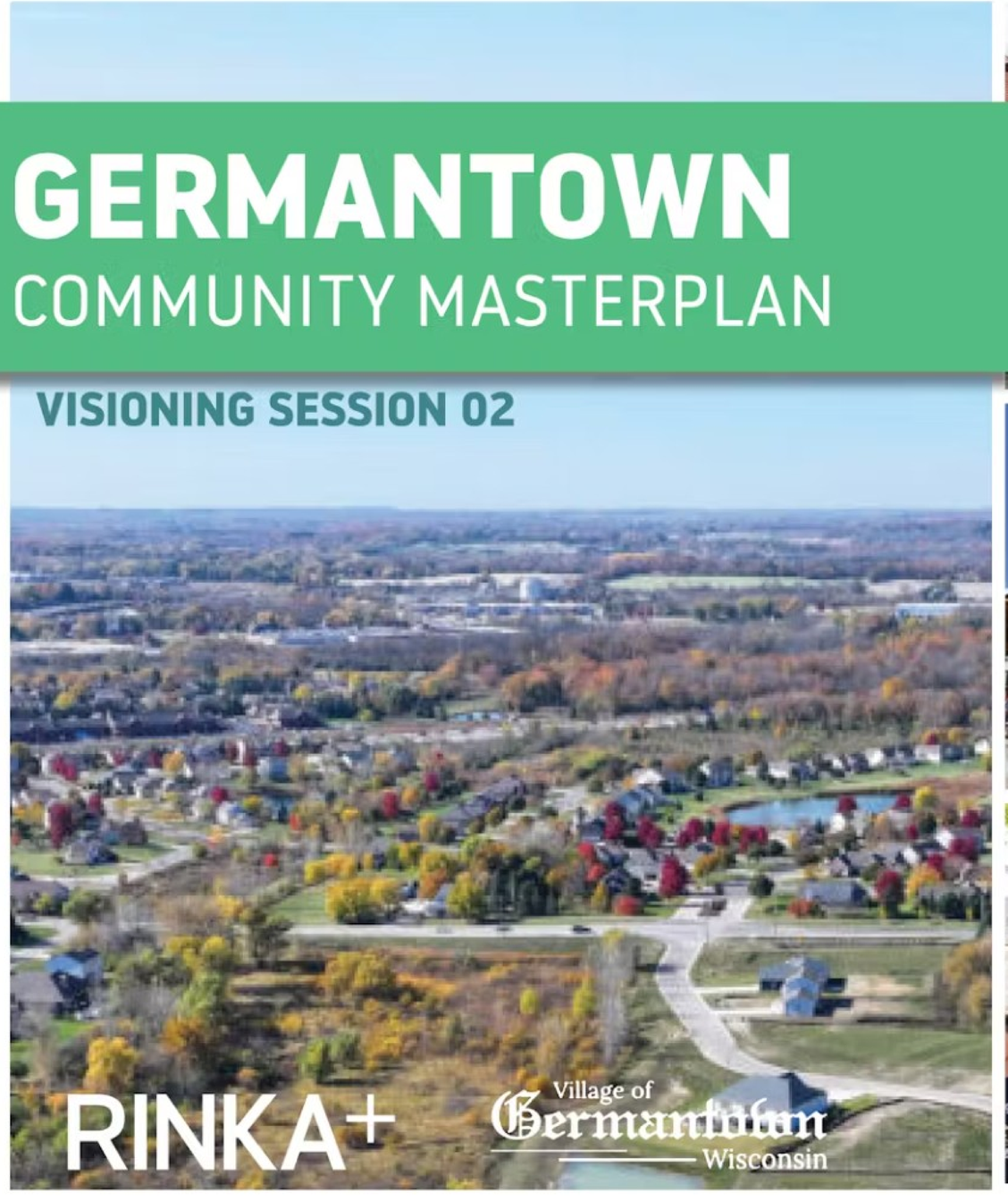
GERMANTOWN
COMMUNITY MASTERPLAN

VISIONING SESSION 02



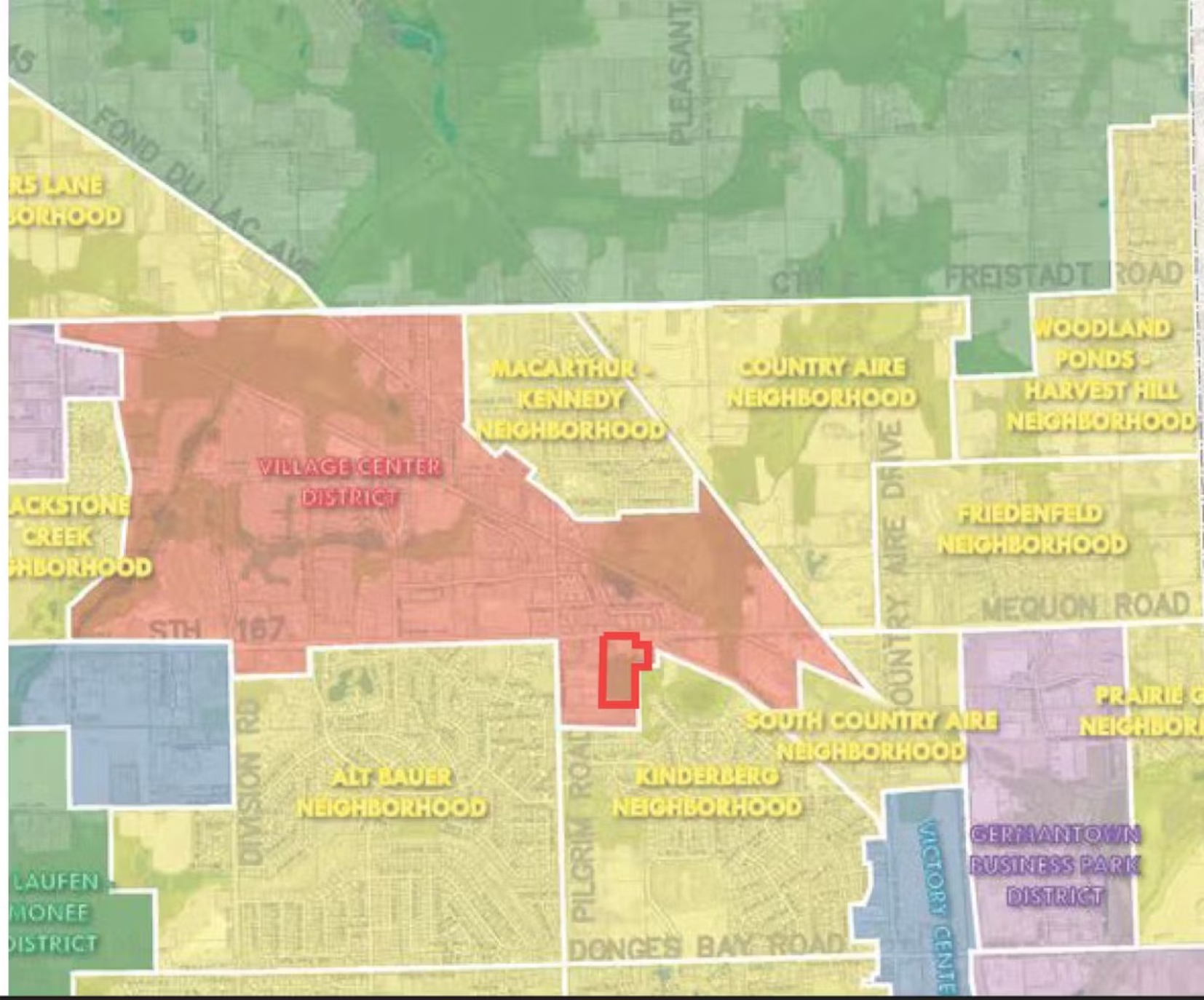
RINKA+

Village of Germantown Wisconsin

PURPOSE OF THIS MASTERPLAN

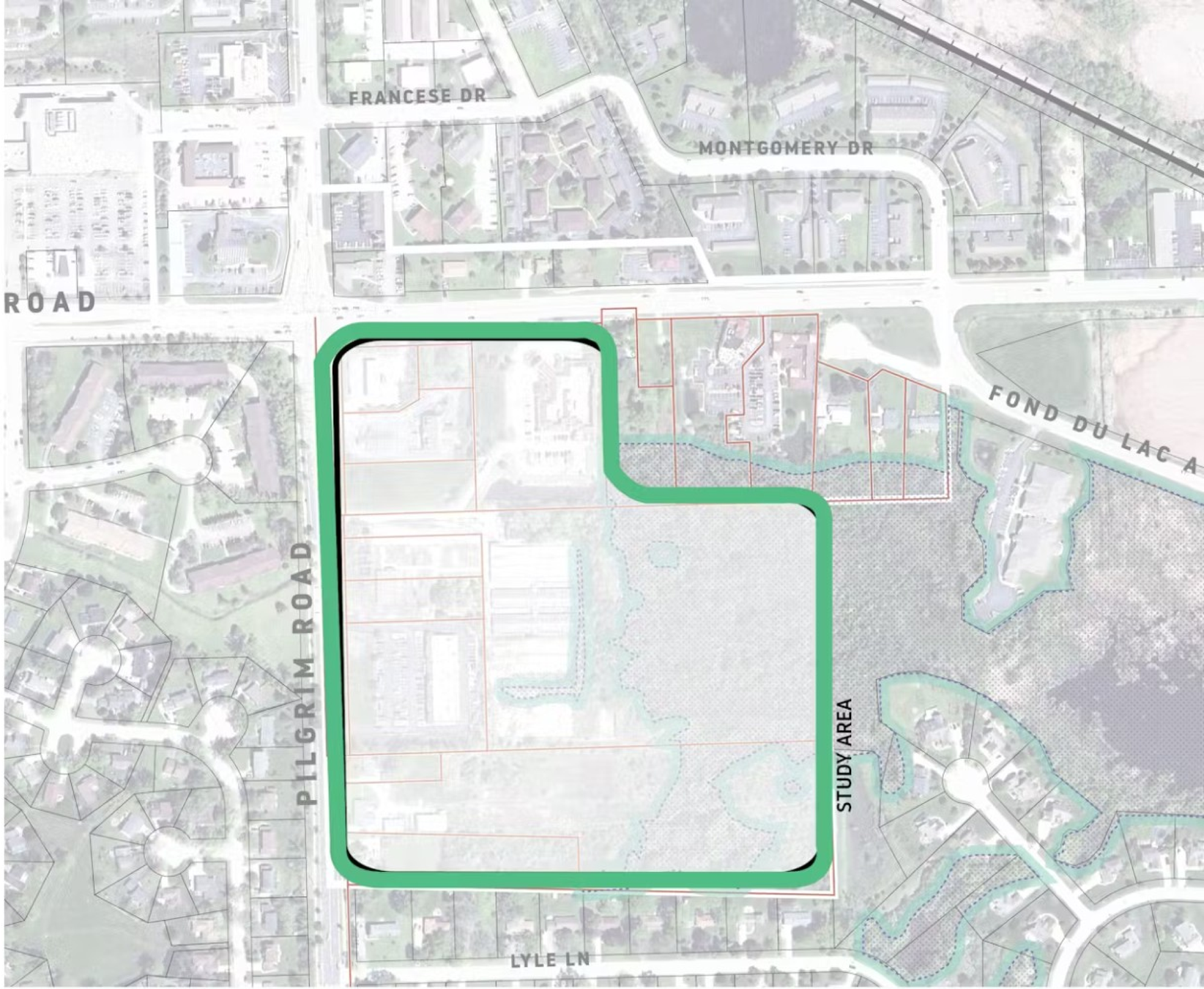
- We have a large catalytic opportunity zone within the Village Center District that presents an opportunity for a new direction for the community
- Build upon the 2050 plan
- Work to execute Village objectives
- Create a Vision for quality development

Without a clearly defined vision, this important area of Germantown may attract undesirable development.



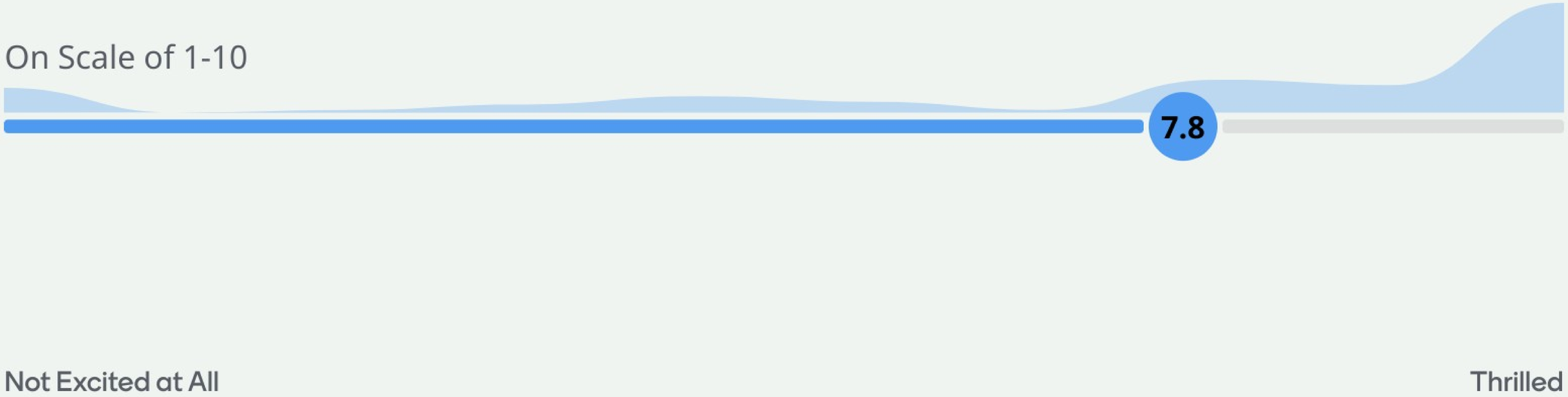
CATALYTIC OPPORTUNITY ZONE

- 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?



Instructions

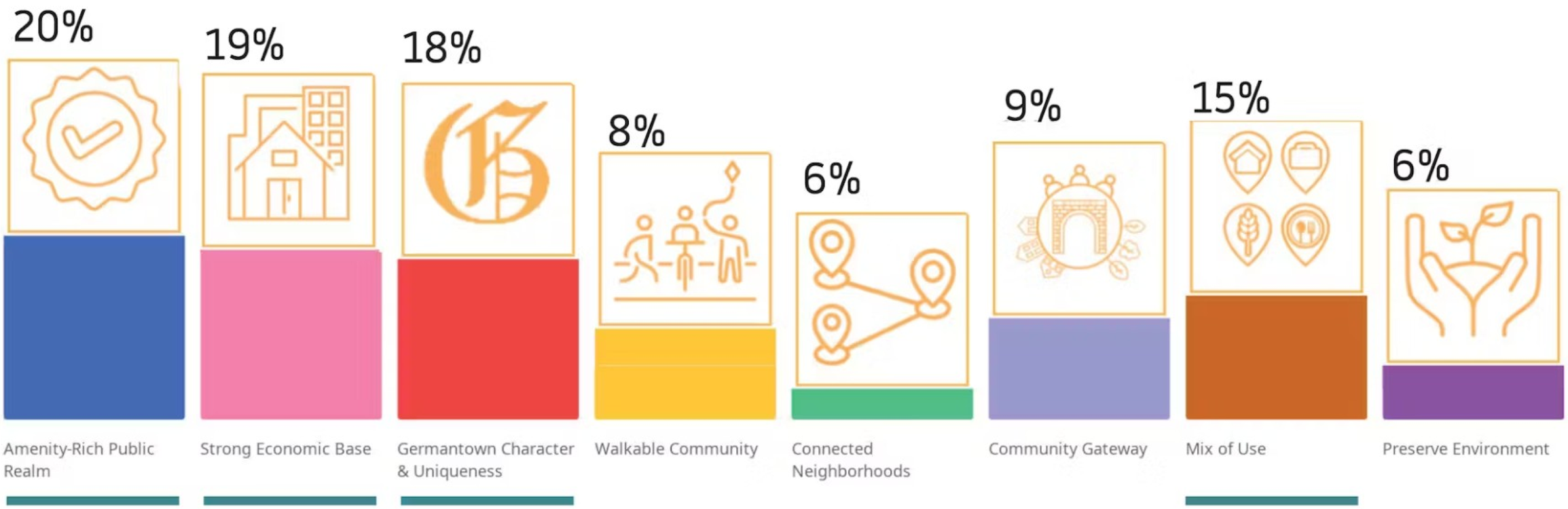
How excited are you about the opportunities and potential this development area has for Germantown?



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.

