

GERMANTOWN VILLAGE CENTER

WHERE WE ARE

WHERE WE ARE GOING



PLANNING COMMISSION



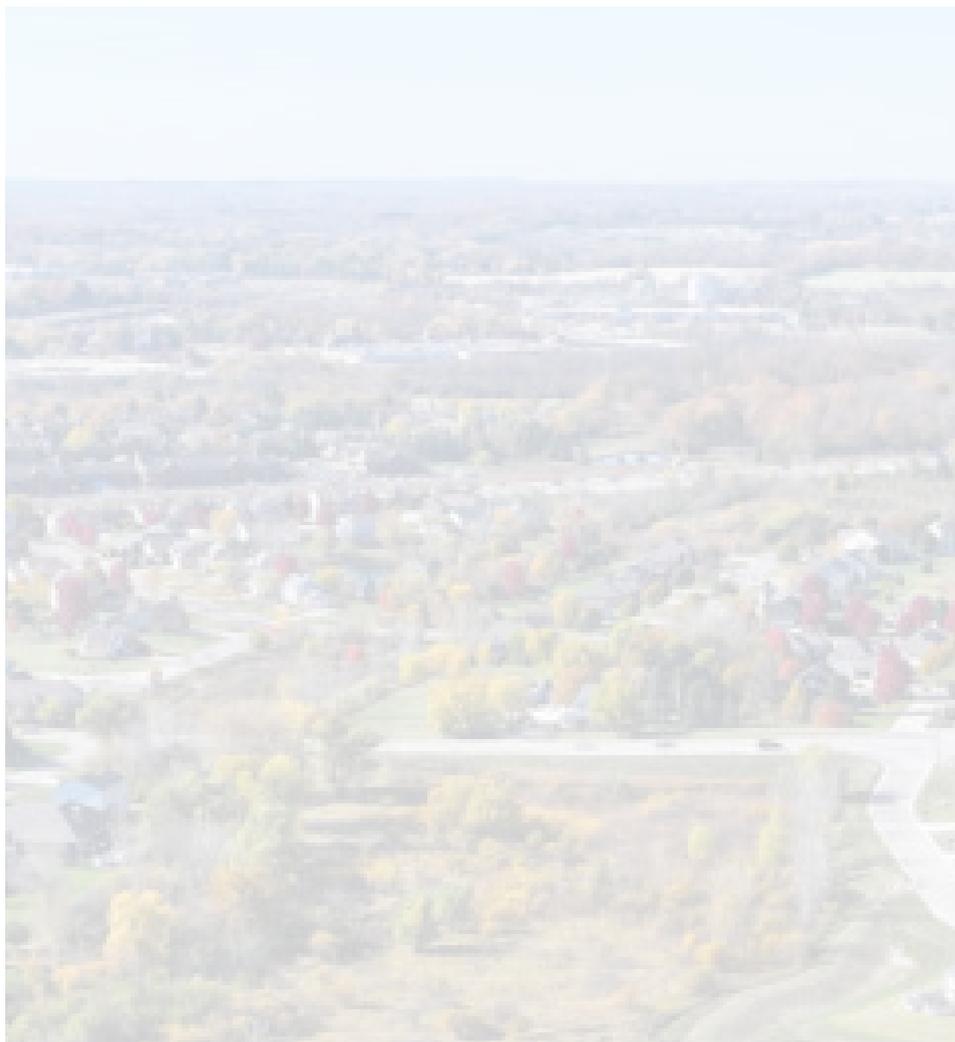
RINKA+

Village of
Germantown
Wisconsin



WHERE IT STARTED

Documents and Goal Setting
2050 Comprehensive Plan
Tracy Cross Housing Study



Residential Market Analysis - Final
-- Strategy Planning Guidelines --
Germantown, Wisconsin

Prepared on behalf of:

Village of Germantown
N112 W17001 Mequon Road
Germantown, WI 53022

February 9, 2024



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VILLAGE OF GERMANTOWN
2050 COMPREHENSIVE PLAN

Adopted September 26, 2022

WHERE IT STARTED

2050 COMPREHENSIVE PLAN

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.

How to Use this Plan

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.



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.



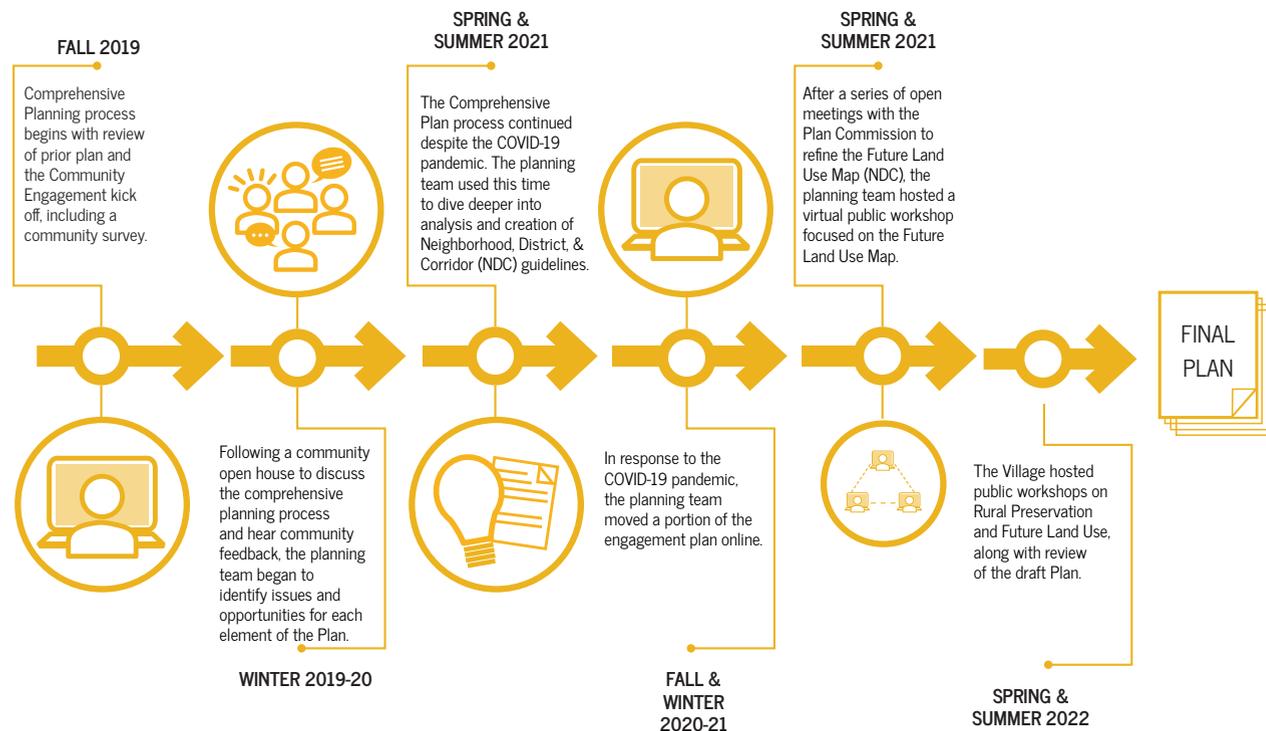
Village Staff or Elected Official

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.

WHAT WAS DONE?

2050 COMPREHENSIVE PLAN

- Online Surveys
- Public Meetings
- Dedicated Interactive Website
- Planning Commission Meetings and Workshops

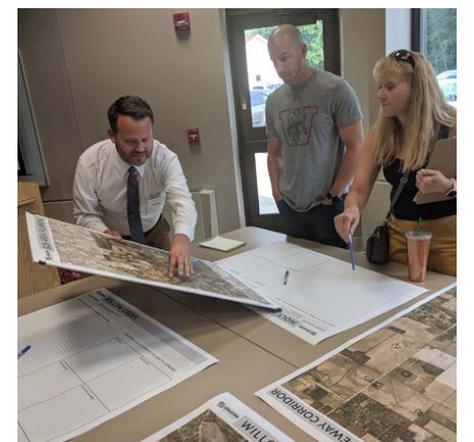


VILLAGE OF GERMANTOWN 2050 COMPREHENSIVE PLAN

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.



▲ July 2019 Community Conversation.

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.”

ECONOMIC DEVELOPMENT

2050 COMPREHENSIVE PLAN

(6) Objectives
(11) Action Steps

Community Voices

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

Economic Development		
Objectives	Priority	Potential Action Step(s)
1	Short term (1-3 years)	A. Carry out the "Next Steps" identified in the Opportunity Areas section Chapter 6.
2	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	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	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	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	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.

OPPORTUNITY AREAS

2050 COMPREHENSIVE PLAN

Village residents and stakeholders have also identified the need for new mixed-use, walkable development patterns in the Village Center District.

