isolated natural resource areas." Primary environmental corridors are concentrations of significant natural resources at least 400 acres in area, at least two miles in length, and at least 200 feet in width. Secondary environmental corridors are concentrations of significant natural resources at least 100 acres in area and at least one mile in length. Isolated natural resource areas are those remaining significant natural resources at least five acres in area and at least 200 feet in width (SEWRPC).

Future Land Use Map

A future land use map is a tool that municipalities use to establish a vision for how land will be used in the future. While a zoning map determines the existing entitlements a property owner has, the future land use map serves to guide potential changes to the zoning districts of a municipality. In short, any proposed change to the zoning of a property must be consistent with the future land use plan of the municipality.

Green Infrastructure

Measures that use plant or soil systems, permeable pavement or other permeable surfaces or landscaping to store, infiltrate, or encourage the evaporation of stormwater to reduce run-off to sewer systems or to surface waters. Green infrastructure can be woven into a community at several scales, including: a rain barrel up against a house or a row of trees along a major city street, acres of open space, planting rain gardens or creating a wetland near a residential housing complex.

Infill Development

The term "infill development" refers to development that fills a hole within an existing urban fabric. Infill development is important in areas where a

strong and continuous urban form is desired, such as along a commercial strip or within a downtown.

Master Plan

A comprehensive or far-reaching plan of action, typically for a targeted geographic area such as a neighborhood, park, or corridor.

Municipality

A city or village. Although this term is often commonly used to include cities, villages, and towns, and sometimes counties, this report consistently uses the term "municipality" to refer to cities and villages (in accordance with Section 236.02(6) of the Wisconsin Statutes) and the term "local government" to refer to cities, villages, and towns.

Next Generation Housing (NGH)

An initiative in Washington County to find successful, strategic and sustainable solutions to breaking down the barriers of home ownership for young professionals seeking attainable housing choices and a desire to live in the area. The NGH initiative will provide governmental services and support to participating municipalities in the County that will foster the creation of attainable housing options. The main goal is to provide 1,000 new owner-occupied housing (home and lot/site) with 75% under \$300,000, and 25% under \$400,000 by the Year 2032. This program will work to overcome the barriers to homeownership for the next generation and work to satisfy the basic need of obtaining quality homes under 30% of household income.

Plan Commission

The plan commission performs a wide variety of functions related to community planning and land use development. Formal roles are outlined in state statutes and local ordinances while informal roles evolve as a result of the nature of the plan commission's work. Generally, duties include plan implementation, public participation and education, development review, referrals and advisory recommendations (UW - Stevens Point).

Sewer Service Area

The physical area served by a waste- water treatment works, or an area for which an agreement has been reached for future wastewater service, or an area for which capacity is provided to allow disposal of septic tank or holding tank wastes.

Tax Increment Financing District (TIF)

Also commonly referred to as a Tax Increment District (TID), a TIF is a financing option that allows a municipality (town, village or city) to fund infrastructure and other improvements, through property tax revenue on newly developed property .

Traditional Neighborhood Design (TND)

A compact, mixed-use neighborhood where residential, commercial and civic buildings are located within close proximity to each other. It is a planning concept based on traditional small towns and city neighborhoods. The variety of uses allows educational facilities, civic buildings and commercial establishments to be located within walking distance of private homes. A TND is served by a network of paths, streets and lanes designed for pedestrians as well as vehicles. Residents have the option of walking, biking or driving to places within their neighborhood.

Village Board

A governing body that shall have the management and control of the village property, finances, highways, streets, navigable waters, and the public service, and shall have power to act for the government and good order of the village, for its commercial benefit and for the health, safety, welfare and convenience of the public, and may carry its powers into effect by license, regulation, suppression, borrowing, taxation, special assessment, appropriation, fine, imprisonment, and other necessary or convenient means (Wisconsin State Legislature).

Zoning Code

A set of municipal regulations that control the physical development of land and the kinds of uses to which each individual property may be placed.

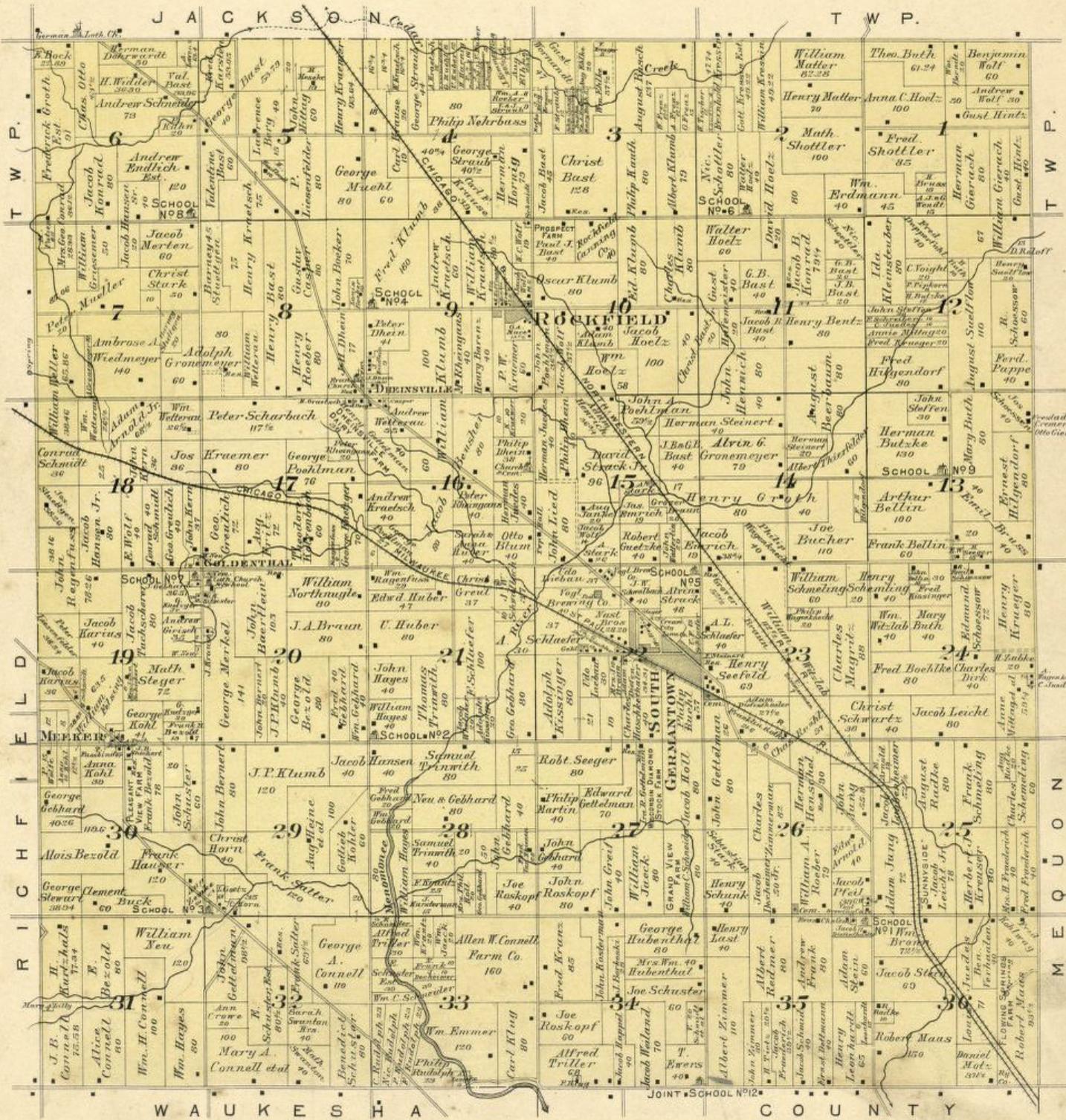
PLAT OF GERMANTOWN

WASHINGTON COUNTY

Township 9 North Range 20 East

Scale 2 Inches to the Mile, or 160 Rods to 1 Inch.

of the 4th Principal Meridian



▲ Plat book of Washington and Ozaukee counties, Wisconsin : compiled from county records and actual surveys.
 Image by North West Publishing Co and Albert Volk, Library of Congress, Geography and Map Division.

History & Community Profile

Becoming Germantown

A community's history provides a lens through which to understand how it has developed over time and frame the forces shaping its future. In the case of Germantown, a glimpse at the diverse history of the land and people that have touched this special place provide a comprehensive view of the community today and the priorities guiding its next steps as a vibrant place to live and work.

The Village's German and rural roots from the early days of European settlement are robust and apparent even today: one of the original hamlets incorporated into Germantown, "Kuhberg", originally known as a stop-over point for cattlemen on their way to the Milwaukee market in the mid-1800's, translates roughly to "cowhill" in German. Today, the Village is home to a dedicated Germantown Historical Society that focuses on preserving the community's rich

history and connecting its residents to the German roots from which its name stems. The Society has been instrumental in protecting and promoting the Village's treasured landmarks. This includes the Christ Church Museum, a place of gathering and worship since 1842, and the Valentine Wolf Haus and its vast genealogical library and the annual Oktoberfest extravaganza.

While today's Germantown residents are less focused on farm or field, they enjoy a landscape dotted with distinctly Saxony-style architecture and traverse the same Mequon Road and West Fond du Lac Avenue as generations prior. Over 400 acres of Village parks and open space, including the Dheinsville Historical Park, whose name pays homage to the area's first settler Phillip Dhein, and weekly farmer's markets not only remind residents of the Village's agricultural roots, but provide space to gather, celebrate, and connect.



▲ Photo of Dheinsville Historical Park welcome sign. Photo by Germantown Historical Society.

Pre-European Settlement: Land of Many

The land that would become Germantown was bustling with activity from native inhabitants long before European settlers arrived. Dating before the 19th century, the region including and surrounding modern-day Germantown was home to many Woodland Indian societies including the Kickapoo, Peoria, Menominee, Myaamia, and Winnebago, and later the Potawatomi. Their societies depended on the abundant resources in the Germantown area for survival including forest products, hunting, fishing, gathering, and agriculture.

1830-1960: Roots of a Village Planted & Sowed

Following a prolonged period of embroilment in the Great Lakes fur trade and countless wars among conquering European nations, a period of Woodland Indian removal produced the officially incorporated Germantown in 1924. Known as "Town 9" in Washington County of the Wisconsin Territory in 1836, the ancestral Indian lands were made available for purchase by European settlers. German emigrants seeking religious autonomy purchased all available land by the year 1845. The farmers, artisans, and laborers of what we know as modern-day Germantown quickly transformed the land into one of agricultural productivity, likely contributing significantly to the crop that provided one sixth of the nation's wheat from 1840-1880. Stores developed in Germantown around the needs of farmers, with 1873 business listings including blacksmiths, wagon makers, dry goods and lumber providers, saloons, hotels, and limestone companies. Germantown even hosted the first mutual insurance company in Wisconsin in 1871, in a building that still stands proudly today. Following a regional shift from cash crops to feed crops and dairy, Germantown remained a rural farming community on the outskirts of Milwaukee for roughly the next century.

1960-1970: Rural Community Incorporated

Germantown experienced a historical moment in 1963, when Milwaukee County sought to build a landfill and annexed a small piece of land from Washington County. As a preventative measure to hinder future annexation by Milwaukee County, seven adjacent unincorporated hamlets: Kuhberg, Willow Creek, Meeker Hill, Goldenthal, Rockfield, Dheinsville, and Germantown, merged into one incorporated Village of Germantown. The incorporation grew the Village to roughly 24 square miles, with rural character still dominating the landscape and culture. In 1970, approximately 70% of the Village's land was used for agriculture.

1970-2010: A Village of Change

Germantown was not unaffected by regional trends over the past decades that witnessed residents of Milwaukee enticed to seek scenic views and quieter lifestyles away from the urban hustle-and-bustle. Germantown witnessed a rapid period of growth as residents relocated to its picturesque wetlands, woodlands, and icons of history. As a result, the Village experienced an increased rate of suburban development. Single-family residences were constructed at a rapid pace, in addition to apartments and condominiums, mostly along County Line Road and south of Mequon Road in close proximity to Interstate 41 (I-41). The Germantown Chamber of Commerce was formed in 1981 to help promote the community and businesses. Industrial development was promoted by local leaders to alleviate the tax burden on the expanding number of residents. The community's transformation was not unrecognized: in 2007, Germantown was ranked the 30th in the top 100 best places to live compiled by Money Magazine. Over the 30-year time span of 1970-2000, the number of housing units in the Village of Germantown grew 295.9% while the population for the same time frame grew by 161.8%. Germantown's rapid growth of suburban and industrial development was not immune to consequence: in 1997, the American Farmland Trust named southern Wisconsin as one of the ten most threatened farming regions in the United States. From 1970 to 2002, Germantown's agricultural land area decreased by 25%.

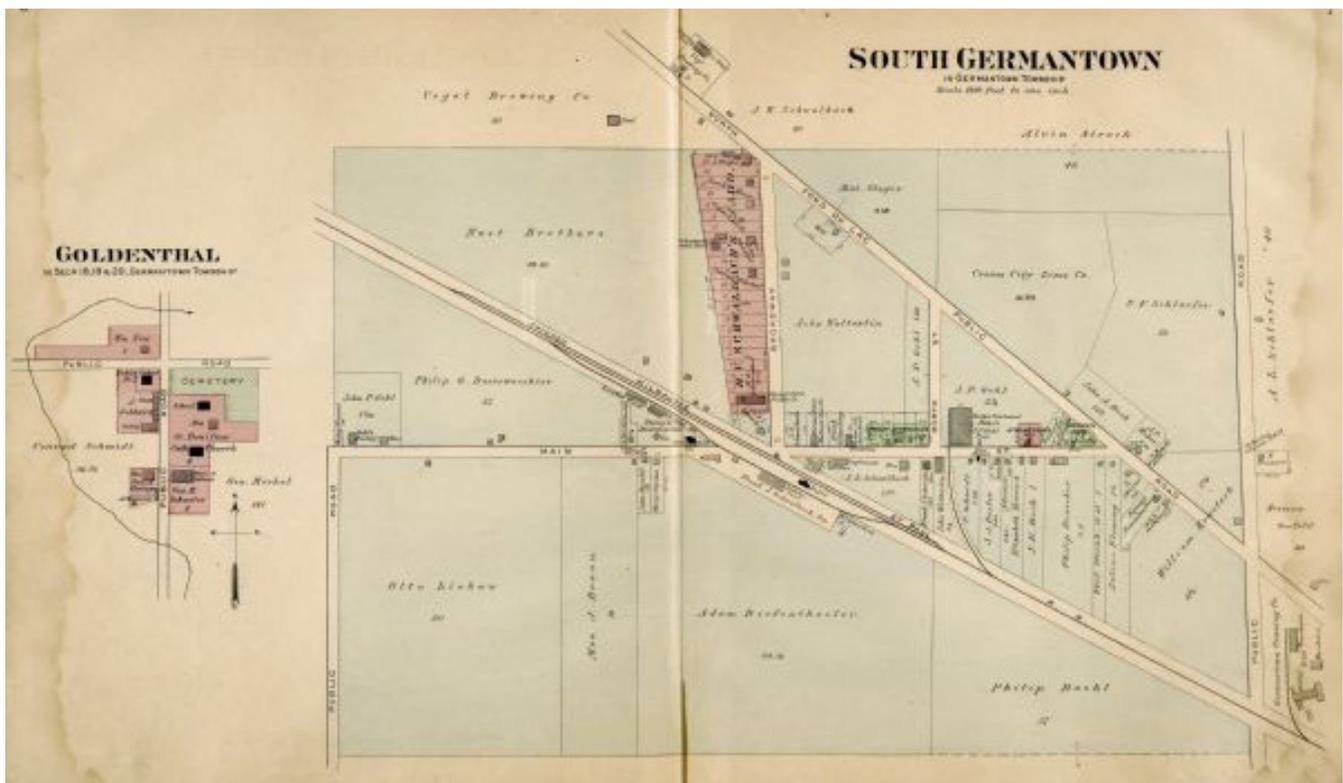
2010-Present: Synthesizing Past, Present, & Future

Germantown has continued to attract a growing number of residents and businesses to the Village. Although originally an agricultural-based economy, most of the remaining farmland in Germantown is in the northern half of the Village, concentrated north of Freistadt Road, and residents largely commute elsewhere for work. As a Village experiencing increased development pressure, decreasing agricultural lands, and projected population growth, planning for Germantown's future today is key to maintaining the special character and sense of community it depends on. Germantown is not immune to its share of challenges. Roads once used only by farm vehicles for transporting crops must now interact with the increased speeds and traffic volumes of suburban residents as well as commercial and industrial activity. Traditional agricultural activities are often unappreciated by new residents to the community. Such conflicts are a driving force in creating a comprehensive plan that reconciles the identity of a rural past with the realities of the high-quality suburban community of the present and the goals for a thriving, sustainable future.



▲ Photo of historic plaque located in modern-day Germantown, WI. Photo by Germantown Historical Society.

▼ Plat map of South Germantown in the Township of Germantown sections, 18,19 and 20 from Plat Book of Washington and Ozaukee Counties. Image by North West Publishing Co., Wisconsin Historical Society.



Germantown At A Glance

The Village of Germantown is located in the southeast corner of Washington County, approximately 18 miles northwest of downtown Milwaukee and 12 miles south of West Bend, the county seat.

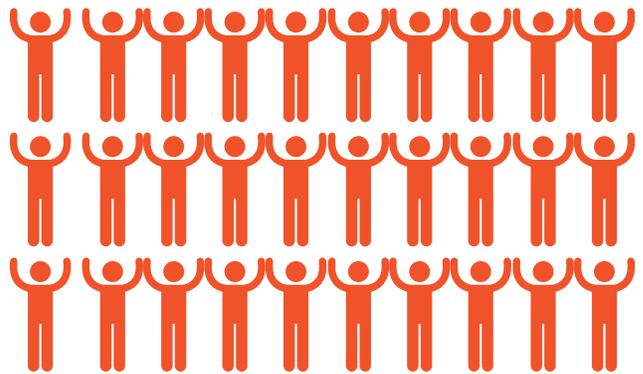
Located on the west side and in the southwest portion of the Village is I-41, a major freeway in southeastern Wisconsin which provides access between the Cities of Milwaukee and Green Bay. I-41 provides the community with convenient regional access to I-94, I-43, and all major components of the interstate freeway system in the Metropolitan Milwaukee area.

Some of the fastest growing communities in the Metropolitan Milwaukee area are located adjacent to Germantown, including the Village of Menomonee Falls and the City of Mequon. However, these communities saw their highest growth rates in the 1980s and early 1990s. As a result, development trends have begun to shift to Washington County. Germantown's close proximity and easy highway access to employment centers in and around Milwaukee and positive attributes have resulted in increased development pressure for the community.

The Village of Germantown was incorporated in 1927, and in 1964 annexed the majority of the Town of Germantown in response to the proposed expansion of the City of Milwaukee Boundaries. Germantown's first Comprehensive Building and Zoning Code was adopted in 1953. The Code was repealed in 1967 when the Village adopted the "New Towns Concept" zoning ordinance. The Village received assistance from SEWRPC in 1988 and proceeded to repeal the previous code and adopt a new zoning ordinance. The zoning ordinance has been amended periodically since 1988 and was recodified in 2002.

20,917

Population of the Village of Germantown



7,818

Households in the Village of Germantown

Average household size in the Village of Germantown **2.56**

25% of Germantown residents are under 18 years old

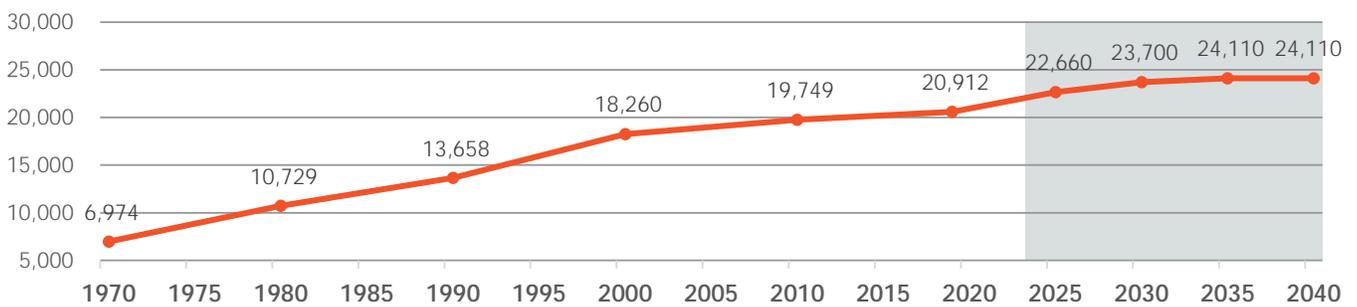
▲ Population 2020 Decennial Census All other data: 2020 American Community Survey 5-Year Estimates.

Population & Projected Growth

The Village of Germantown is growing. Between 2000 and 2020, the population grew by 15%, or about .7% per year. The Wisconsin Department of Administration’s Demographic Services Center projects that Germantown’s population will grow to be 24,110 by 2035, and then level off at that time. That increase represents a projected rate of growth of just over 1% per year. The graph below shows the historic population growth of the Village, as well as the growth that has been projected by the DOA (with a gray background).

When compared to the growth of peer communities, Germantown falls somewhere in the middle. Germantown has been growing at a faster rate than Cedarburg and Grafton, at a similar rate to Mequon, and slower than Richfield and Menomonee Falls. Germantown is also growing less quickly than Washington County as a whole. However, Germantown’s projected rate of growth sets it apart from its peers. The other communities examined here are expected to experience only modest rates of growth over the next 20 years, while Germantown’s rate of growth is projected to increase, similarly to Washington County as a whole.

Figure 2.1 – Village of Germantown Population History & Projection



▲ 1970,1980,1990, 2000 & 2010 US Census; 2020 Wisconsin DOA Population Estimate, Wisconsin DOA Population Projections, 2025-2040.

Note: there are several different agencies that create population projections for municipalities in the region. Though the graph above and the table on the following page use Wisconsin DOA projections, SEWRPC also published population projections for Germantown based on the 2010 Census population. SEWRPC’s projection model shows a much more aggressive growth - an additional 2,194 residents by 2035 (as compared to DOA) with a total population of 30,766 by 2050. SEWRPC also shows continued population growth through 2050 instead of the “leveling off” that the DOA projects for Germantown. As part of regular plan updates, the Village should track actual population numbers to better plan for the future.

Table 2.2 – Village of Germantown Population Projection, SEWRPC

	2035	2050
Population Projection	26,304	30,766

▲ SEWRPC Population Projections (2013).

Issues & Opportunities

As Germantown grows and households get smaller, the Village could consider adding different housing options to accommodate smaller families and an older generation that would like to downsize but stay within their community. Germantown will also need to balance the desire to preserve agricultural and environmental land in the northern part of the Village with development pressure from businesses and residents wanting to relocate and build in Germantown. A slightly higher density development

pattern that still fits in with Germantown’s community character would help the Village accommodate growth, welcome new neighbors and employment opportunities, and also preserve valued farmland and natural resources.

Table 2.3 – Population History & Projection Comparison

	Population Totals			Population Projections, WI DOA				% Change, 2000-2020	Projected % Change, 2020-2040
	2000	2010	2020	2025	2030	2035	2040		
Germantown	18,260	19,749	20,917	22,660	23,700	24,110	24,110	15%	15%
Cedarburg	10,908	11,412	12,121	12,020	12,250	12,240	12,020	11%	-1%
Grafton	10,312	11,459	12,094	12,370	12,750	12,870	12,770	17%	6%
Menomonee Falls	32,647	35,626	38,527	39,840	41,510	42,160	42,060	18%	9%
Mequon	21,823	23,132	25,142	24,930	25,610	25,780	25,510	15%	1%
Richfield	10,373	11,300	11,739	12,860	13,400	13,580	13,540	13%	15%
Washington County	117,493	131,887	136,761	152,810	160,280	163,490	163,890	16%	20%

▲ 2000, 2010, & 2020 Decennial Census, Wisconsin DOA Population Projections, 2025-2040 (2013).

Germantown is projected to keep growing until about 2035 - by about 3,500 residents, or an increase of just over **1%** per year

Households & Families

As seen on the table below, the Village of Germantown has an estimated 7,818 households within its limits in 2020, for an average household size of about 2.56. As with most of the state and country, average household size is projected to decrease over time.

The Wisconsin DOA predicts that Germantown will have 10,147 households in 2040, for an estimated increase of about 2,329 from 2020. Average household size, however, is projected to fall to about 2.35 by 2040, a decrease of 8%. Germantown's current average household size is in line with peer communities, as is the projected decrease in average housing size.

According to the 2020 American Community Survey (ACS), the Village of Germantown has 5,585 families. The US Census defines a family as:

"A family is a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family."

Average family size in Germantown is slightly higher than the average household size; in 2020, it was an estimated 3.08 people per family.

Table 2.4 – Households Comparison and Projections

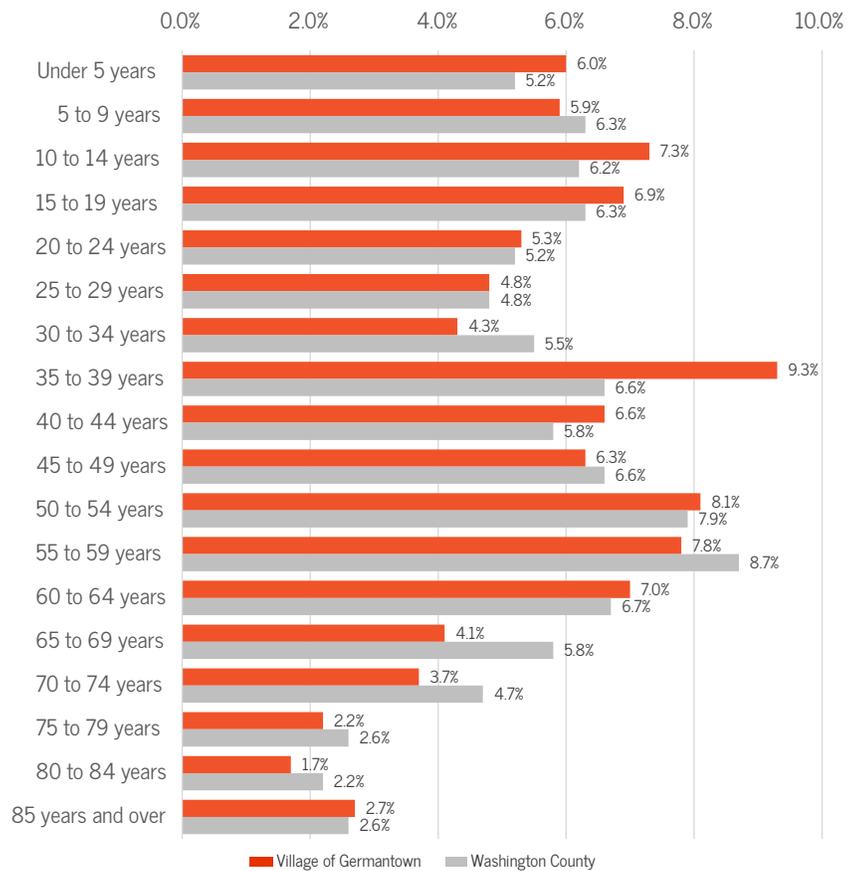
	Household Totals				Average HH Size, 2020	Household Projections, WI DOA				Proj. Average HH Size, 2040	% Change, in Average HH Size, 2020-2040
	2000	2010	2020			2025	2030	2035	2040		
Germantown	6,904	7,766	7,818	2.56	9,322	9,839	10,097	10,147	2.35	-8%	
Cedarburg	4,432	4,691	4,920	2.32	5,197	5,335	5,357	5,274	2.22	-4%	
Grafton	4,125	4,863	5,319	2.20	5,527	5,740	5,832	5,815	2.20	0%	
Menomonee Falls	12,844	14,567	15,397	2.43	17,214	18,104	18,516	18,585	2.24	-8%	
Mequon	7,861	8,598	8,839	2.58	9,732	10,064	10,161	10,049	2.38	-8%	
Richfield	3,614	4,170	4,596	2.56	4,973	5,234	5,357	5,374	2.52	-1%	
Washington County	43,842	51,605	54,787	2.46	62,557	66,198	68,092	68,572	2.35	-4%	

▲ 2000 & 2010 US Census; 2020 American Community Survey 5-year estimates, Wisconsin DOA Household Projections, 2025-2040 (2013).

Age

The Village of Germantown’s population follows a fairly typical breakdown by age cohort, and also follows a similar pattern to Washington County as a whole. Germantown’s population seems to skew slightly younger than the County’s as a whole, with a slightly smaller proportion of residents in the higher age brackets (60 and older), and a slightly higher proportion of residents between 10-19 years of age.

Chart 2.5 – Age of Germantown Population



▲ 2020 American Community Survey 5-year estimates

Race

Over 85% of the residents of the Village of Germantown are white. 4.3% of the population identifies as Asian, while 3.1% identifies as Black or African American.

3.2% of Germantown residents identify as Hispanic or Latino, regardless of their race.

Table 2.6 – Village of Germantown Race and Ethnicity

	Count	Percent
White	18,160	86.8%
Black or African American	650	3.1%
American Indian and Alaska Native	71	0.3%
Asian	897	4.3%
Native Hawaiian and Other Pacific Islander	2	0.0%
Some other race	151	0.7%
Two or more races	986	4.7%
Hispanic or Latino, regardless of race	660	3.2%

▲ Source: 2020 Decennial Census

Employment and Travel to Work

Germantown has a robust workforce of about 11,165 people over the age of 16. The industry category that employs the largest proportion of Germantown's population is "Educational services and healthcare and social assistance"; 25% of Germantown workers are employed in these fields. The industry that employs the second largest proportion of the population is "Manufacturing" (19%), followed by "Retail trade" (9%).

Unsurprisingly for a suburban community, the vast majority of Germantown's workforce travels to work by car, and 87% drive alone. Only .1% of Germantown commuters are able to take public transportation to work as part of their commute. Walking and biking to work is not common in Germantown, and as of 2018 3.1% of workers worked from home. This number more than doubled to 6.9% as of 2020 likely due to the stay-at-home orders enacted as a response to the COVID-19 pandemic.

Table 2.7 – Employment of Germantown Residents by Industry

	Count	Percent
Total Civilian Employed Population aged 16+	11,165	100%
Agriculture, forestry, fishing and hunting, and mining	75	1%
Construction	454	4%
Manufacturing	2,090	19%
Wholesale trade	576	5%
Retail trade	961	9%
Transportation and warehousing, and utilities	367	3%
Information	194	2%
Finance and insurance, and real estate and rental and leasing	1,092	10%
Professional, scientific, and management, and administrative and waste management services	1,001	9%
Educational services, and health care and social assistance	2,836	25%
Arts, entertainment, and recreation, and accommodation and food services	709	6%
Other services, except public administration	532	5%
Public administration	278	2%

Table 2.8 – Transportation to Work by Mode



87.1%
Drove alone



4.5%
Carpooled



0.1%
Took public
Transportation



0.7%
Walked to work



0.1%
Biked to work



6.9%
Worked at home

- ▲ Data Source: 2020 American Community Survey 5-year estimates
- ◀ (Same as above)

Education

Residents of the Village of Germantown are well-educated in comparison to the county. Nearly half of the population over 25 years has a bachelor’s degree or higher, and fewer than 5% of people do not have a high school diploma. The Village of Germantown is slightly more educated than Washington County as a whole; 14% of Germantown residents have a graduate or professional degree or higher in comparison to 9.8%. The estimate for the state of Wisconsin overall falls somewhere in the middle at 10.5%.

Table 2.9 – Educational Attainment for Germantown Population over 25

	Germantown		Washington County	
	Count	Percent	Count	Percent
Population 25 years and older	13,822	(X)	95,853	(X)
Less than 9th grade	182	1.3%	1,067	1.1%
9th to 12th grade, no diploma	485	3.5%	3,621	3.8%
High school graduate (includes equivalency)	2,961	21.4%	28,286	29.5%
Some college, no degree	2,610	18.9%	19,772	20.6%
Associates degree	1,533	11.1%	11,529	12.0%
Bachelor’s degree	4,112	29.7%	22,185	23.1%
Graduate or professional degree	1,939	14.0%	9,393	9.8%
High school graduate or higher	13,155	95.2%	91,165	95.1%
Bachelor’s degree or higher	6,051	43.8%	31,578	32.9%

Household Income

Median household income is used to identify the typical income of a household in a certain location. Germantown’s median household income of \$89,111 falls somewhere in the middle of its peer communities and is quite a bit higher than that of Washington County as a whole. In many cases, household income is correlated with both educational attainment and industry or profession of the workforce in a certain community.

Table 2.10 – Median Household Income Comparison

	Median Income
Germantown	\$89,111
Cedarburg	\$79,868
Grafton	\$74,918
Menomonee Falls	\$86,555
Mequon	\$128,403
Richfield	\$101,190
Washington County	\$80,839

▲ Data source, both tables above: 2020 American Community Survey 5-year estimates

CHANGING DEMOGRAPHICS & HOUSING TRENDS

Households are changing in response to demographic and lifestyle factors, in Germantown and nationwide. Our population as a whole is aging, young adults are living with their parents for longer, more children live with a single parent, and adults are getting married later each year. Many of these dynamics are also present in Germantown and the Southeastern Wisconsin region.

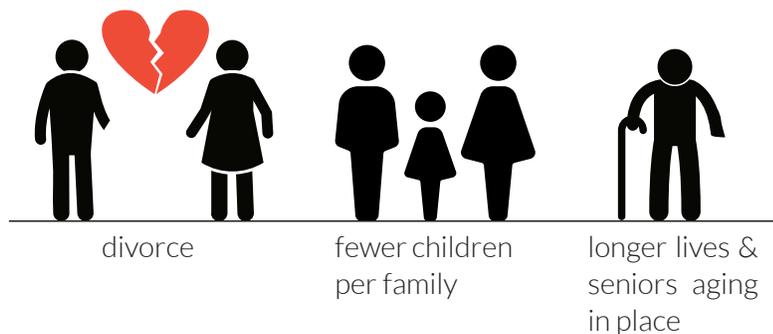
In the US...



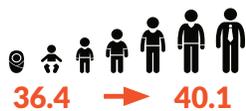
28%

of households have just one occupant

more than double the 13% rate from 1960



From 2000 to 2020...



...the median age of Germantown residents increased from 36.4 to 40.1
 (...the median age of Washington County increased from 36.6 to 43.2)



...Germantown's population aged 65 and above increased by 69%
 (...the population aged 65 and above in Washington County increased by 85%)



...Germantown's population aged 20-44 decreased by 12%
 (...the population aged 20-44 in Washington County decreased by 11%)



...Germantown's population aged 19 and below decreased by 1%
 (...the population aged 19 and below in Washington County decreased by 5%)

▲ For all graphics above, data are sourced from 2020 American Community Survey 5-year estimates.

SEWRPC Jobs/Housing Balance Analysis from A Regional Housing Plan for Southeastern Wisconsin:2035

In 2013, SEWRPC analyzed the relationship between anticipated job wages and housing costs in each municipality as part of the 2035 Regional Housing Plan for Southeastern Wisconsin, and included a chapter of recommendations based on this analysis.

The findings indicate that Germantown's current overall ratio of jobs to housing is balanced, meaning that they have an approximately equal amount of employment and housing capacity. The breakdown of cost of housing and the wages that jobs pay in Germantown was found to be balanced as well, as of the date of the analysis.

However, the report also found that Germantown's projected jobs-to-housing ratios predicted that there was likely to be a deficit of moderate-cost housing in the future based on the Village's previous Future Land Use map and expected development pattern. The regional housing plan defines moderate-cost housing as higher-density single family housing units, usually on lots of less than 20,000 square feet. This Comprehensive Plan update takes this warning to heart, and the updated Future Land Use Map for Germantown takes a more place-based approach – one that incorporates a diversity of housing in neighborhoods throughout Germantown, including moderate - cost, higher-density single family housing.

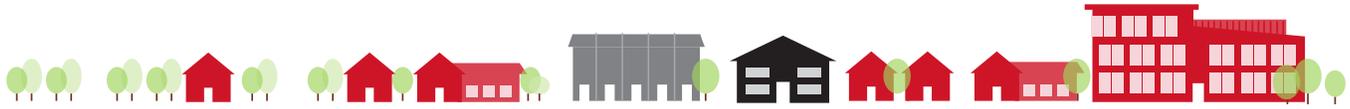
It is important to the Germantown community, and the region as whole, that the housing available in Germantown reflects the jobs available in the community so that the people who work in Germantown can live here as well.

To respond to these changing family demographics, communities are re-evaluating their housing stock and considering adding new options. Increasingly, communities are placing a higher emphasis on medium-high density, multi-family housing options so that changing individuals and families have more housing choices.

In addition to Germantown's changing demographics, there are several other ongoing issues and community goals that will impact Germantown's future housing stock. First, as discussed earlier in this section, Germantown's population is expected to grow in the coming years. As the Village adds new residents, more housing will be needed to accommodate the additional households. Germantown is projected to add about 2,300 households by 2040, which would mean that an equivalent number of new housing units would be needed. As the number of households grows, the size of households is projected to fall - which means that different, and smaller, types of housing may best accommodate these new households. More information about including different types of housing in Germantown's planned development is outlined in the Housing section.

To accommodate new housing in Germantown, new land will need to be developed. In addition to the size of housing units that should be added to suit the needs of new residents, the density of new housing should also be carefully considered. One of Germantown's goals is to preserve rural and environmental land. Developing denser housing, such as small lot single family homes, duplexes, or low-rise multifamily buildings, will allow the Village to conserve land. Adding density to the Village Center through infill development will likewise allow for more agricultural and environmental land to be conserved. More detail about the relationship between population growth, housing density is outlined in the Neighborhoods, Districts, and Corridors Chapter.

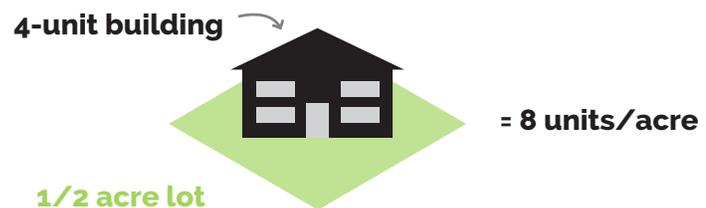
DENSITY IN GERMANTOWN



New housing, particularly high-density housing, can be a contentious issue in communities across the country. In spite of this, the market is responding to increasing demands for density, as family sizes are shrinking and baby boomers and millennials are choosing more vibrant, sustainable, and walkable places to live. Satisfying these demands for increased density presents opportunities for communities like Germantown to untap a wealth of benefits for both current and future residents.

What does “density” mean?

The term “density” is typically used to refer to the amount of housing units that are able to be developed on a given area of land - often expressed in dwelling units per acre. It is important to note that density is not the same thing as building height, size, or design.



What are the **benefits** of denser housing in Germantown?

More coffee shops, restaurants, and rec options

Denser housing attracts amenities. Research shows that millennials are more interested than prior generations in having amenities within walking or biking distance.

More housing options for all Germantown residents

A diversity of housing types and densities provides residents with more choices and price points, allowing young families to afford homes in Germantown and empty nesters or retirees to downsize and stay within their own community.

More preserved agricultural and conservation land

Denser housing means that less open space needs to be developed to accommodate the same number of households, enabling the Germantown community to preserve more land for agriculture and conservation.

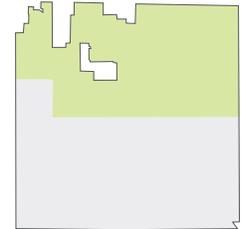
For more information on the diverse housing types that Germantown is prioritizing to meet the demands of current and future residents, see the Housing section in Chapter 7: Systems.

How does denser housing preserve Germantown’s agricultural and conservation lands?

By the year 2040, the Department of Administration (DOA) is projecting an additional 2,329 households for the village of Germantown. The village currently identifies five different residential densities in the Comprehensive Plan. To better understand land consumption realities, below are five land use scenarios based upon the projected growth:

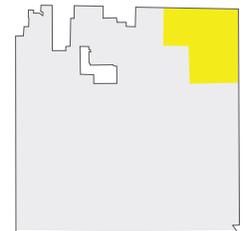
 **Agricultural/Conservation Residential (5 Acre lots)**

consumes 10,500 acres
(2,100 UNITS EACH ON A 5 ACRE LOT)



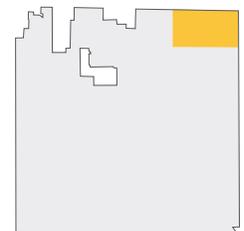
 **Rural Residential (1 Ac. Min. Lot Size)**

consumes 2,100 acres
(2,100 UNITS EACH ON A 1 ACRE LOT)



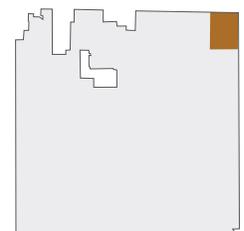
 **Low Density Residential (2 d.u./Acre)**

consumes 1,050 acres
(2,100 UNITS EACH ON A 0.5 ACRE LOT)

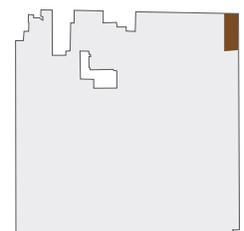


 **Medium Density Residential (4 d.u./Acre)**

consumes up to 525 acres



 **High Density Residential (8 d.u./Acre)**
consumes up to 262 acres



▲ Graphic showing how increased density can be used to conserve land. Graphic by GRAEF.

Land Use Trends

As Germantown’s population grows, it is vitally important that the community consider how new development will impact land use. As part of the Comprehensive Planning process, the Village has projected future acreages for three important land use categories: Residential, Industrial, and Commercial. These three categories drive other land use change, such as increased land used for transportation (new roads) and utilities. Increased land area used for commercial, industrial, and residential uses will correspond with a decrease in land used for agriculture or open space, as noted on the previous pages.

The Industrial and Commercial land use projections for Germantown, found in the table below, are based on the land use projections for those categories published by SEWRPC. The agency projects land use by acreage for industrial and commercial uses for the years 2035 and 2050. The chart below shows land use projections in five-year increments (using an even rate of change between 2015-2035 and 2035-2050).

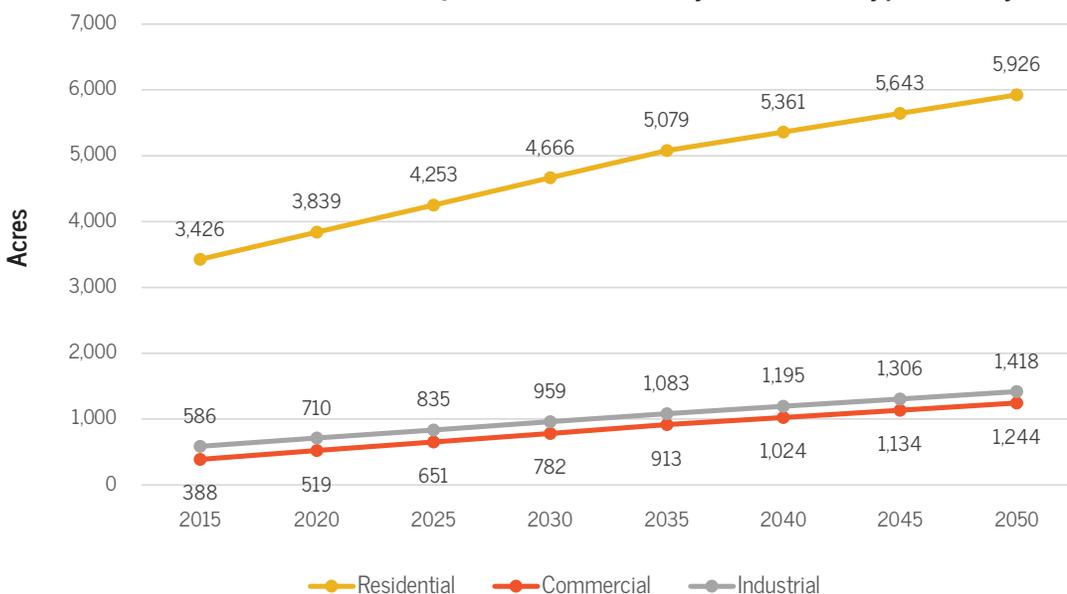
The residential land use projections are based on both projected population and household growth in Germantown, as well as a set of assumptions about the density at which housing will be developed.

Utilizing Wisconsin DOA household projection numbers, Germantown is projected to add 2,300 new households (which corresponds to new housing units) in the community by 2040.

Land use projections were calculated using existing land use conditions as well as planned neighborhoods, districts, and corridors specified in the Future Land Use portion of the 2050 Plan (Chapter 5). The projected 2,300 new housing units were distributed across expected residential densities outlined in Chapter 5. 6% of these units would be rural or conservation subdivisions (lowest density), just under 50% of the units would be similar to the historic neighborhoods in Germantown with lots of about .5 acres (low density), and that 45% of the units would be medium or high density residential development. By 2050, this equates to an additional 2,500 acres of residential land use in the community. 58% of that land would be used for the 6% of units built at rural or conservation subdivision densities, and just 10% of that land would accommodate 45% of the new units at medium and high densities.

These assumptions represent not only a calculated projection of land use in the Village, but an illustration of how careful planning for development at target densities is essential for preserving natural landscapes and rural character in the community.

Chart 2.11 – Land Use Projections in Acres by Land Use Type, Five-year Increments



By 2050, 27% of Germantown’s total land area is expected to be used for residential purposes. In 2015, 15.6% of land was residential.

▲ Data Source: Wisconsin DOA household projections (2013), SEWRPC land use projections (2013), GRAEF.

Mission, Vision, Guiding Principles

Vision Statement

Through the Comprehensive Planning process, residents of Germantown have developed the following Vision Statement, describing the community they aspire to create together:

Germantown's ethnic heritage, high-quality of life based on its rural and suburban character, and desirable location in the greater metropolitan area create our competitive advantage. We will work together, with respect for each other, maintain that character and ensure Germantown's future as a neighborly and safe place to live, work and play.



Mission Statement

The Village of Germantown staff and government must work as one cohesive body to implement this plan and work towards the community's vision statement. The following mission statement has been crafted to guide the Village's work together.

The Village of Germantown is responsive to our citizens and businesses, embracing our heritage while working together to provide quality services in a fiscally responsible manner that will enhance the quality of life in our community.

Guiding Principles

As the Village of Germantown works to realize their collective vision through implementation of this Comprehensive Plan, three core guiding principles should always remain at the center of decision making, policies, programs, and development. These three principles were first outlined in the Village of Germantown's 2020 Smart Growth Plan, which was adopted in 2004, but they are still relevant today.



Preserve and enhance the environment

Germantown is committed to preserving the natural resources and physical features of the community and landscape through regulations and partnerships, through quality new development, and by focusing on historic property and Germanic architectural features.



Invest in people, neighborhoods and communities

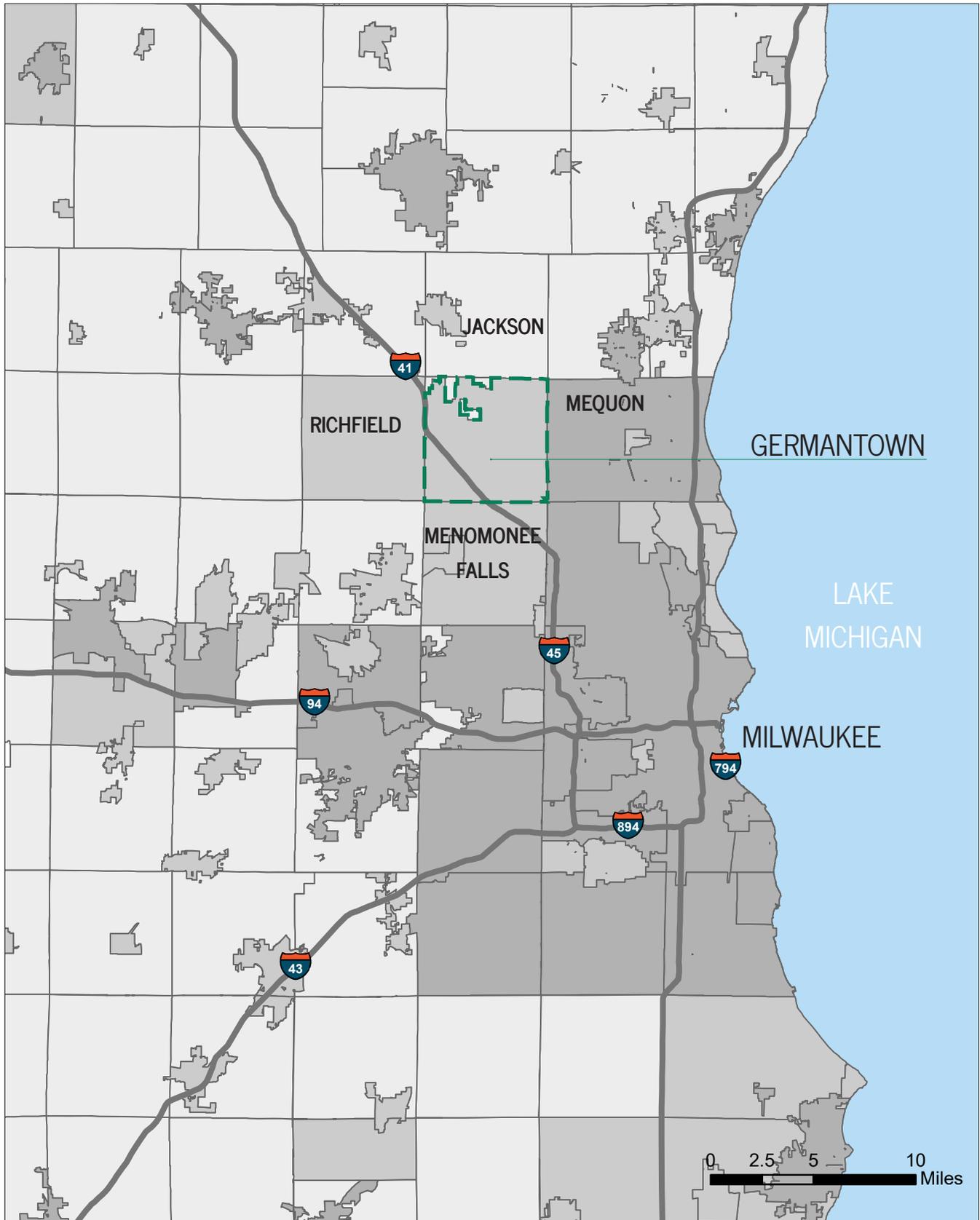
Germantown will balance land uses, preserve agricultural land, provide for diverse and supportive public facilities, and encourage safe and efficient transportation. The Village will also implement effective and responsive administrative practices, and coordinate actions between departments and adjacent communities.



Build a strong economic base

Germantown will support development that provides a diverse array of goods, services, and employment opportunities in the community. Germantown will also focus on encouraging infill development and promoting the Village as a tourist destination to bolster the Village's fiscal wellbeing.

Map 4.1 – Germantown in the Region



Regional Context & Intergovernmental Cooperation

Wisconsin's Smart Growth legislation requires that comprehensive plans are coordinated with other jurisdictions and agencies including school districts, adjacent municipal governments, and other regional agencies so that issues such as transportation, stormwater management, and sanitary sewer growth are considered at a regional scale. As part of this Comprehensive Plan update, planning efforts for the County, region, and nearby municipalities were reviewed, and are referenced throughout the document. Some of the planning efforts referenced here are shown at the right.

The Village has a relationship of mutual respect with the adjacent local governments. The Village of Germantown believes in addressing issues that are in the best interest of the citizens of Village, as well as those of adjacent communities. Further details regarding how the Village collaborates with other communities and governing bodies can be found in the table at the end of this chapter.

Regional Objectives

The Village of Germantown can take on the following objectives as it works to address regional issues.

Vision 2050

- Implementing transit-first designs on streets and would work with transit operators to implement programs to improve access to suburban employment centers.
- Asset management planning by State and local governments ensures that limited funding resources are used effectively by planning rehabilitation and reconstruction of roadway features consistent with their life cycle.

Regional Plans Referenced:

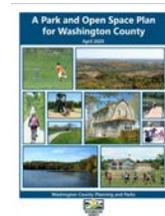
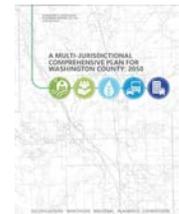


[Vision 2050: A Regional Land Use and Transportation Plan for Southeastern Wisconsin](#)

SEWRPC

[A Multi-Jurisdictional Comprehensive Plan for Washington County 2050](#)

SEWRPC



[A Park and Open Space Plan for Washington County](#)

Washington County Planning and Parks

[The Menomonee River Watershed Updated Implementation Plan](#)

MMSD, Southeastern Wisconsin Watersheds Trust



[Bikeway and Trail Network Plan for Washington County](#)

Washington County Planning and Parks

Washington County Comprehensive Plan

- Accommodate higher density development in areas with appropriate urban services to encourage a diverse portfolio of housing options.
- Promote the development of new businesses, or business expansion, in areas with existing physical infrastructure and community services, or in areas near or contiguous to existing service areas that can readily be served by extending infrastructure.

Washington County Parks and Open Space Plan

- Create an environment for strong intergovernmental relations and public-private partnerships.
- Use available regulatory authority to guide urban development in a way that protects important natural resources.
- Consult with the State and County to identify specific lands recommended for acquisition. These lands are listed in the Parks and Open Space Plan for preservation purposes.

The Menomonee River Watershed Updated Implementation Plan

(Goals specific to Germantown)

- Develop an enhanced pond maintenance program.
- Utilize the 10-year Road Capital Improvement Project program to reduce impervious pavement.
- Complete a green infrastructure program.

Bikeway and Trail Network Plan for Washington County

- Jackson to Germantown via Eisenbahn State Trail Extension.
- Improvements to sidepath at Holy Hill Road-Freistadt Road.
- Germantown to Bugline Trail via I-41 Pedestrian Overpass.

Village Cooperation with Outside Agencies

Regional Transportation & Land Use

The highways and roads within the Village of Germantown provide safe and convenient access within the Village and also provide residents with access to locations throughout the southeastern Wisconsin region and beyond. The Wisconsin Department of Transportation (WisDOT), Washington County Highway Department and Southeastern Wisconsin Regional Planning Commission (SEWRPC) are responsible for the maintenance, construction, and planning of all regional Federal, State and County roads within the region. WisDOT and SEWRPC have also studied alternatives to vehicular transportation including various transit systems at both a regional and local scale.

SEWRPC has developed a number of plans over the years that include data, analysis and final recommendations integral to Germantown's growth and development. As of the writing of this Comprehensive Plan update, SEWRPC's most recent long-range plan is *Vision 2050*, which was adopted in 2018 and integrates transportation and land use planning and vision for the seven-county Southeastern Wisconsin region into one document.

Sanitary Sewer System

The Village of Germantown owns and maintains the existing sanitary sewers within the Village boundary. The Milwaukee Metropolitan Sewer District (MMSD) has two wastewater treatment facilities for the region and provides treatment of the Village's wastewater. The MMSD has a Sanitary Sewer Master Plan and delineates a sewer service area boundary within the Village of Germantown. The Village of Germantown has a policy of cooperation with the MMSD and maintains regular communication as future sewer service area needs arise.

Stormwater Management

The Village's current Stormwater Management Plan is an implementation tool for the Village's stormwater management policy. MMSD has developed a Conservation Plan that addresses stormwater management policies and practices that should be adhered to in the Menomonee River Priority and the Milwaukee River Watersheds, the watersheds in which the Village is located. The Village intends to work with the MMSD to use the Conservation Plan as a guide for stormwater management and controlling nonpoint source pollution in the Village.

Public School Facilities

The Germantown School District serves all of the Village of Germantown, all of the Town of Germantown, the eastern third of the Town of Richfield, the southeast corner of the Town of Polk, and the southern third of the Town of Jackson. The Village and the School District will jointly and cooperatively plan for new facilities in the area as needs arise. See Systems Chapter for more information.



▲ Photo of MacArthur Elementary School taken September of 2020. Source: GRAEF.



Community Voices

...Use this Extremely Valuable land along the best attribute that Germantown has - the RIVER...



▲ Photo of Menomonee River taken September of 2020. Source: GRAEF.

Table 4.1 – Intergovernmental Elements and Relationships

ELEMENT	RELATIONSHIP	GOVERNMENT, AGENCY, OR DEPARTMENT
Transportation	Federal and State Highways	Wisconsin Department of Transportation
	County Highways	Washington County Department of Public Works
	Airports	Washington County Department of Public Works
	Regional roadway planning	Southeast Wisconsin Regional Planning Commission (SEWRPC)
	Railways facilities	Wisconsin Central, Chicago & North Western
Natural & Cultural Resources	Wetlands, Endangered Species, Sensitive Environmental Locations	Wisconsin Department of Natural Resources (DNR)
	Floodplains	Federal Emergency Management Agency (FEMA), Wisconsin DNR
	Wisconsin History & Documents	Wisconsin State Historical Society
	Groundwater	Wisconsin DNR
Utilities & Community Facilities	Public Safety - State	Wisconsin State Patrol
	Public Safety - County	Washington County Sheriff Department
	Sanitary Sewer	Milwaukee Metropolitan Sewer District
Housing	County Assistance	Washington County
	State Assistance	Wisconsin Housing and Economic Development Authority
	Federal Assistance	United States Department of Housing and Urban Development
Economic Development	Training	The Workforce Development Center & the U.S. Small Business Administration
	State Community Development Assistance	Wisconsin Department of Commerce, Department of Workforce Development, Forward Wisconsin
	Regional Assistance	Wisconsin Regional Economic Partnership
	County Assistance	Washington County Economic Development Corporation

▲ Source: Germantown 2020 Smart Growth Comprehensive Plan.





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Neighborhoods, Districts & Corridors

During the 2050 planning process, the Village Plan Commission engaged in a process to update the Land Use Plan.

The updated Land Use Plan has been developed as a “place based” approach to land use planning. It represents a customized tool that helps describe the desired future character of the various “places” in and around Germantown. Unlike a typical land use planning approach, the updated plan does not assign a single acceptable future land use designation to a parcel. Rather it gives a range of possible uses and/or activities and design criteria that represent possible acceptable uses for a parcel. The purpose of this Chapter is to guide land uses in the neighborhoods, districts, and corridors in Germantown. The assessment of existing conditions and land use planning provided in this Chapter is based on the neighborhood, district, and corridor framework devised by the Congress for New Urbanism (CNU).

This updated Land Use Plan gives the Village staff, Plan Commission and Village Board an adaptable and flexible framework to help discuss, evaluate and respond to development proposals in the village. The Land Use Plan on the following pages includes the following:

- Existing Land Use
- Future Land Use Map
- Future Land Use Table
- Neighborhood, District, and Corridor profiles

Community Voices

Less industrial, more focus on Germantown's **residential and community development.**

We moved here for the **rural environment.**

Trails, park connection, shops, restaurants, residential.

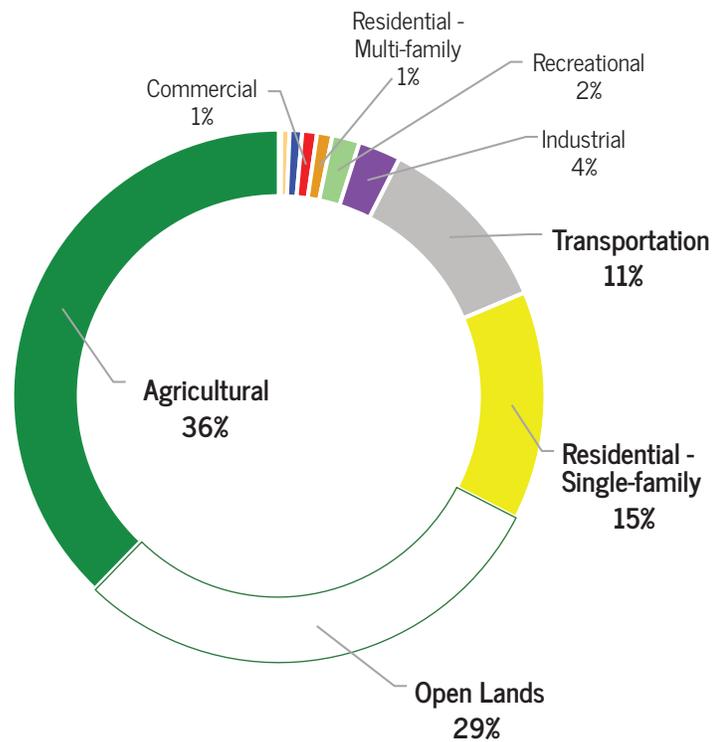
Existing Land Use

The majority of the land in Germantown is currently used for Agricultural and Open Lands purposes. These categories combined comprise over 60% of land in the Village. Single family homes and transportation uses (roads and parking) make up the next largest categories, 15% single-family residential and 11% transportation. Commercial land use, located primarily along Mequon Road and along County Line Road, makes up only 1% of the Village’s land use. It should be noted that parking areas within non-single-family residential properties are counted towards the Transportation land use category, so total land areas for non-single-family residential categories are all slightly higher than the land acreages listed below.

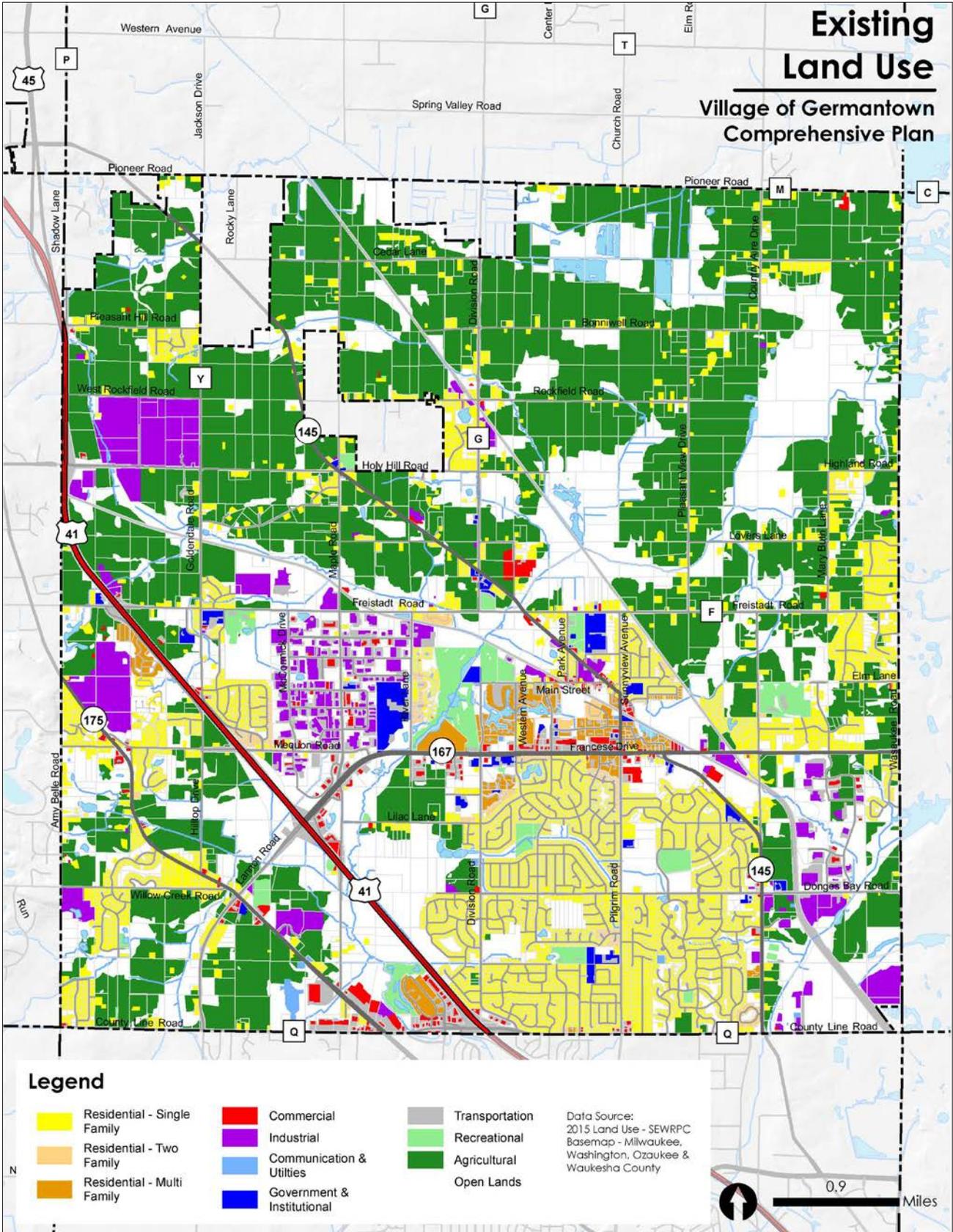
Land Use Breakdown

- Residential - Single-family**
15% - 3,205 acres
- Residential - Two-family**
<1% - 110 acres
- Residential - Multi-family**
1% - 240 acres
- Commercial**
1% - 197 acres
- Industrial**
4% - 876 acres
- Communications & Utilities**
<1% - 33 acres
- Government & Institutional**
4% - 168 acres
- Transportation**
11% - 2,461 acres
- Recreational**
2% - 343 acres
- Agricultural**
36% - 7,899 acres
- Open Lands ***
29% - 6,489 acres

▲ * Including wetlands, areas within the floodplain, and woodlots



Map 5.1 – Existing Land Use



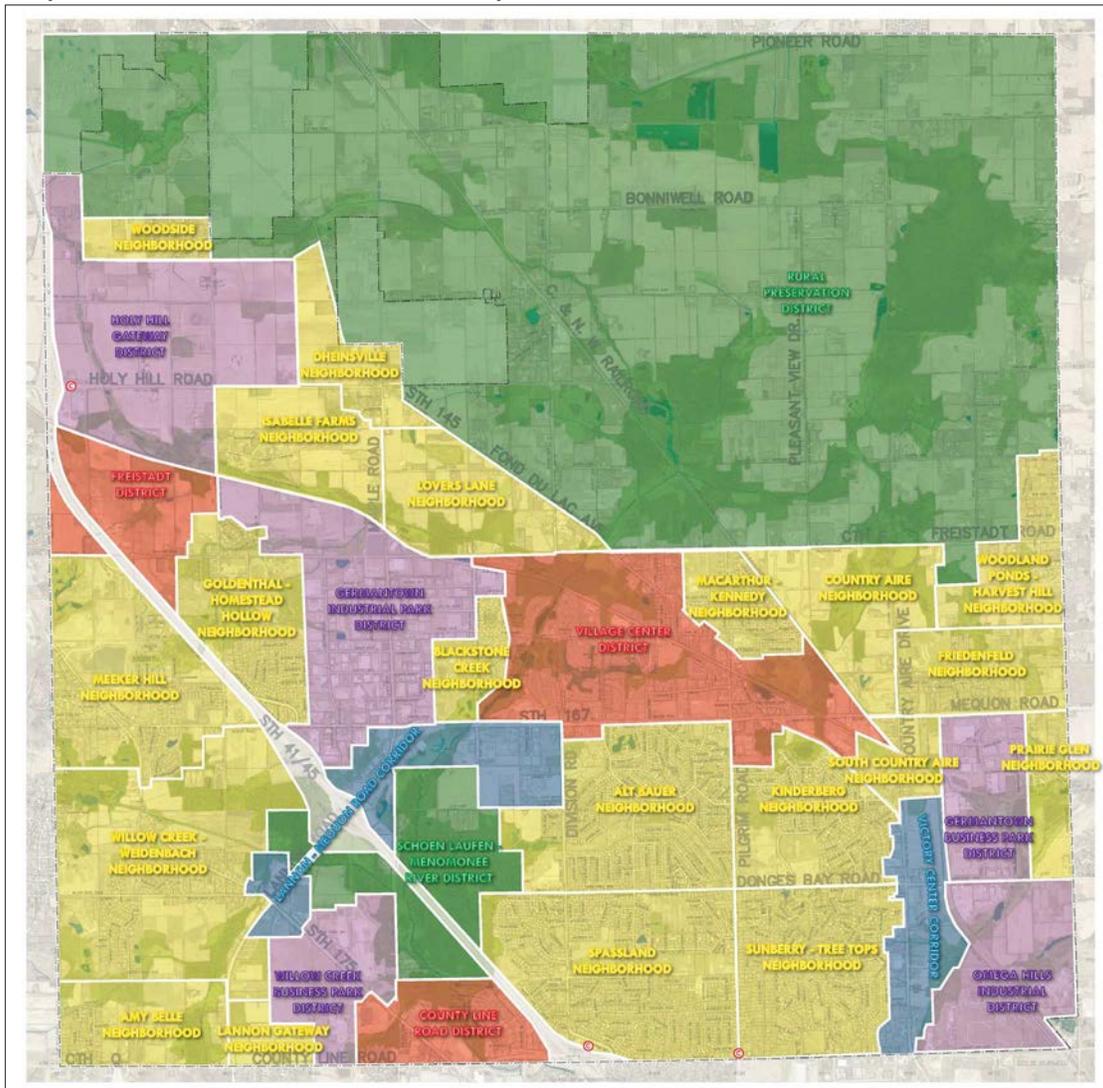
FUTURE LAND USE

The Future Land Use Map

The Future Land Use Map (Map 5.2) illustrates the Village as a series of places. Each place has a unique natural, cultural and economic character and special identity within Germantown.

