

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING:	PLAN COMMISSION
DATE AND TIME:	MONDAY, APRIL 23, 2018 6:30 p.m.
LOCATION:	Germantown Village Hall Board Room

- I. **CALL TO ORDER:** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.
- II. **ROLL CALL:**
- III. **PUBLIC INPUT/PUBLIC APPEARANCE:** Please be advised per §19.84(2) that information will be received from the public, however, no action will be taken at this time.
- IV. **APPROVAL OF MINUTES:** April 9, 2018
- V. **NEW BUSINESS**
 - A. Community Development Department – Discussion on Amending/Updating the Village of Germantown 2020 Smart Growth Plan.
- VI. **ANNOUNCEMENTS:**
- VII. **ADJOURNMENT:**

The next Plan Commission Meeting will be on May 14, 2018 at 6:30 p.m.

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting. Notice is given that a majority of the Village Board may attend this meeting to gather information about an item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State ex rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

PLAN COMMISSION MINUTES
April 9, 2018

CALL TO ORDER: Chairman Wolter called the meeting to order at 6:30 p.m.

ROLL CALL: Chairman Dean Wolter, Trustee Rep David Baum, Commissioners Peter Nilles, Tony Laszewski, Bill Shadid and Mary Ellen Gray were present. Commissioner Bob Williams arrived at 6:35. Also present were Community Development Director/Village Planner Jeff Retzlaff and Planning Assistant Lori Johnson.

PUBLIC INPUT: None

APPROVAL OF MINUTES: *MOTION Baum second Gray to Approve the minutes from 3-26-18.*

MOTION carried unanimously.

Jeffrey & Shelly Davis – N112 W20569 Mequon Road and Patrick & Carolyn Quella – N112 W20451 Mequon Road. The property owners are seeking approval of a Certified Survey Map to relocate their common property line to facilitate construction of an addition to the Davis' existing dwelling. Planner Retzlaff summarized the proposal.

MOTION Baum second Shadid to Approve the Certified Survey Map for the Davis and Quella properties at N112 W20569 & W20451 Mequon Road subject to the following condition:

- 1. All technical corrections and issues raised by the Village Surveyor in the April 4, 2018 memo shall be corrected prior to recording the CSM.*

MOTION carried unanimously.

Brookside Mobile Home Community – W209 N11681 Hilltop Circle. Herb Wolf, agent for Brookside MHP, is seeking approval of a revised site plan that creates five (5) additional home sites within the 40.8-acre mobile home community. Planner Retzlaff summarized the proposal. Commissioner Williams arrived 6:35 p.m.

MOTION Baum second Shadid to Approve the revised site plan for the Brookside Meadows Mobile Home Community with the additional five (5) home sites date stamped March 1, 2018, subject to the following conditions:

- 1. The trail system, gazebo, pavilion and "guest" parking stalls shown in the approved site plan dated January 1, 2004 shall be presented on the revised site plan as originally approved.*
- 2. The currently delineated wetland boundary and associated 25' wetland setback line shall be presented on the revised site plan.*
- 3. The perimeter boundary of the proposed five (5) additional home sites shall be revised so that no wetland area or the associated 25' wetland setback is contained in/on said home sites.*
- 4. A Certified Survey Map (CSM) shall be prepared and recorded to join the two parcels that comprise the Brookside Meadows area into one parcel. Hilltop Highlands, located on a separate 30.17-acre parcel (GTNV 191-994) should also be combined with the other parcels.*

- 5. The private community water system shall be tested and maintained per NFPA 25 with inspection, testing and maintenance done in cooperation with the Fire Department to ensure ongoing compliance;**
- 6. The water supply from the private water system hydrants has not proven to consistently provide a sufficient water supply with some hydrants currently tagged as “out of service”. This issue needs to be rectified prior to the issuance of building permits for the five additional home sites.**

Discussion followed. Planner Retzlaff said revised plans should show the trail system and the parking stalls for guest parking. Herb Wolf said the walking path on the west lot will be moved about 20 feet to reconnect with the existing path.

MOTION carried unanimously.

MacArthur Elementary School – W154 N11492 Fond du Lac Avenue. Site Plan Review for a new 52-stall parking lot and associated site improvements, Certified Survey Map to combine parcels and Rezoning Application to create an I: Institutional PDD (Planned Development District) and Rezone .95 acres from Rs-6: Single Family Residential to the I: Institutional PDD. Planner Retzlaff summarized the proposal.

Chris Hitch, Trio Engineering, said they were agreeable to the conditions and added the homeowner to the east was in support of the plans for additional landscaping but asked that the asphalt path be removed as part of the project. He said the request for additional plantings is likely to be met through a second row of plantings that will be staggered in that area and eliminating the path will accommodate that. He said widening the drive for the fire department gives the same functionality of the path. Planner Retzlaff asked for consideration to tie the existing path to the sidewalk adjacent to the drop off lane. Mr. Hitch said he didn't think that would be a problem and it would be doable. Discussion continued.

MOTION Baum second Laszewski to Approve creating an I: Institutional/PDD (the “MacArthur School PDD”) for the 8.6-acre property, and, rezoning the two residential lots from Rs-6: Single-Family to the I/PDD as proposed by the Germantown School District for the MacArthur School property located at W154 N11492 Fond du Lac Avenue subject to the following requirements and conditions:

- 1. The I: Institutional Zoning District regulations as amended by the School District and summarized herein shall constitute the specific conditions and restrictions for the PDD;***
- 2. Subject to revisions required by the Plan Commission or Village Board, a separate General Development Plan sheet showing the entire parcel area with the basic development features shown on Sheet C300 & C301 should be prepared and made part of the ordinance prior to recording;***
- 3. The PDD conditions & restrictions resolution shall contain a requirement that a certified survey map (CSM) land combination shall be completed and approved to combine the subject parcels.***

MOTION carried unanimously.

MOTION Baum second Shadid to Approve the proposed 3-lot CSM combining the MacArthur School property with the two residential lots for the total 8.6-acres as proposed by the Germantown School District subject to the following conditions:

- 1. All technical corrections identified by the Village Surveyor as summarized in the March 16, 2018 memo shall be made prior to recording the CSM by the Village Board;**
- 2. The CSM shall not be submitted to the Village Board for review/approval until the title/Ownership issue concerning the north driveway to/from Roberts Drive has been resolved.**

MOTION carried unanimously.

MOTION Baum second Shadid to APPROVE the revised site development plans for the proposed parking lot and site improvements to the existing MacArthur School property located at W154 N11492 Fond du Lac Avenue subject to the following conditions:

- 1. Approval is granted for the site development and landscaping plan sheets dated February 9, 2018 unless superseded by further revisions required by the Plan Commission as part of granting approval;**
- 2. All landscaping, screening, grading, and paving improvements shown on the approved site plans shall be installed as proposed prior to issuance of an occupancy permit unless a cash bond or letter of credit in an amount equal to 120 percent of the estimated installation and material costs reviewed and approved by the Village is submitted to the Village as necessary to ensure that installation of the proposed features and improvements will be completed within one (1) year after issuance of the occupancy permit;**
- 3. Additional landscape plantings for a total of twenty (20) plantings comprised of both deciduous shade and evergreen trees shall be planted along the east property line adjacent to the Green Meadow Subdivision to provide a more adequate and immediate buffer between the parking lot and residential properties. Said plantings shall have a minimum planted size of 3" dia. deciduous and 8'-10' tall evergreen. A revised or supplemental landscape plan indicating the type and location of said plantings shall be submitted to the Village Planner for review/approval prior to issuance of an occupancy permit for the school building additions.**
- 4. The District shall enter into a Landscape Maintenance Agreement with the Village as required under 17.43(6a) of the Zoning Code. Said agreement shall be executed by the owner and submitted to the Village for recording prior to issuance of an occupancy permit.**
- 5. The "entry only" access driveway from Gettysburg Drive and the "exit only" driveway to Fond du Lac Avenue both need to have a minimum pavement width of 20 feet to accommodate emergency vehicles as required by the Germantown Fire Department.**
- 6. All technical corrections & issues identified by the Village Public Works Director summarized in the March 22, 2018 memo shall be addressed in revised plans and/or supplemental information reviewed and approved by the Village prior to issuing any permit required for the development.**

MOTION to Amend Baum second Gray to add Condition #7 that the walkway on the east side of the drop off lane be connected to the pathway on the east side of the property and remove the rest of it.

Discussion followed. Mr. Hitch said they'd move the path toward the public street, so it connects at the same place where the path connects at the street today. The neighbors wishes will be met by removing the asphalt to the north.

MOTION to Amend carried unanimously.

Commissioner Gray said she was opposed to the proposed smaller parking spaces saying its tricky to park in them. Planner Retzlaff explained the current code requires a parking stall size of 180 square feet but does not specify a minimum width. He said what is being proposed isn't really any dramatically inconsistent with what the code currently provides for, but he understands the concern. He said we have made changes to parking space sizes on other projects in the past.

MOTION to Approve as Amended carried unanimously.

Community Development Department – Proposed code Amendments (Zoning Code Public Hearing and Protest Petition Requirement. Planner Retzlaff explained he and the Village Attorney have gotten together to propose a couple changes to the zoning code specifically concerning public hearings and protest provisions in the Zoning Code. He said the existing Zoning Code requires public hearings for certain zoning related matters including, zoning map amendments, zoning code text amendments, conditional use permits, comprehensive plan map and text amendments and tax increment establishment. Wisconsin Statutes require public hearings for such zoning related matters but with regard to the first three does not prescribe any particular body of local government that should hold such meetings that are required. The Village Code does prescribe public hearings to be held before the Village Board for rezonings, text amendments and conditional use permits. The proposed amendment changes the public hearing requirement from the Village Board to the Plan Commission for those 3 items. It will allow the public to share information, opinions and identify issues at the beginning of the review process and allow the Plan Commission to make more informed recommendations to the Village Board. He said its typical of other communities to hold a public hearing before the Plan Commission and not necessarily before public officials. However, we could require a process to require both. Discussion followed.

Chairman Wolter said most communities hold their public hearings before Plan Commission. He mentioned a public hearing for a rezoning for Grace Lutheran church. He explained people lined up at a podium and were put on a 3-minute clock. He said it was handled very well and in an orderly fashion and everyone said what they needed to say. Planner Retzlaff said those procedural details will still need to be worked out. Commissioner Laszewski said people do come to speak during public input when there are certain hot topic issues but thinks a public hearing in front of elected officials is still important, so their concerns are heard. Trustee Baum said the Plan Commission needs to hear the feedback to make a recommendation to the Village Board based on what's been heard. The notification process says there is a vehicle to voice a grievance and we want them to come before Plan Commission, so we can make a recommendation or make changes based on what's been heard.

Chairman Wolter said it's important that Plan Commission hear that input, so it can be used to make a decision or to make changes that are helpful or necessary after hearing their concerns. He said most people that come to a meeting do so because its impacting them directly. He said this board could recommend a second public hearing, but board members are welcome to come to the public hearing as well. It's important for this body to hear it first as its being proposed to use in the decision process.

MOTION Baum second Gray to Approve the amendment as presented to Sections 17.51 and 17.53 of the Germantown Municipal Code relating to Public Hearings and Protest Provisions.

Discussion continued. Commissioner Gray said public comments can be heard at any meeting. Trustee Baum explained surrounding properties within 300 feet would only receive a mailing notice before a public hearing is scheduled. He said the Plan Commission reviews an application and then sends it on to the Village Board where a public hearing is scheduled. Commissioner Laszewski said he liked the 3-minute time limit for public comment.

Planner Retzlaff explained one of the most recent Acts signed into law is Act 243 which contains a provision that repeals the protest petition process. Because this provision affects municipal zoning regulations, the Village Attorney is recommending that the same protest petition provisions found in the zoning code under Section 17.51(7) be repealed in the same manner, effective January 1, 2019, as enacted by the Wisconsin Legislature and signed by the Governor. The proposed Ordinance includes this amendment as well. He explained there is still an opportunity for someone to protest a zoning change at the public hearing but the protest petition provision requiring a super majority vote would be eliminated. Chairman Wolter said a group could still propose a petition during a public hearing for or against a zoning change to show there is a force of people that are in favor or against a certain item, but it wouldn't have the teeth in it that forces a certain vote. Trustee Baum asked if the Village Board could still decide whether to accept a super majority vote if all the neighbors signed a petition and brought it to the Village Board. Planner Retzlaff said he would need to check on that question. He said this is the first of many code amendments that ultimately need to be changed as a result of Acts in the past.

MOTION carried unanimously.

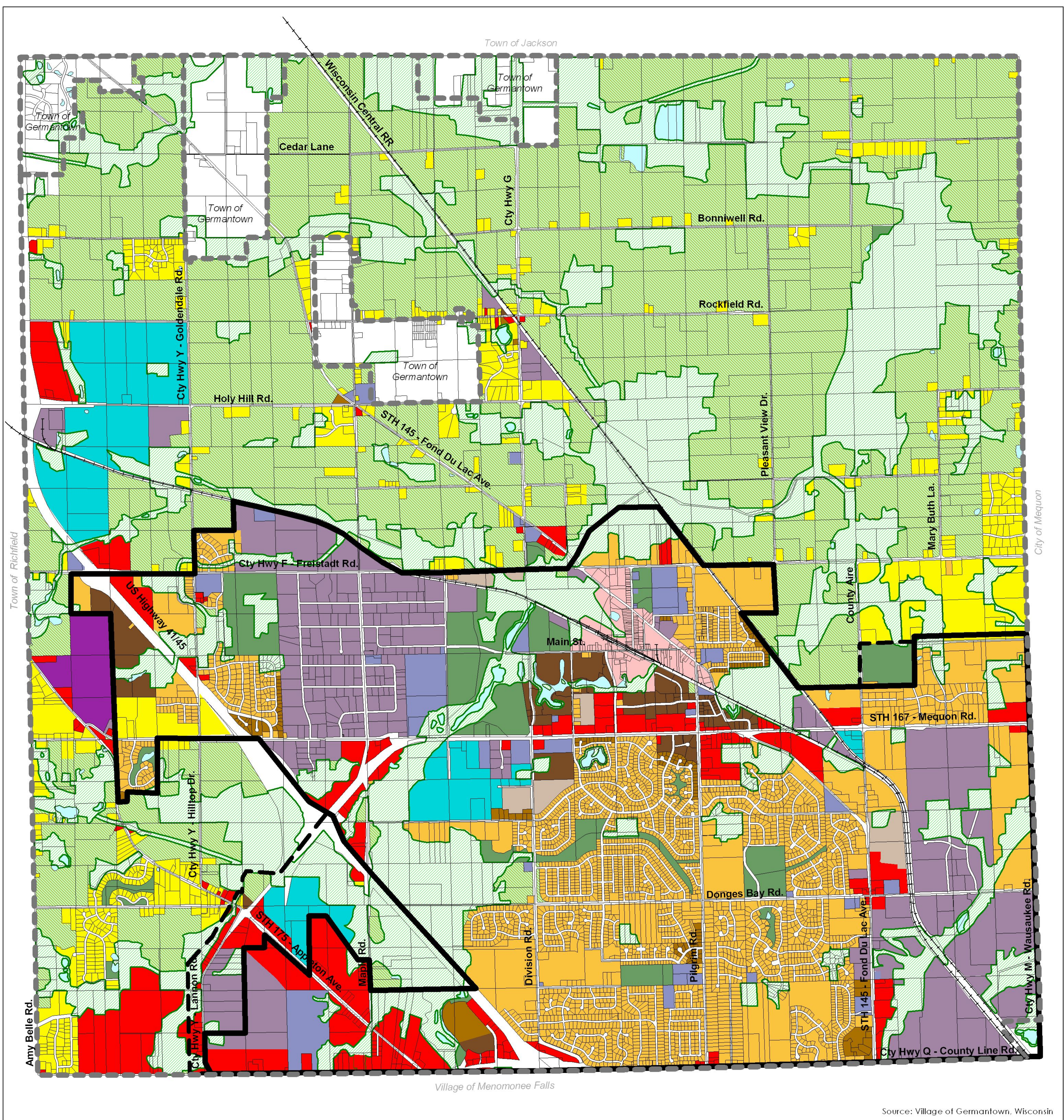
ANNOUNCEMENTS: Planner Retzlaff said there will be a meeting on April 23rd and asked Plan Commission members to start thinking about setting aside the 4th Monday on a regular basis. He said we will begin to embark on our Comprehensive Planning update project and will start things off on the 23rd with some discussion about statute requirements we need to comply with, public participation requirements, and our own preferences how we want to approach the project. He said to think about the key issues we want to address including preserving the rural character of the Village, the highway 41 corridor, the north part of the village and the Holy Hill Road interchange. Trustee Baum said he cannot attend the meeting on the 23rd. Commissioner Shadid is not available on the 4th Monday of the month. Chairman Wolter said he attended the Ace Hardware ribbon cutting this past weekend and said it was nice to see a neighborhood hardware store. Commissioner Gray said she volunteered and sat in at the election.

ADJOURNMENT: There being no further business, the meeting was adjourned at 7:39 p.m.

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April 9, 2018
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Respectfully submitted,

Lori Johnson
Planning Assistant



Source: Village of Germantown, Wisconsin

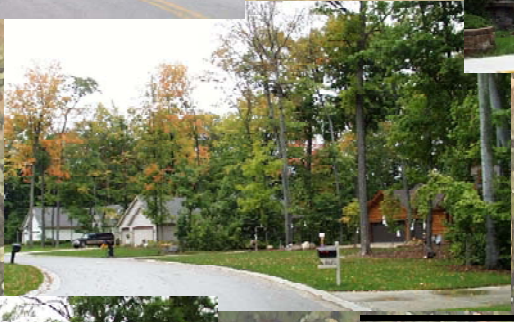
Future Land Use Categories



VILLAGE OF GERMANTOWN

2020 Smart Growth Plan

Plan Adopted
October 2004



For
The Village of Germantown

Consultants:

JJR

Village of Germantown 2020 Smart Growth Plan

October 2004

Prepared by:
The Village of Germantown

With the Assistance of:

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ACKNOWLEDGEMENTS

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Daniel Naze, P.E., Village Engineer
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ORDINANCE NUMBER 30-04

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INTRODUCTION

The Village of Germantown is a historically rural community with all of the characteristics associated with a rural lifestyle. Over the past several decades, residents of Milwaukee have sought an alternative to the urban life of a city. Certain characteristics of rural communities, such as wetlands, woodlands, and scenic views, have attracted residents to more outlying communities. As a result, the Village of Germantown has experienced an increased rate of urban development and a corresponding loss of the very rural character that has attracted residents to this area.