PLANNING PRINCIPLES



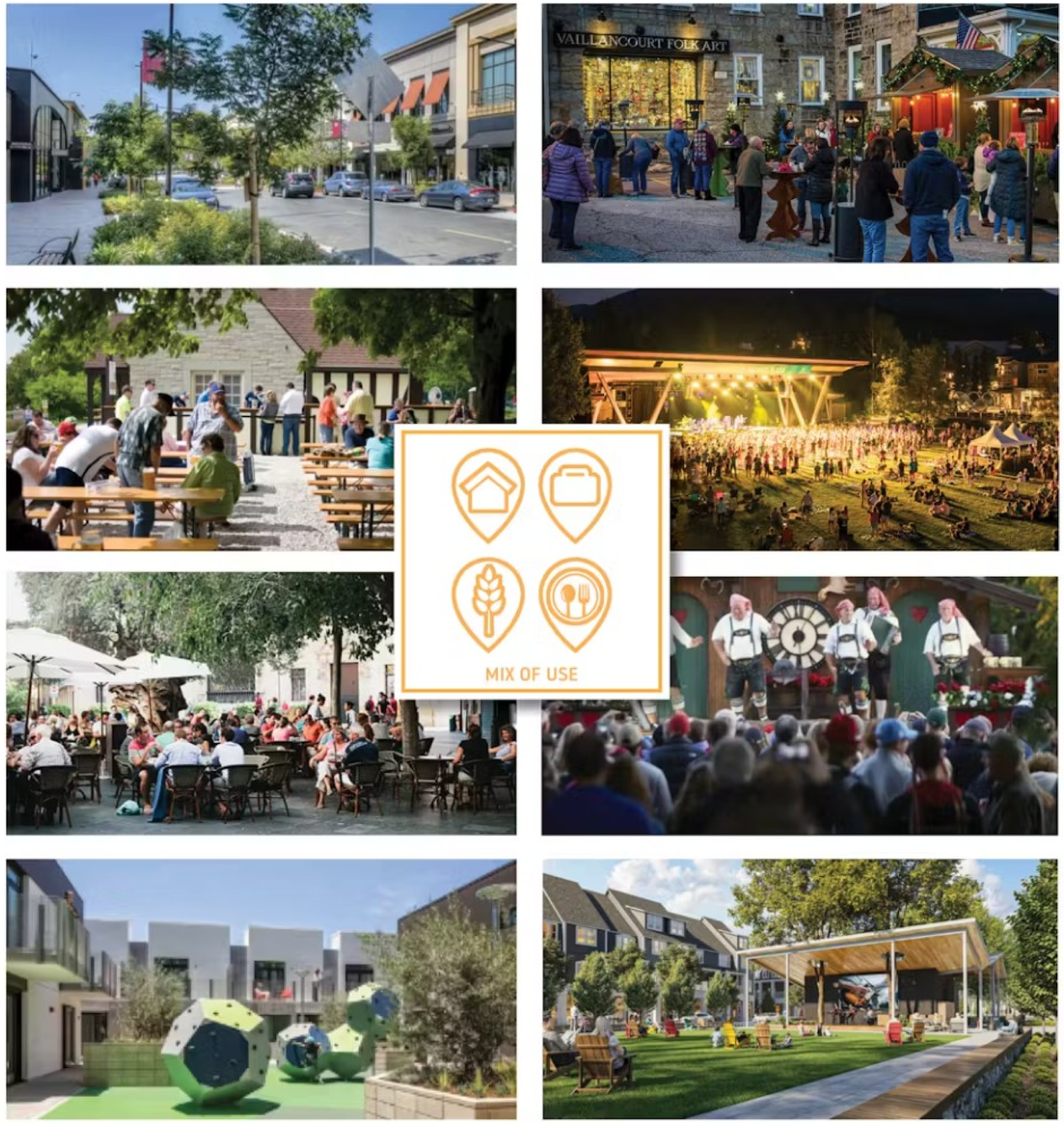
MIX OF USE

A) Multigenerational Use

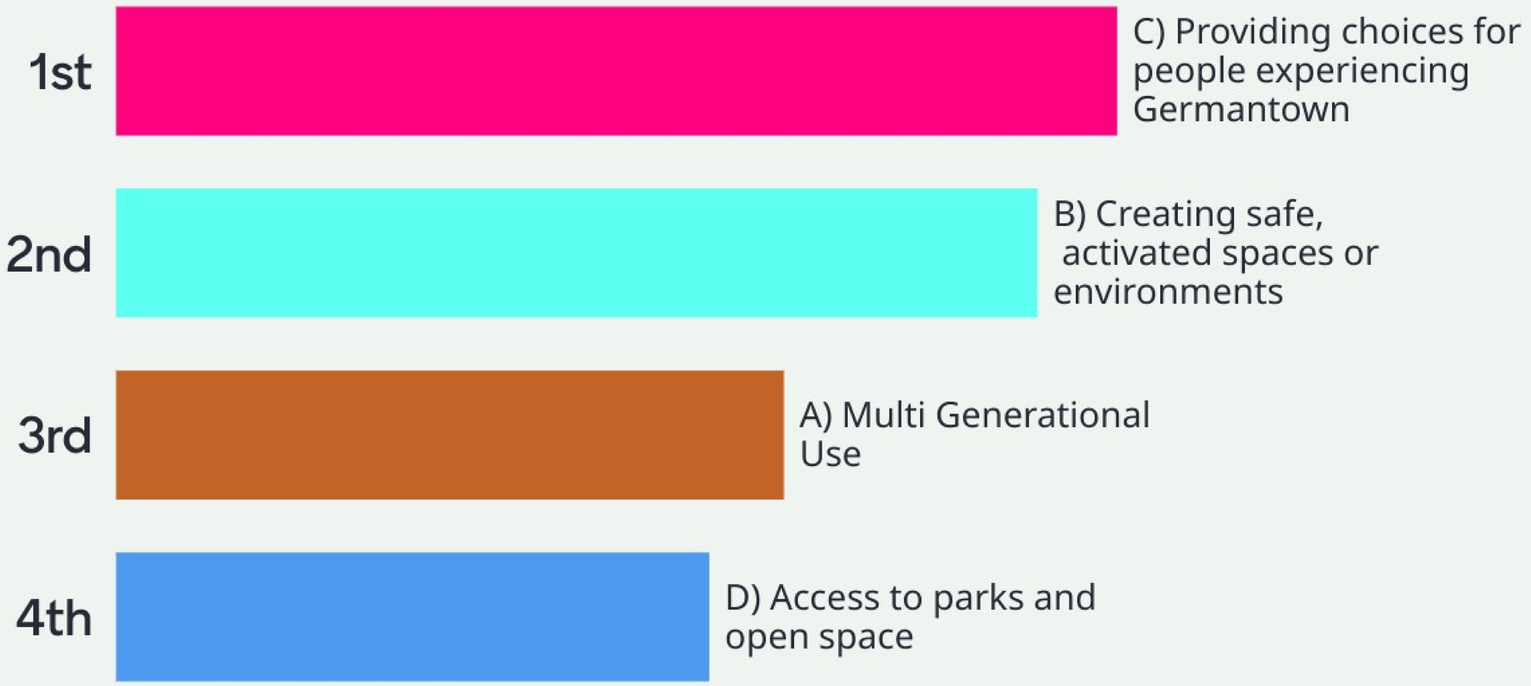
B) Creating Safe, Activated Spaces and Environments

C) Providing choices for people experiencing Germantown

D) Access to Parks and Open Space



Rank the **MIX OF USE** characteristics in order of importance:



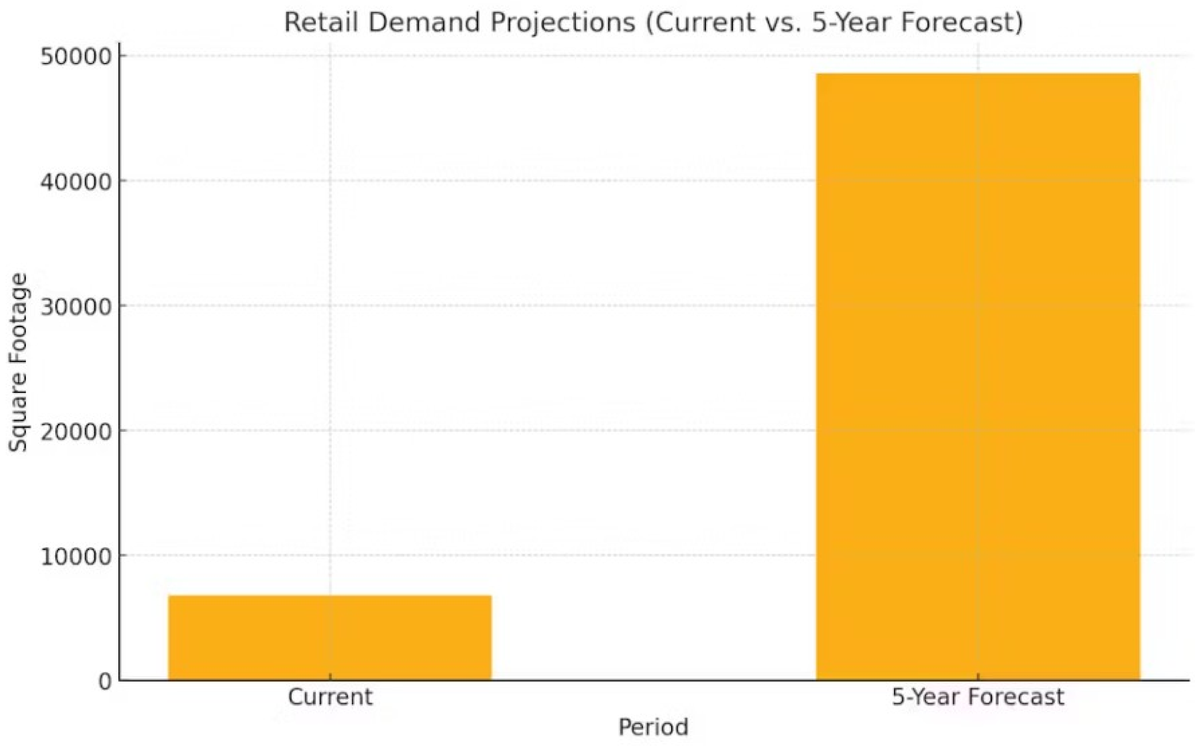
MIX OF USE

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

A) Demonstrate Village values

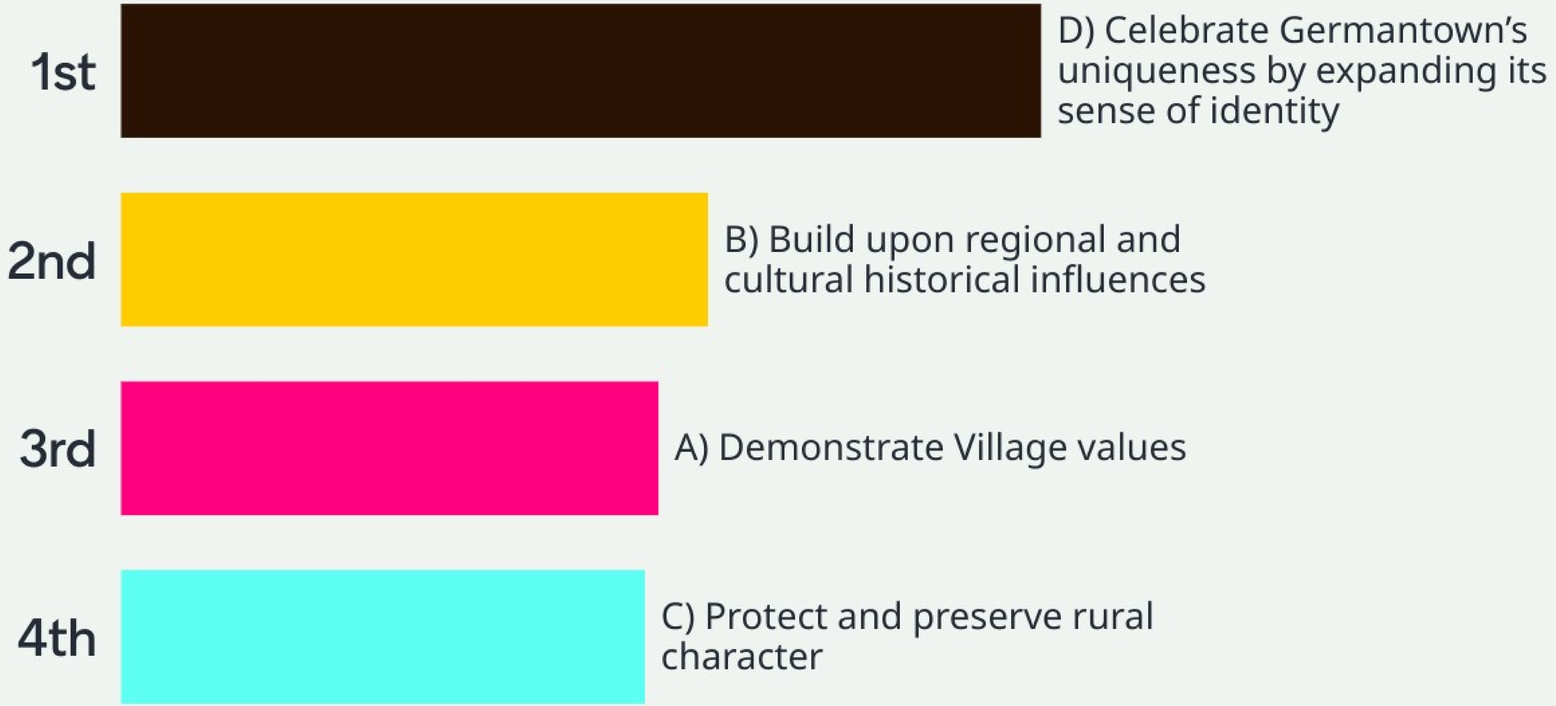
B) Build upon the regional and cultural historical influences

C) Protect and preserve rural character

D) Celebrate Germantown's uniqueness by expanding its sense of identity

GERMANTOWN CHARACTER

Rank **GERMANTOWN UNIQUENESS** characteristics in order of importance:



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.

Reprint From The WEST BEND NEWS January 22, 1948

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

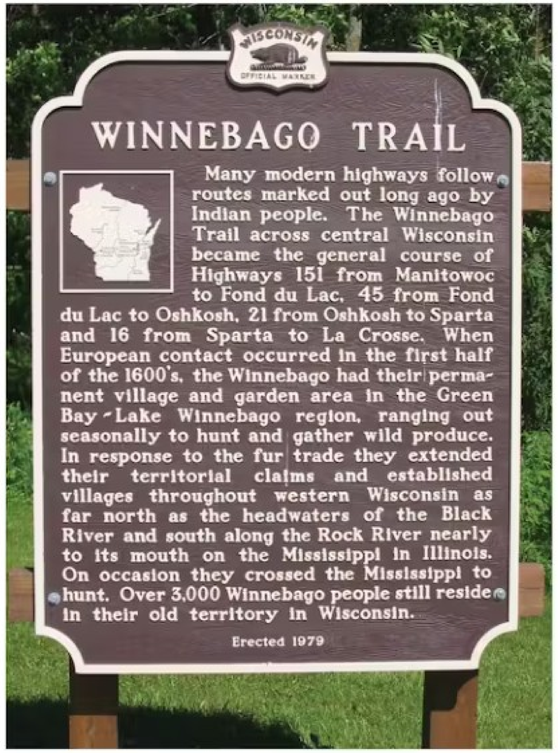
The 94th annual meeting of the Germantown Mutual Fire Insurance Co. was held at the home office of the company, Germantown on Monday, and it was pointed out this firm is the oldest mutual fire insurance company operating in the state of Wisconsin, it having been organized by a special act of the legislature. More than 200 policyholders attended the meeting.

Th financial statement read by Monroe F. Schwalbach, company secretary-treasurer, showed that 1947 was the largest year in the firm's history. The surplus of the company was increased to $630,220 and the insurance in force to $72,853,652. It was reported approximately 75 per cent of the company's assets are in surplus.

IN POINTING out highlights of attention to the loss ratio of 27 per cent for the past year. The dividend rate, of up to 25 per cent, is the highest rate of dividend paid by any agency writing company in the state, Schwalbach declared. A total of $24,416.22 was paid in dividends to policyholders during 1947.

In closing his report, the secretary-treasurer extended his thanks to both the policyholders and agents for their confidence and support of the company. Officers and directors re-elected are:

John W. Gehl, West Bend, president; R. W. Laubenheimer, Richfield, vice-president; Schwalbach, Menomonee Falls, secretary-treasurer; Ray E. Coerper, Milwaukee; John Sieben, Cedarburg, and Alfred Schwalbach, Germantown, di-



TAKEAWAYS:

Celebrate early Germantown residents' pioneering spirit.