Each of the Neighborhoods, Districts, Corridors, and Overlay Areas is defined with solid “boundary” lines. These areas were formed after feedback from the community, Plan Commissioners, and Village staff. These guideline “boundaries” may shift over time to accommodate an updated view of the Neighborhoods, Districts, and Corridors in the Village. Most importantly, unlike the previous 2020 Future Land Use Map, the Neighborhoods, District and Corridors shown on the 2050 Future Land Use Map do not represent a singular use but illustrate an area with a mix of compatible existing and future uses. These are detailed in the Future Land Use Table on the following pages. The 2050 Future Land Use Map and Table go hand in hand and cannot be interpreted separately.

Map 5.2 – 2050 Future Land Use Map Overview



Future Land Use Table

The Future Land Use Table (Table 5.1) organizes important land use considerations:

Category, Place Type, & Names

These columns identify each area or place as either a Neighborhood, District or Corridor, the type of place it is, and the name of the place. Each area of Germantown is categorized.

Preferred Future Land Uses

These columns identify the range of desirable uses and activities for the various places within the Village. While not intended to be a detailed or exhaustive inventory of all possible land uses, the generalized list of uses and activities represent the vast majority of likely and desirable uses within Germantown. Other possible uses not represented in a place or on the table will be considered on a case-by-case basis through application of the Zoning Code and may require a land use plan amendment to fully comply with this Land Use Plan.

The generalized types of uses and activities include:

- Existing Uses (+ existing non-conforming zoning)
- Residential: Single Family
- Residential: Two to Four Family
- Residential: Multi-family / Senior
- Mixed-Use: Commercial / Residential
- Mixed-Use: Commercial / Industrial
- Commercial (includes “Activity Centers”)
- Institutional
- Open Space & Recreational
- Mineral Extraction
- Industrial
- Agricultural / Hobby Farming / Agribusiness

Each of these generalized uses and activities is “rated” on its degree of desirability for each place within the Village. Each general use is given a designation to reflect that rating. The designations are as follows::

- **Desirable (D)** – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
- **Allowable (A)** – These uses are generally considered appropriate for the area but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
- **Undesirable (U)** – These uses should not be encouraged but may still be acceptable for the area under special circumstances

A designation of Desirable or Allowable for a particular place does not imply that the use or activity will automatically be approved or judged suitable for every parcel within that place. Similarly, an Undesirable rating does not automatically exclude the use or activity from every parcel within that general place. Rather the designation of a use as Desirable, Allowable, or Undesirable within a particular place is intended as a guide to inform the discussion about the general suitability of a proposed use and its appropriateness in supporting the overall future vision for the area and its compatibility with existing and planned uses in and around the neighborhood or district.

Furthermore, the designation of Desirable or Allowable does not imply an entitlement to that future land use on any particular parcel of land within the village. The appropriateness of any specific future land use on any particular parcel will be determined on a case-by-case basis through application of the Zoning Code and is subject to further detailed review, evaluation and approval by the Village of Germantown as part of any and all applicable Village of Germantown ordinances and development review and zoning processes.

Table 5.1 – Future Land Use Table (Page 1 of 2)

Neighborhood / District / Corridor	Places		Preferred Future Land Uses										SSA	Environmentally Sensitive Corridor?	Preferred Site Design			Maximum Density (residential uses)		
	Place Type	Place Name	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use Commercial / Residential	Mixed-Use Commercial / Industrial	Commercial (includes Activity Centers)	Institutional	Open Space & Recreational	Mineral Extraction	Industrial			Agricultural / Hobby Farming / Agribusiness	Sewered? (Y/N/Partial)	Traditional Neighborhood		Suburban Subdivision	Conservation Subdivision**
District	Mixed-Use	County Line Road District	A	A	A	A	A	A	A	A	A	u	u	u	Y	YES	D	U	A	10 units/acre
District	Mixed-Use	Freistadt District	A	A	D	D	D	A	A	A	D	D	D	u	Y	YES	-	-	-	SF: 29 units/acre 24F: 6 units/acre MF: 25 units/acre
District	Mixed-Use	Village Center District	A	A	D	D	D	A	D	D	u	u	u	u	Y	YES	D	A	U	SF: 29 units/acre 24F: 6 units/acre MF: 25 units/acre
District	Industrial / Commercial	Germantown Business Park District	A	u	u	u	D	A	A	A	D	D	u	u	Y	YES	-	-	-	-
District	Industrial / Commercial	Germantown Industrial Park District	A	u	u	u	D	A	A	A	D	D	u	u	Y	YES	-	-	-	-
District	Industrial / Warehousing	Holy Hill Gateway District	A	u	D	D	D	A	A	A	D	D	u	u	Y	YES	-	-	-	-
District	Industrial / Landfill	Omega Hills Industrial District	A	u	u	u	D	A	A	A	D	D	u	u	N	YES	-	-	-	25 units/acre
District	Industrial / Commercial	Willow Creek Business Park District	A	u	u	u	D	A	A	A	D	D	u	u	Y	YES	-	-	-	-
District	Rural / Open Space	Rural Preservation District	A	A	u	u	u	u	A	D	A	u	D	u	N	YES	U	U	D	see NOTE 1
District	Open Space	Schoen Laufen - Menomonee River District	A	u	u	u	u	u	A	D	u	u	u	u	P	YES	-	-	-	-
Corridor	Mixed-Use	Lannon - Mequon Road Corridor	A	A	A	A	A	A	A	A	u	u	u	u	P	YES	D	U	U	SF: 29 units/acre 24F: 6 units/acre MF: 10 units/acre
Corridor	Mixed-Use	Victory Center Corridor	A	A	A	A	A	A	A	A	u	A	u	u	Y	YES	D	U	U	SF: 29 units/acre 24F: 6 units/acre MF: 10 units/acre

NOTE 1: "Rural Preservation" District
1 unit/20 acres (4 or fewer CSM lots)

NOTE 2: "Neighborhood in SSA (w/ water & sewer)"
1 unit/7.5 acres with Conservation Subdivision (5 or greater lots subdivided)
2.2 units/acre (4 or fewer CSM lots)
3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)

NOTE 3: "Neighborhood outside SSA (no water & sewer)"
1 unit/7.5 acres (4 or fewer CSM lots)
1 unit/3 acres with Conservation Subdivision (5 or greater lots subdivided)

NOTE 4: The density listed in this column is the maximum density permitted. However, a lower density may be required on a case by case basis and higher density may be permitted through a Planned Development District approved by the Village Board pursuant to the Planning and Zoning Code.

NOTE 5: Expansion of existing and nonconforming uses within existing property boundaries may be permitted subject to zoning restrictions and Plan Commission approval.

NOTE 6: Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres.

* Area is within (or partially within) SSA, but the majority of properties are not connected to sewer.

** "Conservation Subdivision" includes (a) minimum open space requirement (40-60%); (b) minimum lot size (1.0 acre for "Rural/Open Space" and "Residential" outside SSA; 8,000SF for "Residential" inside SSA).

D = Desirable – These uses should be encouraged because they are consistent with support and enhance the desired character of the area.

A = Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.

u = Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

It is important to note that the Future Land Use Plan Table identifies possible future uses, but it does not propose the discontinuation of existing uses. There are a wide variety of existing uses throughout the village and these uses, as they currently exist, should not be discouraged. However, as uses become obsolete or change and future uses are proposed for the area, the Future Land Use Plan Table should be utilized to guide the discussions and make evaluations of the appropriateness of proposed uses.

As the land planning process evolves, the possible future uses/activities and their ratings within a particular place may be amended, added, or removed.

SSA

The village contains different portions of land that are either served by public sanitary sewer or are outside of the sewer service area (SSA). Properties outside of the SSA must provide individual private sewer facilities. Addressing the availability and future needs of utilities and facilities for a community is a primary component for a comprehensive plan. Utilities can be particularly influential when determining the location and extent of future land uses. The intensity of urban uses generally necessitates the use of a public sanitary sewer system. Since social responsibility is one aspect of smart growth, the appropriate utilities should be provided prior to allowing the development of more intensive land uses. The extent to which utilities are made available to non-urban land relates directly to the extent by which urban land uses may be developed in those areas.

Environmental Corridor

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has identified linear concentrations of unique recreational, aesthetic, ecological and cultural resources. It is a region-wide goal to protect and preserve these corridors.

Three types of Environmental areas are mapped on the NDC (hatched underlay):

- Primary Environmental Corridor
- Secondary Environmental Corridor
- Isolated Natural Resource Area

As part of any future land use decision, the Future Land Use table will identify if the area contains a SEWRPC-delineated Environmental Corridor and if it does, additional regulations or guidelines may be required through the Zoning Code and/or development review process.

Preferred Site Design

This column gives guidance regarding the Village's preferred pattern of residential or mixed-use development in a particular place within the Village. The three general community design types include the following:

- **Traditional Neighborhood Design (TND):**
A compact mixed-use neighborhood where residential, commercial and civic buildings are generally within close proximity to each other. TNDs may occur in infill settings or on the edges of older well-established areas, but often involve all-new construction on previously undeveloped land. This type of development involves traditional town planning principles. TND projects include a range of housing types, a network of well-connected streets (arterial, collector and local) and sidewalks, meaningful and useful public spaces, and where economically feasible have amenities such as stores, schools, and places of worship within walking distance of residences. TND projects generally have a variety of residential lot sizes ranging from smaller and narrower "village type" lots to larger and wider "estate type" lots. This type of development is similar in character to a number of the long-established neighborhoods and districts in Germantown.
- **Conservation Subdivision Design (CSD):**
A residential housing development that is characterized by compact lots, clustered home sites and shared common open space, and where the natural features of land are preserved, enhanced and made accessible to the greatest extent possible. In this type of development dwellings are located in a manner that reduces the area of land cleared, graded, and converted from agricultural, woodland, or

wildlife habitat uses to building sites, driveways, and yard space. In such developments, lot sizes, dimensions, and setbacks may be reduced from those typically required for conventional residential developments. Often the total allowable number of dwellings is increased as a bonus for preserving or creating meaningful and significant open space or environmental features. The common open space often makes up over 30-60% of the total subdivision area. Often the common open space is held in joint ownership by a homeowners association or other conservation related organization and is maintained and preserved according to a professionally prepared open space management plan.

- **Suburban Subdivision Design (SSD):** A residential housing development that subdivides an entire parcel of land into private lots and which does not contain significant common open space parcels or features. Generally these types of developments contain no more than 10% open space for such uses as stormwater control or possibly small park spaces. Other significant environmental features are often included within private development lots as amenities for the individual lot owners. Typical suburban subdivisions usually contain a network of streets that often have only “collector” level connections to surrounding neighborhoods. Designs often utilize landscaped cul-de-sacs to create a sense of privacy and value for individual lot owners. Landscaped streets, pathways sidewalks and parks are included in most well-designed suburban subdivisions.

Density

This column indicates the maximum prescribed densities within a particular place. The inclusion of density maximums is intended to remind landowners, Village officials and developers about the overall goal of maintaining the efficient use of land and resources. Planning for a slightly higher density development pattern within the Village makes use of the existing infrastructure that can accommodate future growth in Germantown.

Reasonable variations from the stated densities may be considered at the time particular developments are proposed provided that the overall average density does not exceed the maximum density prescribed for a given place.

Further, to ensure compatibility between existing residential neighborhoods and future residential development, the density (and lot size) of new development adjacent to existing neighborhoods should not be more than 50% higher (or lower) than the density of an adjacent existing neighborhood unless specific measures are implemented to mitigate potential incompatibilities, e.g. extensive setbacks, perimeter open space corridors, berming, landscaping, etc.

Preferred General Character Description

Each place includes a 2-page narrative that describes the desired overall character of the place. It is intended to give a brief snapshot of the Village’s intentions for the general mix and character of the future land uses in the area.

Similar to the “Opportunity Area” detailed plans included in Section 6: Economic Development, it is intended that the Village will prepare a detailed land use plan for each Neighborhood, District and Corridor after adoption of the generalized Future Land Use Plan as a part of the 2050 Plan.

The Plan Commission and staff will prioritize and prepare these supplemental plans for each Neighborhood, District and Corridor based on public input received from the residents, property owners and business operators within that Neighborhood, District and Corridor. These plans will further guide decision-making regarding future development and the timing of future public improvements, including road and utility improvements and extensions. The detailed plans will be adopted as amendments to the 2050 Plan.

Neighborhoods, Districts, Corridors Profiles

Future land use for Germantown is based on two elements in this chapter:

- the Neighborhoods, Districts & Corridors map (“Future Land Use map”), and
- the Future Land Use table.

Determining the appropriate future land use for a parcel or a set of sites comes from these two items.

Neighborhoods

Germantown neighborhoods were identified during the comprehensive planning process based on their distinct identities, housing characteristics (including density and lot size) and geographic features. Some neighborhoods are well-established, while others are generally undeveloped but have potential for growth.

Neighborhoods in Germantown:

- Alt Bauer (pg. 50)
- Amy Belle (pg. 52)
- Blackstone Creek (pg. 54)
- Country Aire (pg. 56)
- Dheinsville (pg. 58)
- Friedenfeld (pg. 60)
- Goldendale-Homestead Hollow (pg. 62)
- Isabelle Farms (pg. 64)
- Kinderberg (pg. 66)
- Lannon Gateway (pg. 68)
- Lovers Lane (pg. 70)
- MacAruthur-Kennedy (pg. 22)
- Meeker Hill (pg. 74)
- Prairie Glen (pg. 76)
- South Country Aire (pg. 78)
- Spassland (pg. 80)
- Sunberry-Tree Tops (pg. 82)
- Willow Creek-Weidenbach (pg. 84)
- Woodland Ponds-Harvest Hills (pg. 86)
- Woodside (pg. 88)

Districts

Districts were selected during the comprehensive planning process as areas where the Village, property owners, and investors should concentrate business activity and expansion over the next thirty years. District types include mixed-use, industrial, and rural/agricultural.

Districts in Germantown:

- Mixed-Use (retail, commercial, institutional offices, multi-family residential)
 - County Line Road (pg. 90)
 - Freistadt (pg.92)
 - Village Center (pg. 94)
- Industrial
 - Germantown Business Park (pg. 96)
 - Germantown Industrial Park (pg. 98)
 - Holy Hill Gateway (pg. 100)
 - Omega Hills Industrial (pg. 102)
 - Willow Creek Business Park (pg. 104)
- Rural/Open Space
 - Rural Preservation (pg. 106)
 - Schoen Laufen-Menomonee River (pg. 108)

Corridors

Corridors identify areas of connectivity between the neighborhoods and districts along major thoroughfares that include a variety of land uses, including natural, recreational and cultural uses, retail, commercial, institutional office, higher-density single-family and multi-family residential.

Corridors in Germantown:

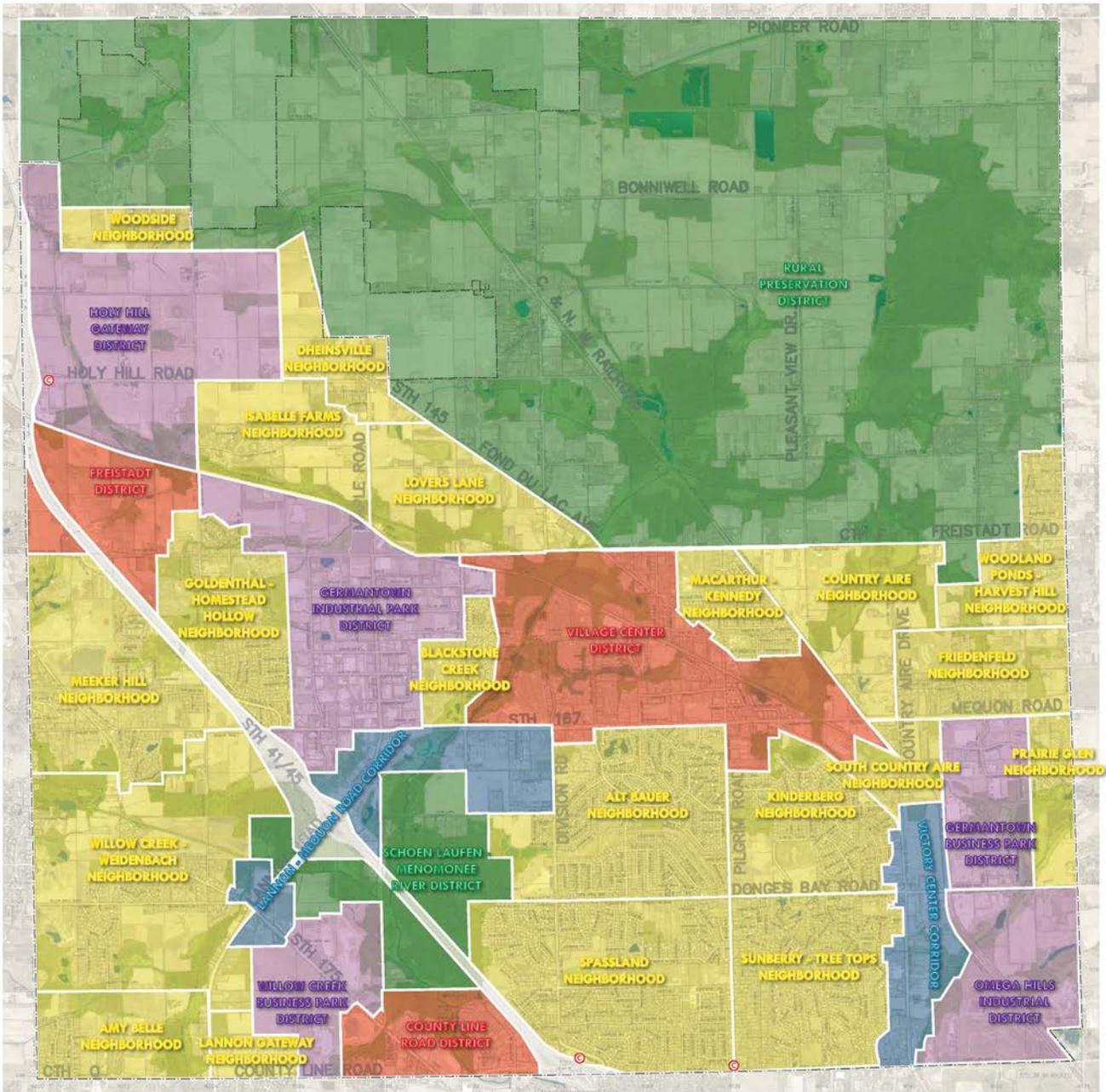
- Lannon-Mequon Road (pg. 110)
- Victory Center (pg. 112)

Overlays

There is only one overlay area included as a part of the future land use plan in Germantown. This overlay has been created to identify the extent and importance of environmental features located throughout the Village:

- SEWRPC Environmental Corridor Overlay

Map 5.3 – 2050 Future Land Use Map



*Note: This map is intended for use in combination with the Future Land Use Table

LEGEND:

NEIGHBORHOODS

- ALT BAUER
- AMY BELLE
- BLACKSTONE CREEK
- COUNTRY AIRE
- DHEINSVILLE
- FRIEDENFELD
- GOLDENTHAL - HOMESTEAD HOLLOW
- ISABELLE FARMS
- KINDERBERG
- LANNON GATEWAY

- LOVERS LANE
- MACARTHUR - KENNEDY
- MEEKER HILL
- PRAIRIE GLEN
- SOUTH COUNTRY AIRE
- SPASSLAND
- SUNBERRY - TREE TOPS
- WILLOW CREEK - WEIDENBACH
- WOODLAND PONDS - HARVEST HILL
- WOODSIDE

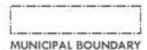
DISTRICTS

- MIXED-USE DISTRICTS**
- COUNTY LINE ROAD
- FREISTADT
- VILLAGE CENTER
- BUSINESS PARK/INDUSTRIAL DISTRICTS**
- GERMANTOWN BUSINESS PARK
- GERMANTOWN INDUSTRIAL PARK
- HOLY HILL GATEWAY
- OMEGA HILLS INDUSTRIAL DISTRICT
- WILLOW CREEK BUSINESS PARK

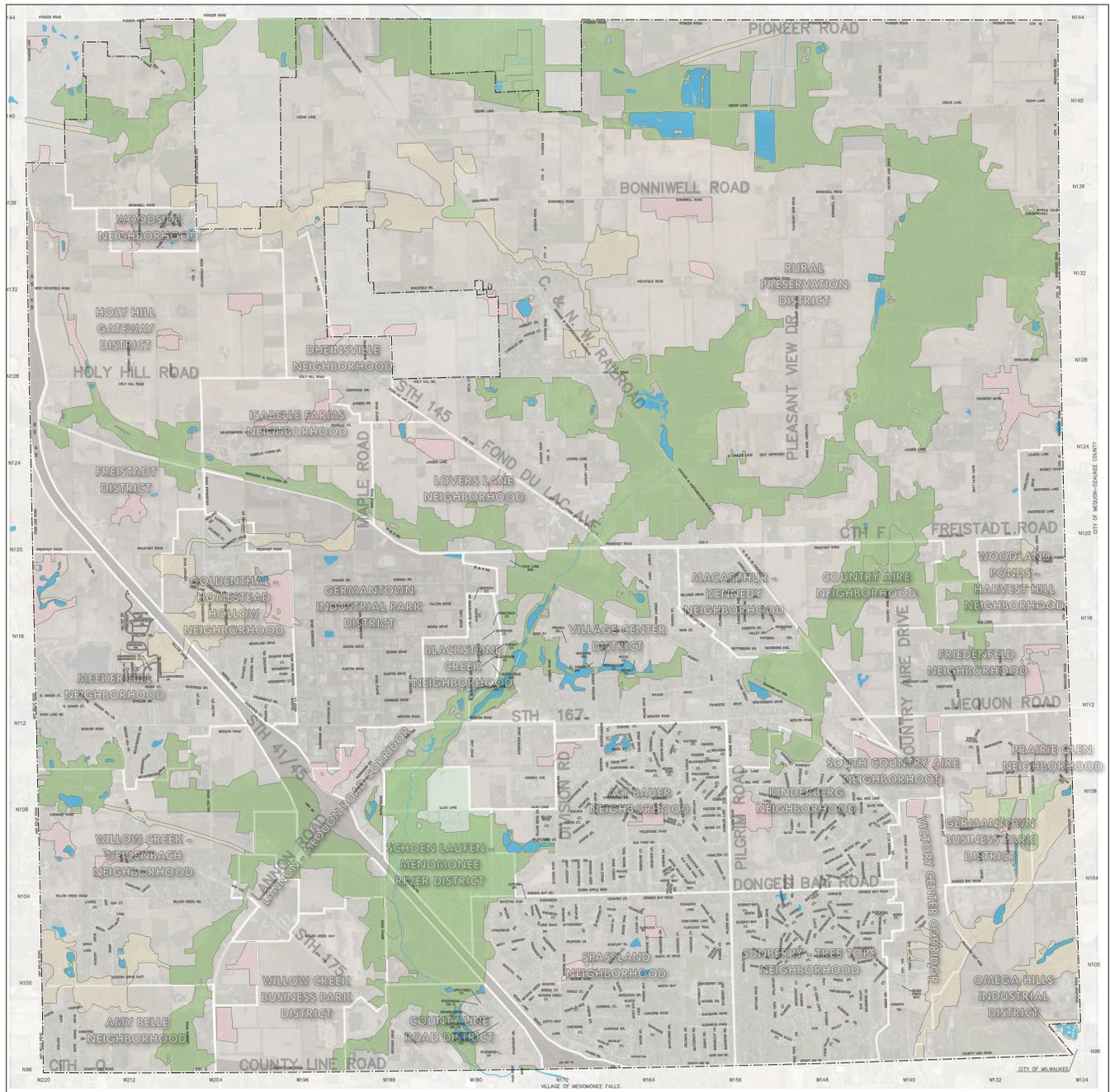
- RURAL/OPEN SPACE DISTRICTS**
- RURAL PRESERVATION
- SCHOEN LAUFEN - MEMONONEE RIVER

CORRIDORS

- CORRIDORS**
- LANNON-MEQUON ROAD
- VICTORY CENTER



Map 5.4 – SEWRPC Environmental Corridor Overlay

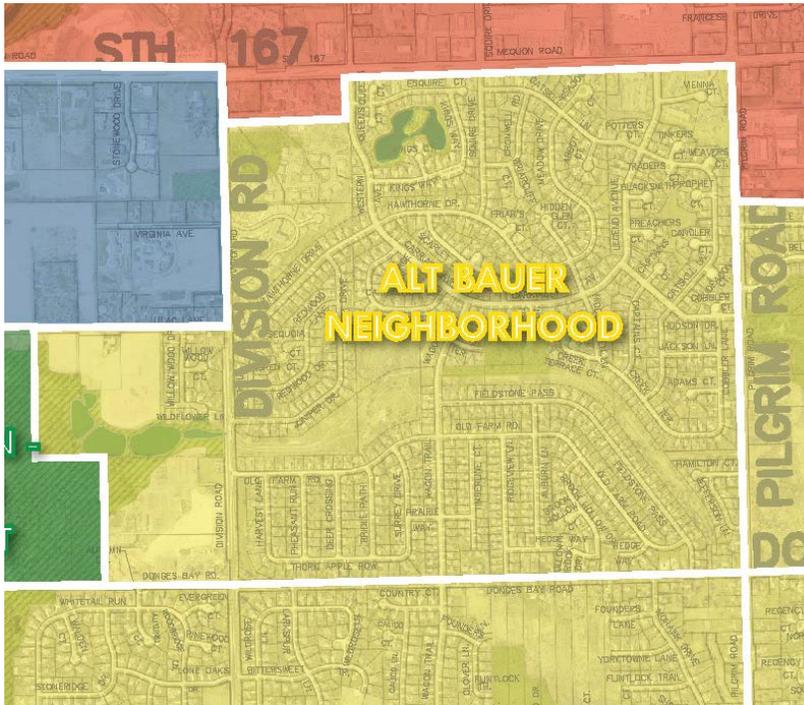


LEGEND

- Primary Environmental Corridors
- Secondary Environmental Corridors
- Isolated Natural Resource Areas

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Alt Bauer NEIGHBORHOOD



GENERAL CHARACTER

The Alt Bauer Neighborhood is one of the four (4) neighborhoods that comprise the core residential area in the Village. This neighborhood is predominantly single-family residential with some multi-family and senior residential development along Division Road, Mequon Road, and Pilgrim Road. Residential zoning within this neighborhood is predominantly Rs-5 (2.9 DU's/acre with minimum 15,000 sq ft lots) and Rs-6 (3.5 DU's/acre with min. 12,500 sq ft lots). There is one existing commercial property located within the Alt Bauer Neighborhood located on the south side of Mequon Road. This property is Zoned B-3 General Business and is currently a Veterinarian Clinic.

SPECIAL FEATURES

Transportation The Alt Bauer neighborhood is bounded Pilgrim Road to the west, Donges Bay Road to the south, and Mequon Road (Hwy 167) to the north. Mequon Road connects the Alt Bauer Neighborhood to I-41 to the west and Hwy 145 (Fond du Lac Avenue) to the east.

Environmental, Natural & Agricultural There are a couple of small Isolated Natural areas within the Alt Bauer Neighborhood. These areas are integrated among the residential development.

Public Park, Education, Safety & Utility Alt Bauer Park is located within the southwest quadrant of the Alt Bauer Neighborhood, approximately 19 acres in size. Pedestrian Trails run along Division Road and also connect Division Road through Alt Bauer Park to Wagon Trail. This neighborhood is served by Village sewer and water.

PREFERRED FUTURE LAND USE

Alt Bauer Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	D	A	D	SF: 2.9 units/ acre 2-4F: 6.0 units/ acre

The Alt Bauer Neighborhood is almost fully developed. Future residential development is intended to be single-family development on existing platted lots, and, on the two large vacant tracts remaining west of Division Road (south of Lilac Lane and north of Donges Bay Road). Residential lots platted at average densities that are the same or similar to the existing pattern of development (2.9 to 3.5 DU's/acre on 12,500-20,000 sq ft lots).

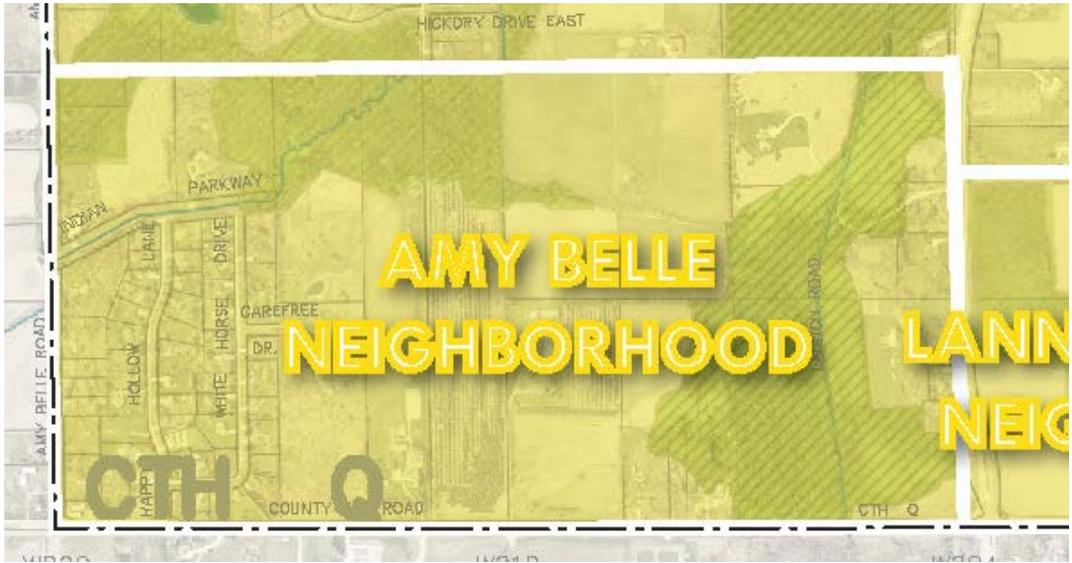
Higher density single-family attached, two- and four-family attached uses may also be allowed as "infill development" on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the "compatibility requirements" for adjacent development in the Zoning Code.

Other than the pre-existing commercial parcels no additional commercial uses are intended to develop in this neighborhood.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Amy Belle NEIGHBORHOOD



GENERAL CHARACTER

The Amy Belle Neighborhood is a generally undeveloped except for the single-family Happy Hollow subdivision in the southwest corner of the Village. Residential zoning within this area is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sqft lots). Undeveloped parcels in this neighborhood range from vacant residential lots approximately 0.5 acres in size to larger 5-acre residential and 10 to 40-acre agricultural parcels. Agricultural parcels are generally used for hobby farm or crop production uses.

There is one commercially- zoned property at the Amy Belle Road @ County Line Road intersection that is currently occupied by a gas station/convenience store.

SPECIAL FEATURES

Transportation The Amy Belle neighborhood is bounded by County Line Road to the south, Lannon Road to the east, and Amy Belle Road to the west. The neighborhood is connected to I-41 via County Line Road (Hwy Q).

Environmental, Natural & Agricultural A primary environmental corridor runs through the eastern quarter of the neighborhood just west of Lannon Road and contains both wooded areas and designated wetlands. There is a secondary environmental corridor located in the north-central area of the neighborhood which also contains a wooded area with wetland designation. Both agricultural row crops and tree farming are located in the Amy Belle Neighborhood.

Public Park, Education, Safety & Utility This neighborhood is located outside the Sewer Service Area. Residential lots are served by onsite septic and well water.

PREFERRED FUTURE LAND USE

Amy Belle Neighborhood

Preferred Future Land Uses													Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details	
A	D	u	u	u	u	u	u	D	u	u	D	Yes	No	A	U	D	see NOTE 2 and NOTE 3	

Desirable future land uses within the Amy Belle Neighborhood include undeveloped open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is currently outside the sewer service area. Future residential development is acceptable at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey map), or 1 DU/3 acres for 5 or greater conservation subdivision lots.

In the event that the SSA is expanded and public sewer and water facilities extended into this neighborhood, future residential development is acceptable at an average density of 2.2 DU's/acre for 4 or fewer lots created by minor land division (certified survey map)

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

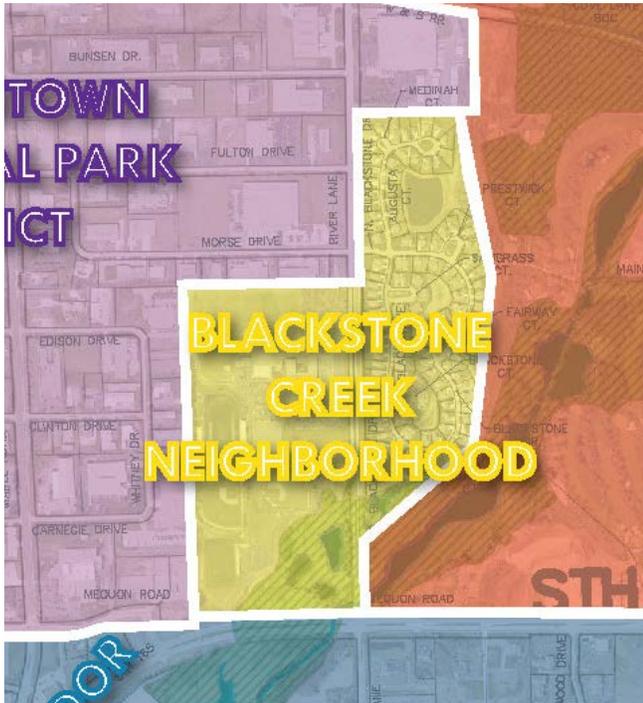
or 3.5 DU's/acre for 5 or more lots in a conservation subdivision.

Other than the pre-existing commercial parcel at the County Line @ Amy Belle Road intersection, no additional commercial uses are intended to develop in this neighborhood.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewer CSM lots) 3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no sewer & water)	1 unit/ 5 acres (4 or fewer CSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

Blackstone Creek NEIGHBORHOOD



GENERAL CHARACTER

The Blackstone Creek Neighborhood is a relatively new neighborhood with single-family residential and two-family condominium development east of River Lane and part of the Blackstone Creek Planned Development District (PDD). Residential zoning within this neighborhood is Rs-5 (2.9 DU's/acre with minimum 15,000 sq ft lots) and Rd-2 (8 DU's/acre with minimum .5-acre lots). The Germantown High School property west of River Lane makes up the western portion of the neighborhood. The large open space area in the south part of the neighborhood contains the Menomonee River and associated wetlands and floodplain.

SPECIAL FEATURES

Transportation River Lane bisects the Blackstone Creek Neighborhood north and south. The Germantown Industrial Park District establishes the western and northern boundaries of the neighborhood. Mequon Road is the southern boundary of the neighborhood and connects the neighborhood to I-41 to the west.

Environmental, Natural & Agricultural The Menomonee River Corridor environmental area crosses the southern quarter of the Blackstone Creek neighborhood, with the river itself crossing the very southeastern corner of the neighborhood.

Public Park, Education, Safety & Utility The Germantown High School makes up the western portion of the Blackstone Creek neighborhood. This neighborhood is located within the Sewer Service Area and served by Village sewer and water.

PREFERRED FUTURE LAND USE

Blackstone Creek Neighborhood

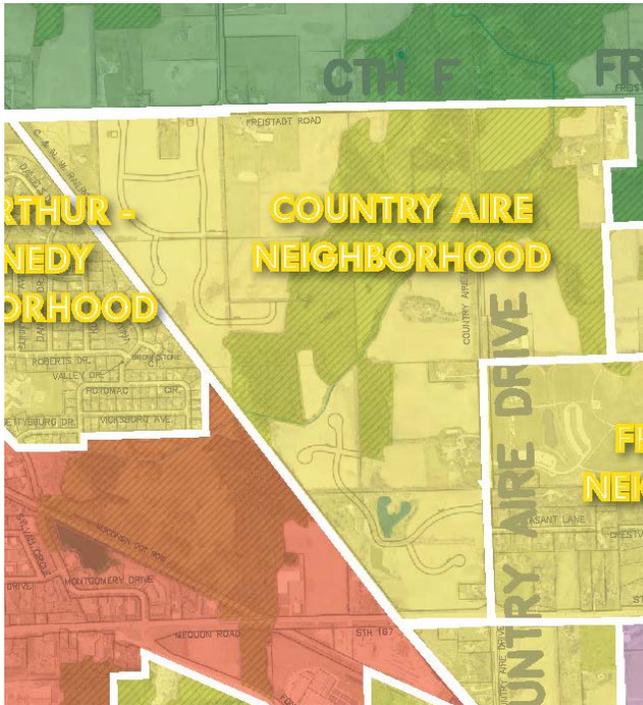
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	D	A	D	5.8 units/ acre

The Blackstone Creek Neighborhood has been fully developed. Any future construction would be infill or redevelopment compatible with surrounding uses and densities.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Country Aire NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Country Aire neighborhood is bounded by Mequon Road to the south, Freistadt Road to the north, the Canadian National Railroad to the west and Country Aire Drive to the east. Approximately 80 acres of the neighborhood extends east of Country Aire Drive in the northeast portion of the neighborhood. Country Aire Drive and Mequon Road connects the Country Aire Neighborhood to Hwy 145 (Fond du Lac Avenue) to the west.

Environmental, Natural & Agricultural The Country Aire neighborhood is bisected by a large environmental corridor composed of wooded areas and wetland designation. Much of the undeveloped areas outside of the environmentally designated areas are in agricultural row crop production.

GENERAL CHARACTER

The Country Aire Neighborhood is a relatively new neighborhood with single-family residential and some multi-family condominium development west of Country Aire Drive. Residential zoning within this neighborhood is predominantly Rs-5 (2.9 DU's/acre with minimum 15,000 sq ft lots) and Rm-2 (8 DU's/acre with minimum .5-acre lots). The remainder of the neighborhood is comprised of estate-size residential lots in the Rs-1 zoning district (.2 DU's/acre with 5-acre minimum lots) and agricultural parcels in the A-1 zoning district (minimum 35-acre parcels).

Public Park, Education, Safety & Utility This neighborhood is located within the Sewer Service Area.

PREFERRED FUTURE LAND USE

Country Aire Neighborhood

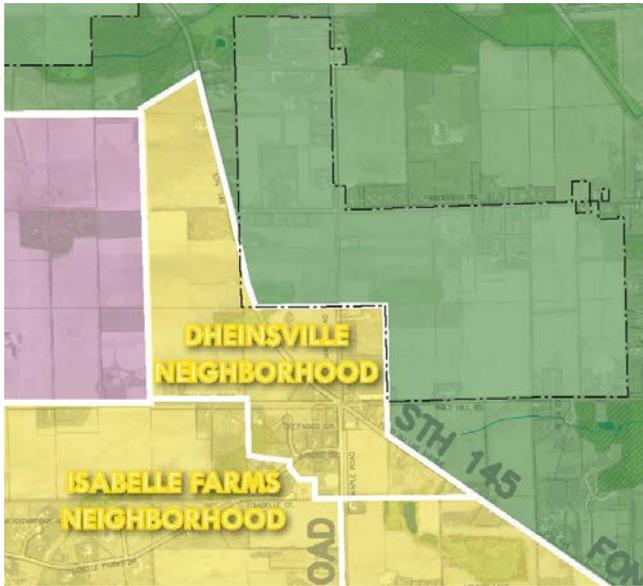
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	u	u	u	u	u	D	u	u	u	Yes	P	A	A	D	Sewered: 2.9 units/acre Non-sewered: 1 unit/acre

Future land use in the Country Aire neighborhood includes single-family residential development following conservation design principals is preferred on future lots platted at average densities that are the same or similar to the existing pattern of residential development served by public water and sewer (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots).

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Dheinsville NEIGHBORHOOD



GENERAL CHARACTER

The Dheinsville Neighborhood is a predominantly undeveloped rural residential neighborhood located in the northern part of the Village adjacent to the Town of Germantown. Most of the land is zoned for agricultural uses. Residential uses within this neighborhood are predominantly zoned Rs-1 (.2 DU's/acre with minimum 5-acre lots), Rs-2 (.5 DU's/acre with minimum 2-acre lots), and Rs-4 (2.2 DU's/acre with 20,000 sqft lots).

There is one commercial property as well as a few institutional uses located in the hamlet of Dheinsville, at the Maple Road @ Holy Hill Road intersection. This includes Dheinsville Historic Park, the Germantown Historical Society, the former Christ Church and associated cemetery.

SPECIAL FEATURES

Transportation The Dheinsville neighborhood includes the general area around the Holy Hill Road and Maple Road intersection and extends approximately 1 mile north on the west side of Fond du Lac Avenue and 1/4 mile south along Maple Road. Holy Hill Road connects the neighborhood to I-41 to the west.

Environmental, Natural & Agricultural The neighborhood includes a few isolated natural resource areas. Much of the neighborhood is in active agricultural row crop production.

Public Park, Education, Safety & Utility The Dheinsville neighborhood is not currently served by Village sewer and water, however, the Dheinsville hamlet and area around it near the Maple Road @ Holy Hill Road intersection is located within the Potential Sewer Service Area extension. Properties are currently served by onsite septic and well water.

Historical & Cultural The Dheinsville Neighborhood is home to the historic Dheinsville Settlement located at the intersection of Fond du Lac Avenue (Hwy 145), Maple Road, and Holy Hill Road, and includes Dheinsville Park, The Valentine Wolf House (N128W18780 Holy Hill Road), The Christ Evangelical Church (W188N12808 Fond du Lac Avenue), and the Christ Church Parsonage (N188W12838 Maple Road). Our Saviour's United Church of Christ is located at W172N12533 Division Road, along the eastern edge of the neighborhood.

PREFERRED FUTURE LAND USE

Dheinsville Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	u	u	u	u	u	D	u	u	D	Yes	N	D	U	D	see NOTE 2 and NOTE 3

Desirable future land uses within the Dheinsville Neighborhood include open space and recreational areas and agricultural and hobby farm uses. Any future residential is desired to be developed with conservation subdivision design at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey map), or 1 DU/3 acres for 5 or greater conservation subdivision lots. If future development is served by public water and sewer, residential development with conservation subdivision design is acceptable at an average density of 2.2 DU's/acre for 4 or fewer individual lots created by minor land division (certified survey map) or 3.5 DU's/acre for 5 or greater conservation subdivision lots.

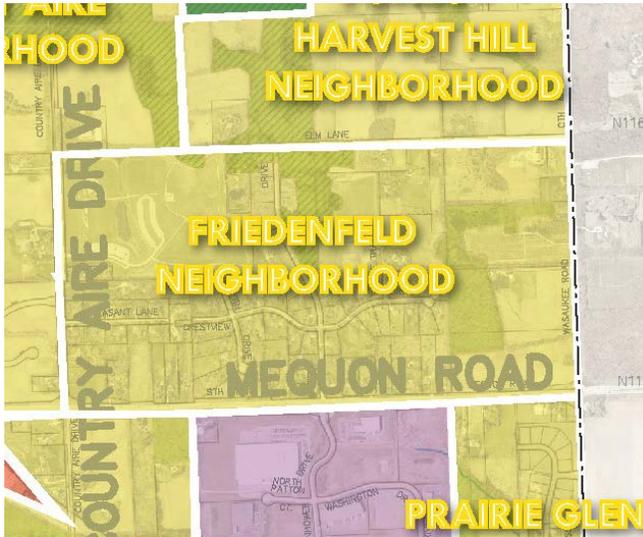
D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

No new, expanded, or additional commercial uses are intended to be developed in this neighborhood.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewer CSM lots)
		3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no water & sewer)	1 unit/ 5 acres (4 or fewer CSM lots)
		1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

Friedenfeld NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Friedenfeld neighborhood extends between Country Aire Drive and Wasaukee Road, north of Mequon Road to Elm Lane. Mequon Road connects the Friedenfeld Neighborhood to Hwy 145 (Fond du Lac Avenue) to the west. Wasaukee Road connects the neighborhood to County Line Road (Hwy Q) to the south.

Environmental, Natural & Agricultural There are a couple of natural areas located in the neighborhood integrated among existing single-family dwellings and agricultural lots.

Public Park, Education, Safety & Utility

Friedenfeld Park is located in the northwest corner of the Friedenfeld neighborhood and contains approximately 53 acres of land. There are two (2) pedestrian access points from the adjacent residential areas into the park; one from Elm Lane and the other from Martin Drive. This neighborhood is located within the Sewer Service Area, however public water and sewer utilities have not been extended to this neighborhood.

GENERAL CHARACTER

The Friedenfeld Neighborhood is a single-family residential neighborhood located adjacent to the Village's Friedenfeld Park located on Country Aire Drive. Approximately half of the neighborhood is developed with single-family residential lots within the Forest Heights platted subdivisions. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sq ft lots), Rs-3 (1 DU/acre with 1-acre min. lots) and Rs-2 (.5 DU's/acre with 2-acre min. lots). The remaining area to the east along Wasaukee Road is generally undeveloped and in agricultural use.

PREFERRED FUTURE LAND USE

Friedenfeld Neighborhood

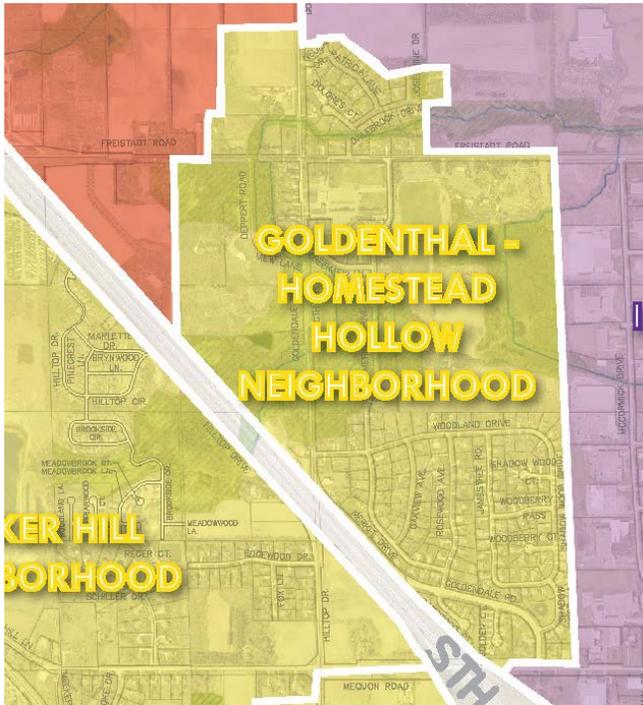
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	D	A	D	SF: 2.9 units/acre 2-4F: 6 units/acre Non-sewered: 1 unit/acre

In addition to open space and recreational area, traditional neighborhood or conservation subdivisions of single-family dwellings are desirable for this neighborhood. Future residential development is intended to be single-family development on existing platted lots or future lots platted at average densities that are the same or similar to the existing pattern of residential development if not served by public water and sewer (.5 to 1.0 DU's/acre on 1-2 acre lots), or, at a higher density if served by public water and sewer (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots).

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Goldenthal-Homestead Hollow NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Goldenthal-Homestead Hollow neighborhood is bounded by I-41 and the Freistadt Business Park District to the west, Mequon Road to the south, and the Germantown Industrial Park District to the north and east. I-41 can be accessed via Mequon Road and Lannon Road to the South or Goldendale Road and Holy Hill Road to the north.

Environmental, Natural & Agricultural The west central portion of the Goldenthal-Homestead Hollow Neighborhood is covered by a secondary environmental corridor and separates the existing development into two general areas, north and south. An isolated environmental area is located in the east central portion of the neighborhood and is a part of the Homestead Hollow County Park.

GENERAL CHARACTER

The Goldenthal - Homestead Hollow Neighborhood is a single-family and two-family residential neighborhood. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sqft lots), Rs-5 (2.9 DU's/acre with minimum 15,000 sqft lots) and Rd-2 (two-family at 5.8 DU's/acre with minimum 15,000 sqft two-family lots). There are a few commercially zoned properties located along the east side of I-41, including the Keller construction management property and restaurant property, and south of the intersection of Freistadt Road @ Goldendale Road. St. Boniface Church and School is located in the southeast corner of the Freistadt Road / Goldendale Road intersection. A childcare center is located southwest of this intersection, off Deppert Road.

Public Park, Education, Safety & Utility Washington County's Homestead Hollow Park is located in the north western portion of the neighborhood with access from Freistadt Road. St. Boniface Church and School are located in the southeast corner of the Freistadt Road @ Goldendale Road intersection. This neighborhood is located within the Sewer Service Area and most of the southern area is served by public sewer and water (or is at least available). The area north of Freistadt Road is not currently served by sewer or water (but it is available).

Historical & Cultural The St. Boniface Catholic Parish, cemetery and private elementary and middle school is located in the Goldenthal-Homestead Hollow neighborhood.

PREFERRED FUTURE LAND USE

Goldenthal-Homestead Hollow Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	D	A	D	Sewered: 2.9 units/acre Non-sewered: 1 unit/acre

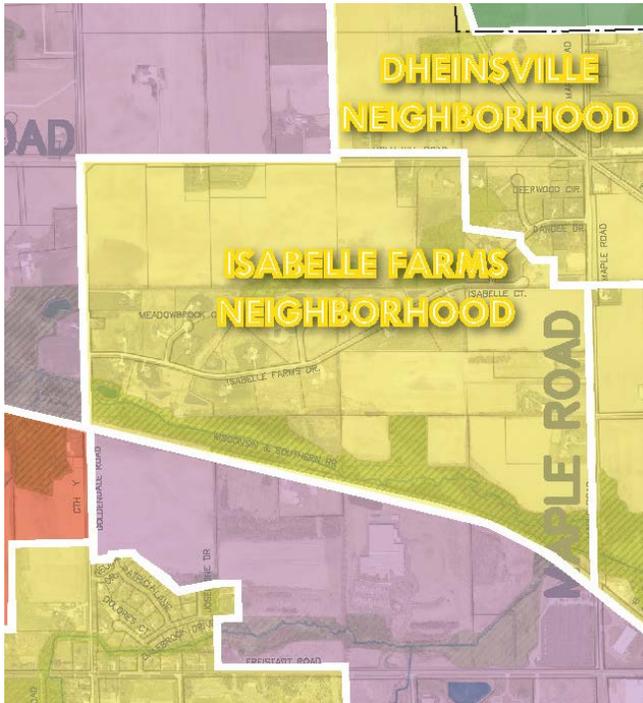
A majority of the Goldenthal-Homestead Hollow Neighborhood is developed. Undeveloped parcels on the west side and through the middle of the neighborhood are unbuildable due to environmentally sensitive wetlands. The only undeveloped area suitable for new residential development is in the northwest corner of the Goldendale @ Freistadt intersection; land currently used for agricultural purposes. Traditional Neighborhood or Conservation Subdivision would be desired future development in this area at average densities that are the same or similar to the existing pattern of residential development served by public water and sewer (2.2 to 2.9 DU's/acre on 15-20,000 sqft lots).

Higher density single-family attached, two- and four-family attached uses may also be allowed as "infill development" on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the "compatibility requirements" for adjacent development in the Zoning Code.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Isabelle Farms NEIGHBORHOOD



GENERAL CHARACTER

The Isabelle Farms Neighborhood is a rural, single-family, large-lot residential neighborhood. Residential zoning within this neighborhood is predominantly Rs-1 (.2 DU's/acre with minimum 5-acre lots) and Rs-2 (.5 DU's/acre with minimum 2-acre lots).

SPECIAL FEATURES

Transportation The Isabelle Farms neighborhood is generally bounded by Holy Hill Road to the north, Goldendale Road to the west, Maple Road to the east, and the Wisconsin and Southern Rail line to the south. Holy Hill Road connects the neighborhood to I-41 to the west. Maple Road connects the neighborhood to Fond du Lac Avenue to the north.

Environmental, Natural & Agricultural A primary environmental corridor runs along the southern boundary of the neighborhood, and the Wisconsin and Southern Rail line. The areas (generally the northwest and southeast) that have not been developed with residential lots are currently in agricultural row crop production.

Public Park, Education, Safety & Utility The Isabelle Farms neighborhood is not currently served by Village Sewer and Water, however, the northern quarter mile of the neighborhood is located within the Potential Sewer Service Area extension. Properties are currently served by onsite septic and well water.

Historical & Cultural The Johann Knetzger Homestead is located at W188N12369 Maple Road, in the southeastern corner of the Isabelle Farms neighborhood.

PREFERRED FUTURE LAND USE

Isabelle Farms Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	u	u	u	u	u	D	u	u	D	Yes	P	A	U	D	see NOTE 2 and NOTE 3

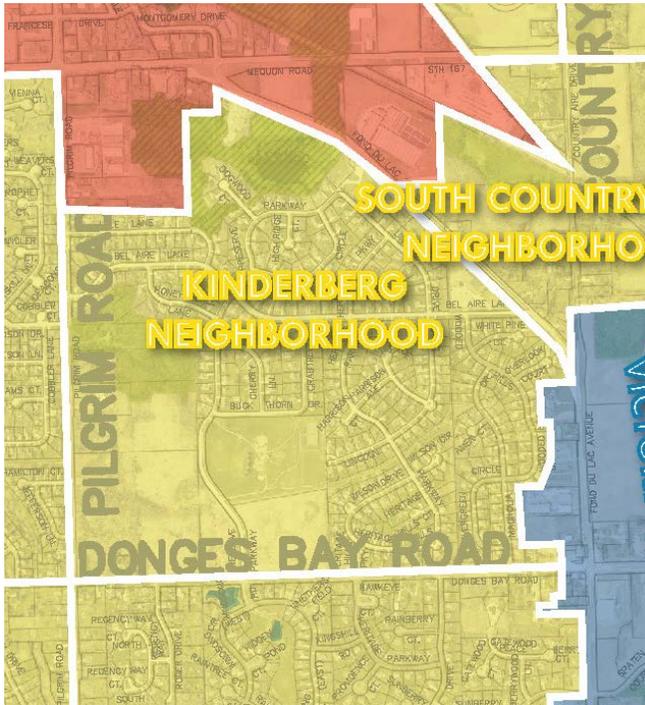
Desirable future land uses within the Isabelle Farms Neighborhood include open space and recreational areas and agricultural and hobby farm uses. Any future residential is desired to be developed with conservation subdivision design at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey map), or 1 DU/3 acres for 5 or greater conservation subdivision lots. If future development is served by public water and sewer, residential development with conservation subdivision design is acceptable at an average density of 2.2 DU's/acre for 4 or fewer individual lots created by minor land division (certified survey map) or 3.5 DU's/acre for 5 or greater conservation subdivision lots.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewer CSM lots) 3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no sewer & water)	1 unit/ 5 acres (4 or fewer CSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

Kinderberg NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Kinderberg Neighborhood is generally bounded by Hwy 145 (Fond du Lac Avenue) to the east and north, Dinges Bay Road to the south, and Pilgrim Road to the west.

Environmental, Natural & Agricultural There are a couple of Isolated Natural areas located along the west and north areas of the Kinderberg Neighborhood. These areas are primarily wooded with wetland designation.

Public Park, Education, Safety & Utility Kinderberg Park is south-centrally located within the Kinderberg Neighborhood and is approximately 23 acres in size. Pedestrian Trails run along Dinges Bay Road and also connect Preserve Parkway through Kinderberg Park to Magnolia Drive. This neighborhood is served by Village sewer and water.

Historical & Cultural The Jacob Schunk Homestead, designated as a local historical site, is located at N104W15446 Dinges Bay Road

GENERAL CHARACTER

The Kinderberg Neighborhood is one of the four (4) neighborhoods that comprise the core residential area in the Village. This neighborhood is predominantly single-family residential. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sq ft lots) and Rs-5 (2.9 DU's/acre with min. 15,000 sq ft lots). Non-residential uses are limited to institutional uses, i.e. church and park, along Pilgrim Road and Dinges Bay Road. There are no commercial properties located within this neighborhood.

PREFERRED FUTURE LAND USE

Kinderberg Neighborhood

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	D	A	D	SF: 2.9 units/acre 2-4F: 6.0 units/acre

A majority of the Kinderberg Neighborhood has been developed with single-family residential and institutional uses. There are approximately 55 acres of undeveloped, unplatted land in the southwest corner of the neighborhood in the northeast corner of the Pilgrim Road @ Donges Bay intersection (west of Preserve Parkway).

Future residential development is intended to be single-family development on existing platted lots or future lots platted at average densities that are the same or similar to the existing pattern of development (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots).

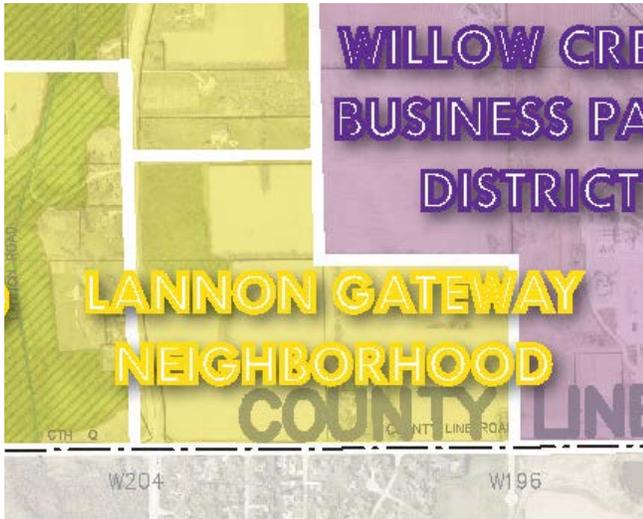
Higher density single-family attached, two- and four-family attached uses may also be allowed as "infill development" on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the "compatibility requirements" for adjacent development in the Zoning Code.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

No new non-residential development is intended to develop in this neighborhood.

See all notes on page 42.

Lannon Gateway NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Lannon Gateway neighborhood is bounded by County Line Road to the south, by the Willow Creek Business Park to the east and north, and Lannon Road and the Amy Belle Neighborhood to the west. The neighborhood is connected to I-41 via County Line Road (Hwy Q) and Lannon Road (Hwy Y).

Environmental, Natural & Agricultural There are no designated environmental corridors in this neighborhood, however there is a 14-acre wooded area in the northwest corner of the neighborhood that should be preserved as a natural resource and as a buffer for surrounding properties from any future development in this area.

Public Park, Education, Safety & Utility This Neighborhood is currently within the Sewer Service Area. Water and sewer are currently located near the southeast corner of the neighborhood, on the north side of County Line Road. Existing residential lots are served by onsite septic and well water.

GENERAL CHARACTER

The Lannon Gateway Neighborhood is generally undeveloped except for the few single-family parcels located on the north side of County Line Road/Hwy Q. The majority of the land is currently in agricultural row crop production with dividing treelines throughout. There is a 14-acre wooded area in the northwest corner of the neighborhood, adjacent to Lannon Road.

PREFERRED FUTURE LAND USE

Kinderberg Neighborhood

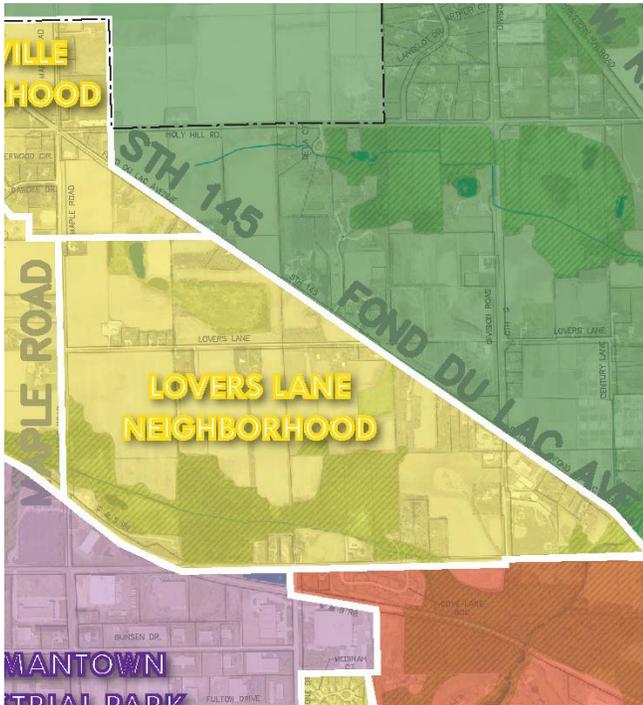
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	D	u	u	u	u	D	u	u	u	No	Yes	D	U	D	SF: 2.9 units/ac MF: 10 units/ac

Desirable future land uses within the Lannon Gateway Neighborhood include single-family and multi-family residential. Future residential development is acceptable at an average density of 2.9 DU/acre for single-family and 10 DU/acre for multi-family. The extension of sewer and water will be required for future development in this neighborhood.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Lovers Lane NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Lovers Lane neighborhood is generally bounded by Fond du Lac Avenue to the north and east, Maple Road to the west and Freistadt Road to the south. One quarter mile north on Holy Hill Road connects the neighborhood to I-41 to the west. Maple Road and Fond du Lac Avenue connect the neighborhood to the south.

Environmental, Natural & Agricultural A primary environmental corridor runs along the southern boundary of the neighborhood. There are a few isolated environmental areas located throughout the neighborhood as well.

Public Park, Education, Safety & Utility The Lovers Lane neighborhood is not currently served by Village Sewer and Water. Properties are currently served by onsite septic and well water.

GENERAL CHARACTER

The Lovers Lane Neighborhood is a rural, single-family, large-lot residential neighborhood. Residential zoning within this neighborhood is predominantly Rs-1, Rs-2, and pockets of Rs-3.

PREFERRED FUTURE LAND USE

Lovers Lane Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	u	u	u	u	u	D	u	u	D	Yes	N	U	U	D	see NOTE 2 and NOTE 3

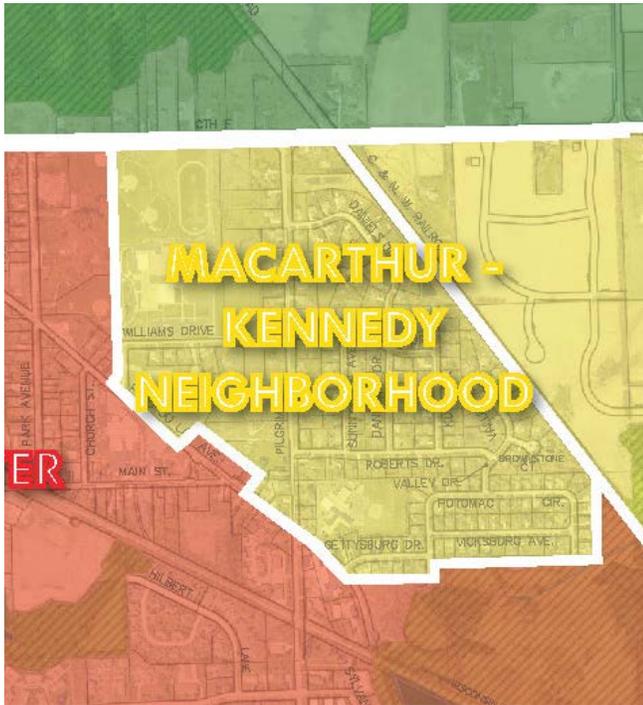
Desirable future land uses within the Lovers Lane Neighborhood include open space and recreational areas and agricultural and hobby farm uses. Any future residential is desired to be developed with conservation subdivision design at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey map), or 1 DU/3 acres for 5 or greater conservation subdivision lots. If future development is served by public water and sewer, residential development with conservation subdivision design is acceptable at an average density of 2.2 DU's/acre for 4 or fewer individual lots created by minor land division (certified survey map) or 3.5 DU's/acre for 5 or greater conservation subdivision lots.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewer CSM lots) 3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no sewer & water)	1 unit/ 5 acres (4 or fewer CSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

MacArthur-Kennedy NEIGHBORHOOD



GENERAL CHARACTER

The MacArthur - Kennedy Neighborhood is predominantly a single-family and two-family traditional residential neighborhood located to the east of the Village Center District. This neighborhood is developed around two public schools: Kennedy Middle School and MacArthur Elementary School. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sq ft lots), Rs-5 (2.9 DU's/acre with minimum 15,000 sq ft lots), Rs-6 (3.5 DU's/acre with minimum 12,500 sq ft lots) and Rd-2 (two-family at 5.8 DU's/acre with minimum 15,000 sq ft two-family lots).

SPECIAL FEATURES

Transportation The MacArthur - Kennedy neighborhood extends From Freistadt Road to the south edge of the Green Meadow Subdivision. The neighborhood is bounded by Fond du Lac Avenue and Park Avenue to the west and the Canadian National Railroad to the east. Fond du Lac Avenue connects the neighborhood to Mequon Road to the south and further to County Line Road and I-41.

Environmental, Natural & Agricultural The MacArthur-Kennedy neighborhood is generally developed. There are some small pockets of treed areas located amongst private residential parcels, particularly west of Pilgrim Road and in the far southeast corner of the neighborhood.

Public Park, Education, Safety & Utility MacArthur Elementary School and Kennedy Middle School are both located along the western edge of the MacArthur Neighborhood. This neighborhood is located within the Sewer Service Area and served by Village sewer and water.