Germantown started as a rural farming community on the outskirts of Milwaukee. As development continued over time, Germantown changed into a more suburban area. Single-family residences were constructed at an increased pace, in addition to apartments, condominiums and a variety of housing options. Industrial development was promoted by the local leaders to alleviate the tax burden on the growing number of residents.

Eventually, the commercial needs of the residents began to be met by the growing number of commercial businesses. Over time, a high quality of life has developed in the area, which has resulted in Germantown becoming a more and more desirable place to live.



As the suburban residential, industrial and commercial land uses continue to grow, the incompatibility between the existing rural land uses and the new suburban uses has become more and more apparent. Roads once used only by farm vehicles for transporting crops must now interact with the increased speeds and traffic volumes of suburban residents. Traditional agricultural activities are deemed as a nuisance by the new residents to the

community. Such conflicts are a driving force in creating a comprehensive plan that promotes compatibility between the agricultural character of the past and the high-quality suburban community.

The Village of Germantown 2020 Smart Growth Plan is intended to guide the Village's policy on future growth and development over the next twenty years. The basis for the development of this new comprehensive plan is the Village's desire to ensure that its community continues to be a place which exemplifies all the positive characteristics associated with a traditional mid-western community. Germantown's rural characteristics, suburban neighborhoods, natural features and the balance between the various land uses are the main components of the Village which must be preserved and protected in the face of continuously increasing development pressure.

This comprehensive plan will provide ways in which the community can direct and enhance new development that will complement rather than destroy the lifestyle which has grown and developed in this location for over 40 years.

The Village Board intends to amend the provisions of the plan as they see needed. The Village Board may do simple or major amendments at any time. The Plan and Local Ordinances must be

consistent and cannot be in conflict. The Legislation encourages the Village complete an update every ten years

A) WISCONSIN SMART GROWTH LEGISLATION

The preparation of the Village of Germantown 2020 Smart Growth Plan is being done in compliance with and under the authority of Wisconsin's Comprehensive Planning Law, Wis. Stats. §66.1001, more commonly referred to as "Smart Growth" Legislation. The 1999 Wisconsin Act 9 and subsequently 1999 Assembly Bill AB 872 and 2001 Wisconsin Act 16 revised existing planning legislation. The Smart Growth legislation provides a framework for developing comprehensive plans, procedures for adoption of the plan, and requires that any program or action of a community that affects land use must be consistent with the community's comprehensive plan. Therefore, upon adoption, all Village land use decisions will be consistent with the goals, objectives and policies outlined in the Village of Germantown 2020 Smart Growth Plan. Government actions under the provision include but are not limited to:

- a) Annexations or detachment of territory,
- b) Cooperative boundary agreements and other intergovernmental agreements affecting boundaries,
- c) Municipal zoning and county zoning,
- d) Subdivision plat approvals,
- e) Official mapping,
- f) Land acquisition for parks or other public purposes,
- g) Transportation facility improvements,
- h) Imposition of impact fees.

The legislation also created the Comprehensive Planning Grant Program, a grant fund to assist local communities in financing the cost of developing a comprehensive plan. In Spring 2001, the Wisconsin Department of Administration awarded the Village of Germantown a "Smart Growth" planning grant to update its comprehensive plan.

B) ORGANIZATION OF THE PLAN

The structure and organization of the 2020 Smart Growth Plan is based on the nine elements required under the Smart Growth legislation. The plan includes the following sections:

- Element 1: Regional Setting – Intergovernmental Cooperation
- Element 2: Issues and Opportunities
- Element 3: Housing
- Element 4: Transportation
- Element 5: Utilities and Community Facilities
- Element 6: Agricultural, Natural and Cultural Resources
- Element 7: Economic Development
- Element 8: Land Use
- Element 9: Implementation

Elements 1 and 2 will identify the regional frame of reference for Germantown, the various topics and governmental agencies with whom the Village will work with and the various issues and opportunities facing the Village over the next 20 years. Within elements 3 through 8, the 2020 Smart Growth Plan will provide all available information on the existing conditions of the community relevant to the element topic. An in-depth analysis of each topic's existing conditions will be conducted and conclusions will be provided. Based on all gathered information, analysis, and citizen input, goals and objectives will be created for elements 3 through 8. Finally, the implementation element will present key strategies the Village can use to meet the various goals and objectives of the 2020 Smart Growth Plan.

C) PUBLIC INVOLVEMENT

For many years there has been a high level of public involvement in planning and development issues in the Village of Germantown. In the past several years, various forums and mail surveys have been conducted to determine the opinion of residents on a variety of land use and other related issues.

Specifically, between August 3, 2000 and September 15, 2000 the Center for Urban Initiatives and Research (CUIR) at UW-Milwaukee conducted a mail survey of all Germantown property owners. The purpose of the survey was to assess the attitudes of property owners regarding land use and development issues. Of the 5,900 surveys mailed, 45% were returned. The high return rate reflects the high level of commitment from Germantown residents and the importance they place on maintaining the Village's quality of life.

The property owner survey was one of several tools used to gather public input and help shape the recommendations contained within the 2020 Smart Growth Plan. The full report was summarized by the CUIR in an Executive Summary as follows:

Germantown Development

- While the majority of respondents were very or somewhat satisfied with Germantown's development, those living in the village for longer periods of time tended to be less satisfied;
- More than half (57.7%) of the respondents said that there were areas in the village that had developed too much. The most frequently mentioned "over-developed" area was along Mequon Road, followed by County Line Road. These two combined represented 42% of all responses;
- Respondents were asked their opinions about a variety of types of retail development. Of the eight types, only two - family restaurants and specialty retail shops - were supported by a majority of respondents;
- Three questions were asked specific to parks and open space in Germantown. While the majority of respondents felt that the village had enough parks, fewer felt the same about

open space. The majority of respondents living in Germantown for more than five years felt that the village did not have enough open or green space;

- Trying to assess attitudes toward future development, the survey asked what the village's ideal population would be in ten years. Seventy-five percent of respondents desired little to no population growth in the next decade.

Evaluations of Village Streets

- The survey asked respondents if several streets should be widened, repaved or left as is. Based on the findings, little should be done to these streets. More than half of the respondents said that all but one street should either not be changed, or the respondents had no opinion;
- Village administration wanted to know if Division Road should be extended from Main Street to Freistadt Road. The results were mixed: 42% supported the extension; 38% opposed the extension; and 21% had no opinion.

Development of Northern Germantown

- Northern Germantown was defined as the area north of Freistadt Road. In general, respondents living in the northern half were more opposed to development than those living south of Freistadt Road;
- All respondents were asked if they would support the use of property tax dollars to preserve agricultural or green space in the northern area. Less than half (45%) of respondents in the south said yes, whereas 57% of respondents living in the north said yes;
- Currently, residential density in northern Germantown is one house for every 20 acres. Most respondents did not support a density less than is currently applied;
- Property owners in northern Germantown were asked if they have been approached to sell all or a part of their property. Those who have been approached were more likely to consider selling their land than those who have not been approached.

Germantown's Architectural Theme

- Most respondents were satisfied with the architectural design of the village's commercial buildings;
- More than three-fourths of the respondents supported the Germanic theme of the village's commercial buildings.

For the Village 2020 Smart Growth Plan, all regularly scheduled Planning Commission meetings discussing the Plan have been open to the public. In addition, three separate Public Input Sessions were held through the development of the plan. These Public Input Sessions were

intended to provide information to the public regarding the various phases of the planning process and to provide the public an opportunity to participate in exercises or provide public comment on various aspects of the plan. The following is a brief summary of each session.

Public Session #1 – November 26, 2001

The first public session was held in the Village Hall boardroom where residents from throughout the Village were asked to come and participate. A facilitator outlined the nine elements of the comprehensive plan and participants outlined the most relevant issues for each element. Participants were then asked to vote for the one issue they felt was the most important for the plan to address. The issues and corresponding votes for each element are all included in Appendix A.

Public Session #2 – March 25, 2002

The second public session was held in the Village Hall boardroom where in addition to residents throughout the Village being asked to come, key stakeholders and organizations were mailed invitations to participate.

The purpose of the session was to provide the public an opportunity to focus on several Preliminary Development Scenarios. Four development scenarios were presented illustrating future land uses in the different locations of the Village where development could be focused. Comments from the participants were recorded, who were then asked to vote on the issues. Participants were given six green and six red dots and asked to place green dots next to comments and potential development areas that they were in favor of and red dots next to those they were not in favor of. The preliminary development scenarios, public comment and the voting results are included in Appendix B.

Public Session #3 – October 2002

The third public session was held in the Village Hall boardroom where all residents of the Village were invited. The public was presented with various land use development techniques which could maximize the preservation of the existing rural character of the Village. The public was also presented with detailed proposed future land use designations for areas both within the existing sewer service area and in three areas proposed for expansion of sanitary sewer service. Participants were then asked their opinion on the various land use designations and the extension of the sanitary sewer service area.

The Village Board, to further emphasize the Village's commitment to the public input process throughout the comprehensive planning process, adopted Resolution No. R05-02 on February 4, 2002. The resolution officially adopted the public participation procedures for the Village comprehensive plan and authorized the Planning Commission and Planning Department to implement and administer the public participation procedures.

Element 1

Regional Setting -

Intergovernmental Cooperation

A) INTRODUCTION

A fundamental component of the Smart Growth legislation is the requirement that comprehensive plans must be coordinated with other jurisdictions and agencies including, school districts, adjacent municipal governments and other regional government agencies. These issues address various regional issues such as transportation, sanitary sewer growth and stormwater management.

B) REGIONAL LOCATION

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. The area of the Village of Germantown is roughly 36 square miles (See Map 1-1).

Located on the west side and in the southwest portion of the Village is U.S. Highway 41/45, a major freeway in southeastern Wisconsin which provides access between the Cities of Milwaukee and Green Bay. USH 41/45 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.

The Village of Germantown is located in the southeast corner of Washington County on the northwestern periphery of the City of Milwaukee and Milwaukee County. 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.

C) INTERJURISDICTIONAL COOPERATION

Several comprehensive plan issues must be addressed not only within the boundaries of the Village of Germantown, but also within the context of the larger metropolitan region. The Village of Germantown works with the State level and Regional agencies in addressing these issues. The Village has a relationship of mutual respect, with no conflicts with the adjacent local governments, and believes in addressing its issues that are in the best interest of the citizens of Village, as well as, the adjacent communities. The Village also provides services to communities

outside its municipal boundaries, such as, fire safety services to Town of Germantown, and other services, such as snowplowing.

Several organizations exist which address the comprehensive plan issues at the larger regional scale (See Figure 1.1). These issues are evaluated in-depth in their corresponding elements. The following identifies these issues, the associated agencies which address the larger regional questions and the method of cooperation the Village of Germantown has with these agencies.

Figure 1.1 – Intergovernmental Elements and Relationships

Element	Relationship	Government, Agency or Department
Transportation	Federal and State Highways	Wisconsin Department of Transportation
	County Highways	Washington County Dept. of Public Works
	Airports	Washington County Dept. of Public Works
	Regional Roadway Planning	Southeast Wisconsin Regional Planning Commission
	Railway Facilities	Wisconsin Central, Chicago & North Western
Element	Relationship	Government, Agency or Department
Natural and Cultural Resources	Wetlands, Endangered Species, Sensitive Environmental Locations	Wisconsin Department of Natural Resources
	Floodplains	Federal Emergency Management Agency, Wisconsin Department of Natural Resources
	Wisconsin History and Documents	Wisconsin State Historical Society
	Groundwater	Wisconsin Department of Natural Resources
Element	Relationship	Government, Agency or Department
Utilities and Community Facilities	Public Safety - State	Wisconsin State Patrol
	Public Safety - County	County Sheriff Department
	Sanitary Sewer	Milwaukee Metropolitan Sewer District (MMSD)
Element	Relationship	Government, Agency or Department
Housing	County Assistance	Washington County
	State Assistance	WHEDA
	Federal Assistance	HUD
Element	Relationship	Government, Agency or Department
Economic Development	Training	The Workforce Development Center and 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

Insert Map 1-1 – Regional Location

Transportation

The highways and roads within the Village of Germantown provide safe and convenient access not only to all parcels within the Village but 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 including rail, bus and guided tram. SEWRPC has developed a number of plans over the years that include data, analysis and final recommendations integral to Germantown's growth and development. *A Regional Transportation System Plan for Southeastern Wisconsin 2020* was adopted by SEWRPC in 1997 and is the main planning guide for transportation issues in the region.

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 2010 Sanitary Sewer Master Plan and delineates a sewer service area boundary within the Village of Germantown. The MMSD is currently in the process of creating a 2020 Sanitary Sewer Master Plan and is studying the alternatives for expanding the sanitary sewer service area boundary. The MMSD has stated that prior to 2010 it will not approve any expansion of its sanitary sewer service area boundary which would be contrary to the adopted 2010 Master Plan. The Village of Germantown has a policy of cooperation with the MMSD and is using the MMSD 2010 Master Plan as its basis for providing sanitary sewer service.

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 non-point source pollution in the Village.

Public School Facilities

The Germantown School District incorporates 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. For the year 2002 district enrollment was 3,717 students. The Village and the School District have a history of cooperation and will continue to jointly plan for new facilities needed in the area.

Regional Recreation

The Wisconsin Department of Natural Resources and the Parks Division of the Washington County Planning and Parks Department provide and maintain regional recreational resources for the Germantown area. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has created *A Regional Parks and Open Space Plan for Southeastern Wisconsin*, adopted in November 1977, and *A Park and Open Space Plan for Washington County*, adopted in August 1997, which are the main sources for regional park and recreation planning. The Village works with these agencies to coordinate the provision of recreational opportunities for its residents.

Land Use

SEWRPC has developed a number of plans over the past ten years that include data, analysis and final recommendations integral to Germantown's growth and development. SEWRPC plans that address land use issues are: *A Land Use Plan for the Village of Germantown 2000 (SEWRPC 1980)*; and *A Regional Land Use Plan for Southeastern Wisconsin 2020 (SEWRPC 1997)*.

D) REGIONAL OBJECTIVES

The following are regional general and specific development objectives developed by SEWRPC in the *Regional Land Use Plan for Southeastern Wisconsin 2020*. These objectives will not only be used within the context of each of the local planning elements, but will be used collectively to insure the goals and policies created for the Village of Germantown are in keeping with the regional development objectives.

In keeping with the Smart Growth and sustainable development policies of the State, SEWRPC's regional development objectives are directed towards insuring a balance between available resources and development is maintained in the future. The development objectives underscore a philosophy of providing opportunities to residents while protecting the finite amount of resources available. Broad and diverse opportunities must exist concurrently with a balanced spatial distribution of existing resources. This philosophy will be carried throughout the development of the plan. The goals, objectives and policies ultimately created in the Implementation Element of the plan will reflect the sustainable development policies of the following regional development objectives.

General Development Objectives

- a. Economic growth at a rate consistent with regional resources, including land, labor, and capital, and primary dependence on free enterprise in order to provide needed employment opportunities for the expanding labor force of the Region.
- b. A wide range of employment opportunities through a broad, diverse, economic base.

- c. Preservation and protection of desirable existing residential, commercial, industrial, and agricultural development in order to maintain desirable social and economic values; renewal of obsolete and deteriorating areas in the rural as well as urban areas of the Region; and prevention of slums and blight.
- d. A broad range of choice among housing designs, sizes, types, and costs, recognizing changing trends in age-group composition, income, and family living habits.
- e. An adequate, flexible, and balanced level of community services and facilities.
- f. An efficient and equitable allocation of fiscal resources within the public sector of the economy.
- g. An attractive and healthful physical and social environment with ample opportunities for high-quality education, cultural activities, and outdoor recreation.
- h. Protection, sound use, and enhancement of the natural resources base.
- i. Development of communities having distinctive individual character, based on physical conditions, historical factors, and local desires.

Specific Development Objectives

- 1) A balanced allocation of space to the various land use categories, which meets the social, physical, and economic needs of the regional population.
- 2) A spatial distribution of the various land uses which will result in a compatible arrangement of land uses.
- 3) A spatial distribution of the various land uses which maintains biodiversity and which will result in the protection and wise use of the natural resources of the Region, including its soils, inland lakes and streams, groundwater, wetlands, woodlands, prairies, wildlife, and natural areas and critical species habitats.
- 4) A spatial distribution of the various land uses which is properly related to the supporting transportation, utility, and public facility systems in order to assure the economical provisions of transportation, utility, and public facility services.
- 5) The development and preservation of residential areas within a physical environment that is healthy, safe, convenient, and attractive.
- 6) The preservation, development, and redevelopment of a variety of suitable industrial and commercial sites both in terms of physical characteristics and location.

- 7) The preservation and provision of open space to enhance the total quality of the regional environment, maximize essential natural resource availability, give form and structure to urban development, and facilitate the ultimate attainment of a balanced year-round public outdoor recreational program providing a full range of facilities for all age groups.
- 8) The preservation of land areas to provide for agriculture, provide a reserve or holding area for future urban and rural needs, and ensure the preservation of those rural areas which provide wildlife habitat and which are essential to shape and order urban development.

Element 2

Issues and Opportunities

A) INTRODUCTION

Wisconsin's Smart Growth legislation requires that the 2020 Smart Growth Plan identify the issues and opportunities currently affecting the village. This element includes a profile of growth and development trends, an assessment of community strengths and weaknesses and a community vision statement.

B) GROWTH AND DEVELOPMENT PROFILE

Development Pattern

The initial human settlement influence in the Germantown area would have been from the indigenous tribes found throughout Wisconsin and the Midwest. After European colonization, the U.S. Public Land Survey System, created in May 1785, was the most influential occurrence on the development of the area. The Survey System divided land in the majority of the country with a grid pattern; the six-mile long, township and range system, created 36 square mile towns in rural areas for the easy sale of land to European settlers. As a result, farmers moving into the area created a road system along either existing indigenous trails or along the section lines of the township for access to their land, creating the familiar mile road system. The available land and prime soils resulted in the majority of the area being utilized for agriculture, and the settlements of Germantown and Dheinsville were established.

Beginning in 1838, the Town of Germantown occupied the entire 36 square mile area of Town 9 North, Range 20 East in Wisconsin until 1927, when the Village of Germantown was incorporated. The post-World War II baby boom, creation of the interstate freeway system and the desire for an alternative to city life, were all contributing factors to creating the suburban lifestyle. As a result, residential growth began to occur in outlying areas of Milwaukee. In response to the proposed expansion of the City of Milwaukee boundaries, the Village annexed the majority of the Town of Germantown in 1964. Several smaller annexations occurred in 1965 and 1976, creating the present boundaries of the Village.