“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 Inspiration



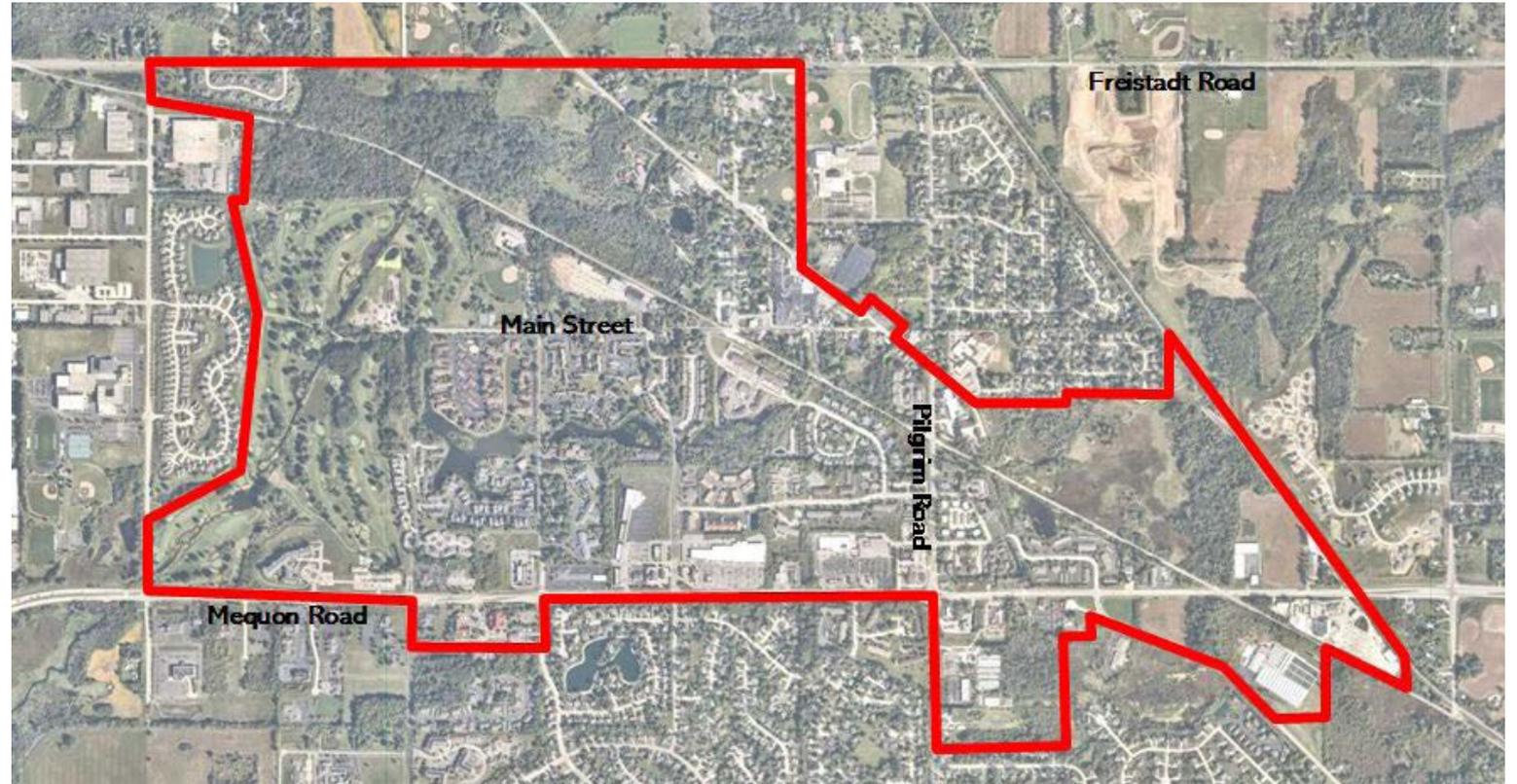
<p>2 Develop the Village Center District, including a Master Plan, to enhance Main Street and Mequon Road as complementary mixed-use economic zones with a unique cultural identity.</p>	<p>Short term (1-3 years)</p>	<ul style="list-style-type: none"> B. Engage with stakeholders along commercial streets 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.
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VILLAGE CENTER DISTRICT

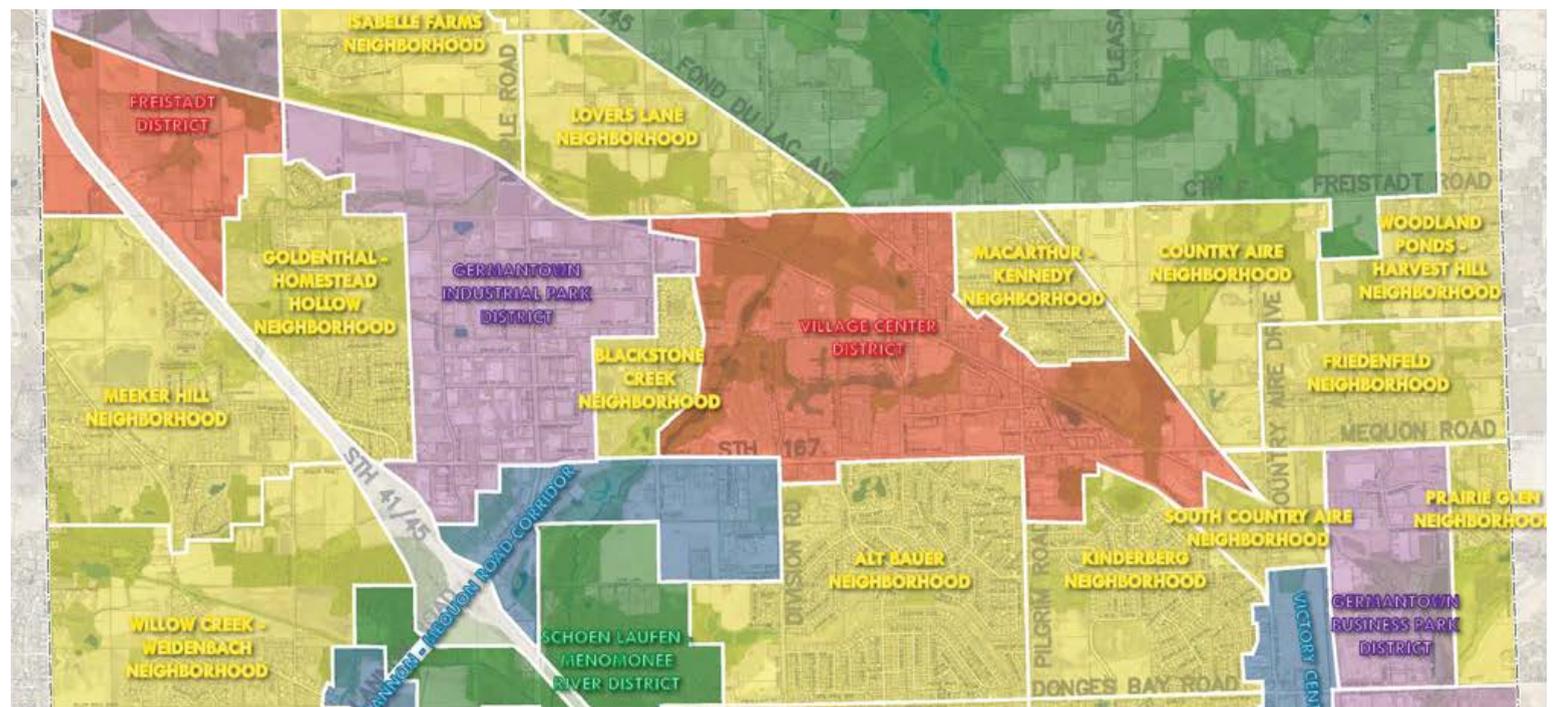
2050 COMPREHENSIVE PLAN

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.

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.



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
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



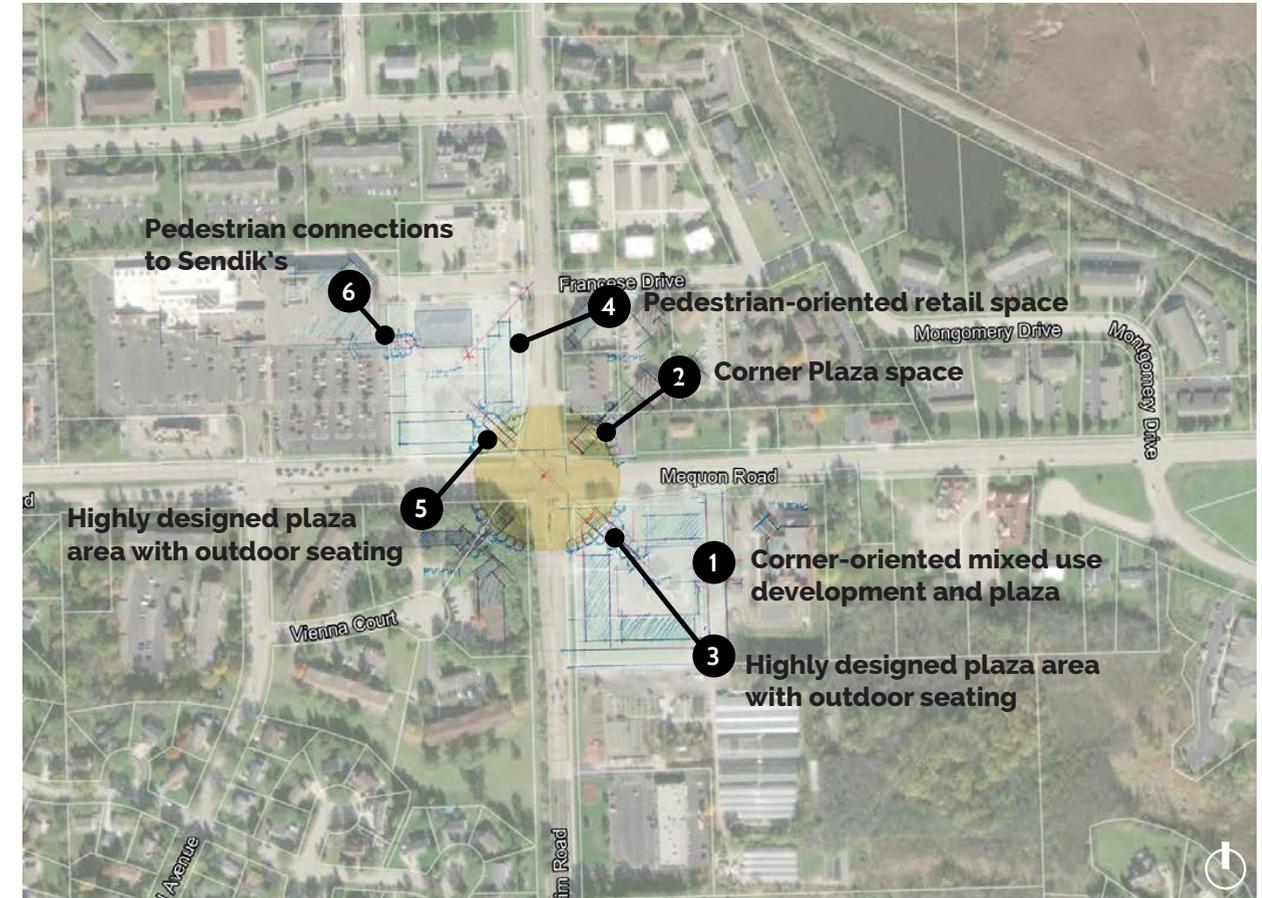
VILLAGE CENTER DISTRICT

2050 COMPREHENSIVE PLAN

Opportunities exist at major intersections along Mequon Road for mixed-use redevelopment inclusive of outdoor gathering spaces.