Historical & Cultural The Jacob Schlaefter Homestead, a local designated historical site, is located at W156N11685 Pilgrim Road near the center of the MacArthur-Kennedy neighborhood.

PREFERRED FUTURE LAND USE

MacArthur - Kennedy Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	D	A	U	SF: 2.9 units/acre 2-4F: 6.0 units/acre

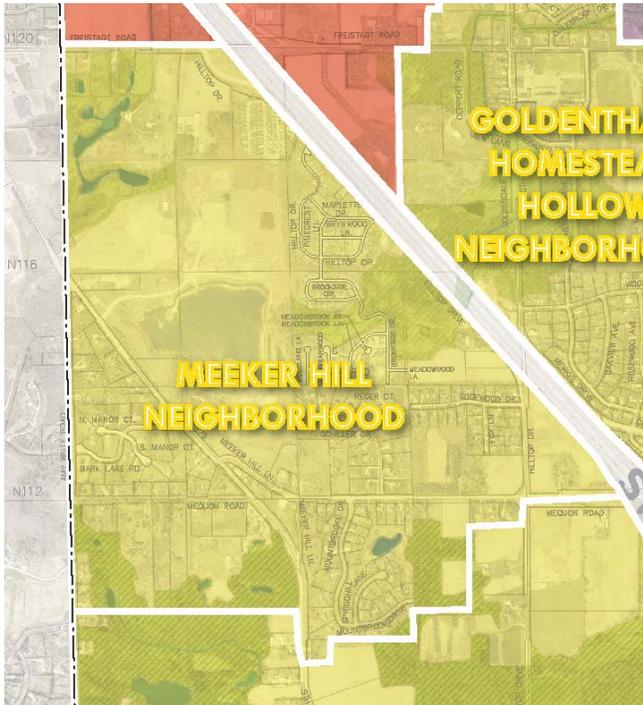
The MacArthur-Kennedy Neighborhood has been fully developed. Any future construction would be infill or redevelopment of existing residential uses at average densities that are the same or similar to the existing pattern of residential development (2.2 to 2.9 Du's Acre on 15-20,000 sqft lots) The large open space area in the south part of the neighborhood is both environmentally sensitive with a large wetland complex and the site of the former Germantown landfill; a designated brownfield site.

Higher density single-family attached, two- and four-family attached uses may also be allowed as "infill development" on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the "compatibility requirements" for adjacent development in the Zoning Code.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Meeker Hill NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Meeker Hill neighborhood is bounded by the western limits of the Village and I-41 to the east. The neighborhood extends approximately ¼ mile south of Mequon Road. Mequon Road connects the Meeker neighborhood to Lannon Road to the east, which connects to I-41.

Environmental, Natural & Agricultural There are environmental areas located in the east central and northwestern portions of the neighborhood. There is approximately 100 acres of mineral extraction area located in the Meeker neighborhood which is inactive and privately owned. There are scattered sites of agricultural row crop production throughout the neighborhood.

Public Park, Education, Safety & Utility This neighborhood is located outside the Sewer Service Area. Residential lots are served by onsite septic and well water.

GENERAL CHARACTER

The Meeker Hill neighborhood is comprised of a mix of single-family residential lot sizes and is home to the Village’s only Mobile Home Park. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU’s/acre with minimum 20,000 sqft lots) and Rs-3 (1.0 DU’s/acre with minimum 1-acre lots). Mobile Home Park (MHP) zoning allows a density of 4.4 DU’s/acre with 6,000 sqft “lots”).

There are a few commercially zoned properties located at the intersection of Mequon Road and Appleton Avenue. There is approximately 100 acres of mineral extraction area located in the Meeker Hill neighborhood which is inactive and privately owned.

PREFERRED FUTURE LAND USE

Meeker Hill Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	u	u	u	u	u	D	u	u	D	Yes	P	A	U	D	see NOTE 2 and NOTE 3

Desirable future land uses within the Meeker Hill Neighborhood include open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is currently outside the sewer service area. Future residential development is acceptable at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey map), or 1 DU/3 acres for 5 or greater conservation subdivision lots. No new or expanded mobile home development is intended to occur in the neighborhood.

In the event that the SSA is expanded and public sewer and water facilities extended into this neighborhood, future residential development is acceptable at an

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

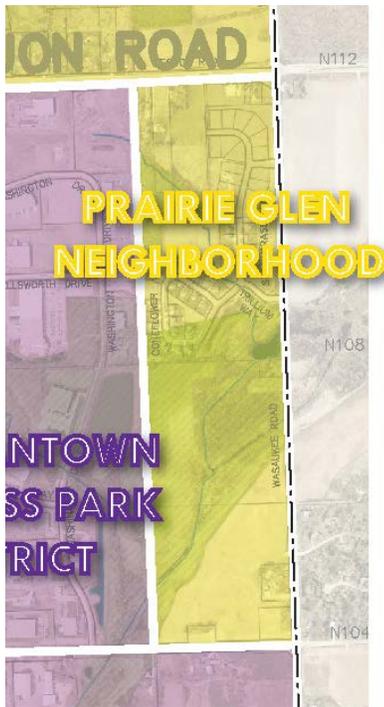
average density of 2.2 DU's/acre for 4 or fewer lots created by minor land division (certified survey map) or 3.5 DU's/acre for 5 or more lots in a conservation subdivision.

Other than the pre-existing commercial parcels along Appleton Avenue, no additional commercial uses are intended to develop in this neighborhood.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewer CSM lots) 3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no sewer & water)	1 unit/ 5 acres (4 or fewer CSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

Prairie Glen NEIGHBORHOOD



GENERAL CHARACTER

The Prairie Glen Neighborhood is a relatively isolated single-family residential neighborhood located along the eastern boundary of the Village. The northern half of the neighborhood is a “Planned Development District” of residential development using a conservation design approach to protecting environmental features and creating common open space areas for use by the neighborhood residents. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU’s/acre with minimum 20,000 sq ft lots). The remaining area to the south is undeveloped and zoned A-1: Agricultural. This neighborhood is bisected by a navigable waterway (Nor-X-Way Channel) and abutting wetland complex. The area along Mequon Road is developed with a 1-2 acre, un-platted residential properties.

SPECIAL FEATURES

Transportation The Prairie Glen neighborhood is bounded by Mequon Road to the north, Dongs Bay Road to the south, Wasaukee Road to the east, and the Germantown Business Park to the west. Mequon Road connects the Prairie Glen Neighborhood to Hwy 145 (Fond du Lac Avenue) to the west. Wasaukee Road connects to County Line Road (Hwy Q) to the south.

Environmental, Natural & Agricultural There is an isolated natural area of approximately 9-acres located along the western edge of the neighborhood, about a quarter mile south of Mequon Road. Approximately 50 acres of land in the southern portion of the neighborhood are part of an environmental corridor and include wooded area and wetland designation. Approximately 25 acres of land in the southeast corner of the neighborhood are in agricultural row crop production.

Public Park, Education, Safety & Utility This neighborhood is located within the Sewer Service Area. The properties within the Prairie Glen Subdivisions are served by Village sewer and water, while the older residential properties are still served by well and septic.

PREFERRED FUTURE LAND USE

Prairie Glen Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	A	A	D	SF: 2.9 units/acre 2-4F: 6 units/acre Non-sewered: 1 unit/acre

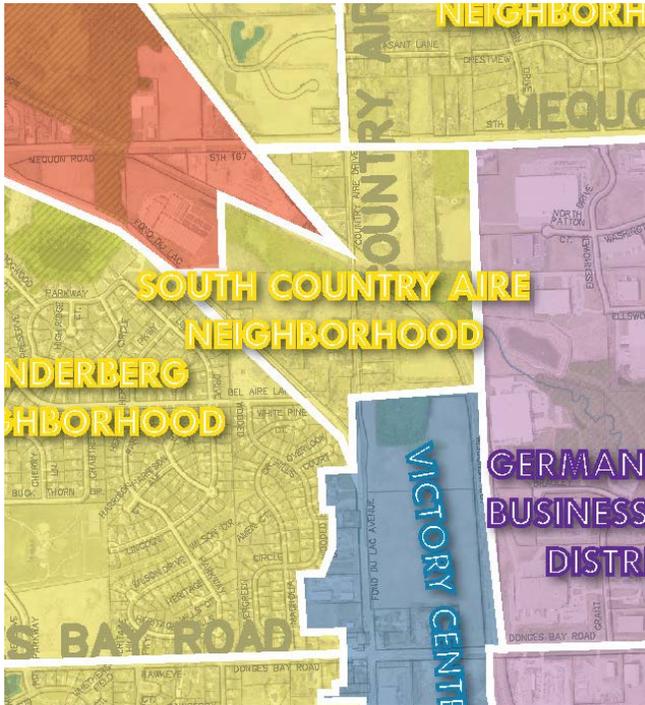
Additional conservation design development with single-family lots at the same or similar density are desirable for the remaining undeveloped areas in this neighborhood, including the 25 acres of undeveloped land in the southeast corner of the neighborhood along Wasaukee Road. Strawgrass Lane has been designed with the potential of an extension connecting with Mequon Road if the large residential lots are re-developed.

Higher density single-family attached, two- and four-family attached uses may also be allowed as "infill development" on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the "compatibility requirements" for adjacent development in the Zoning Code.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

South Country Aire NEIGHBORHOOD



SPECIAL FEATURES

Transportation The South Country Aire Neighborhood is generally bounded Hwy 145 (Fond du Lac Avenue) to the west, Mequon Road to the north, The Germantown Business Park to the east, and the intersection of Country Aire Drive and Hwy 145 to the south. The Canadian National and the Wisconsin & Southern railroads bisect this neighborhood from the southeast corner of the neighborhood and diverge as they continue to the northwest.

Environmental, Natural & Agricultural There are two Isolated Natural areas located in the neighborhood including a wooded area in the northeast area, extending south of Mequon Road and a wooded area with wetland designation along the western portion of the neighborhood south of the railroad.

Public Park, Education, Safety & Utility This neighborhood is located within the Sewer Service Area and a majority of the existing residences are served by Village water. Sanitary Sewer is not currently extended to this area, however it may be possible in the future with further development.

GENERAL CHARACTER

The South Country Aire Neighborhood is about 50 percent developed with single-family residential uses on individually platted lots varying in size from .5 to 10 acres. Residential zoning within this neighborhood is predominantly Rs-3 (1.0 DU/acre with minimum 1-acre lots) and Rs-4 (2.2 DU's/acre with min. 20,000 sq ft lots). The remaining area is undeveloped and zoned A-2: Agricultural. There are two small commercially zoned properties located in the neighborhood but contain residential uses.

PREFERRED FUTURE LAND USE

South Country Aire Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	u	u	D	u	u	u	Yes	Yes	D	A	D	SF: 2.9 units/acre 2-4F: 6 units/acre Non-sewered: 1 unit/acre

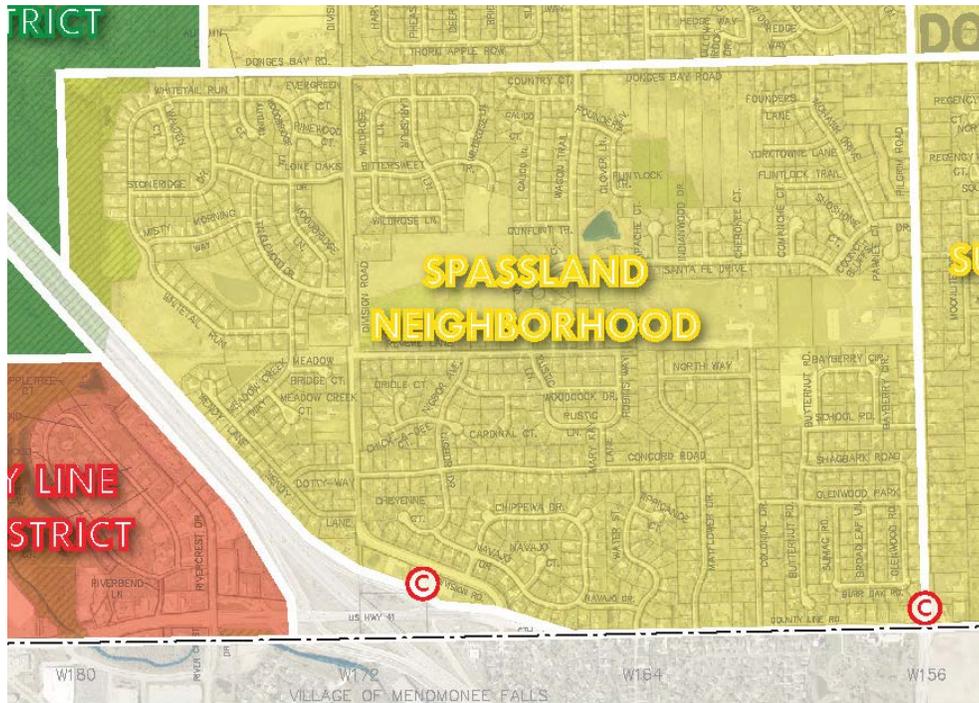
The South Country Aire Neighborhood includes undeveloped land intended for future single-family residential development platted at average densities that are the same or similar to the existing pattern of residential development in the adjacent Kinderberg neighborhood (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots) and served by sanitary sewer.

Higher density single-family attached, two- and four-family attached uses may also be allowed as "infill development" on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the "compatibility requirements" for adjacent development in the Zoning Code.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Spasland NEIGHBORHOOD



GENERAL CHARACTER

The Spasland Neighborhood is one of the four (4) neighborhoods that comprise the core residential area in the Village. This neighborhood is predominantly single-family residential with small pockets of multi-family residential along County Line Road and Pilgrim Road. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sq ft lots) and Rs-5 (2.9 DU's/acre with min. 15,000 sq ft lots). There are highway oriented commercial and professional office businesses located in the southwest corner of the neighborhood near the Division Road @ County Line Road intersection. There are also scattered commercial properties along County Line Road from Division Road east to and Pilgrim Road. Institutional uses, e.g. parks, elementary school and church, are located in the east central portion of the neighborhood.

SPECIAL FEATURES

Transportation The Spasland Neighborhood is bounded by Pilgrim Road to the east, County Line Road (Hwy Q) to the south, and I-41 to the west.

Environmental, Natural & Agricultural There is a primary environmental corridor that extends into the northwest corner of the neighborhood. This area has been designated as an outlier in the Lone Oaks Subdivision. There are two isolated natural areas within the Spasland Neighborhood. One area is located north of Spasland Park and is owned by private property owners. The other area is located in the southern portion of the Heritage Park North Subdivision.

Public Park, Education, Safety & Utility Spasland Park and County Line Elementary School are located within the Spasland Neighborhood. This neighborhood is served by Village sewer and water.

PREFERRED FUTURE LAND USE

Spasland Neighborhood

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	A	u	D	u	u	u	Yes	Yes	D	A	D	SF: 2.9 units/acre 2-4F: 6.0 units/acre

Almost all of the land in the Spasland Neighborhood is developed with residential lots. There is very little unplatted vacant land available for future development. The vacant land that is available is comprised of small platted subdivision lots or small, unplatted infill parcels scattered throughout the neighborhood. There are a number of long, narrow unplatted residential properties along Donges Bay Road that could be subdivided into smaller residential lots if done in a coordinated manor.

Future residential development is intended to be single-family development on existing platted lots or future lots platted at average densities that are the same or similar to the existing pattern of development (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots).

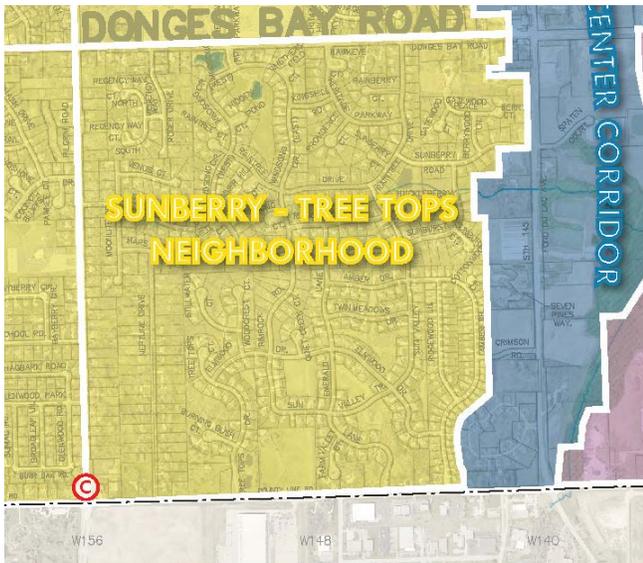
Future non-residential development is intended to be limited to neighborhood-type commercial and office uses where they already exist along Division Road and County Line Road.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

Higher density single-family attached, two- and four-family attached uses may also be allowed as “infill development” on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the “compatibility requirements” for adjacent development in the Zoning Code.

See all notes on page 42.

Sunberry - Treetops NEIGHBORHOOD



GENERAL CHARACTER

The Sunberry-Tree Tops Neighborhood is one of the four (4) neighborhoods that comprise the core residential area in the Village. This neighborhood is predominantly single-family residential with some multi-family residential along the eastern edge near Fond du Lac Avenue. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sq ft lots) and Rs-5 (2.9 DU's/acre with min. 15,000 sq ft lots). There is a small commercial node located in the southwest corner of the neighborhood near the intersection of Pilgrim Road and County Line Road (Hwy Q). This area is currently zoned B-1 Neighborhood Business and includes a gas station/convenience store, café, a multi-tenant commercial building, and a commercial office building.

SPECIAL FEATURES

Transportation The Sunberry - Tree Tops neighborhood is bounded Pilgrim Road to the west, Donges Bay Road to the north, and County Line Road (Hwy Q) to the south. Hwy 145 (Fond du Lac Avenue) bounds the east edge of the neighborhood and connects the area with Hwy 100 and I-41 to the south and Hwy 167 (Mequon Road) to the north.

Environmental, Natural & Agricultural There are a few small Isolated Natural areas within the Sunberry-Tree Tops Neighborhood. These areas are integrated among the residential development.

Public Park, Education, Safety & Utility The Tree Tops Subdivision has a private park, approximately 4 acres in size. This neighborhood is served by Village sewer and water.

Historical & Cultural St. John United Church of Christ and Cemetery – N104W14181 Donges Bay Road – is located in the Sunberry-Tree Tops neighborhood.

PREFERRED FUTURE LAND USE

Sunberry - Treetops Neighborhood

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	A	u	u	u	A	u	D	u	u	u	No	Yes	D	A	D	SF: 2.9 units/acre 2-4F: 6.0 units/acre

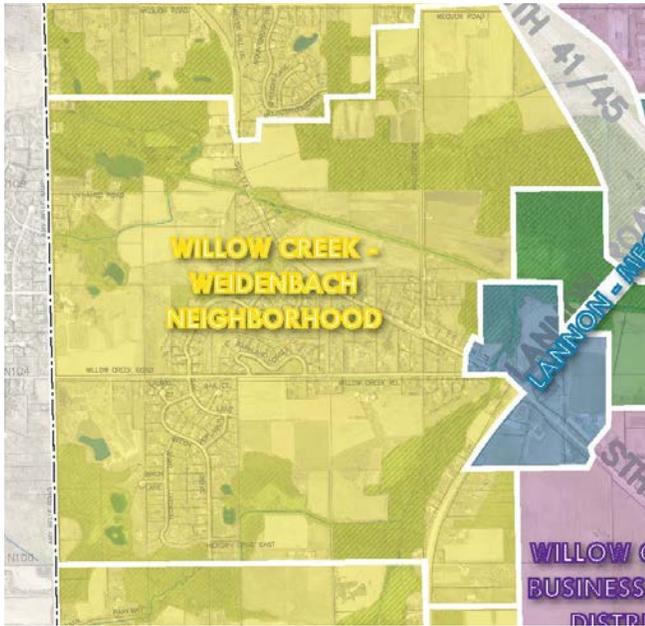
Almost all of the Sunberry-Tree Tops neighborhood is developed with single-family residential lots. There is very little unplatted vacant land available for future development. The vacant land that is available is comprised of small platted subdivision lots or small, unplatted infill parcels scattered throughout the neighborhood. Future development is intended to be predominantly single-family residential development on existing platted lots or future lots platted at average densities that are the same or similar to the existing pattern of development (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots).

Higher density single-family attached, two- and four-family attached uses may also be allowed as "infill development" on vacant parcels at densities up to 6 DU's/acre, provided that such development meets the "compatibility requirements" for adjacent development in the Zoning Code.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Willow Creek-Weidenbach NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Willow Creek - Weidenbach neighborhood is bounded by the western limits of the Village and the Lannon-Mequon Road Corridor to the east. Appleton Avenue (Hwy 175 runs from the north central area of the neighborhood, south and east to connect with Lannon Road, which provides access to I-41.

Environmental, Natural & Agricultural Environmental corridor areas make up a large portion of the northern, eastern and southern areas of the neighborhood. Much of the remaining undeveloped area is in agricultural row crop production.

Public Park, Education, Safety & Utility Weidenbach Park is located in the south-central area of the Weidenbach neighborhood, containing 4 acres. This neighborhood is located outside the Sewer Service Area. Residential lots are served by onsite septic and well water.

GENERAL CHARACTER

The Willow Creek-Weidenbach neighborhood is a predominantly single-family residential neighborhood located in the southwest area of the Village. The neighborhood is home to residential subdivisions north and south of Willow Creek Road and along Appleton Avenue, pre-existing commercial properties scattered along Appleton Avenue and individual large-lot residential lots and agricultural parcels throughout the neighborhood. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sqft lots) and Rs-2 (.5 DU's/acre with minimum 2-acre lots).

PREFERRED FUTURE LAND USE

Willow Creek-Weidenbach Neighborhood

Preferred Future Land Uses													Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details	
A	D	u	u	u	u	u	u	D	u	u	D	Yes	No	A	U	D	see NOTE 2 and NOTE 3	

Desirable future land uses within the Willow Creek-Weidenbach neighborhood include undeveloped open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is currently outside of the sewer service area. Future residential development is acceptable at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey map), or 1 DU/3 acres for 5 or greater conservation subdivision lots.

In the event that the SSA is expanded and public sewer and water facilities extended into this neighborhood, future residential development is acceptable at an average density of 2.2 DU's/acre for 4 or fewer lots created by minor land division (certified survey map)

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

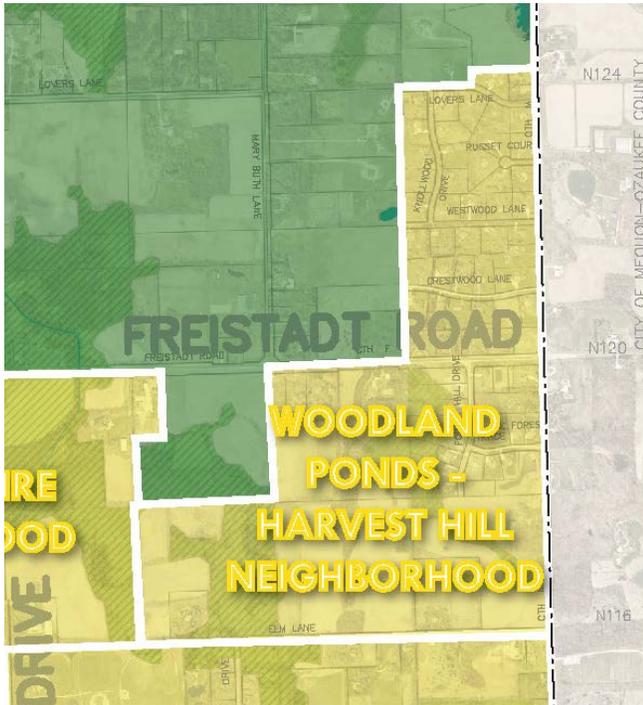
or 3.5 DU's/acre for 5 or more lots in a conservation subdivision.

Other than the pre-existing commercial parcels along Appleton Avenue, no additional commercial uses are intended to develop in this neighborhood.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewer CSM lots) 3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no sewer & water)	1 unit/ 5 acres (4 or fewer CSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

Woodland Ponds-Harvest Hill NEIGHBORHOOD



SPECIAL FEATURES

Transportation The Woodland Ponds – Harvest Hill Neighborhood is located west of Wasaukee Road, north of Elm Lane, extending north to Lover’s Lane. Wasaukee Road connects the neighborhood to Mequon Road and County Line Road (Hwy Q) to the south.

Environmental, Natural & Agricultural There are two large environmental areas located in the central area and the southwestern corner of the neighborhood. Residential lots have been developed around these environmental areas.

Public Park, Education, Safety & Utility This neighborhood is located outside the Village Sewer Service Area. This neighborhood has direct pedestrian access to Friedenfeld Park from Elm Lane.

GENERAL CHARACTER

The Woodland Ponds – Harvest Hill Neighborhood is almost entirely developed with single-family residential lots between 1 and 2 acres in size. Residential zoning within this neighborhood is predominantly Rs-3 (1 DU/acre with 1-acre min. lots). The area north of Freistadt Road served by Crestwood, Westwood and Lovers Lane developed 30+ years ago, while the Harvest Hills and Woodland Ponds subdivisions developed only within the last 15 years.

PREFERRED FUTURE LAND USE

Woodland Ponds-Harvest Hill Neighborhood

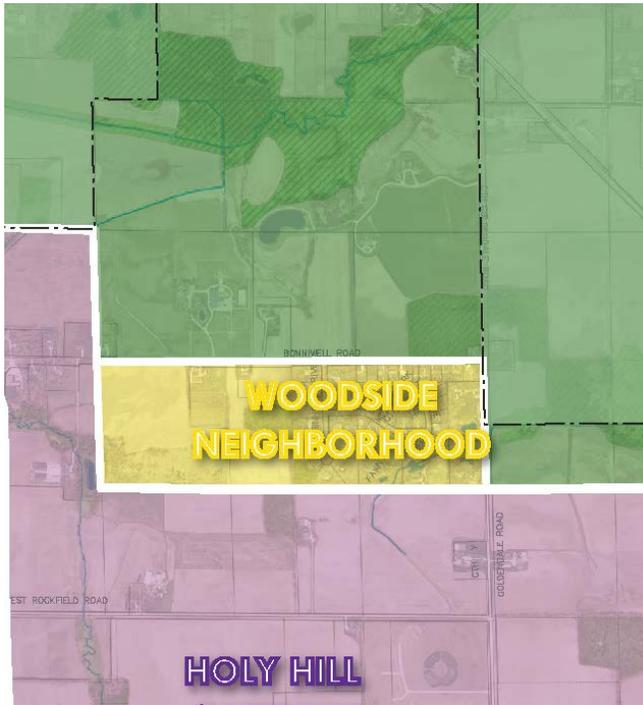
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	u	u	u	u	u	D	u	u	u	Yes	No	U	A	D	1.0 unit/acre

A majority of the Woodland Ponds - Harvest Hill neighborhood has been developed with single-family residential lots. Any single-family development within the remaining buildable area should be preferably of conservation subdivision design. Future residential development is intended to be single-family development on existing platted lots or future lots platted at average densities that are the same or similar to the existing pattern of residential development (.5 to 1.0 DU's/acre on 1-2 acre lots). No commercial development is intended to develop in this neighborhood.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Woodside NEIGHBORHOOD



GENERAL CHARACTER

The Woodside Neighborhood is a rural single-family residential neighborhood located in the northwest corner of the Village. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sqft lots) and Rs-2 (.5 DU's/acre with minimum 2-acre lots). Outside of the fully developed Woodside subdivision, there are larger, individual residential lots with the remaining area to the west along Bonniwell Road generally undeveloped and zoned A-2: Agricultural.

SPECIAL FEATURES

Transportation The Woodside neighborhood is bounded by Bonniwell Road to the North and Goldendale Road to the east. Goldendale Road connects the neighborhood to Holy Hill Road and I-41 to the south. The neighborhood extends approximately 3/4 mile west of Goldendale Road and is bounded by the Holy Hill Gateway District to the south and west.

Environmental, Natural & Agricultural There is approximately 7 acres of wooded, isolated environmental area located in the central area of the neighborhood. The western properties of the neighborhood are primarily in agricultural row crop production.

Public Park, Education, Safety & Utility The Woodside neighborhood is not currently served by Village Sewer and Water, however, it is located within the Potential Sewer Service Area extension. Properties are currently served by onsite septic and well water.

PREFERRED FUTURE LAND USE

Woodside Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	D	u	u	u	u	u	u	D	u	u	D	Yes	Y	A	U	D	see NOTE 2 and NOTE 3

Desirable future land uses within the Woodside Neighborhood include open space and recreational areas and agricultural and hobby farm uses. Any future residential is desired to be developed with conservation subdivision design. Future residential development is acceptable at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey map), or 1 DU/3 acres for 5 or greater conservation subdivision lots.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

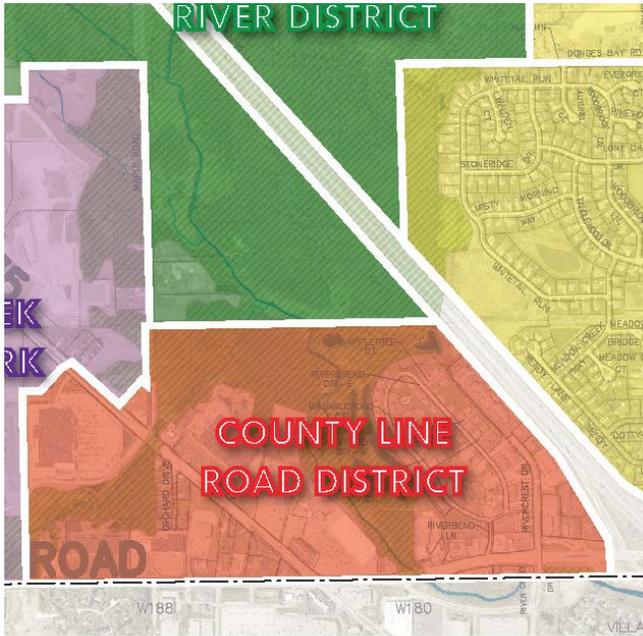
In the event that the SSA is expanded and public sewer and water facilities extended into this neighborhood, future residential development is acceptable at an average density of 2.2 DU's/acre for 4 or fewer lots created by minor land division (certified survey map)

or 3.5 DU's/acre for 5 or more lots in a conservation subdivision.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewer CSM lots) 3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no sewer & water)	1 unit/ 5 acres (4 or fewer CSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

County Line Road DISTRICT



SPECIAL FEATURES

Transportation The County Line Road District is located at the interchange with I-41. The district is generally bounded by I-41 to the east, County Line Road to the south and the Walmart-Maple Road extension to the west. Appleton Avenue bisects the district.

Environmental, Natural & Agricultural The Menomonee River and associated environmental corridor bisects the district north to south as it crosses south into Menomonee Falls.

Public Park, Education, Safety & Utility The entire district is served by Village sewer and water.

GENERAL CHARACTER

The County Line District is a mixed-use commercial and residential district that is predominantly developed with banking and other financial uses, grocery and other retail shopping uses, office uses, hotel and restaurant uses, automobile service and convenience stores. Residential uses are limited to a small area of small, single-family lots zoned Rs-4 (2.2 DU's/acre with 20,000 sqft lots) on Orchard Drive south of Appleton Ave and the Riversbend condominium and apartment complex zoned Rm-3 (10 DU's/acre) north of County Line Road and Riversbend Lane.

PREFERRED FUTURE LAND USE

County Line Road District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	u	u	A	A	A	D	A	A	u	u	u	Yes	Yes	D	U	A	10 units/acre

The County Line Road District is intended to continue as a mixed-use commercial and residential district. New development will likely be the result of redevelopment along Appleton Avenue and County Line Road, including multi-family residential uses at average densities up to 10 DU's/acre.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

PREFERRED FUTURE LAND USE

Freistadt District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	A	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	SF:2.9 units/ac 2-4F: 6.0 U/ac MF:25 units/ac

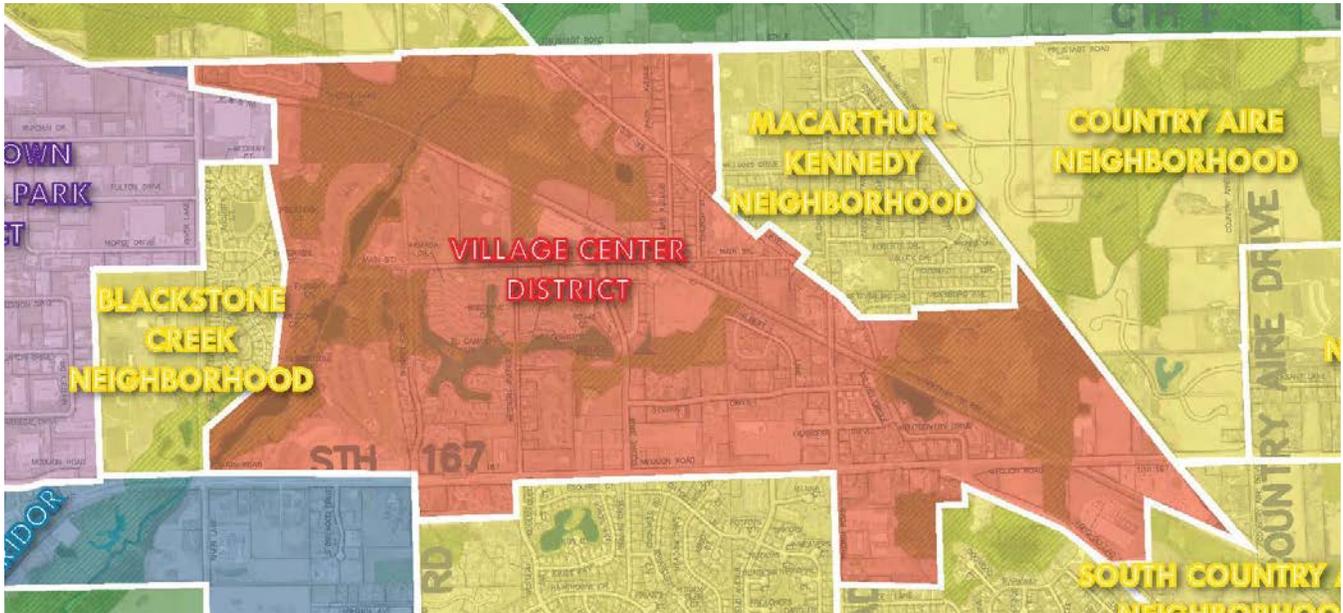
The Freistadt District is intended to develop as an industrial, warehousing and mixed-use commercial district with light industrial, warehouse, corporate office and service-related commercial uses. The potential for mixed-use commercial with high-density residential could be appropriate for land adjacent to Freistadt Road and I-41. Single-family development at a density of 2.9 units/acre would also be appropriate.

See the Economic Development Section of this Plan for more information on future land uses within the Freistadt District.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Village Center DISTRICT



GENERAL CHARACTER

The Village Center District is a mixed-use commercial and residential district that is predominantly developed with banking and other financial uses, medical clinics and offices, churches, veterinary uses, grocery and other retail shopping uses, the Germantown post office, other general office uses, fast-food and sit-down dining restaurants, automobile service and convenience stores, the Village Hall, Library and Police Department campus. Residential uses widely vary in type and density throughout the district but include single-family lots north of Main Street with Rs-4 zoning (2.2 DU's/acre with minimum 20,000 sqft lots), Rs-5 (2.9 DU's/acre with min. 15,000 sqft lots), and Rs-6 (3.5 DU's/acre with min. 12,500 sqft lots). Multi-family condominiums and apartment-style rental units with Rm-2 (8.0 DU's/acre) and Rm-3 zoning (10.0 DU's/acre) are located south of Main Street from Division to Pilgrim Road. There are a few existing industrial uses on the east end of the district along Mequon Road near the WSOR and CN railroads.

SPECIAL FEATURES

Transportation The Village Center District is in the middle of the Village and is generally bounded by

Freistadt Road to the north, Mequon Road to the south, the Menomonee River to the west and Pilgrim Road to the east (except for an area extending easterly to the Canadian-National railroad). The district has access to all parts of the Village by the main east-west roadways, e.g., Mequon Road, Fond du Lac Ave and Main Street, as well as the main north-south roadways, e.g., Division Road, and Pilgrim Road.

Environmental, Natural & Agricultural The Menomonee River and associated environmental corridor runs through the Blackstone Creek golf course on the west side of the district. The ponds in the Lake Park residential area are also tributary to the Menomonee River.

Public Park, Education, Safety & Utility The historic Main Street area is in the Village Center district. Firemen's Park, Fire Station No. 1, the Village's Senior Center and the Blackstone Creek golf course are in the district. The entire district is served by Village sewer and water.

The Village Center is intended to serve as the heart or central place within the community. The two primary circulation routes, Main Street and Mequon

PREFERRED FUTURE LAND USE

Village Center District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	A	D	D	u	D	A	D	u	u	u	Yes	Yes	D	A	U	SF:2.9 units/ac 2-4F: 6 units/ac 25 units/acre

Road, are envisioned to be better connected through a combination of infrastructure improvements and redevelopment. The Village Center District is intended to continue as a mixed-use commercial and residential district but reinvigorated with more placed-based, pedestrian-friendly design elements. Improvements to Main Street and Pilgrim Road should continue to emphasize the conversion of existing buildings to entertainment, retail, and high-density residential uses that would service existing residents as well as draw visitors from the region. Historic and architecturally significant buildings should be preserved, and curb cuts and off-street parking areas minimized or placed in the rear of properties.

Opportunities exist at major intersections along Mequon Road for mixed-use redevelopment inclusive of outdoor gathering spaces. This shift from auto-dominant site design to "place-based" development should be emphasized with existing and future commercial property owners (see opportunity area scenarios included for the Village Center District). Multi-family residential development is acceptable in a traditional pattern of development up to densities

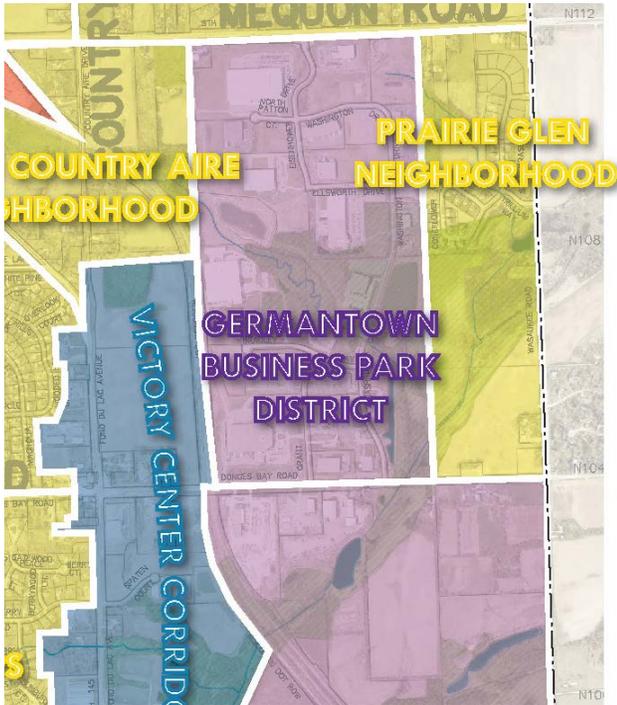
D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

of 25.0 DU's/acre and is encouraged to be developed as part of an overall mixed-use development. Park and open space uses are desirable, particularly those with a river-orientation abutting the Menomonee River corridor, including the area currently used for the Blackstone Creek golf course.

See the Economic Development Section of this Plan for more information on future land uses within the Village Center District.

The Village has intentions to adopt a new "Village Center" zoning district to guide development within the district consistent with the parameters in Section 6, "Opportunity Areas", and the 2018 "Saxony Village Connectivity Plan". See all notes on page 42.

Germantown Business Park DISTRICT



SPECIAL FEATURES

Transportation The Germantown Business Park includes land south of Mequon Road, east of the WSOR-Canadian National railroads, north of the Nor-X-Way Channel and west of the Prairie Glen residential subdivision. An active rail siding serves the Waste Management recycling facility on Dinges Bay Road.

Environmental, Natural & Agricultural Development of the Germantown Business Park included the creation of 45 acres of storm water basin and wetland mitigation area adjacent to an existing environmental corridor running through the middle of the district.

Public Park, Education, Safety & Utility The Village water tower is located in the northwest corner of the district. The entire district is served by Village sewer and water.

GENERAL CHARACTER

The Germantown Business Park District is an industrial district comprised predominantly of light industrial uses, warehouse, and corporate office uses. The entire district lies within Tax Incremental District (TID) No. 4. The Germantown Business Park is almost entirely developed with only a few vacant parcels. Except for the Village water tower, all parcels within the district are zoned M-1: Limited Industrial.

PREFERRED FUTURE LAND USE

Germantown Business Park District

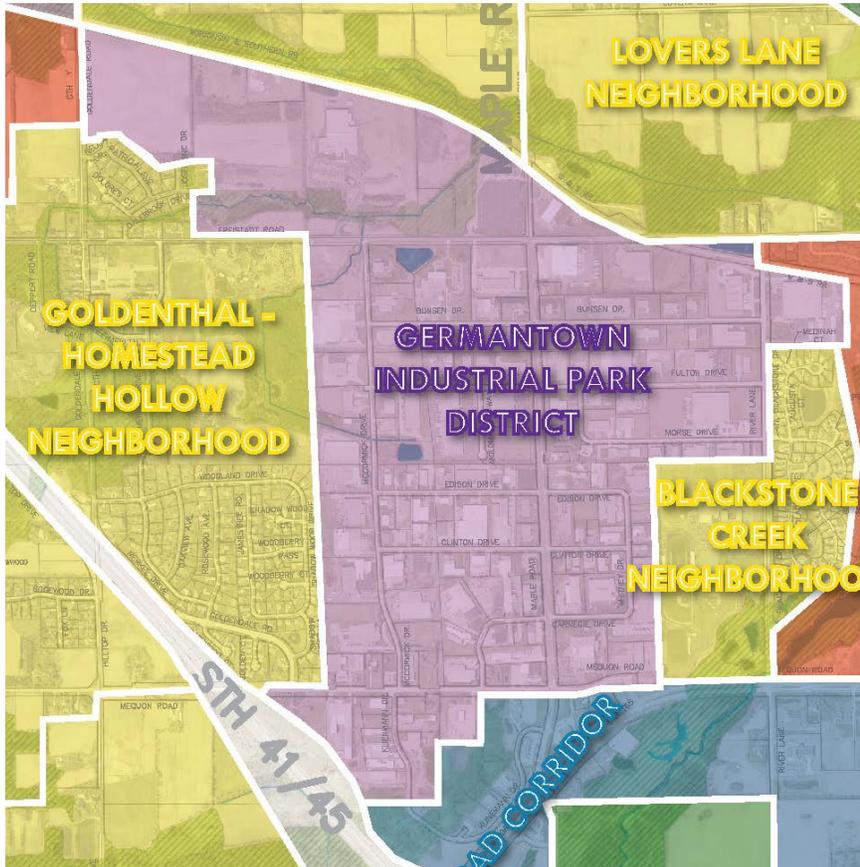
Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre
A	u	u	u	u	D	A	A	A	u	D	u	Yes	Yes	-	-	-	-

The Germantown Business Park is intended to further develop and maintain a mixed-use industrial and commercial district with light industrial, warehouse, corporate office and service-related commercial uses. No residential uses are intended for this district.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Germantown Industrial Park DISTRICT



GENERAL CHARACTER

The Germantown Industrial Park District is an industrial district comprised predominantly of light industrial uses, warehouse, corporate office uses, and service-commercial uses. The district lies within Tax Incremental District (TID) Nos. 1, 2 3 and 7. The Germantown Industrial Park is almost entirely developed with only a few undeveloped parcels and generally in the TID No. 7 area. Except for one small, single-family residential use along Maple Road, the Village water tower and Fire Station No. 2, all parcels within the district are zoned M-1: Limited Industrial.

SPECIAL FEATURES

Transportation The Germantown Industrial Park includes the area generally bounded by Mequon Road to the south, River Lane to the east, the WSOR railroad to the north and the Homestead Hollow County Park to the west.

Environmental, Natural & Agricultural A tributary to the west branch of the Menomonee River runs through the Speaker Corporation campus north of Freistadt Road.

Public Park, Education, Safety & Utility One of three Village water towers is located in the district. The entire district is served by Village sewer and water.

PREFERRED FUTURE LAND USE

Germantown Industrial Park District

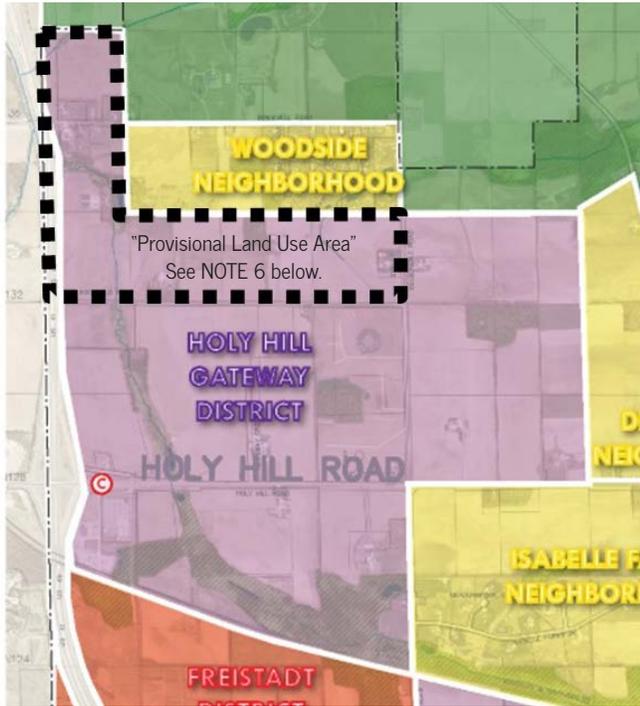
Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre
A	u	u	u	u	D	A	A	A	u	D	u	Yes	Yes	-	-	-	-

The Germantown Industrial Park is intended to further develop and maintain as an industrial and mixed-use commercial district with light industrial, warehouse, corporate office and service-related commercial uses. No residential uses are intended for this district.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Holy Hill Gateway DISTRICT



GENERAL CHARACTER

The Holy Hill Gateway District is predominantly undeveloped but intended to be an industrial and mixed-use commercial district comprised predominantly of light industrial uses, warehouse, corporate office uses, and service-commercial uses. A portion of the district lies within Tax Incremental District (TID) No. 8. Existing development includes personal storage and highway-oriented commercial uses at the Holy Hill road interchange, a trucking and warehouse operation at the Holy Hill @ Goldendale Road intersection, and light industrial and warehousing uses in the Gateway Corporate Park north of Holy Hill Road and west of Goldendale Road. The existing zoning of the currently undeveloped parcels in the district is predominantly A-1: Agricultural.

SPECIAL FEATURES

Transportation The Holy Hill Gateway District is located at the Holy Hill Road interchange with I-41. The district is generally bounded by I-41 to the west, the Woodside neighborhood to the north, the Dheinsville Neighborhood to the east, and the

WSOR railroad to the south.

Environmental, Natural & Agricultural Goldendale Creek, a tributary to the Menomonee River, and associated environmental corridor runs along the north side of the WSOR railroad in the southern part of the district. Rockfield Creek, a separate tributary to Little Cedar Creek, runs north-south through the district parallel to I-41.

Public Park, Education, Safety & Utility Village sewer and water currently serves a portion of the Holy Hill Gateway District. The system has capacity to serve the entire district upon further extension.

PREFERRED LAND USE

The Holy Hill Gateway District is intended to develop as an industrial, warehousing and mixed-use commercial district with light industrial, warehouse, hospitality, corporate office uses. Community-scale retail and service-related commercial uses are intended to locate at the Holy Hill Road interchange (except for “big box” retail) and neighborhood-type commercial uses at the Holy Hill Road/Frontage Road intersection. The potential for mixed-use commercial with high-density is desirable for land adjacent to and along the I-41 corridor. See the Economic Development Section of this Plan for more information on future land uses within the Holy Hill Gateway District.

Industrial and Warehousing Development in the Holy Hill Gateway District created potentially negative impacts on the surrounding rural areas. Residents and property owners demand that future industrial, warehousing, and commercial development not expand beyond Rockfield Road to the North and Goldendale Road to the East. In addition, residents have requested that regardless of where the ultimate district boundary is established, the Village needs to develop specific and substantial setback and buffering requirements for future development of the land within the district that is

PREFERRED FUTURE LAND USE

Holy Hill Gateway District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	u	u	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	25 units/acre

adjacent to the Rural Preservation District, Woodside Neighborhood, Dheinsville Neighborhood, and Isabelle Neighborhood. The Village intends to develop and adopt specific setback, buffering, lighting, noise, and other development requirements in the Zoning Code to mitigate potential negative impacts associated with future development in this and other districts.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

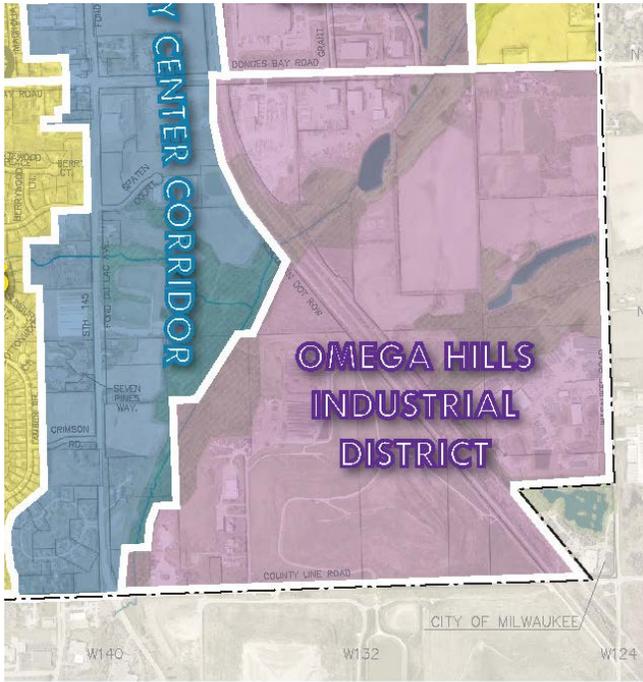
Master Planning A detailed master plan will be developed for the Holy Hill Gateway District (see Implementation Plan: Economic Development Objective #1). Until the master plan is prepared and incorporated into the Future Land Use component of the 2050 Comprehensive Plan, the preferred land uses allowed in and future development of the area bounded by Rockfield Road, Goldendale Road, the Woodside Neighborhood, the Town of Germantown,

and I-41 shall be limited to only the land uses and development allowed under the "Agricultural/Conservation Residential" land use designation in the former 2020 Comprehensive Plan (see "Provisional Land Use Area" as shown on the Future Land Use Map). The "Agricultural/Conservation Residential" designation allows agricultural uses and single-family residential uses with a maximum density and minimum lot size of 1 dwelling per 5 acres.

NOTE 6:	Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres.
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See all notes on page 42.

Omega Hills Industrial DISTRICT



SPECIAL FEATURES

Transportation The Omega Hills District is bounded by Donges Bay Road on the north, Wasaukee Road on the east, County Line Road on the south, and the Nor-X-Way Channel on the west. The district is bisected by the WSOR and Canadian National railroads, but the rail lines do not directly serve any abutting land.

Environmental, Natural & Agricultural The Nor-X-Way Channel and associated secondary environmental corridor is located along the western edge of the district.

Public Park, Education, Safety & Utility The district is not served by Village sewer and water; a portion of the district along County Line Road is served by water from Menomonee Falls.

GENERAL CHARACTER

The Omega Hills District is an industrial district found in the southeast corner of the Village comprising the 83-acre Omega Hills North landfill site and other Waste Management uses and services. Additionally, Tax Incremental Financing District (TID) No. 9 comprises the Omega Hills Industrial Park as well as the Village’s new public works and recycling facility. Service uses include the Orchard Ridge landfill gas-to-electric power station, industrial pre-treatment facility, medical waste recycling and disposal facility, and composting operation. Other uses within the district include the Hyponex soil packaging operation on Wasaukee Road and agricultural uses along Donges Bay Road and Wasaukee Road. Zoning within the district includes M-1: Limited Industrial (along Donges Bay Road), M-2: General Industrial (along Wasaukee Road) and M-3: Special Industrial for the Waste Management uses along County Line Road.

PREFERRED FUTURE LAND USE

Omega Hills District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre
A	u	u	u	u	D	A	A	A	A	D	u	Yes	No	-	-	-	-

The Omega Hills District is intended to continue as an industrial district with various landfill-related uses. The vacant land along Donges Bay Road and Wasaukee Road is intended to develop with light industrial, warehouse, corporate office uses. Limited service-related commercial uses are acceptable. No residential uses are intended for this district.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Willow Creek Business Park DISTRICT



SPECIAL FEATURES

Transportation The Willow Creek Business Park includes land on both sides of Appleton Avenue bounded by the Lannon Gateway Neighborhood and the Lannon-Mequon Road Corridor to the west, and County Line Road to the south. The district has access to I-41 by way of the Lannon Road and County line Road interchanges.

Environmental, Natural & Agricultural The primary environmental corridor associated with the Menomonee River and Willow Creek is located along the eastern edge of the district.

Public Park, Education, Safety & Utility The entire district is located within the Service Sewer Area, but is not currently entirely served by sewer and water.

GENERAL CHARACTER

The Willow Creek Business Park District is an industrial district comprised predominantly of undeveloped agricultural and environmentally sensitive land. Light industrial uses, including warehouse and corporate office uses, have developed in the eastern part of the district on Willow Creek Way east of Appleton Avenue. Residential uses are located along and east of Lannon Road north of County Line Road and along Maple Road north of Appleton Avenue. Apart from the WE Energies Germantown Power Plant, most of the land in the district south of Appleton Avenue is undeveloped.

PREFERRED FUTURE LAND USE

Willow Creek Business Park District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre
A	u	u	u	u	D	A	A	A	u	D	u	Yes	Yes	-	-	-	-

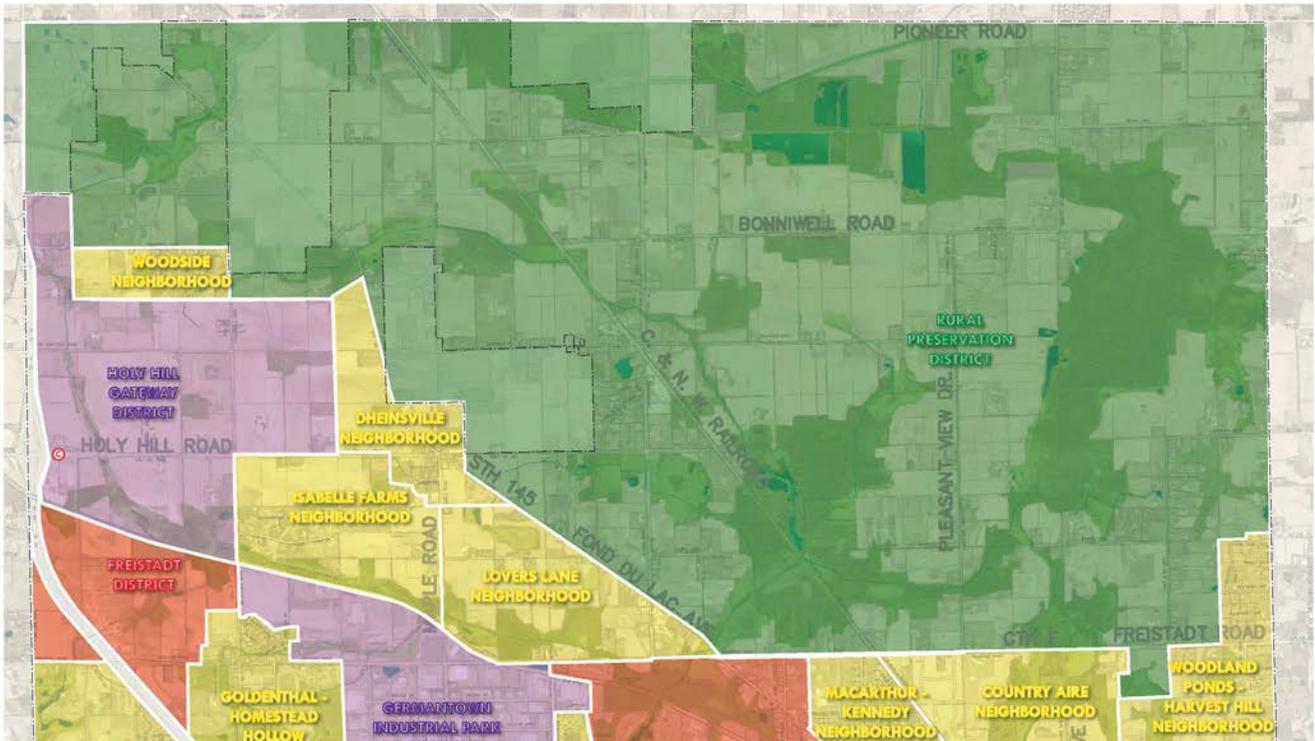
The Willow Creek Business Park District is intended to further develop and maintain as a mixed-use industrial and commercial district with light industrial, warehouse, corporate office, retail and service-related commercial uses, single-family and/or multi-family residential uses.

Neighborhood-type commercial retail and service-oriented uses may be acceptable along Appleton Avenue.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Rural Preservation DISTRICT



GENERAL CHARACTER

The Rural Preservation District includes the majority of land outside of the sewer service area in the northern portion of the village. Nearly 1/3 of the total area includes environmental corridors. The remaining land is either working agricultural land or low-density residential.

SPECIAL FEATURES

Transportation The Rural Preservation District is generally bounded by Pioneer Road to the north, Wasaukee Road to the east, Freistadt Road to the south, and Fond du Lac Avenue to the west. The District also includes land west of Goldendale Road and north of Bonniwell Road.

Environmental, Natural & Agricultural The headwaters of the Menomonee River are within the district along with Little Cedar Creek.

Public Park, Education, Safety & Utility Wilderness Park is located in the district. This district is not served by Village sewer and water.

PREFERRED FUTURE LAND USE

Rural Preservation District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	u	u	u	u	u	A	D	A	u	D	Yes	No	U	U	D	see NOTE 1

The Rural Preservation District is intended to primarily contain agricultural and open space uses. In order to retain the rural character of the district, the allowance for new non-farm residential uses is limited to (1) the development of residential subdivisions as a conservation subdivision at a density of 1 unit/5 acre; or (2) single-lot CSM development to a density of 1 unit/20-acre.

This residential development policy replaced the previous 5-acre density and lot size policy in an effort to better preserve the rural character, appearance, and quality of life in the district. It is intended that the Village will adopt a new set of "conservation subdivision design" regulation in the Zoning Code based on a density of 1 unit/5 acres, a minimum open space requirement of 40-60%, and a minimum lot size of 1.0 acres.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

To transition from a 5-acre to 20-acre minimum parcel size requirement and give guidance to property owners who may want to divide an existing "parent" parcel into smaller parcels that are greater than 10 acres and less than 20 acres in area, the following policy should be implemented through revisions to the Zoning and Subdivision Codes:

Existing parcels greater than 10 acres but less than 20 acres in area may be divided one time into parcels not less than 5 acres in area.

NOTE 1:	"Rural Preservation" District:	1 unit/ 20 acres (4 or fewer CSM lots)
		1 unit/ 5 acres with Conservation Subdivision (5 or greater lots subdivided)

See all notes on page 42.

Schoen Laufen - Menomonee River DISTRICT



SPECIAL FEATURES

Transportation The Schoen Laufen District is bisected by I-41 and has access primarily from Lilac Lane or Maple Road.

Environmental, Natural & Agricultural The Menomonee River runs through the district on both sides of I-41 and the majority of the land is within a primary environmental corridor.

Public Park, Education, Safety & Utility Schoen Laufen Park is located in the district.

GENERAL CHARACTER

The Schoen Laufen District is an environmentally sensitive, open space district comprised predominantly of open space and agricultural uses. Except for a few single-family residential parcels along Lilac Lane and Maple Road and the Village's Schoen Laufen Park, all parcels within the district are zoned A-1 or A-2: Agricultural.

PREFERRED FUTURE LAND USE

Schoen Laufen District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre
A	u	u	u	u	u	u	A	D	u	u	u	Yes	P	-	-	-	-

The Schoen Laufen District is intended to remain undeveloped, except for the existing residential and institutional uses.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Lannon-Mequon Road CORRIDOR



GENERAL CHARACTER

The Lannon-Mequon Corridor is predominantly a mixed-use commercial corridor with service-oriented uses, including hotels and event venues, appliance sales, banking and financial uses, truck & trailer rental services, medical and general offices, institutional and government uses, independent senior and assisted living communities, and some single-family residential uses.

SPECIAL FEATURES

Transportation The Lannon-Mequon corridor includes land abutting portions of Lannon Road on both sides of I-41 and Mequon Road from Lannon Road east to Division Road.

Environmental, Natural & Agricultural The Menomonee River and associated primary environmental corridor is located across the middle of the corridor west of River Lane.

Public Park, Education, Safety & Utility The corridor is served by Village sewer and water.

PREFERRED FUTURE LAND USE

Lannon-Mequon Road Corridor

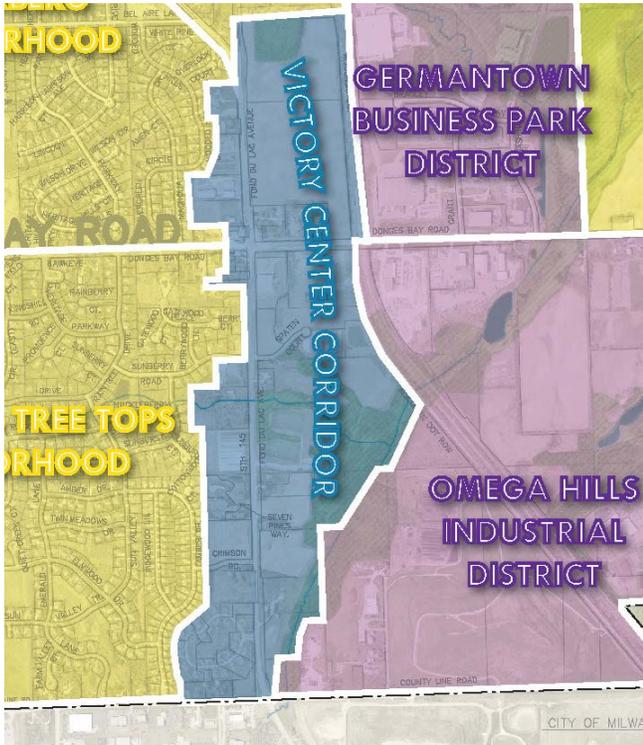
Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	A	A	A	A	D	A	A	u	u	u	Yes	P	D	U	U	SF: 2.9 units/ac 2-4F: 6 units/ac MF: 10 units/ac

The Lannon-Mequon Road corridor is intended to further develop as a mixed-use area with commercial, mixed-use commercial, institutional, and residential development. Residential development is intended to develop in a traditional or conservation design pattern with average single-family densities of 2.2 to 2.9 DU's/acre on 15-20,000 sqft lots, two- to four-family densities up to 6 DU's/acre, and multi-family densities up to 10.0 DU's/acre. Future commercial uses are desirable including retail, office, hospitality and other service-oriented uses.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

Victory Center CORRIDOR



SPECIAL FEATURES

Transportation The Victory Center corridor includes land abutting a portion of Fond Du Lac Avenue (STH 145) from the Country Aire Drive intersection south to County Line Road. The corridor is bounded on the east by the WSOR railroad, Nor-X-Way Channel and Omega Hills landfill.

Environmental, Natural & Agricultural The Nor-X-Way Channel and associated secondary environmental corridor is located along the eastern edge of the corridor.

Public Park, Education, Safety & Utility The Germantown School District office is in the corridor. The FC Wisconsin soccer organization has play and practice fields at their facility on the east side of Fond du Lac Ave. The corridor is served by Village sewer and water.

Historical & Cultural The Victory Center, also known as “Kuhberg”, was one of seven unincorporated hamlets within what is now the Village of Germantown.

GENERAL CHARACTER

The Victory Center Corridor is predominantly a mixed-use commercial corridor with service-oriented uses, including auto and truck repair services, personal storage uses, a local bar, and a coffee shop. Sports Specialists, a wholesaler of fishing equipment, has a large warehouse near the Dongs Bay @ Fond du Lac Ave intersection.

A portion of the corridor is in Tax Incremental district (TID) No. 4, including approximately 60 acres of vacant land east of Fond du Lac Ave.

PREFERRED FUTURE LAND USE

Victory Center Corridor

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	A	A	A	A	D	A	A	u	A	u	Yes	Yes	D	U	U	SF: 2.9 units/ac 2-4F: 6 units/ac MF: 10 units/ac

The Victory Center corridor is intended to further develop as a mixed-use area with commercial, mixed-use commercial, institutional, and residential development in a traditional or conservation design pattern with average single-family densities of 2.2 to 2.9 DU's/acre on 15-20,000 sqft lots, two- to four-family densities up to 6 DU's/acre, and multi-family densities up to 10.0 DU's/acre.

Future commercial uses are desirable including retail, office and other service-oriented uses. Industrial uses are also acceptable in those areas currently zoned M-1 and/or located within the TID No. 4 boundary.

D =	Desirable – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	Allowable – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	Undesirable – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

ZONING GUIDE FOR FUTURE LAND USE

How to use this matrix:

As the Neighborhoods, Districts, and Corridors chapter guides land use, it also appropriately locates development within Germantown’s zoning code. Any zoning amendments in the Village shall use the below matrix to ensure the proposed zoning is consistent with the Future Land Use (NDC) Map.