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

STRONG ECONOMIC BASE

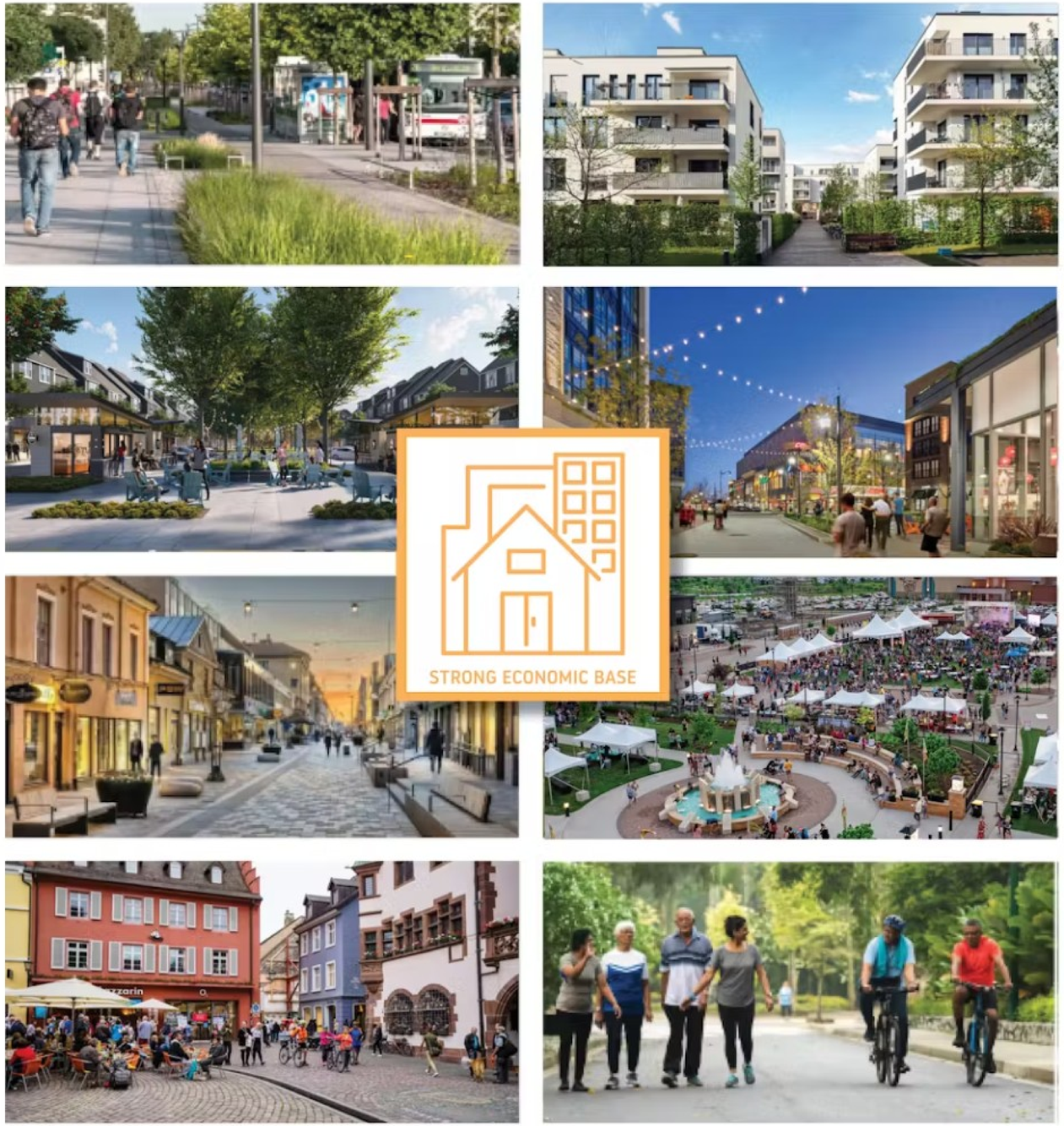
A) Attract residents and businesses

B) Diverse array of goods, services, and employment

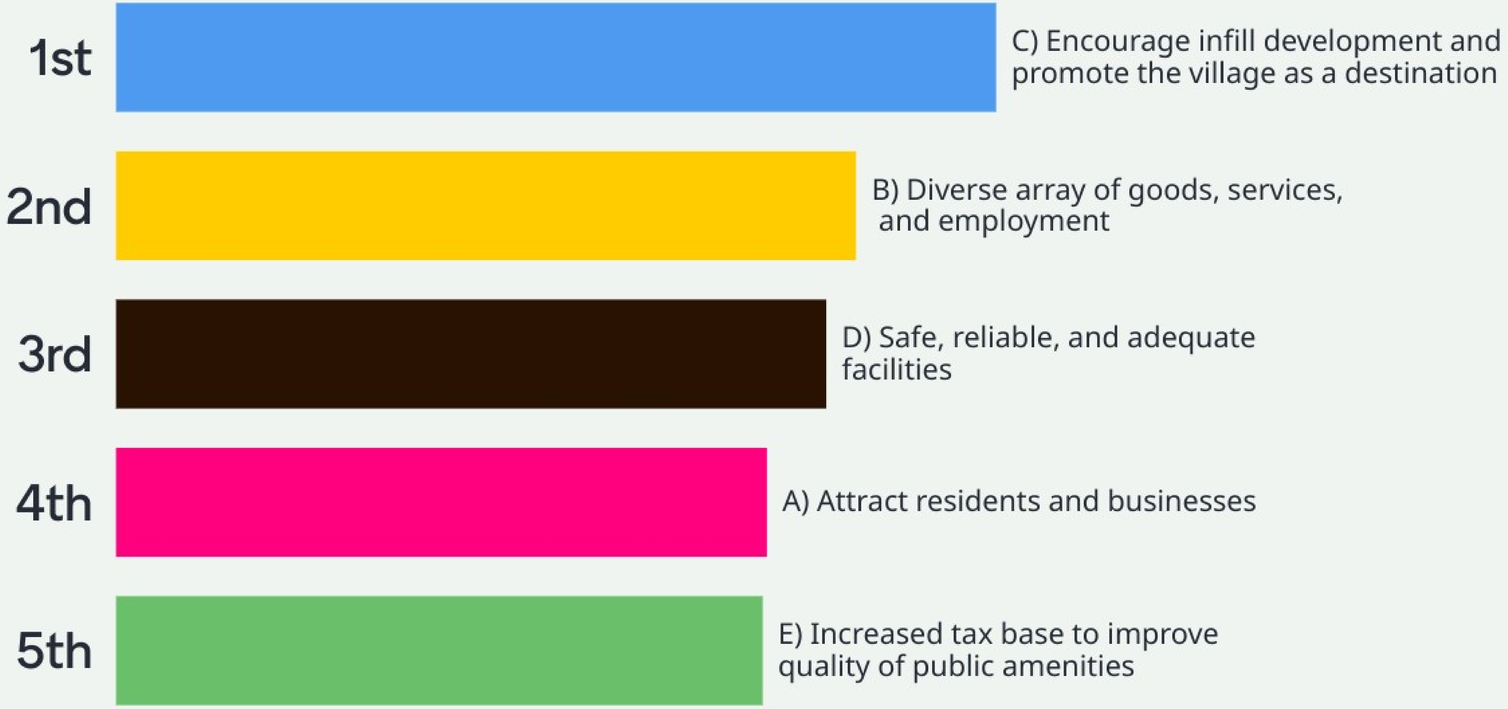
C) Encourage infill development and promote the Village as a destination

D) Safe, reliable, and adequate facilities

E) Increased tax base to improve the quality of public amenities



Rank **STRONG ECONOMIC BASE** characteristics in order of importance:



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.

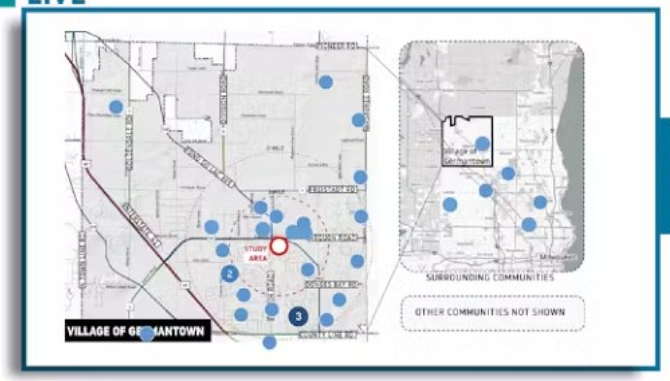
TAKEAWAYS:

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.

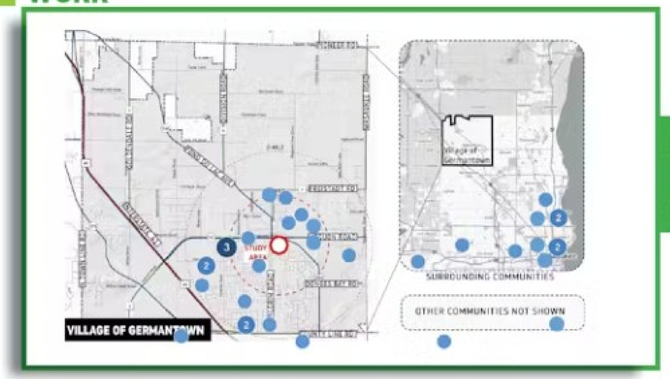
LIVE



82% of respondents live in Germantown.

A large majority of respondents live in Germantown within 2 miles of the study area.

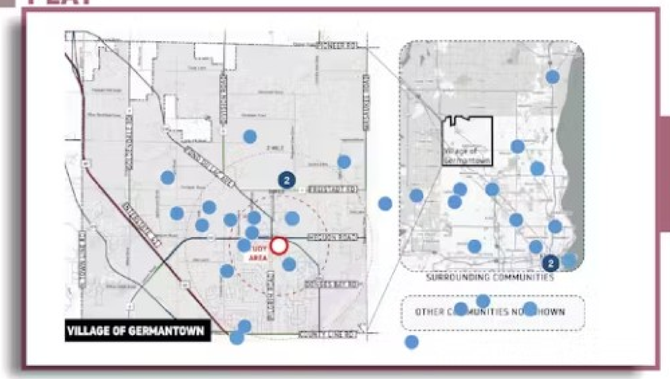
WORK



62% of respondents work in the Germantown.

Approximately 2/3 of respondents are working in Germantown within 2 miles of the study area.

PLAY



46% of respondents recreate in the Germantown.

Compared to living and working, less than half of respondents recreate in Germantown, and notably travel to other communities to do so.

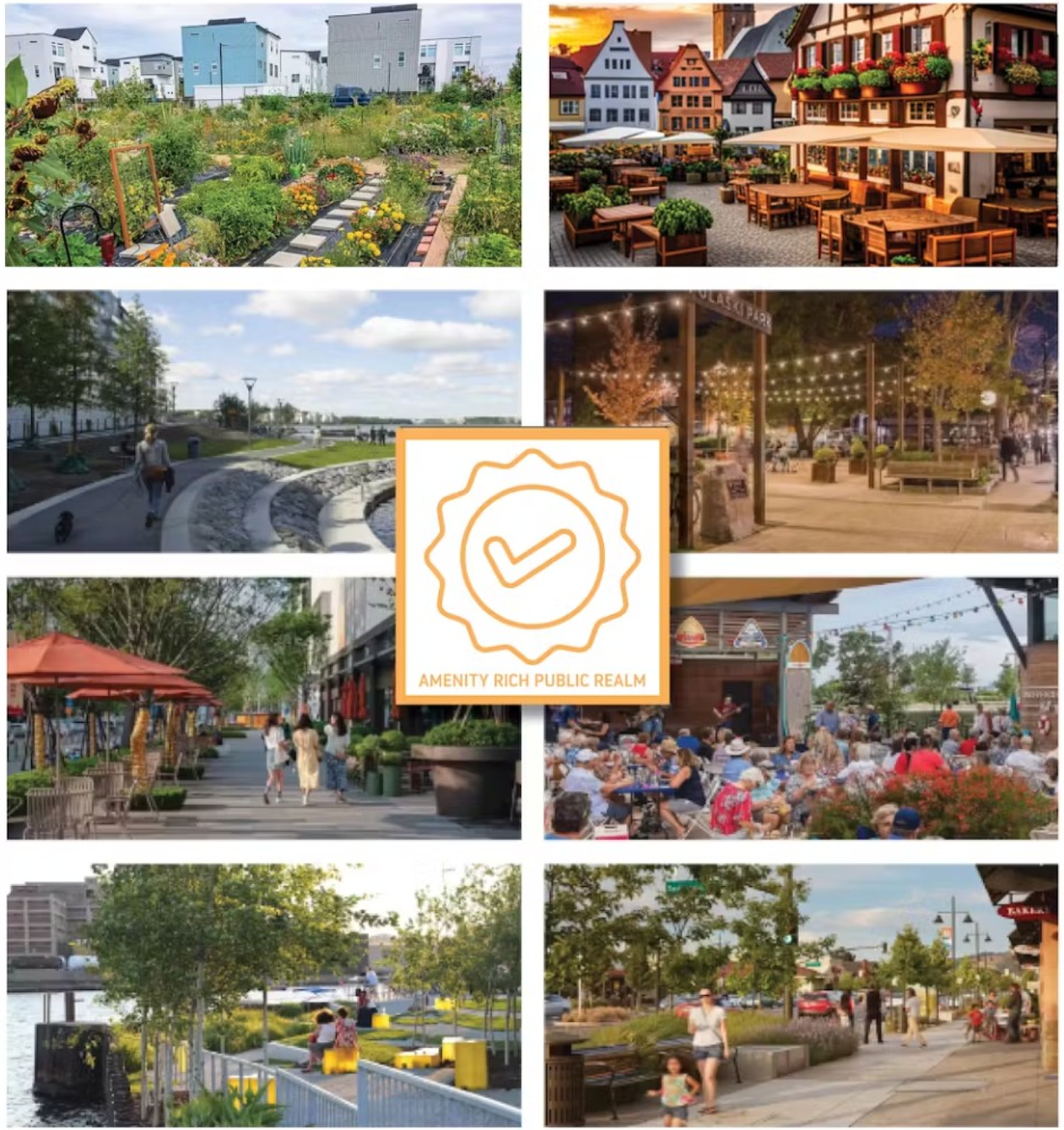
AMENITY-RICH PUBLIC REALM

A) Welcoming public spaces for social gatherings

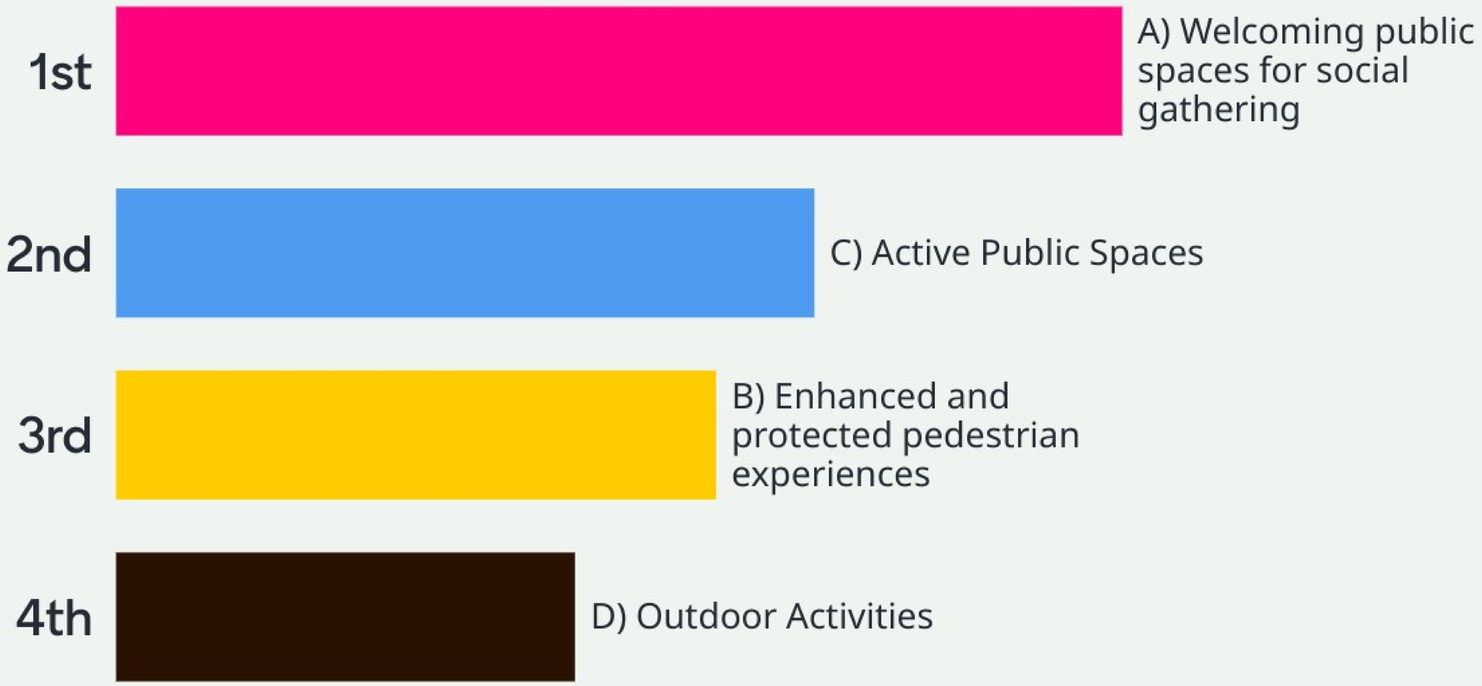
B) Enhanced and protected pedestrian experiences

C) Active public spaces

D) Outdoor activities



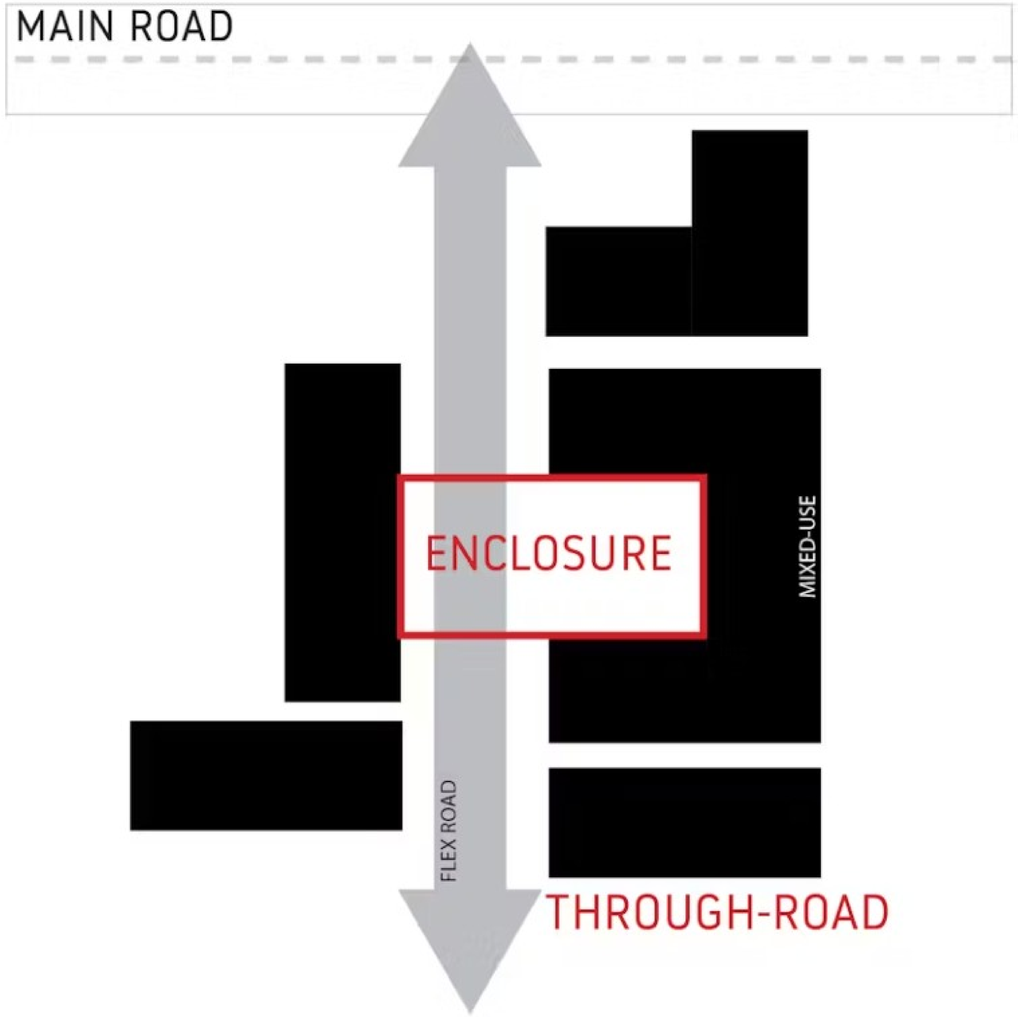
Rank **AMENITY-RICH PUBLIC REALM** characteristics in order of importance:



GERMANIC/MARKTPLATZ DESIGN QUALITIES

URBAN PLANNING PRINCIPLES

German plazas serve as a focal point of culture, commerce and arrival to a town. This area is typically commercial and event oriented on the ground floor, while being supplemented with above grade residential.