The purpose for the new Village Center is to leverage public-private partnerships to create a “heart” of Germantown that focuses on the synergies of various densities of housing and mixed retail/activities, all accessible through new pedestrian infrastructure.

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.



PLANNING & ENGAGEMENT PROCESS

2050 COMPREHENSIVE PLAN

Collaborate with consultant from CopeLand Companies to guide the Village Center project.

Identify a specific area within the Opportunity Area for planning purposes.

Engage RINKA as the lead master planner.

Conduct due diligence on properties within the defined area.

Engage local stakeholders through activities such as hosting resident open houses and gathering feedback to ensure the plan aligns with community input and priorities.

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

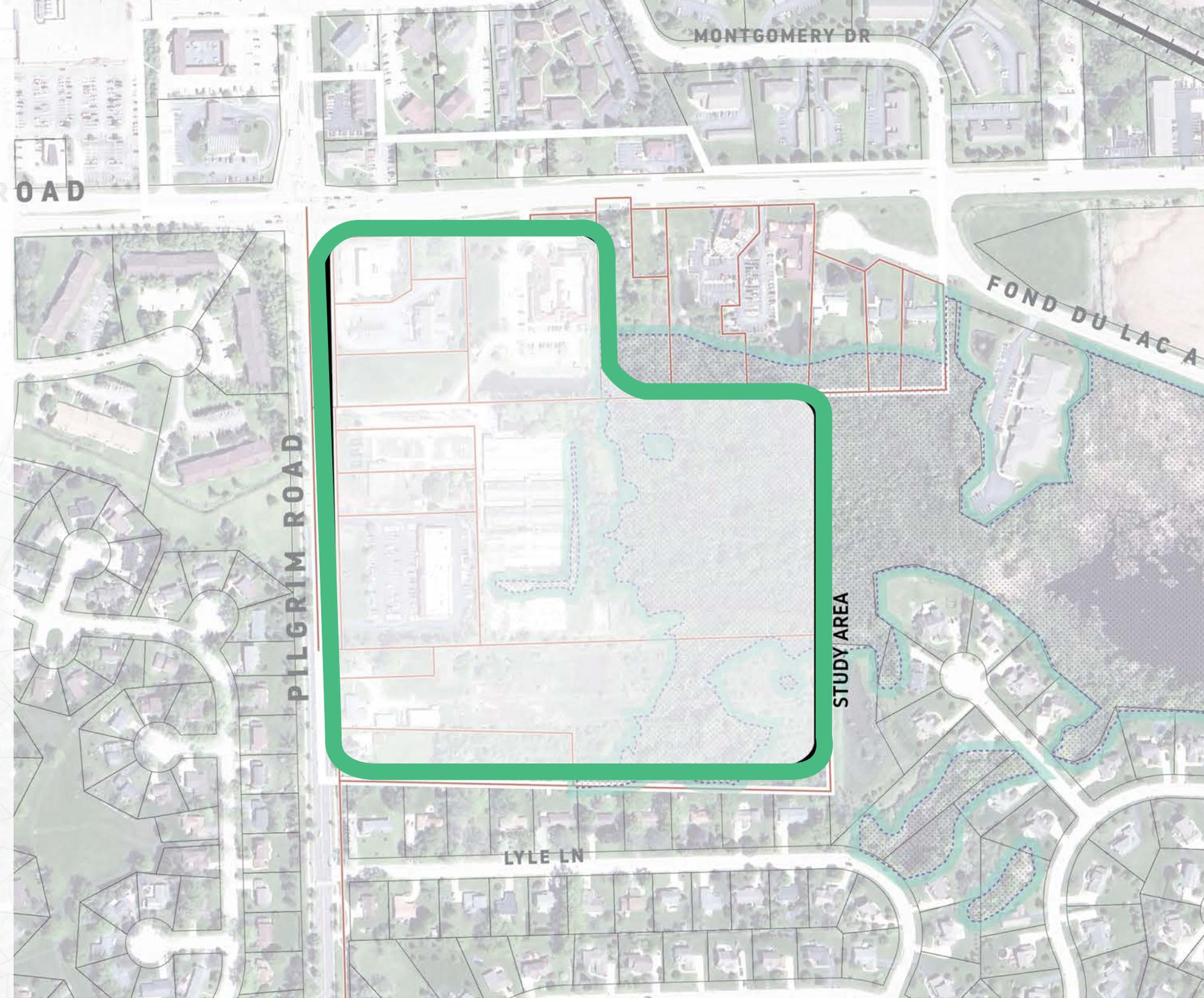
Great Village Centers are walkable, drivable, and bike-able and include a variety of civic spaces, such as complete streets, plazas, greens, and parks. The future vision looks to better connect Main Street, the Menomonee River, and Mequon Road through a combination of private sector development and public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



MASTERPLANNING PROCESS

CATALYTIC OPPORTUNITY ZONE

- Agree upon a framework for quality development withing the catalytic opportunity zone
- What are our short and long term objectives for the development of this area?
- What public amenities do residents want in order for the Village of Germantown to thrive?



PROCESS



2050 COMPREHENSIVE PLAN APPROVED

- Included a “Next Steps for Creating a Village Center” Process
- RINKA engaged to advance the Germantown Community Masterplan at the intersection of Mequon Rd and Pilgrim Rd.

VISIONING SESSION 01

1. Collaborate with the community on Masterplan Vision Statement
2. Discuss community master planning Principles
 - Comprehensive Plan Principles
 - Project Specific Principles
3. Brainstorm community activation opportunities / community programming
4. Interactive activity to prioritize Planning Principles
5. Q/A

VISIONING SESSION 02

AGENDA

1. Present revised Vision Statement
2. Follow up with further research with top 4 planning principles
3. Engage key community stakeholders discussing top 4 planning principle objectives
4. Present masterplan Land Use Concepts
 - Solicit feedback with interactive survey tool
5. Further discussion on potential community events
6. Q/A

PLANNING COMMISSION MEETING

AGENDA

1. Present masterplan process and findings
2. Present community input data
3. Present Land Use Concepts
4. Present Preliminary masterplan concept
5. Confirm alignment with community goals
6. Discuss implementation phase

VILLAGE BOARD

AGENDA

1. Present masterplan process and findings
2. Present community input data
3. Present Land Use Concepts
4. Present Preliminary masterplan concept
5. Confirm alignment with community goals
6. Discuss implementation phase
7. All Financial Discussions



VISION STATEMENT:

The vision for this site is to create a welcoming gateway to Germantown that reflects the community's rich heritage and enhances its **sense of place**. By embracing the goals of the 2050 Plan, the area will offer spaces that bring people together—diverse housing options, vibrant local businesses, and inviting **public space**—all connected through pedestrian-friendly infrastructure. This vision celebrates **Germantown's unique character** while fostering connections and opportunities for future generations.

VISIONING SESSION 02

BROKERAGE COMMUNITY

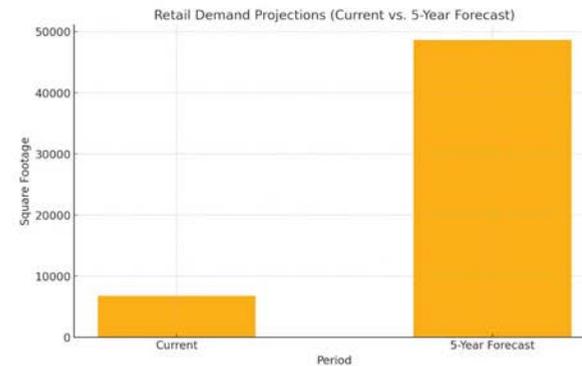
MIX OF USE

RESEARCH

In conversations with development professionals, there is a belief that there is a demand for retail, commercial, and office space in Germantown that will continue to grow in the future.

The demand for modern retail spaces is underscored by low vacancy rates and pent-up demand for newer facilities.

We have also engaged the brokerage community to discuss business viability on the busy intersection of Pilgrim Road and Mequon Road.



TAKEAWAYS:

Market experts have estimated 20,000 SF of market demand for retail / office / commercial space.

High quality businesses and tenants are more likely to fill this demand if they are part of a vibrant masterplan.

GERMANTOWN UNIQUENESS & CHARACTER

RESEARCH

We have met with the Executive Director of the Germantown Historical Society to learn more about what makes Germantown unique.

Germantown was founded by like-minded individuals who valued their freedoms and want to build a culture and community to support each other and thrive.

Wisconsin's first insurance company, founded in Germantown, provides evidence that Germantown's founding residents were interested in forming lasting ties to the community.

TAKEAWAYS:

Celebrate early Germantown residents' pioneering spirit.

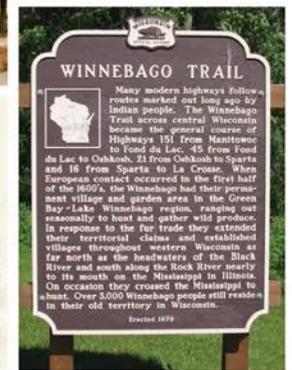
There is an opportunity to memorialize the historic Fond Du Lac Indian walking trail on site.



Report From The WEST BEND NEWS January 22, 1948

Germantown Mutual, Oldest Of Its Kind in State, Holds 94th Meeting

The 94th annual meeting of the Germantown Mutual Fire Insurance Co. was held at the home office of the company, Germantown on Monday, and it was presided over here in the oldest insured fire insurance company operating in the state of Wisconsin. It having been organized by a special act of the legislature, more than 200 participants attended the meeting. The financial statement read by Messrs. F. Schwabach, president, \$125,000. It was reported approximately 25 per cent of the company's assets are in surplus.