		ZONING									
		Agricultural	Agricultural	Single-Family Residential	One- and Two-Family Residential						
		A-1	A-2	RS-1	RS-2	RS-3	RS-4	RS-5	RS-6	RS-7	RD-2
FUTURE LAND USE	Residential: Single Family	C	C	C	C	C	C	C	C	C	C
	Residential: Two to Four Family	i	i	i	i	i	i	i	i	i	C
	Residential: Multi-family / Senior	i	i	i	i	i	i	i	i	i	i
	Mixed-Use: Commercial / Residential	Village to amend the Zoning Code to permit mixed-use buildings									
	Mixed-Use: Commercial / Industrial	i	i	i	i	i	i	i	i	i	i
	Commercial (includes "activity centers")	i	i	i	i	i	i	i	i	i	i
	Institutional	C	C	i	i	i	i	i	i	i	i
	Open Space & Recreational	C	C	C	C	C	C	C	C	C	C
	Mineral Extraction	i	i	i	i	i	i	i	i	i	i
	Industrial	i	i	i	i	i	i	i	i	i	i
	Agricultural / Hobby Farming / Agribusiness	C	C	i	i	i	i	i	i	i	i

C = Consistent
i = Inconsistent

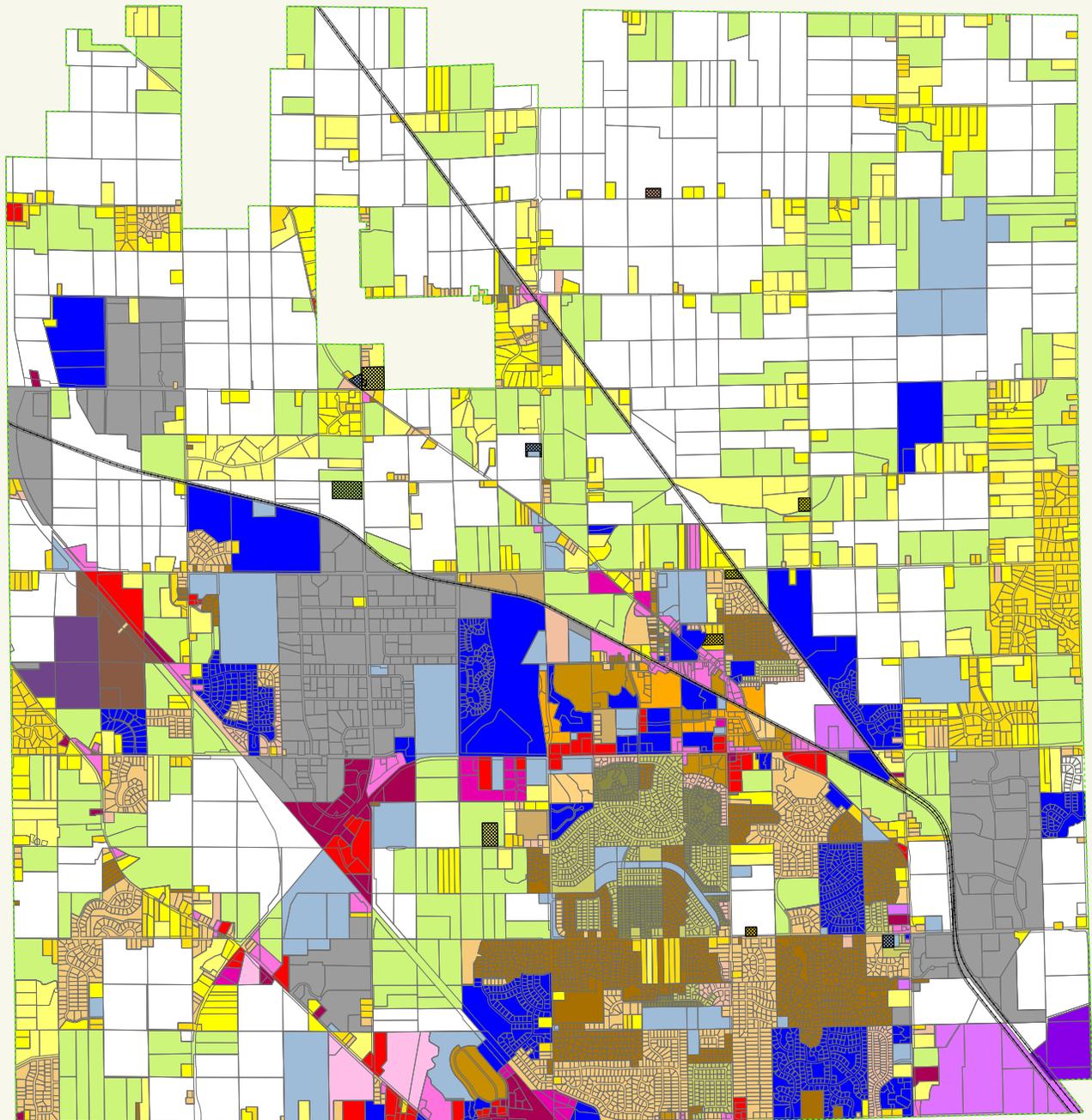
ZONING

	Multiple-Family Residential	Multiple-Family Residential	Multiple-Family Residential	Elderly Housing	Mobile Home Park Residential	Institutional	Neighborhood Business	Community Business	General Business	Professional Office	Highway Business	Limited Industrial	General Industrial	Special Use Industrial	Mineral Extraction
	RM-1	RM-2	RM-3	EH	MHP	I	B-1	B-2	B-3	B-4	B-5	M-1	M-2	M-3	M-4
1-fam	i	i	i	i	i	i	i	i	C	i	i	i	i	i	i
2-4fam	C	C	C	C	i	i	i	i	i	i	i	i	i	i	i
5+ fam	C	C	C	C	C	i	i	i	i	i	i	i	i	i	i
Com/Res					Village to amend the Zoning Code to permit mixed-use buildings										
Com/Ind	i	i	i	i	i	i	i	i	i	i	i	C	i	i	i
Com	i	i	C	i	i	i	C	C	C	C	C	C	i	i	i
Inst	i	i	i	i	i	C	i	i	i	C	i	i	i	i	i
Rec	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
Mineral	i	i	i	i	i	i	i	i	i	i	i	i	i	i	C
Ind	i	i	i	i	i	i	i	i	i	i	i	C	C	C	C
Ag	i	i	i	i	i	i	i	i	i	i	i	i	i	i	i

C = Consistent

i = Inconsistent

Map 5.5 – Existing Zoning Map (2022)



Village of Germantown
Existing Zoning - July 2022

Zoning

 A-1 Agricultural	 RS-5 Single-Family Residential	 RM-3 Multiple-Family Residential	 B-3 General Business	 M-4 Mineral Extraction
 A-2 Agricultural	 RS-6 Single-Family Residential	 EH Elderly Housing	 B-4 Professional Office	 PDD Planned Development District
 RS-1 Single-Family Residential	 RS-7 Single-Family Residential	 MHP Mobile Home Park Residential	 B-5 Highway Business	 HD Historic Preservation
 RS-2 Single-Family Residential	 RD-2 One-Family Residential	 I Institutional	 M-1 Limited Industrial	 Village Boundary
 RS-3 Single-Family Residential	 RM-1 Multiple-Family Residential	 B-1 Neighborhood Business	 M-2 General Industrial	 Railroad
 RS-4 Single-Family Residential	 RM-2 Multiple-Family Residential	 B-2 Community Business	 M-3 Special Use Industrial	



Updated July, 2022

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Economic Development

Introduction

The Village of Germantown takes a proactive view of economic development as an important facet of community vibrancy and success. A focus on economic development aids in creating jobs and income in the community, contributing to an overall sense of well-being and community stability.

Objectives

This section will provide an overview of economic development within the Village of Germantown. This section will identify the economic characteristics and market conditions of Germantown and, using this information and data, project the Village's economic competitiveness within the region. In addition, this section will outline the recent economic development activities, policies, and programs as well as goals and strategies that can help initiate continued success of the Village's economic development initiatives.

Economic Characteristics & Market Conditions

Economic Base

While the foundation for economic growth is evident by the robust presence of existing businesses, increasing the demand for new businesses is key to the Village's future. This element of the economic development chapter begins to look at the many facets of Germantown's economic conditions, which enable the Village to chart a course for a healthy and diverse economic future. In 2022, the WI Department of Revenue reported that the Village's \$3.5 billion tax base of equalized value was primarily residential (67.17%) but had a sizable commercial (22.91%) and manufacturing

(7.89%) presence. This indicates there is significant room for growth to diversify the tax base and relieve pressure from the residential sector by encouraging commercial and industrial business operations to locate or expand in Germantown.

As of 2021, The Village of Germantown was home to 891 businesses. The economic base of the Village is largely comprised of service (34.68%), retail trade (16.5%), and manufacturing (11.34%) businesses. Table 6.1 displays the distribution of the types of businesses in Germantown. Table 6.1 also confirms the distribution of businesses is consistent with those of Washington County, although, notably, the percentage of businesses engaged in manufacturing is higher in Germantown at 11.34% compared to 6.74% in the County. Germantown has consistently maintained a significant presence of manufacturing businesses, and this is also reflected in the number of employees engaged in the industry, described in more detail below.

Job & Labor Force

The labor force is an important indicator for potential economic investors in a community. Many businesses research the skills and education of a community's population as well as nearby amenities for potential employees when planning a new location or expansion of an existing facility.

As of 2020, there were an estimated 11,165 employed workers over the age of 16 in the Village of Germantown and 218 unemployed workers over the age of 16. The unemployment rate in the Village was 1.9%. The distribution of industries in which Germantown residents are employed is generally consistent with those of Washington

Table 6.1 – Employment of Germantown Residents by Industry

Industry	Germantown (Percent)	Washington County (Percent)	Wisconsin (Percent)
Agriculture, forestry, fishing and hunting, and mining	0.7%	1.1%	2.2%
Construction	4.1%	6.4%	5.9%
Manufacturing	18.7%	22.7%	18.0%
Wholesale Trade	5.2%	3.6%	2.7%
Retail Trade	8.6%	11.2%	11.0%
Transportation and warehousing, and utilities	3.3%	3.3%	4.6%
Information	1.7%	1.6%	1.6%
Finance and insurance, and real estate and rental and leasing	9.8%	6.3%	6.1%
Professional, scientific, and management, and administrative and waste management services	9.0%	8.3%	8.6%
Educational services, and health care and social assistance	25.4%	20.9%	23.4%
Arts, entertainment, and recreation, and accommodation and food services	6.4%	6.6%	8.2%
Other services, except public administration	4.8%	4.9%	4.2%
Public Administration	2.5%	3.0%	3.5%

▲ Source: 2020 American Community Survey 5-year Estimates

County (see Table 6.1). The industries in which the largest percent of Germantown residents work are “Educational Services, and health care and social assistance” (25.4%) and Manufacturing (18.7%). A larger percentage of Germantown are employed in the “Finance and insurance, and real estate and rental and leasing than in Washington County or the state of Wisconsin as a whole. Germantown relies heavily on the manufacturing industry for its job base, as well as its economic base as one of the top business sectors, as noted above.

According to the State of Wisconsin Department of Workforce Development, the largest employers located within the Village of Germantown are in the Manufacturing and Service industries. These include:

1. MGS Manufacturing Group
2. JW Speaker
3. Gehl Foods
4. David J Frank Landscape Contracting
5. Westrock

In 2020, 91.6% of Germantown residents utilized a car, truck, or van to commute to work and 87% drove alone. This is higher than the average in the Milwaukee metro area, where about 81.5% percent of all workers drove to work alone in 2018. More workers walked (0.7%) to get to work than used a bicycle (0.1%) or public transportation (0.1%), potentially signaling an opportunity for improved access to public transportation. The amount of time workers needed to complete their commute to work varied, with 16.9% of workers needing 30-34 minutes, 16.3% needing less than 10 minutes, and 15.5% needing 20-24 minutes. Of note, in 2019 only 25.6% of Germantown residents worked in Washington County, while 74.4% worked outside of the County. This signals an important opportunity for economic development if the Village can keep more residents working within the Village’s borders.

As seen in Table 6.2, residents in the Village exhibit a higher number of advanced degrees than those of Washington County overall, with 29.7%

**Table 6.2 – Educational Attainment
(Population 25 years and over)**

Education Level	Germantown (Percent)	Washington County (Percent)
High School Graduate/ GED	21.4%	29.5%
Some College/ No Degree	18.9%	20.6%
Associates Degree	11.1%	12.0%
Bachelor’s Degree	29.7%	23.1%
Grad/Professional Degree	14.0%	9.8%

▲ Source: 2020 American Community Survey 5-year Estimates

possessing a bachelor’s degree compared to 23.1% of residents in Washington County as a whole. In addition, 14.0% of Germantown residents possess Graduate or Professional Degrees compared to only 9.8% of residents in Washington County. The higher proportion of individuals holding a bachelor’s degree or higher may be due to the manufacturing and technical knowledge base the resident population and local industry is involved in. This is supported by the fact that 32.4% of those in the Village with bachelor’s degree or higher majored in science and engineering areas of study, 29.2% majored in business, and 12.0% majored in science and engineering related fields.

Furthermore, residents in Germantown received higher per capita income than those in Washington County (\$42,450 compared to \$37,632 in 2021). This is expected to continue into the future, with Germantown residents projected to receive \$46,828 per capita income compared to \$41,907 per capita income for those in Washington County in 2026.

VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN

In 2019, 19.1% of workers in Germantown worked from their place of residence. Due to the widespread work-from-home experiences during the COVID-19 pandemic during 2020 and 2021, it is likely some businesses will continue remote work options and some workers may prefer to continue to work from their residence. 90.0% of Germantown residents had an Internet subscription, which would likely enable remote work capabilities, while 9.1% did not have an Internet subscription, likely making remote work a challenge or impossible.

Business Parks & Job Centers

Germantown is home to several business parks and important job centers, mostly concentrated in the suburban-like south-central third of the village, including:

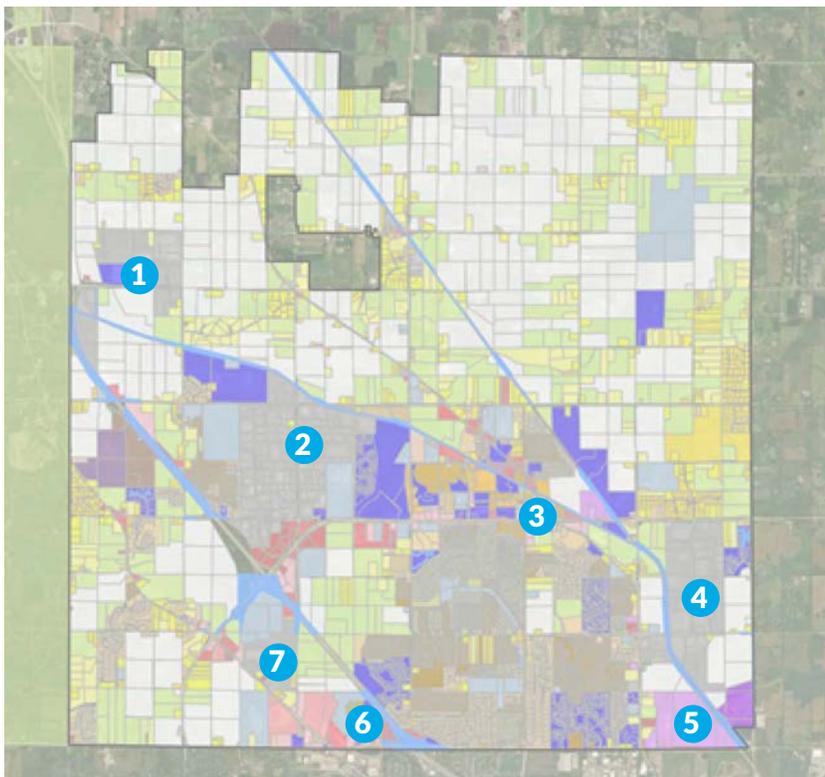
- Willow Creek Business Park
- Omega Hills Industrial Park, Germantown, conveniently located off of I-41 and STH 145
- Germantown Business Park

- Commercial Centers along Mequon Road and County Line Road
- Germantown Gateway Corporate Park
- Capstone 41 Business Park

County & Regional Economic Development

From January-May 2021, the average monthly unemployment rate for the Milwaukee-Waukesha Metropolitan Statistical Area (MSA), which includes Germantown, was 5.08%. This is a reduction from the 7.9% monthly unemployment rate from January-December 2011, a decade ago, and only slightly higher than the lowest monthly unemployment rate of the past decade, 2.7% in December of 2017. Germantown's 2021 monthly unemployment rate of 4% was higher than the 3.66% monthly unemployment rate in Washington County and slightly higher than the 3.85% monthly unemployment rate in the state of Wisconsin. Note, the year 2020 was excluded from this analysis because of the uncharacteristic unemployment trends due to the COVID-19 pandemic.

Figure 6.1 – Major Germantown Business Parks & Job Centers



- 1 Germantown Gateway Corporate Park and Capstone 41 Business Park
- 2 Germantown Industrial Park
- 3 Mequon Road Commercial Areas
- 4 Germantown Business Park
- 5 Omega Hills Industrial Park
- 6 County Line Road District
- 7 Willow Creek Business Park

According to a 2020 report by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) titled “A Comparison of the Milwaukee Metropolitan Area to Its Peers,” of which the Village of Germantown falls within, the Milwaukee Metro Area’s increase in jobs from 2010 to 2018, 8.8%, lags behind most of the Midwest areas and all of the other metro areas, most of which have seen double-digit growth since 2010. Following the recession of the late 2000s, most of the major national metro areas saw an increase in the size of the labor force between 2010 and 2018. With a slight gain of 0.9%, the Milwaukee Metro Area had among the smallest increase of all the metro areas experiencing an increase in labor force. The report also highlights 17.1% of the Milwaukee metro area Gross Domestic Product (GDP) was related to manufacturing in 2018. This compares to the average of 14.8% for the Midwest metro areas and 11.4% for the other metro areas. As previously noted, manufacturing is a key economic sector in Germantown.

Economic Competitiveness

SWOT Analysis

A SWOT Analysis is laid out below in order to assess Germantown’s economic competitiveness “Strengths, Weaknesses, Opportunities, and Threats.” This analysis is helpful to provide an overview of key elements affecting the Village’s current and future economic growth strategies and informs the goals and strategies described later in this section.

SWOT Analysis: Breakdown

Strengths

- Educated workforce with higher percentage of workers with advanced degrees than the surrounding region (32.1% of Germantown workers have a bachelor’s degree compared to 23.9% of those in Washington County; and, 14.3% of workers in Germantown have a graduate or professional degree compared to 9.6% of those in Washington County).
- Germantown residents have a higher per capita income than those of Washington County (\$42,450 in Germantown compared to \$37,632

in Washington County in 2021; and, projected \$46,828 in Germantown compared to \$41,907 in Washington County, projected, in 2026).

- The Germantown Chamber of Commerce is an asset to the business community in the Village.

Weaknesses

- Housing values and sales prices in Germantown are relatively high compared to most metro areas.
- Germantown has comparatively high electric rates. According to the Strategic Energy Assessment by the Wisconsin Public Utility Commission for 2016-2022, Wisconsin’s average residential rate is 10.97 cents per kWh, where Michigan is only 10.87 cents per kWh, and Iowa’s rates are at 8.65 cents per kWh.
 - The difference is even greater for industrial customers reaching 7.81 cents per kWh in Wisconsin while only reaching between 6.06 to 7.25 cents per kWh for other Midwest states.
 - Manufacturing businesses are particularly susceptible to high electric rates due to higher energy demand than other industries.

Opportunities

- Germantown’s population is projected to increase (estimated 0.46% growth from 2021-2026 compared to slightly lower increase of 0.43% from 2010-2021).
- Most residents commute outside of the county for work, creating an opportunity to keep more residents working in Germantown.
- American Rescue Plan Act (ARPA) funds may be used for critical infrastructure

Threats

- COVID-19 related labor shortages may impact Germantown disproportionately. According to a 2020 report on “Wisconsin Economy and Workforce,” employers located in Washington County, of which Germantown is a part, have an employment mix that can be expected to bounce back slowly because a large segment of the workers in lower

Table 6.3 – SWOT Analysis

	+	-
Internal	<p>Strengths</p> <ul style="list-style-type: none"> ▪ Educated workforce ▪ High per capita income ▪ High housing values ▪ Active Chamber of Commerce 	<p>Weaknesses</p> <ul style="list-style-type: none"> ▪ High housing sales prices ▪ High utility costs
External	<p>Opportunities</p> <ul style="list-style-type: none"> ▪ Projected population increase ▪ Keep residents working in Germantown ▪ ARPA funding for infrastructure improvements 	<p>Threats</p> <ul style="list-style-type: none"> ▪ Workforce shortage due to COVID-19 ▪ Company relocation ▪ Aging community ▪ Decrease in new workforce ▪ Increasing automation

skilled positions that were harder hit from the pandemic come from outside of the county.

- High energy rates are also triggering conversations about complete company relocation to states with lower or more affordable rates.
- Germantown has an aging community (Germantown population aged 65+ increased by 67% from 2000 to 2017).
- There has been a relative decrease in new workforce in Germantown (between 2000-2017, the Germantown population aged 20-44 decreased by 21%, nearly double the Washington County decrease of 12%).
- Increased automation in the manufacturing industry may continue to negatively affect job availability.

Policies & Programs

Policies

The Village has used several policies to encourage and support economic growth in the past. Primarily, Germantown has used Tax Incremental Financing (TIF) districts to support the growth of business parks and attract new investments. TIF allows municipalities to purchase land and

build the necessary infrastructure for industrial development such as roads or utilities. The increase in property tax revenue collected on the resulting development pays for the initial public expenditures over time. TIF can also be used to provide financial incentives to private companies in order to attract them to the community. As shown in Table 6.4, Germantown currently has four active Tax Incremental Districts (TID) in operation: TID #6, TID #7, TID #8, and TID #9. As of 2022, TID #9 is a new 38-acre district at the southwest corner of Donges Bay Road and Wasaukee Road that would support industrial development as a part of an overall 70-acre development area inclusive of a new Village Public Works Facility.

TID #6, created in 2014 is a Tax Incremental District mixed-use business park suitable for industrial and commercial purposes. Due to major infrastructure development to the park in 2016, it is classified as a major fund. It is located along Appleton Avenue south of Lannon Road. The estimated sale-able property consists of fifty-two acres. The project plan consists of site grading, sanitary sewer and water systems, stormwater management, street improvements, landscaping and other site improvement infrastructure and

related costs. The Village issued \$5,405,000 in General Obligation Community Development Bonds on October 1, 2014. The majority of those proceeds were spent in 2016.

Recently, the Germantown Joint Review Board approved an amendment to TID #7, adding land to pave the way for a new development: new construction of 800,000 square feet of industrial space in three buildings off Holy Hill Road by Capstone Quadrangle. The TID was adjusted to add the property where that development will occur to the district to allow Village assistance. The amendment also includes project costs for a public trail identified in the Village’s CORP - Goldendale Creek Loop Trail. The TID area is projected to create about \$61 million in new value, according to the TID project plan. Under state law (sec.66.1105(4)(gm)4.c., Wis.Stats.), a municipality cannot create a TID or add parcels to an existing TID if the total equalized value of the TIDs in the municipality exceeds 12 percent of the total equalized value for the municipality. As reported by the WI Department of Revenue in August 2022, the Village of Germantown’s

2022 TID value was approximately 4.7% of the total equalized value of property in the Village.

Despite past success, the Village should not rely exclusively on Tax Increment Financing (TIF) as an economic development tool and should continually investigate alternative financing mechanisms to supplement and/or replace the use of TIF when warranted.

The Village has an Economic Development Commission consisting of five active members and two open seats. The work of the Commission is intended to guide the development of the industrial and business parks and overall economic development in the Village. The Commission makes loan decisions under the Business Loan Pool program, discussed below.

During the past several decades, the Village of Germantown has worked with the Wisconsin Department of Natural Resources to clean up many contaminated brownfield sites, better positioning available land within the Village limits to be used productively.

Table 6.4 – Tax Increment Districts (TID) in the Village of Germantown

TID #	Location Reference	Status	Area (acres)	Type	Created/ Base Year	Maximum Life (year)
1	Germantown Industrial Park	Closed	78.6	n/a; pre-1995	1986	n/a
2	Germantown Industrial Park	Closed	22.3	n/a; pre-1995	1988	n/a
3	Germantown Industrial Park	Closed	60.3	n/a; pre-1995	1989	n/a
4	Germantown Industrial Park	Closed	23.1%	n/a; pre-1995	1994	2019
5	Washington Square Mall	Closed	457.2	Environmental Remediation	1998	n/a
6	Willow Creek Business Park	Active	192.6	Mixed-Use	2014	2034
7	Speaker Corporation	Active	51.6	Industrial	2018	2038
8	Germantown Gateway Corporate Park	Active	224.8	Industrial	2018	2038
9	Omega Hills Industrial Park	Active	38.15	Industrial	2022	2042

Programs

The Village of Germantown also has a Business Loan Pool, which was established to help business attraction efforts, increase capital investments, and provide support for existing businesses in the Germantown area. The fund was established through a commitment from Bank Five Nine and the Village of Germantown. Eligible businesses include all businesses in the defined area for the Village of Germantown. Eligible expenses under the Business Loan Pool include the acquisition of land, building and/or business, building improvements and/or construction, equipment purchases, environmental or safety compliance, and any investment to promote business growth.

The Village of Germantown is home to an active Chamber of Commerce that offers various programs and initiatives to strengthen the economic landscape within the Village. Specifically, the

Chamber of Commerce helps members promote their businesses through networking, advertising, and event sponsorships. The Chamber empowers business owners to make personal connections with other business leaders, influencers, and community residents. The Chamber helps members grow and develop productive networks through local events, marketing, fund-raising, and leveraging valuable resources available such as SCORE, UW-Extension, Economic Development/Washington County, Wisconsin Safety Council, and more.

Additional programs are available from the Wisconsin Economic Development Corporation, including the Manufacturing and Agriculture Credit, Business Development Tax Credits, Training Grants, Wisconsin Certified Sites Program, Main Street and Connected Communities Program, and Revolving Loan Funds.



Community Voices

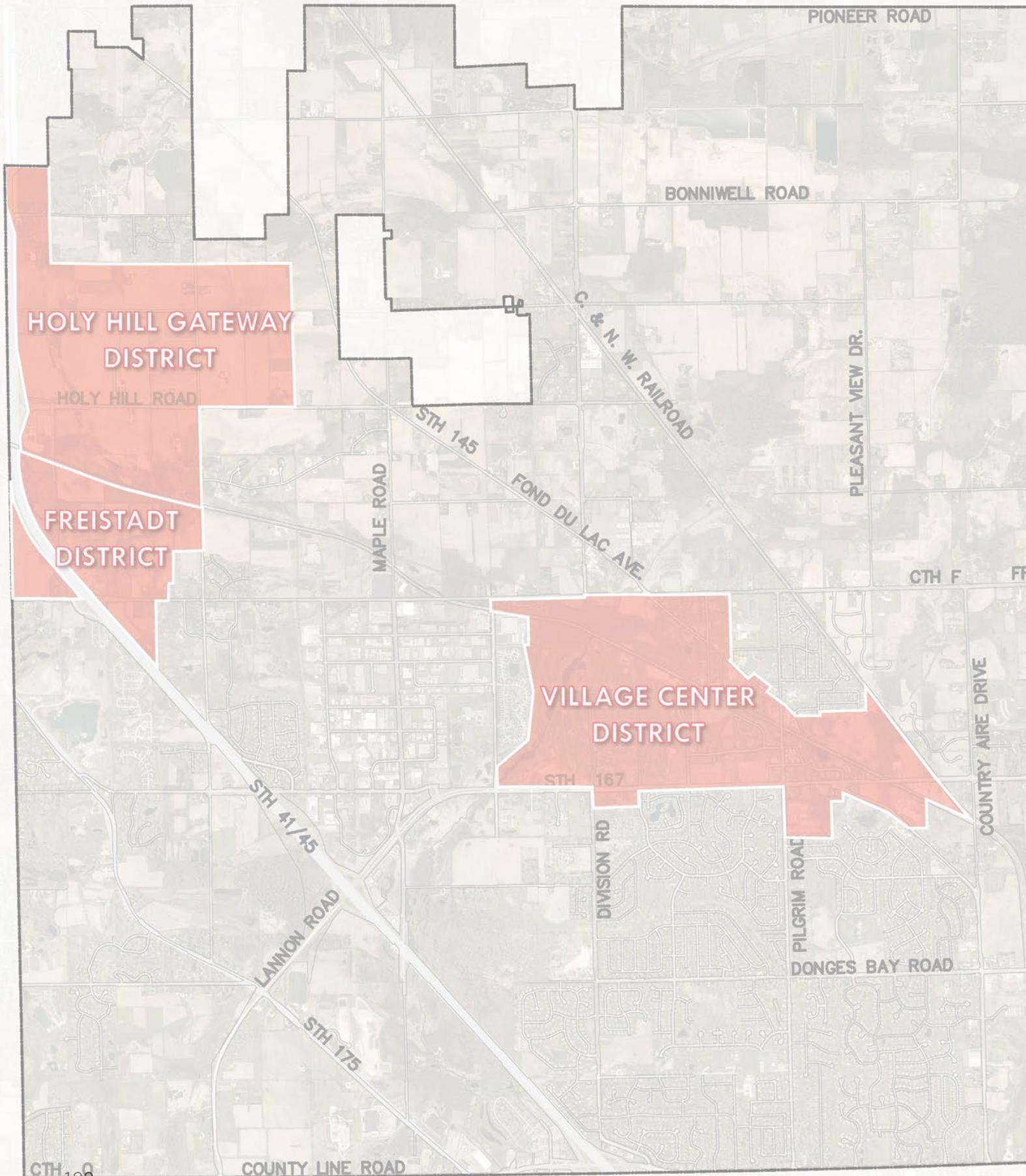
The village should use **TIF funding** to design and build something the residents desire in the Main Street District.



Not chains! Antique stores, coffee shops, farm to table restaurants, green space, art/sculpture/museum or other things unique to downtown environments.







OPPORTUNITY AREAS

As part of this Comprehensive Plan Update, Germantown residents and stakeholders have identified two key opportunity areas for future development: **Germantown's Village Center** and the **Holy Hill Gateway & Freistadt District**. These two opportunity areas represent the greatest potential for change in Germantown over the next 30 years. This section focuses on community ideas for what these areas could become in the future, and what types of development and design characteristics would be most desirable.

Village Center Inspiration



Community Voices

...wherever the downtown area is needs to be safely & easily accessible by foot or bike, **i.e., sidewalks, paved bike paths.**

The village should invest in a town center. A combination of shops, restaurants, green space with trails, nicer town homes and public spaces. Carve out an area along Mequon, Main or some other area of undeveloped land closer to the interstate? **Right now there is no heart of Germantown.**

Village Center District

Germantown’s Village Center has historically served as the heart of the community - a central place for gathering, shopping, and living close to amenities. Over the past years, development in this area has separated the historic main street area from the primary transportation corridors, and very little pedestrian infrastructure exists to connect residents to walkable destinations. The future vision for the Village Center district is to better connect Main Street with Mequon Road through pedestrian and bicycle infrastructure improvements along roadways and the addition/enhancement of multi-use paths.

Village residents and stakeholders have also identified the need for new mixed-use, walkable development patterns in the Village Center District. Redevelopment at any of the intersections along Mequon road could be designed with new housing options and outdoor gathering spaces in mind. Possible redevelopment nodes are identified for the area as well as more detail about a public-private partnership that could bring mixed use housing, retail, and active open space development to Germantown’s Village Center.

Finally, residents and stakeholders have clearly identified another overarching goal of development and infrastructure improvements in the Village Center: to better connect to the Menomonee River and the surrounding environmental areas, and to ensure that the river remains accessible for recreation and education as well as protected for long-term sustainability.

The following pages include a summary of key issues that exist within the Village Center as it exists today, as well as guiding principles that the Village should apply to any future redevelopment proposed for the area. To assist the Village in evaluating development proposals, two redevelopment scenarios are included. These scenarios should be considered as illustrations, not a mandated regulation. The scenarios have a very clear illustration of a desired outcome, but the Village must also allow changes to accommodate the desires of specific developers and investors.

Figure 6.2 – Village Center Planning Boundary



Creating A Village Center

An analysis of the existing Village Center identified the following key issues:

- The existing land uses are destination-driven uses and include little-to-no synergies with adjacent uses.
- Existing residential development is disconnected from Village Center destinations.
- It is difficult or unpleasant to walk or bike from one business to the next, thus people who use this area will generally only visit one business and leave.
- There isn't a sense of arrival or central identity to Village Center.
- Main Street lacks connection to adjacent uses and is in need of streetscape enhancements.
- A number of uses exist that are not typically present in "downtown" areas and do not contribute to the attractiveness of the Village Center.

The Village Center recommendations focus on three guiding principles or elements to address the above issues: Making a Neighborhood, Making a Place, and Making Connections.

Making a Neighborhood

While the Village Center primarily caters to auto-oriented commercial uses today, the future vision looks to create a neighborhood: compact, pedestrian-friendly, and mixed-use. Traffic and visits drive success of commercial and retail centers, and providing high-density housing offers additional market, visibility and dynamics to a neighborhood.



Making a Place

Public spaces must be flexible in their design. Placemaking is a collaborative process where community members, business partners, property owners, and the Village work together to reimagine public spaces through urban design, events, and programs. The goal of placemaking projects is to help people feel more connected to places: more excited to walk to lunch, shop locally, and stay/play for extended periods of time.



Making Connections

Great Village Centers are walkable, drivable, and bike-able and include a variety of civic spaces, such as complete streets, plazas, greens, and parks. The future vision looks to better connect Main Street, the Menomonee River, and Mequon Road through a combination of private sector development and public realm improvements.



Village Center Circulation: Future Vision

(see map following page)

- 1 Division Road**
Painted/stripped bike lanes and sidewalk to be added.



- 2 Sylvan Cir**
Shared lane markings, on street parking with differentiated pavement, and sidewalks to be added.



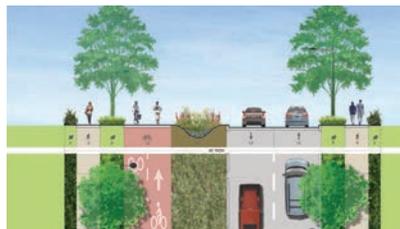
- 3 Main Street (Downtown)**
Highly designed street with pedestrian focus.



- 4 Western Ave**
Sidepath and sidewalks to be added.



- 5 Squire Drive**
Sidepath and sidewalks to be added.



- 6 Pilgrim Road**
Sidepath and sidewalks to be added.



- 7 Mequon Road**
On-street, separated (buffered) bike lanes
NOTE: Dimensions not specific to Mequon Road



- 8 Allee**
Tree-lined multi-use trail that connects mixed-use development on Mequon Road to park and recreation uses to the north.

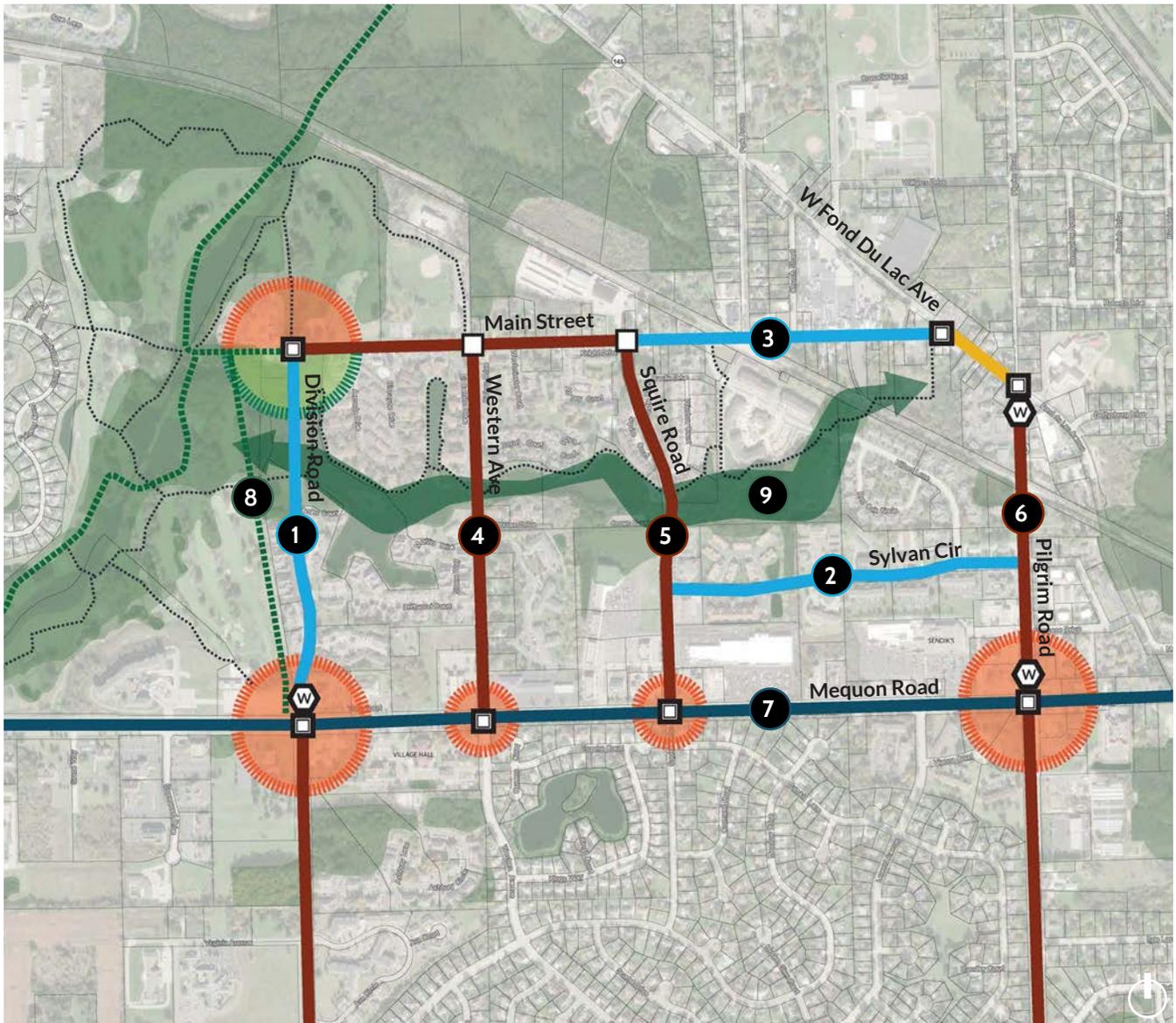


- 9 Secondary Trails**
Combination of paved and unpaved paths that connect existing and new residents to retail and recreation destinations throughout Village Center.



▲ Cross sections taken from the 2018 Village Master Plan: Connecting Saxony Village

Figure 6.3 – Village Center - Circulation and Nodes



	Sidepath		Major Intersection Improvement/Enhancement
	Separated Bike Lanes or Sidepath		Minor Intersection Improvement/Enhancement
	Paved Shoulder with Sidewalk		Wayfinding/Gateway Signage
	Shared Lane Marking or Bike Lane		Redevelopment Node
	Paved Multi-use Trail		
	Secondary Trail (paved & unpaved)		

NOTE: All streets shall include sidewalks
 NOTE: Dimensions are for planning
 purposed only

Village Center - Blackstone Development Node

The Blackstone Development Node, named for the existing golf course, is a critical redevelopment opportunity site. The site has high visibility and frontage on Mequon Road, it serves as the terminus or western end cap to the Historic Main Street, and it is home to the incredible natural asset that is the Menomonee River. The physical size of this area along with its location have made this site attractive for redevelopment proposals from the private sector. The Village understands the market attractiveness of this site, and the development illustration on the following page includes a desired vision that balances private sector development, community enjoyment, conservation of natural environment, and access to the Menomonee River.

Key design elements shown in Figure 6.4:

- A walkable, mixed-density development with majority multi-family housing stock (apartments & townhomes).
- Active retail/hospitality uses with residential above in the area visible from Mequon Road.
- Highly-design plaza (splashpad, ice rink, etc) and outdoor seating areas adjacent to retail.
- Transition from tall, mixed-use buildings (south) to mid-rise townhomes (north).
- Duplex or single-family lots to the west.
- An intentional, linear path runs from south to north with a variety of outdoor passive and active recreation amenities. The

critical site design element of this site is connecting Mequon Road to Historic Main Street. This can only be achieved through an intentional combination of built and natural environment.

- Current Village recycling center site (to be relocated) serves as a terminus point to both Historic Main Street and the proposed N-S pathway. The site should be designed to embrace this location and draw people from both directions. Housing along with community-focused retail/institutional uses should be encouraged (nature center, community center, recreation equipment rental, etc.).
- A proposed Menomonee River Trail runs through the site and includes multiple connections to existing roadways and new development
- Additional active recreational activities should be further examined depending on supply of such features elsewhere in the village.



Community Voices

The current sidewalk network in this area is discontinuous and requires crossing Division multiple times and using the neighborhood to access the CTH Q sidewalk system. Would like to see the remainder of the sidewalk along Division connected in the future.

Figure 6.4 – Village Center - Blackstone Development Node

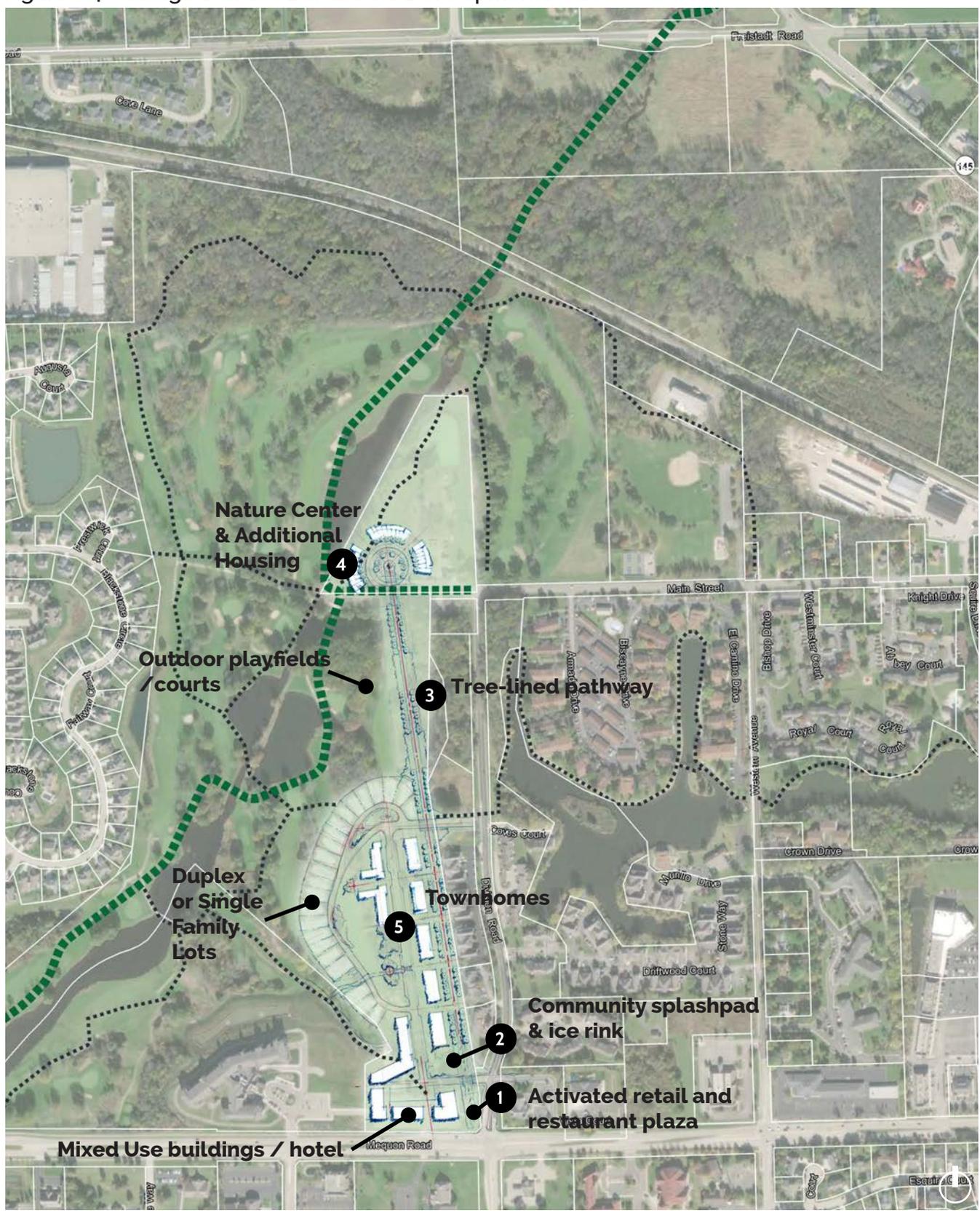
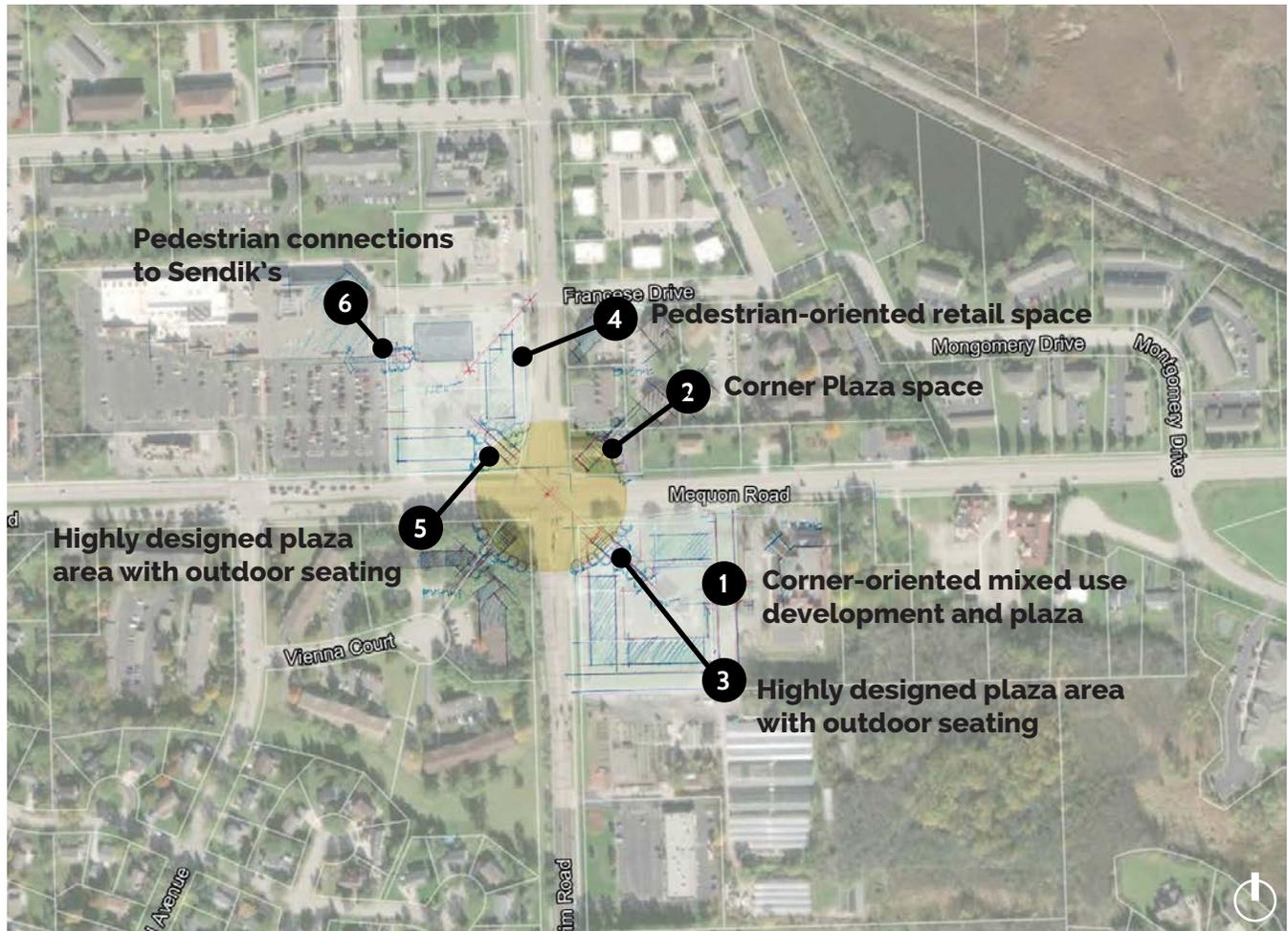


Figure 6.5 – Village Center - Mequon & Pilgrim Development Node



Traditional suburban retail centers are in need of a refresh. A reorientation from “auto-only” to “place-based, pedestrian-friendly” design is the model that thriving retail centers are embracing across the nation. Every major intersection within the Village Center along Mequon Road should look for ways to strategically place buildings that frame outdoor spaces, introduce intentional green/landscaping (vs. left-over 9’ wide parking lot islands), and allow for mixed-use buildings with residential above.



Village Center: Next Steps

In order to realize the vision for Germantown's Village Center, the Village should undertake the following:

1. **Identify key "first project" parcels for development and describe/illustrate multiple opportunities for each:** The more opportunities that can be defined as starting points for development, the more the Village can lower the risk for investors. Overly ambitious plans and visions can discourage developers as unrealistic. Investors prefer communities that show an interest in high quality development but, at the same time, show flexibility and pragmatism in the types of projects they consider desirable. Put another way, investment proposals invariably differ from predetermined community-based "visions". When such differences occur, the community must express a willingness to negotiate in order to help investors maintain financial success and still meet the Village's long-term vision.
2. **List the key existing conditions (constraints and opportunities) for each parcel:** Key parcel attributes might include traffic counts, current zoning (and the ability to modify zoning), environmental conditions that may be problematic, utilities and access points, transit, other proximity to other local features (both advantages and disadvantages).
3. **Create a phasing plan for infrastructure improvements:** Prioritize infrastructure enhancements that will better connect Main Street with the Menomonee River and Mequon Road.
4. **Document current available subsidies as well as additional subsidies the Village could pursue:** Typically, this includes current TIF districts and the willingness to create new TIF districts as needed. Additional programs and incentives should be explored with an emphasis on mixed-use redevelopment and active pedestrian spaces.
5. **Describe what the Village wants in terms of both short-term and long-term missions:** The key point to emphasize with investors is that the Village's mission is broader and long-term. Consequently, any initial proposals will be evaluated in terms of how easily they support both initial success as well as future long-term options that can be adapted to fit the Village's long-term vision.
6. **Conduct one-on-one meetings with property owners to determine interest in sale or redevelopment of their land:** Create a simple, easy-to-review executive summary that can be used in emails and hard copy handouts. Staff/consultants conducting the interview should have a portfolio of additional information concerning examples and possibilities the Village would like to see.
7. **Evaluate existing regulations and design guidelines:** Amend existing zoning districts, or develop an overlay zoning district, that provides specific regulations and expectations for future development in this area (ex. updated design guidelines with an emphasis on pedestrian space design, prohibit uses such as gas stations that are against desired vision for the area, etc.)

Holy Hill Gateway District/ Freistadt District

The land surrounding Holy Hill Road to the north and south has been in demand for new industrial development and growth in the Village. New businesses in this area include the Gateway Corporate Park, Capstone 41 Business Park, Dielectric Manufacturing, and Illing Packaging, which are located north of Holy Hill Road and west of Goldendale Road. It is anticipated that this demand will continue, and that more development and land conversion from agricultural to industrial land use will take place as a result. However, the exact areas that should be developed as part of the emerging industrial park is in question, as well as the design of those industrial buildings themselves.

As the Village plans future land use in this area, important considerations include the existing residential development to the southeast of the industrial development, the fact that much of the area already falls within the Village’s sewer service area, and the desired character of the Holy Hill and Goldendale Road corridors, both for vehicles and for cyclist and pedestrians.

Through the comprehensive planning process, the Village has determined that the land in this area should be developed as a combination of Light Industrial, Commercial Warehousing, and High Density Multi-family Residential, primarily. Commercial development, potentially including multifamily housing if it is developed alongside community amenities and with a walkable format, is also a potential use along I-41. Medium Density Residential areas are envisioned as conservation subdivisions, which allow clustering of residential lots around areas of environmental areas. These districts are also deemed suitable for potential “next generation” housing opportunities provided that the Village qualifies under the Washington County’s regional affordable housing ownership initiative. These subdivisions will allow a transition in development intensity between the industrial uses and the more rural and agricultural residential areas in this part of the Village.

Additionally, the area includes a vision for a regional trail network along existing environmental corridors and newly created regional stormwater corridors. This trail network will serve as an amenity to existing and future uses and serve as a physical connection for residents and businesses to the Village Center.

Community Voices

I understand the Holy Hill area is designated industrial...which is fine. I think it can be more thoughtful when looking at architectural styles, green space setbacks and parking in the rear of the buildings off the road. Include water features and walking paths in the front of the buildings in the green space. It would make a much more desirable area for all.



Next Steps

In order to realize the vision for this area of Germantown, the Village should undertake the following:

1. Develop a master plan for the Holy Hill/Freistadt Road area that includes the following elements:
 - Street and Block framework
 - Preferred Future Land Use
 - Regional stormwater concept plan
 - Trail and Open Space plan
 - Regulations and Design Guidelines
 - Funding & Incentives
2. Adopt the master plan as an amendment to the Comprehensive Plan.
3. Re-zone. Develop a new zoning district, or develop an overlay zoning district with design guidelines that will provide specific regulations and expectations for future development in this area, based on the master plan.
4. Engage with the development community to determine interest in the area and further refine proposed development patterns in response to specific needs of tenants.

Figure 6.6 – Holy Hill Gateway & Freistadt District - Future Land Use Vision



NOTE 6: Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres. See Holy Hill Gateway District Profile in Chapter 5 for details on Master Planning.

Holy Hill & Freistadt Inspiration



- ▲ The Village envisions unique industrial building design that stands apart from traditional, warehouse look and feel



- ▲ The high visibility of lands adjacent to I-41 could accommodate mixed-use commercial destinations similar to Whitestone Station in Menomonee Falls.



- ▲ Stormwater and Open Space: Industrial areas should be required to set aside public easements for regional trails and stormwater features should be designed as a natural amenity along with the functional purpose.





Systems

Housing

Transportation

Agricultural & Natural Resources

Utilities & Community Facilities

Housing

The Village of Germantown prides itself on its housing and neighborhoods. From leafy, historic subdivisions, to rural estates, to multifamily buildings closer to downtown, the Village has a lot to be proud of. However, Germantown’s population is growing and changing. The community is affected by the same economic factors that have been impacting communities all over the country.

As of the writing of this plan, the housing market in the region is booming as the COVID-19 pandemic enters its third year. Demand for housing along with the increasing cost of materials is driving rent and home prices higher than ever before. Some of the dynamics of the current housing market may not be captured in the data presented here.

As the cost of housing increases, ensuring that housing is accessible and affordable to current and future Germantown residents also takes on new importance. Nationally, wages have been nearly stagnant for decades, which means that young professionals and families often cannot afford the same type of housing that their parents could at their age. Workers moving to Germantown’s newly created industrial jobs may have a difficult time finding housing in the Village as well. As discussed previously in this plan, more housing development in Germantown will also come at the cost of open space and agricultural land.

The Village is re-examining its future housing growth with all of these factors in mind, placing an emphasis on creating housing options that are accessible to a range of households that also blend seamlessly with Germantown’s existing neighborhoods and landscape. As Germantown considers future housing development, this chapter can be used as resource of information that captures some of the complex dynamics at play in the existing housing stock, housing market, and Germantown households.

Existing Housing Conditions

Housing Units Growth Rate

Based on U.S. Census data, in 1970, there were 1,787 housing units in Germantown, increasing to 7,075 in 2000 and 8,115 housing units in 2020. About 96% of those housing units are occupied and 4% remain vacant, mostly available for sale or rent, or only used seasonally.

Housing Tenure & Types

Of all the occupied housing units in Germantown, 23% are occupied by households that rent, while 77% are owner occupied. However, 83% of Germantown residents live in housing units that they own, indicating that renters typically live in households with fewer people. The median rent in Germantown was estimated at \$1,061 in 2020.

Of all of the housing units in Germantown, whether or not they are occupied, 63% are detached single family homes and 10% are attached single family homes, such as townhomes. The percentage of housing stock that consists of single family homes varies widely among the Village’s peer communities. Germantown’s rate of single family housing is similar to Cedarburg, Menomonee Falls, and the County as a whole, lower than Mequon and Richfield, and higher than Grafton. There is no one-size-fits-all ratio of multi-family to single-family housing. Rather, a mix of housing types can provide options to individuals and families with different incomes and preferences, which change overtime and in different stages of life.

Housing Age & Price

The majority of Germantown’s current housing stock was built between 1970 and 2009, with over 1/4 of the housing stock being built in the decade between 1990 and 1999. Only 8% of Germantown’s housing stock was built before the 1950s.



There are **8,115** housing units in the Village of Germantown. About **96%** of them are occupied, and 4% remain vacant.

of all occupied housing units,

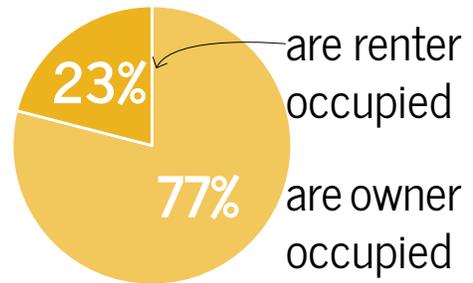
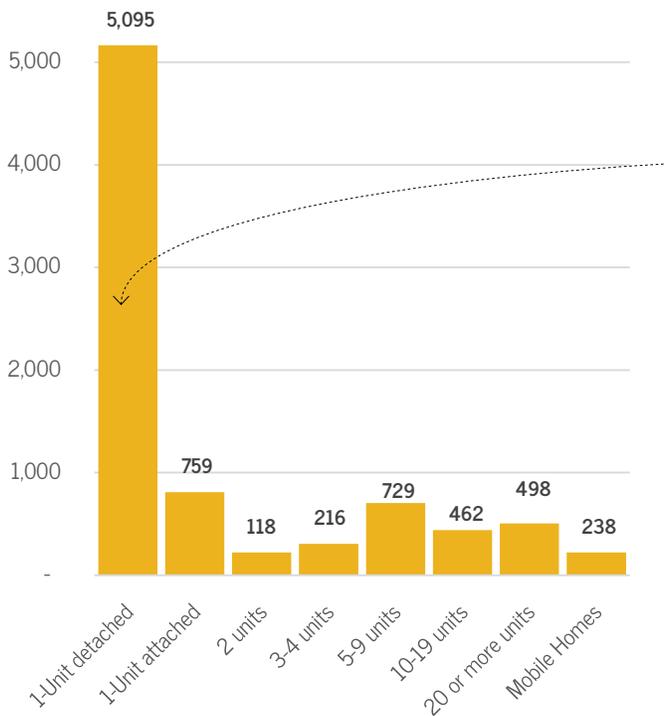


Figure 7.1 – Germantown Housing Units by Type



63% of the total housing units are detached single family homes

Table 7.1– Village of Germantown Household Projection, SEWRPC

	2035	2050
Household Projection	10,786	12,597

▲ SEWRPC Household Projections (2013)

▲ 2020 American Community Survey 5-year estimates

Rates and Demand for Residential Development

While there have been occasional high peaks in the number of permits issued the past, mainly due to large multi-family unit developments in 1988, 1991 and 1995, a general trend in permit issuance can be seen. In the early to mid 1980s, the Village averaged 106.5 permits issued per year. This was followed by a sharp increase, to an average of 250.9 permits, issued between 1987 and 1995. From 1996 to 2000, the average number of permits issued had dropped to 170.4 permits per year. Between 1980 and 2000, the Village of Germantown averaged 177 total residential building permits issued per year.

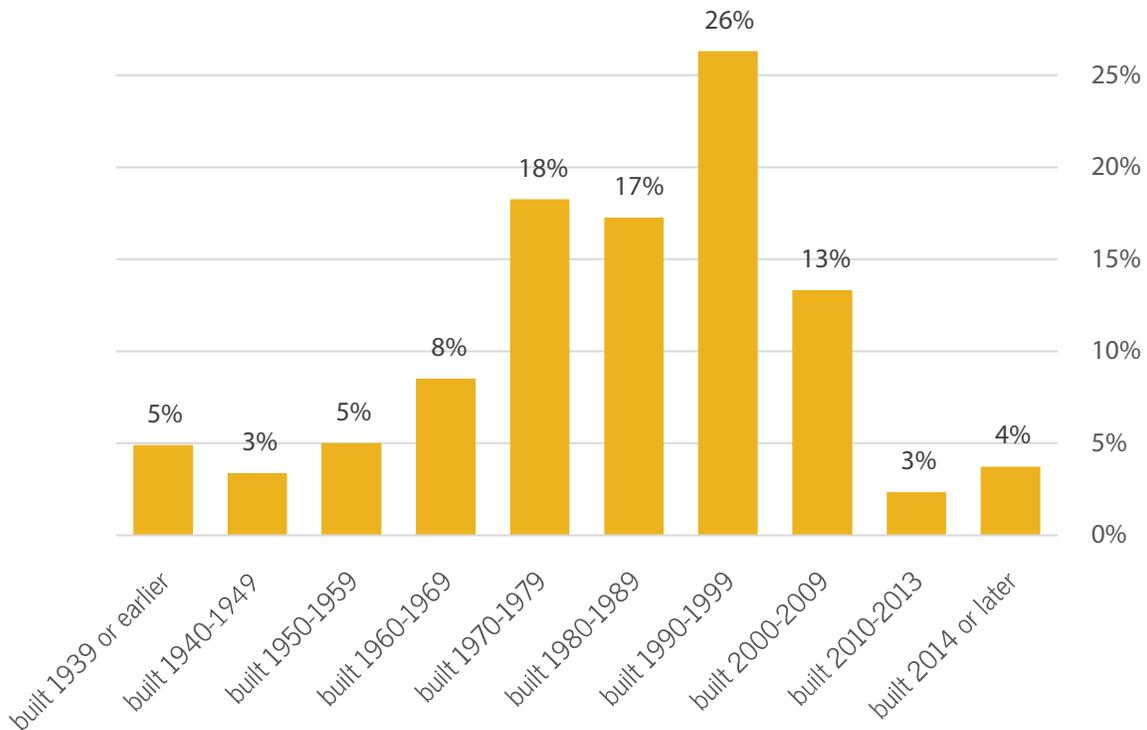
Demand for Dwellings and the Rate of Growth

Germantown’s population is expected to continue

to grow over the next thirty years. Table 7.1 shows that by 2035, SEWRPC projects that the Village of Germantown will have added nearly 3,000 households and over 4,000 households to the community by 2050. This projection is due to anticipated population growth in the Village, as well as an average household size that is trending down over time. As noted in Chapter 2: Community Profile, there are different agencies that project future population and household numbers. The numbers projected by SEWRPC are greater than the numbers projected by the WI DOA. It should also be noted that the SEWRPC projections are for the year 2050, where the WI DOA projections go out to 2040.

These projections represent the potential for housing growth in Germantown. The actual rate of housing development and growth in the Village is ultimately dependent on the amount of housing units that are developed each year and what types of units they are.

Figure 7.2 – Germantown Housing Units by Year Built



▲ 2020 American Community Survey 5-year estimates

Table 7.2 – Comparison of Housing Units by Number of Units Germantown and Peer Communities

	Germantown	Cedarburg	Grafton	Menomonee Falls	Mequon	Richfield	Washington County
Total # of housing units	8,115	5,102	5,533	15,982	9,414	4,692	57,155
1-Unit detached	63%	66%	55%	68%	74%	97%	69%
1-Unit attached	10%	6%	11%	4%	13%	2%	8%
2 units	2%	3%	5%	1%	2%	1%	4%
3-4 units	3%	4%	4%	2%	1%	0%	4%
5-9 units	9%	8%	11%	5%	0%	0%	6%
10-19 units	6%	2%	4%	3%	2%	0%	4%
20 or more units	6%	11%	10%	16%	7%	0%	5%
Mobile Homes	3%	0%	0%	0%	0%	0%	1%
Boat, RV, Van etc	0%	0%	0%	0%	0%	0%	0%
▲ 2020 American Community Survey 5-year estimates							

Table 7.3 – Comparison of Occupied Housing Units Tenure of Occupants Germantown and Peer Communities

	Germantown	Cedarburg	Grafton	Menomonee Falls	Mequon	Richfield	Washington County
Total # of occupied housing units	7,818	4,920	5,319	15,397	8,839	4,596	54,787
Owner Occupied	77%	71%	67%	75%	85%	98%	77%
Renter Occupied	23%	29%	33%	25%	15%	2%	23%
▲ 2020 American Community Survey 5-year estimates							

Accessible and Affordable Housing

Housing/Jobs Ratio

As outlined on page 24 of this plan, SEWRPC analyzed the relationship between anticipated job wages and housing costs in each municipality as part of the 2035 Regional Housing Plan for Southeastern Wisconsin. The report predicted that there is likely to be a deficit of moderate-cost housing in the future based on the Village’s previous Future Land Use map and expected development pattern.

This Comprehensive Plan update takes this warning to heart, and the updated Future Land Use Map for Germantown takes a more place-based approach – one that incorporates a diversity of housing in neighborhoods throughout Germantown, including moderate - cost, higher-density single family housing. The regional housing plan defines moderate-cost housing as higher-density single family housing units, usually on lots of less than 20,000 square feet.

It is important to the Germantown community, and the region as whole, that the housing available in Germantown reflects the jobs available in the community so that the people who work in Germantown can live here as well. However, considering housing affordability in Germantown is not only about planning for future residents. The Village should also closely examine affordability for current Germantown residents.

Housing Cost Burden

Housing cost burden is defined as paying more than 30% of household income on housing costs including mortgage, taxes, and utilities, or gross rent. Generally, households that spend more than 30% of their income on housing costs are considered burdened by those costs. However, housing cost burden is not always an adequate measure of affordable housing in a community. High income households may spend more than 30% of their income on housing and still have enough left over to cover all of their other expenses

Table 7.4 – Germantown: Monthly Housing Costs as a Percentage of Household Income in the Past 12 Months

Percent of income spent on housing	Income bracket	% Households
Less than 20 percent	Less than \$20,000	5%
	Less than 20 percent	0%
	20 to 29 percent	0%
	30 percent or more	5%
\$20,000 to \$34,999	\$20,000 to \$34,999	8%
	Less than 20 percent	0%
	20 to 29 percent	2%
	30 percent or more	6%
\$35,000 to \$49,999	\$35,000 to \$49,999	12%
	Less than 20 percent	3%
	20 to 29 percent	5%
	30 percent or more	4%
\$50,000 to \$74,999	\$50,000 to \$74,999	16%
	Less than 20 percent	8%
	20 to 29 percent	5%
	30 percent or more	3%
\$75,000 or more	\$75,000 or more	59%
	Less than 20 percent	42%
	20 to 29 percent	15%
	30 percent or more	1%
	Zero or negative income	1%
	No cash rent	0%

▲ 2020 American Community Survey 5-year estimates.

and savings. For lower income households, however, housing cost burden can accompany difficulty affording necessities such as food, clothing, transportation, and medical care.

47% of Germantown households that pay rent spend more than 30% of their income on rent. However, a more revealing number may be how many households whose income falls below 50% of the median income and also spend 30% or more of their income on housing costs, whether renters or owners.

Germantown's median income is \$89,111; half of this is \$45,556. According to 2020 American Community Survey estimates, somewhere between 11% - 15% of Germantown's households earn less than \$43,781 per year and pay more than 30% of their household income towards housing costs, regardless of whether they rent or own their homes.

In an effort to address the existing housing market void of high quality homes necessary to accommodate an expected 37% increase in the Washington County labor force that are attainable for young professionals seeking housing and a desire to live in the area, Washington County has created the Next Generation Housing Initiative, which is working to find successful, strategic and sustainable solutions to break down the barriers to homeownership.

This program is intended to kick-start and support investment in the housing stock and enhance the quality of housing and neighborhoods throughout the County. An initial investment of \$10 million created the Next Generation Housing Fund, providing housing opportunities for the next generation to live, work, and thrive in Washington County.

The Next Generation Housing Initiative will provide governmental services and support to participating municipalities in the County that will foster the creation of attainable mainstream housing options. The main goal of the Initiative is to provide 1,000 new, owner-occupied housing with 75% under \$300,000, and 25% under

\$400,000, including home and lot/site, by the year 2032. This program will work to overcome the barriers to homeownership for the next generation and work to satisfy the basic need of obtaining quality homes under 30% of household income.