Prior to 1984, SEWRPC conducted all planning and zoning administrative activities within the Village. From 1984 to 1985, the Village Clerk also served as the Village Planner. The Village then utilized a private planning consultant until 1990 when the position of Village Planner/Zoning Administrator was created. Since 1990, four individuals have served as the Village Planner/Zoning Administrator.

The Village adopted its first Land Use Plan in 1969. In January 1981, the Village adopted the SEWRPC 2000 Land Use Plan. The Village contracted with a private

planning firm to prepare its 2010 Land Use Plan, which was adopted in August 1993 and later amended in June 1994.

While the Village had zoning for a brief time, the 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.

Based on planning by community leaders and controlled expansion of the regional sanitary sewer system, suburban land use in Germantown was primarily limited to the southern half of the Village. Nonresidential development was concentrated along County Line Road (CTH Q) and Mequon Road (STH 167) in close proximity to USH 41/45. Suburban residential development occurred primarily south of Mequon Road and east of USH 41/45. The northern half of the Village was limited to agriculture and associated farm houses.

This pattern of suburban development concentrated south of Freistadt Road and rural/agriculture concentrated north of Freistadt Road has been very effective in limiting the detrimental impacts of suburban development on the rural characteristics of the northern half of the Village. However, increased development pressure has resulted in the need for the Village to examine expansion of its suburban land use area.

Population Growth Trends and Projections

Table 2.1 indicates the 2000 population of the Village of Germantown is 18,260 people, an increase of 4,602 (or 33.7 %) from 1990 according to the U.S. Census of population. While this growth is comparable to the 27% growth in the 1980s and lower than the 54% growth of the 1970s, the 4,602 increase in residents is much higher than the 2,929 new residents of the 1980s or the 3,755 new residents of the 1970s. The reasons for the Village’s population increase since 1990 can be attributed to a variety of factors including the continual out-migration of people from urban core areas, such as Milwaukee, the attractiveness of the Germantown area and the strong economic growth seen in the mid to late 1990s which contrasts with the recessions of the early 1980s and 1990s.

When comparing Germantown’s recent growth with neighboring communities, the Village has the highest growth rate percentage in the area. The Village’s 161% growth rate between 1970 and 2000 was much higher than the Washington County growth rate of 84%. Table 2.1 also illustrates a continued pattern of outward-migration from established communities to more outlying communities such as Richfield and Mequon. The continued outward-migration is also reflected in the fact that in the 1970s and 80s the Village of Menomonee Falls experienced a 15.7% decrease in population before the 1990s saw a 21.6% increase.

Communities like Germantown, which contain a rural atmosphere and a small town character, are continuing to attract families from inner ring cities and suburbs. The result has been an increase in population and a gradual change in expectations toward higher levels of service provided by the Village.

Table 2.1 - Population Trends 1970 to 2000

Municipality	Population				% Change (1970 – 2000)			
	1970	1980	1990	2000	1970-80	80-90	90-00	70-00
Richfield (T)	5,923	8,390	8,993	10,373	41.65	7.19	15.35	75.13
Jackson (T)	2,844	3,180	3,172	3,516	11.81	-0.25	10.85	23.63
Germantown (T)	416	267	258	278	-35.82	-3.37	7.75	-33.17
Germantown (V)	6,974	10,729	13,658	18,260	53.84	27.30	33.70	161.83
Menomonee Falls (V)	31,697	27,845	26,840	32,647	-12.15	-3.61	21.64	3.00
Mequon	12,150	16,193	18,885	21,823	33.28	16.62	15.56	79.61
Washington County	63,839	84,858	95,328	117,493	32.93	12.34	23.25	84.05
State of Wisconsin	4,417,821	4,705,642	4,891,769	5,363,675	6.52	3.96	9.65	21.41

Source: U.S. Census and SmithGroup JJR

The demands for public services will increase based upon population projections. The Southeastern Wisconsin Regional Planning Commission has forecasted various population projections for Germantown in the year 2020 in their *Regional Land Use Plan for Southeastern Wisconsin*. Based upon their recommended plan for development (See Table 2.2), the Village is projected to gain an additional 9,800 residents or a 70.5% increase in population based upon the 1990 U.S. Census population. The increased number of residents will continue to require basic municipal services in addition to the current trend of an increased variety of municipal services. Improved transportation, increasing recreational opportunities and public services that residents from cities and inner ring suburbs expect will be demanded of outer ring communities such as the Village.

Table 2.2 - Population Forecasts 2020

County & Planning Analysis Area	Base Population 1990	SEWRPC Recommended Plan		
		2020 Population Increases		Total Population 2020
		Number	Percent	
Village of Germantown	13,900	9,800	70.50	23,700
Washington County	95,300	33,500	35.20	128,800

Source: A *Regional Land Use Plan for Southeastern Wisconsin*, SEWRPC 1997

Household and Demographic Characteristics

Households and Persons per Household

The population figures clearly indicate the growth pressure Germantown is experiencing. How this increasing population is composed also has a significant impact on the character and development of the community. A household is defined as a person or group of people occupying a single dwelling. Therefore, households represent the makeup of Village residents and the growth or decrease in households can significantly impact not only the amount and type of dwellings need, but also the associated services needed for each household.

Table 2.3 - Households 2000				
Municipality	1990	2000	Numeric Change	90-00 % Change
Richfield (T)	2,807	3,614	807	28.8
Jackson (T)	965	1,201	236	24.5
Germantown (T)	93	89	-4	-0.04
Germantown (V)	4,901	6,904	2,003	40.9
Mequon	6,203	7,861	1,658	26.8
Menomonee Falls (V)	9,864	12,844	2,980	30.2
Washington County	32,887	43,842	10,955	33.3
State of Wisconsin	1,824,252	2,084,544	260,292	14.3
<i>Source: U.S. Census 1990 & 2000</i>				

The Village of Germantown has seen a significant increase in the number of households between 1990 and 2000. Over 2,000 new households, a 40.9% increase, have been created in the past 10 years (See Table 2.3), while the population has only grown by 25%. The fact that the increase in households is greater than the increase in the raw population is due to the fewer number of persons per household. Increases in the divorce rate, single-parent families, seniors living longer, and people waiting until later in life to marry, are trends seen around the country. The increase in the number of households in the Village reflects these national trends. As seen in Table 2.4, the average household size for the Village of Germantown in 1970 was 3.98 persons, higher than the 3.63 persons per household average of Washington County. By 2000 the Village's person per household average of 2.63 was slightly lower than the 2.65 person per household average of the County.

Table 2.4 - Average Number of Persons Per Household 1970 - 2000				
	1970	1980	1990	2000
Village of Germantown	3.98	3.84	2.77	2.63
Washington County	3.63	3.55	2.86	2.65
<i>Source: U.S. Census and SEWRPC</i>				

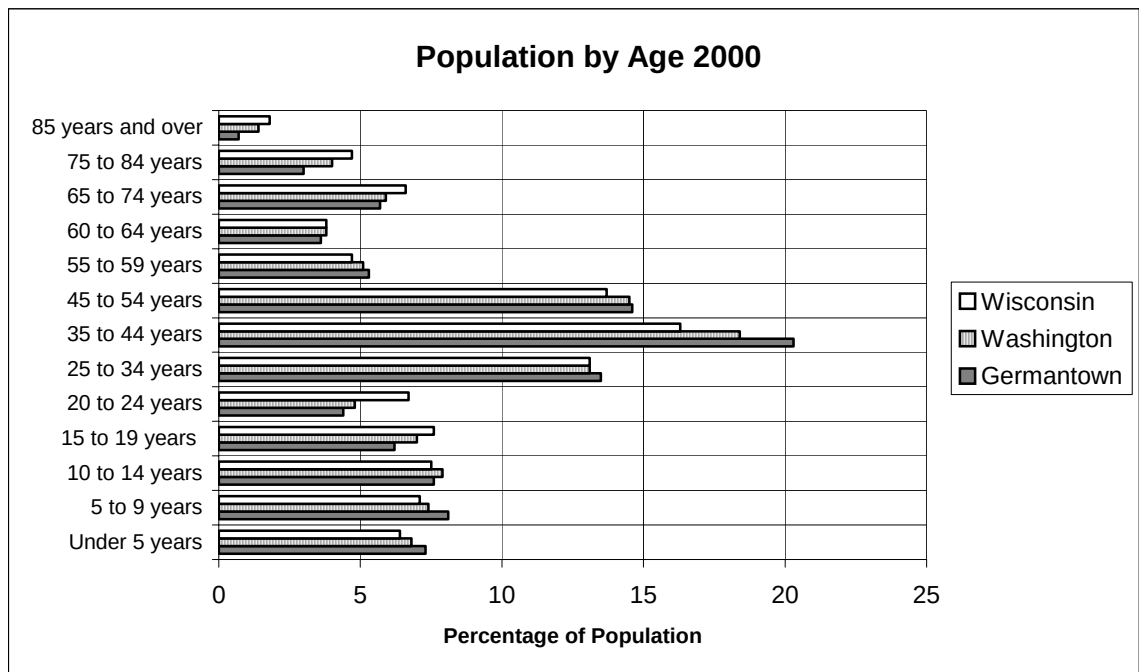
Given the various societal issues that affect the increase or decrease in the number of households in a community, projecting the future growth rate can be complex. Table 2.5 shows three different projections for Germantown ranging from a 1,732 increase by the year 2020 to a 3,498 increase. Despite the disparity in projections, the primary concern for the Village must be that the increase in the number of households will continue for the foreseeable future.

Table 2.5 – Germantown Village Household Projections 2020

	2001 to 2005	2006 to 2010	2011 to 2015	2016 to 2020	Total Households Added from 2001 - 2020
DOA Projection – 1993	551	392	356	433	1,732
SEWRPC 2020 Recommended Plan – 1998	692	692	280	281	1,945
Based on Historic Growth Rate from 1990 - 2000	875	875	875	875	3,498
<i>Source: A Regional Land Use Plan for Southeastern Wisconsin, SEWRPC 1997, Wisconsin Department of Administration, Smithgroup, JJR</i>					

Age Distribution

The age composition of a population can be very influential factor in determining which types of public services a community will require. A community that has a large percentage of growth in persons over 65 will require more programs geared towards senior citizens. Conversely, a community could invest less in senior citizen programs if an analysis of Census data indicates that school age children are the fastest growing segment of the population. An analysis of a community's age composition, which indicates a decrease in a certain population segment, can also indicate that the community is lacking in certain amenities which attract that particular age segment.



When comparing the Village of Germantown to both the averages of Washington County and the State of Wisconsin, Table 2.6 shows that the 2000 median age in Germantown of 36.4 years was nearly identical to the median ages for Washington County (36.6) and Wisconsin (36.0). Germantown, Washington County and Wisconsin also have similar distributions of males and females and Germantown and Washington County have similar age group distributions. The Village has a much higher percentage of children under 9 years old and adults 35 to 55 years old in comparison to the State, while only slightly higher than the County average. The Village also has a lower percentage of residents between 15 and 24 years of age and older than 65 years of age in comparison to both the County and the State. The most notable discrepancy is that the State has an average of 6.70 of its population between the ages of 20 to 24 while the Village of Germantown has only 4.40 % of its population in this age segment.

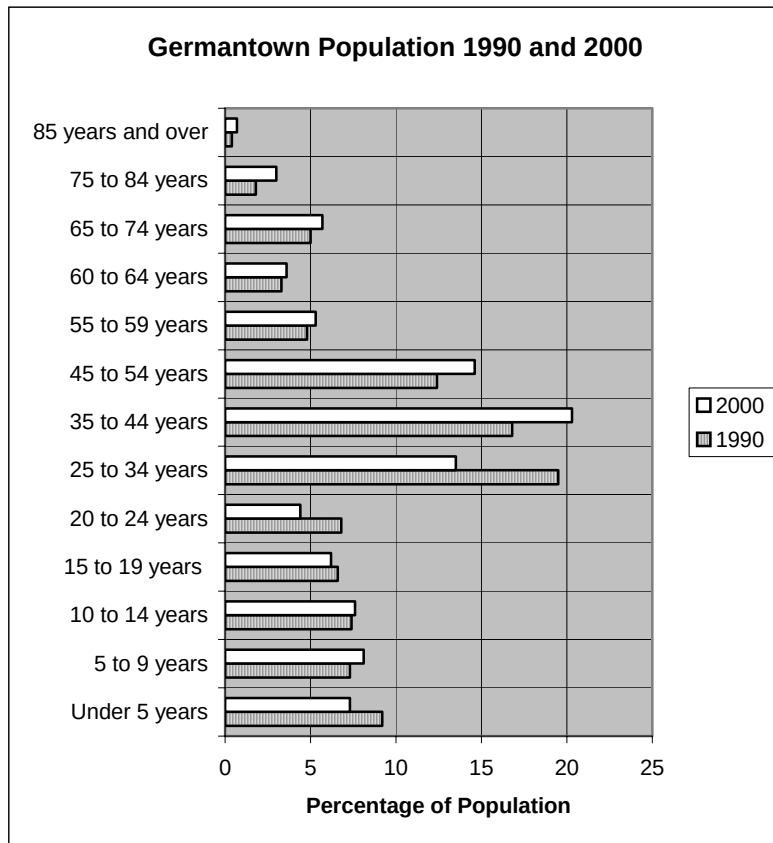
Table 2.6 - Population by Age and Gender 2000

Gender and Age Group	Germantown		Washington County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Female	9,265	50.70	58,885	50.10	2,714,634	50.60
Male	8,995	49.30	58,608	49.90	2,649,041	49.40
Under 5 years	1,327	7.30	7,970	6.80	342,340	6.40
5 to 9 years	1,474	8.10	8,867	7.40	379,484	7.10
10 to 14 years	1,384	7.60	9,224	7.90	403,074	7.50
15 to 19 years	1,123	6.20	8,235	7.00	407,195	7.60
20 to 24 years	799	4.40	5,645	4.80	357,292	6.70
25 to 34 years	2,456	13.50	15,425	13.10	706,168	13.10
35 to 44 years	3,698	20.30	21,639	18.40	875,522	16.30
45 to 54 years	2,659	14.60	17,021	14.50	732,306	13.70
55 to 59 years	975	5.30	5,946	5.10	252,742	4.70
60 to 64 years	651	3.60	4,489	3.80	204,999	3.80
65 to 74 years	1,045	5.70	6,896	5.90	355,307	6.60
75 to 84 years	547	3.00	4,651	4.00	251,621	4.70
85 years and over	122	0.70	1,665	1.40	95,625	1.80
Median age	36.40	N/A	36.60	N/A	36.00	N/A
Total population	18,260	100.00	117,493	100.00	5,363,675	100.00
Source: U.S. Census						

A comparison of the change between the Village age composition of 1990 and 2000 in addition to an analysis of the 2000 age segment percentages indicate several changes which will be influential in the services provided by the Village. As seen in Table 2.7, the largest segments of population growth were in the 35 to 44 year old and the 5 to 9 year old age brackets, which have grown at a rate higher than the overall population change of 33.7%. This indicates that the Village is attracting new families in which the parents have waited until their thirties to have children and whose children are entering school age.

Table 2.7 – Germantown Population by Age and Gender					
Gender and Age Group	1990 Number	1990 Percent	2000 Number	2000 Percent	90-00 % Change
Female	6,910	50.5	9,265	50.7	34.0
Male	6,748	49.4	8,995	49.3	33.3
Under 5 years	1,263	9.2	1,327	7.3	5.0
5 to 9 years	1,005	7.3	1,474	8.1	296.2
10 to 14 years	1,016	7.4	1,384	7.6	36.2
15 to 19 years	904	6.6	1,123	6.2	24.2
20 to 24 years	928	6.8	799	4.4	-13.9
25 to 34 years	2,663	19.5	2,456	13.5	-7.8
35 to 44 years	2,291	16.8	3,698	20.3	61.4
45 to 54 years	1,688	12.4	2,659	14.6	57.5
55 to 59 years	648	4.8	975	5.3	50.5
60 to 64 years	453	3.3	651	3.6	43.7
65 to 74 years	683	5.0	1,045	5.7	53.0
75 to 84 years	250	1.8	547	3.0	118.8
85 years and over	57	0.4	122	0.7	114.0
Total population	13,658	100.0	18,260	100.0	33.7
<i>Source: U.S. Census</i>					

When comparing the number of residents over the age of 45 in 1990, 3,779, to those in 2000, 5,999, it would appear that the Village has had a 58.7% increase in the number of older residents. However when comparing the residents over the age of 45 in 1990 to the number of residents over the age of 55 in 2000, 3,340, this generally indicates that the residents of the 1990s over the age of 45 have stayed and are living longer than their counterparts from a decade ago. So while mature age brackets of the Village have increased, the growth in these brackets can be attributed to residents living longer rather than an influx of new residents to the community in the 55 and over age segment.



One explanation for the decrease in the number of residents between the ages of 20 to 24 could be that a larger percentage of the children 10 to 14 years of age in 1990 have chosen to achieve higher levels of education away from home. However, the decrease in residents between the ages of 25 to 34 of 7.8%, while the Village on average increased 33.7%, would indicate that young adults are not choosing to move to Germantown. Going on the assumption that Germantown is a desirable family community, the lack of growth for residents between the ages of 25 to 34 could be attributed to people not starting a family until latter in life. As a result, younger adults without children are not attracted to Germantown, possibly due to a

lack of amenities this age segment typically finds attractive, such as restaurants and entertainment venues.

Racial Composition

In 2000, 95.8 % of the population in Germantown was White and not of Hispanic origin compared to 97.7 % in Washington County and 88.9 % in Wisconsin. In 2000, the largest minority group in Germantown was Asian, followed by Black or African American.