SCHOOL SUPERINTENDENT

STRONG ECONOMIC BASE

RESEARCH

Community-focused amenities that elevate quality of life can position Germantown to compete against surrounding communities.

We had a conversation with superintendent of the Germantown School District on the value of high quality development:

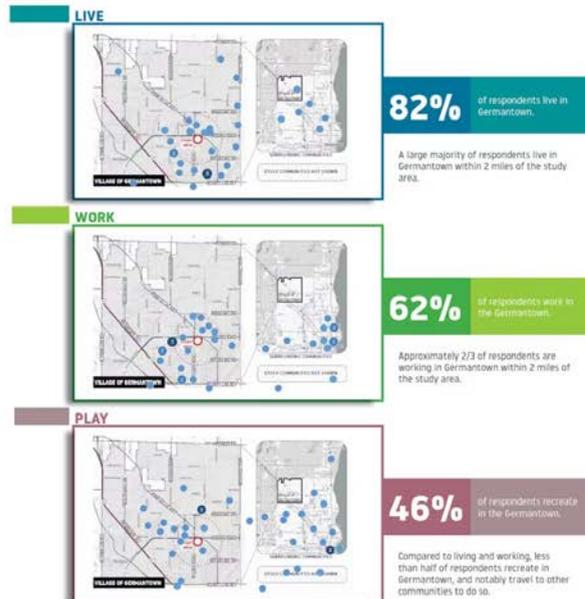
- Undesirable development can increase transient students and staff
- High-quality development, like diverse housing options, allows the district to attract & retain teachers and students alike.

TAKEAWAYS:

There are opportunities to improve the way people live, work, and play in Germantown.

Undesirable development can be a burden, where high-quality can support overall improvement.

Apartments have less demand on the number of students entering the system than single family neighborhoods.



AMENITY-RICH PUBLIC REALM

RESEARCH

We met with the Executive Director of the Chamber of Commerce, who suggested the following community events that could be accommodated at the study area:

- Mai Fest
- Farmers Market
- Smaller performance venue
- Vendor Opportunity for Charitable Events
- Brat Fry
- Ice Skating
- Splash Pad
- Seasonal Holiday Events
- German Christmas Market

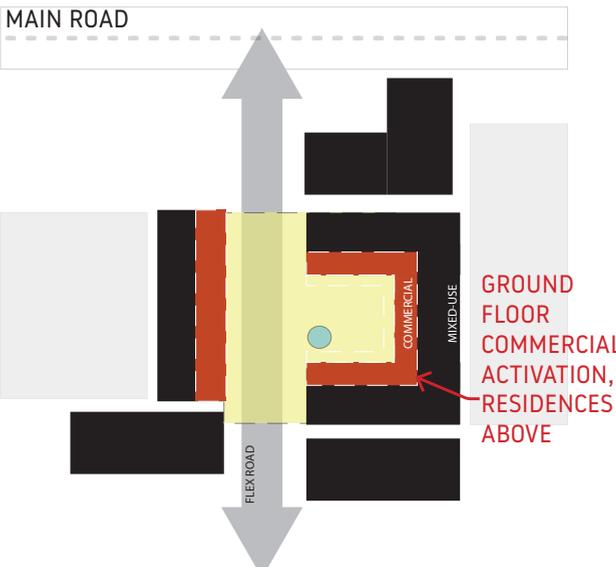
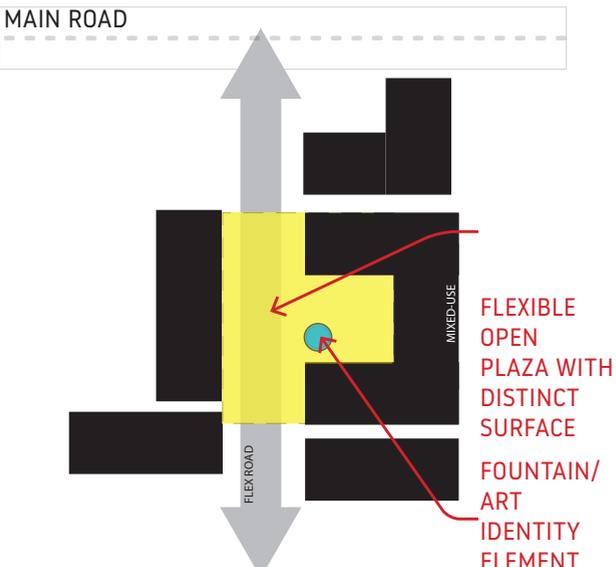
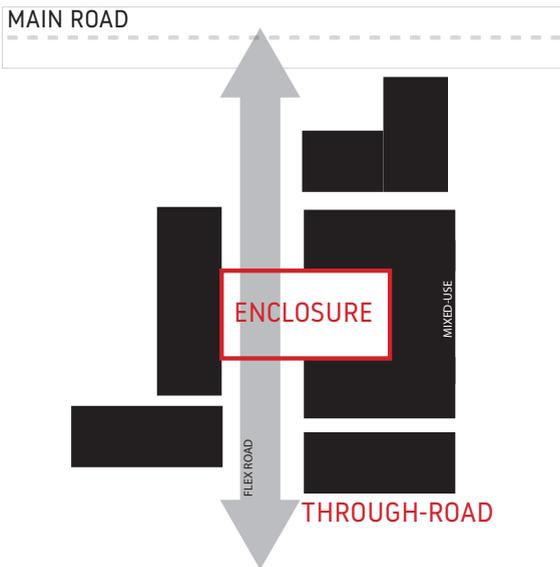