The Village of Germantown is a participating municipality through Village staff involvement and membership in the Next Generation Housing (NGH) Committee. The Inventory Workgroup (a sub-group of the NGH Committee) ranked, prioritized, and selected the last of the three (3) pilot developments from a lengthy list of potential development sites scattered throughout the County that will be eligible to share a total of \$6.75 million for funding various development costs, e.g. engineering services, surveying, environmental due diligence, land acquisition, infrastructure development and direct developer incentives for residential developments that satisfy the NGH goals. The three (3) pilot sites are located within the Village of Jackson, the City of Hartford, and the Village of Slinger.

It is intended that the Village will participate in the NGH program and seek initial start-up funds totaling \$62,500 to complete preliminary steps toward the development of the Village's priority site(s).

Community Voices

Modern loft/living spaces that would attract a younger ... resident. Pairing that with shops restaurants and outdoor spaces.

It would be great to see Germantown value smaller single family lots that are more welcoming to younger families over creating large expensive ... neighborhoods that create physically segregated subdivisions.

...decent sized lots, not cookie-cutter homes packed tightly together

Transportation

This section includes a profile of the streets and highways, truck routes, rail service, aviation service, transit service and pedestrian and bicycle facilities within Germantown. Goals and actions are identified in the Implementation Chapter which will guide the maintenance and improvement of existing facilities and address future opportunities for transportation facilities in the Village. These actions also reflect the need for Germantown to coordinate the use and connection of Village transportation facilities with adjacent communities and regional authorities. Such coordination will insure Village residents have safe and convenient access to the various regional destinations and that regional travelers will have access to the destinations within the Village.

Community Voices

“ Consider inclusion of County-wide Bike and Trail Network corridors and side paths ”

“ Recreate Mequon Road between Division and Pilgrim into a slow speed road with bike lanes and sidewalks, nice downtown lighting, to make it part of the downtown core. ”

“ It would be good to see Germantown move towards a more walkable design, where businesses abut the street and parking is in the rear. Moving towards an environment that revolves around bikes and pedestrians over autos. ”

Street and Highway Circulation

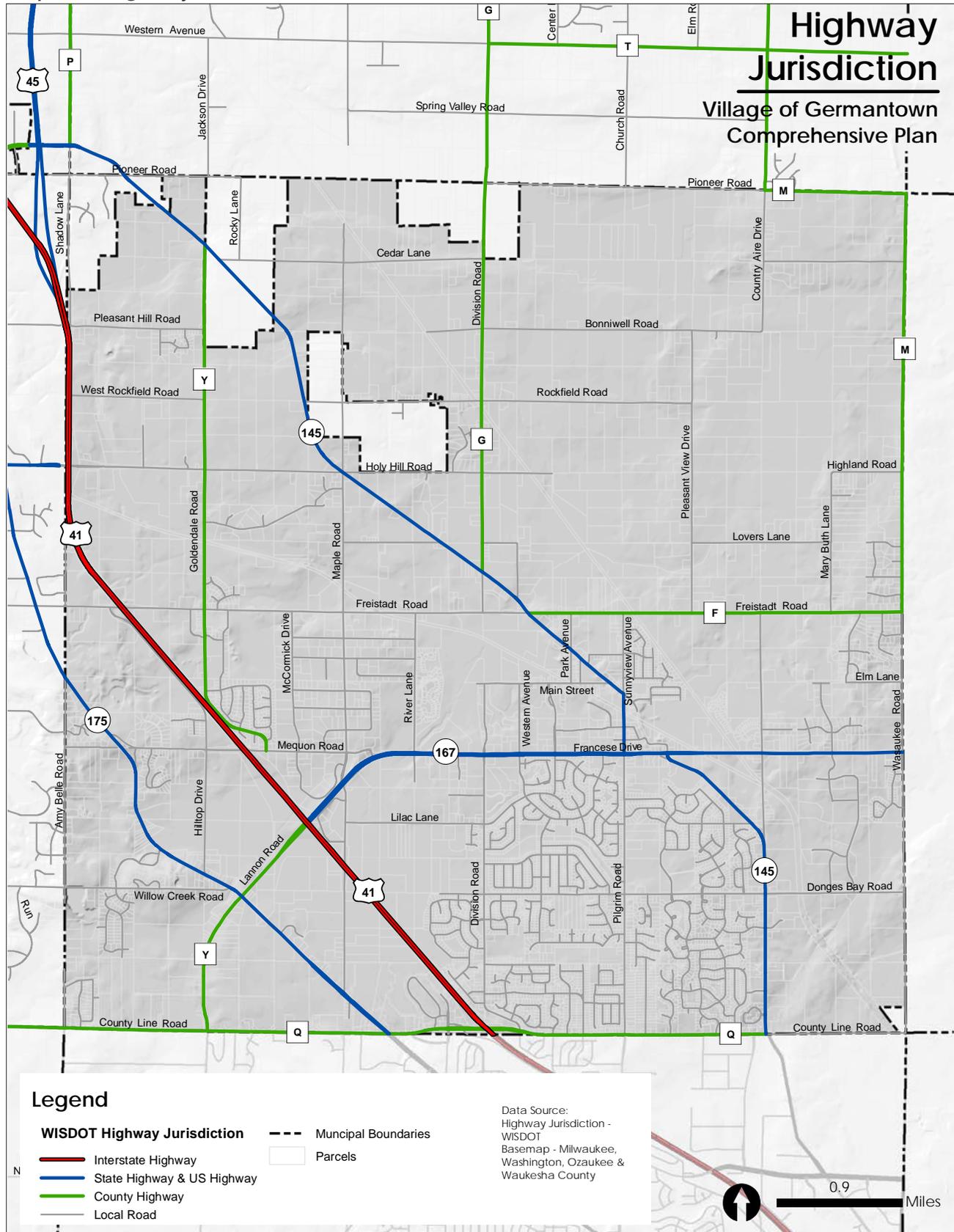
Highway Jurisdictions and Functional Street Classifications

A combination of Federal, County, State, and local roadways make up Germantown's street network system. Both the Wisconsin Department of Transportation (WisDOT) and Southeastern Wisconsin Regional Planning Commission (SEWRPC) have devised functional classification systems for roads. The SEWRPC functional classification system classifies streets and highways solely according to the function that they serve. The WisDOT functional classification system is used to assess eligibility for federal aid as well as local roadway planning. WisDOT functional classification definitions include the following:

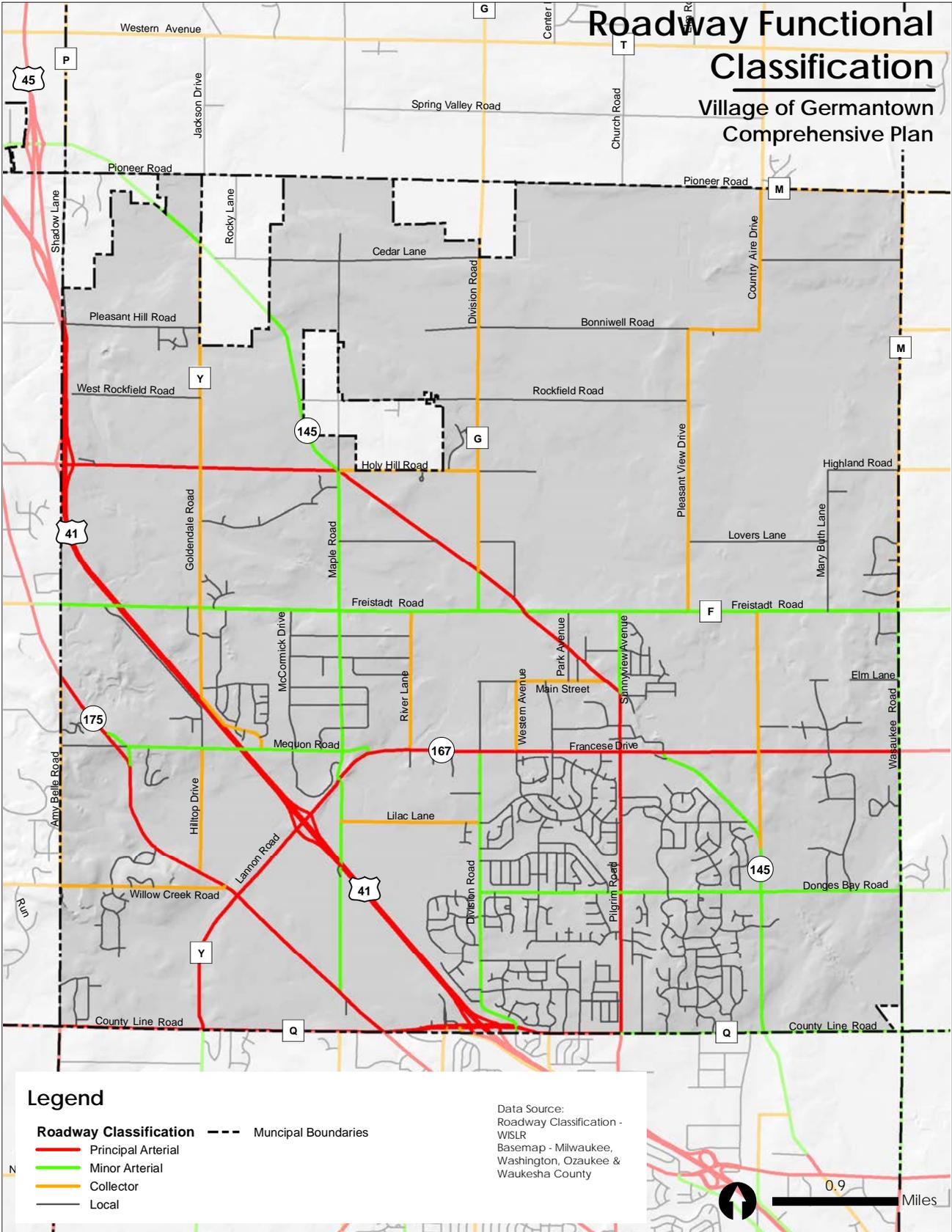
- **Principal Arterial** : Principal arterials serve major economic activity centers of an urban(ized) area, the highest average daily traffic (ADT) corridors, and regional and intra-urban trip length desires. Because they have the longest trip lengths, highest ADTs, and are generally extensions of the highest rural functional routes, such routes should be principal arterials.
- **Minor Arterial** : Urban minor arterials serve important economic activity centers, have moderate ADT, and serve intercommunity trip length desires interconnecting and augmenting the principal arterial system. In conjunction with principal arterials, minor arterials should provide an urban extension of the rural collector system to the urban(ized) area Central Business District (CBD) and connect satellite community CBD's with the main CBD.
- **Collector** : Collectors provide direct access to residential neighborhoods, commercial, and industrial areas, and serve moderate to low ADT and inter-neighborhood trips. As the name implies, these routes collect and distribute traffic between local streets and arterials. In the CBD and areas of similar development and traffic density, the collector system may include the street grid, which forms the logical entity for traffic circulation.
- **Local Street** : Urban local streets predominantly serve to access adjacent land uses. They serve the ends of most trips. All streets not classified as arterials or collectors are local function streets.

Germantown is well connected to the larger region through a series of federal, state, and county roadways. I-41 provides the most vital link to the larger region including the greater Milwaukee Metropolitan area, Fond du Lac, and the Fox River Valley area. Roads and their functional classifications that form the primary components of the roadway transportation system in the Germantown area are displayed in the maps on the following pages.

Map 7.1 – Highway Jurisdiction



Map 7.2 – Roadway Functional Classification



Traffic Volumes

Traffic volume data is one way to evaluate future roadway improvement needs. Traffic volumes also are a valuable economic development tool that assists developers understand visibility of certain sites.

Traffic counts are reported as the number of vehicles expected to pass a given location on an average day of the year. This value is called the “annual average daily traffic” or AADT and is represented on traffic count or traffic volume maps. The AADT is based on a short duration traffic count, usually 48 hours, taken at the location. This count is then adjusted for the variation in traffic volume throughout the year and the average number of axles per vehicle. Short duration counts are collected over three, six, or 10-year cycles at more than 26,000 rural and urban locations throughout the state.

The Wisconsin Department of Transportation (WisDOT) provides traffic counts via an interactive map that allows you to view counts anywhere in the state. This mapping application enables users to search, pan and zoom to areas throughout the state to view AADTs, both continuous and short durations. The data included provides users the most recent volume count as well as historical data if available. Due to the fluidity in traffic volumes, the Village should continue to reference WisDOT’s interactive mapping tool to assess current traffic volumes within the Village:



Planned Street and Highway Improvements

Roads and highways within the Village of Germantown are under various jurisdictions. Federal, State, County and Village road designations are based on the function and importance of a roadway in the regional road network. These designations also indicate which agencies are responsible for the roadways and dictate the funding sources available for

both maintenance and improvements.

While the U.S. Department of Transportation provides funding for all Federal roads, the maintenance and improvement of Federal roads is conducted at the State level. The Wisconsin Department of Transportation conducts transportation studies for Federal and State road expansion, provides improvements for any new or expanded Federal or State road, and provides direction to the Washington County Highway Department for maintenance along the Federal and State roadways.

In addition to the responsibility of maintaining approximately 200 miles of State and Federal highways, the Washington County Highway Department is also responsible for the maintenance and construction of approximately 200 miles of County Trunk Highways. County road construction is decided on the basis of need and roads are built with Federal aid if possible. Maintenance includes patching pavements, picking up trash within the right of way, mowing, tree cutting, shoulder repair, drainage, sign repair, guard rails, putting up snow fence, salting and plowing. The Highway Department also issues driveway permits and special land permits on County Trunk Highways.

The Village of Germantown oversees maintenance and improvements for all local roads within its boundaries. Some projects are funded completely through the Village’s Capitol Improvement Program and some are funded through grants or non-local funding sources (County, State, Federal, etc.). The Village’s Engineering Department communicates all planned roadway projects on the Village website. This includes projects identified as part of the Annual Road Program (5-year forecasts).



Recently completed or slated roadway improvement projects as of 2022 included the following:

- Freistadt and Maple intersection (WisDOT project with HSIP funding) – constructed in 2022
- Holy Hill Road – Village funded (redevelopment) from B St to Goldendale Rd - 2021 and 2022 construction
- CTH M (Freistadt to 2.5-miles north to Ozaukee County border) – Washington County funded, 2023 construction
- CTH M (Pioneer from Country Aire to Wasaukee) – Washington County funded, 2022 construction (likely)
- Division Road (Wendy Lane to STH 167) – looking to get funded through WisDOT Local program - 2025 or 2026 construction (if funded)

Truck Routes

The Village is currently served by several officially designated truck routes including the entire lengths of I-41, STH 145, STH 175 and the segment of STH 167 from the eastern boundary of the Village to its intersection with STH 145. These designated roads appear to address the needs of trucks passing through the Village. There are no private truck stops located within the Village.

Freight Rail Service

The Village is served by freight service on the Wisconsin Central Transportation Corporation and Wisconsin & Southern Railroad Company rail lines. The potential exists for certain sites located within the Germantown Business Park to have freight service by rail. The Village supports continued freight service, which is important to a number of regional businesses.

Aviation Service

There are five airports which serve the Village. These include:

- West Bend Municipal Airport, 18 miles north of the Village.

- Lawrence J. Timmerman Field, 10 miles southeast of the Village
- Hartford Municipal Airport, 18 miles northwest of the Village
- Milwaukee's Mitchell International Airport, 30 miles southeast of the Village
- Chicago's O'Hare International Airport, 100 miles south of the Village

As indicated above, the Village meets the SEWRPC's standard of having accessibility within 60 minutes travel time of scheduled air transport at Mitchell International Airport, the primary air passenger facility in the region. There has been regional level studies conducted and there is no future plan for location of an airport within the Village of Germantown.

Transit Service

The Washington County Commuter Express Bus System (WCCE) provides rides for employees traveling between Washington and Milwaukee Counties. The WCCE is a collaborative project of Washington County employers, economic development organizations and local governments. The two routes are the Downtown Milwaukee Express and the Froedtert, Mayfair, Marquette High, and Veteran Affairs Medical Center Express. The WCCE Downtown Milwaukee Express and Mitchell Street Express both pick up commuters at the Germantown park & ride lot located at Lannon Road & I-41. The Washington County Shared-Ride Taxi provides service to and from the Germantown park & ride location.

The Village supports SEWRPC's VISION 2050 public transit element which recommends improved and expanded commuter bus connections from Washington County to Milwaukee and through Milwaukee to the other urban centers of Southeastern Wisconsin, and improved and expanded local transit service to commercial and industrial development in the Germantown.

Pedestrian and Bicycle Transportation

Sidewalks and Sidepaths

The existing sidewalk network in Germantown is focused within the Village Center District along Main Street and Mequon Road. Other sidewalks exist sporadically throughout the village, but lack connectivity. Since sidewalks begin and end sporadically, residents have difficulty relying on a safe and convenient walking path to various destinations within the Village.

Over the past decade, the Village has worked towards providing pedestrian and bicycle connections through the use of sidepaths. A sidepath is a bidirectional shared use path located immediately adjacent and parallel to a roadway. By definition, sidepaths are different from sidewalks as they are intended to accommodate both walking and bicycling. As such, these paths are often wider than traditional sidewalks and will be constructed with asphalt as opposed to concrete sidewalks.

As outlined in the Economic Development Chapter of this Plan, the Village seeks to better connect the existing Historic Main Street to Mequon Road through the addition of sidewalks, sidepaths, and off-street trails. All developments within the Village Center District are envisioned to be pedestrian-friendly in design, which includes, at a minimum, sidewalks. The proposed improvements to the sidewalk network are designed to connect sidewalks which currently begin and end sporadically and to improve the connections between residential and non-residential areas of the Village Center. The new sidewalk network will provide a safe and reliable method for residents to walk to the destinations, increasing the potential for more residents to utilize these facilities as a form of transportation.

Off-Street Trails

Off-street trails exist within a majority of village parks. Similar to the sidewalk network, the off-street trails lack connectivity. Proposed off-street trails are focused along arterial and collector roadways as well as environmental corridors.

One of the priority focus areas of the Village identified in the Comprehensive Outdoor Recreation Plan (CORP) is the creation of a village-wide Trail System Plan. An overview of this plan is illustrated on Map 7.3. While several parks and residential subdivisions currently have hiking or biking trails, they are small and serve only nearby residents. The proposed system of trails would link these parks promoting greater accessibility and connectivity within the Village, and potentially become a regional amenity. In a 2019 public meeting conducted for the 2021 CORP update, “expanding and improving the trail system” was the park initiative that received the most votes.

Priority Project Spotlight

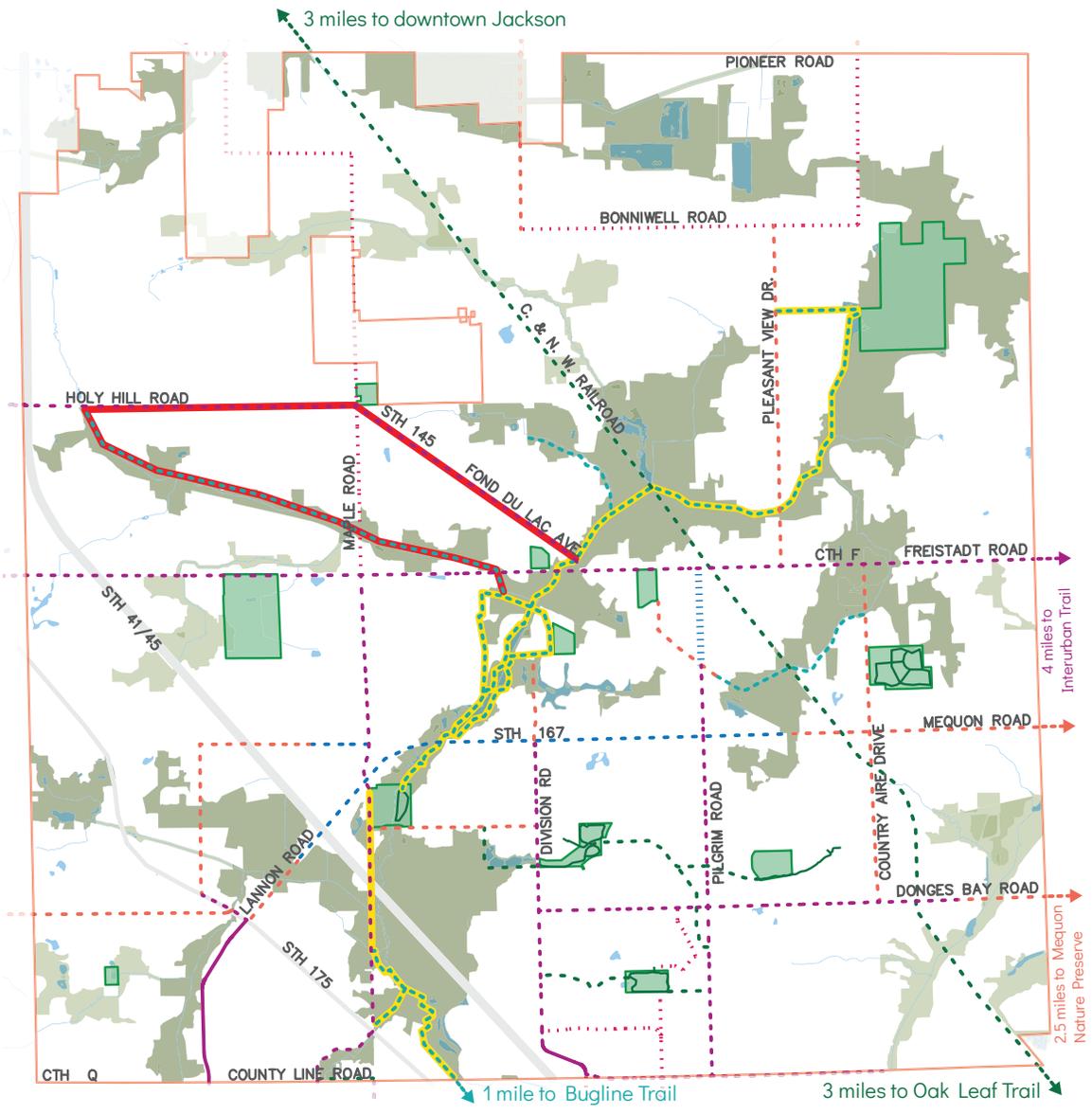
Menomonee River Trail

- Off-street trail that runs adjacent to Menomonee River
- Stretch south of Schoen Laufen Park could include sidepath along Maple Road
- Existing Blackstone Creek property should include dedicated park land
- Canoeing/kayaking access should be prioritized for this trail
- Coordination with Village of Menomonee Falls and connection to Bugline Trail will be important
- Begin conversations with land owners that touch the Menomonee River to negotiate public access easements or acquisition opportunities

Goldendale Creek Loop Trail

- This potential trail loop would act as a recreational amenity to planned industrial park users and future residential subdivisions
- Trail types could include a combination of off-road (along Goldendale Creek) and sidepath or off-street trail parallel to Holy Hill Road and Fond du Lac Avenue)

Map 7.3 – Village-wide Bicycle & Pedestrian Connections Map



PROPOSED BIKEWAY + TRAIL NETWORK

Municipal Boundary	Primary Environmental Corridor	Water
Park	Secondary Environmental Corridor	
Existing Shared Use Path	Potential Shared Use Path	Potential Bike Lane
Existing Sidepath	Potential Sidepath	Potential Minor Enhancements
Potential River Trail	Potential Paved Shoulder	Potential Traffic Calming
Proposed Menomonee River Trail	Proposed Goldendale Creek Loop Trail	

Agricultural & Natural Resources

This chapter identifies the existing natural features and agricultural resources located within Germantown. How agricultural land use has influenced and changed over the years is discussed and its importance to the future of Germantown is assessed. Identification of vital characteristics of these resources and methods which can be used for preservation of these attributes is discussed. Goals and actions are identified in the Implementation Chapter which address changes to Village policies and procedures and outlines the need for preservation of the most vital resources of the Village of Germantown.

While the built environment is generally the most influential characteristic that people use to identify a community, the natural characteristics of an area can be much more influential in creating the character of an area. Given the homogeneous building style created in many suburban communities, the ability to distinguish one suburb from the other cannot generally be done by looking at its buildings. Germantown is unique in understanding this failing of newer communities and has chosen to accent some of its buildings with a specific character. However, existing natural features can also greatly contribute to enhancing the unique character of the Village. Additionally, it has been found that a high percentage of residents moving to outer ring suburbs chose the communities because of the open views, 'its more green', or natural features. The Village must deal with the irony that the development which is drawn to the area by its green spaces can sometimes be responsible for destroying the very green spaces which attracted them to the area.

The combination of flora and fauna unique to the Village, the open views of farmland, rolling hills, wetlands and woodlands and the cultural characteristics which have developed in the area

all contribute to the individual character which is Germantown. The loss of these characteristics threatens to transform Germantown into a generic suburb which can be found throughout the country. The Agricultural and Natural Resources element will identify various valuable resources and will provide the Village with a guide for its decision making regarding the preservation of the unique resources of Germantown.

Agricultural Land and Preservation

Agricultural Land Use

Historically, Germantown was primarily a farming community. In 1970, approximately 70% of the land in Germantown was used for agricultural purposes. However, like most communities in the Milwaukee metropolitan region, Germantown has been continually losing farmland to residential and commercial development.

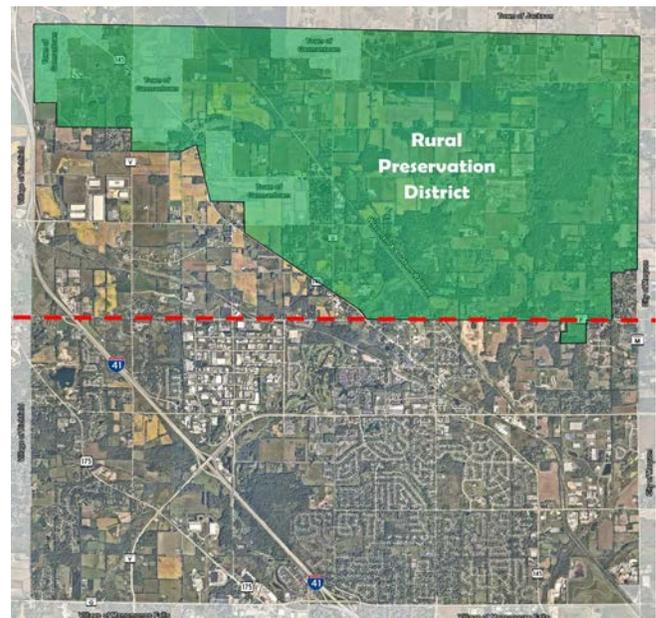
As indicated in Section 5, existing agricultural uses comprise approximately 38 percent (8,300 acres) of all land use in the Village. The number of farms in the Village has also decreased to the point that there is only one dairy farm currently operating in the Village (Charlie Jones farm on north Maple Road). The Census of Agriculture indicates that Washington County land area in farms decreased five percent from 2012 to 2017 and the market value of agricultural products sold increased 28% during that same time period. In the “Farms Under Threat: The State of the States” 2020 report, the American Farmland Trust placed the State of Wisconsin in the “medium-threat” category when it came to measuring state-level policy responses to agricultural land threats. Nearby Midwestern states such as Illinois and Indiana are considered “high-threat” while Minnesota, Michigan, and Iowa are considered “low-threat”. Most of the remaining farmland in Germantown is located in the north-northeastern portion of the Village, north of Freistadt Road (CTH F). There is currently a small amount of development in this area, which is primarily single family residential. The settlements of Rockfield and Dheinsville are located in this area, however after their initial creation, very little development has occurred around these crossroads. Much of the farming activity in Germantown is focused on livestock and related activities. According to the 2017 Census of Agriculture, Washington County’s crop sales accounted for 69% of the market value of agricultural products sold and livestock sales accounted for 31%. In the Village’s 2020 Comprehensive Plan, the majority of the undeveloped land suitable for agricultural

use is classified as “Agricultural/Conservation Residential” for purposes of protecting this land for future agricultural and hobby farm use.

The Village Zoning Code includes both A-1 and A-2 Agricultural Districts. The purpose of the A-1 District is to provide for the continuation of general farming and related uses and to protect rural lands from urban development until thoughtful and informed planning indicates that the land would be better suited for some type of development. The purpose of the A-2 District is to provide for, maintain, preserve and enhance lands that were historically used for crop production and are generally best suited to smaller farm units such as truck farming, horse farming and orchards.

Preservation of Rural Character

The 2020 Plan also acknowledges that the conversion of agricultural land to other land uses in the Village will continue as the viability of farming and the provision of farming support services decreases and the value of land and demand for non-farm uses increases in and around the Village. With that in mind, the 2020 Plan created a policy of allowing non-residential development to occur in the “Agricultural/Conservation Residential” at a density of one (1) DU per five (5) acres and



▲ Diagram 1 - This image shows the extent of the Rural Preservation District in Germantown, Wisconsin, North of CTH-F. (Freistadt Road).

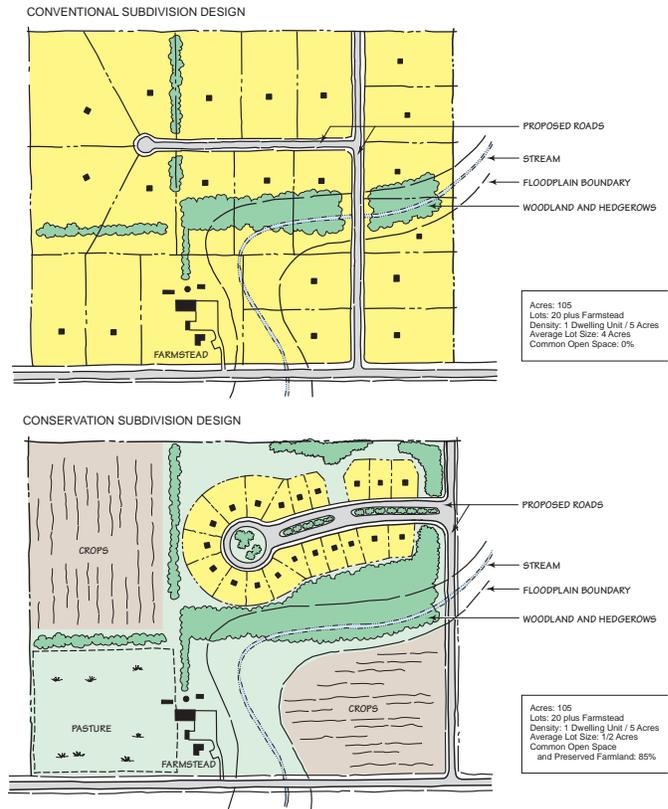
VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN

a minimum lot size of five (5) acres. The Rs-1: Single-Family District was intended to further protect agricultural land for continued farming on larger tracts of land and on smaller parcels for small-scale or hobby farms. In addition, the 2020 Plan intended to rely on the use of planned development districts (PDD) to create “conservation subdivisions” as a further land development tool to accommodate the demand for residential land use while also preserving environmental features and open space from development.

It was thought that by allowing a lower overall density of residential uses, limiting the extension of urban infrastructure into the rural area, and redirecting future residential development to other areas of the community where urban services, i.e. public water and sanitary sewer, the Village would ensure the preservation of agricultural land, open space and the overall rural character and appearance of the undeveloped land outside the urban service area in the Village.

However, as pointed out in Section 2: Community Profile, the projection of demand for residential land use is expected to effectively double through the Year 2050 with an additional 2,100 dwelling units needed to accommodate the projection of population and housing in the Village. As shown on page 26, if the Village were to continue to accommodate the demand for future residential land use with development at a low density such as the current 5-acre density allowed in the rural areas of the Village classified as “Agricultural/Conservation Residential”, the amount of land needed to meet that demand (10,500 acres) would exceed that which is currently used for agricultural use (8,300 acre) and likely result in the conversion of much of the existing agricultural land to non-farm residential uses.

Conservation subdivisions are another possible approach for preserving the Rural Preservation District, the agricultural land north of CTH F (see Diagram 1 below). A conservation subdivision, otherwise known as a cluster subdivision, maintains a significant portion of development site as open space by minimizing individual lot



Conservation subdivision development can help preserve farming activities.

- ▲ Diagram 2 - This image illustrates how conservation districts conserve land with varying levels of density.

sizes, while maintaining the overall density (see Diagram 2). In “Farms Under Threat”, The American Farmland Trust notes that most agricultural land in the United States is being converted to either urban and high developed (UHD) or low-density residential land uses (LDR). The report states that “UHD development is closely tied to population growth, LDR expansion is not”, thus linking LDR to weak and ineffective land use regulations. By utilizing conservation subdivisions, the Village can support residents’ desire to live a more natural and rural setting without compromising the high-quality, existing agricultural land.

The 2050 Plan is intended to further the goal of preserving the Village’s rural character and appearance outside the urban service area of the Village and accommodating the demand for future residential land use by further encouraging

(and in some circumstances requiring) the conservation subdivision and design approach for future residential development.

As detailed in the Future Land Use Table in Section 5, the “Rural Preservation District” effectively replaces the former “Agricultural/Conservation Residential” classification of lands outside the urban service area. Future non-farm residential land uses within the Rural Preservation District will be allowed at a density of one (1) DU per twenty (20) acres unless developed in a conservation subdivision at an allowable density up to one (1) DU per five (5) acres with a minimum open space area of 40-60 percent open space (to be determined through specific Zoning Code regulations).

To transition from a 5-acre to 20-acre minimum parcel size requirement and give guidance to property owners who may want to divide an existing “parent” parcel into smaller parcels that are greater than 10 acres and less than 20 acres in area, the following policy should be implemented through revisions to the Zoning and Subdivision Codes:

Existing parcels greater than 10 acres but less than 20 acres in area may be divided one time into parcels not less than 5 acres in area.

Soil Suitability for Farming

The US Department of Agriculture, Soil Conservation Service uses a soil classification system to identify agricultural soil capability. This system was designed to implement federal policy concerning the protection and preservation of prime farmlands. Land classified as National “prime farmland” is best suited for producing food, feed, forage, fiber, and oilseed crops. Unique farmland is land other than prime farmland that is used for the production of specific high-value food and fiber crops. Unique farmland includes the production of such crops as cranberries, apples, cherries and mint. Farmland of statewide significance is rated as not as significant as the two other categories but it is still considered important in the production of food, feed, fiber, forage and oilseed crops. In 2021, the majority of farmland in Germantown was categorized as national prime farmland (Map 7.4/”Prime Agricultural Land”).

Historic And Cultural Resources

Continued preservation and enhancement of the cultural and historical resources in Germantown are priorities of many within the community. Christ Evangelical Church, the home of the Germantown Historical Society, is located at the historic “Six Corners” intersection (the intersection of Fond du Lac Avenue, Holy Hill Road, and Maple Road), which was a thriving crossroads in the mid-1800’s. Commonly referred to as the Historic Dheinsville Settlement, this area also includes the historic Wolf Homestead, the Sila L. Bast Bell Museum, and a new Festhalle, home to the annual Oktoberfest Celebration. The old Germantown Mutual Insurance Company is also located to the south of the intersection.

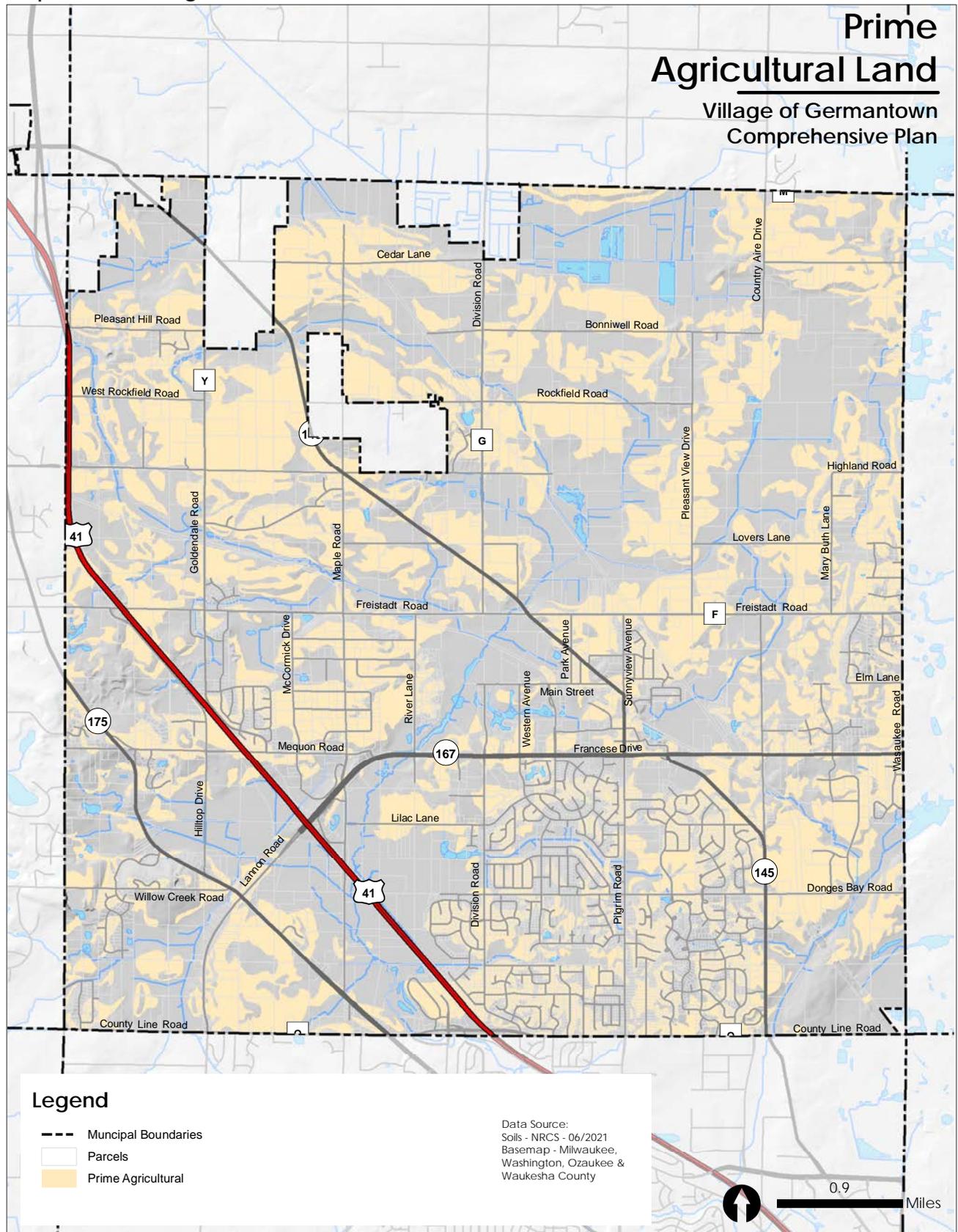
There are two structures in the Village of Germantown that are listed on the State and National Register of Historic Places:

- Christ Evangelical Church at the “Six Corners” intersection of Fond du Lac Avenue, Holy Hill Road and Maple Road.
- Jacob Schunk Farmhouse at Donges Bay Road and Pilgrim Road

The Village of Germantown Historic Preservation Commission also works to protect and enhance historic sites and districts within the village. There are currently 13 properties with historic designation by the Historic Preservation Commission. They include:

- The Robert Trinwith Homestead at N108W17760 Lilac Lane
- The Jacob Schunk Homestead at N104W15446 Donges Bay Road
- The Johann Knetzger Homestead at W188N12369 Maple Road
- The Philip Kauth Homestead at N136W16202 Bonniwell Road
- The Christ Church Parsonage at W188N12838 Maple Road
- Christ Evangelical Church at W188N12808 Fond Du Lac Avenue
- The Valentine Wolf Haus at W188N12369 Maple Road

Map 7.4 – Prime Agricultural Land



- The Jacob Schlaefer Homestead at W156N11685 Pilgrim Road
- St. John United Church of Christ & Cemetery at N104W14181 Donges Bay Road
- The Frank Schlaefer Home at N116W15775 Main Street
- Our Savior's United Church of Christ at W172N12533 Division Road
- The Friedrich Groth House at W148N12297 Pleasant View Drive
- Braun Farm at N120W15515 Freistadt Road

Cultural resource sites significant for their historic uses include:

- Rockfield Lime Kiln ruins at the corner of Rockfield Road and Division Road
- Old School house located at W140N10393 Fond du Lac Avenue
- Germantown Mutual Insurance Building at Main Street and Park Avenue
- Old Germantown Village Hall site along Fond du Lac Avenue, north of County Line Road

The Wolf Homestead, Christ Evangelical Church, and the Old Germantown Mutual Fire Insurance Company are all clustered at the six corners intersection that was a thriving crossroads community in the mid-1800's. Together they create an informal district that is the core of Germantown's historic resources. The limestone Gothic revival church is home to the Germantown Historical Society. The Society purchased the Wolf Homestead in 1993 and has been developing it as the Dheinsville Historic Park. Structures in the park are gradually being renovated and converted into museums. The Wolf home is now the Welcome Center for the site and the barn is the Sila L Bell Museum.

Continued preservation and enhancement of these cultural and historic resources is an important goal for many in the community. Together, these sites represent and reinforce the community's German heritage in a time of sustained rapid growth that threatens the community's identity.

Natural Features

Topography and Watersheds

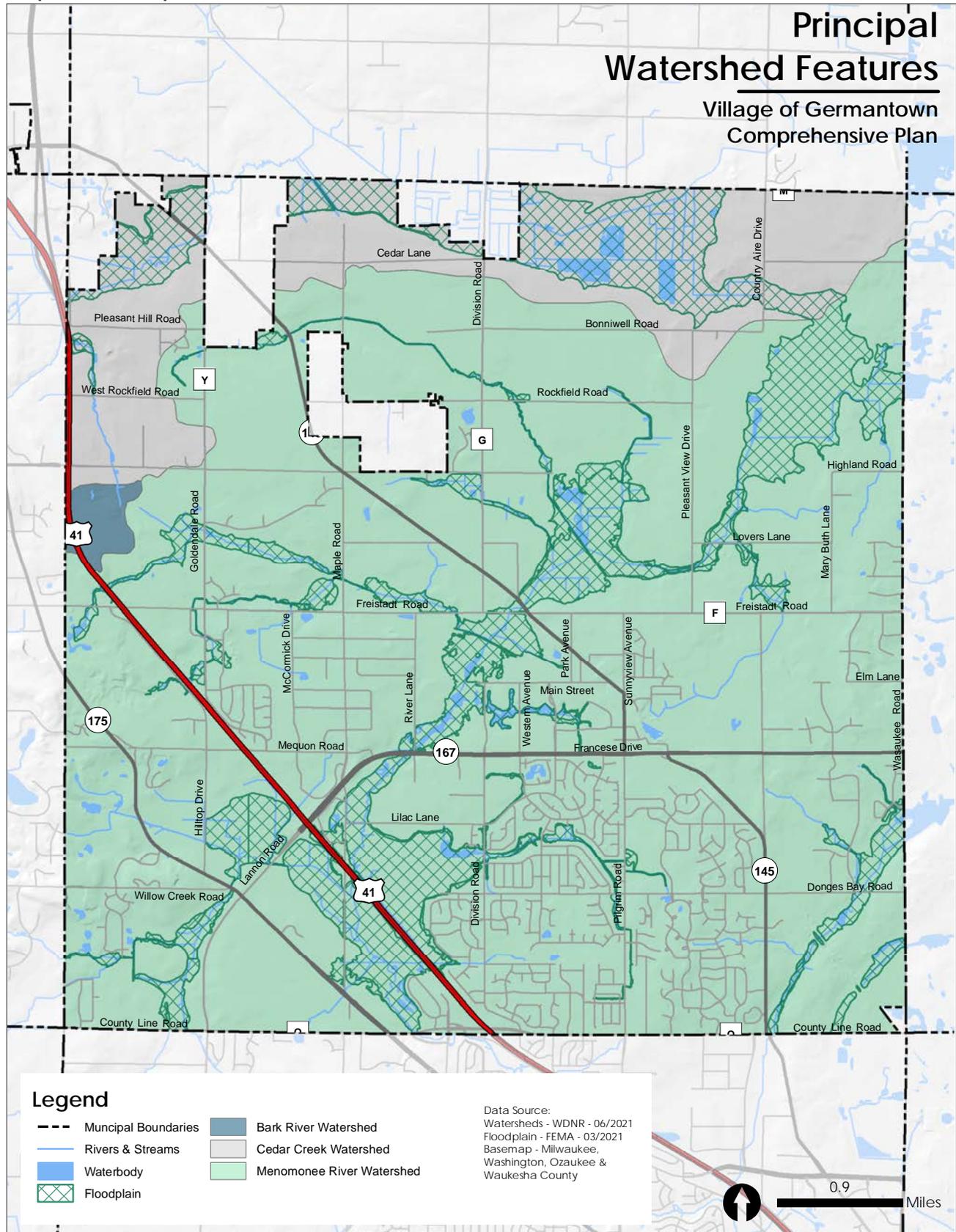
Map 7.5/"Principal Watershed Features" shows the principal watershed features of the Village of Germantown. The Village lies primarily within the Menomonee River watershed and partially in the Bark River and Cedar Creek watersheds. The topography of Germantown is characterized by rolling ground moraine, similar to but more subdued than the kettle and kame topography of the Kettle Moraine located to the north and west of Germantown. The topographic features consist of hills and ridges interspersed with broad undulating plains and poorly drained wetlands. Slopes range up to 17 %, and elevations range from a low of 770 feet to a high of 1,020 feet above the mean sea level. Along the eastern and western borders of Germantown, there are some areas with slopes of 12 % and greater. Slopes at this grade severely limit conventional development.

The Jackson-Germantown agricultural drainage district extends into the northern fringe of Germantown encompassing an area of approximately 1,872 acres. This special purpose unit of government is responsible for the construction, operation, and maintenance of agricultural drainage improvements. Development should be carefully planned in relation to existing soil, groundwater, and surface drainage conditions. According to the Wisconsin Department of Agriculture, Trade and Consumer Protection, the District is active but with no record of recent assessment as of the publication of this document.

Soils

According to SEWRPC data and analysis, Germantown includes substantial areas underlain by shallow bedrock in a north-south pattern through the central portion of the Village. Areas with slopes of 12 % or more are located along the western edge of Germantown and areas containing organic soils typically lie adjacent to the Menomonee River and its tributaries and in the associated floodplains. Approximately half of Germantown is covered by soils that have very severe to severe limitations for residential development.

Map 7.5 – Principal Watershed Features



Surface Water

Surface water is depicted on Map 7.5/“Principal Watershed Features”. Lakes are defined as water bodies having 50 acres or more of surface area. There are no lakes within Germantown. Minor lakes and ponds have less than 50 acres of surface area. There are two water bodies in Germantown that meet this definition. Rockfield Quarry Pond, located immediately south of Rockfield Road and immediately west of CTH G, has 2.6 acres of surface area. There are also a group of man-made lakes located in the Lake Park Homes development just south of Main Street which constitute approximately 34 acres of surface area.

Rivers and streams are also depicted on Map 7.5/“Principal Watershed Features”. Rivers and streams are defined as watercourses having a perennial flow and intermittent streams significant enough to have been named. There are four watercourses that meet this definition. The most significant watercourse in the area is the Menomonee River and its north and west branches within the central and south-central portion of the Village. Cedar Creek and its southern tributary which cut across the northwestern corner of Germantown and have a combined length of 1.2 miles in the Village; Goldendale Creek, a tributary of the Menomonee River which is located in the southwestern corner of the Village and has a length of 2.0 miles in the Village; and Willow Creek which is located in the southeastern corner of the Village with a length in the Village of 2.3 miles.

Floodplains

Floodplains or floodlands are normally defined as the areas along rivers and streams that are subject to inundation by the 100-year recurrence interval flood event. This is the event that would be reached or exceeded in severity once on the average of every 100 years. There is a one percent chance that such an event will be reached or exceeded in severity in any given year.

Approximately 30 square miles of Germantown are located within the Menomonee River watershed and the remaining 6 square miles of Germantown, located along the northern and

northwestern edges of the Village, are in the Milwaukee River watershed. Legacy comprehensive watershed plans were completed for both of these watersheds by SEWRPC. These plans were also referenced in the Village’s 2020 Smart Growth Plan. SEWRPC recognizes the age of these plans, but notes that “a number of recommendations flowing from these plans remain highly relevant today.” Additionally, the Southeastern Wisconsin Watershed Trust, in collaboration with MMSD, published The Menomonee River Watershed Updated Implementation Plan in January of 2022. This watershed plan is further referenced in the implementation section of this Plan. This comprehensive watershed restoration plan lists community-specific recommendations to improve the quality of the Menomonee River Watershed. The 100-year floodplain shown on Map 7.5/“Principal Watershed Features”. includes delineations from these watershed plans and delineations of floodplains from the Wisconsin Department of Natural Resources and Federal Emergency Management Agency.

Floodplains in Germantown are generally located in environmental corridors along the Menomonee River and its tributaries. These areas are not well-suited to development due to flood hazards, high water tables and inadequate soils.

The Village’s mechanisms for protecting floodplains include consistent enforcement of the Floodplain Zoning Code, public land acquisition and recreational site development. The Floodplain Zoning Code regulates those areas designated as floodplains or A zones on the Flood Insurance Study Map with corresponding profiles in the Flood Insurance Study. The Flood Insurance Study Map is dated October 16, 2015 and it is the Official Floodplain Map for the Village with approvals by the Department of Natural Resources and the Federal Emergency Management Agency.

Greenseams Program

Greenseams is a flood management program that permanently protects key lands containing water absorbing soils. By storing and draining water into the ground naturally, Greenseams helps prevent future flooding while supporting and protecting Metro Milwaukee Sewer District’s (MMSD) structural flood management projects - infrastructure investments worth hundreds of millions of dollars.

The program makes voluntary purchases of undeveloped, privately owned properties in areas expected to have major growth in the next 20 years as well as open space along streams, shorelines and wetlands. MMSD hired The Conservation Fund (TCF) to run Greenseams Program. TCF is a national non-profit conservation organization that forges partnerships to protect America’s legacy of land and water resources. TCF performs high volume real estate transactions for local land trusts and government agencies throughout the country. All land acquired will remain undeveloped, protecting water and providing the ability to store rain and melting snow. Wetlands maintenance and restoration at these sites will provide further water storage. Greenseams also preserves wildlife habitat and creates recreational opportunities for people living in the region. Where applicable, the properties can be used for hiking, bird watching, and other passive recreation. To date the Fund has purchased twenty-eight properties in Germantown, totaling over 1,034 acres.

Wetlands

Wetlands are natural areas where the groundwater lies at or above the surface of the earth. They are usually covered by organic soils, silts and marl deposits and they can be classified into seven types: pothole, fresh meadow, shallow marsh, deep marsh, shrub swamp, timber swamp and bog.

Wetlands are generally biologically productive and provide continuous wildlife range and sanctuary for native plants and animals. They help to maintain surface water quality by functioning as sediment and nutrient traps and they can have



[Wooded area in Spassland Park] would be a nice area for wildflower or other natural areas around the park. There are cranes and other birds that like this wetland area and additional native plantings would enhance this.



considerable aesthetic, recreational and educational value – especially in urban environments.

Map 7.6/”Wetlands & Woodlands” shows wetlands in Germantown. Wetlands are generally located within environmental corridors especially along the Menomonee River and in the northeast section of the Village north of CTH F and east of Pleasant View Drive.

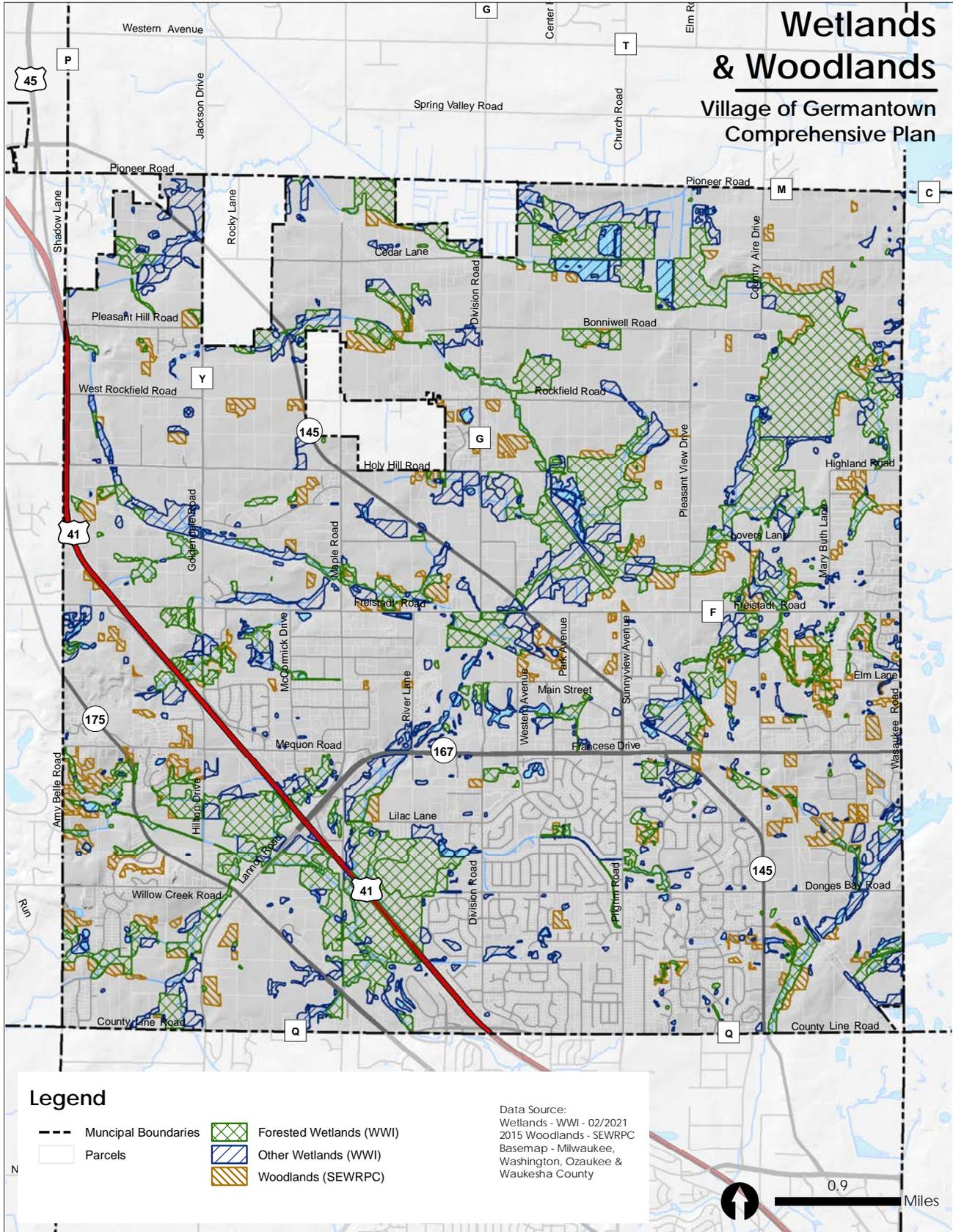
Woodlands

Woodlands assist in maintaining unique natural relationships between plants and animals; reducing storm water runoff; contributing to atmospheric oxygen and water supply; and aiding in reducing soil erosion and stream sedimentation. Woodlands also add beauty and recreational value to a community. Woodlands in Germantown are shown on Map 7.6/”Wetlands & Woodlands”. Nearly all wooded areas are included within environmental corridors. There are a variety of tree types in Germantown with the primary types being conifer, deciduous and aspen.

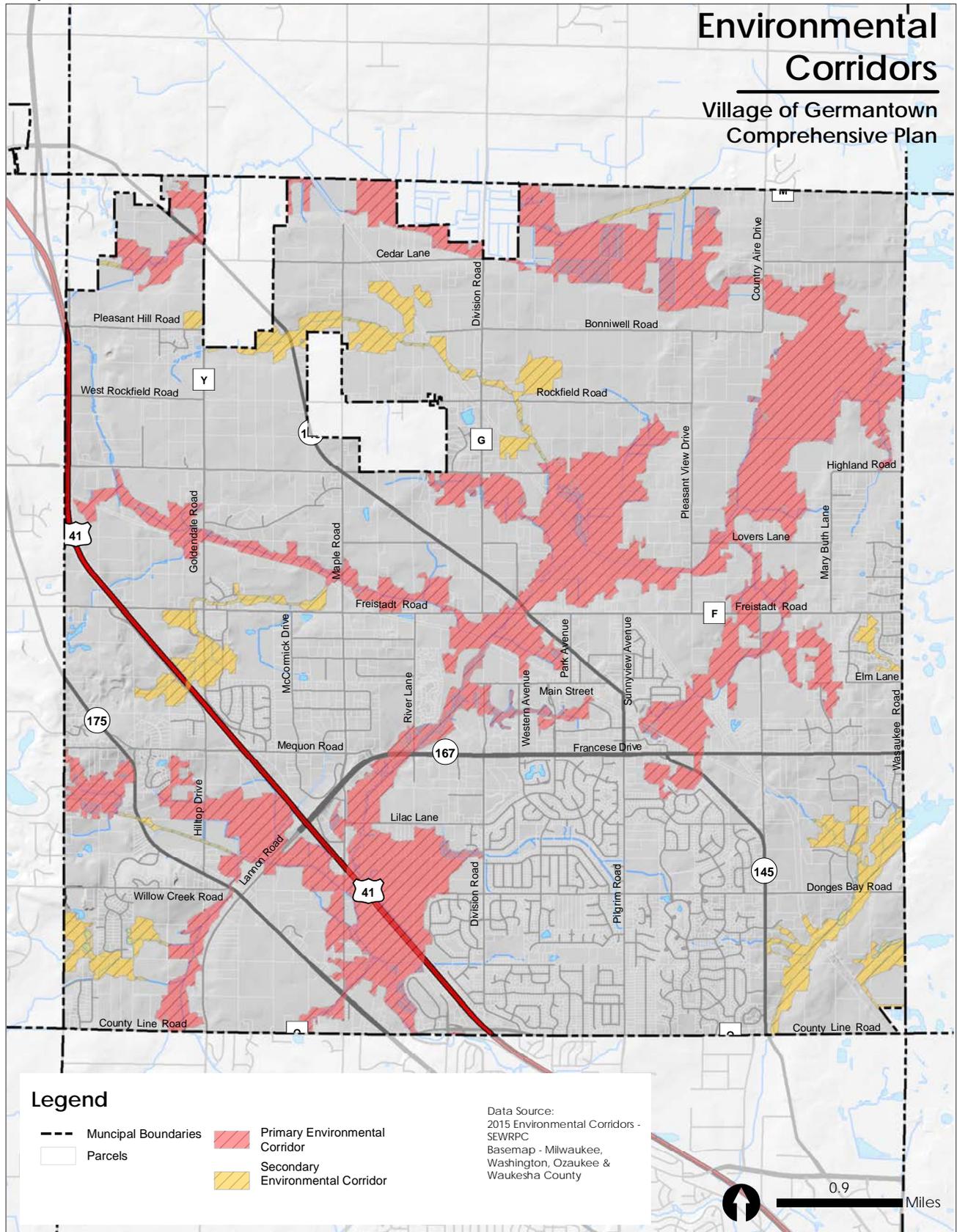
Environmental Corridors

There are seven basic elements of the natural resource base that are considered by SEWRPC to comprise environmental corridors. These elements include: lakes, rivers, and streams and their associated floodplains; wetlands; woodlands;

Map 7.6 – Wetlands & Woodlands



Map 7.7 – Environmental Corridors



wildlife habitat areas; rugged terrain consisting of slopes 12 % or greater; wet, poorly drained and organic soils; and significant geological formations. SEWRPC also uses four man-made, natural resource elements to delineate environmental corridors: existing outdoor recreational sites; potential outdoor recreation sites; scenic areas and vistas; and historic sites and structures. Primary environmental corridors are defined by SEWRPC as those areas that generally encompass three or more of the above 11 natural resource elements.

Secondary environmental corridors are areas that are contiguous to primary environmental corridors and include less than three of the 11 elements.

Map 7.7/“Environmental Corridors” illustrates Germantown’s primary and secondary environmental corridors as defined above. Primary environmental corridors are associated with the Menomonee River and its tributaries and secondary environmental corridors are generally associated with the upstream portions of streams that are tributary to the Menomonee River. There are other environmentally sensitive lands in the Village of Germantown that are not classified as environmental corridor lands, but that have sufficient natural resource value to warrant protection through the Village’s existing Floodplain and Shoreland/Wetland Zoning Codes.

Threatened or Endangered Species

The United States Fish and Wildlife Service (USFWS), maintains a listing of all endangered and threatened species in the nation, and Wisconsin Department of Natural Resources (WDNR) maintains a similar listing for the state of Wisconsin. WDNR is in the process of identifying endangered species across the state. For an up-to-date listing, refer to www.dnr.state.wi.us. There are state and federal laws in effect for the protection of threatened and endangered species throughout the country. The Village of Germantown supports the enforcement of state and federal laws and programs that help in the protection of endangered and threatened plants and animal species.

Green Infrastructure

From the wetlands and Menomonee River to parks and agricultural land, Germantown is rich with green infrastructure. These natural resources help to maintain the Village’s economic resiliency as well as its environmental health. The United States Environmental Protection Agency refers to Section 502 of the Clean Water Act, defining green infrastructure as “...the range of measures that use plant or soil systems, permeable pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, infiltrate, or evapotranspire stormwater and reduce flows to sewer systems or to surface waters.” More than just stormwater management, green infrastructure is a proactive tool that can insulate residences against high



▲ Above photos show commercial and private residential bioswale and rain garden interventions

temperatures and improve air and water quality.

Specifically for the Village, green infrastructure can manage concerns regarding stormwater runoff and flooding. The Village has published a Floodplain Map Panel Index to help residents identify nearby flood risks. These same floodplains are reflected in Map 7.5/” Principal Watershed Features”. The floodplain of the Menomonee River and its tributaries cut Germantown in half, from the southwest corner through to the northeast area. Notably, there are floodplains on the eastern side, north of CTH F. As this area develops, green infrastructure can improve resiliency here as well as in already existing municipal buildings and parks. Development also gives the Village the opportunity to engage stakeholders in the private sector—as well as partners in the nonprofit, government, and academic sectors—to maximize financing options while also implementing green infrastructure in a way that is customized to Germantown. Lastly, the floodplain in the developed southern portion of Germantown could be concerning to current residents. Expanding on communication and outreach efforts regarding flooding can help residents better prepare for heavy rainfall events instead of dealing with the aftermath. Green infrastructure such as swales and rain gardens give residents affordable options to help mitigate flooding and the damages that follow.

Most common examples of green infrastructure in developed areas include permeable pavers and swales (pictured below). Permeable pavers are useful for places that need to be paved while still allowing for stormwater to filter into the ground. Pictures on the following page show permeable pavers projects in Oak Creek, WI at Drexel Town Square. Swales can range from low-lying vegetated areas to deeper waterways. Not only do they absorb stormwater, but they can also allow water to be collected in a safer way, even replenishing groundwater systems. RainReady is a project by the Center for Neighborhood Technology. The project aims to help individual property owners and communities reduce the risk of flooding by using various green infrastructure techniques. A resident of Oak Park, IL can also be seen tending to his new bioswale as part of the program.



▲ Above photos show examples of permeable pavers in on-street and off-street applications.

Utilities & Community Facilities

This Chapter identifies the existing utilities provided, the location of existing community facilities and assess the level of service in the Village compared to various standards. Goals and actions for utilities and community facilities are included in the Implementation Chapter. The Utilities and Community Facilities element provides the Village with a general guide for its decision making regarding utility extensions, and the provision and location of new community facilities, in addition to any improvement to the existing facilities.

Utilities

Addressing the availability and future needs of utilities and facilities for a community is a primary component for a thoroughly comprehensive plan. Utilities can be particularly influential when determining the location and extent of future urban land uses. The intensity of urban uses generally necessitates the use of a public sanitary sewer system. The close proximity of urban uses to each other makes the use of private wells difficult and thus a public water distribution system is required. As a result of the increase in impermeable surfaces created by urban uses, a sound storm water management system is required to both prevent future flooding and protect the natural environment from pollutants. Since social responsibility is one aspect of smart growth, the appropriate utilities should be provided prior to allowing the development of more intensive urban land uses. The extent to which utilities are made available to non-urban land relates directly to the extent by which urban land uses may be developed in those areas.

It has been Village policy to deny new land use developments which do not provide the necessary utilities. The following utilities analysis and proposed policies will relate directly to the future land use of the Village and therefore, have been developed in concert with the land use analysis element of the comprehensive plan.

Sanitary Sewer System

The Village of Germantown owns and maintains the existing sanitary sewer facilities within the Village boundary. The Milwaukee Metropolitan Sewer District (MMSD) has two wastewater treatment facilities for the region and provides treatment of the Village's wastewater. The MMSD has a Sanitary Sewer Master Plan and delineates a sewer service area boundary within the Village of Germantown. The Village of Germantown has a policy of cooperation with the MMSD and maintains regular communication as part of all future sewer service area needs arise.

Stormwater Management

The Village's current Stormwater Management Plan is an implementation tool for the Village's stormwater management policy. The MMSD has developed a Conservation Plan that addresses stormwater management policies and practices that should be adhered to in the Menomonee River Priority and the Milwaukee River Watersheds, the watersheds in which the Village is located. The Village intends to work with the MMSD to use the Conservation Plan as a guide for stormwater management and controlling nonpoint source pollution in the Village.

Water Supply, Treatment and Distribution System

The Village of Germantown Water Utility provides local water service to Germantown. The Village draws water through a series of wells from the Upper Dolomite and Sandstone aquifers. The Water Utility operates three elevated storage tanks with a fourth under construction off Rockfield Road in the Holy Hill Gateway District. There are no ground storage reservoirs. Water treatment consists solely of the use of fluoride and chlorine in all of the Village wells. Additionally, two wells also use filter media removal to remove radium from the water.

Solid Waste Disposal and Recycling

Waste Management is the Village’s solid waste disposal service company offering weekly curbside pick-up to the residents of the Village. In addition, they offer large item pick-up for residents and businesses throughout the Village. The Village of Germantown also offers limited recycling at the Village Recycling Center for residents. Commercial enterprises and contractors are prohibited. As part of the Village Public Works Facility Planning Project underway in 2022, the existing Village Recycling Center on Main Street is planned to be relocated in order to open up the existing site for more suitable uses for the Village Center District.

Telecommunications

Several companies provide various telecommunications utilities to the residents and businesses of Germantown. Antennas providing wireless cell phone service were inventoried by SEWRPC in 2005 as part of the regional telecommunications plan. The locations of wireless communication towers and wireless telecommunication sites in Washington County were updated in 2017. There are a total of 9 sites in Germantown (8 for cellular communication) and 100 sites in the County, of which 76 are for cellular communication.

Both the wireless communications and Internet service provider business segments are changing at a very rapid pace. As service is provided, newer technology becomes available. As a result, the schedule to provide one type of service is changed as companies merge and new consumer demands are created. The Village remains committed to providing access to the most current Internet and telecommunications technologies.