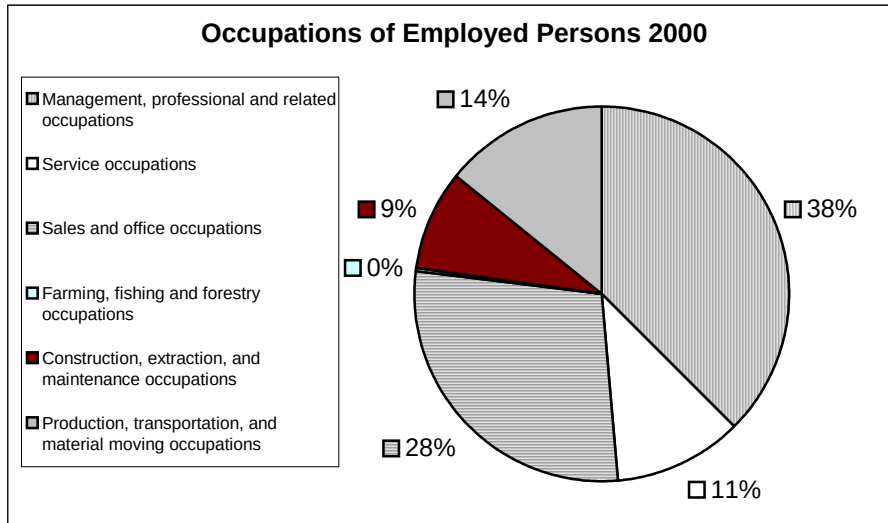
Educational Attainment

According to the 2000 Census there are 12,196 persons 25 years and older. Of those 25 years and older, 28.8% are high school graduates (includes equivalency), 33.5% have some college or associate's degree, 22.7 have a bachelor's degree, and 6.7% have a master's, professional or doctorate degree.

Employment

The occupation of residents gives a clear indication of the types of jobs in which people in the community currently are engaged. Table 2.7 shows labor force and occupation data from the 2000 Census. According to this data there are 10,563 persons, or 76.4% of

all persons 16 years and older, in the Village's labor force. Of those employed, 77% are largely employed in what are typically referred to as "white collar" jobs. The Village has a higher percentage of workers in this position in comparison to Washington County's 68.5% and Wisconsin's 70% of the labor force in "white collar" jobs.



As a result, it can be assumed that these residents would typically work the "9 to 5" day and not be prone to working in early morning or late night shifts generally associated with production, or transportation occupations. With the vast majority

of the Village's work force occupied in the "9 to 5" day, the Village can anticipate certain characteristics associated with these hours, including the morning and evening rush hour traffic peaks and the need to provide certain public services and programs at the time of day during which the labor force could attend such programs, typically in the early evening. Table 2.8 shows the percent change from 1990 to 2000 for labor force and occupation data. Based on the past trends it can be assumed that the future labor force and occupation data would more likely follow the same trend.

Table 2.8 - Occupations of Employed Persons 2000

Occupation	1990	2000	Percent Change
Management, professional and related occupations	2,118	3,870	82.72
Service occupations	617	1,141	84.93
Sales and office occupations	2,639	2,906	10.12
Farming, fishing and forestry occupations	118	19	-83.90
Construction, extraction, and maintenance occupations	1,076	899	-16.45
Production, transportation, and material moving occupations	1,279	1,451	13.45
Total employed population 16 years and over	7,847	10,286	31.08
<i>Source: U.S. Census 1990 & 2000</i>			

Income

U.S. Census 2000 data shows that the Village of Germantown's median household income was \$60,742 in 1999 compared with \$43,486 in 1989. U.S. Census 2000 data shows that Washington County's median household income was \$57,033 in 1999, making Germantown's median household income 6.5% higher than the County average. The median household income for Wisconsin in 1999 was \$43,791.

The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is poor. If a family's total income is less than that family's threshold, then that family, and every individual in it, is considered poor. U.S. Census 2000 data shows that 2.5% of Germantown's population is living below the poverty level compared to 3.6% of Washington County's population and 8.7% of Wisconsin's population. The percentage of Wisconsin's population living below the poverty line decreased 2.0 percentage points since 1989. Germantown's population below the poverty level increased slightly, from 2.3% in 1989 to 2.5% in 1999.

C) COMMUNITY STRENGTHS AND WEAKNESSES

The regional setting of the Village of Germantown is the primary factor affecting the development pressure the community is experiencing today. An effective means of managing this development pressure must begin with a straightforward analysis of what aspects of the community the Village can build upon and which aspects must be changed in order for the Village to maintain its unique and desirable character. These issues were addressed throughout the various public input opportunities, including the interviews, public input sessions and survey. Participants had various opportunities to offer their opinion on the existing conditions and characteristics of the Village on a variety of topics. The following is a summary of the various strengths and weaknesses of the Village identified through those exercises. These issues must be addressed to insure that the Village adequately compensates for future growth while simultaneously protecting the positive characteristics of the community.

Community Strengths

- The Village has been able to concentrate growth in the southern portion of the community rather than allow development to sprawl throughout the Village.
- The development of its industrial/business parks has allowed the Village to relieve some of the tax burden of Village residents.
- The sensitive natural features of the Village have largely been preserved through the use of environmental corridors.
- The Village has provided various municipal facilities including a fire station, police garage, new library, village hall, and public works building.
- The proud Germanic heritage has provided a strong identity for the Village.

- The Village has attempted to preserve local history at both the Dheinsville Settlement and Main Street Area.
- The Village has convenient access to both state and federal roads, providing efficient regional connections to area destinations.
- A diversified housing stock has provided many options for residents to consider.
- The various Village amenities have created a high quality of life and a desirable place to raise a family.

Community Weaknesses

- Expansive growth has lead to increased traffic congestion.
- There has been a significant reduction in the viability of agriculture as a way of life.
- Development pressure exists both from those wishing to enter the Village and landowners wishing to capitalize on the development.
- The past expansion of the suburban land uses has resulted in a loss of natural features and rural character.
- The Village has a lack of connectivity between the few existing pedestrian/bicycle trails.
- Development pressure and traffic conflicts between farm equipment and high traffic exemplify the growing incompatibility between suburban and rural development.
- Local amenities need to be enhanced, with a priority on a regional community park with various active recreation facilities.
- The Village has incurred a large debt load as a result of the recent construction of multiple municipal facilities over a brief time frame.

D) COMMUNITY VISION STATEMENT

Through various public input opportunities, Germantown stakeholders expressed their opinions of aspects of their community they were most proud of, the aspects they would like to see changed or improved, and finally, a comprehensive statement that they feel would summarize their goals for the community over the next twenty years. The following is the Community Vision Statement for the Village of Germantown:

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

Guiding Principals:

1) Preserving and enhancing the environment.

- A) Preserve and enhance the unique identity of the Village
 - Historic and architecturally significant property
 - Mix of suburban and rural uses
 - Germanic architecture
 - Gateways
- B) Preserve and attract quality development that is visually attractive
 - TND ordinance
 - Cluster subdivision ordinance
 - Review and update existing development regulations where appropriate
 - Evaluate business assistance programs
- C) Protect natural resources and physical features
 - Encourage infill development
 - Review and update existing regulations where appropriate
 - Approve new regulations (e.g. cluster subdivision ordinance)
 - Coordinate with other agencies involved in activities (SEWRPC, MMSD, O-W Land Trust, Conservation Fund, etc.)

2) Investing in people, neighborhoods and communities.

- A) Ensure compatibility between land uses
 - Compliance with the Comprehensive Plan
 - Review and update existing regulations where appropriate
 - Encourage infill development
 - Encourage new development to be consistent with "New Urbanist" and "Smart Growth" principles
- B) Provide a balanced mix of uses
 - More housing options, esp. higher quality multi-family

- Identify appropriate locations for new commercial
- Agricultural preservation
- Reserve space for future needs
- C) Encourage cooperation with adjacent communities and affected agencies
 - Future land use
 - Transportation planning
 - Sewer extension
- D) Provide for diverse and efficient public facilities
 - Schools and parks to meet the needs of current and future residents
 - Address needs of seniors and youth
 - New Fire Station
- E) Provide for safe and efficient transportation
 - Improve inter- and intra-village pedestrian and bicycle facilities
 - Evaluate commuter rail
 - Freistadt Road interchange
 - Review design standards and update where necessary
 - Encourage cooperation with affected agencies
- F) Implement effective and responsive administrative practices
 - Implement Comprehensive Plan and coordinate with new and existing development regulations
 - Broaden involvement in community life by engaging residents, businesses and institutions

3) Building a strong economic base.

- A) Provide diverse array of goods, services and employment opportunities within the community
 - Identify appropriate locations for new commercial development
 - Renew the focus on economic development (oversight, business retention, recruitment)
 - Support manufacturing base and identify new market opportunities
- B) Provide diverse array of goods, services and employment opportunities within the community
 - Evaluate business assistance programs
 - Encourage business/school partnerships
- C) Promote the community's fiscal well being
 - Encourage infill development
 - Identify opportunities for increasing tourism (bike trails and Village heritage)

Element 3

Housing

A) INTRODUCTION

Wisconsin's Smart Growth legislation requires the Comprehensive Plan to address the housing environment within the Village. This section includes a profile and analysis of existing housing characteristics, assesses the current growth and demand for new housing within the Village and identifies goals and policies which will assure that there is an adequate supply of housing and residential development to meet existing and forecasted demand. These policies also reflect the need for Germantown to coordinate the phasing of housing developments to assure that the rate of development does not outpace the ability of the Village and School District to provide the infrastructure and services needed to support the new development.

B) 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. Over the past 30 years, the number of housing units grew 295.9% while the population for the same time frame grew by 161.8%. The decrease in the household size discussed in Element 2 accounts for the disparity between these two growth rates. While new housing was needed for the new residents of the community, both existing and new residents lived in smaller households and, thus, required more housing units to live in.

Table 3.1 – Housing Units				
Municipality	1990	2000	Numeric Change	90-00 % Change
Richfield (T)	2,970	3,766	796	26.8
Jackson (T)	1,012	1,230	218	21.5
Germantown (T)	92	94	2	2.2
Germantown (V)	5,100	7,075	1,975	38.7
Mequon	6,473	8,162	1,689	26.1
Menomonee Falls (V)	10,043	13,140	3,097	30.8
Washington County	34,382	45,808	11,426	33.2
State of Wisconsin	2,055,774	2,321,144	265,370	12.9
<i>Source: U.S. Census 1990 & 2000</i>				

As seen in Table 3.1, the Village of Germantown had the greatest percentage increase in the number of housing units in the area, while Menomonee Falls had the highest number of new housing units. Germantown's housing unit percentage growth was higher than the

rate of growth in Washington County and much higher than the 12.9% growth rate for Wisconsin. The high percentage of growth for new housing units signifies that the Village is gaining housing units at a higher rate than its neighbors, indicating that market forces find the Village a desirable place to live.

Housing Tenure

While there is a high percentage of housing unit growth, an analysis of the housing tenure will indicate if the newly constructed housing units are actually being occupied. Table 3.2 includes housing occupancy characteristics for Germantown, area municipalities, Washington County and the State. The percent of owner-occupied housing units in the Village of Germantown increased from 75.36 % in 1990 to 78.07 in 2000. This 2.70 % increase is similar to the percentage increase in all other area communities except for Mequon, which experienced a decrease of 0.12 % and Menomonee Falls, which experienced a decrease of 2.23 percentage points. Washington County (+2.03%) and Wisconsin (+1.73%) experienced increases in percentage of owner occupancy similar to that of the Village and the adjacent communities.

The Village of Germantown's percentage of owner-occupied units (78.07%), while similar to the percentages of the County (75.99%) and Menomonee Falls (77.38%), is lower than the 91.7% average found in the other adjacent communities. However, since the Village's percentage of occupied units is similar to the adjacent communities, this suggests that Germantown is just as desirable a location to live in and merely has a higher number of rental units than the Towns of Jackson and Richfield and the City of Mequon. In addition, the high percentage of housing occupancy is one indication that there is a demand for housing units in the area.

Table 3.2 - Housing Occupancy 1990 to 2000

Government Unit	Total Housing Units		Occupied Units		Vacant Units		Owner-Occupied Units		Percent Owner-Occupied Units	
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000
Germantown (V)	5,100	7,075	4,931	6,904	169	171	3,716	5,390	75.36	78.07
Jackson (T)	1,012	1,230	995	1,201	17	29	885	1,094	88.94	91.09
Germantown (T)	82	94	81	89	1	5	68	80	83.95	89.89
Richfield (T)	2,908	3,766	2,839	3,614	69	152	2,641	3,417	93.03	94.55
Mequon (C)	6,470	8,167	6,251	7,861	219	306	5,713	7,175	91.39	91.27
Menomonee Falls (V)	10,043	13,140	9,817	12,844	226	296	7,815	9,939	79.61	77.38
Washington County	34,382	45,808	32,977	43,842	1,405	1,966	24,383	33,317	73.94	75.99
State of Wisconsin	2,055,774	2,321,144	1,822,118	2,084,544	233,656	236,600	1,215,350	1,426,361	66.70	68.43

Source: U.S. Census and Wisconsin Department of Administration, Demographic Services Center

Housing Types

An analysis of the types of housing found within the Village can illustrate the diversity of existing housing stock, indicate the availability of housing for all income levels, and could also demonstrate if a certain type of housing unit has saturated the market. Table 3.3 indicates that 61% of the Village's housing stock is composed of single-family units, 12% are duplex units (two-unit buildings), and 24.6% are multiple family units (3 or

Table 3.3 - Housing Unit Types 2000

Government Unit	Single Family Dwelling		Duplex		Multi-Family Units		Mobile Homes		Total Dwelling Units
	Units	Percent	Units	Percent	Units	Percent	Units	Percent	Units
Germantown (V)	4,311	61.0	852	12.0	1,740	24.6	172	2.4	7,075
Jackson (T)	1,189	93.0	44	3.4	33	2.6	13	1.0	1,279
Germantown (T)	94	93.1	5	5.0	2	2.0	0	0.0	94
Richfield (T)	3,627	96.3	41	1.1	91	2.4	7	0.2	3,766
Mequon (C)	6,475	79.3	1,053	12.9	639	7.8	0	0.0	8,167
Menomonee Falls (V)	9,602	73.0	535	4.1	2,937	22.4	70	0.5	13,150
Washington County	30,989	67.6	3,156	6.9	10,802	23.6	849	1.9	45,808
State of Wisconsin	1,531,612	66.0	77,795	3.4	610,272	26.2	101,465	4.4	2,321,144

Source: U.S. Census 2000

more units per building). The composition of the Village's housing stock is comparable to that of Menomonee Falls (73% single family - 22% multi-family), Washington County (68% single family - 24% multi-family) and the State (66% single family - 26% multi-family.) However, the Towns of Jackson, and Richfield have at least 92% of their housing units as single-family units.

While the assumption could be made that the Village has more than its "fair share" of multi-family units for the immediate area when compared to the adjacent communities, a more comprehensive analysis indicates that the Village has a very well balanced ratio between the number of single family versus multi-family units. By providing a ratio of single family to multi-family units comparable to the averages for both the County and the State, the Village has provided a diversified housing stock. This ratio is also one indication that the Village's housing stock is accessible to a wider range of income levels. In other communities, empty nesters, seniors, young families and those with modest incomes, such as teachers, must either find an affordable single-family home or move out of the community. In Germantown, a level of choice exists for residents.

Housing Age and Condition

The U.S. Census 2000 data shown in Table 3.4 indicates that 2,392 housing units, or nearly one third of the total units, have been built since 1990, and 2,969 units, or 42% of

current stock, are now 12 to 32 years old. The remaining quarter of the housing stock, 1,707 units, was built before 1970.

Some of these older units will likely need to be the focus of housing rehabilitation efforts. In addition, the age and income of the owners will affect their ability to continually maintain and make improvements to the older structures. Based on housing age data for individual Census block groups, the northwestern and southwestern portions of the Village have the largest amount of housing stock built in 1979 or earlier. The area of the Village north of the Wisconsin and Southern railroad, west of Maple Road, north of Holy Hill Road and west of CTH G has the highest percentage of housing units built in 1979 or earlier, more than 85% of the existing 303 housing units. The largest number of housing units built in 1979 or earlier is located west of USH 41/45 comprising 464 of the 883 housing units. Based on a windshield survey, it appears that the housing stock northeast of the USH 41/45 and County Line Road interchange may be the most in need of rehabilitation

Table 3.4 - Housing Age: 2000

Year Built	Number of Units	Percent of Total
1990 to 2000	2,392	33.8%
1980 to 1989	1,350	19.1%
1970 to 1979	1,619	22.9%
1960 to 1969	712	10.1%
1940 to 1959	542	7.7%
1939 or earlier	453	6.4%
Total	7,068	100.00%

Source: U.S. Census 2000

Housing Value

U.S. Census 2000 housing value data is shown in Table 3.5. The highest percentage of homes had values between \$100,000 and \$200,000 in 2000. Nearly an equal number of homes (approximately 25%) had values between \$100,000 - \$149,000 or \$200,000 - \$299,000. Less than 10% of the owner-

Table 3.5 - Value of Owner-Occupied Housing Units: 2000

Value of Housing	Number of Owner-Occupied Housing Units	Percent of Owner-Occupied Housing Units
Less than \$50,000	-	-
\$50,000 to \$99,999	431	9.6%
\$100,000 to \$149,999	1,084	24.1%
\$150,000 to \$199,999	1,774	39.4%
\$200,000 to \$299,999	1,134	25.2%
\$300,000 to \$499,999	72	1.6%
\$500,000 to \$999,999	6	0.1%
\$1,000,000 or more	6	0.1%
Total	4,507	100%

Source: U.S. Census 2000

occupied homes were valued at less than \$100,000. Only a handful (1.7%) was valued

higher than \$300,000. Based on Table 3.5 median value of owner-occupied housing unit in 2000 was between \$150,000 and \$199,999.

Between 1992 and 2001, Table 3.6 indicates a steady increase in the annual average sale price of single-family homes. The continual increase in sale price is a factor not only of the strong economic environment of the mid to late 1990s, but also is an indication of the desire people have to live in the Village of Germantown. The number of residential sales generally stayed at the same level despite the continual increase in sales prices for residential housing units.

Table 3.6 - Germantown Housing Sales: 1992 - 2001		
Year	Residential Sales*	Average Sale Price
1992	253	\$119,705
1993	268	\$135,293
1994	269	\$142,967
1995	251	\$147,289
1996	248	\$151,973
1997	255	\$161,703
1998	257	\$162,268
1999	249	\$165,443
2000	226	\$177,999
2001	283	\$174,950

*Includes primarily single family homes along with some two family, multi-family and condominiums.