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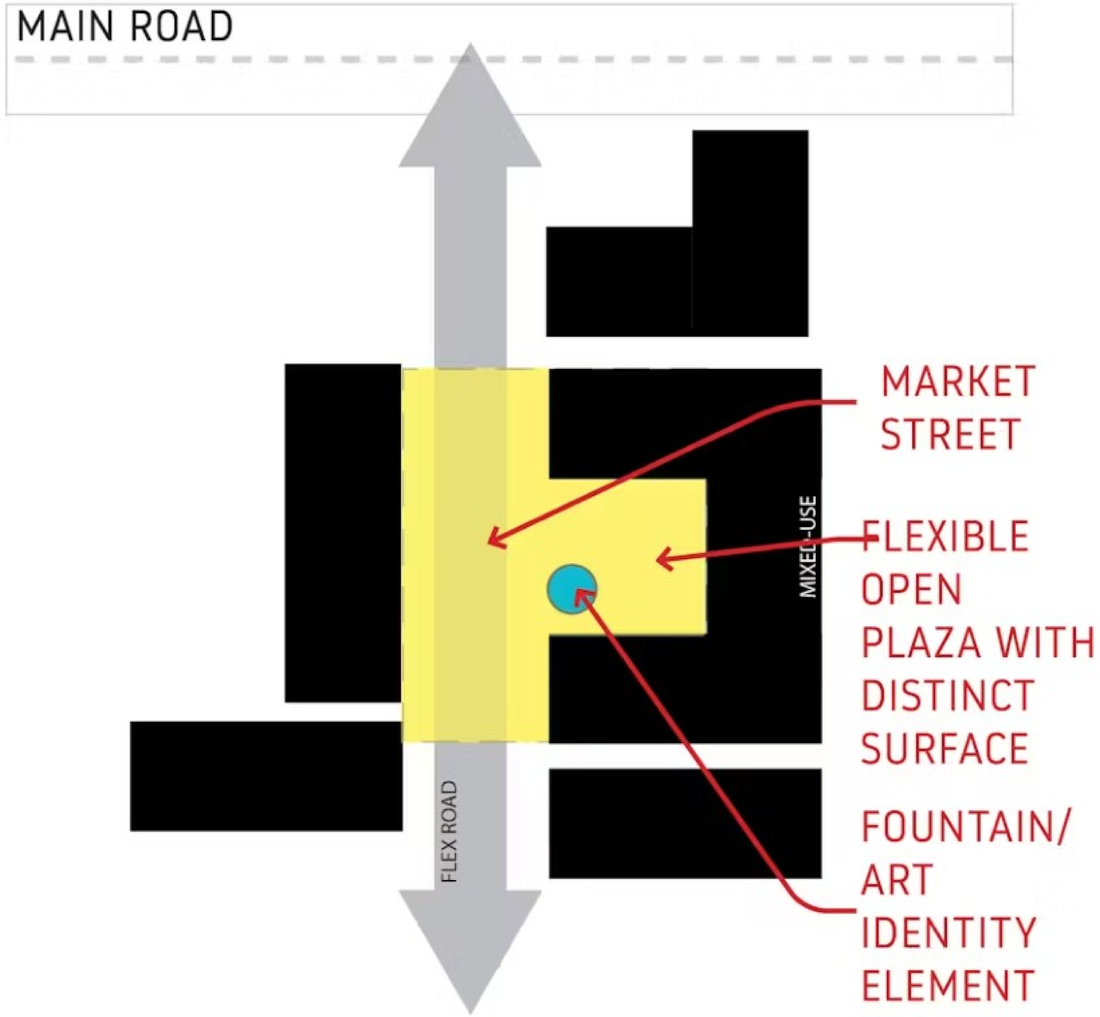

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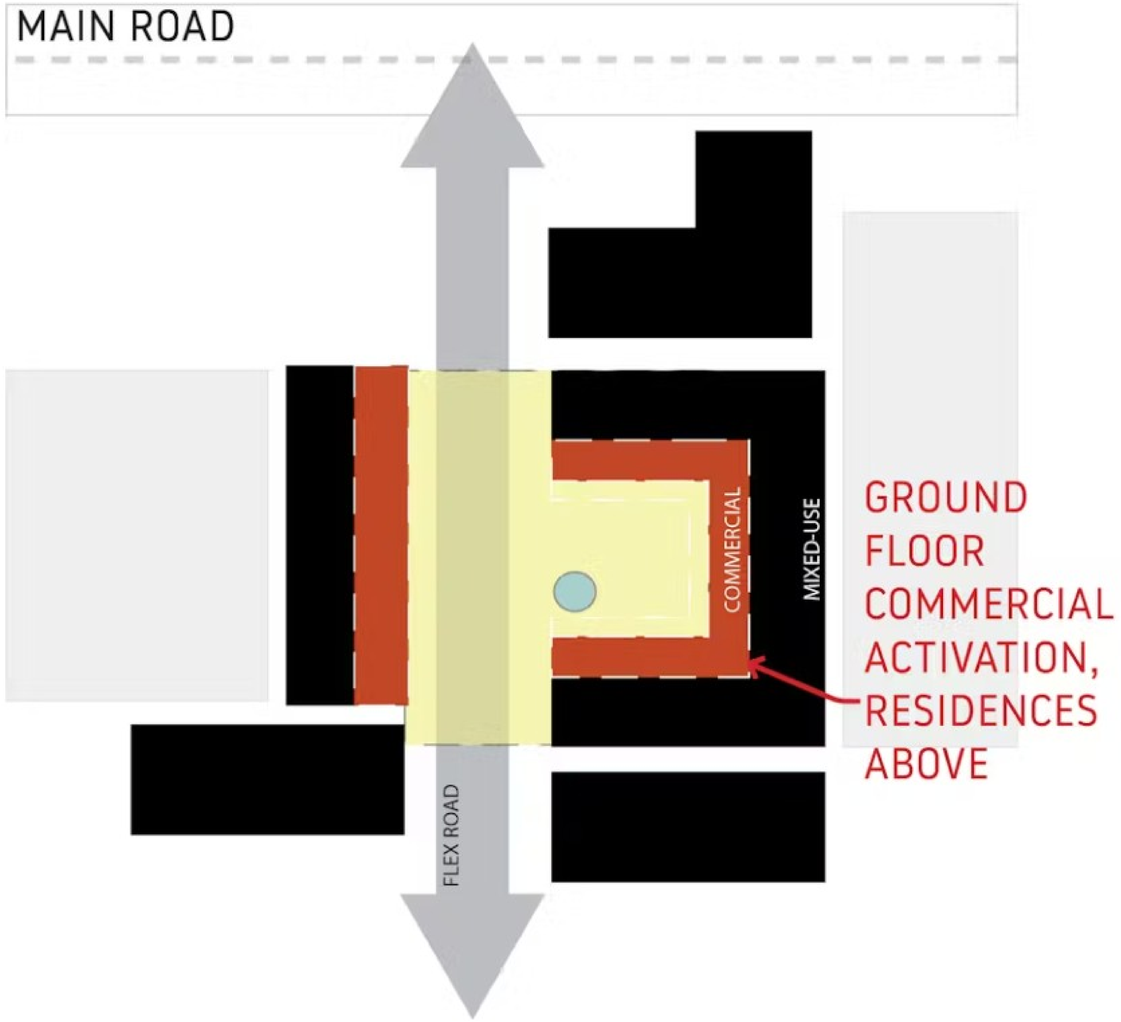
URBAN PLANNING PRINCIPLES



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 accomodated 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

Give points to Events that you would like to see implemented on this site:

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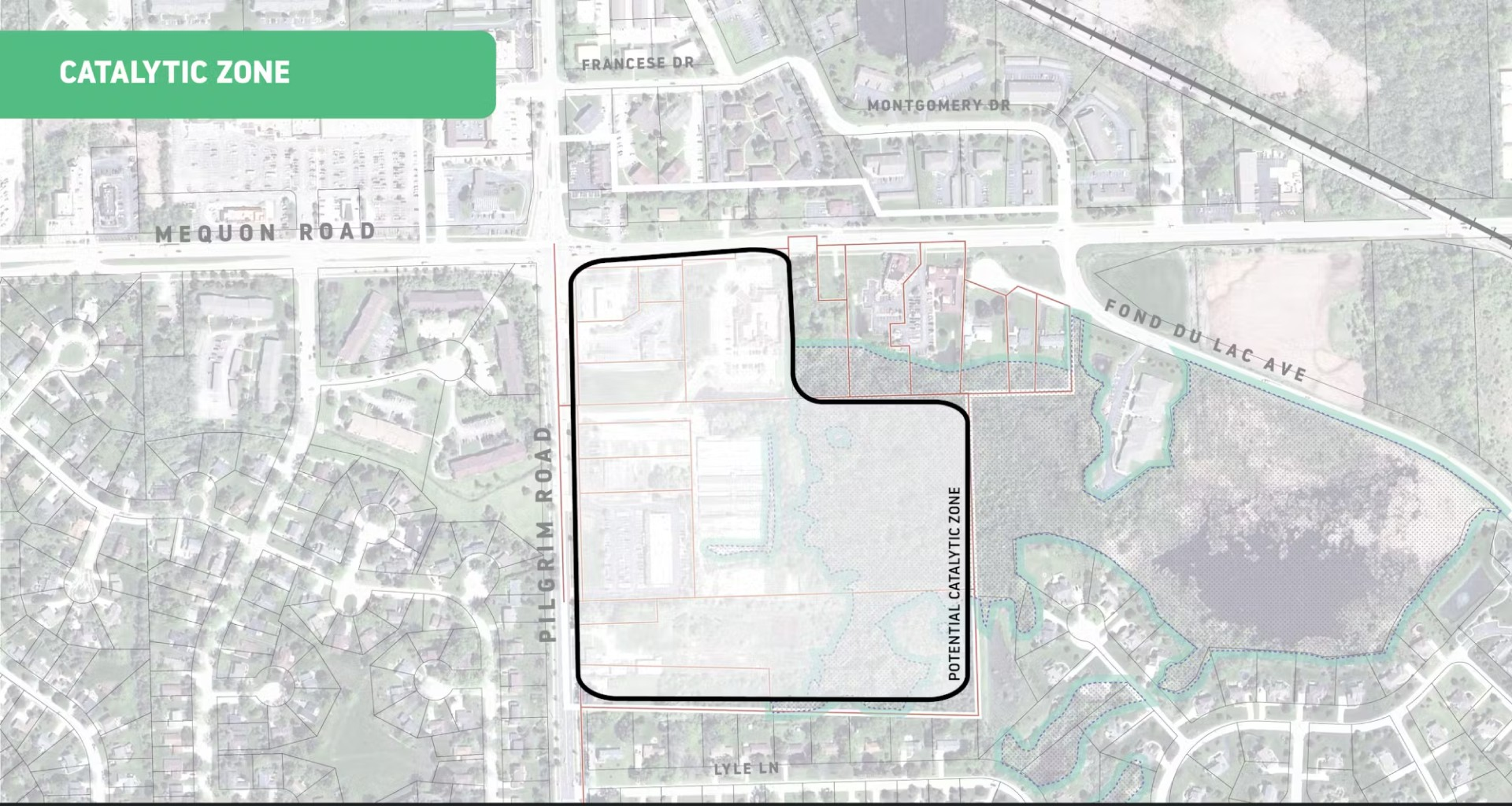
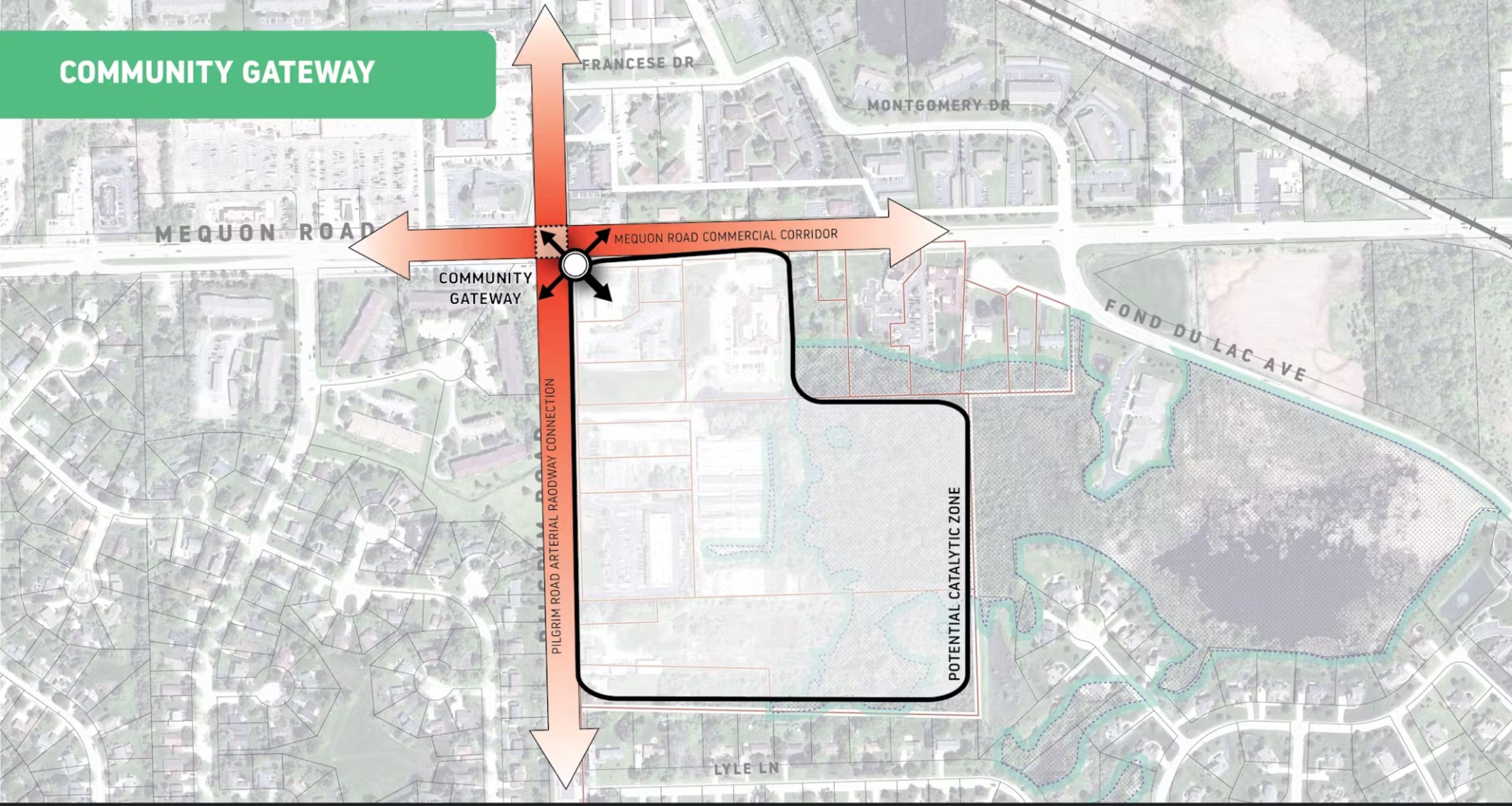
PLACEMAKING FRAMEWORK