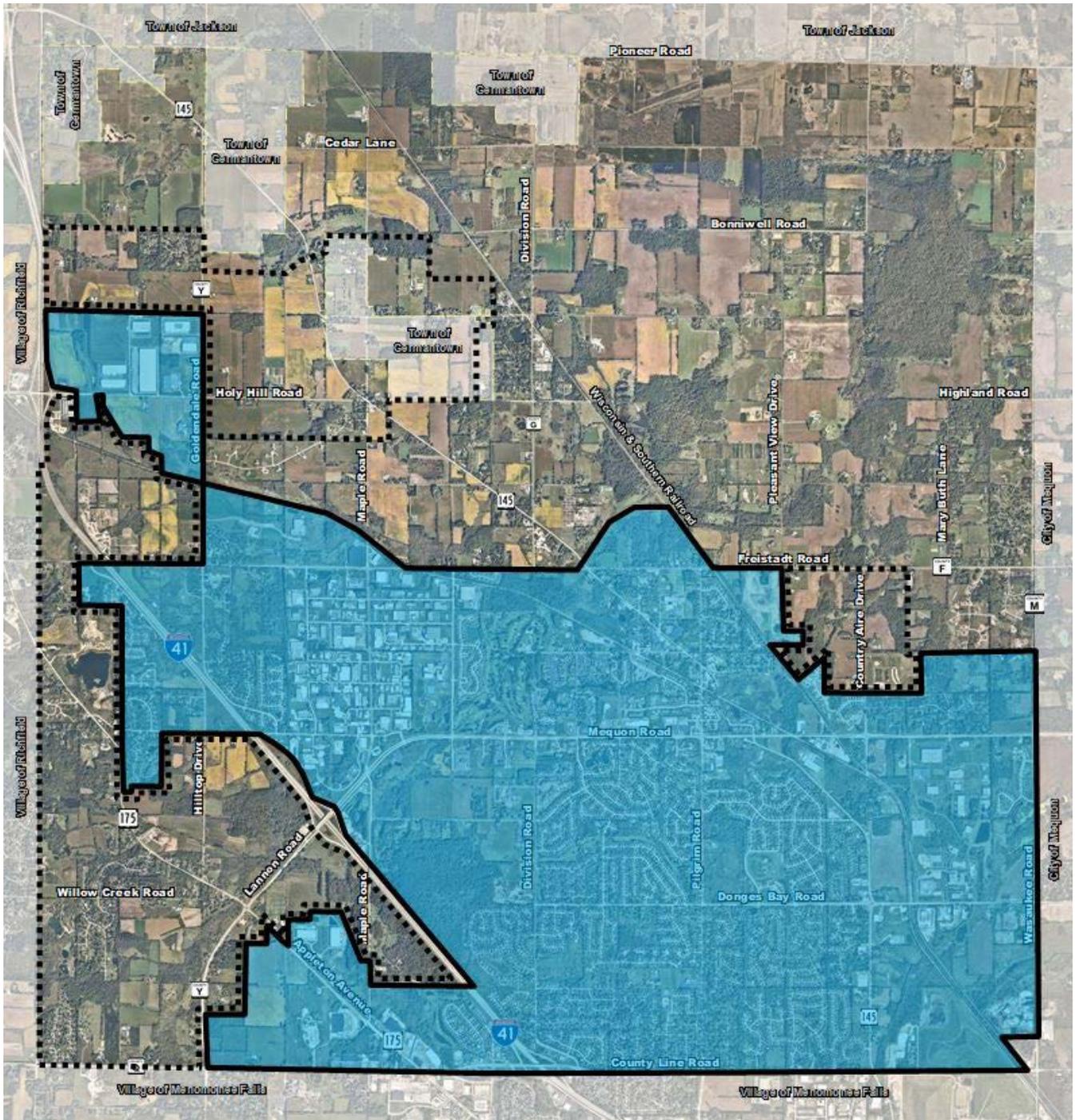
Power Plants and Transmission Lines

WE Energies provides natural gas and electrical service to the Village of Germantown. Transmission lines are owned and maintained by American Transmission Company (ATC). These companies have a long history of supplying safe and reasonably priced service to the residents. Germantown has a WE Energies natural gas power plant located at N96 WI9298 County Line Road. Several large transmission lines extend from this back-up plant facility. In addition, there are several smaller sub-stations established to serve the Germantown Industrial Park and the north half of the Village. Neither WE Energies, nor ATC, see any foreseeable problems in continuing to provide natural gas and electricity service to the Village of Germantown in the future.

Community Voices

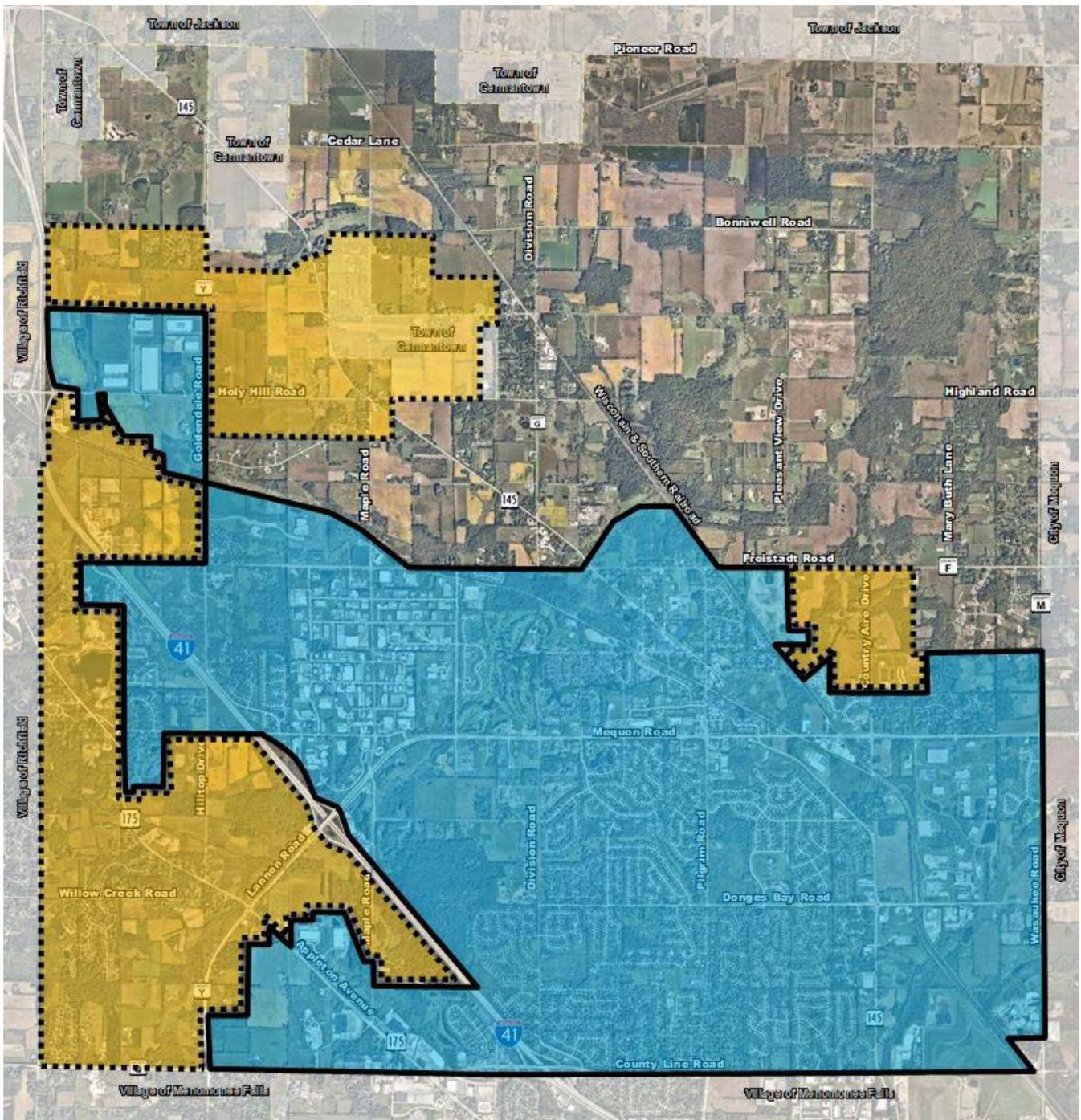
Move the Recycle Center to the same land area that the new DPW will be on. Combine the Recycling with the DPW at the new location. Use this extremely valuable land along the best attribute that Germantown has - the RIVER - and make it part of the NEW Germantown downtown.

Map 7.8 – Existing Sanitary Sewer Area (SSA)



 Existing Sanitary Sewer Area 2022

Map 7.9 – Existing and Potential Sanitary Sewer Area (SSA)



-  Existing Sanitary Sewer Area 2022
-  Potential Sanitary Sewer Area

Recreation Facilities

Parks, Open Spaces, and Recreational Facilities

As part of a regular 5-year update, the Village completed a Comprehensive Outdoor Recreation Plan (CORP) in 2021. The 2021 CORP included the following elements:

- An up-to-date inventory and evaluation of Germantown's existing parks, recent park improvements, and recreational trails.
- Benchmarked facilities and services against standards from the County as well as other communities around the country.
- Identified the needs of all community members related to active and passive outdoor recreational opportunities
- Provided a list of recommendations to the Village to assist with its Capital Improvement Planning (CIP) efforts related to parks and open space.

The 2021 CORP includes 12 goals. More detailed descriptions regarding these goals can be found in the 2021 CORP Update.

1. Establish a Village-wide system of open spaces, parks, and recreational facilities that will economically provide Germantown residents of all ages with adequate, convenient, varied and high-quality recreational opportunities on a year-round basis.
2. Acquire and maintain an adequate amount of active and passive recreational lands to meet future recreational needs.
3. Provide adequate facilities at all parks within the Village's park system to meet the diverse needs and interests of Germantown's residents.
4. Coordinate development efforts and the use of recreational facilities between the Village of Germantown, local schools, places of worship, and Washington County.
5. Encourage the preservation and acquisition of environmentally sensitive and historically

significant areas.

6. Provide residents with safe and accessible facilities and recreation equipment throughout the Village's park system.
7. Use all available financial tools to further enhance the quality of the Village park system.
8. Coordinate subdivision review with all departments responsible for providing or maintaining adequate park facilities to ensure that adequate park facilities are provided to future Village residents.
9. Continue a village-wide urban forestry program which replaces unsafe or diseased trees and improves the aesthetic nature of existing public lands.
10. Create a village-wide Trail System Plan that identifies location, facility type, and priorities for trails.
11. Ensure that operations and maintenance of the park, open space and trail system is supported through appropriate levels of staffing and funding.
12. Transform Village of Germantown parks into sustainable public spaces using environmental design and management practices.

One priority focus area of the Village identified in the CORP is the creation of a youth outdoor sports complex. As part of the engagement process, Sports Organization stakeholders emphasized that a destination game and tournament space for hosting visiting teams is a community desire and economic development opportunity, and that a Youth Sports Complex would be well-used in the Village. A feasibility study for a potential Youth Sports Complex is recommended as a next step for the Village.

The 2021 CORP update shows that there is still demand for improvements to both passive and active outdoor recreational opportunities. Namely, capital improvement projects on all parks are needed to improve draining issues on sports fields and on trails within parks.

Overview of Existing Park System

The Village of Germantown park system consists of twelve different sites. Most parks receive German names to reflect the German heritage. There is a total of 404 acres of park lands, 165 acres of which are designed for active recreation and 239 acres designated as environmental park land, more suitable for active and low-impact recreation. The active-recreation park areas are primarily concentrated in the urbanized, south central portion of the Village. The Village’s environmental park areas are mostly located in the rural areas of Germantown.

Developed Park Lands

The Village of Germantown park and open space inventory contains twelve sites as seen on Map 7.8.

- Alt Bauer Park
- Dheinsville Historical Park
- Firemen’s Park
- Friedenfeld Park
- Haupt Strasse Park
- Homestead Hollow County Park
- Kinderberg Park
- Little League Park
- Schoen Laufen Park
- Spassland Park
- Wiedenbach Park
- Wilderness Park

These parks are the social and daily recreation centers for residents, and all residents should have direct access to a park. The 2021 CORP Update highlights the amenities, summary, and the existing conditions of each of the 12 sites as well as individual capital improvements and objectives.

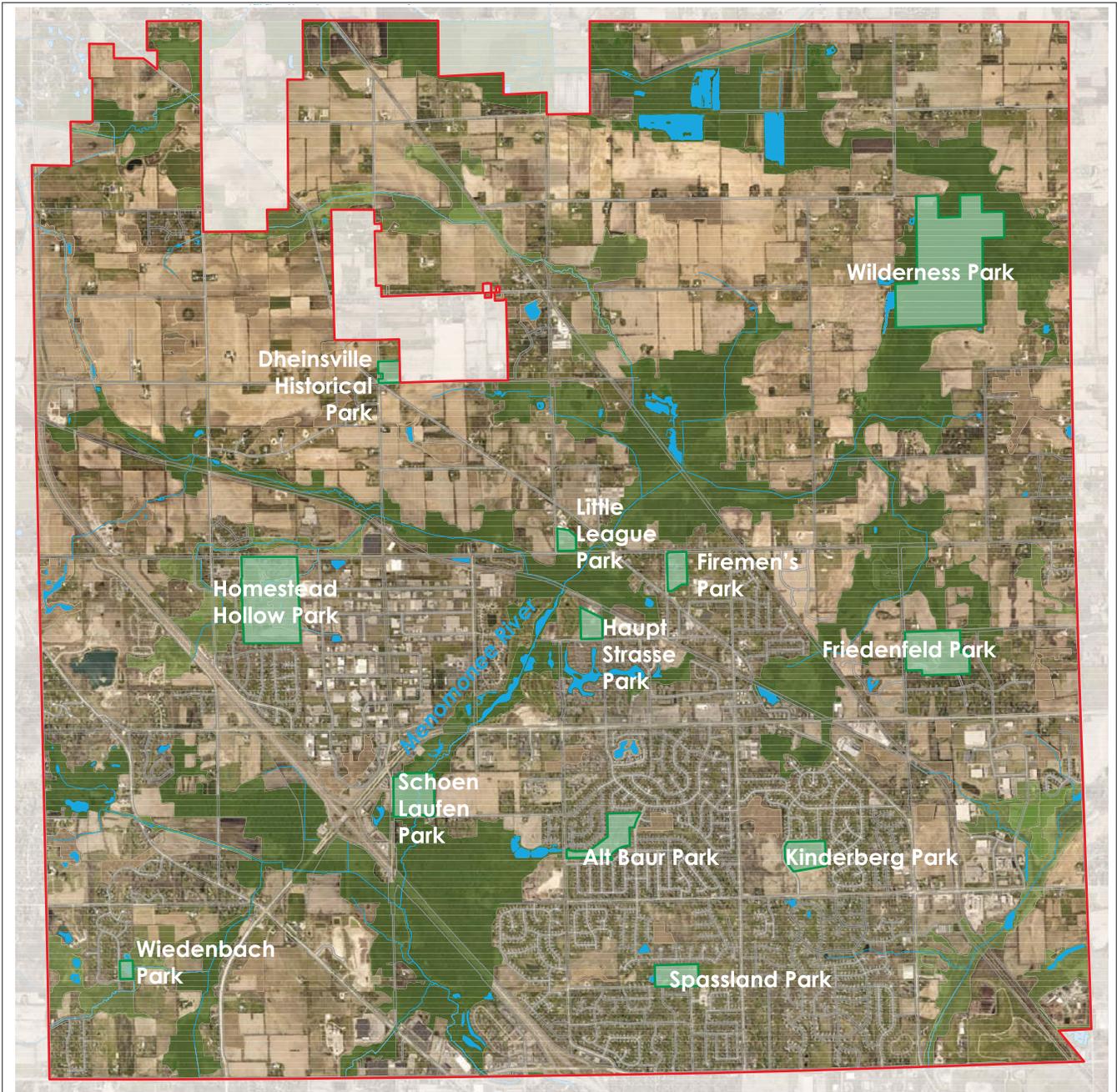
Community Voices

Build a sports complex next to the Schoen Laufen Park. State of the art turf baseball fields for tournaments, soccer fields, football field, etc. With a great sports complex there, tournaments will regularly be there and after games, all of the teams will spill over to eat/shop in Germantown.

Community Voices

Really enjoy the open space at Friedenfeld and that it provides a space for sporting and entertainment events. It is a beautiful park that needs to be preserved as is with no corridor or invitation to truck traffic.

Map 7.8 – Existing Public Parks within Germantown



EXISTING FEATURES

-  Municipal Boundary
-  Primary Environmental Corridor
-  Park
-  Secondary Environmental Corridor
-  Water

Regional Facilities within the Village

Homestead Hollow Park is a county-owned park located in Germantown. This 105-acre site is located in west-central Germantown, near I-41. It was purchased by the Washington County Park System in 1977 and officially opened in 1983. The 105-acre park is an old farmstead. Evidence of this can be seen in its barns which have been converted and updated into shelters that can be reserved. Homestead Hollow Park offers county residents a variety of active and passive recreation opportunities. Facilities found at Homestead Hollow County Park include a trail system, lighted sledding hill, play equipment, basketball court, soccer fields, softball field, park shelters, fishing pond, ice skating rink, and a lighted parking lot. Soccer fields at the northwest part of the park are used by the Germantown Kickers soccer club for games and practices. In 2018, the county constructed & opened the Homestead Howl Dog Exercise Area, which features separate areas for both large and small dogs.

The Village also owns the 10-acre Little League Park, which is maintained in a cooperative effort between the Village and the Little League. The Village of Germantown has a long-term lease agreement with Germantown Little League for their use of this park.

School District Facilities

The Germantown School District owns and maintains six developed outdoor recreation areas adjacent to schools that add to the Village’s recreation base. The school recreation facilities total approximately 50 acres, and are located mostly near the urbanized south central portion of the Village. The school district lands are available only on a limited basis for public use. The Germantown School District and the Village of Germantown have an intergovernmental agreement that allows the Park and Recreation Department to use its buildings per a facility use fee schedule. The Germantown Park and Recreation Department uses these facilities for both active and passive recreation. The School District facilities are a critical component to the Department’s operation. Without the cooperative agreement many of the Department programs would not happen.

Indoor Recreation and Community Centers

The Germantown Park & Recreation Department currently operates seven indoor facilities. These facilities are the Survive Alive House, Fire station #1 Community Room in Fireman’s Park, the Kinderberg Park indoor shelter, the Senior Center, the Department of Public Works multi-purpose room, and the recently completed Firemen’s Park multi-use shelter.



▲ Germantown Senior Center (above); Firemen’s Park multi-use shelter (below).

Village Community Facilities

Village Administration

The Village Hall, located on Mequon Road in the community's municipal center, was completed in 1999 and provides 16,000 sq. ft. of space. The Village Hall is the primary meeting space for the Village's boards, commissions, and committees and also provides office space for staff in several Village departments including Administration, Clerk Treasurer, Community Development, Public Works, Engineering, and Park and Recreation.

Public Works Facility

As of 2022, Germantown is consolidating its public works, water and wastewater utility departments, and its yard waste recycling operations to one site in the southwest corner of Donges Bay Road and Wasaukee Road in the southeast corner of the Village. The new site is approximately 25 acres and will house a new 125,000 square foot DPW building, salt shed, fueling facility, pole barn, yard waste recycling center, and stormwater features. The stormwater features are expected to contain a wide variety of treatments and offer educational and training opportunities for the DPW staff and residents. The new building is expected to be completed sometime between late 2023 and early 2024. The vacated facility in the southeast corner of the Fond du Lac Avenue and Division Road intersection could potentially house a future park or be sold to offset expenses related to the new DPW facility. The new DPW site is part of a larger 70-acre development, which includes a proposed 35-40-acre Tax Increment District (proposed TID No. 9), which is immediately adjacent to the intersection. The access road to the area within proposed TID No. 9 is expected to be completed in the fall of 2022, allowing access to the new DPW site for winter 2022/2023 building construction.

Libraries

The Germantown Community Library opened in Summer 2002 and is located across from the Village's Municipal Center on Mequon Road. This library building replaced the Duerrwaechter Memorial Library, built in 1982.

The current building totals 26,900 sq. ft. and serves residents in the municipalities of Germantown, Richfield and Jackson. The building has over 150,000 physical items in circulation and also provides access to a collection of digital material and a mobile library collection. The current building includes infrastructure to support construction of a mezzanine level with an additional 15,000 sq. ft. of space. The additional space is needed to support the population growth, lessen noise level challenges and provide space for community meetings, individual and group study and programming.

While it is important to continue to provide the same level of service and quality the residents of the Village have experienced in the past, both population growth rate and changes in library services must be considered when determining the types of community facility improvements and expansions needed for Germantown. In addition to physical and digital material, the library provides residents with access to information and resources through Internet and computer use, Wi-Fi and other technology services. The library also offers programming and activities as well as special events for kids, teens and adult of all ages and opportunities for people to make connections. While there is increased access to the Internet and other information sources, library use continues to increase and services continue to be an important part in the lives of Village residents at all stages of life.

The growth in the number of library users is a better indication of how many residents are taking advantage of the facilities offered. Increased access to the Internet and other information sources may result in the library use rate not increasing at the same rate as the population growth rate.

A Strategic Plan for the library was conducted in 2022. The 2022-2026 Germantown Community Library Strategic Plan establishes the following five (5) goals that were determined through a thorough process of information gathering and analysis, including: a community survey, public meetings, i.e. "community conversations", and an assessment of demographics and

library statistics: (1) Growing Services; (2) Growing Spaces; (3) Growing Collaborations & Community; (4) Growing Community awareness; and (5) Growing Organizational Wellbeing. Adoption of the 2022-2026 Strategic Plan is expected in late September, 2022.

Due to the changing needs of the residents, the Village and library should conduct an analysis of community facilities usage every five years to insure that the level of service provided to residents does not diminish.

Child Care Facilities

Many working parents in need of childcare facilities seek locations either close by their residence or place of work. The Village of Germantown has several childcare facilities including Willow Creek Child Care Center on Squire Drive, Germantown Learning Center & Care on Deppert Road, Momentum Early Learning on Stonewood Drive, KinderCare on Mequon Road and Children of Christ Day Care on Bel Aire Lane. There are also licensed in-home daycares available. Due to the changing needs of residents, the Village should conduct a periodic analysis of the facilities' usage to ensure that childcare needs of the community are being met.

Cemeteries

The Village of Germantown has several cemeteries located throughout the Village. Most facilities are small in size and located adjacent to existing churches. The largest existing cemetery is located at Boniface Catholic Church. Other Churches within the Village with cemeteries include St. John's United Church of Christ and Our Savior's United Church of Christ. Due to the increasing population of the Village, and the lack of existing lands devoted to this use, there most likely will be a need for additional lands devoted to cemetery use in the future. If lands are not set aside and reserved for this use, residents in the community will need to find space in cemeteries outside the Village boundaries.

Public Safety Facilities

Police Department

The Police Department is located on Western Avenue, just south of Mequon Road. The Police Department occupies an 8,000 sq. ft. office space, built in 1982, and a 5,500 sq. ft. (15-stall) garage, built in 2000. After the current library was built in 2002, the Police Department expanded its offices to the 8,800 sq. ft. former library building. These facilities continue to serve 45 department employees, including the Police Chief, 33 sworn officers, 8 dispatchers, and 3 support personnel today. As the Police Department continues to grow and outgrow its current facility, conversations are beginning regarding a new building to meet the needs of the department.

As discussed with the Public Safety Committee in July 2022, the Village continues to see growth in both residential and commercial structures. With that increase in growth comes an increase in a demand for services. The Germantown Police Department continues to address these demands with a patrol division that has remained largely unchanged since the mid-1990s. The Village continues to experience an increase in property crimes throughout the Village as the department has become more reactionary as it responds to an increase in the volume of calls. Officers are dealing with a higher number of high-risk calls, including gun calls and an exponential increase in the number of vehicle pursuits. Changing technology has posed a significant challenge as investigators must stay up to speed in the latest trends regarding fraud, theft and any number of internet crimes. It is for these reasons, and others not listed, that there is a current need for four additional sworn officers. This addresses current needs, as of 2022, and not projected needs.

Fire Department

The Germantown Fire Station is located in the Germantown Industrial Park at the corner of Maple Road and Edison Drive. All personnel and equipment report out of this 11,000-sq. ft. facility built in 2002. The former Fire Station (known as

Fire Station #1) located in Firemen’s Park is now used by the Germantown Park and Recreation Department. As of 2022, the Fire Department employs a total of 35 people, including 14 full-time Firefighters/Paramedic EMTs, 16 part-time Firefighters/Paramedic EMTs, 4 Paid on Call Firefighters/MPO’s and 1 full-time Administrative Manager. The department’s vehicle fleet includes 3 ambulances, 2 engines, 1 ladder truck, 1 brush truck, 1 Fire Chief Incident Command Unit, 1 Battalion Chief Incident Command Unit, and 1 tender.

As discussed with the Public Safety Committee in July of 2022, the Village of Germantown Fire Department continues to see an increase in call volume due to an aging population and development of facilities that serve that demographic. In addition, the nation has seen a decrease in people willing to volunteer their time with their local volunteer fire departments due to an increase in required training, and less available free time resulting in local fire departments needing to hire more full-time staff. These are just a few reasons among the many that there is a major need for increased staffing within the fire department.

Medical Services

Germantown is also served by large regional networks of medical providers including Froedtert & Medical College of Wisconsin, Aurora Health Care, Ascension Healthcare, and Children’s Wisconsin. There are currently three outpatient clinics in the village: Aurora Health Center on River Lane, Froedtert Germantown Health Center on Western Avenue, and Ascension Columbia St. Mary’s Ozaukee -Germantown on Mequon Road. The Germantown Fire Department also provides emergency medical services. The department has three ambulances and 28 certified emergency medical technicians (EMT).

Educational Facilities

Public Schools

The Germantown School District boundary is shown on Map 7.10. The district includes all of the Village of Germantown, all of the Town of Germantown, the



▲ Germantown High School



▲ Amy Belle Elementary School

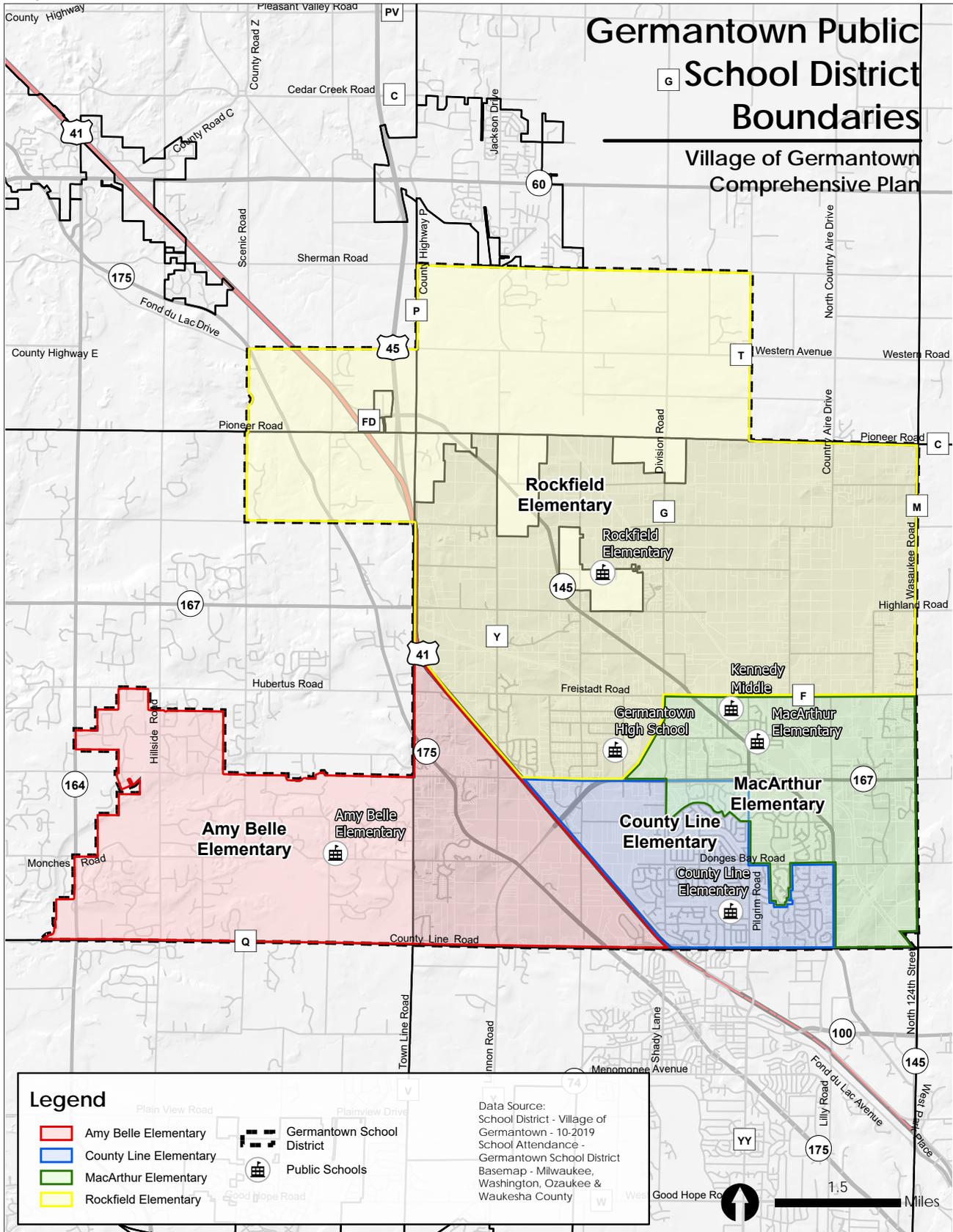


▲ County Line Elementary School



▲ MacArthur Elementary School

Map 7.10 – Public School District Boundaries



eastern third of the Town of Richfield, the southeast corner of the Town of Polk, and the southern third of the Town of Jackson. According to the National Center for Education Statistics, district enrollment for the 2020-2021 school year was 3,796 students.

There are currently four elementary schools, one middle school, and one high school in the Germantown School District. County Line Elementary serves the students in south central area of the Village, MacArthur Elementary serves students in the southeastern portion of the village, Rockfield Elementary (located in the Town of Germantown) serves the students in the northern portion of the village and Amy Belle Elementary (located in the Village of Richfield) serves students in the southwestern area of the Village. Kennedy Middle School and Germantown High School both serve the entire district.

In 2016, voters in the Germantown School District approved an \$84 million referendum that allowed for upgrades and improvements at all district buildings. In Fall 2022, the Germantown School District will begin providing half-day 4-year-old kindergarten (4K). The impacts of the additional students on enrollment and/or capacity has yet to be determined. The Village of Germantown and the Germantown School District will need coordinate future residential development with school district capacity and future facility improvements.

Private Schools

There are two private schools within Germantown:

- Bethlehem Evangelical Lutheran School on Bel Aire Lane, and
- St. Boniface School on Goldendale Road.

Other private schools in the area include:

- Bethlehem Evangelical Lutheran School in Menomonee Falls

- Calvary Baptist School in Menomonee Falls
- Christ Alone Lutheran School in Thiensville
- Crown of Life Lutheran School in Hubertus
- David’s Star Lutheran School in Jackson
- Grace Evangelical Lutheran School in Menomonee Falls
- Kettle Moraine Lutheran High School in Jackson
- Lumen Christi Catholic School in Mequon
- St. Gabriel Catholic School in Hubertus
- St. Mary School in Menomonee Falls
- Trinity Lutheran School in Mequon
- Crown of Life Lutheran School in Hubertus

Religious Facilities

There are numerous established churches in the Village of Germantown including:

- St. Boniface Catholic Church, located at W204N11940 Goldendale Road.
- Crossway Church located at W156N10041 Pilgrim Road.
- Bethlehem Evangelical Lutheran Church, located at N108 W14290 Bel Aire Lane.
- Faith Lutheran Church, located at W172 N11187 Division Road.
- Lutheran Church of the Living Christ, located at W156 N10660 Pilgrim Road.
- Berean Family Worship Center, located at N112 W17655 Mequon Road.
- Our Savior’s United Church of Christ, located at W172 N12533 Division Road.
- St. John United Church of Christ, located at W204 N14181 Donges Bay Road.
- Life Church, located at W164N11325 Squire Drive.





Implementation Plan

The Implementation Plan is often the most important section of any comprehensive plan, serving as both summary and guide to realizing the vision developed through the planning process.

The Implementation Plan is often the most important section of any comprehensive plan, serving as both summary and guide to realizing the vision developed through the planning process.

Germantown's Implementation Plan includes an overarching goal for each section of the plan. Each section includes a summary of why the goal is important, key leaders responsible for carrying out the goals, and a series of objectives. Each objective in the implementation plan also includes a priority time frame and potential action steps.

The following page includes a descriptive summary and explanation of the format of each Implementation Plan Section.

Plan Review and Amendment

The Comprehensive Plan is intended to be reviewed frequently by Village staff to assess its reflection of current goals.

Periodic amendments are appropriate to the Comprehensive Plan and may be suggested by Village staff, officials, and residents. Changes should be consistent with the plan's vision.

Plan amendments must follow the processes required by State Statutes. Wisconsin Statute 66.1001(2)(I) requires comprehensive plan updates every 10 years.

Additionally, the Village will conduct an annual review of the 2050 Plan including an assessment of progress made toward achieving the Implementation Plan objectives and action steps. The Village will make amendments to the 2050 Plan on an annual basis or when deemed necessary.

Comprehensive Plan Goals, Objectives, and Action Steps

HOUSING

TRANSPORTATION

AGRICULTURAL , CULTURAL, AND NATURAL RESOURCES

UTILITIES AND COMMUNITY FACILITIES

ECONOMIC DEVELOPMENT

LAND USE

How to read the Implementation Plan

Section Headline and Description:

Each section is titled with a headline and description introducing the relevant Implementation Plan category. The categories included are:

Housing

Transportation

Agricultural, Cultural, & Natural Resources

Utilities and Community Facilities

Economic Development

Land Use

***Intergovernmental recommendations are woven into different categories listed above.**

Housing

Goals, Action Plan, and Measures of Success

Goal:

Nurture existing neighborhoods and develop a variety of new housing types that are accessible and welcoming to a diverse population, while preserving Germantown's community character.

Why is this important?

This goal is meant to affirm that developing and maintaining residential neighborhoods that are safe, attractive, and instill pride and a sense of identity and place in residents is an important part of quality of life in Germantown. Developing a diversity of housing choices is also an important part of community resiliency, allowing residents of all ages to grow up and stay in the community at all life's stages and encouraging inter-generational interaction and support. Diverse housing choices are also important for Germantown's economic development, allowing the workers that earn their livelihood in Germantown the opportunity to live in the village as well. Finally, a diverse housing stock can help ensure that living is accessible to residents of various income levels and family sizes.

Preserving the character of the community and the sense of place that residents feel is also important, and the way housing is designed and developed plays a significant role in maintaining these qualities and expanding the number of people who want to live in Germantown. For example, some community members have expressed a desire to maintain Germantown's rural character, especially in certain neighborhoods and areas. However, others have expressed a desire for more housing on smaller lots would make Germantown accessible to younger

Key Leadership:

Keeping housing development and maintenance aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Community Development
- Plan Commission
- Village Board

Goal Statement and Narrative:

The goal statement summarizes the action plan, its purpose, and overarching vision.

Below each goal is a narrative providing additional details relevant to the Implementation Plan section. The narrative elaborates on the importance of each of the actions in the action plan and their intended impacts on the community. It may also reference other guidance from the 2050 Comprehensive Plan in prior sections of the document relevant to plan implementation.

Helpful information is included here for key leadership and village staff to indicate when and where certain actions may be implemented, why these actions were included in the plan, and how success can be gauged during and following implementation.

Objectives, Priority Level, and Potential Action Steps:

The Implementation Plan includes distinct outcomes intended by the goal in each section that are actionable, measurable, and accountable. Each action describes what is to be done by key leadership and what they will be seeking to accomplish.

Each objective is assigned a priority level from Short-term to Long-term or may be ongoing. Short-term priority actions have been identified as the most crucial actions to be addressed within 1-3 years.

Intermediate goals are to be addressed within 3-5 years, and long-term goals are to be addressed within 5-10 years.

Some objectives have “Potential Action Steps” which have been identified as actionable in the short term and will contribute to the outcome and comprehensive plan goals.

Transportation		Priority	Potential Action Step(s)
Objectives			
1	Ensure State, County, and local roadways meet travel needs.	Ongoing	
2	Encourage active transportation options for Germantown residents by connecting destinations with non-motorized pathways to encourage healthy active lifestyles and reduce traffic congestion.	Short term (1-3 years)	
3	Promote regional transit connections to Germantown.	Intermediate (3-5 years)	G. Coordinate with the WisDOT, The Southeastern Wisconsin Regional Planning Commission (SEWRPC), and WCHD to secure opportunities for commuter service to/from the Village.
4	Develop commercial and downtown areas using Complete Streets principles.	Intermediate (3-5 years)	H. Coordinating with WisDOT and Washington County Health Department (WCHD) to access current best practices and make streets more effective, attractive, and safe for all users. I. Prioritize and implement recommendations connecting Saxony Village - Historic Main Street connectivity plan by U.S. EPA Land Revitalization Technical Assistance.
5	Support and implement regional transportation initiatives that impact Germantown, including the Washington County Bikeway and Trail Network Plan.	Ongoing	J. Maintain regular contact with regional agencies such as Washington County and SEWRPC.

Housing

Goals, Objectives, and Potential Action Steps

Goal:

Nurture existing neighborhoods and develop a variety of new housing types that are accessible and welcoming to a diversity of residents. New housing should contribute to Germantown’s community character and build on the Village’s assets.

Why is this important?

This goal is meant to affirm that developing and maintaining residential neighborhoods that are safe, attractive, and instill pride and a sense of identity and place in residents is an important part of quality of life in Germantown. Developing a diversity of housing choices is also an important part of community resiliency, allowing residents of all ages to grow up and stay in the community through all life’s stages and encouraging inter-generational interaction and support. Diverse housing choices are also important for Germantown’s economic development, allowing the workers that earn their livelihood in Germantown the opportunity to live in the village as well. Finally, a diverse housing stock can help ensure that living in Germantown is accessible to residents of various income levels and family sizes.

Preserving the character of the community and the close-knit community feel is also important, and the way that housing is designed and developed plays a key role in preserving these qualities and expanding the sense of what it means to live in Germantown. For instance, many community members have expressed their desire to maintain Germantown’s rural character, especially in certain neighborhoods and parts of the village. However, others have expressed that developing smaller housing on smaller lots would make living in Germantown accessible to younger people and families.

Key Leadership:

Keeping housing development and maintenance aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Community Development
- Plan Commission
- Village Board
- Germantown School District

Housing		
Objectives	Priority	Potential Action Step(s)
1	Ongoing	<p>A. Require new developments to follow the density guidelines in the 2050 Comprehensive Plan.</p> <p>B. Use the zoning ordinance to maintain the character of existing residential neighborhoods and periodically review for compatibility in the changing housing market.</p>
2	Short term (1-3 years)	<p>C. Amend appropriate zoning districts to allow for mixed-use commercial/residential buildings within Village Center, Freistadt District, Holy Hill Gateway and other NDCs that support mixed-use development.</p> <p>D. Initiate conversations with multifamily and conservation subdivision developers to gauge development interest in the Village Center District and Germantown.</p>
3	Ongoing	<p>E. Ensure that adequate review is being given to natural resource protection and that diverse housing types are encouraged at initial review of development and subdivision proposals.</p> <p>F. Conduct a Housing Affordability Analysis pursuant to Ch. 66.10013 of the Wisconsin State Statutes.</p> <p>G. Adopt a Traditional Neighborhood Development Ordinance pursuant to Ch. 66.1027 of the Wisconsin State Statutes.</p>
4	Short term (1-3 years)	H. Create a conservation subdivision ordinance to guide this type of residential development.
5	Short term (1-3 years)	I. Create an ordinance requiring applicants for residential subdivisions and minor land divisions to submit a sketch master plan illustrating the ultimate development of the property.
6	Intermediate (3-5 years)	<p>J. Require residential market studies as needed to ensure there is not an excessive amount of vacant or undeveloped residential housing units.</p> <p>K. Review housing trends and identify any opportunities to meet the needs of a changing housing market.</p>
7	Intermediate (3-5 years)	<p>L. Create an inventory of existing housing stock age and determine "priority areas" for targeted rehab.</p> <p>M. Identify new funding, regulatory, and organizational ways to facilitate housing rehab.</p> <p>N. Enforce the Property Maintenance Section of the Village Code.</p>
8	Ongoing	O. Maintain regular contact with regional agencies such as Washington County and SEWRPC.

Transportation

Goals, Objectives, and Potential Action Steps

Goal:

Ensure a safe, reliable, and accessible transportation system for all residents and visitors in Germantown. Transportation investments should be coordinated regionally, and new investments should consider a range of transportation choices. New development in Germantown should consider appropriate modes of transportation during the planning and approval process.

Why is this important?

Transportation systems are the foundation of our ability to access jobs, family, medical services, recreation, and more. It is important to maintain a balance of comprehensive road and transit systems and efficient use of these systems to maximize benefits to residents. There are benefits to planning transportation systems to meet the need of the population. Active transportation such as walking and biking are an important part of this system to keep people healthy, safe, and have the added benefit of helping reduce unnecessary congestion on roads.

These systems connect us to other places, so coordination with regional roads and highways is important to ensure compatibility of the overall transportation network beyond Germantown.

Streets make up the majority of public space, and so having streets that meet the needs of all residents is key to planning a strong community.

Key Leadership:

Keeping transportation development and maintenance aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Public Works
- Streets and Highways
- Parks and Recreation
- Community Development
- Plan Commission
- Village Board
- Germantown School District

Transportation

Objectives		Priority	Potential Action Step(s)
<input type="checkbox"/>	1 Ensure State, County, and local roadways meet travel needs.	Ongoing	<p>A. Annually review, revise, and adopt a five-year transportation improvement program that is consistent with this Plan.</p> <p>B. Make necessary roadway improvements according to five-year transportation improvement program.</p> <p>C. Update the Village's ultimate right-of-way map.</p> <p>D. Create and update a future road extension and ultimate lane improvements map for public streets and highways.</p>
<input type="checkbox"/>	2 Encourage active transportation options for Germantown residents by connecting destinations with non-motorized pathways to encourage healthy active lifestyles and reduce traffic congestion.	Short term (1-3 years)	<p>E. Complete a Village-wide Trail Master Plan to identify priority corridors.</p> <p>F. Prioritize trails along Menomonee River, Goldendale Creek, and connections to other existing regional trails.</p>
<input type="checkbox"/>	3 Promote regional transit connections to Germantown.	Intermediate (3-5 years)	G. Coordinate with the WisDOT, The Southeastern Wisconsin Regional Planning Commission (SEWRPC), and WCHD to secure opportunities for commuter service to/from the Village.
<input type="checkbox"/>	4 Develop commercial and downtown areas using Complete Streets principles.	Intermediate (3-5 years)	<p>H. Coordinating with WisDOT and Washington County Health Department (WCHD) to access current best practices and make streets more effective, attractive, and safe for all users.</p> <p>I. Prioritize and implement recommendations connecting Saxony Village - Historic Main Street connectivity plan by U.S. EPA Land Revitalization Technical Assistance.</p>
<input type="checkbox"/>	5 Support and implement regional transportation initiatives that impact Germantown, including the Washington County Bikeway and Trail Network Plan.	Ongoing	J. Maintain regular contact with regional agencies such as Washington County and SEWRPC.

Agricultural, Cultural, & Natural Resources

Goals, Objectives, and Potential Action Steps

Goal:

Guarantee Germantown’s history and identity are preserved for the future through the protection of its most valuable resources. Germantown’s community should make use of natural areas to appreciate their value without contributing to their degradation. Open space and environmental corridors must be managed and protected.

Why is this important?

Natural and cultural resources are some of the most valuable resources in many communities over the long term, but they may take some planning and protection to preserve. Short-sighted development plans can sometimes threaten the protection of natural and cultural resources. Prime agricultural land is sensitive to nutrient depletion, pollution, or complete removal through development. Environmental areas such as woodlands contain habitat for native species that make up a large part of the wildlife and tourism economy and contribute to the biodiversity of our ecosystems and food systems. Even our cultural heritage is a resource that can be preserved through historic preservation and cultural activities, but may be threatened by redevelopment that isn’t sensitive to local history. This Comprehensive Plan is one way of declaring these resources as valued and worth protecting.

Key Leadership:

Keeping natural and cultural resources aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Community Development
- Plan Commission
- Village Board

Agricultural, Cultural, & Natural Resources

Objectives	Priority	Potential Action Step(s)
<input type="checkbox"/> 1 Enhance protection of historic resources, cultural resources, and scenic viewsheds through open space preservation techniques.	Short term (1-3 years)	A. Provide incentives and bonuses to developers for submitting natural resource protection plans including the retention of trees, wetlands, and water courses, and contiguous open spaces. B. Use zoning to protect environmentally sensitive areas from urban development including the creation of conservation overlay zoning districts and development regulations to protect designated environmental corridors in the Village.
<input type="checkbox"/> 2 Implement green infrastructure projects to improve water quality and enhance the function and capacity of stormwater management in the Village.	Short term (1-3 years)	C. Use available street reconstruction capital improvement plans to identify near-term GI opportunities identified in the Menomonee River Watershed Updated Implementation Plan (2022). D. Identify, evaluate, and prioritize Germantown specific projects listed in the Menomonee River Watershed Updated Implementation Plan to see more Germantown-specific projects.
<input type="checkbox"/> 3 Support environmental and habitat restoration and capacity of stormwater management in the Village.	Intermediate (3-5 years)	E. Coordinate efforts to restore habitat, remove invasives, and eliminate environmental contamination with private, nonprofit, and governmental organizations; do so in areas such as along the Menomonee River and its tributaries.
<input type="checkbox"/> 4 Plan for long-term agricultural uses in Germantown which can adapt to future economic conditions by researching the efforts of, and coordinating with, agricultural planning experts.	Long-term (5-10 years)	F. Encourage the usage of agricultural conservation easements.
<input type="checkbox"/> 5 Promote and celebrate the unique history of Germantown through the preservation of its historic sites, their context, and their stories.	Ongoing	G. Support the preservation and conservation efforts by promoting heritage tourism in coordination with the Chamber of Commerce and other private and non-profit entities. H. In cooperation with local community groups, investigate and identify opportunities to preserve, enhance and promote the Village's German heritage through private and public sector activities, events, and partnerships.

Utilities & Community Facilities

Goals, Objectives, and Potential Action Steps

Goal:

Provide Germantown residents and businesses with safe, reliable, and adequate utilities and facilities to meet current and future needs.

Why is this important?

Utility infrastructure has to be constantly planned and monitored for its capacity to support a changing residential and commercial population. Developing new neighborhoods, adding density to existing ones, or bringing new businesses and industries may change the adequacy of utility infrastructure. This Comprehensive Plan projects the future population, households, and jobs in Germantown to give some predictability to utility providers so they can anticipate future need and allocate resources effectively. It is important to make efficient use of utility infrastructure and have a plan for who is going to expand it when necessary, what type it will be, and what capacity it will have.

Utilities and community facilities in Germantown include stormwater and sewer infrastructure, electricity, natural gas, telecommunications, parks and schools, and more.

Key Leadership:

Keeping development and maintenance of utilities aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Fire and Police
- Germantown School District
- Library
- Parks and Recreation
- Historic Preservation Commission
- Parks and Recreation
- Public Works
- Garbage and Recycling
- Senior Center
- Village Board

Utilities & Community Facilities

Objectives	Priority	Potential Action Step(s)
<input type="checkbox"/> 1 Plan for future growth by identifying when current facilities can no longer support projected growth.	Short term (1-3 years)	A. Develop a 5-year capital improvement program, which most efficiently meets the future needs of the sanitary sewer service area expansion area.
	Ongoing	B. Coordinate with key leadership on at least an annual basis to assess current community service, facility and staff needs, capacity and/or levels of service for use in developing and maintaining annual and 5-year capital facility, service, and staff planning & budgeting.
	Short term (1-3 years)	C. Investigate the legality, need, and logistics of creating, adopting and implementing an Adequate Public Facilities Ordinance and Concurrency Management System that uses adopted "levels of service" to ensure the approval and timing of new residential and nonresidential development is dependent upon the availability of public services and capital facilities, including: schools, roads, storm water, police, fire, parks & recreation, and public administration.
<input type="checkbox"/> 2 Ensure active and passive recreation opportunities are accessible to existing neighborhoods and districts.	Short term (1-3 years)	D. Update and implement the Village Comprehensive Outdoor Recreation Plan every five years.
		E. Conduct individual park master plans that support long-term visions for community facilities within parks.
<input type="checkbox"/> 3 Work with the MMSD and other public and private organizations to coordinate acquisition of sites identified as targets for protection from development in the MMSD Conservation Plan.	Short term (1-3 years)	F. Maintain regular contact with MMSD and help facilitate the acquisition of properties suited for preservation.
<input type="checkbox"/> 4 Integrate regional water, sewer, and land use planning.	Ongoing	G. Coordinate with Milwaukee Metropolitan Sewerage District, the Germantown School District, the Washington County Health Department, and other relevant jurisdictions for future utility and facility expansions.
		H. Explore methods to improve coordination of long range planning goals for water and sewer infrastructure with land use planning.
<input type="checkbox"/> 5 Facilitate resident access to a wide variety of services by assisting local private and nonprofit organizations that provide services to Village residents with their capital improvement objectives.	Intermediate (3-5 years)	I. Explore grant program models and opportunities to assist local organizations.
		J. Conduct a needs assessment to identify opportunities for partnerships.
<input type="checkbox"/> 6 Increase energy efficiency and explore alternative energy sources to reduce peak energy demand, lower costs, and/or reduce environmental impacts. Plan for long-term reduction of energy dependence from fossil fuels.	Intermediate (3-5 years)	K. Research public best practices for guides/toolkits that support a resilient and clean energy network including wind energy, solar energy, and electrical vehicle charging stations.
<input type="checkbox"/> 7 Improve coordination between the Village of Germantown and the Germantown School District related to future residential development, school district capacity, and necessary improvements to facilities.	Ongoing	L. Consider creating an advisory position on the Village Plan Commission for a representative of the School District.
		M. Coordinate and share information regarding new development proposals, approved development plans, and both updated housing & population projections with the Germantown School District on at least an annual or other mutually acceptable timeframe.

Economic Development

Goals, Objectives, and Potential Action Steps

Goal:

Promote economic, social, and environmental benefits through business and commercial activity in Germantown with a cohesive and unifying vision that inspires investment, tourism, and local pride.

Why is this important?

The economy is constantly changing. Over the past few decades, the Upper Midwest has seen a shift from a manufacturing based economy to a diversification to include more tourism and services. Germantown has maintained and continued to attract manufacturing jobs and still maintains a sizable agricultural base in addition to its retail and service sector. Strengthening each of these parts of the economy while staying able to take advantage of new opportunities requires a variety of strategies for economic development.

Enhancing the attractiveness of commercial areas, both retail and industrial, will help to attract residents, employers, and a workforce that enjoys working in Germantown. This includes enhancing the attractiveness of buildings but also the streets and districts that bring them all together. Similarly, developing a unique character and visitor experience by promoting Germantown's natural and cultural resources will help to continue attracting visitors and tourists to support the local economy.

Key Leadership:

Keeping economic development aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Chamber of Commerce
- Community Development
- Economic Development Commission
- Plan Commission
- Public Works
- Village Board
- Germantown School District

Economic Development			
Objectives	Priority	Potential Action Step(s)	
1	Develop a Master Plan for the Holy Hill Gateway District to ensure compatible industrial expansion in Germantown by providing aesthetically appealing development along highly visible thoroughfares to ensure industrial expansion that is compatible with non-industrial surrounding land uses.	Short term (1-3 years)	A. Carry out the "Next Steps" identified in the Opportunity Areas section Chapter 6.
2	Develop the Village Center District, including a Master Plan, to enhance Main Street and Mequon Road as complementary mixed-use economic zones with a unique cultural identity.	Short term (1-3 years)	B. Engage with stakeholders along commercial streets to determine a vision for the district.
			C. Carry out the "Village Center: Next Steps" identified in the Opportunity Areas section of Chapter 6.
			D. Develop a specific set of design guidelines that define an acceptable Germanic architectural identity.
3	Incentivize well-designed buildings, entry features, and public infrastructure in business parks and industrial districts through the development approval process.	Short term (1-3 years)	E. Develop a set of desired building design guidelines for business parks, industrial districts, and corridors based on the context of surrounding buildings, landscapes, and architecture and Germanic Theme design requirements and guidelines.
4	Promote and support the development of industrial and commercial areas in Germantown using financing incentives and regulatory tools, including but not limited to Tax Increment Financing.	Ongoing	F. Evaluate the Village's use of TIF (past and current TIDs) including an assessment of both the positive and negative impacts the use of TIF has had on the overall financial health of the Village and other taxing districts.
			G. Explore Business Grant types based upon examples from comparable communities or regional/State entities including alternative financing mechanisms other than Tax Increment Financing (TIF).
5	Protect and promote the economic and aesthetic value of natural resources in Germantown for agriculture, recreation, and tourism.	Ongoing	H. Continue to update the Comprehensive Outdoor Recreation Plan every 5 years with information on the location and quality of natural resources for protection.
			I. Create zoning code regulations that support and accommodate agritourism and agricultural business uses.
6	Support regional economic development initiatives that impact Germantown.	Ongoing	J. Leverage the resources and programs of Economic Development Corporation of Washington County and SEWRPC.
		Short term (1-3 years)	K. Evaluate the need for an Economic Development Coordinator position in the Community Development Department.

Land Use

Goals, Objectives, and Potential Action Steps

Goal:

Pursue a land use pattern of neighborhoods, districts, and corridors that facilitates the siting and compatibility of new and existing uses in a manner that promotes the efficient use of existing and future public utilities and facilities while protecting natural and environmental resources and preserving our rural character and quality of life.

Why is this important?

This Comprehensive Plan introduced a system of Neighborhoods, Districts, and Corridors for the land use plan to determine a desirable mix of land uses within places in Germantown. These neighborhoods, districts, and corridors already existed for the most part, but are defined more formally in this plan for the purposes of consistency and appropriateness in planning. Land use planning is forward thinking, accounting for multiple decades in the future to inform decision-making for day-to-day decisions about what is desirable or acceptable in new development proposals.

The approach focuses on a desired mix for an entire area, rather than for individual parcels, to allow for a degree of flexibility to changing future circumstances. The goals for land use ensure that areas develop with a consistent vision and give a level of assuredness of residents and property owners about the future of the areas they live and work in. New development should be guided to not impede on the agricultural resource base of the Village nor to disrupt the neighborhood patterns developed over history. Changes to the zoning ordinance should reflect the long term vision of the Comprehensive Plan, including the creation of new districts such as a mixed-use district to allow for a more vibrant Village Center District.

Key Leadership:

Keeping land development aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Community Development
- Plan Commission
- Village Board
- Germantown School District

Land Use

Objectives	Priority	Potential Action Step(s)
1	Ongoing	<p>A. Conduct a staff review of the development approval process for assessing compatibility with the Comprehensive Plan.</p> <p>B. Establish a planning task force that meets regularly to review necessary policies, guidelines, and ordinances for each Neighborhood, District, and Corridor to ensure the character of each place is preserved.</p>
2	Short term (1-3 years)	<p>C. Create conservation subdivision regulations.</p> <p>D. Conduct working sessions with Plan Commission and other stakeholders to identify necessary code revisions and revise the zoning code matrix in the NDC chapter of this plan as necessary.</p> <p>E. Develop a new Village Center Zoning District to guide future development and redevelopment including higher density and density incentives, multi-family residential, Next Generation Housing, and mixed-use commercial/residential uses.</p>
3	Short term (1-3 years)	<p>F. Develop zoning regulations to implement compatibility requirements and density policy for new uses adjacent to existing uses (ex. Lot size, bufferyards, building design, existing natural features, etc.).</p>
	Short term (1-3 years)	<p>G. Develop buffer requirements for all Neighborhoods, Districts, and Corridors that will see new development adjacent to existing neighborhoods and/or rural/open space districts.</p>
4	Ongoing	<p>H. Maintain regular contact with regional agencies such as Washington County and SEWRPC.</p>
5	Short term (1-3 years)	<p>I. Prioritize and develop program to complete detailed plans for each NDC.</p>

Appendices

Appendix A	2019 COMMUNITY SURVEY RESULTS SUMMARY	203
Appendix B	VISUAL PREFERENCE SURVEY RESULTS	213
Appendix C	SOCIAL PINPOINT WEBSITE - MAP COMMENTS	221
Appendix D	PUBLIC INPUT MEETING POLLING RESULTS 7/25/19	243
Appendix E	WORKSHOP POLLING RESULTS 4/11/22	247
Appendix F	WORKSHOP MAPPING RESULTS 4/11/22	257

Appendix A

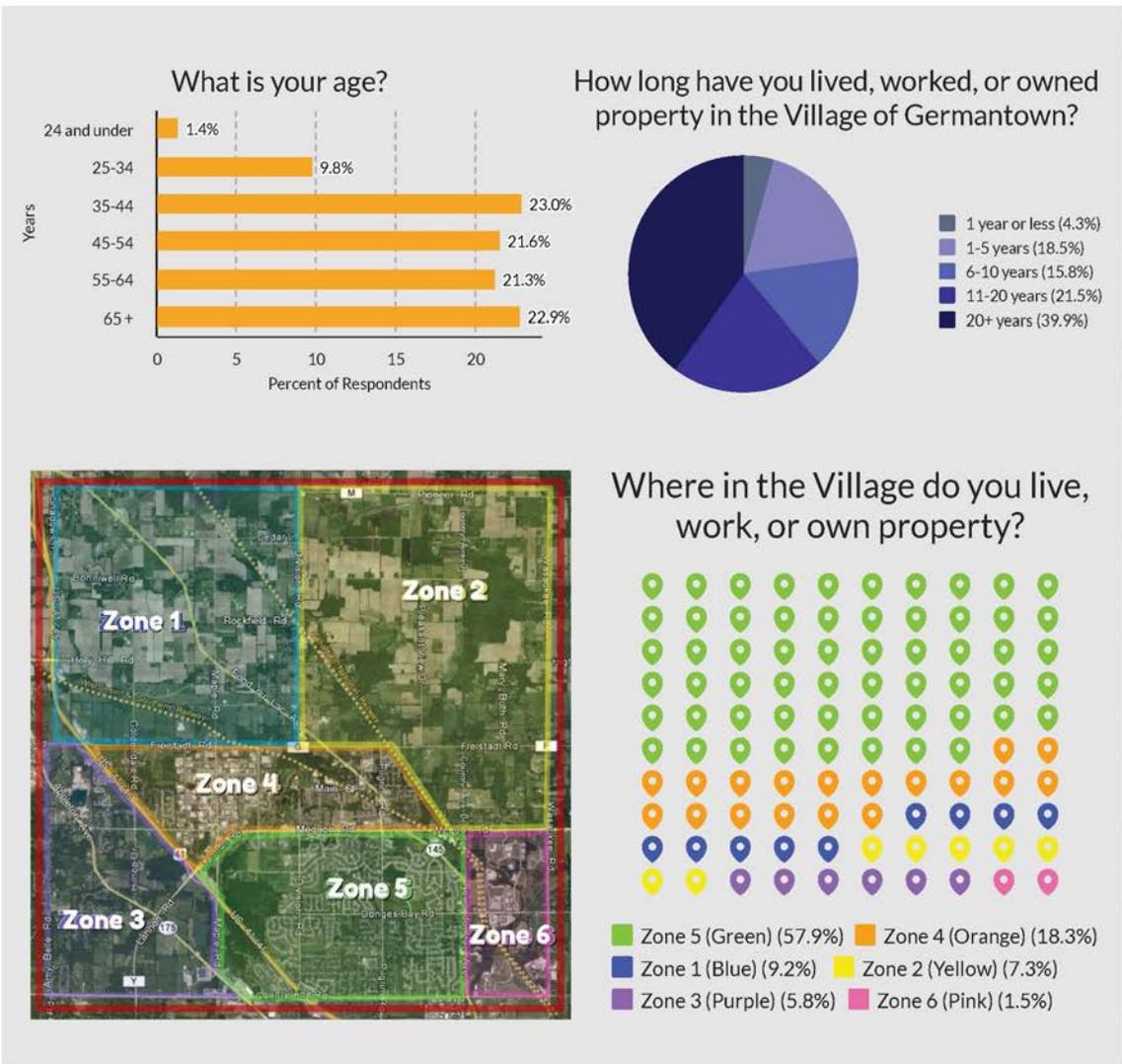
2019 COMMUNITY SURVEY RESULTS SUMMARY



2019 Community Survey Results

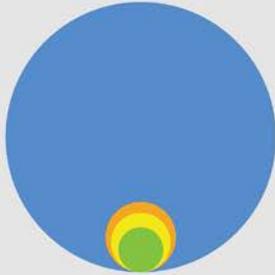
Survey Timeline:	TOTAL SURVEY RESPONDENTS	AVERAGE RESPONSES PER QUESTION
September 9, 2019- November 1, 2019	1,819	1,633

BACKGROUND



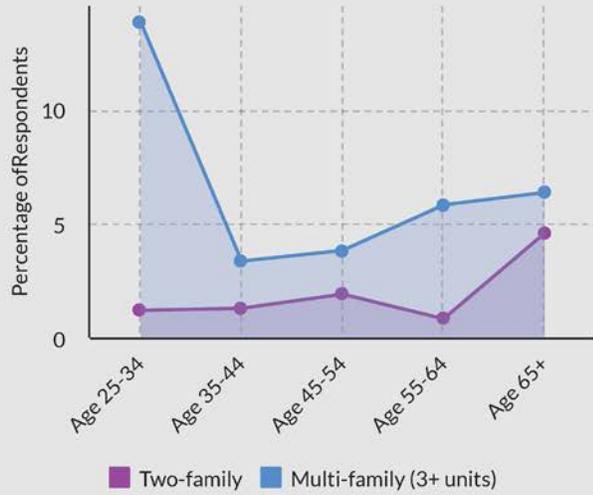
BACKGROUND

In which residential building type do you live?



- Single-family (87.5%) ● Two-family (2.4%)
- Multi-family (3+ units) (5.9%) ● Other (4.2%)

Age and Multi-family Housing Type



Do you work in Germantown?



- Yes (20%) ■ No (80%)

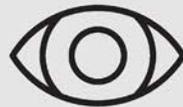
44% of respondents have children under 18 living in their household.

QUALITY OF LIFE

Three Most Important Factors on Quality of Life



Public Services
(Police/Fire)

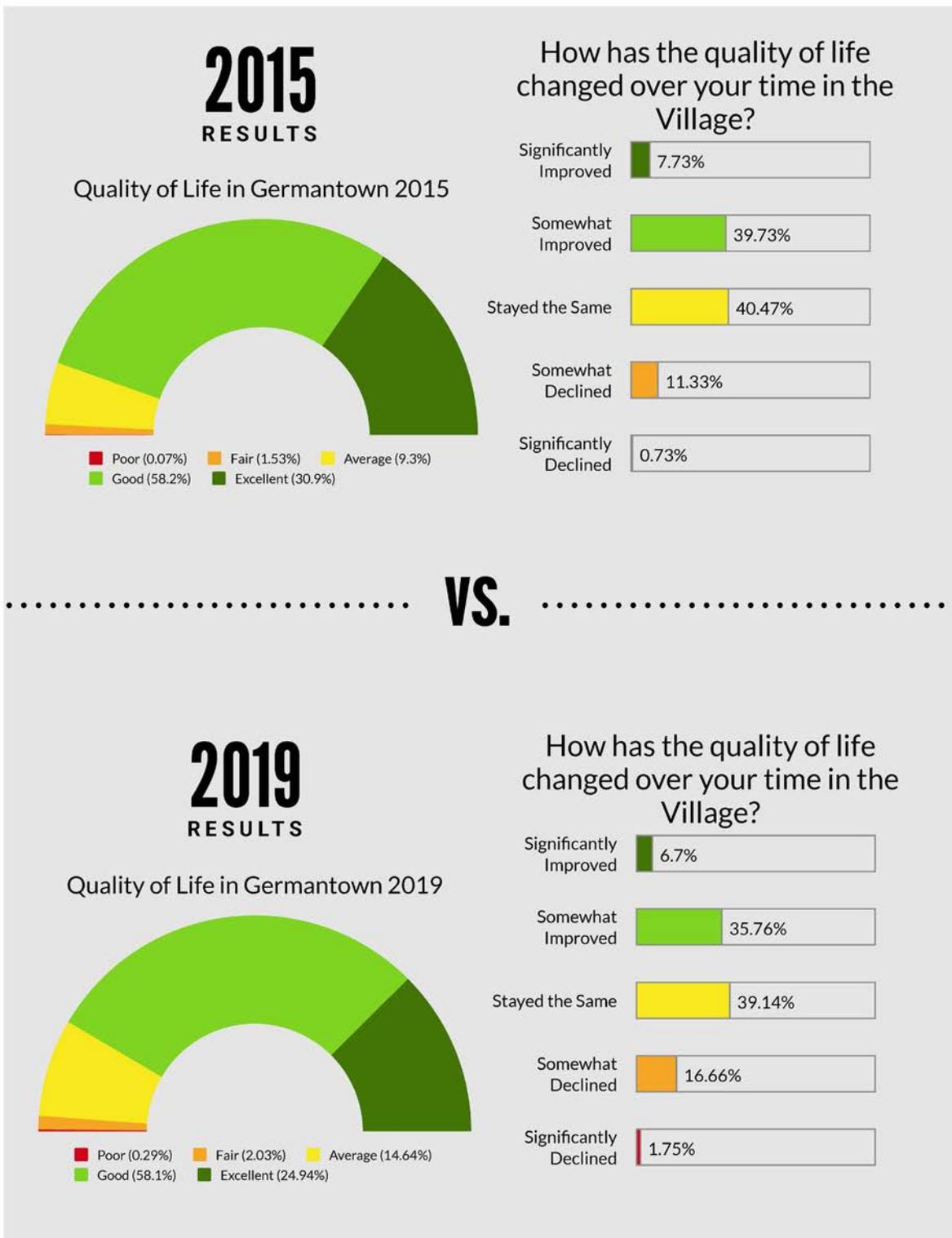


Low Crime



Good Neighbors

QUALITY OF LIFE



FUTURE DEVELOPMENT

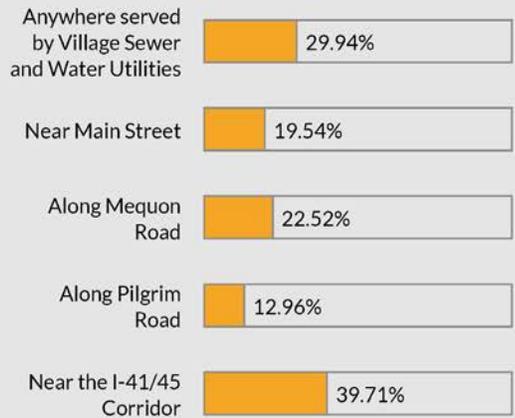
85%

of respondents agree that there is a need for additional Sit-down & Family Restaurants in Germantown.