Source: Multiple Listing Service, Inc., 2002

Table 3.7 - 2001 and 10-Year Historical Residential Property Value and Total Property Value Growth				
Unit of Government	2001 % Growth in Residential Property Value	Ten-Year % Growth in Residential Property Value (1991 – 2001)	2001 % Growth in Total Property Value	Ten-Year % Growth in Total Property Value (1991-2001)
Kenosha County	8.44	87.14	7.85	81.59
Milwaukee County	9.25	47.75	9.27	52.97
Ozaukee County	7.11	82.42	6.77	92.00
Racine County	6.32	64.39	5.50	65.95
Walworth County	9.25	89.25	8.82	79.05
Washington County	9.16	130.62	9.79	114.46
Waukesha County	8.73	105.68	8.07	105.25
Metro Milwaukee Total	8.62	84.44	8.36	76.26
State Total	9.40	N/A	9.14	N/A
Source: Public Policy Forum, 2002				

Table 3.7 indicates that over the past ten years, Washington County led the Milwaukee metropolitan area in residential property value growth, followed by Waukesha County. In 2001 and over the past 10 years, Washington County led the Milwaukee metropolitan area in total property value growth. Waukesha and Ozaukee counties were the closest behind Washington County for highest total property value growth over the past 10 years.

Table 3.8 indicates that the Village of Germantown experienced the highest residential property value growth in the metropolitan area over the past 10 years, and the Towns of Richfield and Germantown experienced the highest growth in residential property values in 2001.

Based on the high growth in property value both for the County and for Germantown, it appears that residents have selected the Village as a community where they want to invest in property. This large growth in property investment can be seen as residents are indicating with their pocketbook that they want to be in Germantown. Such a large monetary investment indicates that both Washington County, for the Milwaukee region, and the Village of Germantown, for Washington County, are desirable places to live.

Table 3.8 - 2001 and 10-Year Percent Growth in Residential and Total Property Value				
Unit of Government	2001 % Growth in Residential Property Value	Ten-Year % Growth in Residential Property Value (1991 – 2001)	2001 % Growth in Total Property Value	Ten-Year % Growth in Total Property Value (1991 – 2001)
Germantown (V)	11.12	190.53	13.73	129.00
Jackson (T)	9.39	139.12	11.53	95.66
Germantown (T)	12.58	72.45	11.03	45.57
Richfield (T)	11.51	133.88	10.40	114.82
Mequon (C)	6.25	99.19	6.46	90.47
Menomonee Falls (V)	6.97	109.54	6.88	103.90
Washington County	9.16	130.62	9.79	114.46
State of Wisconsin	9.40	N/A	9.14	N/A
<i>Source: Public Policy Forum, 2002</i>				

Housing for Various Income Levels and Special Needs

According to an inventory published by the Wisconsin Housing and Economic Development Authority (WHEDA), there are currently 893 federally assisted housing units in Washington County for people with special needs. This figure includes 69 apartment units in the Village of Germantown, comprising one percent of the Village's total housing units (Table 3.9).

Germantown's federally assisted housing units are located in the Germantown Group Home and Washington Becker Manor. The Germantown Group Home is located at N116 W16105 Main Street and includes one family unit and four units for people with disabilities. The Germantown Group Home is financed through the U.S. Department of Housing and Urban Development (HUD) Section 202 program. Section 202 provides a direct loan to nonprofit organizations for project development and rent subsidy for low-income tenants. Section 202 units can be designed for physically handicapped, developmentally disabled, and chronically mentally ill residents.

Washington Becker Manor located at N114 W1080 Sylvan Circle includes a total of 64 units subsidized through HUD's Section 8, New Construction and Substantial Rehabilitation program. This program provides a rent subsidy to the owner for the difference between the tenant's ability to pay and the contract rent. The tenant's ability to pay typically refers to a contract rent amount that does not exceed 30 % of the tenant's income.

Table 3.9 - Existing Federally Assisted Housing for Senior Citizens and People with Special Needs

Housing Type	Name of Project	Location	Management		Number	Percent
All Housing Units	N/A	Throughout Village	N/A		7,075	100.00
Federally assisted apartments	Germantown Group Home	N116 W16105 Main Street	Dangarvin Wisconsin Company	1 family unit; 4 units for disabled people	103	1.50
	Washington / Becker Manor	N114 W1080 Sylvan Circle / N114	Carnahan Corporation	64 units Section 8; 38 Elderly; 22 Family; 4 Disabled		
	Prairie Meadows	W168 N 11370 Western Ave	Protech Development Corporation	34 Elderly Units		

Source: U.S. Census 2000 and Wisconsin Housing and Economic Development Authority, 2002

In addition to Section 8 and Section 202, there are a number of other federally funded housing programs for people with special needs that the Village, landlords, developers and residents could pursue. More details on these and other housing programs are available through the Wisconsin Housing and Economic Development Authority:

- Section 42 Low-Income Housing Tax Credit

This program provides a tax credit to developers that include a certain percentage of low-income units in their housing projects. Developers are required to make 20 % of the units in their project affordable to individuals whose income is 50 % or less of the area median gross income, and 40 % of units available to individuals whose income is 60 % or less of the area median gross income. "Affordable" means that the gross rent does not exceed 30 % of the occupant's income. It is common for project owners to set aside 100 % of the units for qualification under

the tax credit program, thereby allowing them to claim the maximum amount of tax credits eligible for the development.

- Section 236

HUD subsidizes the interest payments on mortgages for rental or cooperative housing owned by private nonprofit or limited-profit landlords and rented to low-income tenants. Tenant eligibility for projects receiving interest reduction payments under the HUD Section 236 program is determined on the same basis as under the Section 8 Program.

- HUD Home Investment Partnership Program (HOME)

HOME provides formula grants to qualifying States and localities that communities use-often in partnership with local nonprofit groups-to fund a wide range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. Each year HOME allocates more than \$1 billion among the States and hundreds of localities nationwide.

- C-CAP Homes

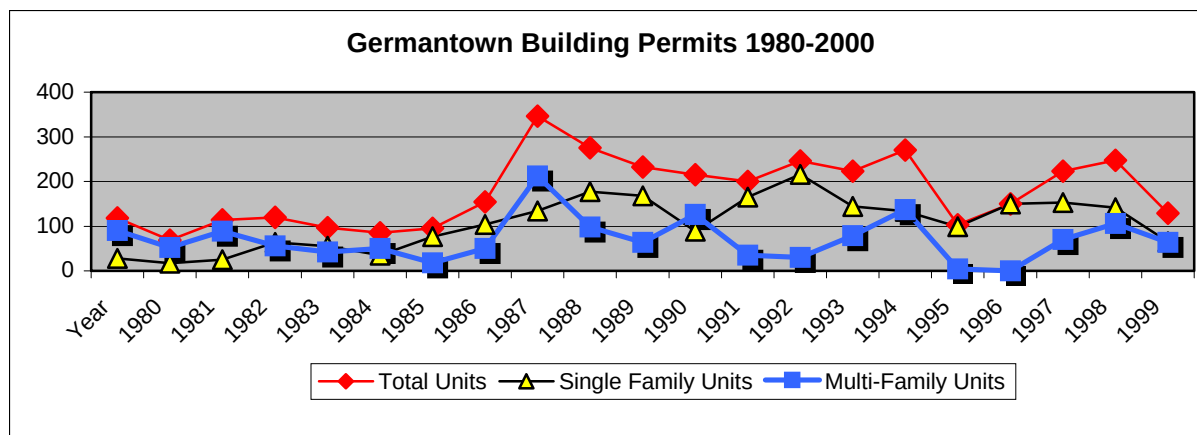
C-CAP, Inc. is a private, non-profit corporation created in 1993 with the mission of promoting homeownership. C-CAP works in collaboration with C-CAP Participating Lenders, The Home Consortium and Community Housing Initiative, Inc. to develop programs that assist eligible households to purchase a home or to rehabilitate their existing home. The Home Consortium, the Federal Home Loan Bank of Chicago and the State of Wisconsin's Division of Housing and Intergovernmental Relations provide public funding.

C-CAP grants can help homebuyers pay between \$1,500 to \$3,000 in customary closing costs and fees related to buying a home and/or a portion of the down payment. To be eligible, applicants' household income may not exceed 80% of the county median income, and they must also meet the requirements of the first mortgage loan programs offered by C-Cap participating lenders.

C) RATES AND DEMAND FOR RESIDENTIAL DEVELOPMENT

Building Permits

Figure 3.1 shows that from 1980 to 2000, Germantown primarily issued building permits for single-family homes, averaging 107 permits for the twenty-year period. Duplexes averaged 14 permits per year, while multi-family units averaged 56 permits per year for the same twenty-year period.



While there have been occasional high peaks in the number of permits issued, 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.

Table 3.10 – Village of Germantown Building Permits

Year	Single Family Units	Duplex Units	Multi-Family Units	Total Units
1980	28	0	90	118
1981	17	0	52	69
1982	25	0	89	114
1983	64	2	54	120
1984	55	10	32	97
1985	35	2	48	85
1986	77	6	12	95
1987	104	26	24	154
1988	134	40	172	346
1989	177	36	62	275
1990	168	14	50	232
1991	89	2	124	215
1992	165	8	27	200
1993	216	30	0	246
1994	144	24	55	223
1995	133	16	121	270
1996	99	4	0	103
1997	150	0	0	150
1998	153	30	40	223
1999	141	40	66	247
2000	65	14	50	129
Total	2,239	304	1,168	3,711
Annual Average	107	14	56	177
Source: Village of Germantown				

Insert Map2 – Pending Residential Developments

Subdivisions and Lot Creation

At the present time, the Village has a large number of lots and developments that have been either approved as final plats or as preliminary plats. There are currently ten developments with 626 lots that are pending or have received approval. Map 3-1 illustrates the location of the pending residential developments listed in Table 3.11.

Table 3.11 – Village of Germantown Inventory of Residential Developments	
Subdivision Name	Number of Dwelling Units
RESIDENTIAL DEVELOPMENTS UNDER CONSTRUCTION	
A) Meadow Creek Crossing	110
B) Pebblebrook Estates	17
C) Tree Tops	185
D) Sunberry Woods	58
E) The Preserve	140
F) The Woodlands	29
PENDING RESIDENTIAL DEVELOPMENTS	
G) Berrywood	20
H) Prairie Glen	31
I) Prairie Glen Addition	16
J) Heritage Park	36
<i>Source: Village of Germantown 2002</i>	

Demand for Dwellings and the Rate of Growth

The analysis of both the U.S. Census data and Village data in this section indicates that there has been a historical demand for residential dwelling units within the Village. Social characteristics of the past decade have resulted in a continual decrease in the average household size both throughout the United States, in Wisconsin and Germantown. Despite the increase in housing costs, the sales of housing units has not decreased. Population forecasts for the area show a continual increase in the population of the Village. All of these factors indicate that the Village must allow for new dwelling units in order to meet the housing demands of existing and the potential new residents.



However, sound planning dictates that even with a high demand for residential housing, the rate of dwelling unit growth must be such that it does not cause the local unit of government to provide municipal services at a lower level of service. If residential development adversely affects the municipal services which residents have become accustomed to, then it will have detrimentally impacted the very quality of life which initially drew people to the community. For this reason, guidelines must be

established which will insure that the rate of residential growth is compatible with the Village.

Residents have indicated that they are generally pleased with the level of service provided by the Village in the various Comprehensive Plan visioning sessions. This would indicate that the rate of residential growth in the past has been compatible with the Village providing a high quality of service. Based on the residential growth pattern over the last twenty years, it would appear that a rate not exceeding approximately 200 residential building permits per year is the highest allowable rate of residential development at which the Village is capable of providing high quality municipal services to its new and existing residents. Based on this guideline, the residential developments pending approval provide a 3.5-year inventory of dwelling units for the Village.

D) HOUSING GOALS AND OBJECTIVES

GOAL 1) Develop and maintain high quality residential neighborhoods that are safe, attractive, and instill pride and a sense of identity and place in residents.

Objective A - Require developers and land owners to master plan residential developments so that there is adequate access, drainage, park and recreation facilities, and amenities available to residents at the time of development.

Objective B - Require residential development to be compatible with the scale and character of the existing neighborhood.

Objective C - Encourage developers and land owners to consider Traditional Neighborhood Developments (TND) that utilize smaller lots, include mixed uses, foster pedestrian use, and promote neighborhood interaction.

Objective D - Encourage the use of cluster or conservation subdivisions in areas where environmentally sensitive lands should be protected.

GOAL 2) Provide a diversity of housing opportunities.

Objective A - Encourage rehabilitation and reuse of older housing stock.

Objective B - Maintain a balanced housing mix throughout the Village with approximately 20% multi-family housing, to exclude elderly housing zoning.

Objective C - Encourage developers and land owners to provide a range of housing types within large developments.

GOAL 3) Coordinate timing of subdivision creation and housing developments so that there is a balance between the market demand for housing and the supply of available housing in the Village.

Objective A – Regulate the creation and approval of residential units within the Village to insure there is not an excessive amount of vacant or undeveloped residential housing units.

GOAL 4) Assure that housing development in the Village does not outpace the capacity of public services, including roads and the public school system.

Objective A - Locate housing development in areas where utilities and public facilities services are available.

Objective B - Encourage developers and land owners to phase the construction of new housing so that public infrastructure can keep pace with the increased demand.

Objective C - Require developers and land owners to pay for or finance all on-site improvements and contribute proportionately to off-site improvements, such as street improvements and regional stormwater facilities.

Element 4

Transportation

A) INTRODUCTION

Wisconsin's Smart Growth legislation requires the 2020 Smart Growth Plan to address transportation issues. 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 policies are identified which will guide the maintenance, and improvement of existing facilities and address the need to create new transportation facilities in the Village. These policies 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.

B) STREET AND HIGHWAY CIRCULATION

Functional Street Classifications

Both the Wisconsin Department of Transportation (WisDOT) and SEWRPC have devised functional classification systems for roads. The WisDOT functional classification system is used to assess eligibility for federal aid. The SEWRPC functional classification system classifies streets and highways solely according to the function that they serve. In order to access the quality of service of the Village's various roads, the function of the roads must be identified. The following identifies the SEWRPC functional road classification system.

SEWRPC roadway functions include providing for the movement of through vehicular traffic; providing for access of vehicular traffic to abutting land uses; providing for the movement of pedestrian and bicycle traffic; and serving as the location for utilities and stormwater drainage facilities. Three functional classifications of streets and highways are recognized by SEWRPC: 1) arterial streets; 2) collector streets; and 3) land access streets.

The following are the SEWRPC functional class definitions:

Arterial streets - Street and highways which are principally intended to provide a high degree of travel mobility, serving the through movement of traffic and providing transportation service between major sub-areas of an urban area or through the area.

Land Access Streets – Streets which are intended to serve primarily as a means of access to abutting properties, principally serving the residential areas of a community.

Collectors - Streets and highways which are intended to serve primarily as connections between the arterial system and the land access street system. Collector streets usually provide the same principal function as land access streets, that of providing access to abutting property. For this reason, SEWRPC will sometimes combine collector and land access streets and refer to them as non-arterial or local streets.

Germantown is well connected to the larger region through a series of federal, state, and county roadways. USH 41/45 provides the most vital link to the larger region including the greater Metropolitan Milwaukee area, Fond du Lac, and the Fox River Valley area. Roads that form the primary components of the roadway transportation system in the Germantown area are described in Table 4.1. Map 4-1 illustrates functional classifications for Germantown's streets and highways.

Table 4.1 – Village of Germantown Road Classifications			
Road	SEWRPC Functional Class	Jurisdiction	Description
USH 41/45	Arterial	Federal	North-south interstate highway located on the west side of Germantown, connecting Germantown to Milwaukee, Fond du Lac, the Fox River Valley area, Hartford, Slinger and northern Wisconsin.
Fond du Lac Ave. (STH 145)	Arterial	State	North-south state highway diagonally bisecting Germantown from the southeast to the northwest and connecting to Milwaukee.
Appleton Ave. (STH 175)	Arterial	State	North-south state highway traveling through the southwest corner of Germantown and connecting to northwest Milwaukee, Hartford, Slinger and north-central Wisconsin.
Mequon Rd. (STH 167)	Arterial	State	East-west state highway connecting Germantown with the Townships of Richfield and Erin to the west.
Goldendale Rd. (CTH Y)	Arterial	County	North-south county highway connecting Germantown to Waukesha County.
Division Rd. (CTH G)	Arterial	County	North-south county highway connecting Germantown with the Village and Township of Jackson to the north and the southern outskirts of West Bend.
Wausaukee Rd. (CTH M)	Arterial	County	North-south county highway along the eastern border of Germantown.
County Line Rd. (CTH Q)	Arterial	County	East-west county highway along the southern border of the Village connecting Germantown with the Townships of Richfield and Erin to the west.
<i>Source: SEWRPC and SmithGroup JJR</i>			

Insert Map3: Functional Road Classification System

Traffic Volumes

Table 4.2 shows annual average daily traffic volume for segments of major roadways in Germantown between 1992 and 2001 along with the percent difference between the 1992 and 2001 traffic volumes. Traffic volumes are illustrated on Map 4-2.

Table 4.2 – Change in Traffic Volume on Roads in the Village of Germantown: 1992 - 2001					
Road Segment/Intersection	Annual Average Daily Traffic and Percent Change '92 – '01				
	1992	1995	1998	2001	% Change '92 & '01
Mequon Road (STH 167)					
Between Hilltop Dr. and US 41/45	2,720	1,550	1,600	1,800	-33.80%
At Maple Rd. (west)	4,160	5,210	4,500	5,000	20.19%
At Maple Rd. (east)	4,120	3,530	2,400	3,300	-19.90%
West of Pilgrim Rd. (specific point)	14,000	14,190	18,200	18,000	28.57%
At Fond du Lac Ave. (STH 145)	11,030	12,210	12,800	14,300	29.65%
Between STH 145 and Country Aire Dr.	8,250	8,800	10,300	10,700	29.70%
Fond du Lac Avenue (STH 145)					
Between County Line Rd. (CTH Q) and Donges Bay Rd.	5,210	6,330	4,200	4,600	-11.70%
Between Pilgrim Rd. and Freistadt Rd.	4,100	5,970	4,800	4,800	17.07%
Between Goldendale Rd. and CTH P	2,620	5,340	3,700	4,300	64.12%
Freistadt Road (CTH F)					
Between Goldendale Rd. and Maple Rd.	1,320	2,070	2,300	2,700	104.55%
Between River Lane and Division Rd.	3,520	3,810	2,900	3,300	-6.25%
Between Pilgrim Rd. and Pleasant View Dr.	2,650	2,640	2,700	2,900	9.43%
Appleton Avenue (STH 175)					
Between County Line Rd. (CTH Q) and Maple Rd.	6,990	8,050	9,900	9,400	34.48%
Between Maple Rd. and CTH Y	4,980	5,910	6,300	6,100	22.49%
Between Hilltop Dr. and Mequon Rd.	5,730	6,020	6,500	6,300	9.95%
Pilgrim Rd.					
North of County Line Rd. (CTH Q) (specific point)	15,450	14,950	17,100	14,300	-7.44%
Between Donges Bay Rd. and STH 167	9,480	10,540	13,300	11,600	22.36%
Between STH 167 and STH 145	7,560 (1989)	10,170	9,300	10,800	42.86%
Between STH 145 and Freistadt Rd.	2,430	2,220	3,000	2,000	-17.69%
Source: Wisconsin Highway Traffic Volume Data (2001, 1998, 1995, 1992), Wisconsin Department of Transportation.					