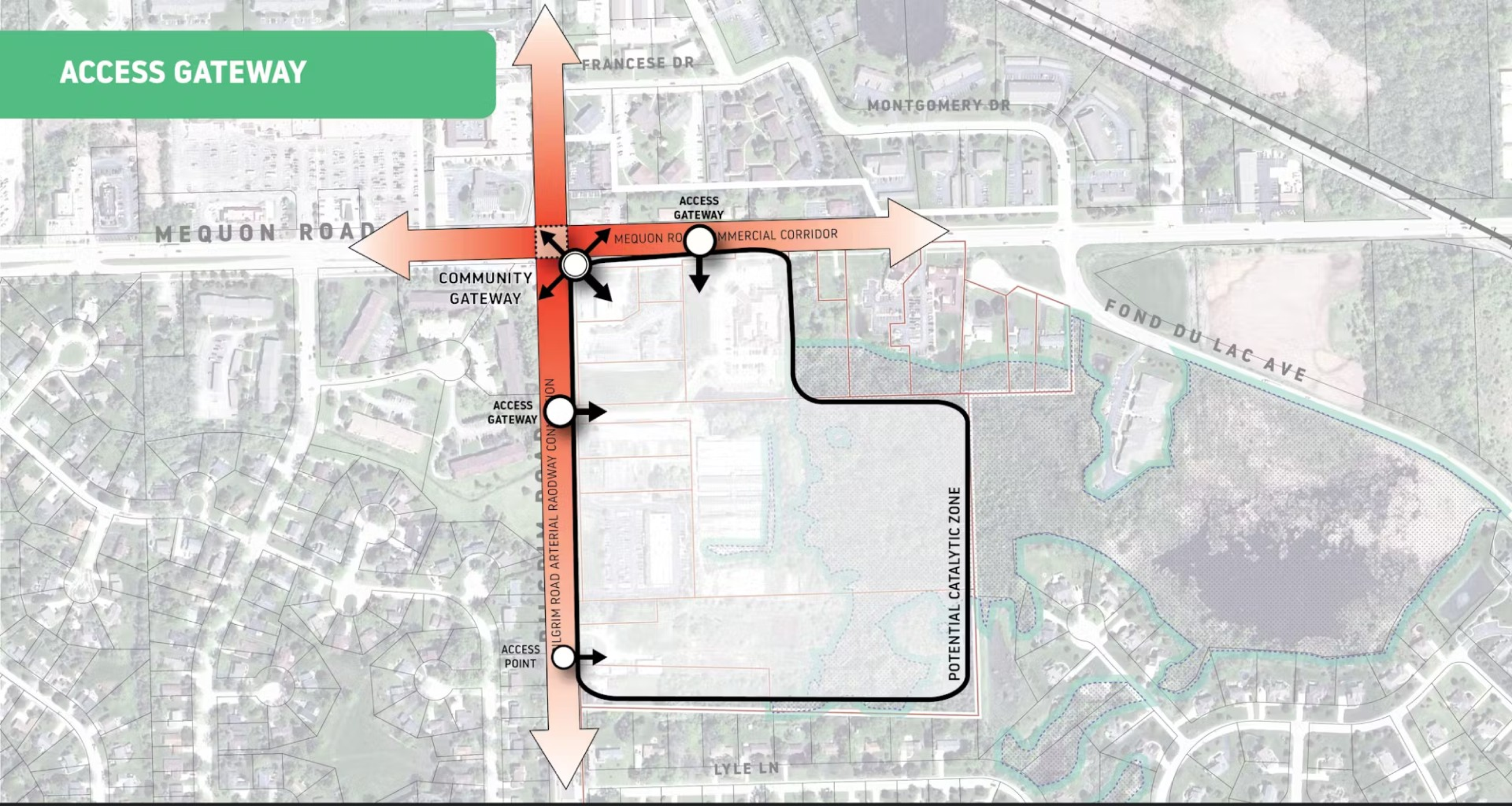
CATALYTIC ZONE



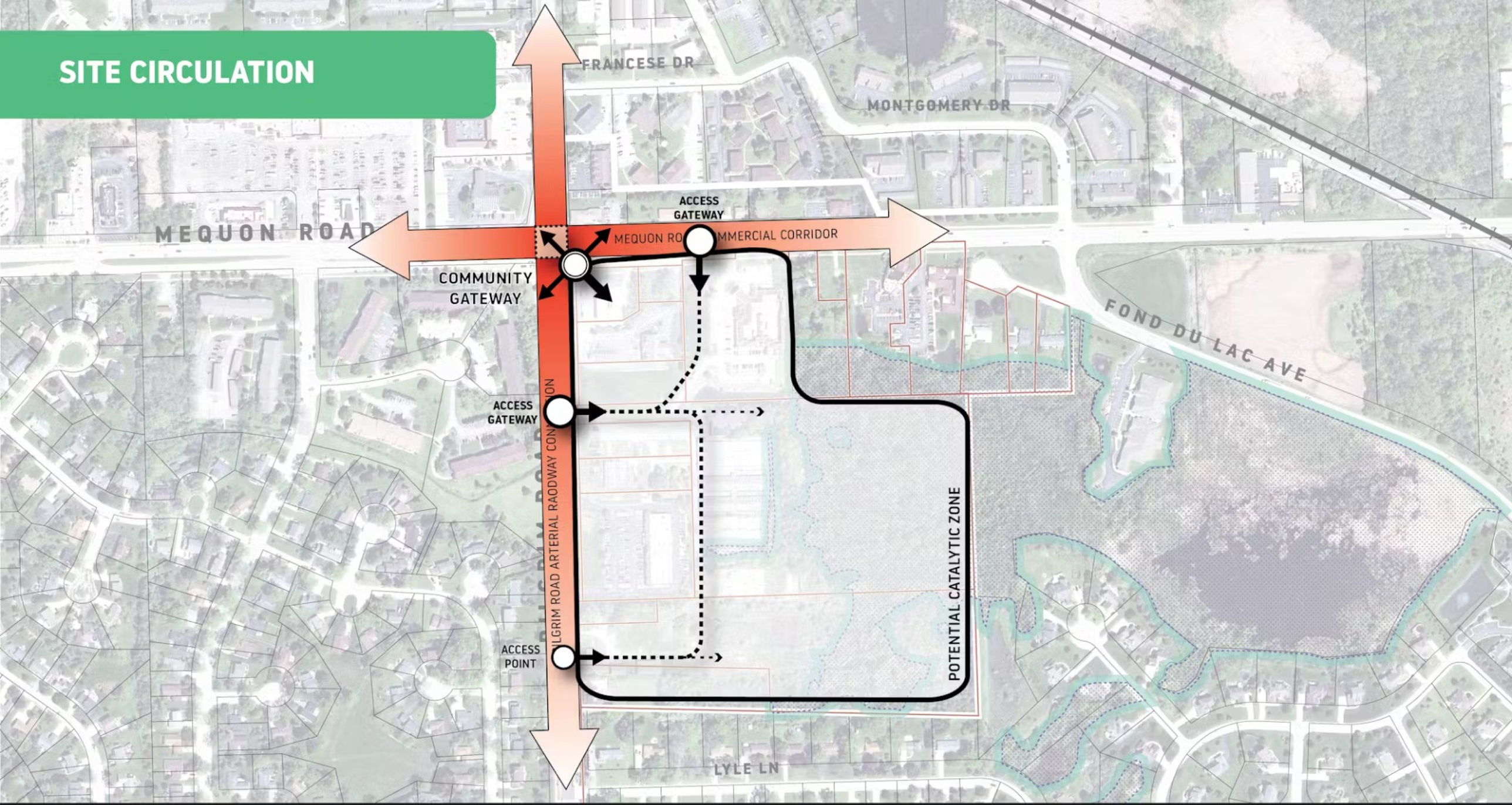
COMMUNITY GATEWAY



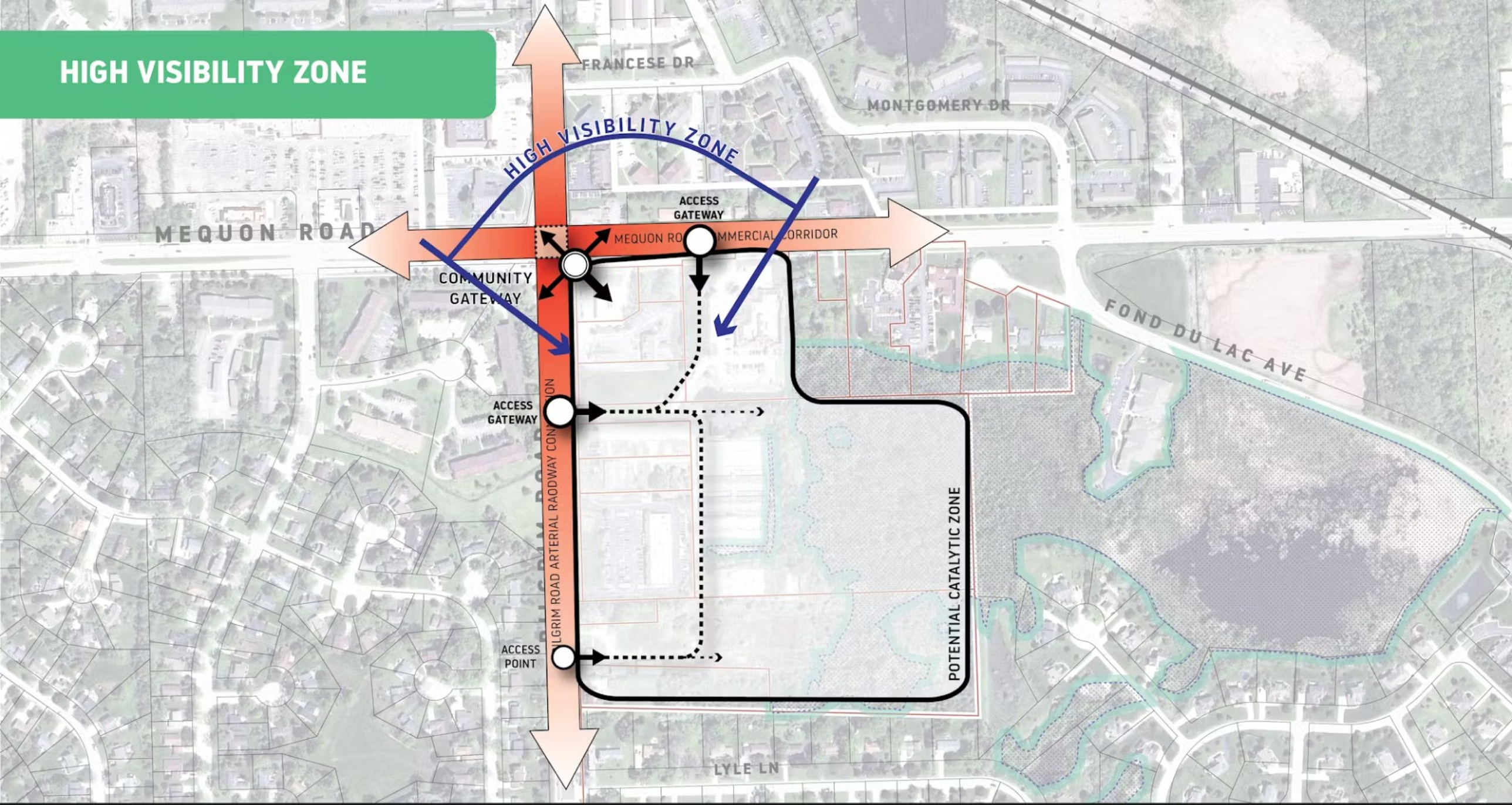
ACCESS GATEWAY



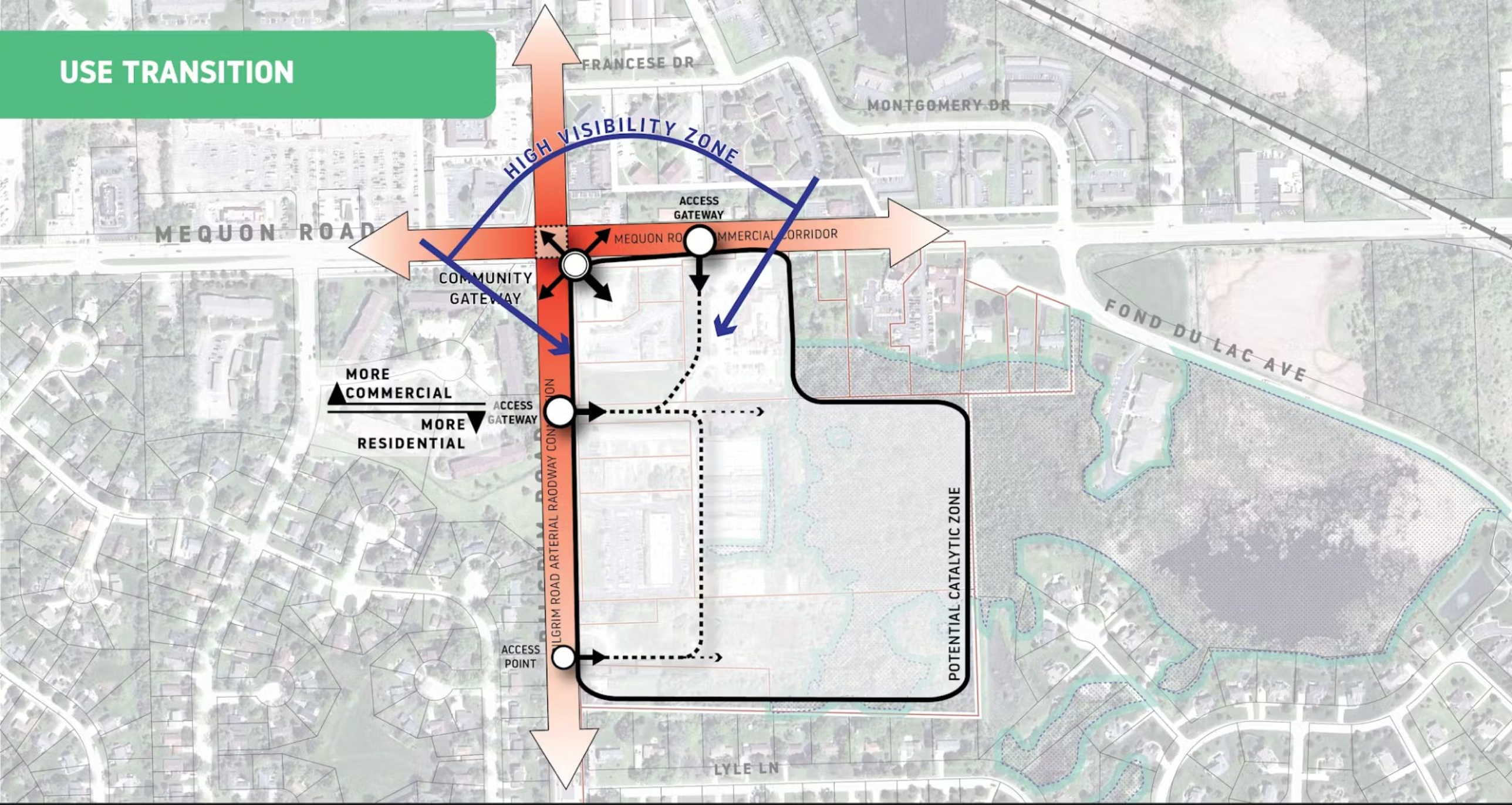
SITE CIRCULATION



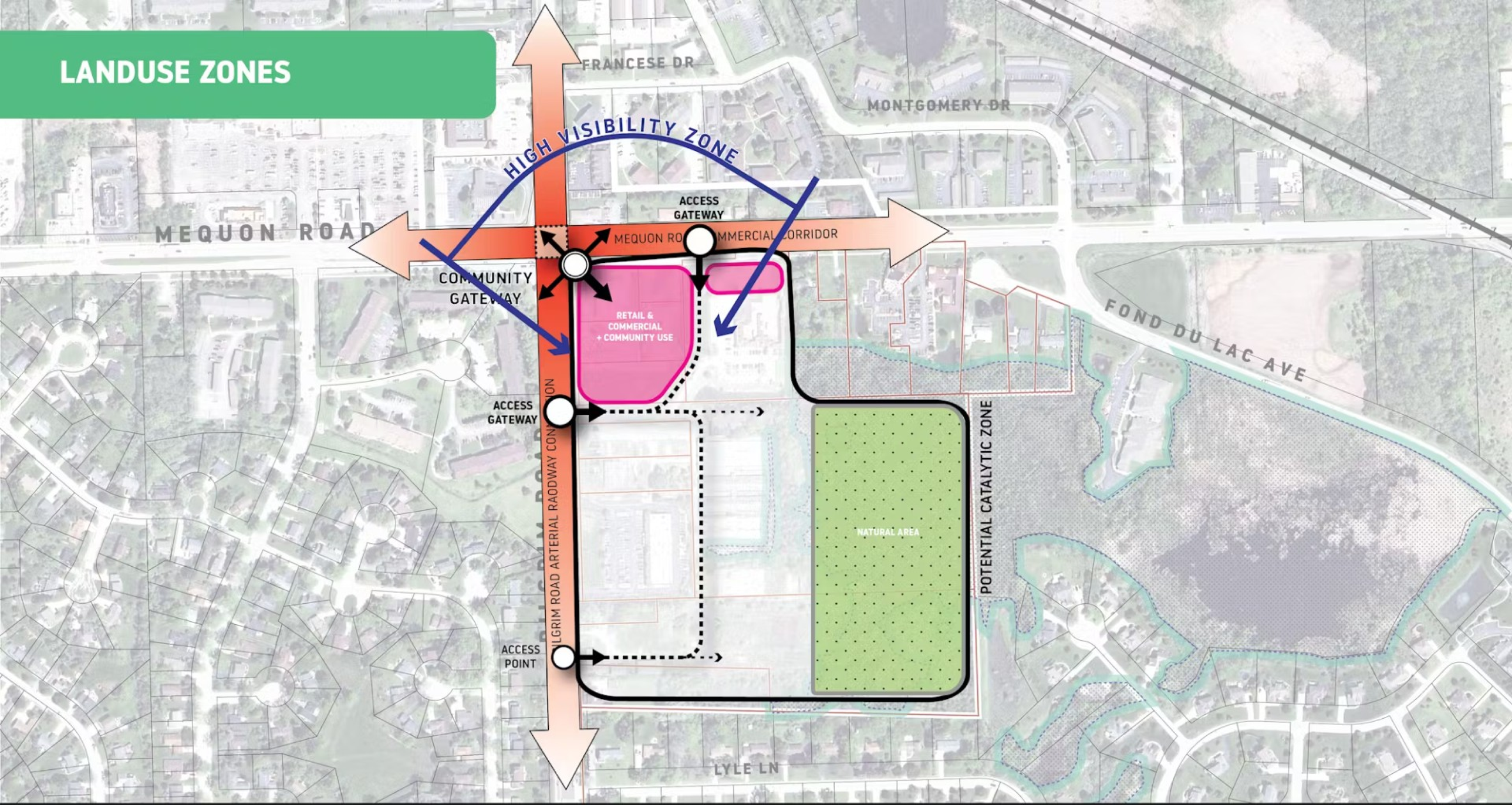
HIGH VISIBILITY ZONE



USE TRANSITION



LANDUSE ZONES



