

Village of Germantown
Community Open House
January 22, 2025

Question and Answers

IN PERSON QUESTIONS:

Q1. How will the houses to the south be absorbed into the plan?

The two residential properties accessed from Pilgrim Road present future development opportunities that can be thoughtfully incorporated into the master development plan, if and when those property owners would like to redevelop. However, the properties on Lyle Lane will not be included in future development.

Q2. How will you address traffic and intersection issues?

A traffic impact analysis has been conducted to assess the potential effects of the new development on the surrounding areas. The Village is committed to implementing any necessary recommendations to ensure community safety. However, the full impact of the development will not be clear until further details are defined. It's important to note that, even before discussions about this development, the Department of Transportation (DOT) had already planned the required improvements to the intersection of Pilgrim Road and Mequon Road as part of a regularly scheduled repaving of State Highway 167.

Q3. Where will the parking be?

During the planning process, parking is carefully considered and will be provided to meet the needs of the development. The Village is committed to ensuring there is ample parking for all the different uses within the development. The Village team has also engaged with brokers, developers, and community stakeholders—especially for larger community events—to confirm their parking needs, which have been incorporated into the master development plan.

Q4. Will the presentation be available online?

Yes, here is the link to view which is also on the Village's webpage.

[Community Input Meeting 1/22/25](#)

Q5. Is the Market Platz area large enough?

RINKA and the Real Estate team have engaged with community stakeholders, potential users of the space, to gather their requirements. Drawing on their extensive experience in planning

community spaces, RINKA conducted test fittings based on the events the community expressed interest in hosting, ensuring there is adequate space for these activities in the design of the Marketplatz and its surrounding area.

Q6. Is the area that is being developed a wetland and how will it be addressed?

Yes, there are wetlands located within the development area. These wetlands will be preserved in accordance with DNR standards. The development team is exploring potential options, including the possibility of creating walking trails or other amenities for the community in these areas, pending approval. However, these plans are still under consideration and have not yet been finalized.

ONLINE QUESTIONS:

Q7. What type of "anchor" businesses/establishments will be part of this development? Good examples nearby (Mequon, Tosa, Cedarburg) all have "anchor" businesses drawing people to the areas.

It's still too early to pinpoint exactly which businesses the new development will attract, but the Village's goal is to partner with the right developers and business owners to bring in the types of businesses residents have expressed interest in during community open house sessions and surveys, such as restaurants, bars, and shops. Conversations with the retail broker community—professionals who work closely with retailers and understand their market selection criteria—highlight that the key to attracting and ensuring the success of these businesses is increasing the immediate area's population, or density. This has been a challenge for the community in the past, as there hasn't been enough density to attract retailers. However, as the resident base grows, the area will become more appealing to businesses.

Q8. How will this development be funded? Will it affect taxes? Do we have a budget?

It's still too early to provide definitive answers, but the staff is collaborating with their consultants to address these specific questions. Funding options being explored include the creation of a Tax Increment District, as well as other available funding mechanisms. Additionally, as the project becomes more defined through the community open house process and the development of a master plan, the consultant team is working on finalizing the project budget. The Village Board has directed staff to develop alternatives for the project that do not affect residential property taxes.

Q9. So the strip mall, BMO Bank and BP gas station would all go?

The redevelopment of the prime corner, currently home to BMO Bank and BP, will be part of a phased development. Conversations with the property owners have been ongoing. This doesn't necessarily mean the businesses will close, but they may evolve in appearance or relocate, depending on the preferences of the business owners.

Q9. What options for development will there be? Shops? Apartments etc.

The master plan will be a mixed-use development designed to strategically integrate residential spaces to drive density. This will attract retail users, such as restaurants, bars, shops, and other community-focused services, creating a vibrant destination for both Village residents and the surrounding communities. Additionally, the plan includes a community market plaza to host local events and gatherings.

Q10. Why is so much residential included in a city center development?

A town center or newly developed community space requires multifamily and high-density development to make efficient use of land, support local businesses, provide much-needed housing and diverse housing options in the community, and promote walkability and a sense of community. A high concentration of housing in an area helps create economic sustainability by ensuring a sufficient population to support services and retail, while also fostering social interaction and community building. This approach aims to create a vibrant, sustainable, and accessible environment for residents.

Q11. Can you explain the different residential zones?

The different residential zones within a development would be designed with varying levels of density, tailored to the specific needs and characteristics of each area. Center zones, such as those near the town center, will require higher density to accommodate more residents and support a bustling, active environment. These areas are ideal for multifamily housing and mixed-use buildings. On the other hand, zones adjacent to single-family homes would require lower density, featuring more spacious lower density multi-family, single-family homes, or townhomes that maintain a more suburban feel. This zoning strategy ensures a balanced, diverse community with a range of living options to suit different preferences, while also maximizing the efficient use of land across the development.

Q12. Walkable from Wrenwood subdivision? Will be over 100 homes that may wish to be able to access the new "downtown" area.

This is a possibility, but the staff and consultants will need to collaborate with the homeowners and their association of this subdivision to determine if they would be open to such a connection and to discuss what the access might look like.

Q13. Will you include the paper ballots in the electronic survey?

Yes, the paper ballots, along with the online survey, will be included as part of the survey results. If you would like a paper ballot you can call or email the Village Administrator at 262-250-4775 or skreklow@germantownwi.gov

Q14. Where is the traffic study?

A traffic study was conducted for this development area; however, it will need to be updated as the project has evolved. The staff has a copy of the traffic study.

Q15. Could the new police station be here?

It is not conducive to locate the police station as part of this development, as there is not enough space and it is not in the right location to meet the needs of the police department.

Q16. What will developer give back to Germantown?

A well-planned development can give back to the community in several important ways. First, it can create job opportunities, both during construction and long-term, which boosts local employment and supports small businesses. This contributes to economic stability and growth, helping people in the community improve their standard of living.

Additionally, development projects can improve infrastructure, such as roads, parks, and public transportation, benefiting everyone in the area. These improvements can make the community more accessible, safer, and livable for current and future residents.

New developments also often increase the local tax base, providing more funding for public services like schools, healthcare, and emergency services. This allows the community to reinvest in itself and enhance the quality of life for all its members.

By offering a mix of residential, retail, and recreational spaces, a development can provide more options for people to live, work, shop, and socialize within their own neighborhood. This can help reduce commuting times, promote local businesses, and create a stronger sense of community.

Moreover, sustainable design practices in new developments can have long-term environmental benefits, such as reducing energy consumption, conserving water, and promoting green spaces. This contributes to a healthier, more resilient community for future generations.

Ultimately, thoughtful development has the potential to be a win-win situation, where growth supports the well-being of individuals, families, and the larger community as a whole.

Q17. What will the traffic control signals be to enter and leave the area?

It's still early to tell, but the Village will continue collaborating with the traffic impact consultant to ensure that the appropriate traffic control measures and infrastructure are implemented.

Q18. What does residential have to do with a Market Platz?

The addition of residential areas and an increase in density will not only attract new businesses to the area but also contribute to a stronger local economy. As the population grows, there will be greater demand for services and retail, which can help support the development of the market plaza. This increased economic activity will, in turn, expand the tax base, providing a steady source of revenue to fund both the initial construction and the ongoing maintenance of the plaza. Ultimately, the growth in residential density creates a sustainable foundation for long-term community development, ensuring that the plaza remains a vibrant and well-maintained asset for years to come.