Insert Map 4 – Traffic Volume

Between 1992 and 2001, Freistadt Road between Goldendale Road and Maple Road had the highest percentage increase in traffic (104.55%), followed by Fond du Lac Avenue between Goldendale Road and CTH P (64.12%). These increases can partially be explained by the significant growth and development of the Germantown Industrial Park over the past 10 years. Traffic traveling south on Goldendale Road and north on Hilltop Drive converge onto Freistadt to access the Germantown Industrial Park.

Pilgrim Road between STH 167 and STH 145 also experienced a large percentage increase in traffic between 1989 and 2001 (42.86%). This increase can partially be explained by the convergence of traffic onto Pilgrim Road from the growth and development of multifamily residential housing between Mequon Road and STH 145 and single family housing south of Mequon Road.

SEWRPC uses the traffic volume data from WisDOT (Table 4.2 and Map 4-2) to measure congestion. This is accomplished by comparing the average weekday traffic volume on each segment of arterial street and highway to its design capacity. The following volume-to-design-capacity ratio ranges are used to describe roadway congestion:

- 1) "Under design capacity," with a volume-to-design-capacity ratio of 0.00 to 0.90;
- 2) "At design capacity," with a volume-to-design-capacity ratio of 0.91 to 1.00;
- 3) "Over design capacity, moderate," with a volume-to-design-capacity ratio of 1.01 to 1.10;
- 4) "Over design capacity, severe," with a volume-to-design-capacity ratio of 1.11 to 1.30; and
- 5) "Over design capacity, extreme," with a volume-to-design-capacity ratio of over 1.30.

According to the most recent SEWRPC traffic analysis (1995), portions of County Line Road, STH 167 and STH 175 experienced the most congestion.

- Moderately congested (volume to design capacity ratio of 1.01 to 1.10)
 - County Line Road from CTH Y to STH 175.
 - STH 167 from Division Road to Pilgrim Road.
- Severely congested (volume to design capacity ratio of 1.11 to 1.30)
 - County Line Road from STH 175 to US 41/45.
 - STH 167 from Division Road to River Lane.
- Extremely congested (volume to design capacity of 1.31 or greater)
 - County Line Road from the Wisconsin central railroad to CTH Y.

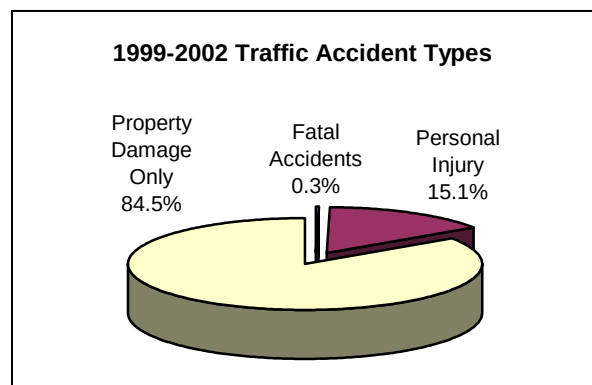
All of the remaining arterial roads in Germantown are considered to be at or under design capacity based on their volume-to-design-capacity ratios.

SEWRPC measures the quality of service provided by arterial streets and highways based on a community's accessibility to various land uses in urbanized areas of the larger region. The majority of the Village of Germantown met all of the travel time standards described below with the exception of the northeast corner of the Village. However, the northeast portion of the Village is a characteristically rural area where residents have the understanding that extensive travel time is an aspect of living in such an area. The northeast portion has few residents and no suburban development. The standards devised by SEWRPC include the following:

- accessibility within 30 minutes overall travel time of 40 % of urbanized area employment opportunities;
- accessibility within 35 minutes overall travel time of three major retail and service centers;
- accessibility within 40 minutes overall travel time of a major regional medical center;
- accessibility within 40 minutes overall travel time of a major public outdoor recreation center;
- accessibility within 40 minutes overall travel time of a technical school, college, or university; and,
- accessibility within 60 minutes travel time of scheduled air transport at General Mitchell International Airport.

Accident Reports

Between 1999 and 2002, 2,319 accidents were reported within the Village of Germantown. For this four-year period, the maximum number of fatalities within a single year was three, in 1999 and 2001. Personal injury accidents ranged between 77 in 1999 and 97 in 2000. Property damage was the highest percentage of accidents types over the period with a low of 425 occurring in 1999 and a high of 550 in 2000.



Planned Street and Highway Improvements

As identified in Table 4.1, the 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 maintenance and improvements of 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. As of December 2002, there are no approved plans for any State or Federal road or highway expansion or construction within the Village limits.

However, a major study of the Milwaukee area freeway system was expected to make a recommendation in 2003. The Secretary of the Wisconsin Department of Transportation requested that the Southeastern Wisconsin Regional Planning Commission lead a planning effort aimed at achieving consensus on how best to rebuild the regional freeway system.

Begun in spring 2001, the Southeastern Wisconsin Regional Freeway System Reconstruction Study is a system-wide evaluation of freeways in the seven county Southeastern Wisconsin Region. Much of the freeway system was built in the 1960s and early 1970s and is approaching the end of its 40- to 50-year design life, and will need to be reconstructed over the next 30 years. The Regional Freeway System Reconstruction Study has addressed whether the system should be rebuilt to modern standards to address design and design-related safety problems, whether the freeway system should be rebuilt with additional lanes where traffic volumes warrant and other rebuild alternatives with fewer additional lanes.

The Freeway System Reconstruction Study has indicated that the pavement of USH 41/45 within the Village may be expected to require reconstruction between the years 2001 and 2010 based on its age and subsequent resurfacing. The final study report, published as SEWRPC Planning Report No. 47, was adopted by the Commission as an amendment to the regional transportation plan at a meeting held May 21, 2003.

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 on 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.

Insert Map5 – Regional Arterial Street & Highway System Plan



The Village of Germantown provides maintenance and improvements for all local roads within its boundaries. The Village's 2002-2008 Capital Improvement Program includes five road and bridge improvement projects. These projects are:

- Wausaukee Road Reconstruction/Mequon Road south (\$42,000)
- Freistadt Road Bridge – Menomonee River (\$400,000)
- Lilac Lane Bridge – Menomonee River (\$200,000)
- Pilgrim Road Widening – From Fond Du Lac to Freistadt Road
- Highland Road Bridge (\$100,000)
- Division Road Widening (\$1,890,000)

As the official metropolitan planning organization for Southeastern Wisconsin, the Southeastern Wisconsin Regional Planning Commission (SEWRPC) is required by the Federal government to develop and update a transportation improvement program (TIP) each year for the seven counties in the Southeastern Wisconsin Region. SEWRPC develops the plan in cooperation with all concerned State, County and local officials, transit operators, and other affected agencies and individuals.

Table 4.3 - Implementation Status of Germantown Area Projects from “The 2000 - 2002 Transportation Improvement Program for Southeastern Wisconsin”

Status	Project	Project Type	Implementing Agency
Completed	Reconstruction with auxiliary lanes of County Line Rd. (CTH Q) from Pilgrim Rd. to Fond du Lac Ave. (1.00 mi.).	Highway preservation	Village of Germantown
	Route and seal USH 41/USH 45 from CTH Q to Pioneer Rd.	Highway preservation	State of Wisconsin
Underway	Construction of signals and turn lanes at the USH 41 and STH 167 interchange.	Highway preservation	State of Wisconsin
	Reconstruction with additional lanes of County Line Rd. (CTH Q) from USH 41/45 to Pilgrim Rd.	Highway improvement	Washington County
	Washington County Shared Ride Taxi Program Rural Taxi Cab Service 14 vehicles 2002-2004.	Transit system expansion	Washington County
	Initiation of Washington County Commuter Bus Service 1999-2002.	Transit system expansion	Washington County
Deferred	Preliminary Engineering for various projects in Washington County.	Highway preservation	Washington County
	Preliminary Engineering for various local bridge replacement projects in Washington County.	Highway preservation	Washington County
	Preliminary Engineering for various local hazard elimination projects in Washington County.	Highway safety	Washington County

The most recent TIP for Southeastern Wisconsin includes a project-by-project listing of the transportation improvement projects proposed for 2002 – 2004. Federal regulations require that transit and highway improvement projects within Southeastern Wisconsin be included in the TIP in order to be eligible for capital or operating federal funding.

Table 4.4 - Germantown Area Projects from “The 2002 - 2004 Transportation Improvement Program for Southeastern Wisconsin”
Project Description (Project Sponsor – Washington County)
Reconstruction with additional lanes of County Line Road (CTH Q) from USH 41/45 to Pilgrim Road.
Purchase of two medium buses for Washington County Commuter Bus Service.
Operating assistance for Washington County Commuter Bus Service.
Provision of county-wide specialized demand responsive transportation services for elderly/disabled people in Washington County: 2002-2004.
Elderly/Disabled transportation service new vehicles 2002-2004: 2 vans, 2 small buses, and 4 large buses.
Operating assistance Washington County shared ride taxi service rural Washington County 2002-2004.
Washington County shared ride taxi program taxi cab service in Germantown/Richfield area operating cost: 2002-2004.
Washington County shared ride taxi program rural taxi cab service 14 vehicles 2002-2004.
Initiation of Washington County Commuter Bus service 1999-2002.
Preliminary engineering for various local hazard elimination projects in Washington County.
Public CNG Compressed Natural Gas Fueling facility Washington County CMAQ.

Table 4.3 includes the implementation status of projects from the 2000 – 2002 TIP, which are relevant to Germantown, and Table 4.4 includes a listing of projects from the 2002 – 2004 TIP that are relevant to Germantown.

In addition to those programs indicated in the above tables, the Washington County and Waukesha County Highway Departments have indicated several other road improvement projects for the Village of Germantown. Lannon Road (CTH Y) from County Line Road (CTH Q) to Appleton Avenue (STH 175) is scheduled for improvement in order to improve the existing curvilinear path of the road. County Line Road (CTH Q) from Appleton Avenue (STH 175) west to Colgate is scheduled for upgrade to a 4 lane divided highway with construction commencing in 2005. In addition County Line Road (CTH Q) from US 41/45 to Pilgrim Road is scheduled for improvement to a 4 lane divided highway with a signalized intersection at Division Road.

C) TRUCK ROUTES

The Village is currently served by several officially designated truck routes including the entire lengths of USH 41/45, STH 145, STH 175 and the segment of STH 167 from the eastern boundary of the Village to its intersection with STH 145. While these designations appear to address the needs of trucks passing through the Village, there is currently no designated truck route connecting the industrial park between Freistadt Road and Mequon Road with STH 145 or

USH 41/45. However, this may be due to the close proximity of the industrial park to USH 41/45. There are no private truck stops located within the Village.

D) 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 sites located within the Donges Bay Industrial Park to have freight service by rail on certain individual sites. The Village supports continued freight service, which is important to a number of regional businesses.

E) 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 General 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 majority of the Village meets the SEWRPC standard for high quality of having accessibility within 60 minutes travel time of scheduled air transport at General 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.

F) TRANSIT SERVICE

Intercity Bus and Commuter Transit Services

Greyhound Lines operates one bus route between Milwaukee and Appleton along USH 41. The Germantown stop, at the Mobile gas station on Maple Road and Mequon Road, is the only Greyhound stop in Washington County. There are three daily northbound trips that depart Germantown at 9:10 a.m., 1:10 a.m., and 5:00 p.m.; and there are two daily southbound trips that depart at 9:40 a.m. and 6:55 p.m. About 5 to 10 people per day utilize the Germantown Greyhound stop. Most of these customers are arriving from or departing to distant cities; they are not using the bus on a daily basis to commute to work.



The Washington County Commuter Express (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 WCCE Downtown

Milwaukee Express and Mitchell Street Express both pick up commuters at the Germantown park & ride lot located at Lannon Road & Hwy 41/45. The Washington County Shared-Ride Taxi provides service to and from the Germantown park & ride location.

Job-Ride Transportation Services

JobRide is a Wisconsin Department of Workforce Development (DWD) program, which is operated by the Milwaukee Private Industry Council (PIC). The PIC utilizes vanpools to help inner city residents to access suburban employment and suburban employers access Milwaukee residents for jobs. JobRide serves employers within Kenosha, Milwaukee, Racine, Washington and Waukesha Counties.

In 1995, six private organizations received State aid under the JobRide program to provide employee transit services. The trips served by these providers were generally to and from employers located in the Villages of Germantown and Slinger, and the Cities of West Bend and Hartford. In 2002, only one employer is utilizing the service: the Allcast Corp. in Allenton. Current economic conditions have reduced the demand for entry-level manufacturing and service employees. Though not active in the Germantown area at this time, JobRide may again be an important resource when the economy improves and manufacturers begin hiring again.

Commuter Rail Service

In an effort to provide transportation alternatives for commuters, a *Regional Transportation System Plan for Southeastern Wisconsin: 2020* created by SEWRPC in December 1997, identified potential commuter rail routes in the Southeastern Wisconsin area. Map 38 of the report indicates a route from Milwaukee, through Germantown and on to West Bend as part of several routes which should be considered in an investment study in the future. While a route has been identified, several studies must be conducted prior to beginning the Federal studies necessary to obtain funding for such a commuter rail route. A significant amount of interest in creating a commuter rail route from the Counties, local municipalities and the public at large would be needed to begin the initial required feasibility studies.

Passenger Rail Service

As of December 2002, the Village does not have passenger rail service. The Midwest Regional Rail Initiative is an effort to bring high-speed passenger rail to nine Midwest states. While plans include a high-speed connection between Milwaukee and Madison, no plans exist to bring passenger rail service through Germantown.

G) PEDESTRIAN AND BICYCLE TRANSPORTATION

Sidewalks

Due to its suburban nature, sidewalks are primarily used for recreation purposes, not as a means of transportation. According to the U.S. Census 2000, only 0.8% of the workers

16 years and over walked to work. However, as can be seen on Map 4-4, the existing sidewalk network lacks connectivity. Since sidewalks begin and end sporadically, residents cannot rely on having a safe and convenient pedestrian or bicycle path to the various destinations within the Village.

Insert Map 6: Existing and Proposed Non-Motorized Pathways.



Map 4-4 proposes the location for new sidewalks within the Village. 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 Germantown. 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. The residents will also enjoy the recreational opportunities from the system including jogging, bicycling, and skating. In an effort to begin further sidewalk construction, the Village has begun to acquire letter of understanding from property owners who have planned sidewalks along their street right-of-way. The letters allow the Village to construct the sidewalk at a time when a continuous sidewalk path can be constructed along the roadway.

Off-Street Trails

Currently, there are no paths dedicated for non-motorized use connecting the existing recreational resources in Germantown or non-motorized paths which can be taken to other regional recreational uses located outside of the Village. The SEWRPC *Regional Bicycle and Pedestrian Facilities System Plan for Southeastern Wisconsin: 2020* identifies bicycle ways throughout the region. These bicycle ways are located along street and highway right-of-ways or in utility or natural resource corridors. The SEWRPC plan identifies bicycle ways along the entire length of CTH G, Pilgrim Road, Donges Bay Road and portions of Freistadt, Mequon, and Fond Du Lac Roads. Bicycle ways consist of providing extra-wide outside travel lanes, paved shoulders or separate bicycle paths along arterial streets and highways.

Except for CTH G, all roads proposed for bicycle ways have existing sidewalks or are proposed for new sidewalks (See Map 4-4). The SEWRPC plan does not distinguish between roads which should have separate bicycle paths, which typically have a higher percentage of usage, and roads which only have an extra-wide outside travel lane, which are not perceived as safe as off-street facilities. In addition, the SEWRPC plan indicates that all arterial streets and highways not designated as bicycle ways should have extra-wide outside travel lanes, paved shoulders or separate bicycle paths in urbanized areas or in incorporated areas of 5,000 or more persons. While SEWRPC must attempt to utilize limited resources to service the entire southeastern Wisconsin area, to provide the safest and comprehensive non-motorized path system, the Village should not settle for merely having wider lanes and paved shoulders. At a minimum, a striped bicycle lane should be a second level of designated paths throughout the region.

Map 4-4 illustrates the locations for off-street non-motorized pathways within Germantown. The paths are located to connect the existing recreational resources of the Village. The paths also provide travel along the major roads of the region to facilitate non-motorized access to other destinations in the region. The off-street non-motorized

paths consist of a dedicated travel lane five to eight feet in width for non-motorized modes of transportation separated from vehicular travel lanes by a three to five foot wide landscaped median.

H) WATER TRANSPORTATION

The Village has no water transportation, however, the closest water transportation is the Port of Milwaukee, approximately 25 miles southeast of Germantown.

I) TRANSPORTATION GOALS AND OBJECTIVES

The following outlines the overall transportation goals for the Village based upon the preceding inventory and analysis of all transportation related conditions.

GOAL 1) Provide a street circulation system that offers efficient access to and from all parts of the Village.

Objective A - Encourage the use of proven innovative street and highway design techniques.

Objective B - Require developers and subdividers to coordinate street design and layout with adjoining property owners.

GOAL 2) Maintain the efficiencies of regional arterials that carry both local traffic and through-traffic.

Objective A - As planned areas are developed, upgrade existing roads to higher capacity standards consistent with the Village's street design standards. The cost of such upgrades should be assessed proportionately amongst those developers who directly benefit from such upgrades. Such upgrades shall be developer driven projects shall be assessed.

Objective B – Insure efficient residential street layout so that traffic is not funneled onto a limited number of collector and arterial corridors.

GOAL 3) Plan, design and construct transportation facilities that create the safest conditions for the residents of Germantown.

Objective A – Identify and encourage techniques, which promote safety and reduce vehicular speed on through streets in residential neighborhoods.

GOAL 4) Participate in the creation of a safe and efficient regional vehicular transportation network to allow Germantown residents convenient access to destinations in the metropolitan area.

Objective A - Coordinate transportation facility planning for the Village with the regional transportation efforts of the Wisconsin Department of Transportation, Southeastern Wisconsin Regional Planning Commission, Washington County Department of Highways and adjacent local municipalities when appropriate.

Objective B – Encourage innovative programs that attempt to provide various commuting options for employers and employees.

GOAL 5) Provide transportation facilities and services for those individuals who do not rely on private automobiles as their primary source of transportation.