HISTORICAL SOCIETY

CHAMBER OF COMMERCE

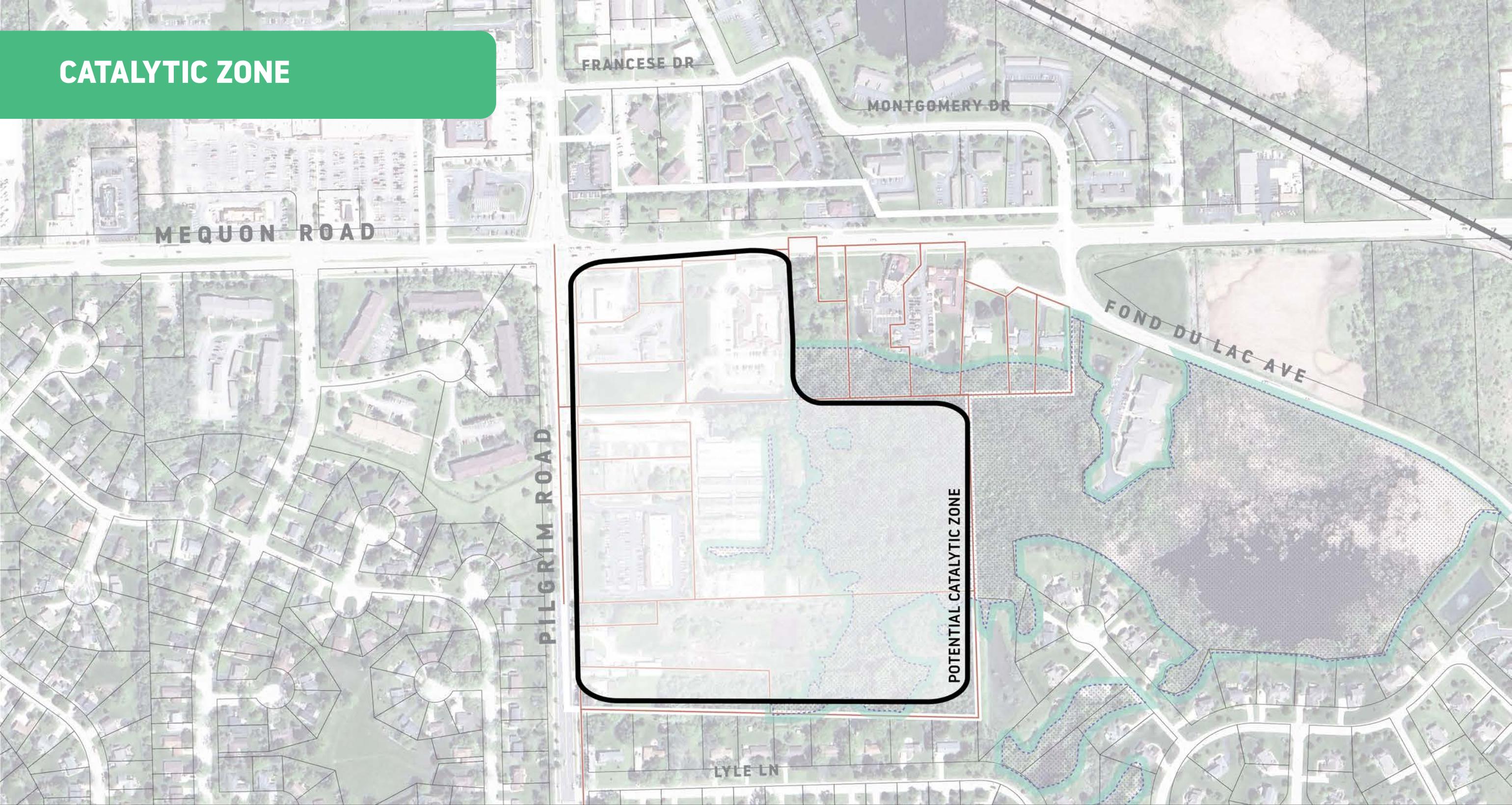
GERMANIC/MARKTPLATZ DESIGN QUALITIES

URBAN PLANNING PRINCIPLES

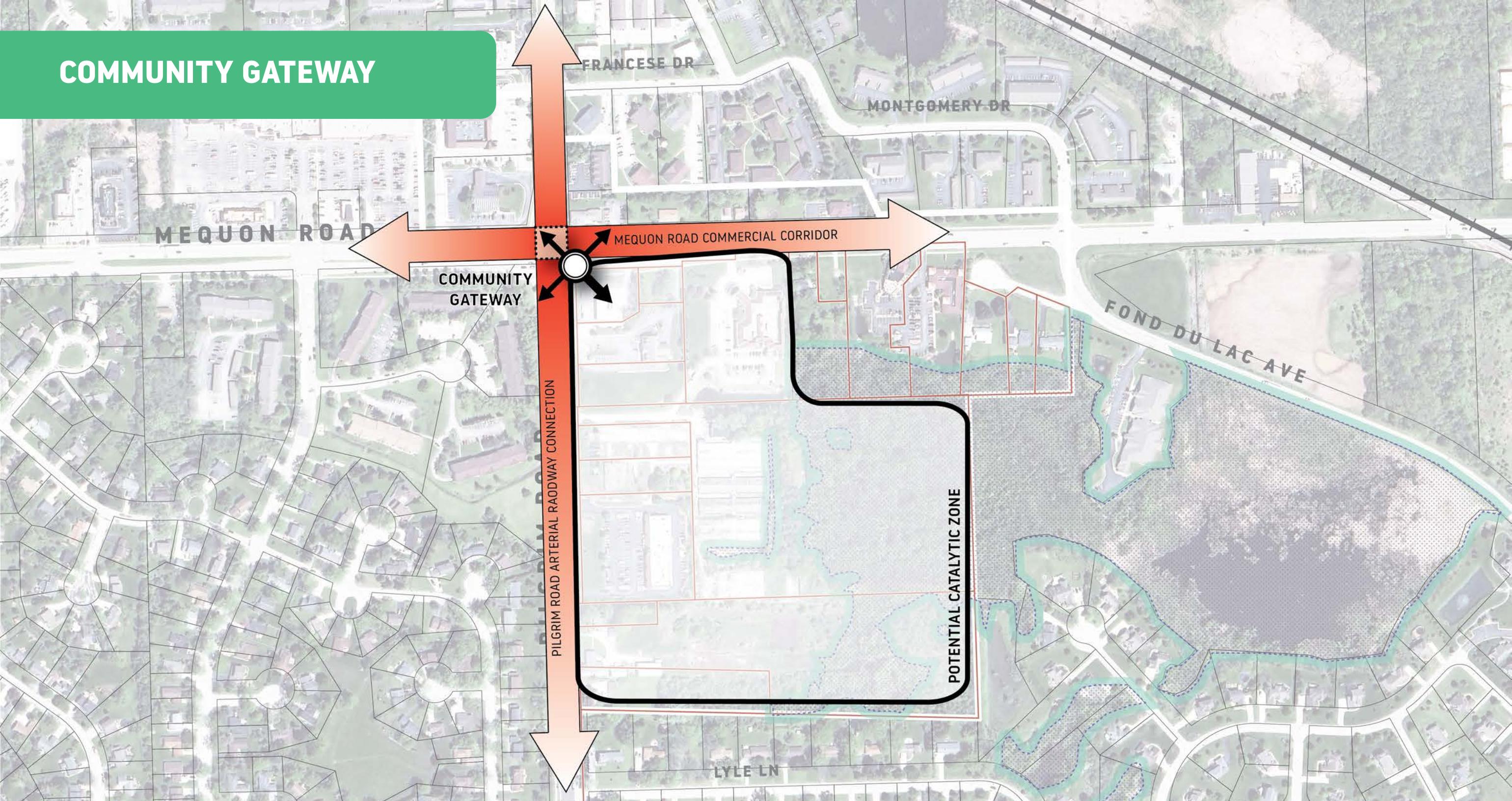


PLACEMAKING FRAMEWORK

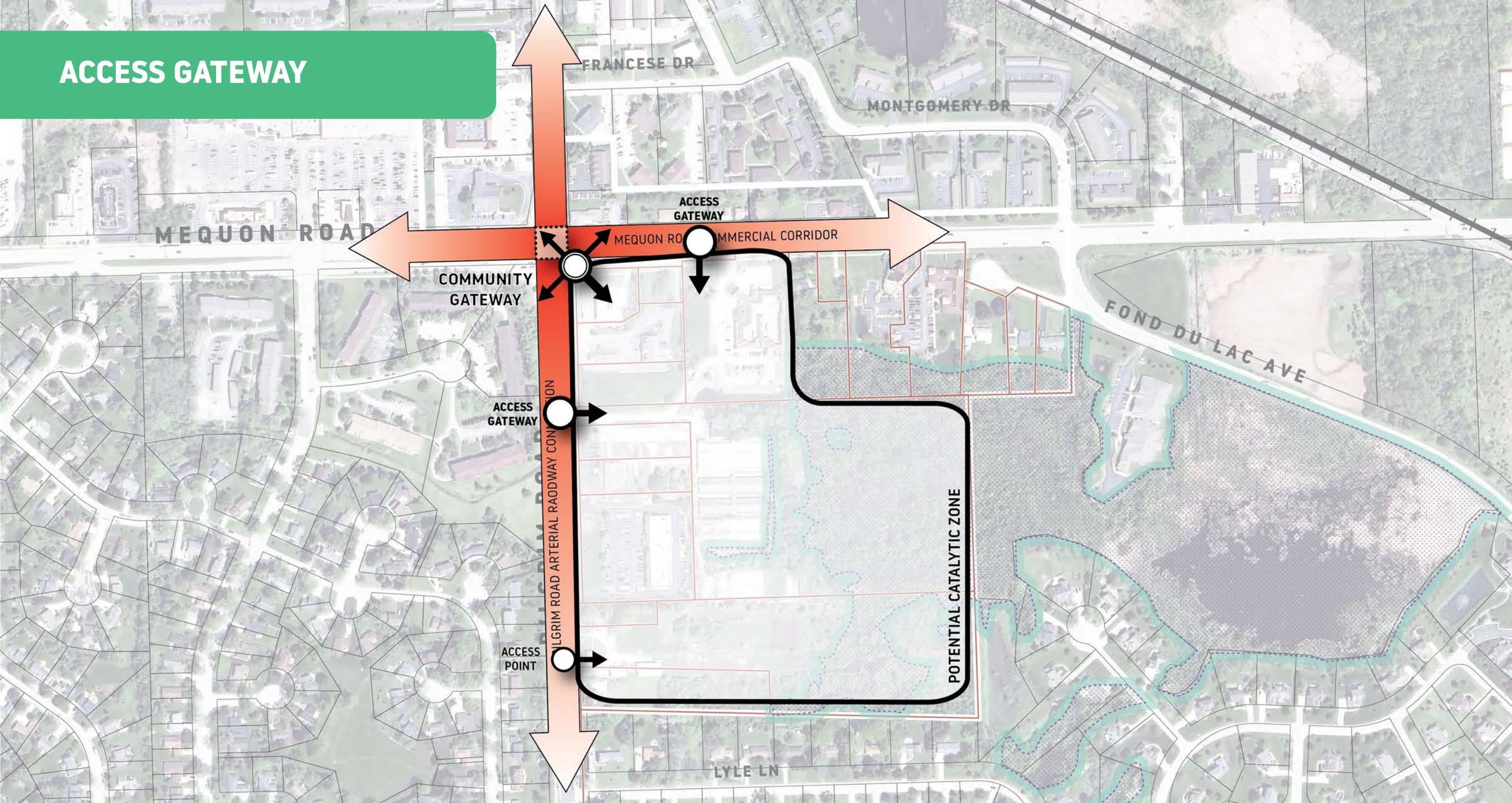
CATALYTIC ZONE



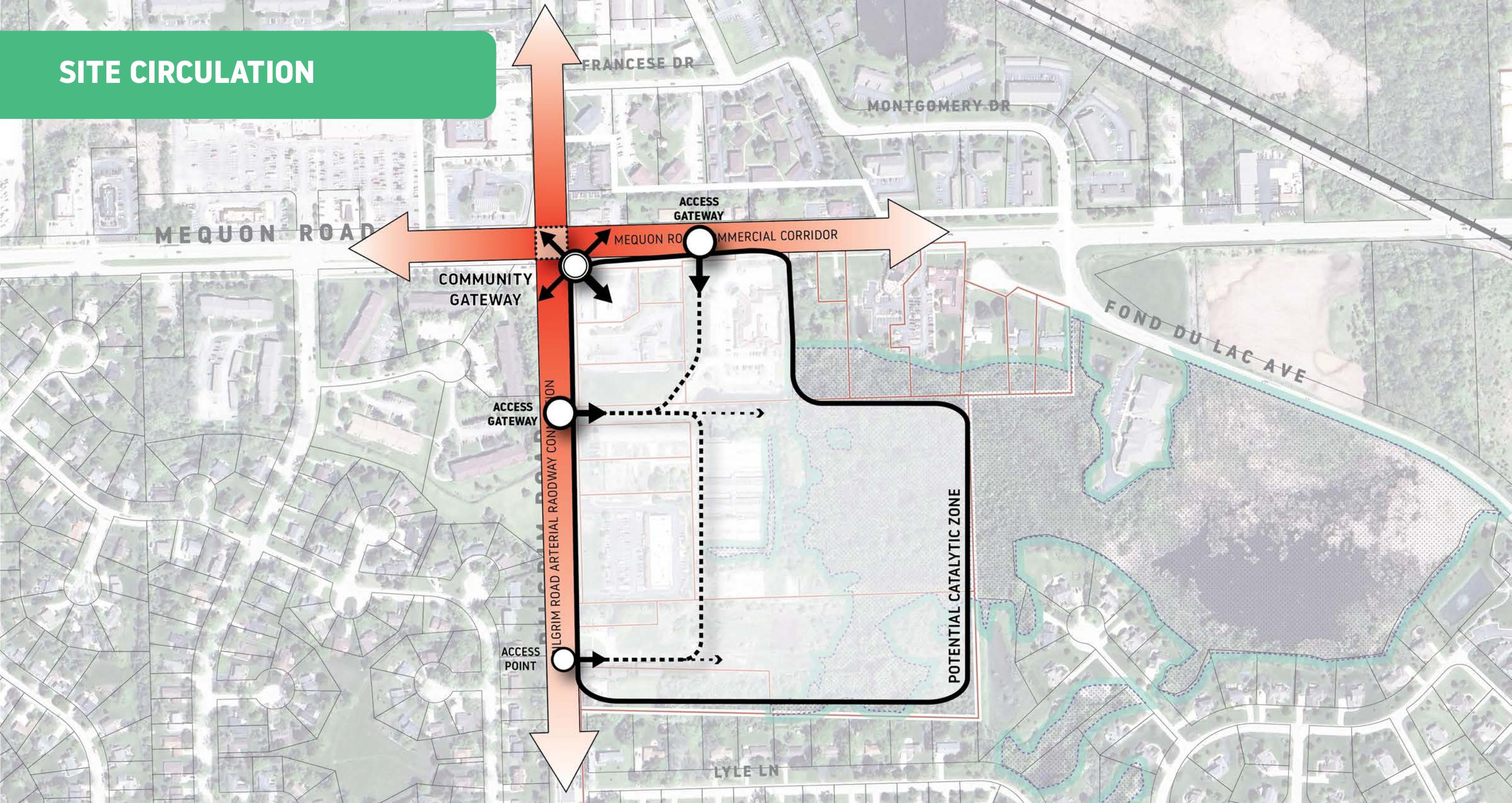
COMMUNITY GATEWAY



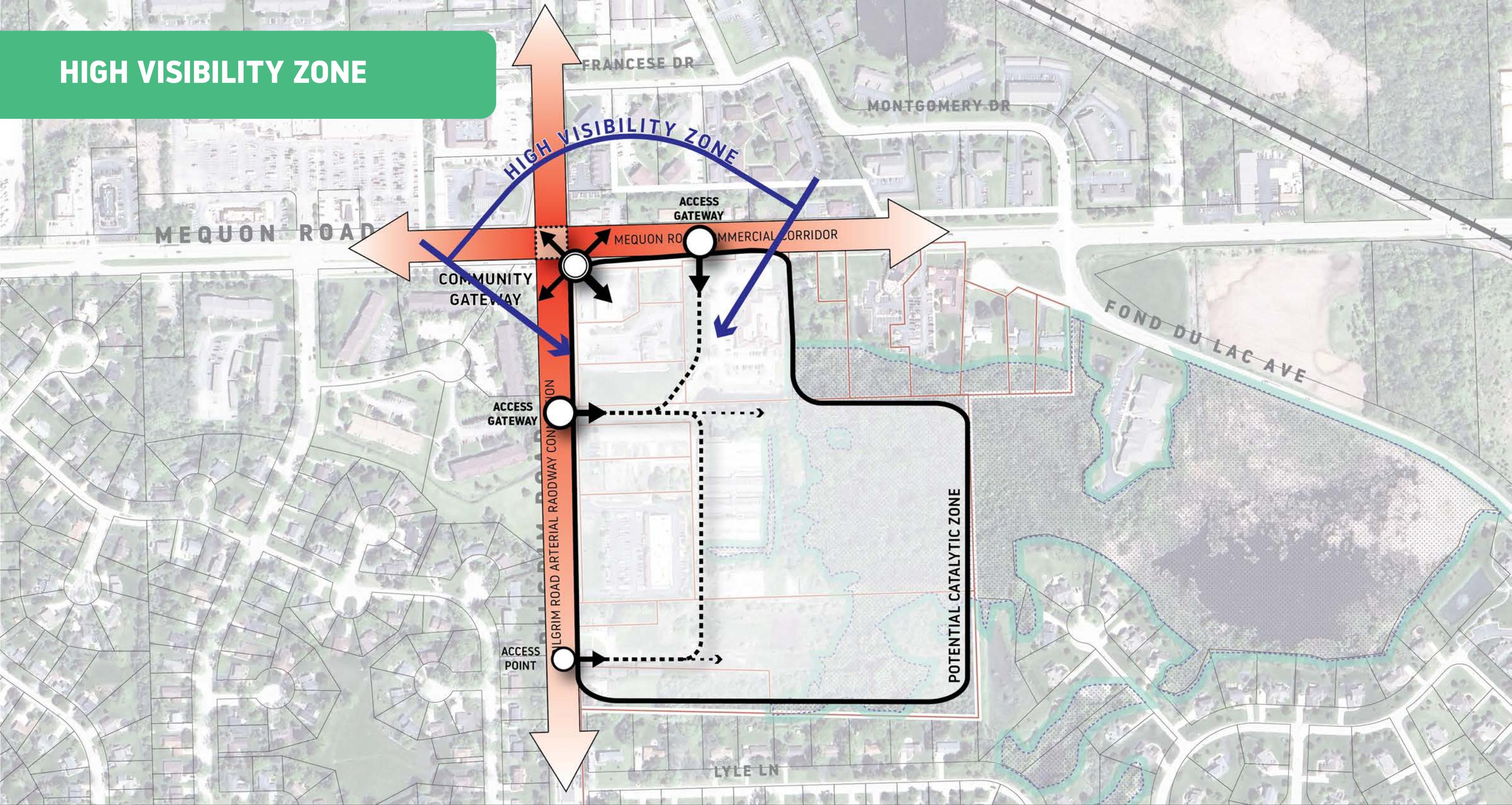
ACCESS GATEWAY



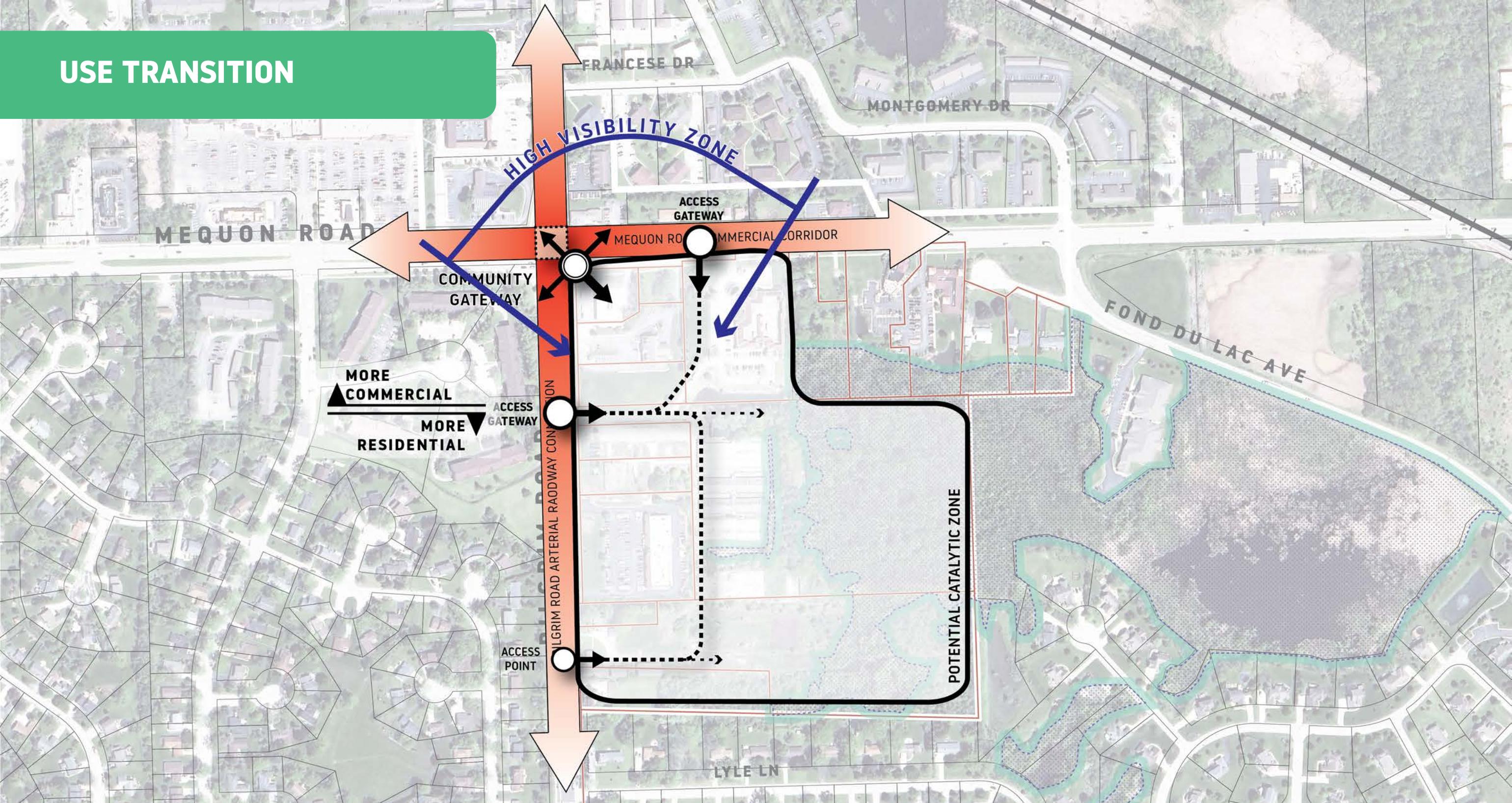
SITE CIRCULATION



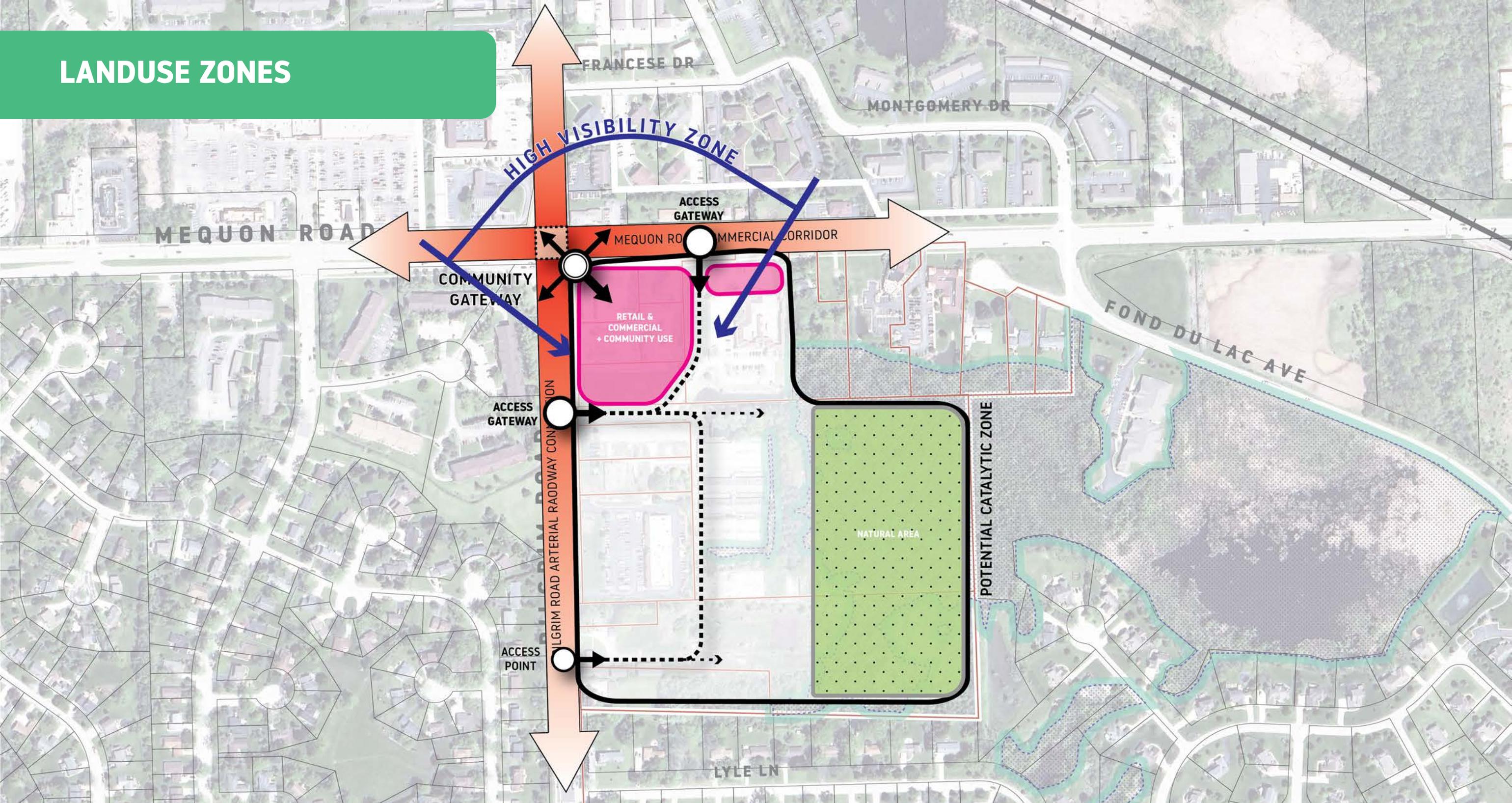
HIGH VISIBILITY ZONE



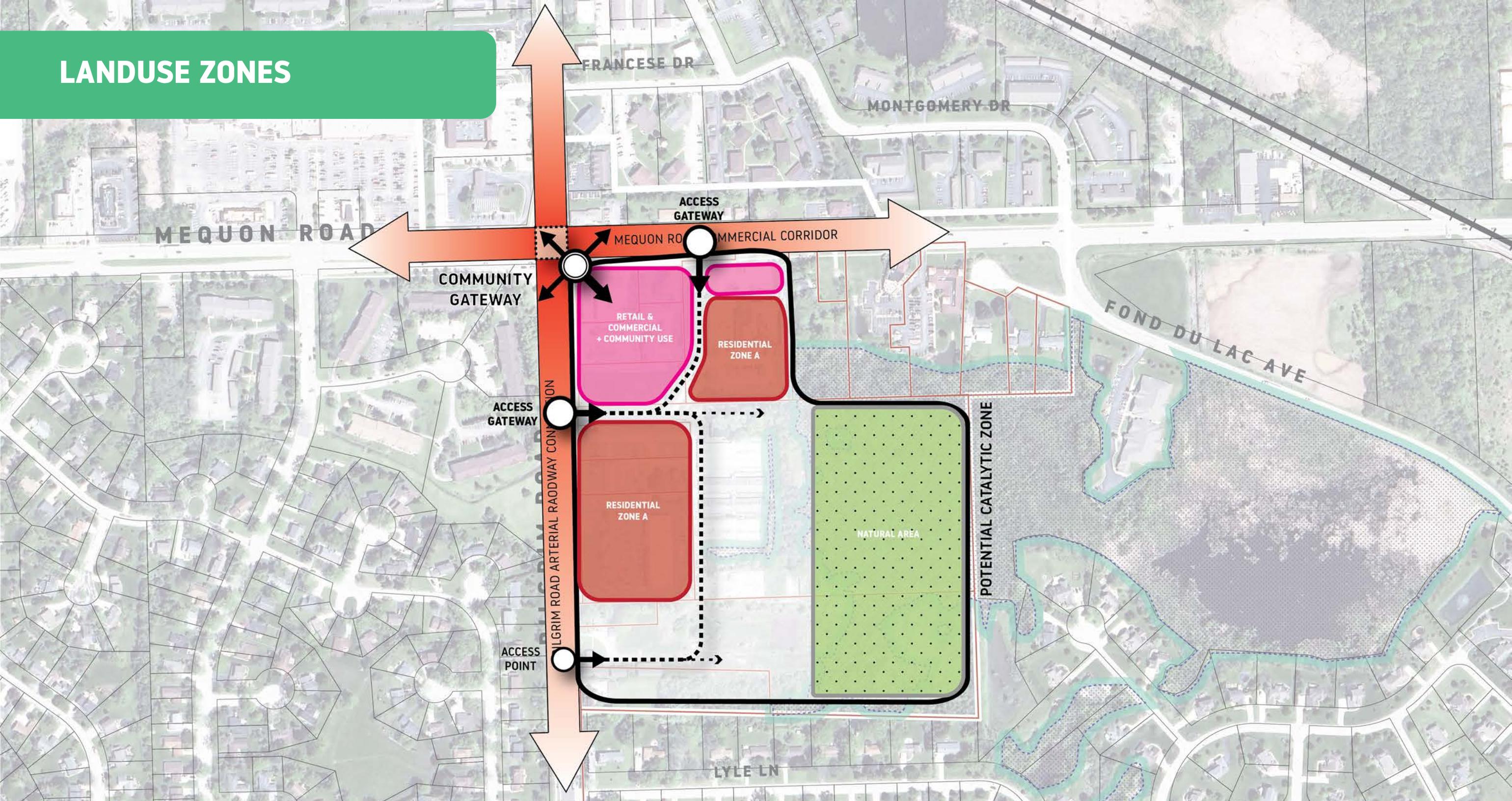
USE TRANSITION



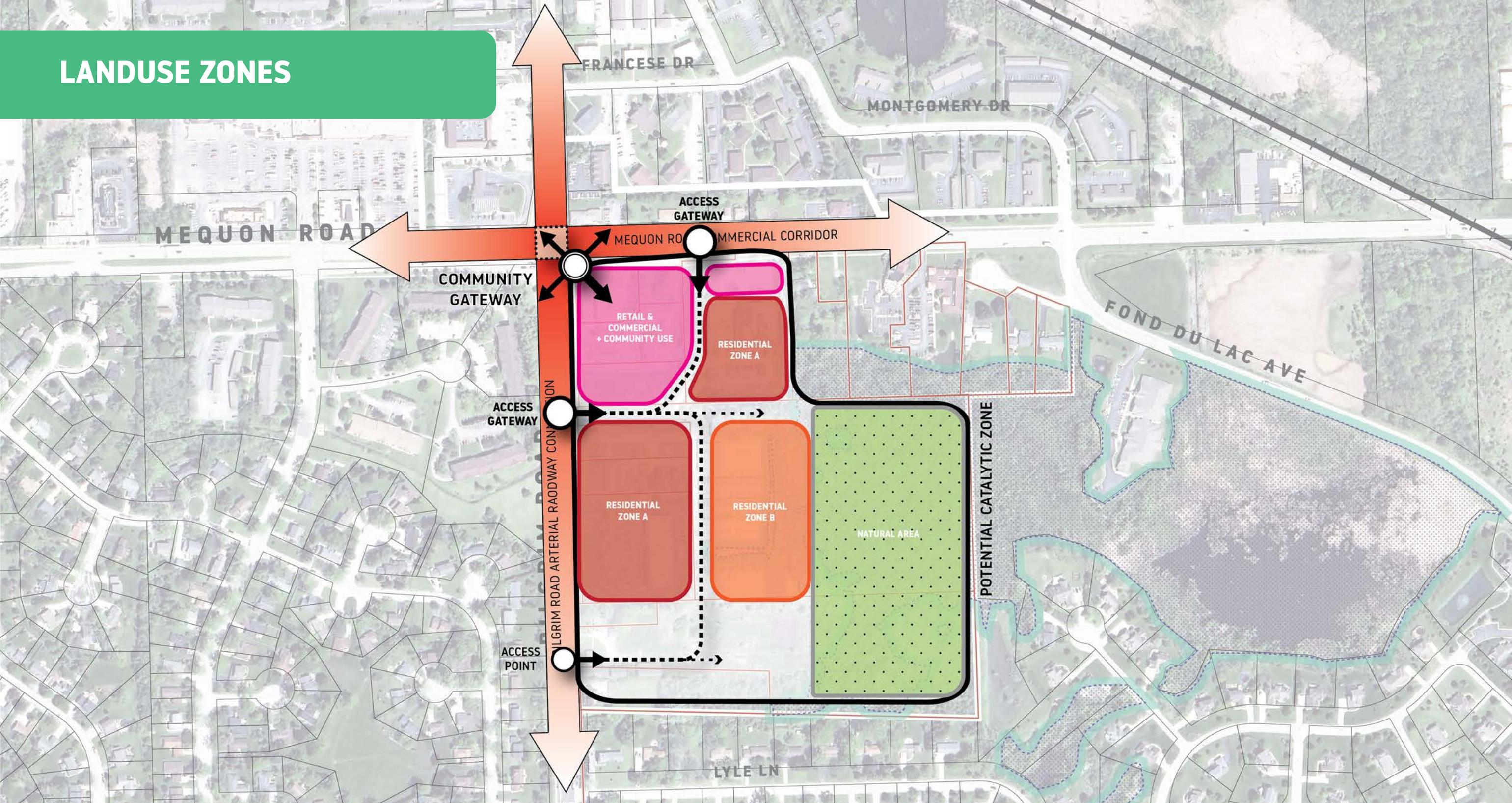
LANDUSE ZONES



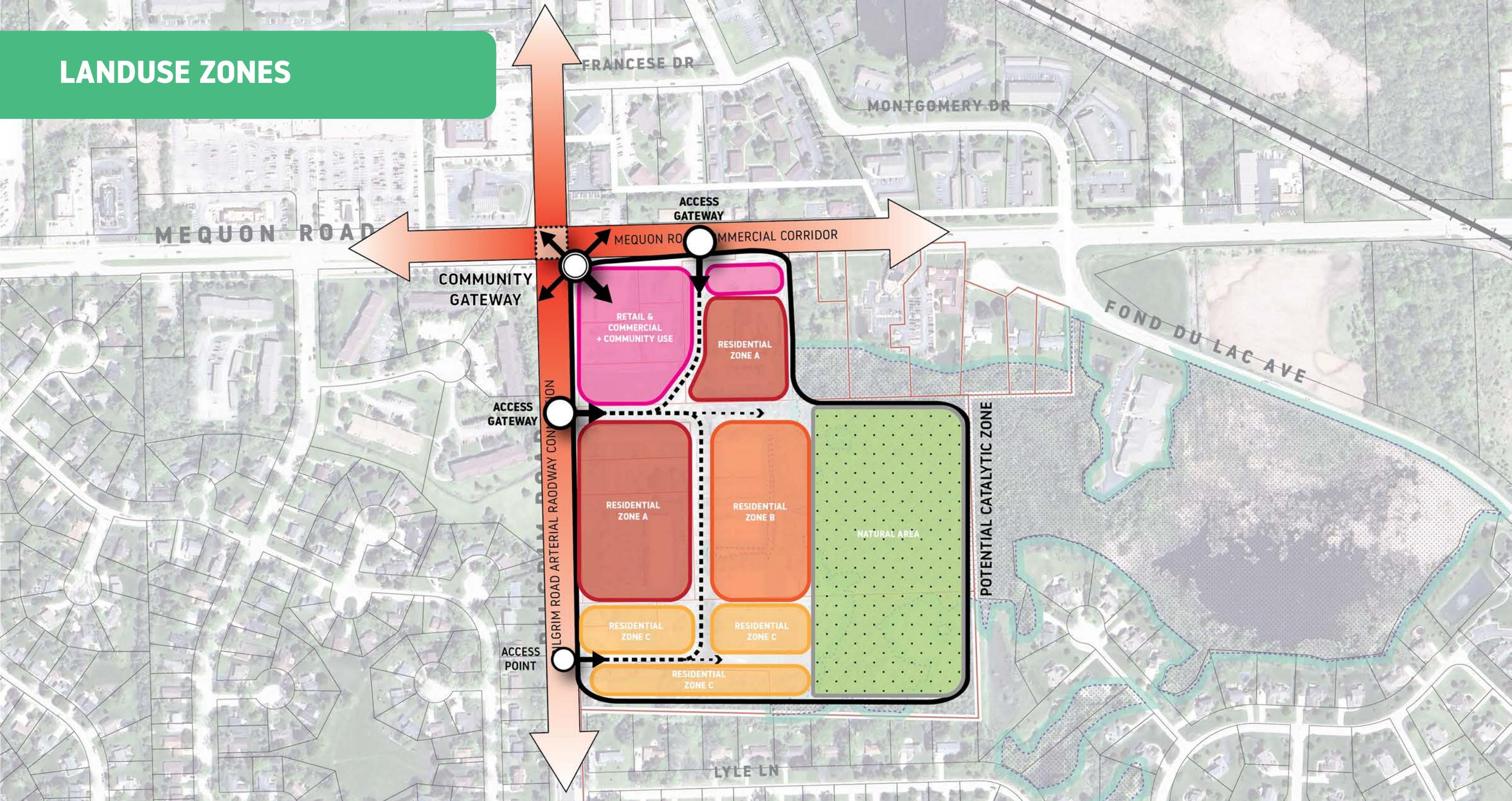