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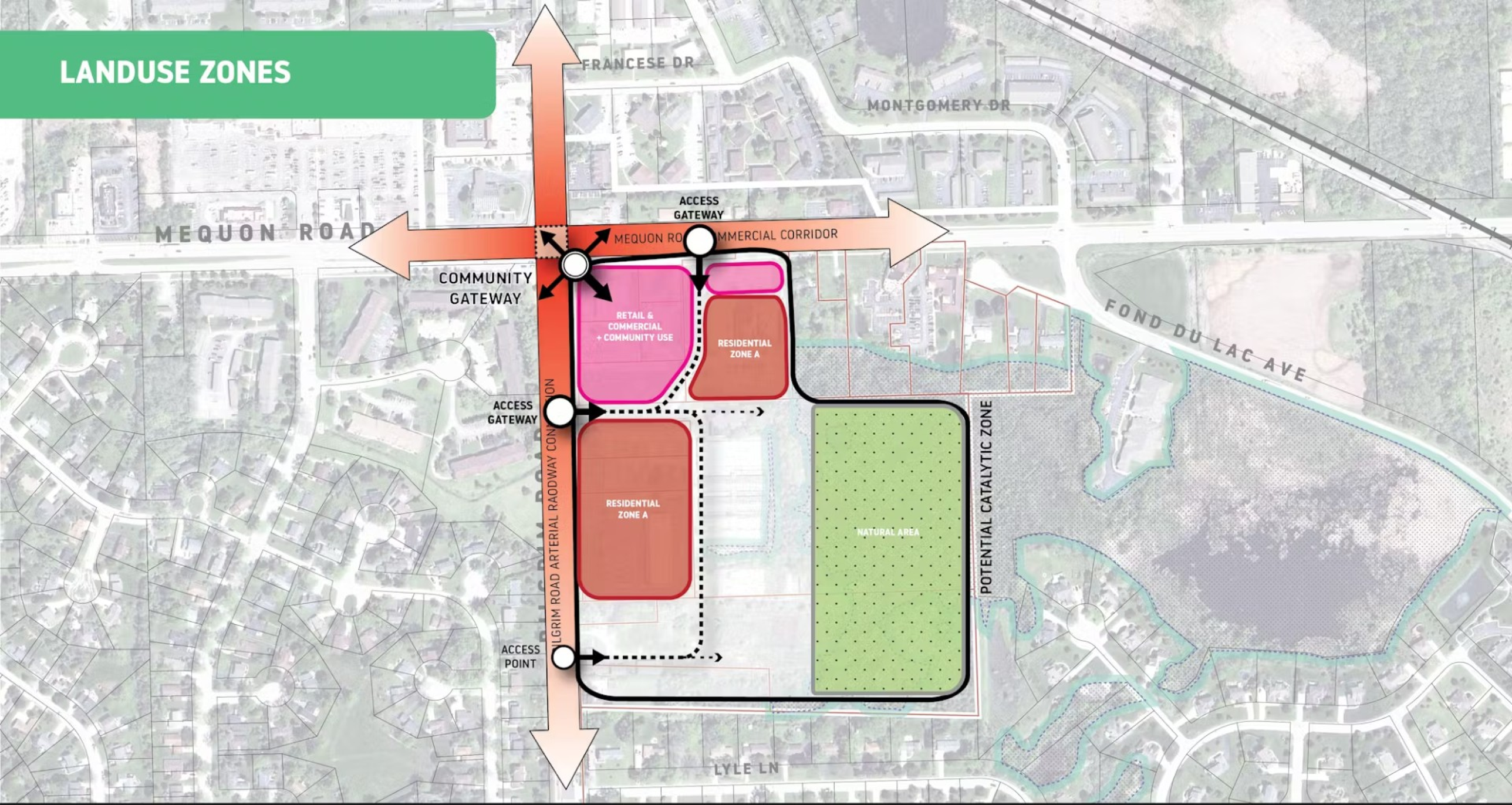
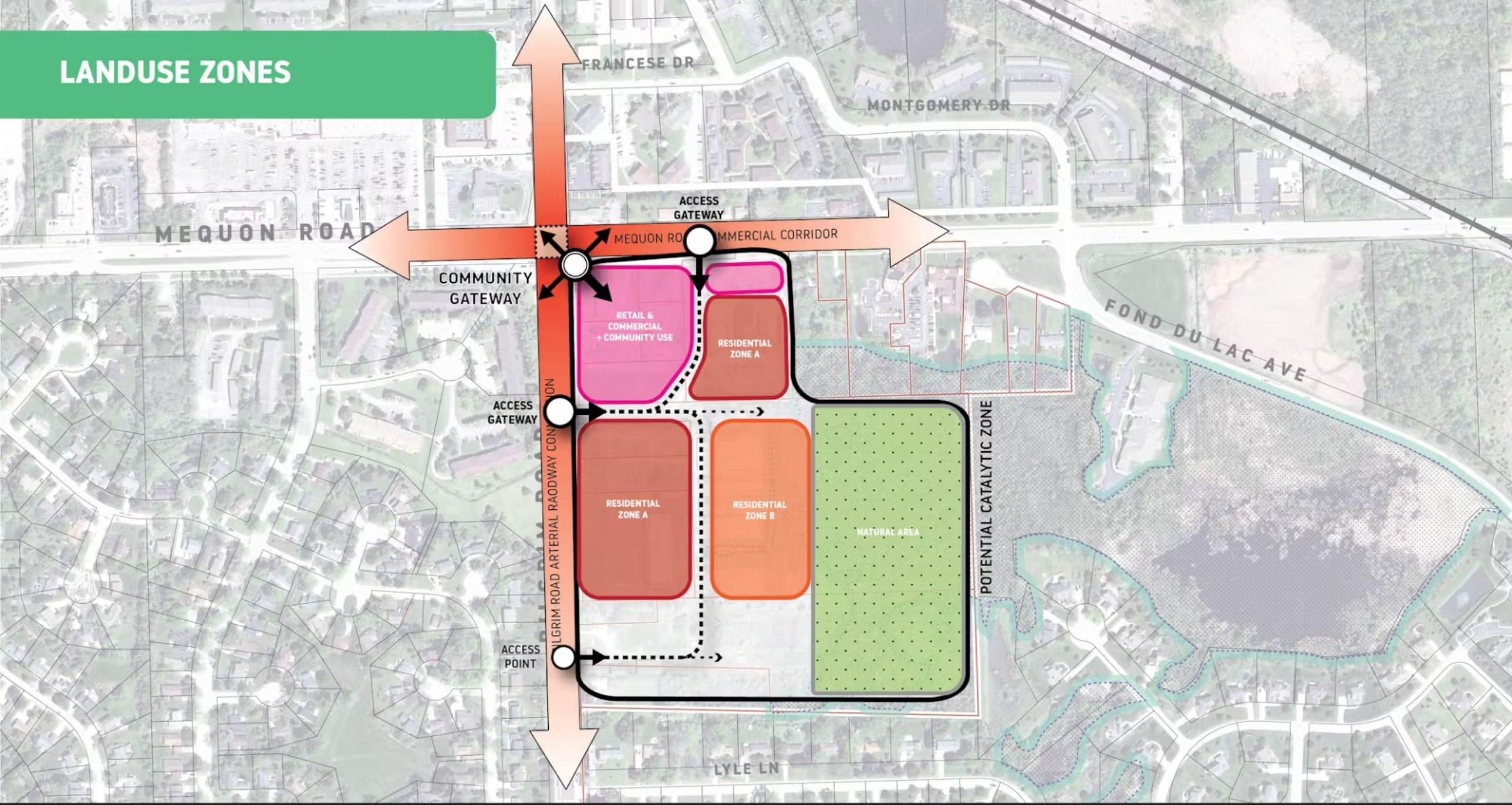


LANDUSE ZONES



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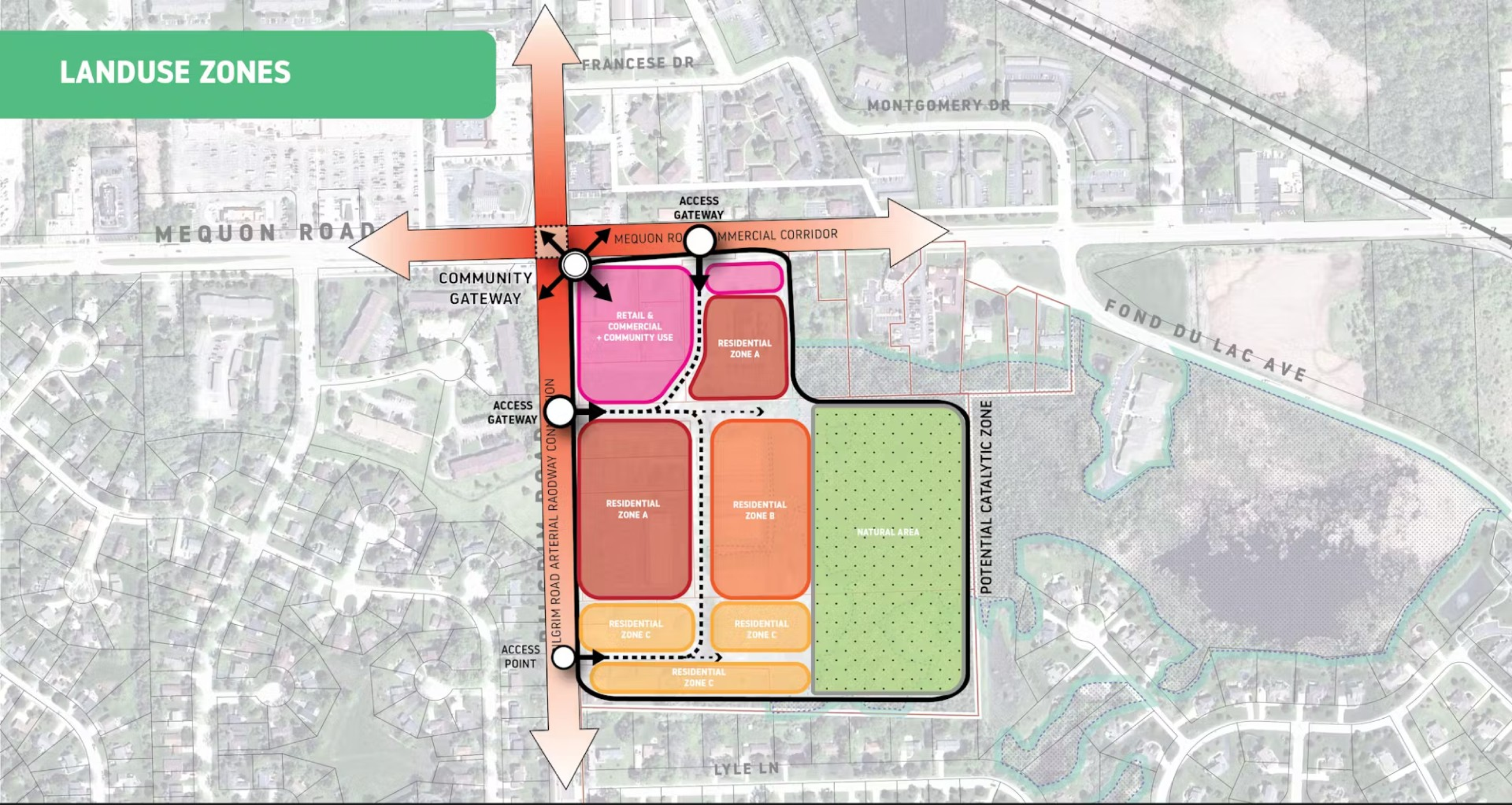
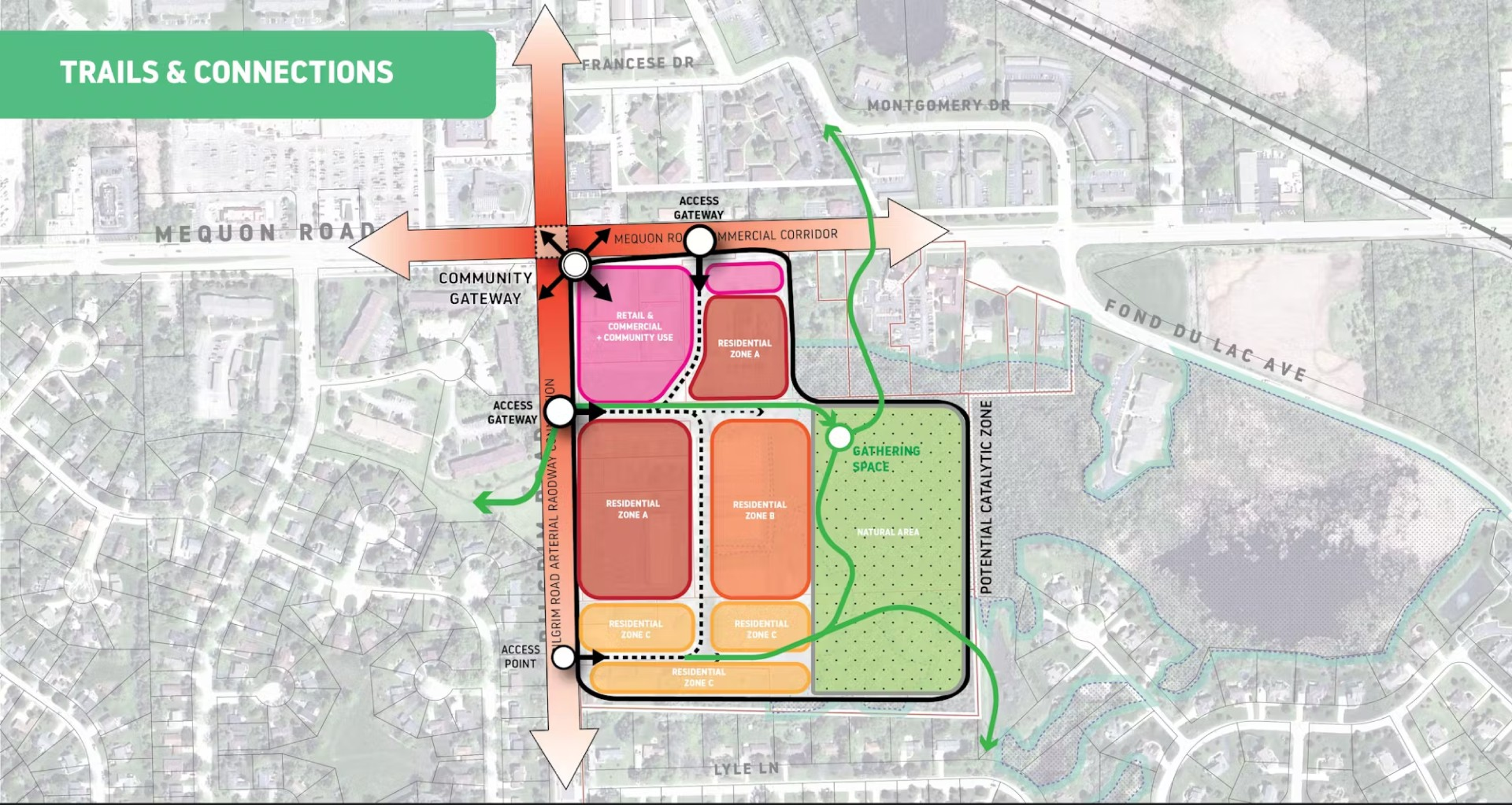
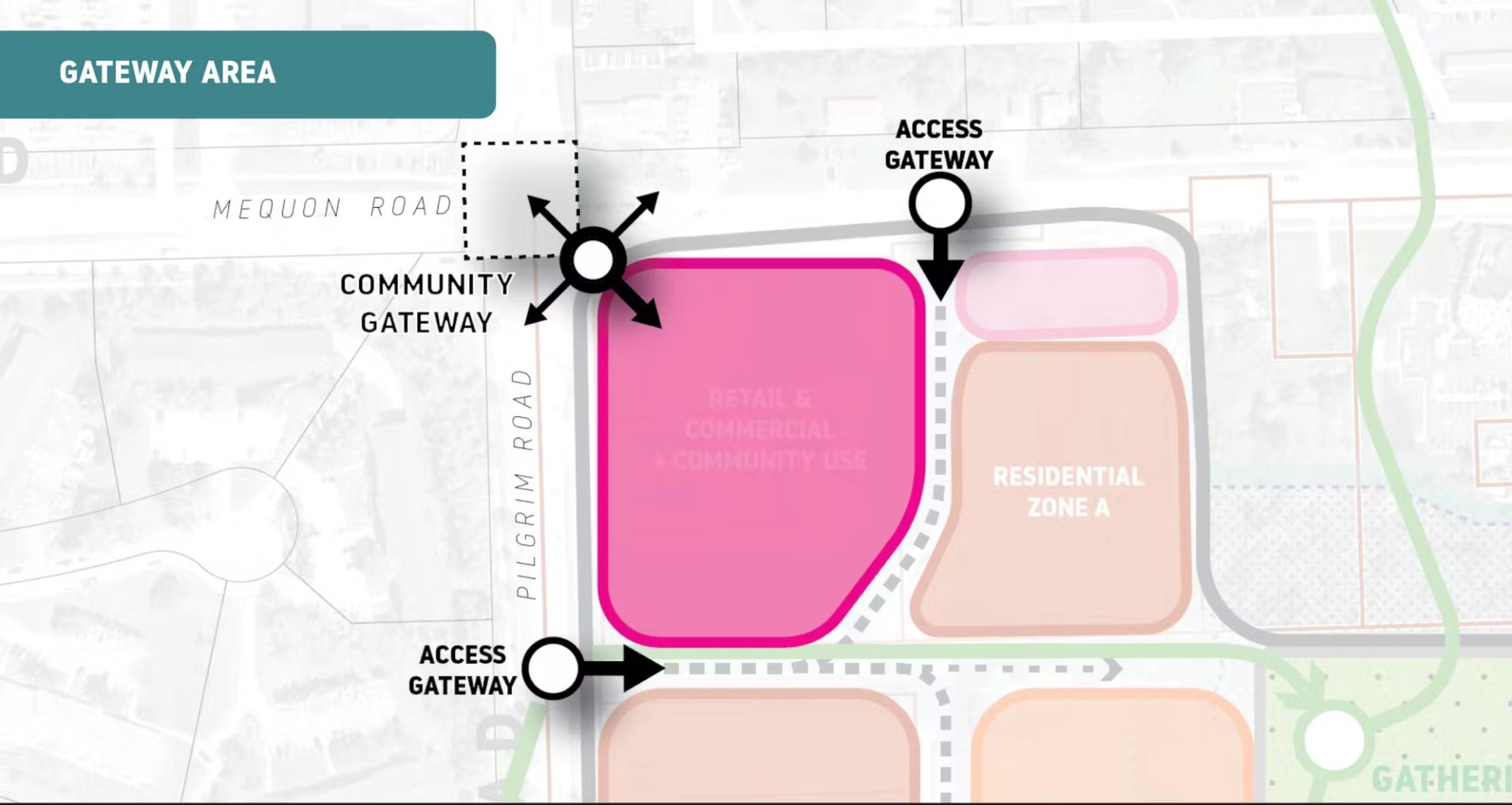