Objective A - Encourage the use of pedestrian and bicycle facilities not only for recreation purposes but also as a means of transportation within the Village.

Objective B - Preserve options for future commuter rail service to the Milwaukee area.

Element 5

Utilities and Community Facilities

A) INTRODUCTION

An assessment of utilities and community facilities within the Village must be addressed in the 2020 Smart Growth Plan as required by Wisconsin's Comprehensive Planning Law. This element 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 objectives for utilities and community facilities address changes to Village policies and procedures and outline the need for utility extensions or new community facilities in the future.

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.

B) 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 Milwaukee Metropolitan Sewerage District (MMSD) provides local sanitary sewer service to the Village of Germantown Sanitary Sewer Service Area delineated on Map 5-1. There are 80.43 miles of Village-owned sanitary sewer lines in Germantown that connect to a main MMSD interceptor. There are also 1,925 manholes and 10 lift stations owned by the Village. MMSD is in the planning and design stages for extending its main interceptor to the southwest and northeast of the Sewer Service boundary.

Insert Map 7 – Sanitary Sewer Service Area

The MMSD interceptors transport wastewater from Germantown to the MMSD Sewage Treatment Plant. The two MMSD treatment facilities collect and treat more than 200 million gallons of wastewater each day.

The maximum daily flow of the Germantown sanitary sewer system is 6.23 million gallons (MG); minimum daily flow is 1.09 MG. The average daily pumpage as of 2002 is 2.311 MG which represents a daily excess capacity of 3.92 MG daily. The average daily flow would have to increase by 169% prior to it being necessary to request an increase in the maximum daily flow allowed by MMSD.

The sanitary sewer service boundary illustrated on Map 5-1 indicates the area which can be serviced by sanitary sewers until 2010. MMSD has just begun developing its 2020 Facilities Plan, which will determine the sewer capacity needs and flood management projects for the District's sewer service area from 2010 through 2020. Map 5-1 also illustrates a proposed expansion to the sanitary sewer service area, which would be the limits to which sanitary sewer service would be offered until 2020. The boundary expansion represents the Village's determination of which areas should be allowed to develop more intensive, urban land uses.

The Village must work with MMSD to insure the proposed Village expansion of the service area boundary would meet all engineering related design and capacity issues. Currently, the Village is at 37% of its capacity and a vast majority of the land within the current service area boundary has been developed. Based on this and the generally low density character of the land uses proposed within the expansion area, it appears that the outward expansion of the boundary would not necessitate an increase in the maximum daily flow allocation to the Village or any excessive system improvements.

Stormwater Management System

Located primarily in the Menomonee River Priority Watershed and partially in the Milwaukee River Watershed, most of the land in the Village of Germantown drains to the Menomonee River. Germantown's stormwater management system is an extensive network of detention and retention basins, culverts, storm sewers, ditches, wetlands, flood plains and wetlands/shorelands (Map 5-2). The Menomonee River Watershed was designated as a "priority watershed" in 1984 under the Wisconsin Non-point Source Water Pollution Abatement Program and as such was the subject of a 1992 planning level study: *A Nonpoint Source Control Plan for the Menomonee River Priority Watershed Project* to address the area's nonpoint source pollution control needs. The Village's current *Stormwater Management Plan* (1996) is an implementation tool for the no point source pollution plan.

An additional method to control the risk of flooding is through conservation planning. The MMSD *Conservation Plan* (2001) identifies sites within the Menomonee River Watershed whose geographic, physical and soil characteristics make them appropriate targets for protection from development in perpetuity.

Insert Map 8 – Storm Sewer Facilities

Such protection from development could significantly prevent the risks of future flooding in the watershed. The plan provides the scientific and practical rationale for protecting appropriate parcels and the methods which can be used to acquire and manage these properties. The Village should work with the MMSD regarding sites identified within Germantown to prevent the risk of future flooding.

Water Supply, Treatment and Distribution System

The Village of Germantown Water Utility provides local water service to Germantown. There are 70.35 miles of public watermain in Germantown. The Village draws water through a series of wells from the Upper Dolomite and Sandstone aquifers. The Water Utility operates two elevated storage tanks with plans for a third to be constructed by the end of 2002. There are no ground storage reservoirs. Water treatment consists solely of the use of fluoride and chlorine in the Village wells. The water supply and distribution system provides a maximum daily pumpage of 2.744 million gallons (MG); a minimum daily pumpage of 1.10 MG; and an average daily pumpage of 1.776 MG. The maximum daily pumpage for wells 2, 3, 4, and 5 is 3.473 million gallons per day (MGD) and 1.728 MGD for well 7, for a total of 5.201 MGD.

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. The Center is open every Saturday of the year from 8:00 a.m. to 3:30 p.m. and during the months of April through November there are additional hours on Tuesdays and Thursdays from 1:00 p.m. to 7:00 p.m. Waste Management is located at W124 N 8925 Boundary Road, Menomonee Falls, WI. (website www.wm.com).

Telecommunications

Several companies provide various telecommunications utilities to the residents and businesses of Germantown. Landline telephone service is provided by SBC. Various wireless companies including Nextel, VoiceStream, U.S. Cellular and Cingular Wireless provide wireless telephone service. As of March 2003, twelve wireless communication towers are located within the Village. Three towers have co-located service providers, in an effort to reduce the number of towers located within this rural community. The wireless towers also provide several municipal organizations with wireless communication.

The Village of Germantown has various means to access the internet through several Internet Service Providers (ISPs). In addition to standard telephone dial-up service, high-speed broadband access is provided by several ISPs. SBC provides DSL broadband connection through a regular telephone landline. This service is based upon a resident's

or businesses telephone connection to the appropriate switching equipment. DSL broadband access is being updated constantly and SBC will eventually provide all residents with DSL broadband access, however they do not have a specific timetable.

Cable broadband internet access is provided by TimeWarner cable television. TimeWarner provides and maintains the coaxial cable connection and allows residents and businesses to select from five different ISPs for cable broadband service. Athenet, Earthlink and Roadrunner provide both residential and business cable broadband access while AOL and max.inter.net only provide residential access.

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. As of March 2003, adequate access to wireless telephone communication and high-speed broadband internet connection exist in Germantown. However, the need to plan for other new and advancing technology, such as third generation wireless communications and wireless internet access (Wi-Fi), can only be planned for once the Federal Communications Commission and other regulatory bodies determine the means of providing service, designate licenses to providers and authorize the distribution of such advanced technology.

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. There are no plans for changes, upgrades, or rerouting of gas or transmission lines in the Village at this time.

C) RECREATION FACILITIES

Parks, Open Spaces, and Recreational Facilities

The Village completed a Comprehensive Outdoor Recreation Plan in 1997. This plan cataloged existing conditions, established a system of standards for park sizes and acreage, and projected needs through 2005. The Plan recommends a total of 34.5 acres per 1,000 people for all park types, and it projects an acreage shortfall of 285.5 acres by 2005. The current 430.5 acres of total parkland represents 62% of 2005 needs.

In terms of park types, the Village's greatest need is for a large community park that can accommodate athletics complexes and/or large crowds. The only existing park designated a community park is Fireman's Park. At 17 acres, it falls short of the 25-150 acre standard for such parks. A new community park of at least 100 acres is recommended, and will likely be located in the rural, northern portion of the Village. There is also a need for several neighborhood parks of 10-25 acres. There is current need for such parks in the Lone Oaks Subdivision and in Section 35, and there is likely to be future need in sections 16 and 24 as housing increases there.

Of the 430.5 total park acres in the village, 309 acres (72%) are open space/environmental lands. Projections indicate need for an additional 90 acres of such land by 2005. However, given the more pressing need for community and neighborhood parks, open space/passive use acquisitions have lower priority than acquisitions for active use parks.

The Plan also recommends a trail system that provides 0.16 miles per 1,000 people with a minimum length of 15 miles. 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 promote greater accessibility and connectivity within the Village, and potentially become a regional amenity.

The Village's outdoor recreation facility needs were assessed in the 1997 Plan using a set of facility standards for 19 different activities. The results of this analysis show needs in nearly every category by 2005. The most pressing demand is for soccer fields, football practice areas, picnic shelters and tot play equipment. Specific capital improvement projects were recommended for each of the Village's parks, but few of these projects have so far been completed.

Insert Map 9 – Recreation Facilities

Overview of Existing Park System

The Village of Germantown park system consists of eight active-recreation park areas – seven where development is complete and one site (Friedenfeld Park) is still under development. To reflect the German heritage of the Village most parks in the system have received German names. These parklands contain a total of 190 acres of land. The system also includes environmental/open space areas in several settings ranging from improved and established passive use parks to conservancy areas and drainageways. Lands in this classification total 309 acres. There is also 9.5 acres of special use park lands. The active-recreation park areas are primarily concentrated in the urbanized, south central portion of the Village. Schoen Laufen Park, an “improved” environmental/open space area, is also in this part of the Village. The Village’s environmental/open space land is mostly located in the rural northeast corner of Germantown.

Developed Park Lands

The following section highlights the features of the Village’s existing park system. The location of the park and open space areas can be found on Map 5-3.

Alt Bauer (Old Farmer) Park is a 21-acre neighborhood park located off Old Farm Road and Wagon Trail, approximately ½ mile south of Mequon Road. This park is noted for its large natural woodland and grassland area. A conservancy/storm drainage way runs along and through the park dividing it into two areas. An extensive trail system links many of the park facilities, and provides access points from surrounding subdivisions. A trail extension recently completed which connects the western portion of the park to the Division Road bike path. New modular playground equipment was installed in 1996 and the eastern side of the park contains a basketball court, three tennis courts and a paved parking area. The park also features a drinking fountain. Capital improvements needs include permanent restrooms, a small park shelter with parking, paving the bike paths, and resurfacing the current parking lots. The Capital Improvement Program (2003-2009) calls for resurfacing the tennis courts in 2003 and eventual resurfacing of the pathways.



Firemen’s Park is a 17-acre community park located west of Kennedy Middle School, south of Freistadt Road along Park Avenue near the northernmost edge of the urbanized area in central Germantown. The park was originally purchased and developed by the Germantown Volunteer Fire Company. In 1991 the Village of Germantown purchased the park, and since that time has been responsible for all development and maintenance for

Firemen’s Park. Facilities at Firemen’s Park include a tennis court, a sand volleyball court, a drinking fountain, a horseshoe court and two little league fields. In addition, a large paved area on the northwest side serves as a basketball court. There is a large L-shaped open sided picnic shelter located in the center of the park. The park shelter was enlarged in 1992 to better serve the park users and special events held there. The picnic area is shaded by a stand of mature trees. Near the park shelter is tot and school age

modular play equipment with transfer points for accessibility. The park's facilities are connected by barrier-free walkways. Fireman's Park is heavily used by community residents and it is home to the annual July 4th celebration in addition to many family reunions, company picnics, and community special events. The ball field on Freistadt Road is used to capacity for little league baseball, and softball. One permanent restroom facility is located within the Germantown Little League concession/restroom building, and one is located between the picnic/shelter area and firehouse. The Capital Improvement Program (2003-2009) calls for a bandshell. Capital improvements needs include telephone service.



Haupt Strasse (Main Street) Park is a 13-acre neighborhood park located at the corner of Main Street and Western Avenue and ½ mile north of Mequon Road in central Germantown. This park serves as a community “athletic center,” as well as a neighborhood play area. Haupt Strasse Park's main feature is a single lighted softball diamond used heavily for adult softball league play. The lighted softball diamond has an electric

scoreboard, lighted flagpole and park storage building. A park shelter was installed in 1997. Other facilities include: 2 tennis courts, sand volleyball, a horseshoe court, telephone, tot and school age modular play equipment, a U-6 through U-8 soccer field, a skateboard facility, and lighted parking lot. The facilities in Haupt Strasse Park are all in good condition and site tree planting over the last few years has made the park more aesthetically pleasing. Barrier free walkways are only provided to the play equipment. The Capital Improvement Program (2003-2009) calls for resurfacing the tennis courts. Capitol improvement needs include lights and permanent restrooms.

Schoen Laufen (Beautiful Walk) Park is considered Germantown's first environmental oriented park site. This 39-acre parcel is located along the Menomonee River at the corner of Maple Road and Lilac Lane. The park was purchased in 1992 with matching funds from the Wisconsin Department of Natural Resources Urban Greenspace Program. The acquisition of this park site was initiated in response to the Village's 1990 Comprehensive Outdoor Recreation Plan which identified this site as the Village's highest priority park acquisition. Schoen Laufen Park gives residents access to the Menomonee River, a wooded area with nature trails and spring ephemerals and begins implementation of a multi-purpose trail development along the river corridor. The central themes of the park development are resource preservation and environmental education, along with access to the Menomonee River and a future multi-purpose trail system. In the future it is hoped that additional conservancy areas will be acquired along the river, and that Schoen Laufen Park will become a central access for a larger environmental and trail corridor. In 1993 the Village of Germantown received an Acquisition & Development of Local Park's (ADLP) development grant from the Department of Natural Resources for Phase I development of Schoen Laufen Park. Phase I development included construction of a 20 car parking lot, park shelter and portable rest rooms. The park trail winds through a beech/maple forest with signage explaining the great display of spring ephemerals. Asphalt trails access the picnic area and shelter which give a view of

the Menomonee River. Capital improvement needs include a canoe launch, and a pedestrian bridge and trail system on the west side of the river (pending demonstration of adequate usage).

Spassland (Play Land) Park is a 20-acre recreation area located in southern Germantown north of, and adjacent to, County Line School. County Line School's 10-acre outside recreation area adds to Spassland Park's effectiveness as a neighborhood park. This park was leased from the Germantown School District until the Village acquired the park in 1995 via a land swap with the School District for a 15 acre parcel adjacent to Kinderberg Park. Spassland Park is developed as an active recreation area. Facilities include practice ball diamonds that are very wet in spring, a shelter/picnic area, modular play systems for tot and school age children, 2 tennis courts, basketball and sand volleyball courts, horseshoe courts, soccer field, an ice skating rink, and a looped asphalt trail with a fitness system. The shelter/picnic area also includes a drinking fountain and refurbished storage building. The park is served by two parking lots, a lighted lot off Colonial Drive and the other at the entrance from Mayflower Drive. Most facilities are connected with an accessible walkway. This heavily used park has undergone a series of improvements since 1995. Besides updating the play equipment, the shelter was upgraded with electrical service and lighting. In addition, several large evergreen trees were transplanted in the Fall of 1995. The trail system was refurbished with new asphalt in 1997 and there is a pathway lighting system. The Capital Improvement Program (2003-2009) calls for resurfacing the tennis courts. Capital improvement needs include a drainage swale, telephone, permanent restrooms and parking lot resurfacing.

Weidenbach (Meadow by the Brook) Park is a four-acre neighborhood park serving a small residential development in the southwest corner of the Village. The park is devoted as both an active and passive recreation area and features a one acre pond with picnic facilities. The pond provides fishing but swimming and ice skating are not allowed. The park is served by a small security lighted gravel parking lot and a crushed stone walkway connecting all facilities. The facilities include one softball/little league diamond, basketball court, and modular play equipment. The walks are moderately accessible as they are not asphalt but compacted limestone chips. Capital improvements needs include an accessible fishing platform, paving for parking and trails, permanent restrooms, a picnic shelter, and a sand volleyball court.

Kinderberg (Children's Hill) Park is a 23 acre neighborhood park located north of Donges Bay Road, west of Heritage Hills subdivision, east of Pilgrim Road in section 26 of the Village. This property was purchased by the Village in 1992. In 1999 Phase I development included site utilities, paving of the trail system, seeding of two soccer and one ball diamond, planting of over 250 shade trees and shrubs, installation of the children's playground area and the construction of the restroom/shelter/multi-purpose building. Additional facilities include a pathway lighting system, 4 tennis court with a storage facility, a lighted ice skating rink, bleachers at the ball diamond, and a sledding hill. A sprayground is scheduled for construction in 2003 and will be located west of the restroom/shelter/restroom facility next to the playground equipment. The park facilities are intended to be fully accessible when all phases are complete. The Capital

Improvement Program (2003-2009) calls for a bridge to connect with the school district property directly to the south of the park.

Friedenfeld (Peaceful) Park is a 53 acre park located on Country Aire Drive just north of Mequon Road in the eastern section of the Village. While still under development, this park currently features athletic fields for football, soccer and baseball, a permanent storage/concession facility, and ponds. There is off street gravel parking lots and pathways, and electricity has been installed at the site. The Capital Improvement Program (2003-2009) calls for Phase II construction in 2003 which includes the installation of a well and the addition of gravel to the pathways and entrance. From 2006-2009 there are plans for permanent restrooms/concession facility, small shelters, playground equipment, sand volleyball, drinking fountains, softball diamond, and possible pay telephone.

Special Purpose Park Lands



Dheinsville Historical Park is a 9.5-acre historical park site located in the northwest part of Germantown at the six corners intersection of Fond du Lac Avenue, Holy Hill Road and Maple Road. This area has become known as the Historic Dheinsville Settlement. The land was purchased in 1994 with monies from the Village of Germantown and the Germantown Historical Society (G.H.S.). In 1997 the G.H.S. received a matching grant from the Jeffris family foundation to begin improvements to the site. This historical site includes the recently refurbished 1854 German style Fachwerk building housing the Valentine Wolf Haus Museum, the 1860 era cut stone Christ Church Museum of Local History, and the Sila Lydia Bast Bell Museum which also includes the Germantown Volunteer Fire Company Museum with its 1929 Seagrave Fire Engine and other exhibits. The grounds also include a parking lot and soccer/practice fields. The Capital Improvement Program (2003-2009) calls for the construction of a shelter in 2003 for family and community events and asphaltting the parking lot.

Little League Park is a 10-acre baseball complex located south of the Department of Public Works building on the corner of Freistadt and Division Roads. The land is leased by the Germantown Little League from the Village of Germantown. All facilities have been developed, funded and maintained by the Germantown Little League. Facilities include three baseball fields sized to accommodate play at the T-ball, Major and Senior Levels. These fields include dugouts, sideline and outfield fencing, bleacher seating and electric scoreboards. In 1995 the Little League constructed a large facility which provides storage of equipment, permanent rest rooms, concession and meeting room areas. The park is served by a large, seal-coated parking lot.