61%

of respondents agree there is a need for additional Entertainment and Attractions in Germantown.

Which areas of the Village are the most appropriate for multi-family development?



"How were these results influenced by where a respondent lives in the Village?"



Most appropriate areas for multi-family housing by location in Village



	Anywhere served by sewer and water	Near Main Street	Along Mequon Road	Along Pilgrim Road	Near the I-41/I-45 Corridor
Zone 1 (Blue) Northwest	26.12%	<u>32.09%</u>	<u>32.09%</u>	28.36%	19.40%
Zone 2 (Yellow) Northeast	26.17%	15.89%	29.91%	14.02%	<u>48.60%</u>
Zone 3 (Purple) Southwest	<u>35.62%</u>	20.55%	19.18%	26.03%	20.55%
Zone 4 (Orange) Central	33.46%	17.47%	18.59%	14.87%	<u>41.64%</u>
Zone 5 (Green) South Central	29.68%	18.71%	21.69%	8.58%	<u>42.55%</u>
Zone 6 (Pink) Southeast	19.05%	14.29%	19.05%	14.29%	<u>52.38%</u>

FUTURE RESIDENTIAL DEVELOPMENT



What type of residential housing do you think the Village should allow to develop?



Single-family Detached

75% of respondents agree Single-family detached homes should be encouraged to develop.



Multi-family Condominium

45% of respondents 65 years and older agree multi-family condominiums should be developed.



Conservation Subdivisions

47% of respondents believe that more Conservation Subdivisions should be encouraged to develop.



Manufactured Homes

65% of respondents disagree that additional manufactured homes should be developed.



Conventional Subdivisions

10% of respondents believe that only more conventional subdivisions should be encouraged to develop.



FUTURE RURAL DEVELOPMENT



What type of land uses should be allowed in the undeveloped rural areas outside of the "Urban Service Area"?



Hobby Farms (10+ acres)

66% agree Hobby Farms should be allowed to develop outside the "Urban Service Area".



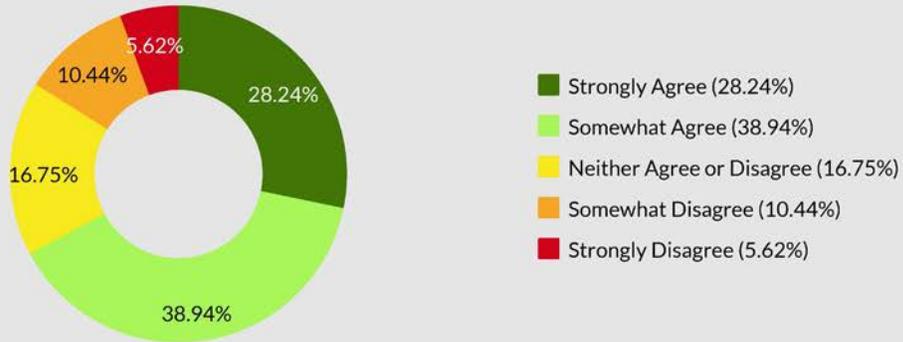
Multi-family Residential

71% disagree that multi-family residential development should be developed outside the "Urban Service Area".

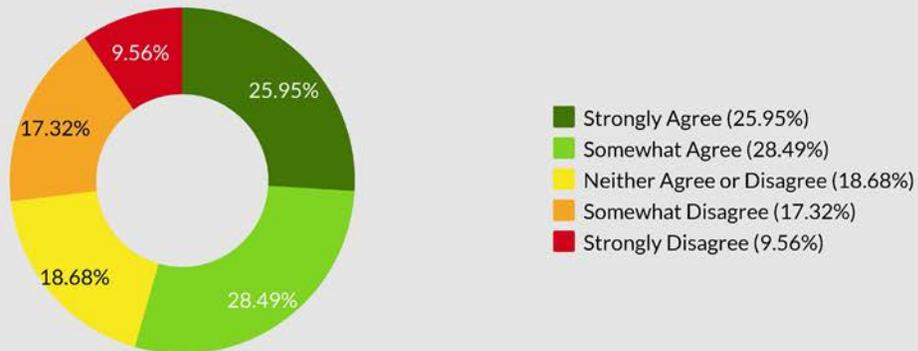


ATTITUDES TOWARD FUTURE RURAL DEVELOPMENT

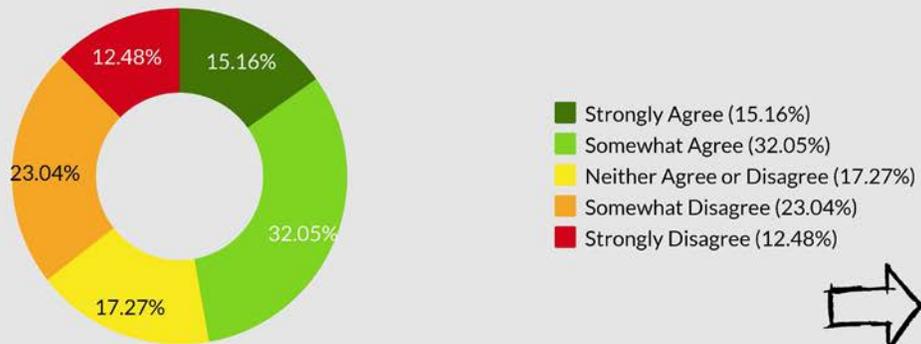
Existing undeveloped farm and other agricultural land anywhere in the Village should be allowed to develop, but only in a way that preserves the rural character.



The Village should protect ALL existing undeveloped farm and other agricultural land from future development.



Existing undeveloped farm and other agricultural land should be allowed to develop as the property owners choose.

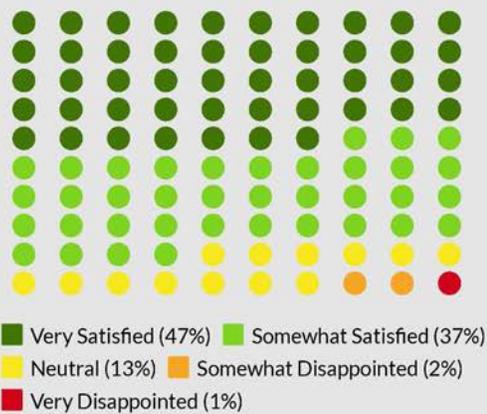


ATTITUDES TOWARD FUTURE RURAL DEVELOPMENT



PARKS, RECREATION & OPEN SPACE

Overall, how satisfied are you with the quality of Germantown's parks?



of respondents think it is important that the Village of Germantown acquires land for linear parks along the Menomonee River and other environmental corridors with paths for walking, hiking, biking, nature observation, and water access, where appropriate.

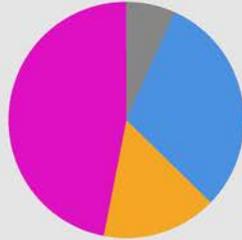


PARKS, RECREATION & OPEN SPACE



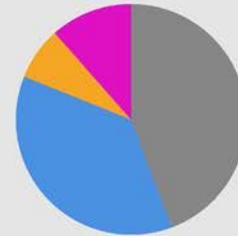
In the past year, how many times have you or members of your household...

Visited any of the Parks in the Village of Germantown?



■ Not at All (6.78%) ■ 1-5 Times (30.53%)
 ■ 6-10 Times (15.78%) ■ More than 10 Times (46.91%)

Participated in any of the Recreational Programs offered by the Village of Germantown?



■ Not at All (44.28%) ■ 1-5 Times (36.82%)
 ■ 6-10 Times (7.4%) ■ More than 10 Times (11.49%)

Top Parks Amenities desired by Respondents

- 1 Paved Trails
- 2 Concessions/Beer Garden
- 3 Outdoor Pool/Aquatic Center
- 4 Canoe/Kayak Launch
- 5 Unpaved Trails

73%

of respondents think Germantown has enough public "active recreation" land such as baseball diamonds, soccer fields, tennis courts, basketball courts, etc.

46%

of respondents think Germantown could use more "passive recreation" land such as walking trails, wildlife observation, canoeing, kayaking, bird watching, bicycling, picnicking, etc.

SUPPORTED DEVELOPMENT TYPES

"Germantown Gateway" Area

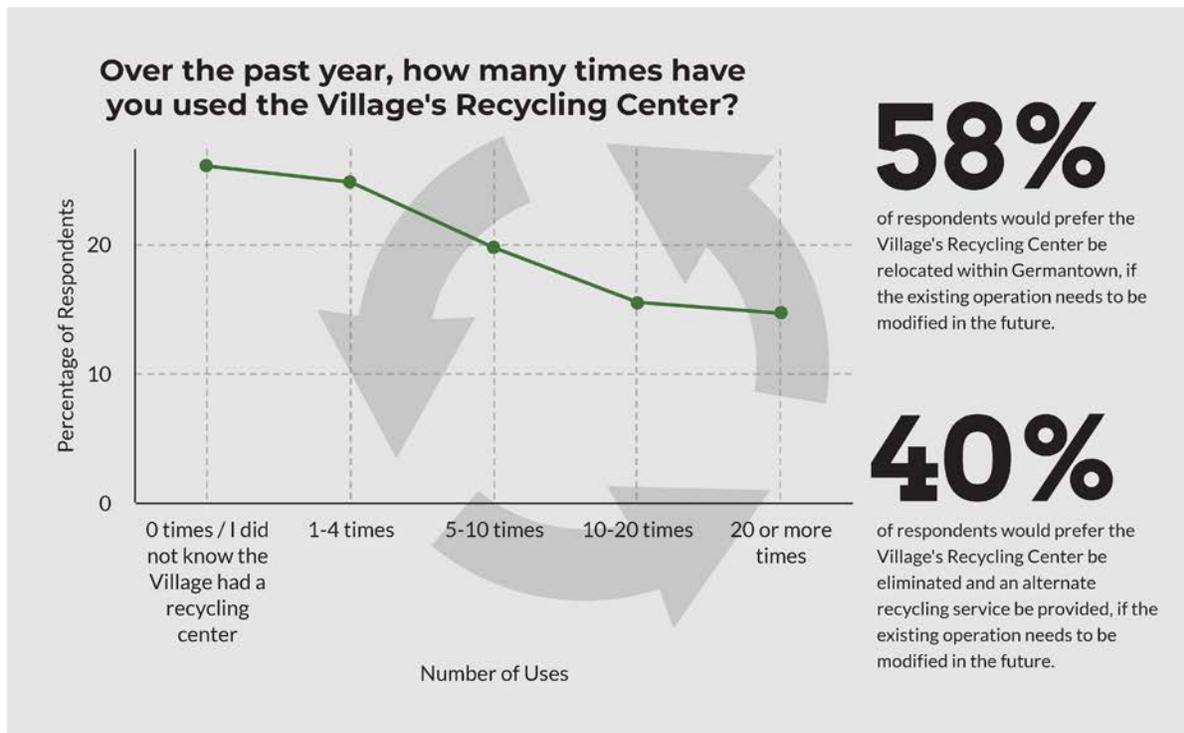
👍 Most Supported Types of Development

-  Sit-down & Family Restaurants
-  Specialty Retail & Boutiques
-  Large-Lot Single-family Residential
-  Grocery Stores

👎 Least Supported Types of Development

-  Multi-family Residential (apartments & condos)
-  "Big Box" Retail/ Department Stores
-  Independent & Assisted Senior Housing
-  Offices, Banks & Financial Institutions

VILLAGE SERVICES



Appendix B

VISUAL PREFERENCE SURVEY RESULTS

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022

Images 1-9: To what extent do you feel that this type of development is a good fit for Germantown’s Village Center / Mequon Road Area? Rate from 1 to 5 (1 = this is not a good fit; 5 = this is a very good fit)



Image 1

Number of Responses: 75

Average Rating: 3.4



Image 2

Number of Responses: 79

Average Rating: 2.6



Image 3

Number of Responses: 79

Average Rating: 3.2



Image 4

Number of Responses: 76

Average Rating: 2.3



Image 5

Number of Responses: 78

Average Rating: 1.9

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022



Image 6

Number of Responses: 78

Average Rating: 3.4



Image 7

Number of Responses: 79

Average Rating: 3.1



Image 8

Number of Responses: 78

Average Rating: 3.2



Image 9

Number of Responses: 77

Average Rating: 3.4

What development types or uses would you like to see in the Village Center /Mequon Road area?

- Less strip mall & parking lots, more walking paths & landscaping. Would love more restaurants (with outdoor dining) & coffee shops
- Restaurants
- Single family homes
- Restaurants and shops
- Farmers we need more farm fields not less stop bringing in more and be content with what we have
- Small shops and condos. No apartments.
- No more apartments!
- Mixed-use, moderate density, variety of styles
- We are always driving to Menomonee Falls or Mequon for good restaurants/breweries, biking and boutique shopping. It would be great to have these types of amenities for Germantown. No more fast food.
- Not chains! Antique stores, coffee shops, farm to table restaurants, green space, art/sculpture/museum or other things unique to downtown environments
- It would be good to see Germantown move towards a more walkable design, where businesses abut the street and parking is in the rear. Moving towards an environment that revolves around bikes and pedestrians over autos.
- The pictures create more questions than answers. There is a big difference between living in the area and having parking for commuters to the area. Your pictures do not allow you to pick a preference.
- coffee shops, restaurants, boutique retail
- Modern loft/living spaces that would attract a younger, but not necessarily lower income, resident. Pairing that with shops restaurants and outdoor spaces.

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022

Images 10-16: To what extent do you feel that this type of development is a good fit for Germantown's Holy Hill Industrial Park Area? Rate from 1 to 5 (1 = this is not a good fit; 5 = this is a very good fit)



Image 10
Number of Responses: 74
Average Rating: 2.4



Image 11
Number of Responses: 76
Average Rating: 2.3



Image 12
Number of Responses: 74
Average Rating: 3.2



Image 13
Number of Responses: 75
Average Rating: 2.7



Image 14
Number of Responses: 74
Average Rating: 3.0



Image 15
Number of Responses: 74
Average Rating: 2.6

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022



Image 16

Number of Responses: 73

Average Rating: 2.5

What development types or uses would you like to see in the Holy Hill Gateway area?

- High quality industrial seems the best fit, with some mixed use that is supportive, and accepting office if desired
- Businesses with clean well kept buildings. Nothing that is going to bring environmental or sound pollution. Nothing that is going to include lots of empty buildings or leave other industrial parks in Germantown with empty crumbling building that businesses abandon to move to something nicer.
- I would like it to remain rural forested or prairie fields. Re-develop land already used or better yet keep this in the inner city of Milwaukee where the jobs are needed.
- I think the current building are imposing. I hope they are well maintained. I wish they weren't there at all.
- High density residential
- Grocery store, sit down restaurants
- Single-family homes
- Farmers again!
- No more! It appears Germantown has a big problem with industrial and commercial space. There's been so much empty space on Cty Q and it's not a good sight. Our Men. Falls neighbors are not happy with us about it. Gtown has become over built with industrial and commercial space. Leave well-enough alone!! If we want that, we would move to Butler or Hartford for it. No more in Germantown, please!
- Do not develop at all north of Rockfield Road - leave this agricultural. South of there small, low profile, non-commercial buildings that don't use much water.
- Agriculture
- No more huge, ugly buildings!
- Retail, residential, agricultural
- Nothing additional! losing the community / small town feel
- Mix or residential and small retail
- Best to have a mix of creativity and well kept properties, I prefer manufacturing close to major highways. Trucks should not be forced to drive through business districts to get to their customers.
- I don't want to see it overly developed. I like the farmscape, and would love to see businesses come in that embrace that rather than erase it.
- Keep any and all industrial development west of Goldendale Road. East of Goldendale has residential communities that would be negatively impacted by industrial development. Also, the current industrial development on the north side of Holy Hill Road is a giant eyesore. Big blocky concrete looking buildings, a mish-mash of bright colors (red, blue, white), and way too many lights on the buildings at night. Seriously, it's a giant eyesore. Please take more care to ensure future development betters fits with the natural landscape.
- I understand the Holy Hill area is designated industrial...which is fine. I think it can be more thoughtful when looking at architectural styles, green space setbacks and parking in the rear of the buildings off the road. Include water features and walking paths in the front of the buildings in the green space. It would make a much more desirable area for all.

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022

Images 17-20: To what extent do you feel that this type of development is a good fit for Germantown's northeast Rural Preservation District? Rate from 1 to 5 (1 = this is not a good fit; 5 = this is a very good fit)



Image 17

Number of Responses: 70

Average Rating: 2.3



Image 18

Number of Responses: 72

Average Rating: 3.8



Image 19

Number of Responses: 72

Average Rating: 4.0



Image 20

Number of Responses: 73

Average Rating: 2.5

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022

What development types or uses would you like to see in Germantown's northeast Rural Preservation District?

- None. Remain rural. Surrounded by development already.
- Shopping district
- Love to see walking/bike paths, trees, lakes incorporated
- I prefer it remain forested or prairie fields. Limit development to areas that need re-development.
- low density housing
- Agriculture and parks, stop adding subdivisions.
- Keep it RURAL as in Rural Preservation
- Maybe 2.5 acre requirement, would hate to see houses piled on top of each other
- Large spaces. Can cluster houses but the green space must be 10X the housing space.
- 1 acre lot size
- Germantown Wi.
- leave it open for farmers
- homes with space between (at least 2 acre lots)
- Germantown
- The northeast Rural Preservation District should have the larger lot sizes. Within this area.... I could see including a planned small town center concept surrounded by houses like in image 20. This could be a nice concept if done in ONE area in the northeast corridor. Maybe do something like that in the southwest corner of the district....for an alternative lifestyle choice.
- Mountain bike park
- Large lots, large/high value homes are best. No small lots, no low value homes, no crowding of cheap properties.
- Single family homes with large yards
- Preserving the natural footprints we have not building on all the green space
- None! Leave them as preserved green space.
- Leave it what it is called, "Rural Preservation." Preserve it as is!
- Very low density housing or agricultural.
- Agricultural, mixed density residential
- With the need for housing and the increased desire for individuals to move to Germantown, we need to maximize space to offer more housing that is affordable to middle class families. If people are interested in large pieces of land with their home they should look towards Colgate or Richfield. Accessible parks near housing development with trails for hiking/biking with access for dogs would be ideal.
- Nothing additional needed; losing small town feel
- It would be great to see Germantown value smaller single family lots that are more welcoming to younger families over creating large expensive elitist neighborhoods that create physically segregated subdivisions.
- RURAL! -- Hobby farms, large plots of land
- Residential-- decent sized lots, not cookie-cutter homes packed tightly together

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Appendix C

SOCIAL PINPOINT WEBSITE - MAP COMMENTS

Village-wide Comments

Trails

Comment	Up Votes	Down Votes
1 It would be great to have all of the Village Parks connected by Trail System. In addition, we should connect with the Interurban trail and the Ice Age Trail to other communities. If you build it they will bike to your Village! Need to have a destination.	22	0
2 Thought needs to be given to a bike trail through Germantown from north to south connecting with Washington county trails.	0	0
3 Will the plan account for better pedestrian and bicycle access to business in the County Line Road access or other business areas and account for better transitions to existing trails, such as Bug Line and Interurban.	1	0
4 Is there a way to better connect our neighborhoods with the Bug Line bike trail?	9	0

Sustainability

Comment	Up Votes	Down Votes
1 Save our water. Do not sell our assets.	1	0
2 Give Richfield the water! Allow more on the water and sewer systems to spread out the burden of maintaining the system. Allow them to pay the premium on sewer rates to help keep Germantown sewer rates down after the atrocious water rate increase due to many years of inaction from Germantown Village Board. Allow them to pick up the cost of brining in service thus allowing less of a burden on Germantown taxpayers to add service around the same area by just paying for the upsizing required.	11	3

Future Land Use

Comment	Up Votes	Down Votes
1 Annex the land into the Village. It does not make sense for us to completely surround them and have access to the benefits the residents pay for. Time to pay their share also. (Referencing the Town of Germantown)	27	5

Neighborhood Comments

Sunberry-Tree Tops

Comment	Up Votes	Down Votes
1 The name of the neighborhood should be Windsong - TreeTops. Windsong was the first subdivision on the south side of DB. These subdivisions have the future look for neighborhoods with planned common area - open space within the neighborhood.	1	0
2 Please note that this is Private Property...not a Village Park. It is owned and maintained by the Windsong HOA. Perhaps it should be called - Windsong HOA - Common Area. (Referencing "Windsong Park")	3	0
3 Again...this is not the Village land. It is owned by the TreeTops HOA. It should be named Tree Tops HOA - Common Area. (Referencing "Tree Tops Park")	9	0
4 Remove the water towers. At least maintain them better. They are an eyesore.	4	3
5 This is a heavily used road and needs more speed enforcement and possibly widening as it is a main artery to our city. (referencing Pilgrim Road)	2	1
6 Potential Commercial Node - County Line Road & Pilgrim Road	7	19

Spassland

Comment	Up Votes	Down Votes
1 Side by side / duplex. Not enough rental opportunities. (Referencing Heritage Park North area)	4	12
2 Is there a place here to add an ice rink and/or hockey area in winter? (Referencing open area north of County Line Elementary)	5	1
3 I'd rather see single family homes here, not rentals. Either that or a nature preserve. (Referencing Heritage Park North area)	8	1
4 A noise barrier is needed by the freeway. When our home was built HWY 41 was 2 lanes. (Referencing between Wendy Lane and I-41)	3	2
5 This would be a nice area for wildflower or other natural areas around the park. There are cranes and other birds that like this wetland area and additional native plantings would enhance this. (Referencing west end of Spassland Park)	13	0
6 This area is full of thistles. This would be a wonderful area for native gardens/wildflowers. There is a nice walking path mowed through that has a variety of trees and birds but is at risk for becoming overgrown (already is). (Referencing Outlot 2 of Meadow Creek Crossing Subdivision)	8	0
7 This area has started to show signs of invasive plant growth. It would be an amazing nature preserve type area if buckthorn is removed, etc. (Referencing Outlot 5 of Meadow Creek Crossing Subdivision)	9	1

Neighborhood Comments

Spassland

Comment	Up Votes	Down Votes
8 The current sidewalk network in this area is discontinuous and requires crossing division multiple times and using the neighborhood to access the CTH Q sidewalk system. Would like to see the remainder of the sidewalk along Division connected in the future.	35	1
9 It would be awesome if this path and the path around the park could be plowed for walking in winter. (Referencing Spassland Park)	13	0
10 Extend this sidewalk to the sidewalk that begins again south of Wendy Lane (referencing Division Road, south of Dotty Way)	5	0
11 Add a bike lane to Donges Bay and/or widen the existing sidewalks to be bike trails also.	4	0
12 The continuation of the sidewalk would make sense. It's almost impossible to walk a dog or stroller or ride a bike along this stretch. (referencing Division Road, south of Dotty Way)	3	0

Alt Bauer

Comment	Up Votes	Down Votes
1 This road was clearly not milled when they worked on it a year, two years ago? I'm not sure what the proposed work was, but it appears like it was a waste of time and money when the road looks the same or worse a couple years later. (Referencing Pilgrim Road)	19	1
2 Future sidewalk/trail connection between Division & Schoenlaufen Park along Lilac Ln. The current roadway lacks adequate shoulder width (less than 2' aggregate). Lilac Ln is traveled regularly by both pedestrians and bikes, which can be dangerous without proper accommodations.	18	0
3 Add a bike lane to division and/or widen the existing sidewalks to be bike trails also.	3	0

Kinderberg

Comment	Up Votes	Down Votes
1 Create a new park on the two large lots undeveloped here. Preserve this natural land rather than simply adding more homes. This open land is a welcome respite from all of the housing developments on both Pilgrim and Donges Bay Roads. (Referencing NE corner of Pilgrim & Donges Bay)	14	1
2 This park needs more trees/shade. The splashpad is great but no where to get out of the sun. (Referencing Kinderberg Park)	13	1

Neighborhood Comments

South Country Aire

Comment	Up Votes	Down Votes
1 Retire this rail line. Turn it into a bike / walking trail.	2	3

Prairie Glen

Comment	Up Votes	Down Votes
1 Trail/Bike path to connect to the Interurban that goes through Thiensville Mequon and eventually got through to Main Street Germantown.	13	0

Friedenfeld

Comment	Up Votes	Down Votes
1 This should be used for industrial or residential multifamily purposes. (Referencing farmland in NW corner of Mequon Road and Wasaukee Road intersection)	5	13
2 Would love more areas for outdoor recreation. Is there space here for mountain bike trails? Even something small would get used. (Referencing wooded area of Forest Heights North Subdivision)	6	2
3 Really enjoy the open space at Friedenfeld Park and that it provides a space for sporting and entertainment events. It is a beautiful park that needs to be preserved as is with no corridor or invitation to truck traffic.	15	0
4 For the safety of kids at Friedenfeld Park, please restrict Country Aire Drive as "No Trucking". It should be just like Fireman's Park on Park Ave. There are way too many dumptrucks going past Friedenfeld. The weight from these dumptrucks has worsened the already bumpy condition of the road.	10	4
5 Please resurface Elm Road as it is filled with pot holes and it is also vary narrow.	3	1

Woodland Ponds - Harvest Hills

Comment	Up Votes	Down Votes
(No Comments)		

Country Aire

Comment	Up Votes	Down Votes
1 Going to need to add a stoplight here, turning lane, etc. The amount of traffic density in this area will be substantial with the new subdivision. (Referencing intersection of Country Aire Drive and Wrenwood Drive)	0	7
2 Townhouse apartments or condos. (Referencing area east of Country Aire Drive, between Friedenfeld Park and Freistadt Road)	2	20
3 Build an alternative WI 145 to alleviate traffic on Fond du Lac in downtown. Connect it from Freistadt Rd to Mequon Rd. around here. (Referencing Freistadt Road approximately 1/4 mile east of Pilgrim Road)	3	6

Neighborhood Comments

MacArthur - Kennedy

Comment	Up Votes	Down Votes
(No Comments)		

Blackstone Creek

Comment	Up Votes	Down Votes
(No Comments)		

Goldenthal - Homestead Hollow

Comment	Up Votes	Down Votes
1 This could be rehabilitated wetland. It is designated wetland however there is debris and it could use some restoration to add value to the neighborhood, maybe a eco-playground? (Referencing NE corner of Dalebrook Drive and Josephine Drive)	15	0
2 PLEASE erect a noise barrier wall along this side of the freeway!! (Referencing west side of Goldendale Road)	8	13
3 Freeway was there before you moved in. If you don't like the noise move.	13	6
4 Prefer less people walking the neighborhood that don't live here. (Referencing are north of Woodland Drive between Jamestree Road and Shadow Wood Drive)	7	7
5 Trail to Isabella farms start (Referencing north end of Patricia Lane)	19	1
6 Connect trails to neighborhood	10	6
7 Future sidewalk/trail connection for Shadow Wood subdivision to Germantown High School and destinations along Lannon/Mequon (i.e. Pick N Save, restaurants, etc.). I see bicyclists and pedestrians using the shoulder along Old Mequon Road now, which makes me nervous as a driver. I also have children that will soon be at the age where they will want to ride their bikes into town and a safe path/sidewalk would be much appreciated. Roundabout at Maple Road and Old Mequon Road would be great too. (Referencing north side of Mequon Road)	7	3
8 Need some kind of connection, bike trail etc to the village center from the homestead hollow neighborhood	5	1
9 Can a frontage road be put in here or can Goldendale continue along the freeway? (Referencing north side of I-41 between Goldendale Road and Freistadt Road)	13	8

Neighborhood Comments

Amy Belle

Comment	Up Votes	Down Votes
1 Would like to see all of the land use west of Lannon Rd to be rural residential, similar to our subdivision. No more commercial or industrial use, which brings noise and light pollution to ruin the reason we moved out here 29 years ago. (Referencing Happy Hollow Estates Subdivision)	14	1
2 No more truck traffic to our neighborhoods! Respect the residents and stop bringing large noisy traffic through our area. (Referencing County Line Road @ Lannon Road)	53	2
3 Great park for the neighborhood! (Referencing Weidenbach Park)	13	1
4 Retain Rural residential west of Lannon road	7	0
5 Preserve this wetland area and remove the existing commercial/industrial land use on the nw corner of lannon and county line	18	1
6 Potential Commercial Node - County Line Road and Lannon Road	4	35

Willow Creek - Weidenbach

Comment	Up Votes	Down Votes
1 Any developments similar to TLC Landscape need to be far outside residential areas. The conditional use permit this business has been allowed to move forward with causes too much dump truck traffic, dirt and air pollution due to the nature of the business and noise pollution. The road is consistently covered in dirt, mud and rocks and the wear and tear of the new road design including the turn lane has been bad. Preserve neighborhoods. Don't do this to Germantown community members.	16	10

Meeker Hill

Comment	Up Votes	Down Votes
1 Redevelop the quarry. Make a swimming quarry like Lannon quarry. Give the residents places in the Village to go in summer and enjoy themselves.	19	18
2 Great area for Multifamily. Sewer is already at the Mobile home park. (Referencing farmland south of the Freistadt Road @ Hilltop Drive)	26	16
3 Condos overlooking the water would be a very nice development. (Referencing area north of the quarry)	26	12

Neighborhood Comments

Woodside

Comment	Up Votes	Down Votes
1 Fix the roads out here!	15	0
2 Bonniwell Road is a disaster! It is so broken up that when they paint the white stripe on the side, it is painted on gravel. The road is dangerous to walk along. It is full of potholes. The subdivision to the south is even worse. This area is very neglected. Don't these people pay their taxes?	8	0

Isabelle Farms

Comment	Up Votes	Down Votes
1 Consider inclusion of County-wide Bike and Trail Network corridors and side paths in implementation of this area (and all areas) (Referencing west side of Goldendale Road)	24	4
2 The proposed conservation subdivision in this area is too dense. Developing at 3 units/acre next to a subdivision with a density of greater than 1 unit/ 5 acres makes no sense. In the case of the recent Kinderberg development, residents were outraged about a much smaller disparity in density and the Village Board listened. (Referencing area north of Isabelle Farms Subdivision and south of Holy Hill Road)	52	6

Lovers Lane

Comment	Up Votes	Down Votes
1 Roundabout (Referencing Fond du Lac Avenue @ Division Road)	7	4
2 Have sidewalks/paved bike trails up Pilgrim to Freistadt that connects to the Bug Line trail	22	0

Neighborhood Comments

Dheinsville

Comment	Up Votes	Down Votes
1 The concept map lists this area as apartments. We do not need more apartments in Germantown. We need more owner-occupied homes and businesses. People who own their property care more about their property and maintain it. They also care more about their community because they are invested in the area they live in. (Referencing area north of Holy Hill Road and west of Fond du Lac Avenue)	12	4
2 Residential with 1-2 acre lots. Keeps it feeling open while allowing for expansion. I do not like the cluster subdivisions. Loose all the benefits with the increased costs. (Referencing Area west of Fond du Lac Avenue, north of Holy Hill Road)	7	0
3 It would be interesting to have a thoughtful, inclusive and professionally supported discussion of the importance of this settlement to the origins of Germantown and how to turn this into something everyone can be proud of in future generations through buildings, exhibits and amenities. (Referencing Dheinsville Settlement Area)	0	0
4 Maybe a trail in Dheinsville Park or even to Rockfield schools on some of the property lines to connect the two.	13	0
5 Something needs to be done with this intersection. Too many accidents. ? Roundabout ? Stop lights? (Referencing Maple Road/Fond du Lac Avenue/Holy Hill Road intersection)	7	1
6 Please resurface Maple Rd. Between Holy Hill and Rockfield. Stop filling the pot holes.	14	0
7 Very unsafe and inefficient intersection. Terrible sight lines. Lots of confusion when multiple vehicles are stopped. Many of the Rockfield elementary families and school buses are using this intersection. It is a terrible accident waiting to happen. The section of Maple Road north of Fond du Lac Ave is in awful condition. The small pothole/maintenance fixes aren't enough. I know it would be a lot to ask but widening the lanes a bit would also help. (Referencing Maple Road/Fond du Lac Avenue/Holy Hill Road intersection)	20	0

District Comments

Village Center

Comment	Up Votes	Down Votes
1 The village should use TIF funding to design and build something the residents desire in the Mainstreet District. Instead of using TIF funding to build unoccupied industrial buildings, the Village should hire a planner/developer and acquire the land and resources necessary to build something similar to the Mequon town center including trails to and from the area.	40	4
2 Agree with the comment to the left. The village should invest in a town center. A combination of shops, restaurants, green space with trails, nicer town homes and public spaces. Carve out an area along Mequon, Main or some other area of undeveloped land closer to the interstate? Right now there is no heart of Germantown. Main street is currently not it. Mequon Rd. is not it. It would take a major investment and some planning to turn those streets around.	31	3
3 Agree with these comments. A city center would add value and make the community actually feel like a community rather than strip malls with industrial parks.	7	1
4 Have little shops or some sort of market. Have a "downtown" to walk and shop, eat something more then bars and a factory.	32	0
5 If this golf course is going to be covered with more apartments/condos, that is a total misuse of this space. Everyone is always talking about needing some sort of recreation/gathering area. Why not make use of the natural water features? Restaurants along the water, small shops, kayak rental (if feasible), paths for biking/walking around the waterways. This could be a beautiful area for the village of Germantown residents to enjoy.	11	1
6 If we want Germantown to be the next up and coming place for people to o we need to follow suit like the Falls and Mequon and put places in for people to go. It needs to be local focused to help support local business and it needs to be on Mequon road and downtown. This will drive more business to the city vs people always leaving to go do things. I would always rather support local companies vs chain companies where we can. But need to invest in the places people want to be.	16	0
7 Agree with the comment to the left, wherever the downtown area is needs to be safely & easily accessible by foot or bike, i.e, sidewalks, paved bike paths	14	0
8 Relocate Gehl's to near 41/45, redevelop this area as the Village center. Could be like a German beer hall or Oktoberfest area. Could also be an attractive tie to Fireman's Park for Fourth of July celebrations. Could be attractive to craft brewers, using similar tanks and other equipment.	13	2

District Comments

Village Center

Comment	Up Votes	Down Votes
9 Move the Recycle Center to the same land area that the new DPW will be on. Combine the Recycling with the DPW at the new location - TBD. Use this Extremely Valuable land along the best attribute that Germantown has - the RIVER - and make it part of the NEW Germantown downtown. Riverwalk, shopping, Restaurants and we already have a park! Connect the NEW Downtown with trails/ bike trails to all the other Parks in Germantown. Make Germantown a destination like Thiensville and Menomonee Falls!!	24	3
10 The Village should buy back all of the historical buildings and restore them. Like the historic railroad center, the historic insurance building and the historic bank building.	12	1
11 Expand the businesses on Main street like the beer garden all the way back to the railroad tracks	9	1
12 Redevelop this area on Divison with high end condos that overlook the golf course (Referencing to the north end of Division Road, near Main Street)	15	9
13 Get rid of that old hideous corner building that is constantly being leased out because nothing survives in there. (Referencing to the NE corner of Mequon Road and Pilgrim Road)	21	0
14 What can be done about these apartment buildings? This is a main drag of Germantown and they are dilapidated and should be torn down and replaced with newer apartments (Referencing east of Pilgrim Road and north of Francese Drive)	19	0
15 YES, please either tear these disgusting apartments down, or tell the owners that they HAVE to renovate them!! They are awful! (Referencing east of Pilgrim Road and north of Francese Drive)	12	0
16 Outdoor music is too loud on a regular basis and the expanded bier garden and smaller parking lot leads to issues with parking.	8	25
17 The road should continue along R/R tracks for parking and entertainment . If possible connect with Pilgrim road. (Referencing Gehl's Foods parking lot on southside of Main Street)	0	0
18 This could be a wonderful commercial development with small shops in a real German downtown feel. (Referencing Pilgrim Plaza on east side of Pilgrim Road)	8	0
19 Less industrial, more focus on Germantown's residential and community development. This monstrosity smack dab in the middle of our 'downtown area' (and continuing to build on) does not serve to attract growing families or small businesses in the surrounding area. We need to preserve and invest in our community and not sacrifice so much that it destroys the integrity of our town and family life here. (Referencing Gehl's Foods on Main Street)	27	4
20 This was already taken over by MORE apartments which between that and huge industrial buildings seem to be the only things the Village wants to put in Germantown. (Referencing Saxony Village area)	4	0

District Comments

Village Center

Comment	Up Votes	Down Votes
21 End the strip mall feel! Move buildings out on the road like the West side of Mequon. Put green space in the middle. This area is such an eyesore. (Referencing north side of Mequon Road between Pilgrim Road and Squire Drive)	9	0
22 Need to provide updated map so folks can see what is already on site	2	0
23 Define an area to have and develop a town/village center; or an entertainment/living complex; ie Tosa center; ie Brookfield	0	3
24 What about a great trail in the Village Center?	23	0
25 Trail to Main Street start (Referencing east side of Robert's Frozen Custard)	13	0
26 Trail to Main Street end (Referencing Main Street near Gehl's Foods)	19	0
27 Connect Fondulac ave from Mequon Rd where it ends to pilgrim and fondulac where it begins again (referencing Fond du Lac Avenue on the southside of Mequon Road and the intersection of Pilgrim Road and Fond du Lac Avenue near MacArthur Elementary)	20	5
28 Please fix this road this has to be one of the worst roads in the village!! (Referencing Sylvan Circle)	2	0
29 This stretch of Fond Du Lac has a speed limit of 30 (20 during school commuting time), but Gehl's trucks and other heavy traffic are racing on this stretch. Make it a smaller footprint, connected to Main and Park with the same feel, sidewalks, bike path and a speed limit of 15. Build an alternative WI-145 further east for the heavy traffic. (Referencing Fond du Lac Avenue between Main Street and Park Avenue)	1	1
30 This idea is bigger than this Village but can't we use the railways to get a chu chu from Germantown to Milwaukee?	1	6
31 Extend Division Road north to Freistadt Road.	17	8
32 Create a roundabout here. Traffic on Freistadt is starting to get backed up at rush hour and the intersection itself is dangerous.	6	3
33 Create a sidewalk on the east side of this stretch of Park Ave and move the crosswalk on Fond Du Lac from the west to the east side of Park Ave, so middle school students will use it. (Referencing Park Avenue between Main Street and Fond du Lac Avenue)	3	0
34 Recreate Mequon Road between Division and Pilgrim into a slow speed road with bike lanes and sidewalks, nice downtown lighting to make it part of the downtown core. Divert 'through traffic' via Maple, Freistadt and the new Fond Du Lac (further east, see my other remark), to make Mequon a cozy street with Germany inspired (look and feel) stores and businesses.	4	4
35 Noisy, dirty, and loud. Heavy trucks. Move this out of a now residential area to an area more suitable. (Referencing Stonecast Products)	4	3

District Comments

County Line Road

Comment	Up Votes	Down Votes
1 Encourage a cell tower in this area (Referencing Rivers Bend Golf Course area)	4	4
2 Can we designate this area as a nature conservancy? It's a flood plane making development difficult and since the golf course closed it has become habitat to more animals (Referencing Rivers Bend Golf Course area)	0	0
3 Why are these all empty and continue to remain that way? Each year the occupancy dwindles. Is the Village doing anything to redevelop these abandoned strip malls? (Referencing Germantown Plaza on north side of County Line Road)	32	0

Freistadt

Comment	Up Votes	Down Votes
1 Great location for an apartment home complex. Only options germantown has are either old over priced units, or new units that cost as much as a mortgage. S the units could look similar to the ones near where 145 connects to country aire. (Referencing area on west side of I-41, north of Freistad Road)	24	14
2 A frontage road should be built here to lessen the amount of industrial traffic passing by residential neighborhoods. (Referencing the east side of I-41)	34	3
3 On ramp and off ramp to Freistadt Rd. (Referencing I-41)	21	23

District Comments

Willow Creek Business Park

Comment	Up Votes	Down Votes
1 Upscale apartment homes. There is such little opportunity for young families to afford our \$400,00-\$750,000 new homes, but they don't want to live in an apartment from 1970 either. There needs to be more high density. (Referencing NE corner of County Line Road and Lannon Road intersection)	11	27
2 Nice Townhouse style condos with attached garages. Allow them to be non-owner occupied so the owner could rent it out year to year. (Referencing NE corner of County Line Road and Lannon Road intersection)	11	24
4 Say no to developers asking for industrial among residential! We do not want this! Residents want the quiet rural feel we have come to enjoy about Germantown. No to apartments, no to industrial. Don't continue adding hodge-lodge at the whim and suggestion of developers that don't live here. (Referencing NE corner of County Line Road and Lannon Road intersection)	13	5
5 There should be more discussion aimed at using this "transition" area for smaller single family homes - especially along Country Line Road and Lannon Road. Industrial is good for the village too, but it belongs where it already is, and where there is little or no residential: between Appleton and 41 south of Lannon Road. (Referencing NE corner of County Line Road and Lannon Road intersection)	10	2
6 Less large industrial development, PLEASE!	0	0
7 This is not the right place for industrial. This should be more mixed uses. (Referencing NE corner of County Line Road and Lannon Road intersection)	2	1
8 We are against any development in this area. Traffic is relentless as it is and so noisy now. I live directly accross from the proposed development.I am worried that all I will see are car lights shining in my house ALL NIGHT LONG! This area is now pegged as Industrial. Why? What happened to the Multi family housing units? PLEASE tell me the gas station is off the table. When can I see the NEW proposed map? Has the Developers presented there new concept? I need answers. (Referencing NE corner of County Line Road and Lannon Road intersection)	4	1

District Comments

Germantown Business Park

Comment	Up Votes	Down Votes
1 This business park was not intended for heavy industrial. It is noisy and surrounded by residential. The noise rules need to be followed and they are not. The village needs to fix that immediately and then ensure that it doesn't continue.	4	2
2 Remove the water towers or maintain them better. There has to be a better way now than have water towers all over. They are an eyesore.	2	4
3 Business Park	1	0
4 Need a walking / bike path all along mequon road into downtown.	3	0

Germantown Industrial Park

Comment	Up Votes	Down Votes
1 Possible trail to homestead hollow. Currently a utility easement? (Referencing east end of Dalebrook Drive)	25	0
2 Unsafe and inefficient intersection. The multiple lanes in north and south directions cause lots of confusion and I've seen near-accidents here a lot. There are large trucks using this four-way stop all the time as well and these trucks can hinder visibility. Should look into constructing a small roundabout. (Referencing 4-way stop on Maple Road at Mequon Road, north of Lannon Road)	7	3

Holy Hill Gateway

Comment	Up Votes	Down Votes
1 Please don't put any more industrial next to residential. We moved here for the rural environment.	64	1
2 Better consider the proximity and impact of new industrial developments to existing neighborhoods here and throughout Germantown. I understand these developments need to happen to provide vital tax and job benefits to the community. But to-date the light pollution, year-long road closures, lack of landscaping, and proximity to the easement have left those that live in the area feeling forgotten. The rural feel of our community is quickly disappearing.	49	3
3 With property tax increases over the past couple years & these eye-sore TIF districts popping up, Germantown would benefit in re-investing money back into the community to not only improve roads, but also build trails, parks, & gathering areas that build a sense of community. 20 years from now Germantown will either be seen as an extension of Milwaukee, or an outlying community that is a destination for many & offers a unique experience to both residents and non-residents alike	48	3
4 The land east and west of Goldendale should be residential with lots of at least 3 acres. Stop turning Germantown into Butler and other industrial areas. People will certainly start leaving and heading for quieter areas of southeastern WI.	35	2

District Comments

Holy Hill Gateway

Comment	Up Votes	Down Votes
5 Future home of Gehl's, to get them off of Main Street and open Main Street up for a gathering place. (Referencing south side of Holy Hill Road)	14	8
6 Either leave this agricultural or low-density residential - at least 3 acre lots. (Referencing farmland between east of Goldendale Road)	15	1
7 Either leave this agricultural or low-density residential - at least 3 acre lots.(Referencing farmland between Rockfield Road and Bonniwell Road)	13	0
8 The concept map lists this area as commercial. The residents here do not want restaurants, stores, traffic and crime in their backyards.(Referencing farmland between Rockfield Road and Bonniwell Road)	11	0
9 There are few choices other than high quality industrial to add strong tax base, which keeps the residential taxes from going up to pay for services the community wants, like schools, police and fire. Locating the new industrial in close proximity to the freeway helps keep trucks from travelling through the main part of the Village. Not desirable by the immediate residents, but overall seems the best balance for the Village as a whole, as long as the buildings are well done.	5	5
10 Make this low density residential. Possibly homes for senior living. No apartments. No more industrial. (Referencing farmland between east of Goldendale Road)	13	2
11 Buildings in this area are too large of scale and not set back far enough in the easement. Lighting is way too bright at night and should be directed downward (like at the JW Speaker campus). More landscaping with a mix of evergreen and deciduous trees with natural appearing undulating berms to block out the institutional look of the buildings. Please no more like the development like Briggs and Stratton/ Illing. We have lost the night sky and rural feeling in the area.	61	4
12 Industrial should stop at Goldendale Rd. Everything east of Goldendale should be residential with minimum density of 1 unit/ acre.	71	1
13 Agree 100% with the other "less like this" comment on this industrial park. In addition, the bright colors on the buildings are a giant eyesore. Bright whites, bright red on the Briggs building, bright blue on the Dielectric building, etc. Not a good look.	37	8
14 This area is quite a distance from the village proper with the people choosing a rural area. It should not be target for revenue generation because the density of village citizens is low enough to be able to ignore the wishes of the property owners. This development will wreck the neighborhood and rural housing. A nighttime star lit sky will change to a never-ending yellow glow. Keep Industrial development south of Rockfield Rd.	39	0

District Comments

Holy Hill Gateway

Comment	Up Votes	Down Votes
15 Industrial zoning should not extend north of Rockfield or east of Goldendale. People moved to this area for the more rural feel and to be away from the noise/light. The board has repeatedly ignored the wishes of the residents in this area and now there are huge, ugly buildings in what was previously beautiful and quiet farmland. Now there are trucks beeping at all hours. Nobody wants a giant warehouse literally next to their backyard.	43	2
16 This is the "Gateway to Germantown?" How hideous! This is such an ugly, monstrous development! What was our board thinking - again? This is not beneficial to our community now, nor will it be in the future. No one comes to Germantown to enjoy our industrial parks. We have way too many TIFs - enough already!! Let's make Germantown more attractive to visitors, and have them spend their money in our community instead of passing through to go to Menomonee Falls and other local communities.	43	6
17 Leave the area alone! No commercial node needed. Residents are tired of commercial, industrial throughout Germantown. Our area is turning into Hartford and Butler where there are warehouse, commercial industrial buildings throughout residential. Leave it alone.	42	3
18 Germantown needs to have more neighborhoods with medium sized lots, 1-3 acres. Less industrial especially in the northern parts of the Village. Keep the industrial south. Open up more Residential 1-3 acre lots.	19	2
19 Do no extend industrial or add commercial or high density residential to the Northwest corner of Germantown. Why does every piece of open land need to be developed. You are going to chase people further away from Germantown.	16	3
20 Make the water tower as short as possible. The last thing residents in the area who moved here for the rural, quiet feel well before the giant industrial buildings want is an eyesore tower that will be rusty in 10 years like the others in the village.	8	7
21 It's so nice to have a porn shop in Germantown! This is next to the "Gateway to Germantown." How wonderful! Who let this in??? I think this business should be moved to a new location - in the backyard of the Village Planner or perhaps the Village Administrator!!	9	4
22 Please do not put any more warehouses in our backyards! They are too close as it is with too much noise, traffic, light, and hideous buildings. Leave this either open space or low-density residential. The people who favor these industrial buildings clearly don't live anywhere near them. We moved out of the center of town many years ago just to get away from this sort of thing.	12	2
23 No commercial or industrial next to residential! That's terrible planning. How would you like that next to the quiet home you once had?	11	2

District Comments

Holy Hill Gateway

Comment	Up Votes	Down Votes
24 Not a fan of having people walk/bike through my back yard. (Referencing area south of Woodside Neighborhood)	8	6
25 The people who agree with putting a trail back here probably do not live here. Sadly, we no longer live in times where it is safe to put a public trail along private property where little children play outside in back yards. (Referencing area south of Woodside Neighborhood)	1	0
26 No more building out here. These on/off ramps are soooo dangerous as it is. All of the new truck traffic from these massive industrial sites/Speaker Corp. is only adding to the congestion. Wisconsin DOT will "look" at this, but the budget for fixing this problem will probably prohibit any changes for many years to come, if at all.	3	0
27 Potential Commercial Node at Holy Hill Road & US Highway 45	3	0

Omega Hills Industrial

Comment	Up Votes	Down Votes
1 Is it possible to create a ski hill on these mounds? I know it was discussed years ago, but can that. be revisited?	9	0
2 Turn this into a hiking area, mountain bike, sledding/tubing area.	6	0

Rural Preservation

Comment	Up Votes	Down Votes
1 I like the preservation but having 1 unit per 2.5 acres neighborhoods in the north would be good.	10	22
2 Finally, something left rural!	33	5
3 Would like to see more areas being preserved! Germantown residents deserve quiet, peaceful neighborhoods. More of this should be put into the plan. No more industrial/commercial.	140	22
4 We need to maintain the farmland and larger SFH out here. No subdivisions or smaller lots. People living out here chose this location to get away from the crowded housing subdivisions and don't want to be chased away from their homes by densely populated acreage.	27	4
5 Keep preserving the rural areas, please!	16	3
6 It would be lovely to have some sort of trail through this area. It's mainly wetlands so a boardwalk system would most likely need to be in place. No park, just a trail. There are so many people who walk/run along the surrounding roads and the traffic here can be dangerous. (Referencing Wilderness Park Area)	5	0
7 This road needs to be re-paved and the shoulder widened (Referencing Pleasant View Drive)	0	0

District Comments

Schoen Laufen - Menomonee River

Comment	Up Votes	Down Votes
1 Location for future town center. Mix use area. Trails, park connection, shops, restaurants, residential. (Referencing area south of Lannon Road, north of Lilac Lane, and west of River Lane)	15	14
2 Make this a preserved area with no new development. Keep it natural. No more industrial/commercial. (Referencing area extending north and west of Lannon Road)	18	12
3 Build a sports complex next to the park. State of the art turf baseball fields for tournaments, soccer fields, football field, etc. With a great sports complex there, tournaments will regularly be there and after games, all of the teams will spill over to eat/shop in Germantown (North of Lilac Lane, east of Schoen Laufen Park)	15	19
4 I thought there was a pond back here somewhere? Behind Wendland Nursery? Does Wendland own all of this? Can something be developed back here along the freeway? Perhaps put in a frontage road with businesses?	7	10
5 I like the trails in Schoen Laufen Park	35	0
6 Can a frontage road be put in here stemming off Maple? We all know Maple road needs to be redone anyways with the extensive flooding it has every year. (Referencing east side of Maple Road extending south along east side of I-41)	10	5

Corridor Comments

Lannon - Mequon Road

Comment	Up Votes	Down Votes
<p>1 I would like to avoid having any more 4 lane roads with paved center turning lane like this one. It is too much pavement. It looks bad and it is way too expensive to maintain and replace. There are much better ways to make roads. I realize this is a county road. Germantown should not follow in the county's footsteps by making more roads like this and should do all it can to prevent the county from repeating this design in Germantown. (Referencing Lannon Road)</p>	7	5
<p>2 This area should be developed with a chain restaurant or retail stores, or a gas station that is easily accessible from the freeway, not like Kwik Trip (Referencing area around I-41/Lannon Road interchange)</p>	10	15
<p>3 The view of Germantown from the freeway is very discouraging. The worn down buildings on the frontage road are an eye sore, and all you can see are old rental trucks by Germantown truck rental. It looks very trashy. It would be great if we could mirror what you see when you drive past Menomonee Falls new developments. (The WAC, Olive Garden, etc)</p>	26	1

Corridor Comments

Victory Center Corridor

Comment	Up Votes	Down Votes
1 Perhaps a New location for the DPW or Recycle Center. If not this site then along Hwy 145. (Referencing area south of Donges Bay, north of Spaten Court, and east of Fond du Lac Avenue)	6	1
2 Would like to see this corridor become a new center/gateway for the village, based on previous institutions (Etzels Country Inn) and new developments.	4	3
3 Make this residential. 1/2 acre lot minimums. (Referencing farmland in the NE corner of the Fond du Lac Avenue and Donges Bay Road intersection)	6	2
4 Gateway development with commercial corridor and higher density development needed in Germantown for housing. Buffer between Industrial-tracks to the east and single family residential west of STH 145. (Referencing the NE corner of the Fond du Lac Avenue and Donges Bay Road intersection)	5	0
5 Continuation of higher density development, similar to buildings to the north. Use should be established as higher density residential buffering from the single family to the west and STH 145 to the east. (Referencing farmland on the west side of Fond du Lac Ave, north of Knollcrest Circle)	7	0
6 Secondary Fire Station. (Referencing area south of Donges Bay, north of Spaten Court, and east of Fond du Lac Avenue)	3	0
7 Do not allow the business park to expand here. It's already noisy. This should be residential in the future and the business park noise regulations SHOULD BE ENFORCED! (Referencing farmland in the NE corner of the Fond du Lac Avenue and Donges Bay Road intersection)	4	0
8 Ideal spot for a bike trail along creek south to old R/R right of way west to Bug line and north along R/R line to Washington County trails. (Referencing natural areas on east side of Fond du Lac Avenue followign the stream)	2	0
9 I agree only with a walking trail from south to north.	0	0

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Appendix D

PUBLIC INPUT MEETING POLLING RESULTS 7/25/19

7/24/2019

Germantown PIM #1

Germantown PIM #1

Current run (last updated Jul 24, 2019 12:27pm)

17

Polls

43

Participants

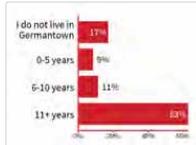
43

Average responses



Average engagement

How long have you lived in Germantown?



Response options	Count	Percentage
I do not live in Germantown	6	17%
0-5 years	3	9%
6-10 years	4	11%
11+ years	22	63%



Engagement

35 Responses

Which zone do you live in?



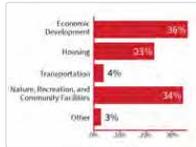
Response options	Count	Percentage
Zone 1	29	100%



Engagement

29 Responses

What topic(s) are you most interested in discussing at the meeting tonight?



Response options	Count	Percentage
Economic Development	39	36%
Housing	25	23%
Transportation	4	4%
Nature, Recreation, and Community Facilities	37	34%
Other	3	3%



Engagement

108 Responses

What is the best thing about living in Germantown?



- Responses
- People | Community | Maintain charm and quality of life style.
 - Bike paths, walking paths, shops , coffee, restaurants keep schools excellent.
 - More non-chain restaurants | Well run | Defined vibrant downtown
 - More parks and open spaces. Controlled economic development | Location
 - Rejuvenate main street | Activities | Growth
 - Quality of life. Quality of education. Quality of police and fire safety.. | Safety | School
 - Accessible | Proximity
 - It's quiet, but also close to jobs. It has agriculture, nice parks and various recreation.
 - Parks | Near Milwaukee | Friends | School | Schools neighbors community | School
 - Small town feel | Safety | Community | It feels like home | Size | Close location
 - Parks | House paid for | Nature | Rural feel | family community
 - Proximity to freeway getting to downtown | Close community | Small town/ schools
 - Neighbors | Proximity | Safety | People | Friendly people | The school district
 - Location | Openness | Community | Community | Community and residents | People
 - Community | Community | Schools | Open space



Engagement

54 Responses

7/24/2019

Germantown PIM #1

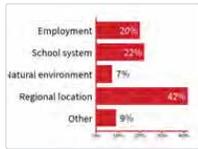
What would you like to see happen in Germantown?



- Responses
- Enter entertainment district to be a draw for consumers. Improved streets, sidewalks and nature. Water and sewer upgrades
 - Pool
 - Municipal Water
 - Outdoor pool
 - Entertainment
 - Places to eat
 - Strong neighborhoods
 - More homes
 - Growth of businesses
 - Sewers to NW Germantown
 - Less sprawl
 - Restaurants
 - More bike paths, recreation, shops, coffee, restaurants.
 - Entertainment
 - Maintain housing quality
 - More and better parks
 - Growth
 - Better downtown
 - Pool
 - Businesses
 - Affordable single family homes.
 - Community pool
 - More small businesses
 - An outdoor community swimming area or pool like Hoyt Park in Tosa
 - Sanitary sewer to the northern village
 - Growth
 - Growth
 - Better non-chain restaurants
 - Things to bring people here
 - Controlled growth
 - More housing choices
 - Walkability
 - Redevelopment
 - Keep rural feeling
 - Trails
 - Expansion
 - Stop and go lights work properly
 - Community pool
 - Recreation center
 - Security
 - Small businesses
 - Development
 - Pool
 - Controlled economic development and more park space
 - Rejuvenate main street
 - Pool
 - Downtown development and popularity
 - Improve security

77% Engagement
48 Responses

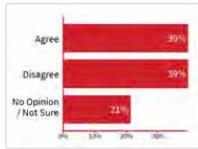
What is your primary reason for living in Germantown?



Response options	Count	Percentage
Employment	11	20%
School system	12	22%
Natural environment	4	7%
Regional location	23	42%
Other	5	9%

77% Engagement
55 Responses

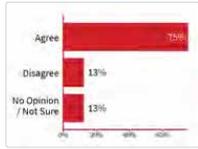
"Germantown needs more parks."



Response options	Count	Percentage
Agree	13	39%
Disagree	13	39%
No Opinion / Not Sure	7	21%

77% Engagement
33 Responses

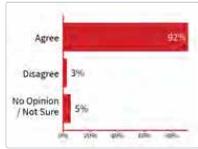
"Germantown has the right level of municipal services (fire, police, garbage, etc.)."



Response options	Count	Percentage
Agree	24	75%
Disagree	4	13%
No Opinion / Not Sure	4	13%

74% Engagement
32 Responses

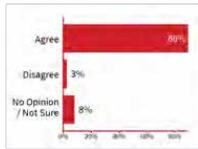
"Germantown needs more restaurants."



Response options	Count	Percentage
Agree	34	92%
Disagree	1	3%
No Opinion / Not Sure	2	5%

86% Engagement
37 Responses

"Germantown needs more recreational and cultural amenities."



Response options	Count	Percentage
Agree	33	89%
Disagree	1	3%
No Opinion / Not Sure	3	8%

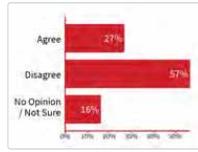
86% Engagement
37 Responses

VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN

7/24/2019

Germantown PIM #1

"Germantown needs high-quality, multi-family housing opportunities."

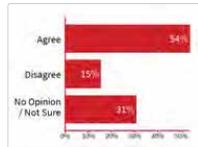


Response options	Count	Percentage
Agree	10	27%
Disagree	21	57%
No Opinion / Not Sure	6	16%



37 Responses

"Germantown needs more employment opportunities."

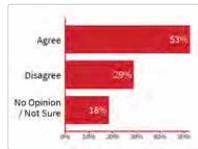


Response options	Count	Percentage
Agree	21	54%
Disagree	6	15%
No Opinion / Not Sure	12	31%



39 Responses

"Germantown needs more natural space."

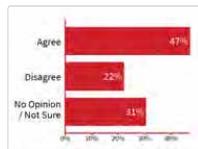


Response options	Count	Percentage
Agree	20	53%
Disagree	11	29%
No Opinion / Not Sure	7	18%



38 Responses

"Germantown is a fun place to live."

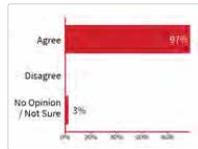


Response options	Count	Percentage
Agree	17	47%
Disagree	8	22%
No Opinion / Not Sure	11	31%



36 Responses

"Germantown is a good place to raise a family."

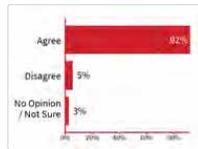


Response options	Count	Percentage
Agree	36	97%
Disagree	0	0%
No Opinion / Not Sure	1	3%



37 Responses

"Germantown is a safe place to live."

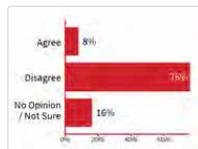


Response options	Count	Percentage
Agree	34	92%
Disagree	2	5%
No Opinion / Not Sure	1	3%



37 Responses

"Germantown satisfies all of my needs."



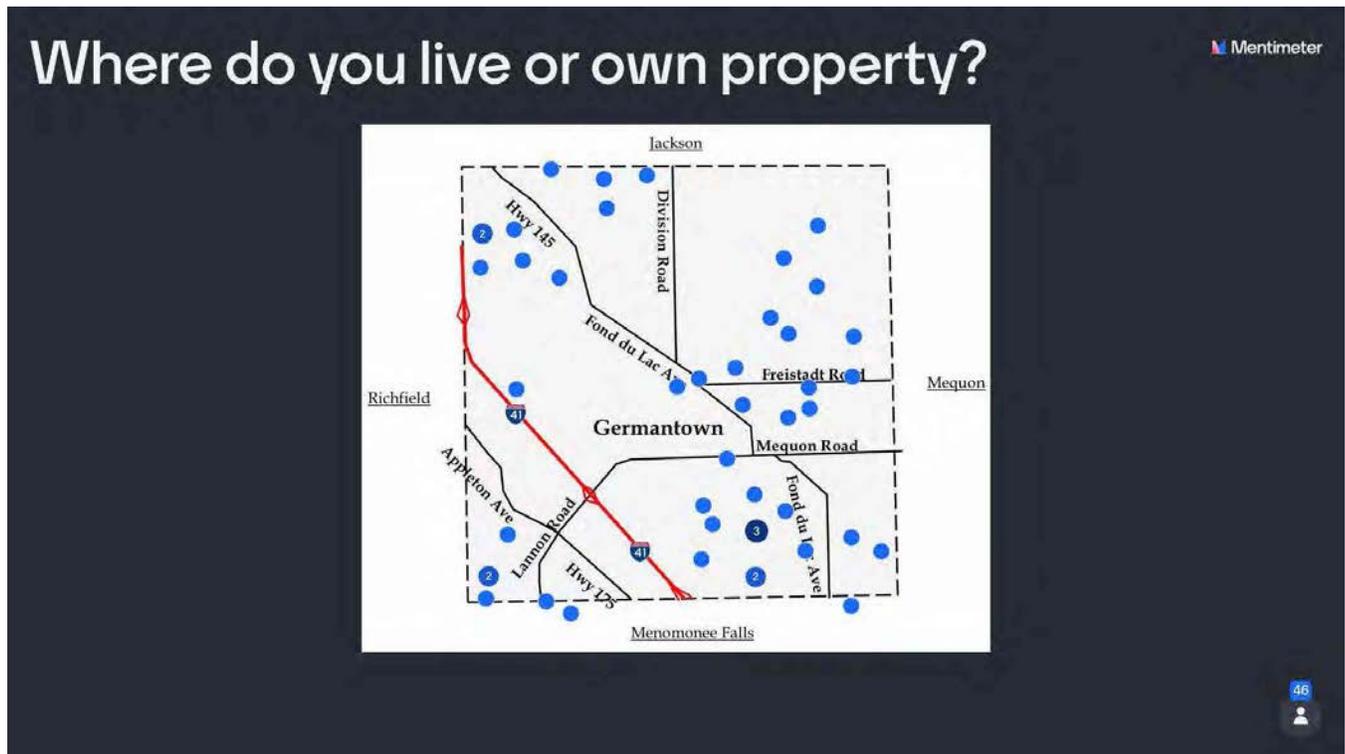
Response options	Count	Percentage
Agree	3	8%
Disagree	28	76%
No Opinion / Not Sure	6	16%



37 Responses

Appendix E

WORKSHOP POLLING RESULTS 4/11/22



If you own or take care of property in Germantown, how many acres of land do you own or manage?

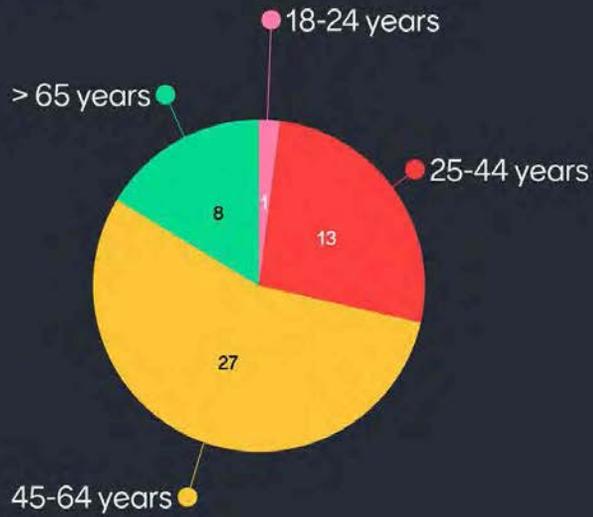
Mentimeter



48

How old are you?

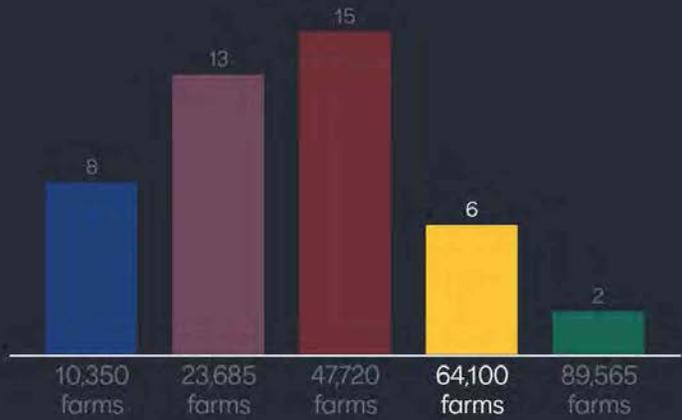
Mentimeter



49

The number of farms in WI decreased 10% between 2011 and 2021. How many total farms were operating in WI in 2021?