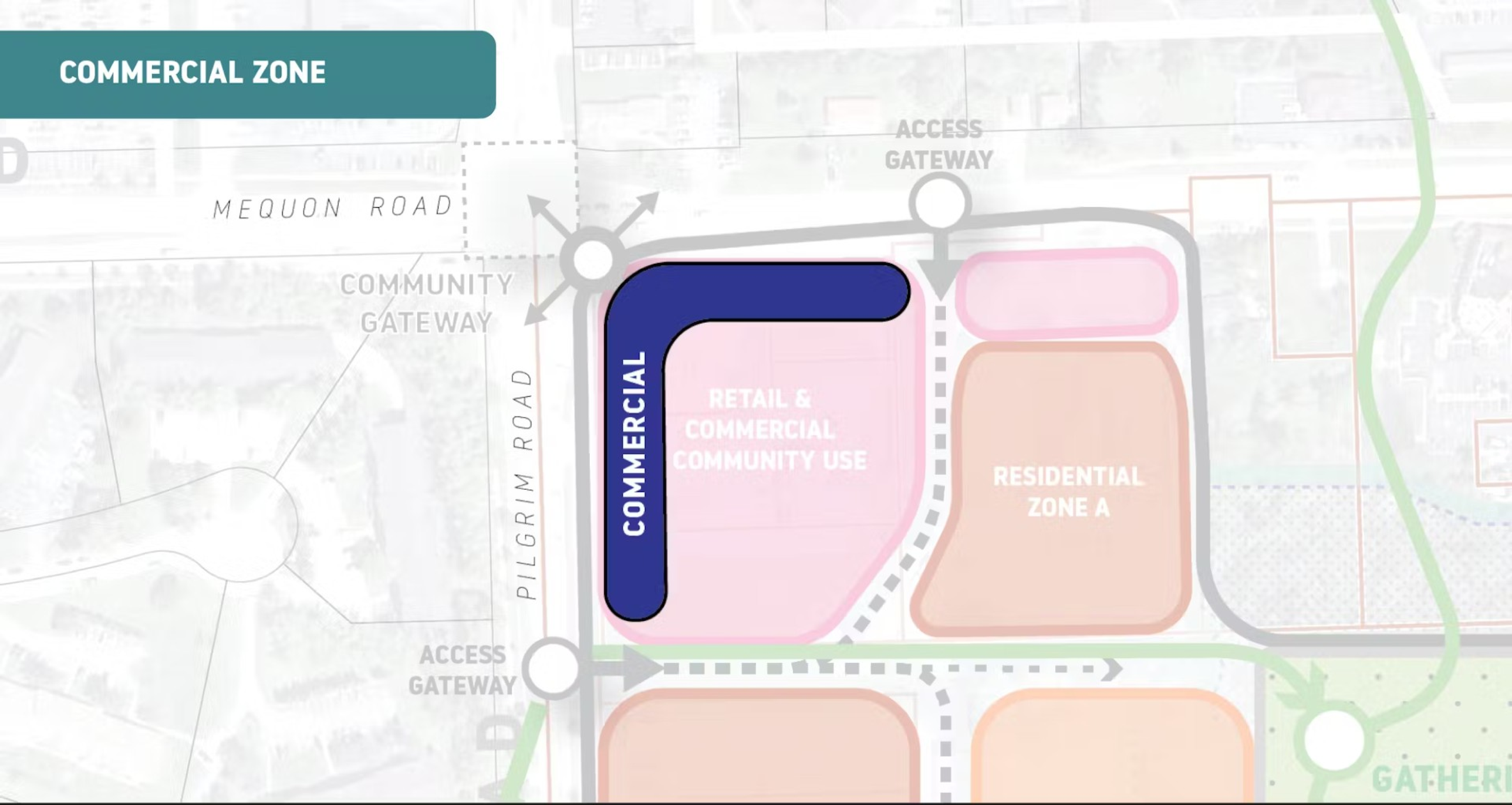
TRAILS & CONNECTIONS



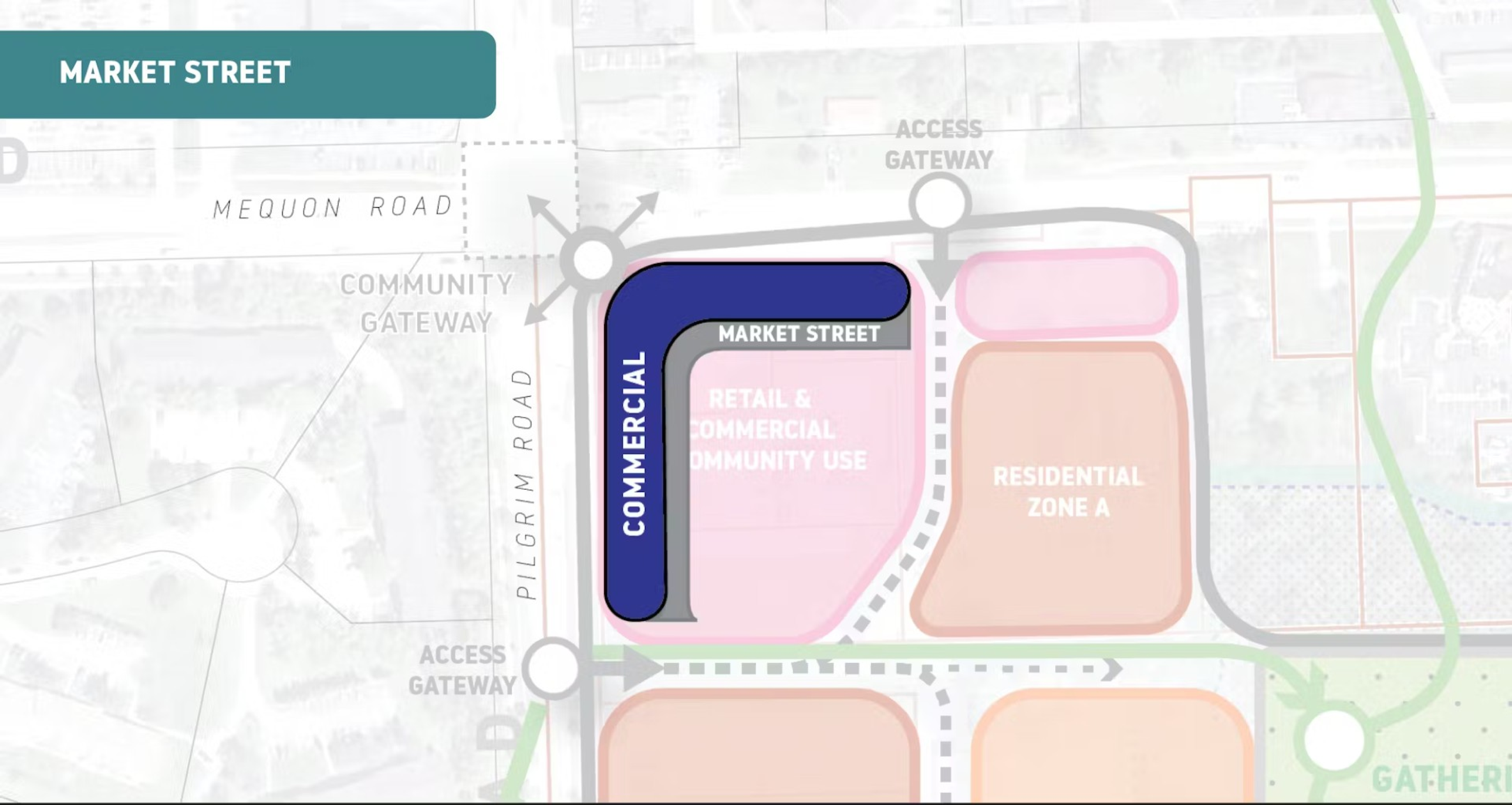
GATEWAY AREA



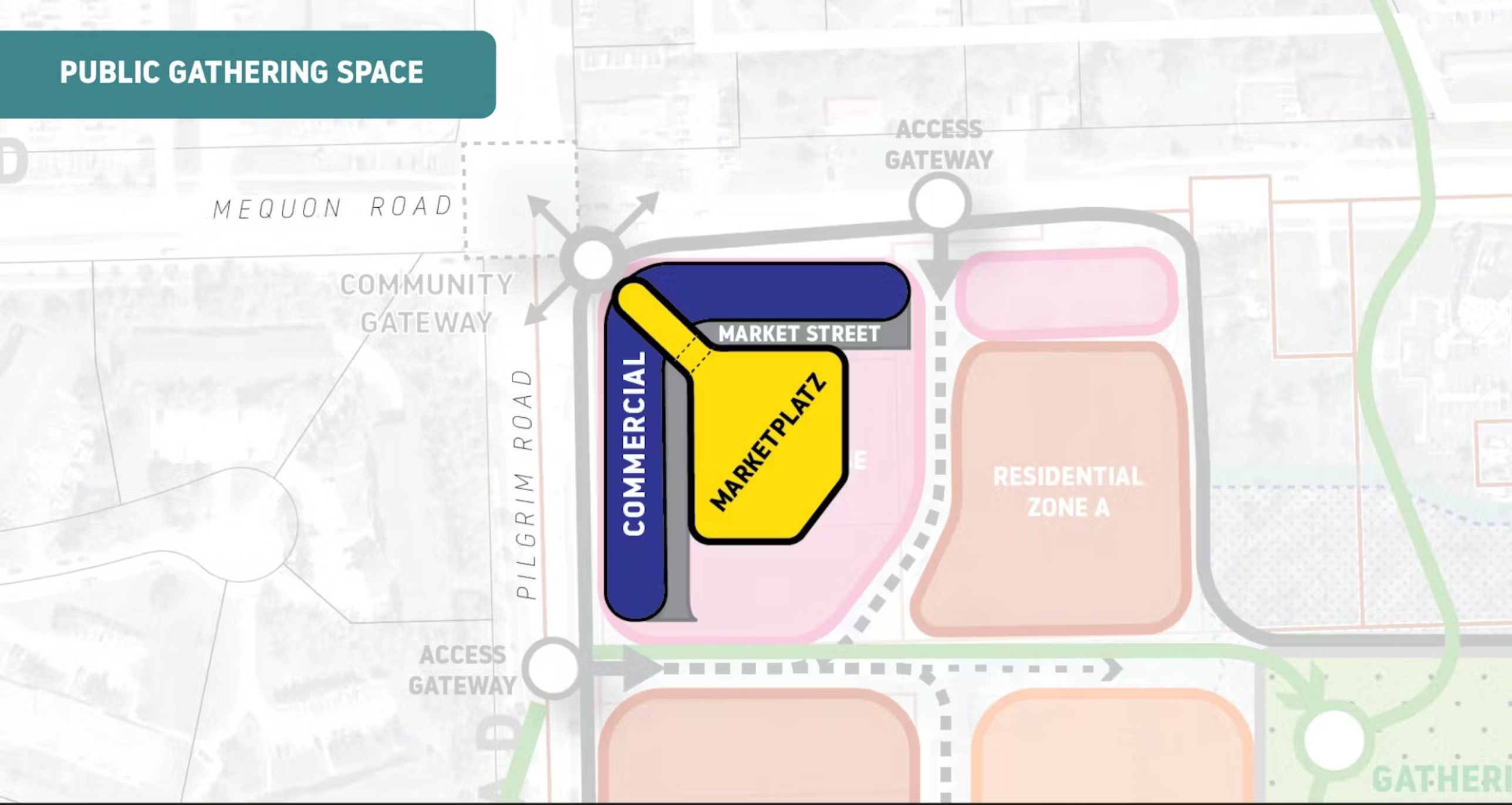
COMMERCIAL ZONE



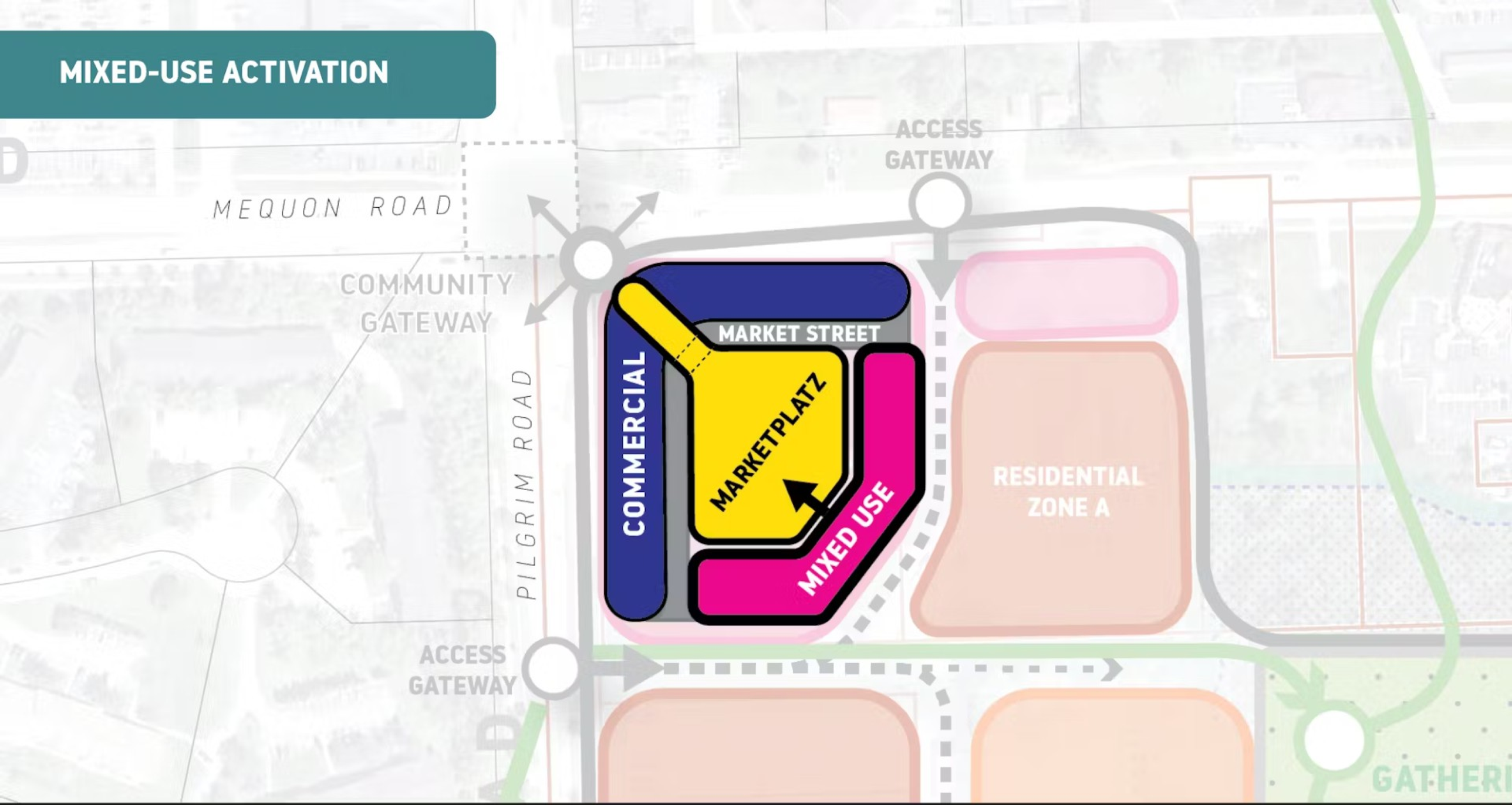
MARKET STREET



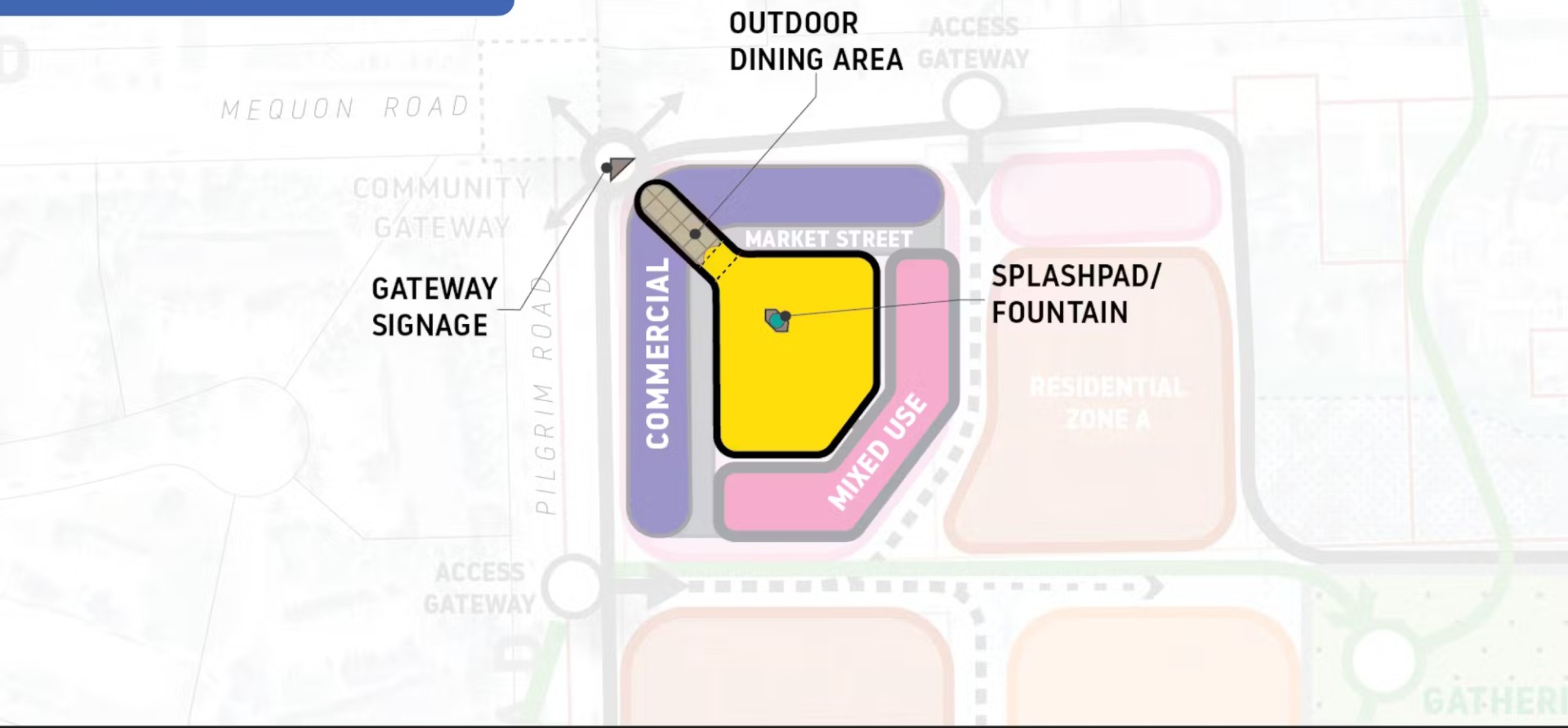
PUBLIC GATHERING SPACE



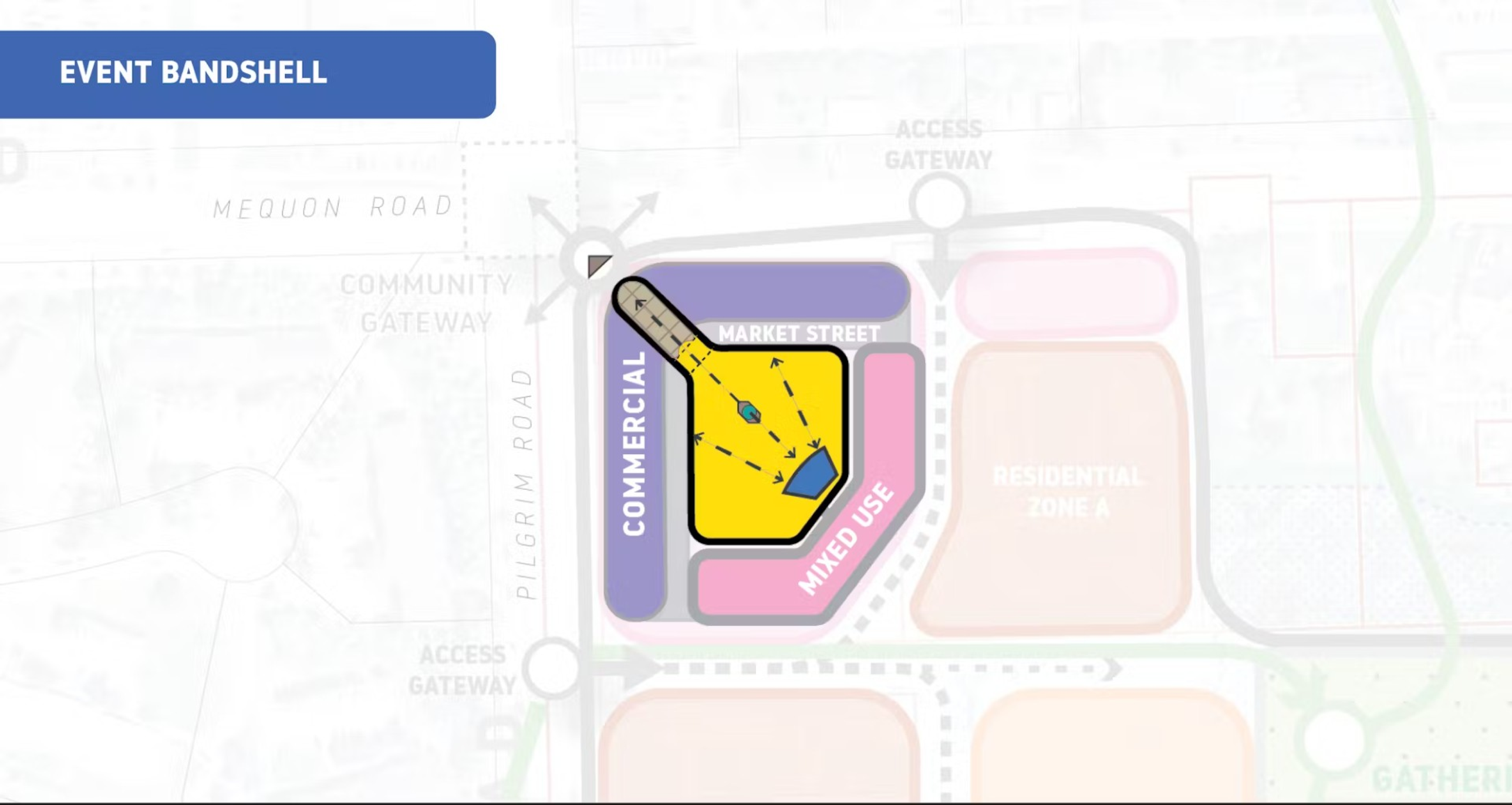
MIXED-USE ACTIVATION



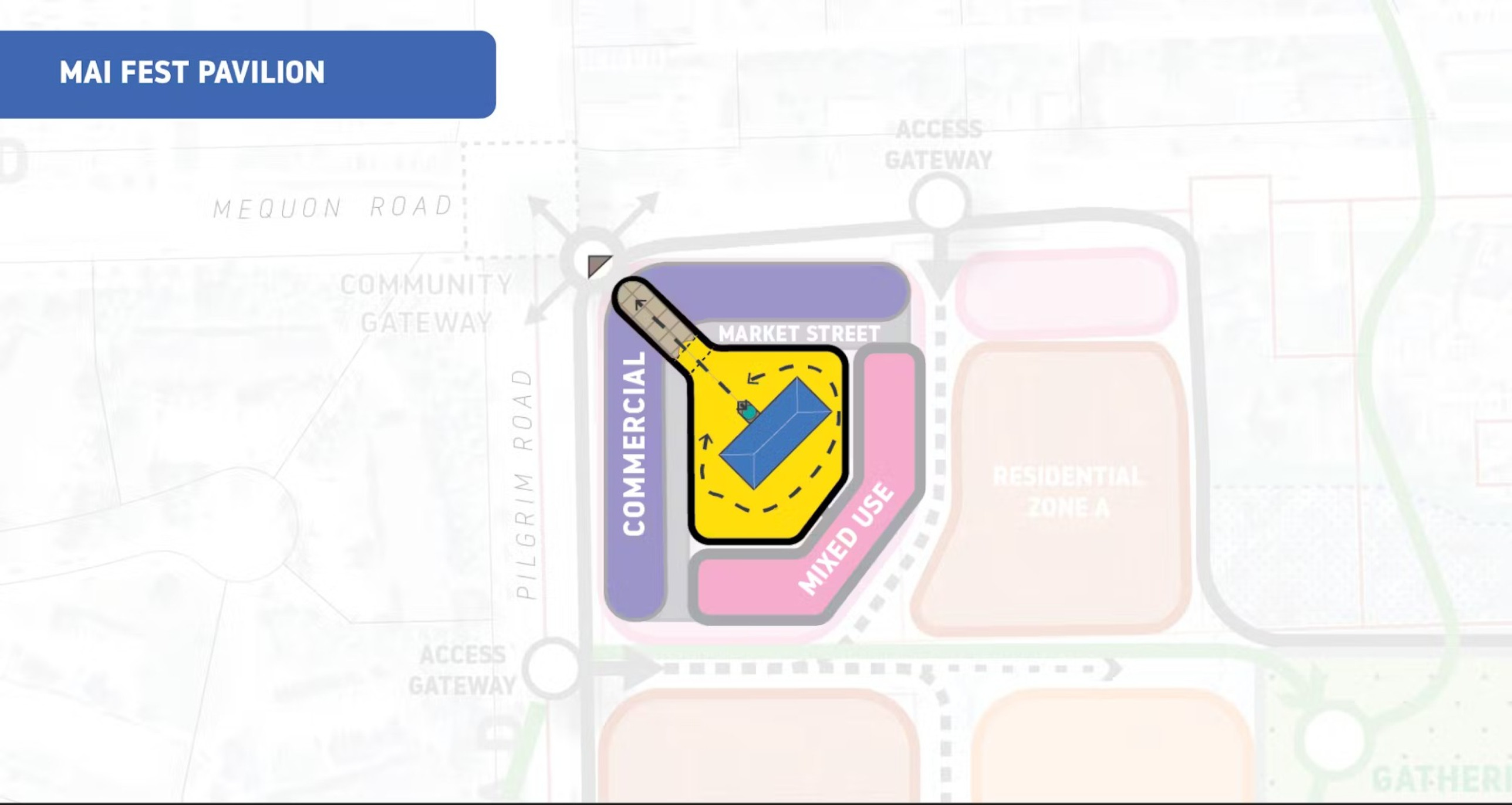
PERMANENT FEATURES



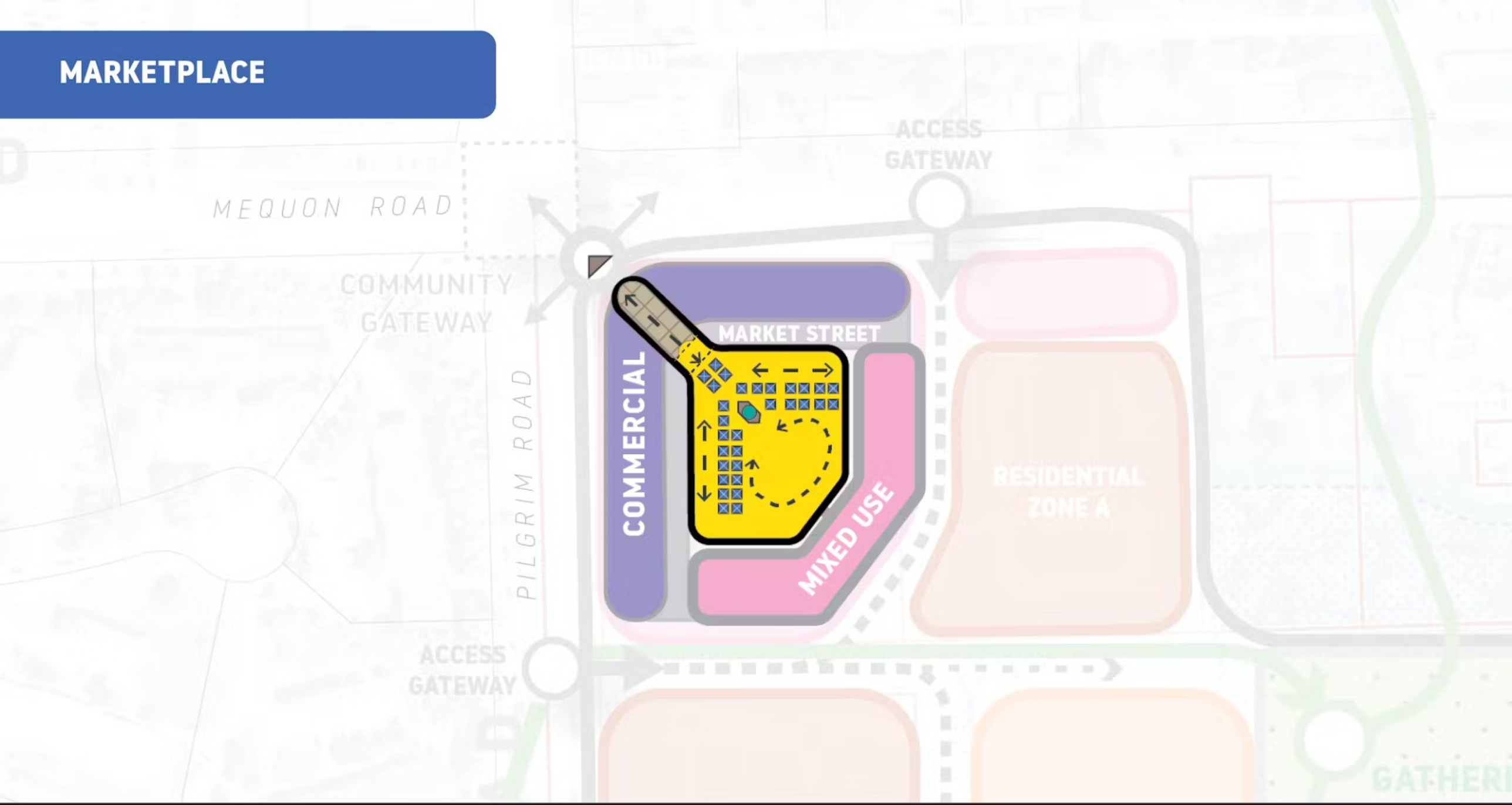
EVENT BANDSHELL



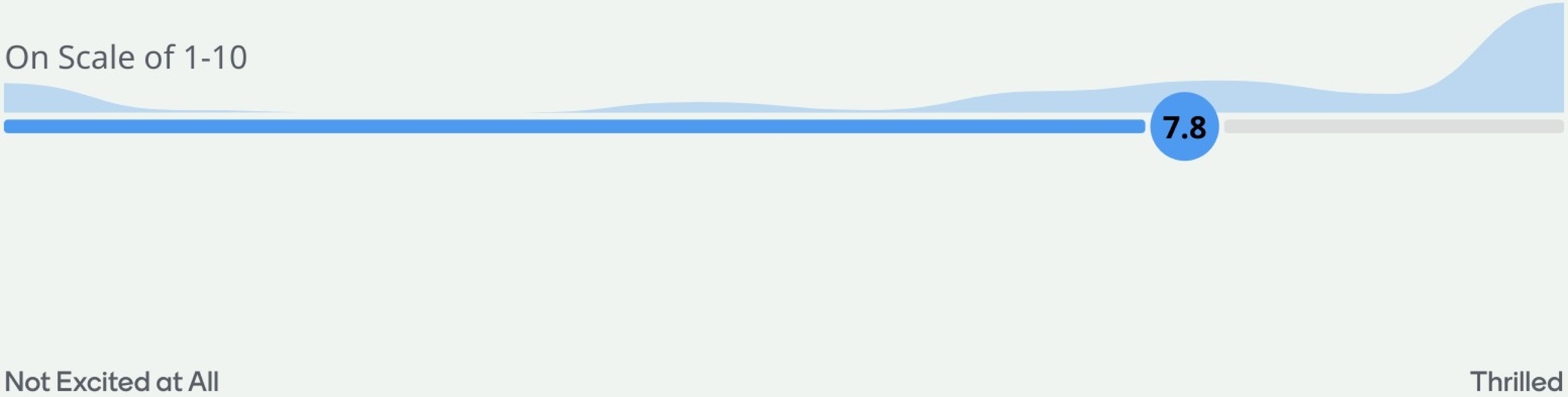
MAI FEST PAVILION



MARKETPLACE



After providing input on the planning framework, how excited are you about the opportunities and potential this development area has for Germantown?



GERMANTOWN
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Tell us what you think!

Questions and Comments

OPEN Q/A below

Questions will be answered by the Village at a future date.

RINKA+

Village of Germantown Wisconsin

GERMANTOWN
COMMUNITY MASTERPLAN

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NEXT STEPS

RINKA+

Village of Germantown Wisconsin

THANK YOU!

VISIONING SESSION 02