LANDUSE ZONES



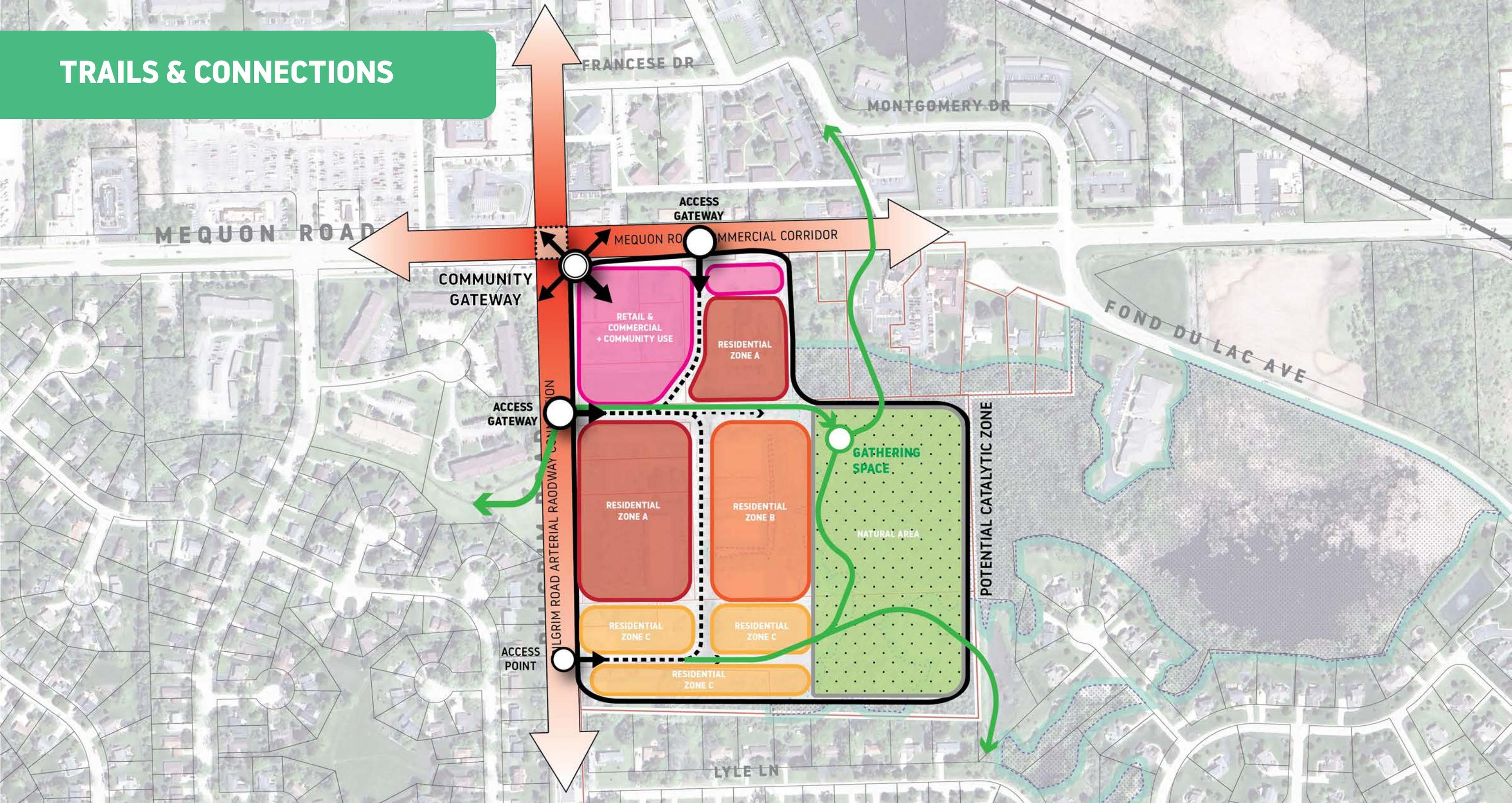
LANDUSE ZONES



LANDUSE ZONES



TRAILS & CONNECTIONS



SITE PLAN



COMMERCIAL AREA

MEQUON ROAD

PILGRIM ROAD

FUTURE DEVELOPMENT

ENTRY

MEQUON ROAD

VISIBILITY

ENTRY

FUTURE DEVELOPMENT

PILGRIM ROAD

ENTRY

PUBLIC PARKING

MEQUON ROAD

PILGRIM ROAD

FUTURE DEVELOPMENT

EVENT SPACE

MEQUON ROAD

PILGRIM ROAD

MARKTPLATZ

FUTURE DEVELOPMENT

NORMAL DAY



NORMAL DAY



MARKET DAY



HOLIDAY MARKET



IMPLEMENTATION

FRAMEWORK TO REALITY

The Village Center District and Masterplan align with and support three key goals, objectives, and action steps from the 2050 Comprehensive Plan.

HOUSING 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.

ECONOMIC DEVELOPMENT 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.

LAND USE 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.

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)(l) 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

NEXT STEPS

- Financial Feasibility & Underwriting: Evaluating the financial feasibility of the project to ensure it is financially sound and will attract the right investment.
- Tax Increment District (TID): Establishment of a TID as a tool to help fund the infrastructure and improvements needed for the development.
- Partnership with Developers: Partner with experienced developers to bring the vision to life, ensuring the project's success.
- Phasing the Project: The first phase focused on increasing density through multifamily housing, and the second phase focused on the marketplatz and commercial development to create a thriving, mixed-use district.
- Creation of the Village Center Zoning District
- Creation of the Design Guidelines

Today is a review of the community engagement design process and to inform you of potential next steps if the Village Board makes the decision to proceed with steps identified in the 2050 plan.





COMMENTS

THANK YOU!

PLANNING COMMISSION