Mentimeter



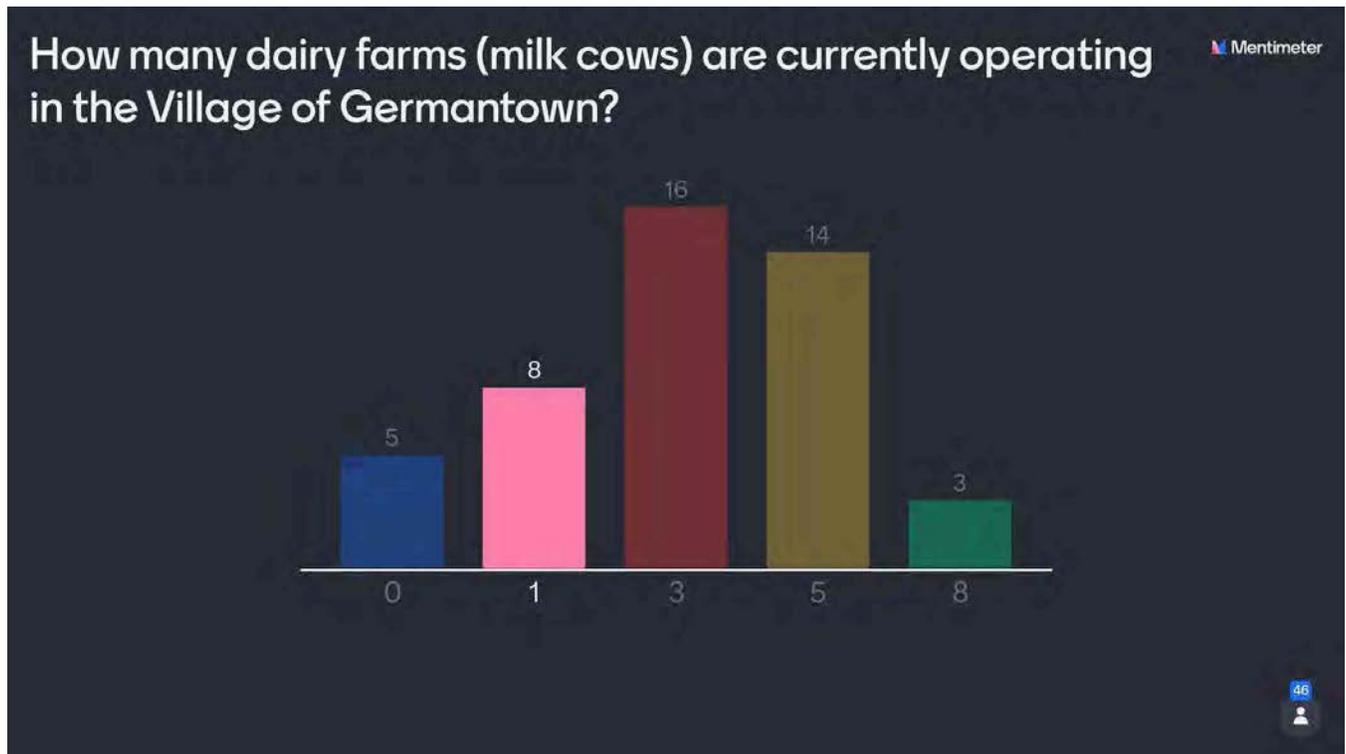
44

WI is considered to be "America's Dairyland". Which state led the nation in milk production in 2021? (w/ 13.8% of the total milk produced in the US.)

Mentimeter

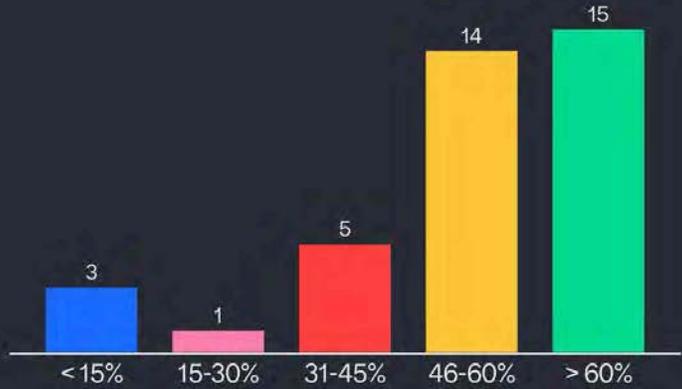


46



In the Village's "Rural Preservation District", how much OPEN SPACE should be required in a "Conservation Design" development?

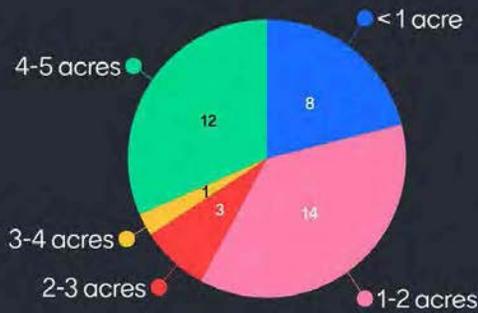
Mentimeter



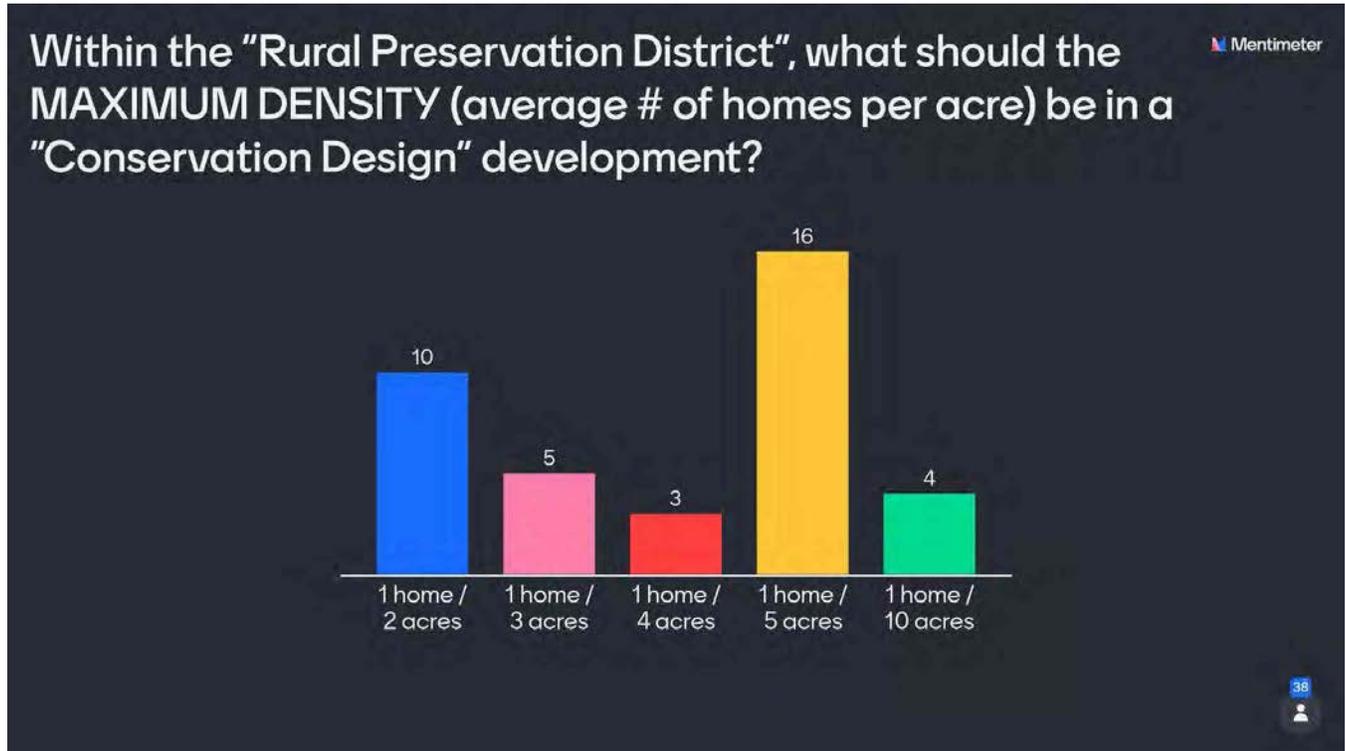
38

Within the "Rural Preservation District", what should be the MINIMUM LOT SIZE required in a "Conservation Design" development?

Mentimeter



38



In the "Rural Preservation District", if a development does NOT use a Conservation Subdivision design, what MINIMUM LOT SIZE should be required?

Mentimeter



39

For as long as you have lived or owned property in Germantown, how successful has Germantown been at preserving the rural landscape?

Mentimeter

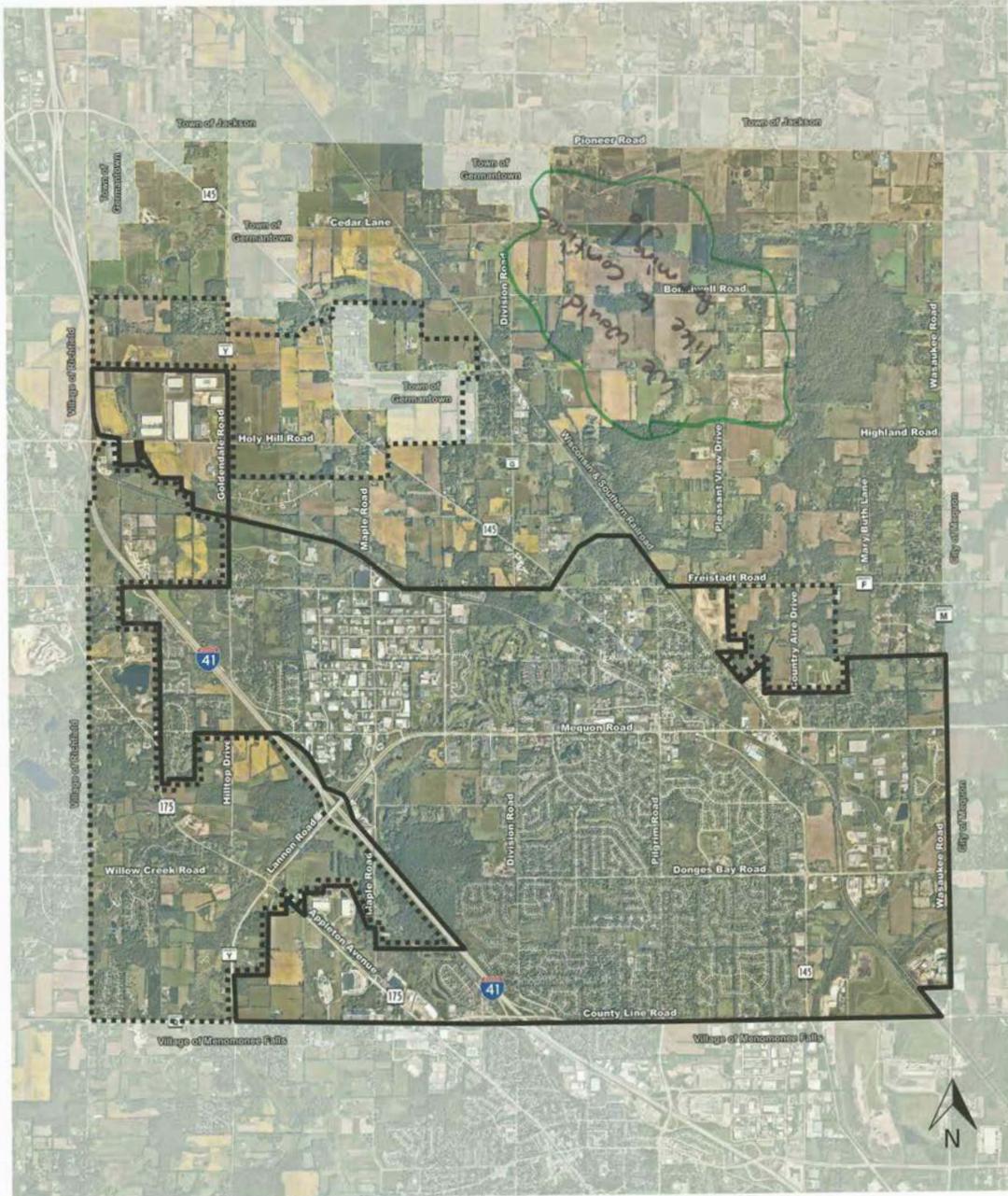


37

Appendix F

WORKSHOP MAPPING RESULTS 4/11/22

Village of Germantown

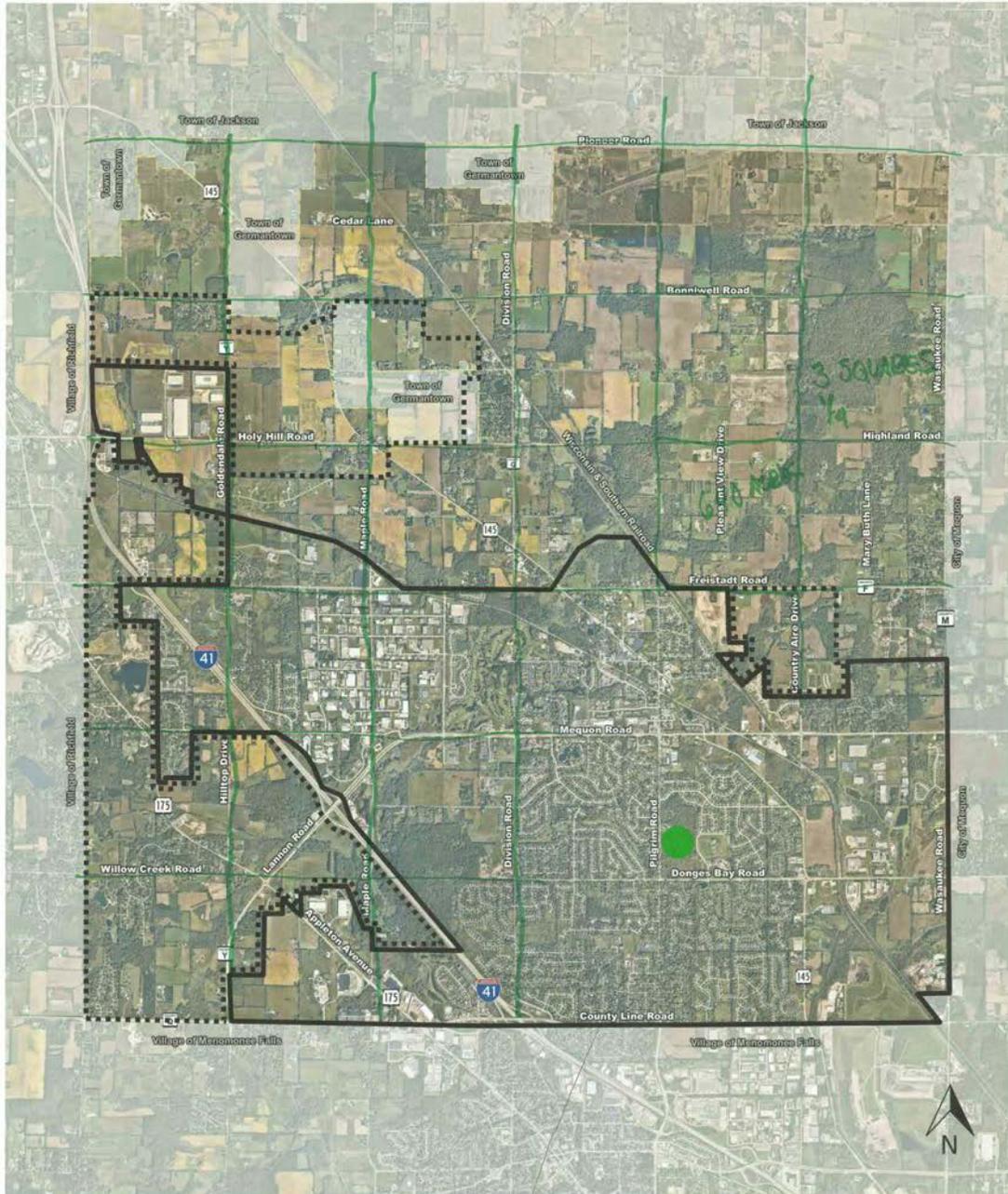


Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #
1

Village of Germantown



rural preservation

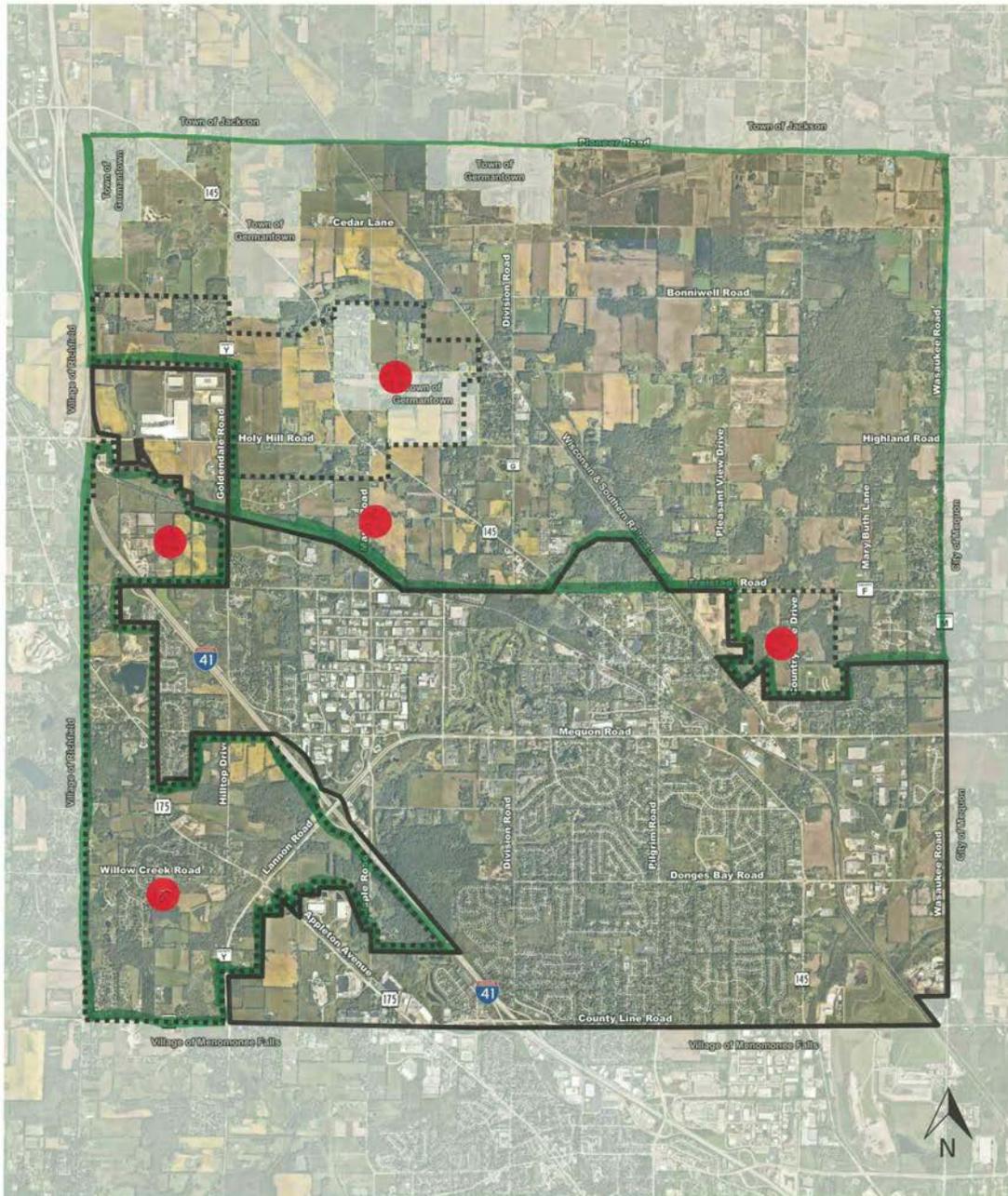
Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #

2

RED = Removed From Sewer Service Area
Village of Germantown



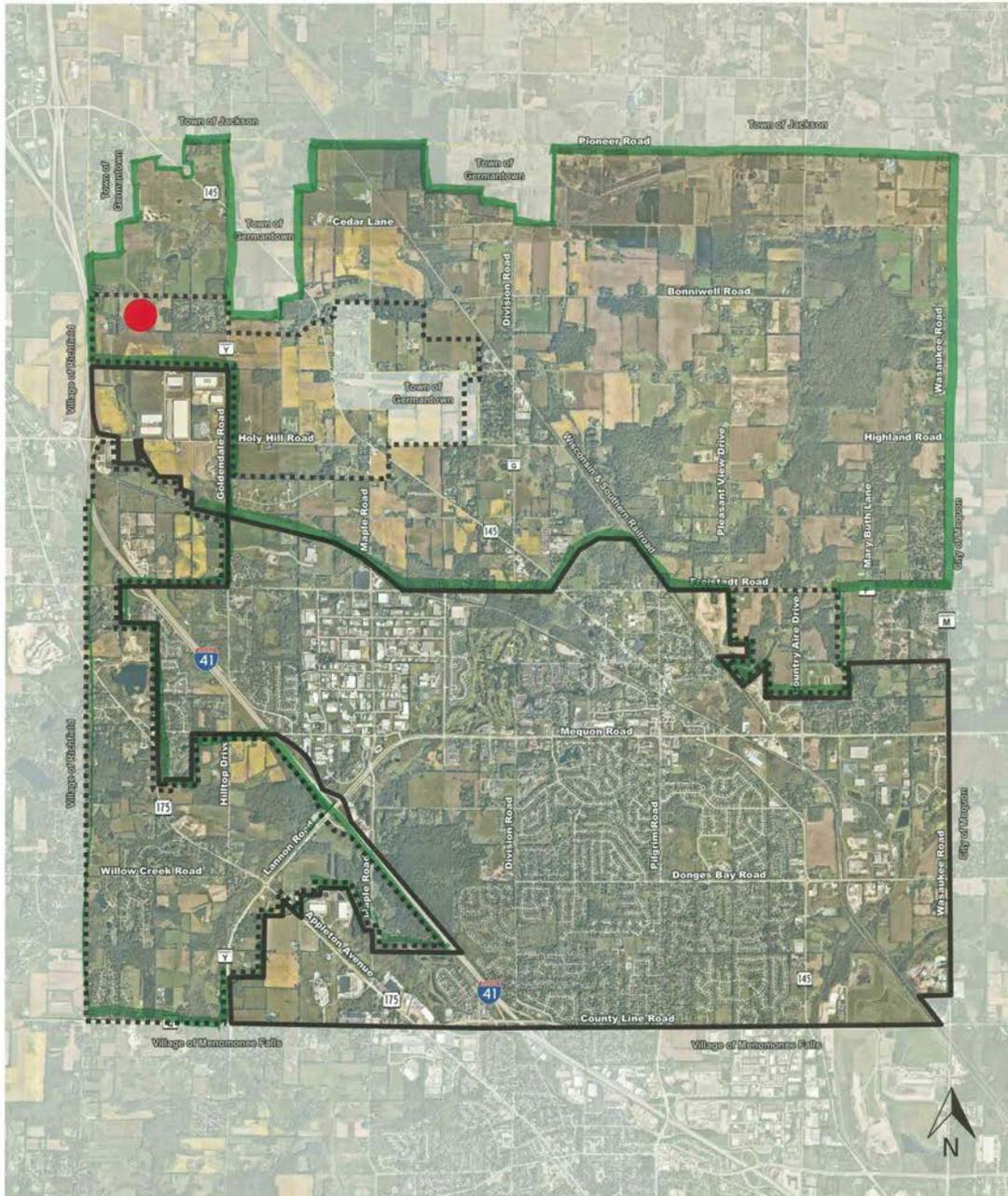
*GREEN BORDER:
 Proposed Rural
 Preservation
 Mapping Area*



Legend
 [Solid Black Line] Existing Sewer Service Area (SSA) Boundary
 [Dashed Black Line] Potential Sewer Service Area (SSA) Boundary

Table #
3

Village of Germantown



Red = Remove from future sewer



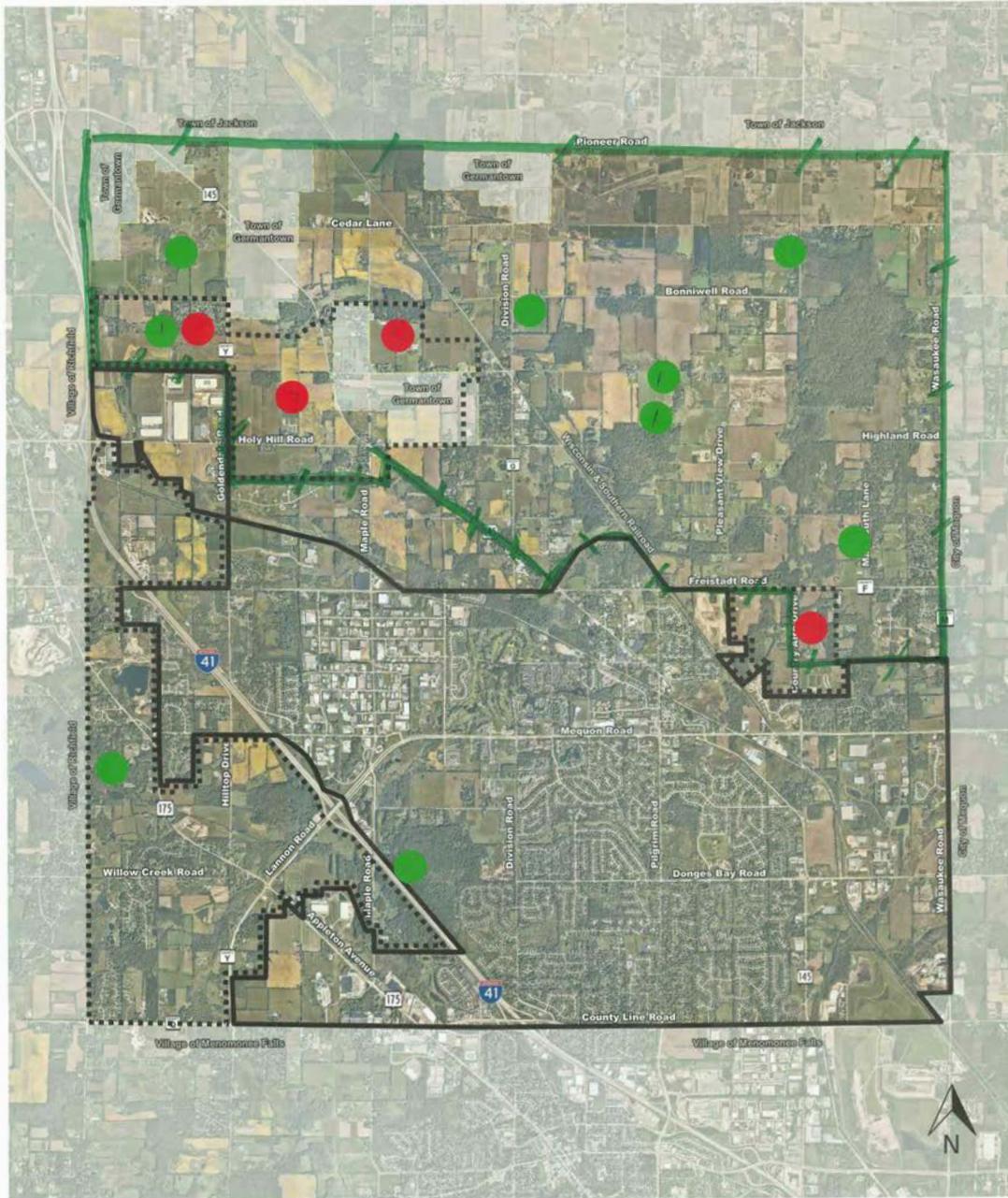
Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #

4

Village of Germantown

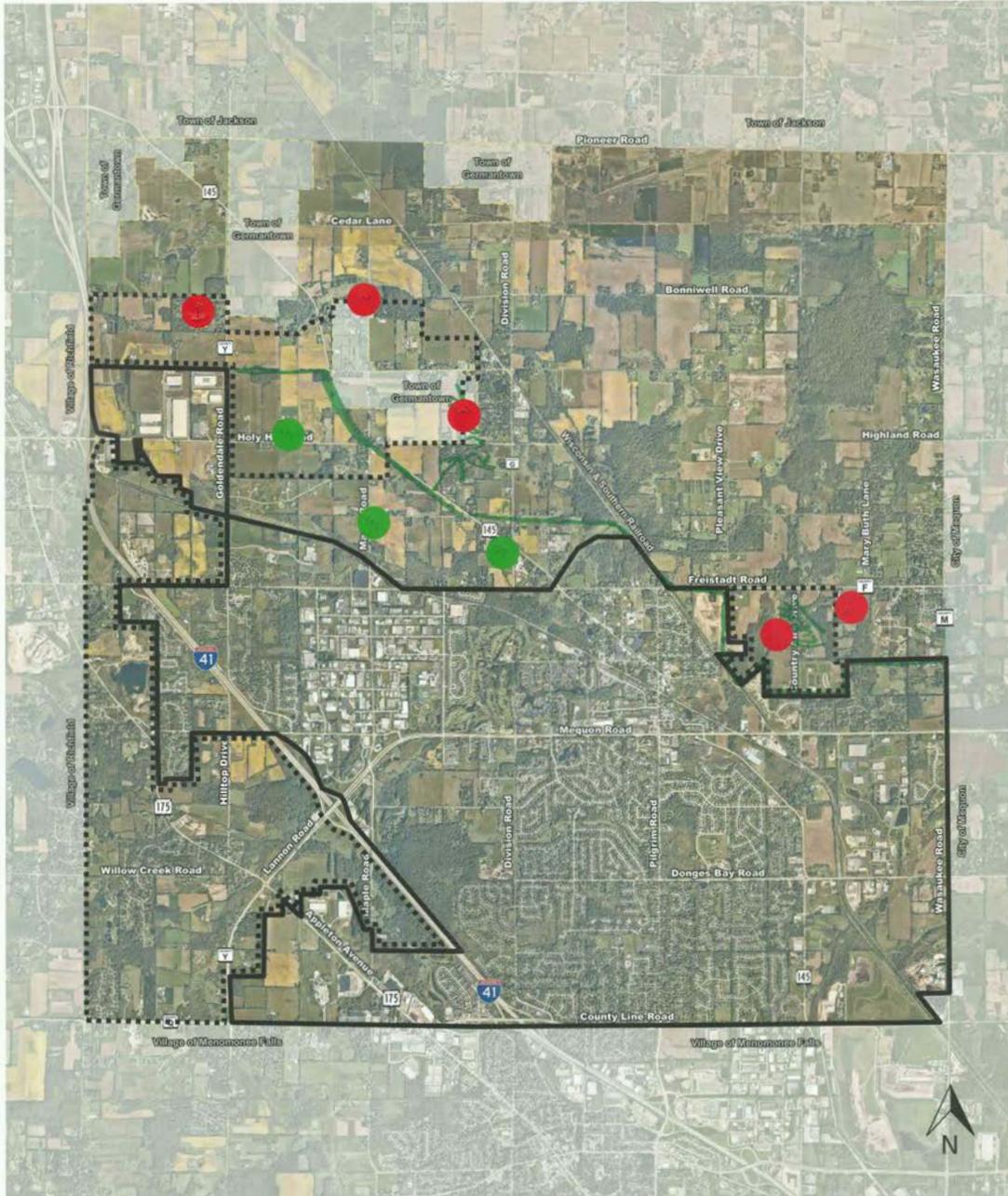


Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #
5

Village of Germantown



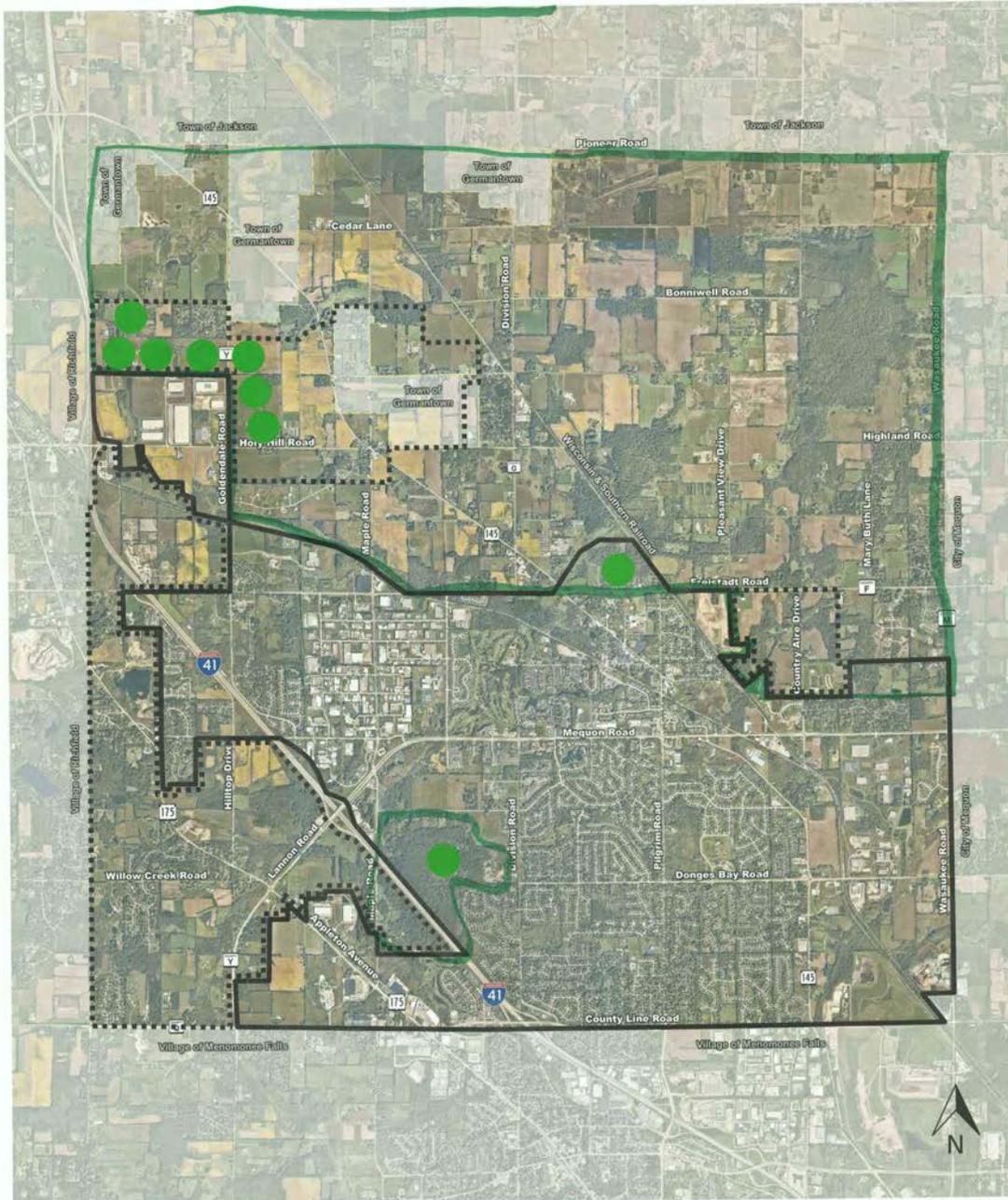
Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #

6

DO NOT SELL OUR WATER Village of Germantown



GREEN = RURAL

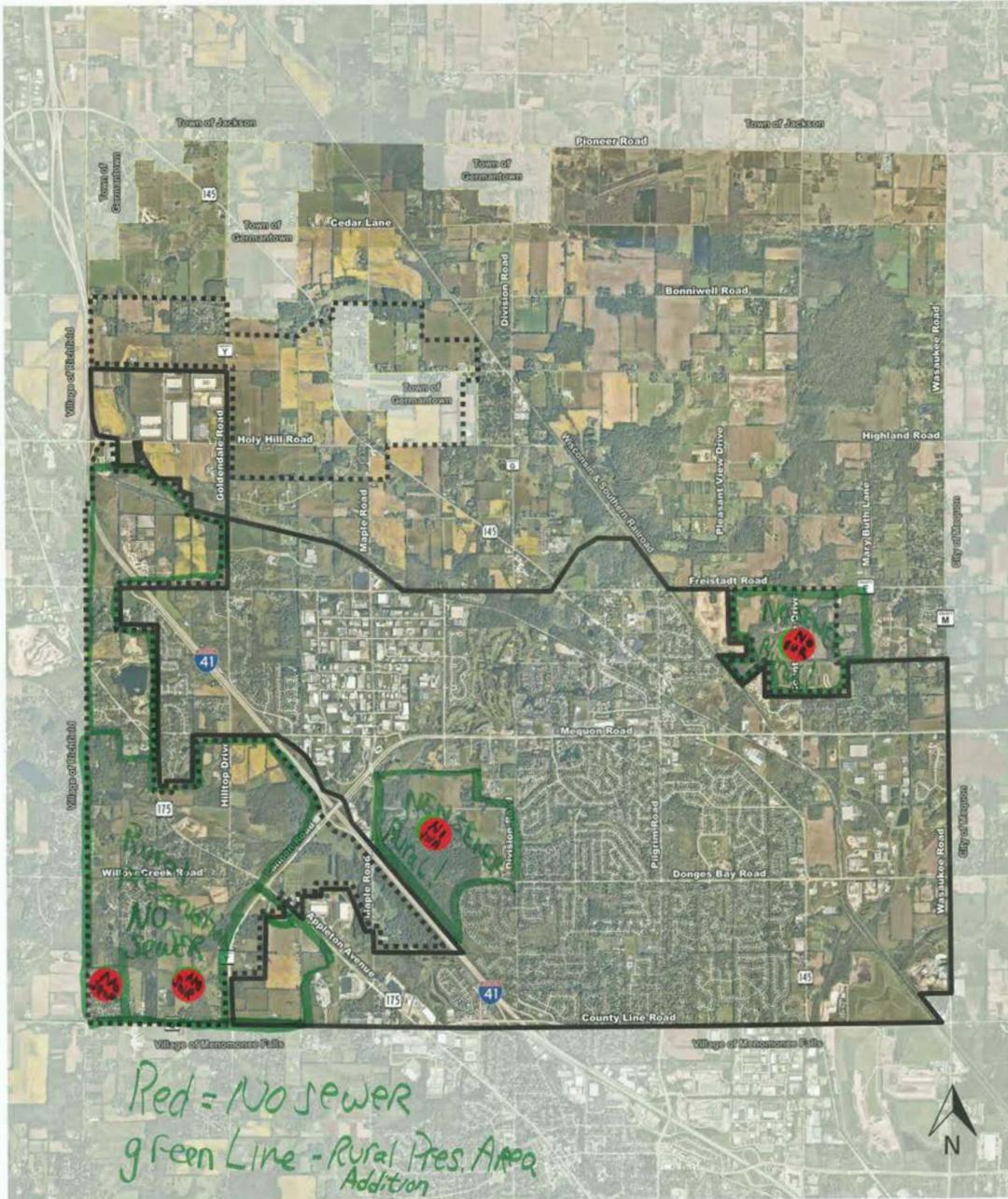


Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #
7

Village of Germantown



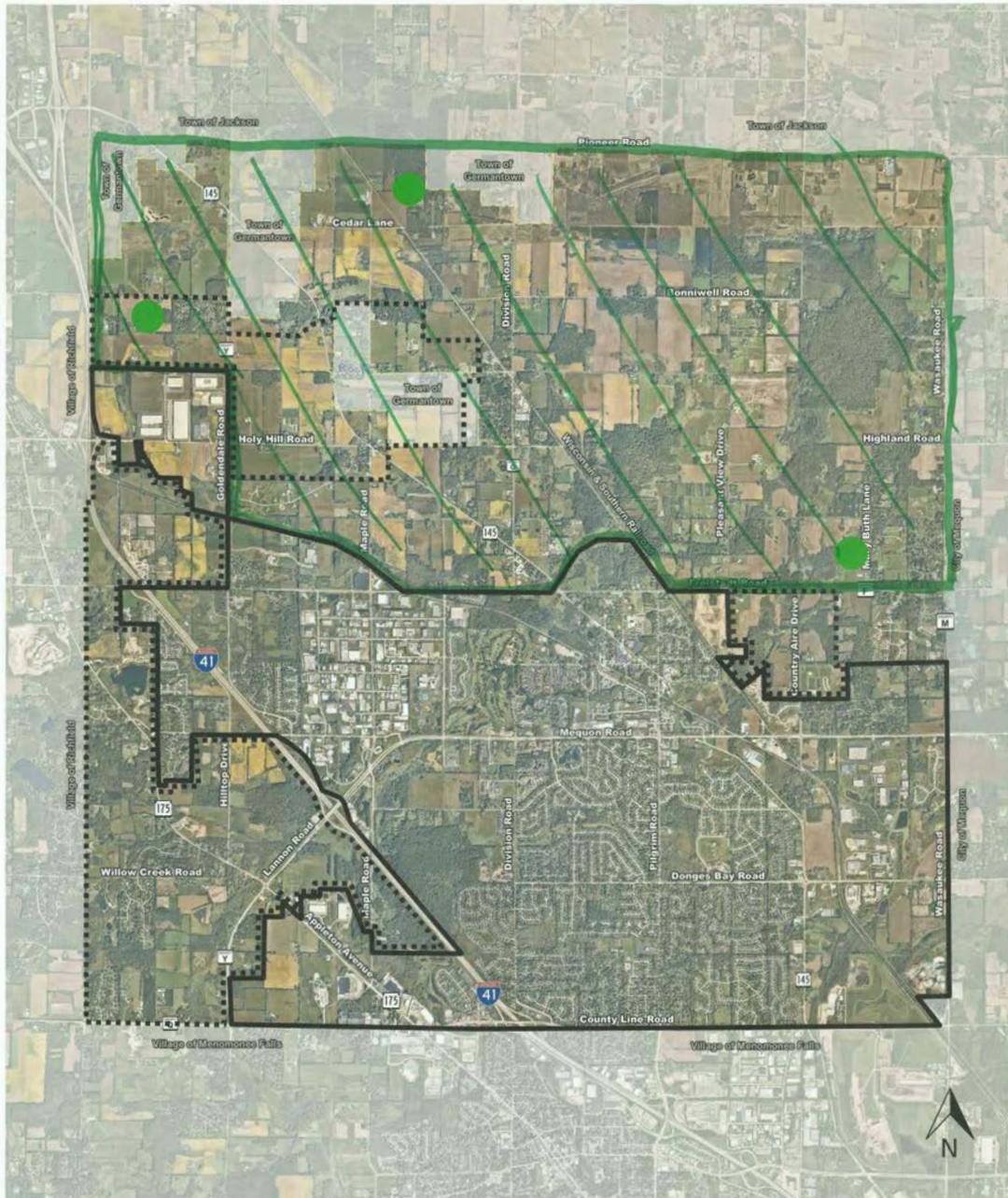
Are the current landowners of large tracts farmers or Land speculating buyers/developers?



- Legend**
-  Existing Sewer Service Area (SSA) Boundary
 -  Potential Sewer Service Area (SSA) Boundary

Table #
8

Village of Germantown

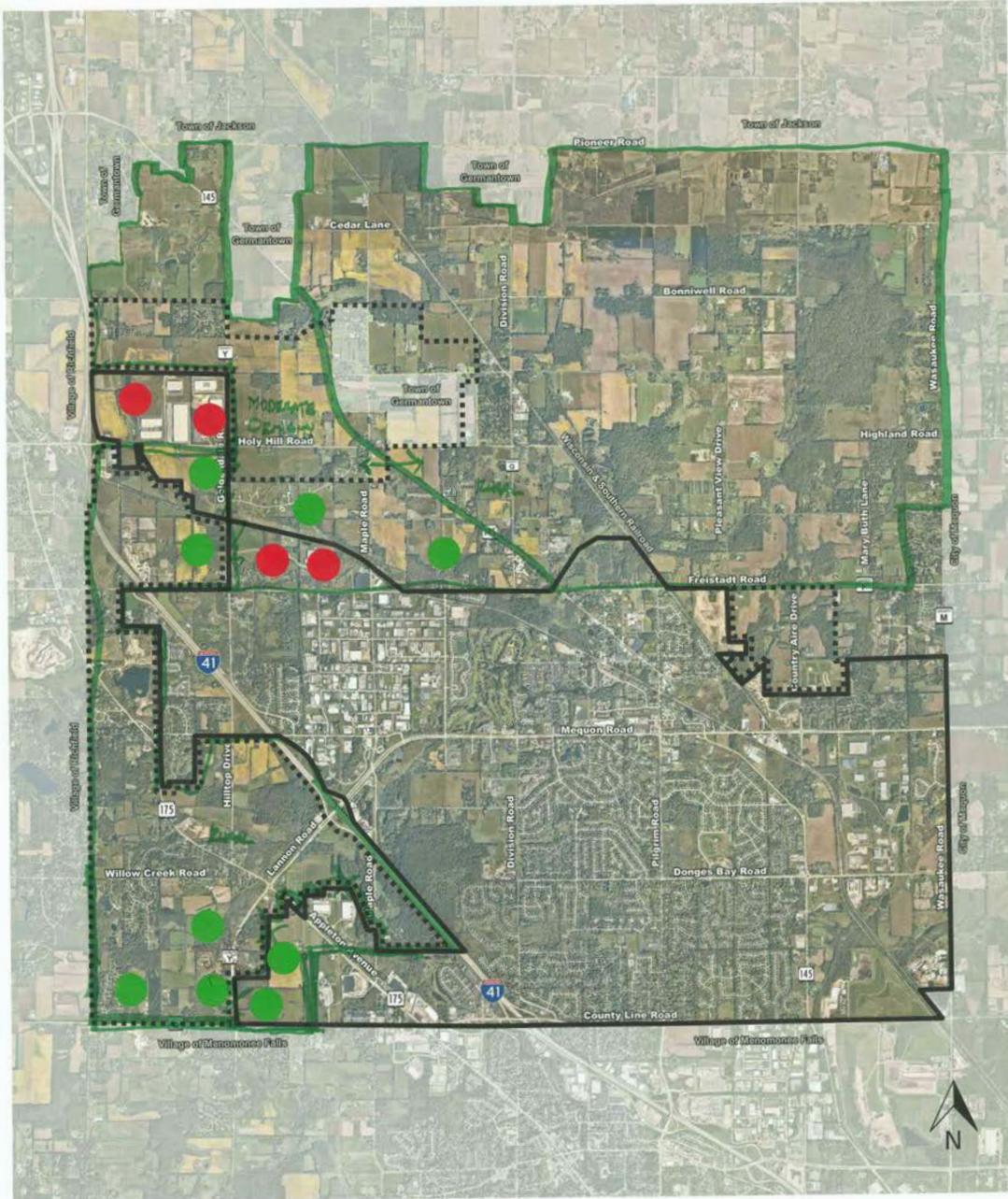


Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #
9

Village of Germantown



Legend

-  Existing Sewer Service Area (SSA) Boundary
-  Potential Sewer Service Area (SSA) Boundary

Table #
10

APPENDIX G

2050 Comprehensive Plan Amendment No. 1

Ordinance No. 05-2023

Adopted May 15, 2023

ORDINANCE NO. 05-2023

AN ORDINANCE TO ADOPT AMENDMENT NO. 1
TO THE "VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN"
FOR THE VILLAGE OF GERMANTOWN, WISCONSIN

WHEREAS, THE VILLAGE BOARD OF THE VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN, ORDAINS AS FOLLOWS:

Section 1. Pursuant to Sections 60.22(3), 62.23(2) and 62.23(3) of Wisconsin Statutes, the Village of Germantown is authorized to prepare and adopt a comprehensive plan as defined in Sections 66.1001 Wisconsin Statutes.

Section 2. the Village of Germantown and the Village of Richfield entered into the Intergovernmental Agreement for the Provision of Municipal Wastewater and Water Utility Service Between the Village of Richfield and the Village of Germantown (hereafter the "IGA") effective December 1, 2022; and

Section 3. Germantown and Richfield staff have worked in cooperation with the Southeast Wisconsin Regional Planning Commission (SEWRPC), the Milwaukee Metropolitan Sewerage District (MMSD) and the Wisconsin Department of Natural Resources (WisDNR) to expand the Village of Germantown's Sanitary Sewer Service Area (SSSA) and amend each Village's respective comprehensive plans to incorporate the IGA as prerequisites for extending wastewater and water services to the Village of Richfield.

Section 4. SEWRPC, MMSD and WisDNR staff have encouraged the Village of Germantown to further expand the Village's SSSA to include other parcels in the Village of Germantown that are expected to develop in the next 5 to 10 years consistent with the land use and development policies adopted in the 2050 Comprehensive Plan.

Section 5. The Village of Germantown Plan Commission held a public hearing of the "Village of Germantown 2050 Comprehensive Plan" on April 10, 2023, in compliance with the requirements of Section 66.1001(4)(d) of Wisconsin Statutes and adopted Resolution No. 01-2023 recommending that the Village Board adopt an amendment to the "Village of Germantown 2050 Comprehensive Plan" set forth in Exhibit 1 (attached hereto).

Section 6. The Village Board of the Village of Germantown, Wisconsin, does by enactment of this ordinance, formally adopt an amendment to the "Village of Germantown 2050 Comprehensive Plan" as set forth in Exhibit 1 consistent with Section 66.1001 Wisconsin Statutes.

SECTION 7. This ordinance shall take effect and be in full force the day after its passage and publication, as provided by law.

Adopted this 15th day of May, 2023.

Introduced by Trustee: _____ Second by Trustee: _____

Vote: Ayes: _____ Nays: _____

Dean Wolter, Village President

ATTEST:

Angel Rettler, Interim Village Clerk

APPROVED AS TO FORM:

Brian Sajdak, Attorney

Chapter 4 Text Amendment

- 1. Add the following text to the Regional Context & Intergovernmental Cooperation Chapter under the “Sanitary Sewer System” heading beginning on page 32:**

In May, 2022, the Village of Germantown entered into an agreement with the Village of Richfield to extend municipal sewer and water utility services into a portion of the Village of Richfield (see the *Intergovernmental Agreement for the Provision of Municipal Wastewater and Water Utility Service Between the Village of Richfield and the Village of Germantown* for details). The Agreement was subject to voter approval through an advisory referendum held on November 8, 2022. As a result of the referendum passing, the IGA went into effect on December 1, 2022.

The Agreement is to provide limited sewer & water utility services to an area referred to as the “Northeast Corridor” in the Village of Richfield. The Northeast Corridor service area is approximately 440 acres located west of US41, north of Holy Hill Road, east of Appleton Ave and south of Pleasant Hill Road. Future land uses in the Northeast Corridor to be served by Germantown sewer & water utility services include office/light industrial, warehouse/distribution, highway-oriented & small-scale commercial, and single & multi-family residential.

The Agreement identifies the preliminary routes for extending utility services through Germantown, Richfield and into the Northeast Corridor. These routes generally include extending sewer service from the intersection of Goldendale Road @ Freistadt Road to the west/northwest through the “Freistadt District” in Germantown and then northwesterly along the Wisconsin & Southern (WSOR) railroad right-of-way into Richfield, across Holy Hill Road west of US41 and then northerly into the Northeast Corridor service area. Water service will be extended from the intersection of Rockfield Road @ Gateway Crossing in the Germantown Gateway Corporate Park westerly along the Rockfield Road right-of-way, under US41, and into the Northeast Corridor service area (a water main loop back into Germantown following the same sewer route described above will also be installed).

Germantown and Richfield staff, engineers and attorneys are working with the Southeast Wisconsin Regional Planning Commission (SEWRPC), the Milwaukee Metropolitan Sewerage District (MMSD) and the Wisconsin Department of Natural Resources (WisDNR) to expand the Village of Germantown’s Sanitary Sewer Service Area (SSSA) as one of the prerequisites to extending sewer service to Richfield. Staff has submitted the necessary application to SEWRPC to initiate the review/approval process that involves concurrent review and approval by both MMSD and WisDNR. It is expected that a decision to expand the SSSA will occur in 2023.

Germantown is also coordinating with the Wisconsin Department of Transportation (WisDOT), the Eastern Wisconsin Counties Railroad Consortium (EWCRC), WATCO Companies, and the Wisconsin & Southern Railroad (WSOR) regarding the proposal to utilize existing railroad right-of-way for the extension of municipal water and sewer utility services along the railroad right-of-way and under US41.

Chapter 7 Text & Map Amendments

1. **Add the following text to the Systems Chapter in the Utilities & Community Facilities section and under the “Sanitary Sewer System” heading beginning on page 171:**

In May, 2022, the Village of Germantown entered into an agreement with the Village of Richfield to extend municipal sewer and water utility services into a portion of the Village of Richfield (see the *Intergovernmental Agreement for the Provision of Municipal Wastewater and Water Utility Service Between the Village of Richfield and the Village of Germantown* for details). The Agreement was subject to voter approval through an advisory referendum held on November 8, 2022. As a result of the referendum passing, the IGA went into effect on December 1, 2022.

The Agreement is to provide limited sewer & water utility services to an area referred to as the “Northeast Corridor” in the Village of Richfield. The Northeast Corridor service area is approximately 440 acres located west of US41, north of Holy Hill Road, east of Appleton Ave and south of Pleasant Hill Road. Future land uses in the Northeast Corridor to be served by Germantown sewer & water utility services include office/light industrial, warehouse/distribution, highway-oriented & small-scale commercial, and single & multi-family residential.

The Agreement identifies the preliminary routes for extending utility services through Germantown, Richfield and into the Northeast Corridor. These routes generally include extending sewer service from the intersection of Goldendale Road @ Freistadt Road to the west/northwest through the “Freistadt District” in Germantown and then northwesterly along the Wisconsin & Southern (WSOR) railroad right-of-way into Richfield, across Holy Hill Road west of US41 and then northerly into the Northeast Corridor service area. Water service will be extended from the intersection of Rockfield Road @ Gateway Crossing in the Germantown Gateway Corporate Park westerly along the Rockfield Road right-of-way, under US41, and into the Northeast Corridor service area (a water main loop back into Germantown following the same sewer route described above will also be installed).

Germantown and Richfield staff, engineers and attorneys are working with the Southeast Wisconsin Regional Planning Commission (SEWRPC), the Milwaukee Metropolitan Sewerage District (MMSD) and the Wisconsin Department of Natural Resources (WisDNR) to expand the Village of Germantown's Sanitary Sewer Service Area (SSSA) as one of the prerequisites to extending sewer service to Richfield. Staff has submitted the necessary application to SEWRPC to initiate the review/approval process that involves concurrent review and approval by both MMSD and WisDNR. It is expected that a decision to expand the SSSA will occur in 2023.

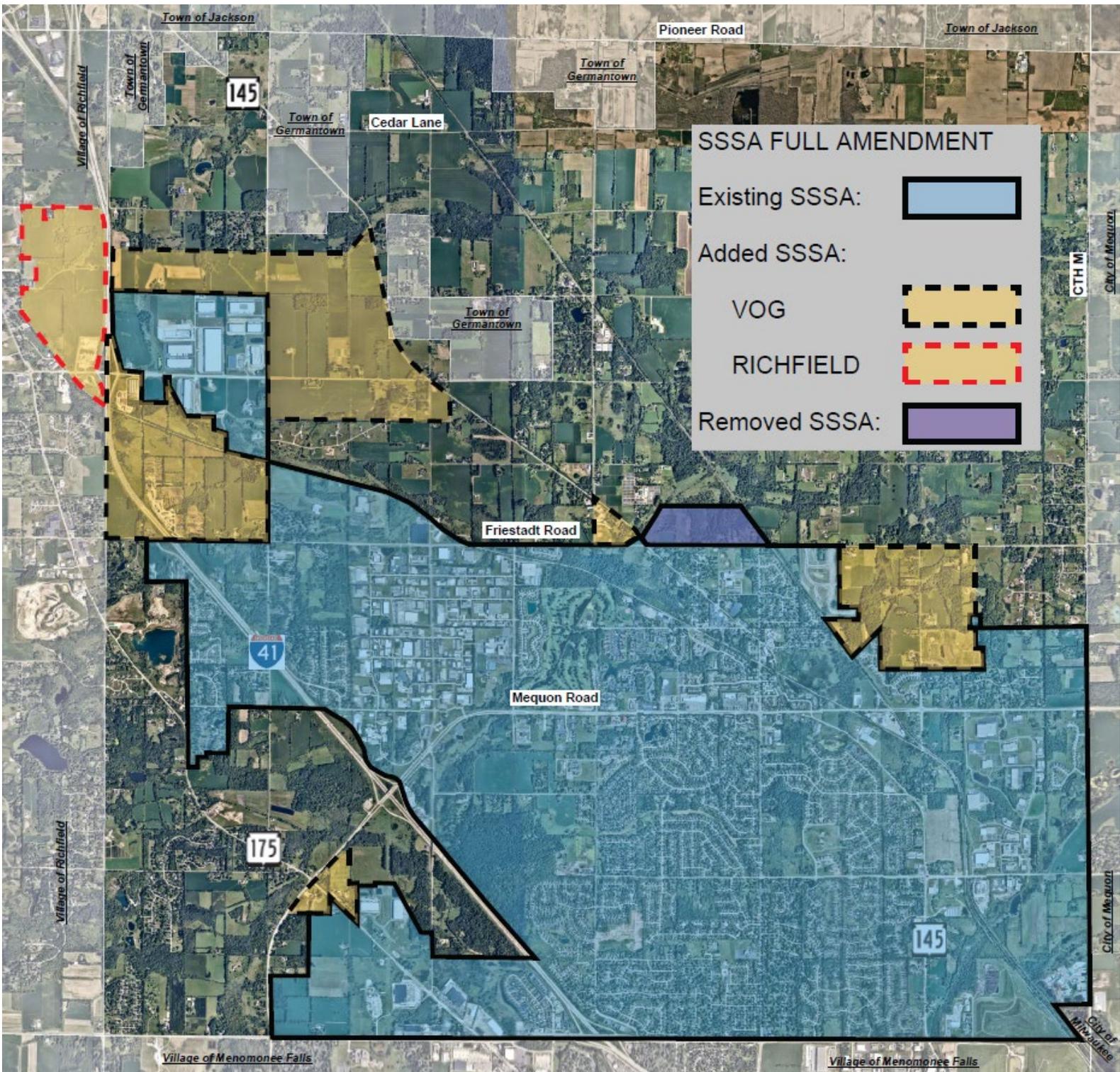
SEWRPC informed the Village that the "immediate" SSSA expansion amendment necessary to serve the Northeast Corridor in the Village of Richfield should include parcels of land in the Village of Germantown that meets the following criteria:

1. Include the smallest area & fewest parcels necessary to which service is to be provided;
2. Parcels included must be contiguous to the existing SSSA boundary;
3. Include parcels through which sewer & water services will be physically located and other adjoining parcels is intended to be served;
4. Parcels included cannot create or encircle unserved parcels (no unserved "donut holes")

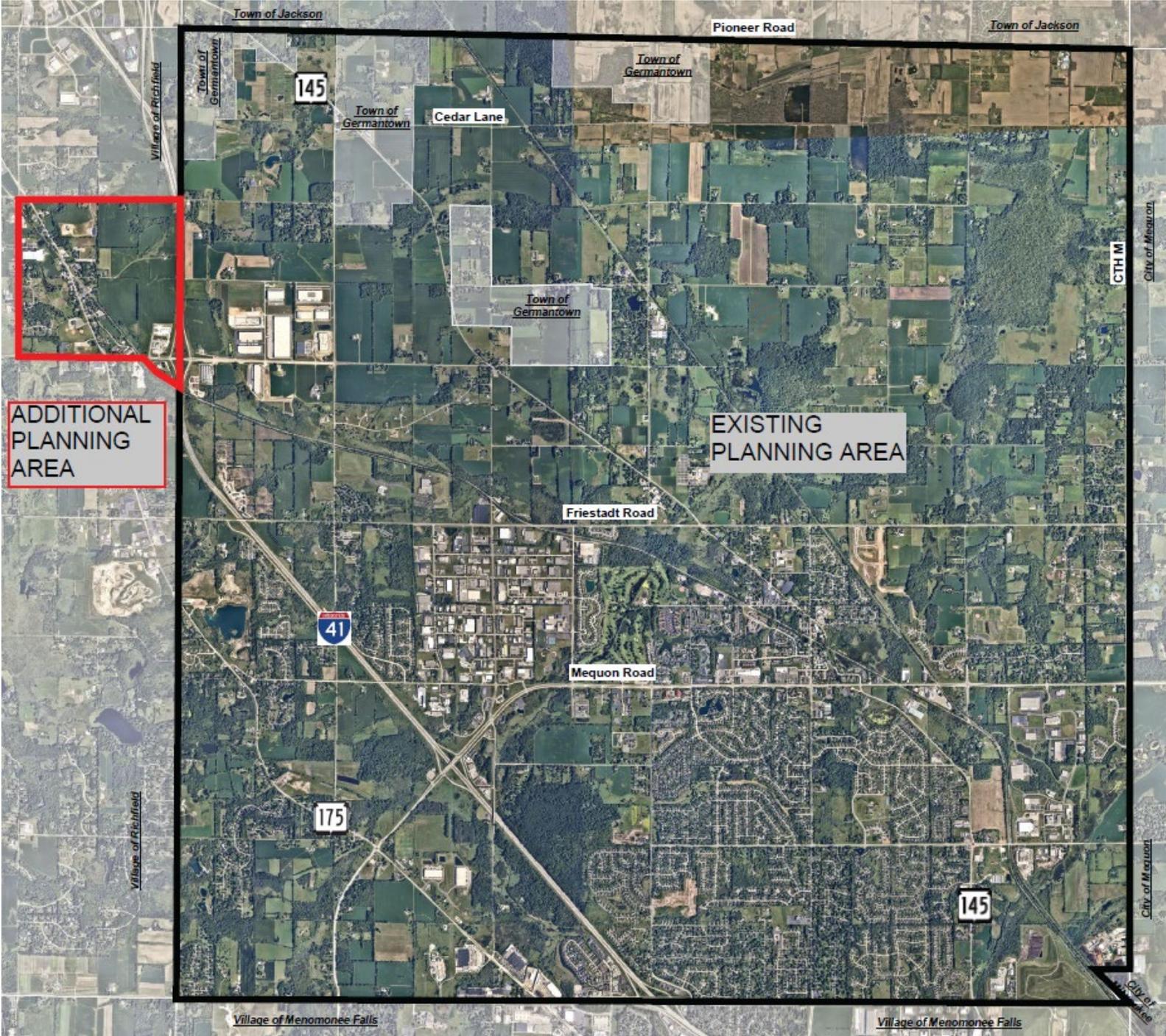
For this reason, the Germantown expansion area includes all property within the Freistadt District east of US41, north of Freistadt Road, west of Goldendale Road and south of the railroad. Portions of the "Freistadt District" and the area north of the railroad located in the "Holy Hill Gateway District" include environmentally sensitive features, including a navigable waterway (tributary to the Menomonee River), wetlands, and floodplain. The parcels containing these features are included in the "immediate" SSSA expansion strictly due to the "contiguity" criteria discussed above. It is intended that these environmentally sensitive features will not be developed and will be protected from the negative impacts of any nearby development served by municipal sewer and water through administration and enforcement of the Village's development codes, including but not limited to the general Zoning Code, Shoreland-Wetland Zoning Code, Floodplain Zoning Code, and Subdivision and Platting Code.

As a result, the Village of Germantown will be required to submit a separate SSSA amendment(s) in the future to include other parcels in Germantown that do not meet the criteria above but that are expected to be added to the SSSA as identified in the 2050 Comprehensive Plan. See Map 7.8, Map 7.9, Map 7.10, and Map 7.11 in Chapter 7 that show the current, potential, and proposed SSSA boundaries and "immediate" and "future" amendments, as well as the overall MMSD Planning Area for the Village of Germantown.

2. Insert the attached aerial map and label “Map 7.10” in the Systems Chapter in the Utilities & Community Facilities section after Map 7.9 on page 174



3. Insert the attached aerial map and label "Map 7.11" in the Systems Chapter in the Utilities & Community Facilities section after Map 7.10 on page 174



Chapter 8 Text Amendment

1. Add the following text to the Utilities & Community Facilities table in the Implementation Plan Chapter under the Utilities & Community Facilities section on page 197

Revise Objective 4 to read as follows:

Integrate regional water, sewer, and land use planning in cooperation with SEWRPC, DNR, MMSD, and abutting municipalities, including the Village of Richfield and Village of Menomonee Falls

Revise Action Step “H” to read as follows:

Coordinate with SEWRPC, MMSD, DNR, Milwaukee Metropolitan Sewerage District, the Germantown School District, the Washington County Health Department, and abutting municipalities, including the Village of Richfield and Village of Menomonee Falls ~~other relevant jurisdictions~~ for future utility and facility expansions, including the extension of municipal sewer and water utility services to the Village of Richfield pursuant to a May 2022 Intergovernmental Agreement between the Village of Germantown and the Village of Richfield.

APPENDIX H

2050 Comprehensive Plan Amendment No. 2

Ordinance No. 12-2023
Adopted November 20, 2023

ORDINANCE NO. xx-2023

**AN ORDINANCE TO ADOPT AMENDMENT NO. 2
TO THE "VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN"
FOR THE VILLAGE OF GERMANTOWN, WISCONSIN**

WHEREAS, THE VILLAGE BOARD OF THE VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN, ORDAINS AS FOLLOWS:

SECTION 1. Pursuant to Sections 60.22(3), 62.23(2) and 62.23(3) of Wisconsin Statutes, the Village of Germantown is authorized to prepare and adopt a comprehensive plan as defined in Sections 66.1001 Wisconsin Statutes.

SECTION 2. The Village Board of the Village of Germantown, Wisconsin, enacted Ordinance No. 16-2022 on September 26, 2022, formally adopting the document entitled "Village of Germantown 2050 Comprehensive Plan" pursuant to Section 66.1001(4)(c) of Wisconsin Statutes.

SECTION 3. Figure 6.6 in Chapter 6 Economic Development (see Exhibit 1) establishes the future land use "vision" for the Holy Hill Gateway District and Freistadt District that classifies the area east of and abutting US41 as "Mixed Use Commercial and High Density Residential".

SECTION 4. the Village of Germantown received a request from Briohn Building Corporation, acting as agent for Brian & Kevin Kazmierczak and Mark & Joann Stephan, property owners, to amend Figure 6.6 in Chapter 6 of the 2050 Comprehensive Plan to change the classification of three parcels totaling 52.7 acres from "Mixed-Use Commercial & High Density Residential" (RED classification) to "Light Industrial/Warehouse" (BROWN classification) for purposes of developing a 233,450 sqft office/light manufacturing facility on the following three (3) parcels located east of and abutting US41:

- a. GTNV 073-993 (15.9 acres)
- b. GTNV 073-994 (15.4 acres)
- c. GTNV 073-995 (21.4 acres)

SECTION 5. The Village of Germantown Plan Commission held a public hearing of the request to amend Figure 6.6 on November 13, 2023, in compliance with the requirements of Section 66.1001(4)(d) of Wisconsin Statutes and adopted a recommendation the Village Board approve the requested amendment to figure 6.6 as set forth herein and in Exhibit 1 (attached hereto).

SECTION 6. The Village Board of the Village of Germantown, Wisconsin, does by enactment of this ordinance, formally adopt an amendment to the "Village of Germantown 2050 Comprehensive Plan" as set forth in Exhibit 1 consistent with Section 66.1001 Wisconsin Statutes.

SECTION 7. This ordinance shall take effect and be in full force the day after its passage and publication, as provided by law.

Adopted this ___ day of _____, 2023.

Introduced by Trustee: _____ Second by Trustee: _____

Vote: Ayes: _____ Nays: _____

Dean Wolter, Village President

ATTEST:

Donna S. Cox, Village Clerk

APPROVED AS TO FORM:

Brian Sajdak, Attorney

EXHIBIT 1

Chapter 6 (Economic Development) Figure 6.6 Amendment

Revise the Holy Hill Gateway District & Freistadt District Future Land Use Plan “Vision” (Figure 6.6) from “Mixed-use Commercial & High Density Residential” (RED classification) to “Light Industrial/Warehouse” (BROWN classification) for the following three (3) parcels located east of and abutting US41:

- a. GTNV 073-993 (15.9 acres)
- b. GTNV 073-994 (15.4 acres)
- c. GTNV 073-995 (21.4 acres)