Environmental/Open Space Areas

Wilderness Park is Germantown's main Village-owned conservancy area. It is a 200-acre woodland/wetland preserve located in the northeast corner of the Village. With the

exception of a one and one-half acre wildlife pond that was created under a wetland mitigation agreement by a developer, Wilderness Park has no active or passive recreational facilities. This land forms the headwaters for the Little Menomonee River which flows through central Germantown. The park land is within a primary environmental area identified by Southeastern Wisconsin Regional Planning Commission (SEWRPC). This conservancy area/preserve is currently not accessible to the public but future plans include a small parking lot and trails for walking, biking or cross country skiing.

The Meyer property is a 20-acre parcel of land located along the Menomonee River just south of Freistadt Road in Section 21 of the Village. The land was purchased in 1992 in response to the 1990 Comprehensive Outdoor Recreation Plan's recommendations to encourage the use of natural features such as floodplains, wetlands and woodlands as passive recreation areas. This property is along a prime environmental corridor, the Menomonee River.

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 are approximately 50.0 acres in area, and are located near the urbanized south central portion of the Village. The largest and most developed facility, Germantown High School, is located approximately one mile west of the Village's urban area. The school district lands are available only on a limited basis for public use.



Germantown High School - Located one mile west of the Village's urban area, the high school's active use facilities and an adjacent small arboretum area provide Germantown residents with a variety of recreational activities. Recently the tennis courts (8) were relocated, a baseball dream field was added, there is a concession stand at the football stadium with permanent restrooms, and a new track has been constructed. The school also includes a main and auxiliary gym. A new soccer field is scheduled to open in 2003 or 2004. The Village of Germantown utilizes these facilities for many of their programs.

Kennedy Middle School - Located adjacent to Firemen's Park on Crusader Ct just off of Fond du Lac Avenue, the Kennedy Middle School provides practice football fields, one soccer field, 2 softball diamonds, a track, two gyms, and additional parking for park activities during off school hours. The Village of Germantown utilizes these facilities for many of their programs.

Indoor Recreation and Community Centers

Germantown Senior Activity Center The Germantown Senior Activity Center is located on the northwest corner of Firemen's Park near the intersection of Freistadt Road and Park Avenue. This facility provides recreational, social, and educational opportunities



for not only the Senior Citizens of the community but children and adults as well. A typical day at the senior center can include informational presentations with topics of interest, health, legal issues, or a travelogue. Activities include trips and tours, arts and crafts, baseball darts, card playing, jackpot bingo, movies, painting, socials, and exercise classes. A monthly newsletter is sent to members featuring a calendar of events, trips and tours, and timely information. The Germantown Senior Citizens Club has its members work as volunteers, on committees, and help with fund raising. Membership is for persons who are 60 years of age or older. In addition to the senior activities there is a “Wheels for Germantown” program that provides van service for adults 60 years of age and older, and a Nutrition program held weekdays throughout the year. Included in the Capital Improvement Program for 2003-2009 are the design services and building addition for the Senior Activity Center.

Most indoor recreation uses are accommodated by the school district’s facilities. This dependence on school buildings is problematic because students use these buildings throughout the school day and during an increasing number of night and weekend hours. The Village Recreation Department will need to build its own facilities. In the meantime the Village has enacted minimal impact fees to help cover the need for space and maintenance costs. The Outdoor Recreation Plan recommends the following amenities, at a minimum, be included in any new facility: three full-size basketball courts overlaid with four volleyball courts, a separate multi-purpose room for dance/aerobics/fitness programs, and approximately 1,500 sq. ft. of classroom space. A stage or performance area was also recommended for consideration as well as an indoor swimming pool.

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 US Highway 41/45. Homestead Hollow Park offers community residents a variety of active and passive recreation opportunities. Facilities found at Homestead Hollow County Park include a trail system for hiking and cross country skiing, lighted sledding hill, play equipment, basketball court, softball field, park shelters, pond for fishing and ice skating, lighted parking area and soccer fields are currently under construction.

Park and Service Area Analysis

Map 5-3 illustrates the neighborhood parks of the Village surrounded by a ½ mile service radius. While a majority of the platted subdivisions are located within the service areas of the neighborhood parks, the area northwest of the County Line Road and Fond Du Lac Avenue intersection and the area north of Mequon Road and east of Pilgrim Road are not adequately serviced. Also, the residential area west of US 41/45, north and south of Mequon Road does not have immediate access to any Village parks. While there is a lack of service north of Freistadt Road, the area provides a number of wide open areas for

casual recreation, and a longer than average travel time to community amenities, including parks, is a characteristic of rural, minimally populated areas.

These areas with lack of convenient access to neighborhood parks were mentioned in the 1997 Comprehensive Outdoor Recreation Plan. While the Village has acquired Friedenfeld Park, located north of Mequon Road, east of County Aire, the above mentioned areas still are in need of convenient access to recreation opportunities.

As mentioned previously, the 1997 Comprehensive Outdoor Recreation Plan recommends a total of 34.5 acres per 1,000 persons for all park types. However, the area recommendations include a 20 acre per 1,000 persons requirement for natural resource areas and greenways. While such a requirement would insure the preservation of natural features within the Village, the Village is still lacking in neighborhood and community park land. As discussed in Element 6, the environmental corridors and corresponding wetlands and woodlands ordinance, could more than adequately promote and protect the existing natural features of the community. Given the increasing growth rate and the current wide disparity between available park land and recommended park land, Village resources should be directed towards enhancing the active recreation opportunities rather than natural features preservation.

In addition to the above mentioned issues, several recommendations of the 1997 recreation plan have not been implemented. This is due to not only the large costs associated with the proposed projects, but the far reaching goals of the plan. Those recommendations which have not yet been implemented are still valid. As the Village prepares a new recreation plan, the following should be key objectives for a new comprehensive recreation plan:

- Implementation of the uncompleted projects from the 1997 plan
- Shifting the focus of the projects towards active recreation
- Acquiring neighborhood park land in the above mentioned areas
- Acquiring neighborhood park land in new residential areas as outlined on the proposed future land use plan (notably north of Freistadt Road, west of Goldendale Road)
- Creation of connections between recreation resources of the Village

D) VILLAGE COMMUNITY FACILITIES

City 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 former 7,000 sq.ft. village hall on Fond du Lac Ave. now accommodates the Highway and Utility departments. The primary meeting space for all Village boards in addition to the office space for the full-time Village staff is located within the Village Hall.

Though much larger than the former facilities, the current Village Hall is already near capacity. A formal assessment of administrative space needs has not been completed, but an expansion will likely be necessary in the next 5-10 years. The current site does have space to accommodate growth, although this space is limited.

Libraries

The new Germantown Community Library opened in Summer 2002. It replaced the Duerrwaechter Memorial Library, built in 1982. The buildings are on adjacent parcels in the Village's Municipal Center on Mequon Road.

The new building totals 26,900 sq. ft. and is three times larger than the former library. The new building is adequate for the 100,000 items currently in circulation, but future demand projections predict a need for at least 40,000 sq. ft. by 2020. To accommodate this expected growth, the new building includes infrastructure to support construction of a mezzanine level with an additional 14,000 sq. ft. of space. The library Director notes, however, that population growth has been greater than expected and the library will likely need more than 40,000 sq. ft. by 2020.

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, factors other than the population growth rate must be considered when determining the types of community facility improvements and expansions needed for Germantown. 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.

Additionally, the age of the population should also be considered. An increase in older residents, who have more time to take advantage of the library, may result in a faster increase in library use compared to the population growth rate. In addition, the library and Village Hall should coordinate the amount of public meeting space available to insure the needs of the various civic groups are addressed. 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.

Insert Map 10 – Community Facilities

Child Care Facilities

The working parents in need of childcare facilities seek locations that are either close by their residence or place of work. The Village of Germantown has several childcare facilities for the working parents, such as, Little Red Schoolhouse Child Care Center on Deppert, Children Tender Care, Inc. on Maple Road, Rainbow End on Lannon Road, Three Bears Kid Care on Appleton Avenue, and Willow Creek Child Care Center on Squire Drive. Due to the changing needs of the residents, the Village should conduct an analysis of the facilities usage every five years to insure that the level of service provided to residents does not diminish.

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. Others 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.

E) PUBLIC SAFETY FACILITIES

Police Department

The police department is located on Western Ave., just south of the new library. Built in 1982, the current facility provides 8,000 sq. ft. of office space. A 5,500 sq. ft. garage addition completed in 2000 provides 15 stalls for department vehicles. These facilities serve a staff of 42 department employees, including the Police Chief, 30 sworn officers, and 11 support personnel. The Chief expects to hire an additional two to three officers and one clerical employee in the next 5 years. The current facilities are too small for the department's present needs. The solution to this problem, pending budget approval, is an expansion into the neighboring Duerwaechter Memorial Library building. The expansion will more than double the department's available square footage, adding the 8,800 sq. ft. of the library plus the addition necessary to connect the two buildings.

Fire Department

The Fire Department recently completed Fire Station #2 in the western industrial park at the corner of Maple Road and Edison Drive. This facility, finished in 2001, provides 11,000 sq. ft. of space and now houses the department's administrative offices. Fire Station #1 is located on Park Avenue just north of Fond du Lac Ave. This building was built in the early 1950's, was remodeled and expanded in 1968, and provides 8,000 sq. ft. of space. A third station will be needed in the new eastern industrial park once that area

develops. The Village's 2002 budget included funds to secure a site for Station #3, but this funding was later withdrawn to meet other needs. Securing a site before property values rise is a priority for the department.

The department is currently comprised of 50 people, including two full-time employees, four part-time employees, and 44 paid on call (POC) volunteers. The vehicle fleet includes three ambulances, two engines, two ladder trucks, two tank trucks, and three utility trucks.

Medical Services

There are currently two outpatient clinics in the village: Medical Associates Health Center on Western Avenue near Mequon Road, and Germantown Family Practice on Church Street. The Village is also served by nine other outpatient clinics in Washington County and four inpatient hospitals, including Community Memorial Hospital in Menomonee Falls, Hartford Memorial Hospital in Hartford, St. Joseph's Community Hospital in West Bend, and St. Mary's Hospital in Mequon.

The Germantown Fire Department provides emergency medical services. The department has three ambulances and 26 firefighters trained as emergency medical technicians.

F) EDUCATIONAL FACILITIES

Public Schools

The Germantown School District is shown on Map 5-5. The Germantown School District includes 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. District enrollment in 2002 is 3,611 students.

There are currently four elementary schools, one middle school, and one high school in the district. Capacity and enrollment data are shown in Table 5.1. Capacity figures are based on the number of classrooms and the maximum class size as established by the Germantown School Board:

- Grades K-3, 15 - 21 students
- Grades 4-5, 20 - 26 students
- Grades 6-12, 25 students

Each of the six schools has sufficient capacity to handle current enrollment, and the middle and high schools will be able to accommodate projected enrollments through 2011. Elementary enrollment, however, will exceed existing capacity in 2009, or earlier if full-day kindergarten is established. The district anticipates dramatic growth in K-5 enrollment beginning in 2007. If realized, this growth will begin to affect the middle

school around 2012 and then the high school around 2016. Enrollment projections were made in October 2001 and are based on the three-year average of enrollment changes.

Table 5.1 Public Schools Capacity and Enrollment							
School	Capacity	Enrollment	Projected Enrollment*				
			2003	2005	2007	2009	2011
Rockfield Elementary	314	286					
Amy Belle Elementary	471	319					
MacArthur Elementary	471	416					
County Line Elementary	628	526					
Total K-5	1884	1603	1498	1518	1644	1973	2491
Kennedy Middle School	900	789	868	848	803	773	846
Germantown High School	1400	1219	1294	1336	1367	1346	1249
Total	4184	3611	3660	3702	3814	4092	4586
Source: Germantown School District, 2002							
*Based on a three year average of school enrollment changes							

Insert Map 11 – School District Boundaries

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,
- Calvary 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,
- St. Cecelia/James school in Mequon,
- St. Hubert's School in Hubertus,
- St. Mary School in Menomonee Falls, and
- Trinity Lutheran School in Mequon.

G) RELIGIOUS FACILITIES

There are nine established churches in Germantown and two congregations that rent space in storefronts on Squire Drive. The established churches include:

- St. Boniface Catholic Church, located at W204N11940 Goldendale Road.
- First Alliance Church, a Christian and Missionary Alliance church located at W156 N10041 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.
- Stony Hills Presbyterian Church, 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.

H) UTILITIES AND COMMUNITY FACILITIES GOALS AND OBJECTIVES

The following outlines the overall utility and community facilities goals for the Village based upon the preceding inventory and analysis of all related conditions.

GOAL 1) Facilitate the provision of reliable utility service to existing and future residents in a way that balances utility needs with public concerns over safety and health, respect for the natural environment, and aesthetic compatibility with surrounding land uses.

Objective A - Encourage development of all available property within the 2010 Sewer Service Area prior to allowing development into any expanded sewer service area.

Objective B - Coordinate with the Milwaukee Metropolitan Sewerage District as it prepares its 2020 Plan so that the new plan may reflect the proposed Sanitary Sewer Area Expansion of the Germantown Comprehensive Plan.

Objective C - Encourage additions to and improvements of all utility facilities at a time and in a manner sufficient to serve planned growth within the Sanitary Sewer Service Area in an environmentally sensitive, aesthetically compatible, safe and reliable manner.

Objective D - Encourage additions to and improvements of electrical and communication utilities outside the Sanitary Sewer Service Area to insure residents are provided adequate service in an environmentally sensitive, aesthetically compatible, safe and reliable manner.

Objective E - Facilitate continual application and necessary modification to applicable health and inspection requirements for private septic and well systems to insure the public health, safety and welfare of those residents utilizing such features are protected.

Objective F - 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.

Objective G - Discourage development within the environmental corridors of the Village as a component of stormwater management, provision of recreation opportunities and to protect the rural character of the Village.

GOAL 2) Provide municipal public facilities to all residents in a manner that protects investment in existing facilities, maximizes the use of existing facilities, expands facilities in a cost efficient manner and promotes orderly growth.

Objective A – Promote the orderly development of Village parks and recreation resources to meet the demands of the Village residents.

Objective B – Have recreation resources in the Village focus on active recreation while not losing an overall emphasis on natural feature preservation.

Objective C – Provide greater coordination of Village resources to maximize the ability of the Village to continue to provide the highest quality of public services to residents as the community grows.

Objective D – Promote the orderly development of Village community facilities to meet the demands of the Village residents.

GOAL 3) Cooperate with other private and public organizations that provide services to Village residents in order to help them accomplish their capital improvement objectives and which will help facilitate resident access to a wide variety of services.

Objective A - Support and encourage the coordination of use and development of community facilities with other governmental or community organizations in areas of mutual concern and benefit.

Objective B - Encourage the site locations of other public and private community facilities in a manner, which supports economic activities, mitigates environmental impacts, provides amenities, and minimizes public costs.

Objective C - Work with the Germantown School District to evaluate growth trends based on the Germantown 2020 Smart Growth Plan and identify sites for new schools or means to expand new schools as needed.

Element 6

Agricultural, Natural and Cultural Resources

A) INTRODUCTION

Wisconsin's Comprehensive Planning Law requires a thorough inventory and analysis of all agricultural, natural and cultural resources. This element identifies the existing natural features and various cultural 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. The goals and objectives for agricultural, natural and cultural resources addresses any 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 homogenous 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 building 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 is 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, Natural and Cultural 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.

B) AGRICULTURAL LAND AND PRESERVATION

Agricultural Land Use

Historically, Germantown was primarily a farming community. In 1970, approximately 70 % of the land area in Germantown was used for agricultural purposes. However, like most communities in the Milwaukee metropolitan region, Germantown has been

continually losing farmland to residential subdivision development. From 1970 to 2002, Germantown's agricultural land area decreased from 70 % to approximately 45 %.

While agricultural statistics for Germantown are not readily available, the Census of Agriculture indicates that Washington County land area in farms decreased 14 % from 1992 to 1997 and the market value of agricultural products sold decreased four percent during that same time period. In 1997, the American Farmland Trust named southern Wisconsin as one of the ten most threatened farming regions in the nation.

Most of the remaining farmland in Germantown is located in the northern half of the Village, above 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 occurred around these crossroads. Much of the farming activity in Germantown is focused on livestock and related activities. According to the 1997 Census of Agriculture, Washington County's crop sales accounted for 33 % of the market value of agricultural products sold and livestock sales accounted for 67 %.

The vital economic impact of agriculture in the County and Germantown cannot be understated however. The American Farmland Trust prepared *A Profile of Washington County Agriculture* in March of 2002. Some key findings include that nearly 1,700 people are employed in agriculture in the county and that the total economic impact of Washington County agriculture is nearly \$145 million. Although the number of dairy farms declined, the number of nurseries and greenhouses nearly doubled their product sales.

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.

The large amount of farmland in the northern portion of the Village creates many areas where the topography creates striking vistas across the vast amount of agricultural land. The public views from the roads are typically the only way in which the vast majority of residents and travelers relate to agriculture. While the pleasant view is not a significant enough characteristic to restrict the development options available to farm owners, acknowledging the value that such views contribute to the character and quality of life of Germantown can be one factor used to target certain preservation programs to those areas which provide these views.

Insert Map 12 – Agricultural land

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 1980, the majority of farmland in Germantown was categorized as national prime farmland (Map 6-1).

C) NATURAL FEATURES

Topography and Watersheds

Map 6-2 shows the principal watershed features of the Village of Germantown. The Village lies primarily within the Menomonee River watershed and partially in the Milwaukee River watershed. 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.

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.

Insert Map 13 – Hydrological Features

Surface Water

Surface water is depicted on Map 6.2. 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 6-2. 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. Comprehensive watershed plans have been completed for both of these watersheds by SEWRPC. The 100-year floodplain shown on Map 6-2 includes delineations from these watershed plans and delineations of floodplains from the U.S. Department of Housing and Urban Development, Federal Insurance Administration for those areas not covered by a SEWRPC watershed plan.

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.

Insert Map 14 – Natural Features

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 May 3, 1982 and it is the Official Floodplain Map for the Village with approvals by the Department of Natural Resources and the Federal Emergency Management Agency.

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

Map 6-3 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 6-3. 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; 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 6-4 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 shown on Map 6-4 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.

Insert Map 15 – Environmental Corridors

D) HISTORIC AND CULTURAL RESOURCES

There are 6 structures and two sites of noteworthy historic or cultural value in the Village.

Two of the structures are listed in the Wisconsin National Register and State 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.

Four other structures have been unofficially identified as historically significant:

- St. John's United Church of Christ on Donges Bay Road west of Fond du Lac Ave.
- The Germantown Mutual Insurance Company building at Main St. and Park Ave.
- The Old Germantown Mutual Fire Insurance Company building at the six corners intersection of Fond du Lac Avenue, Holy Hill Road and Maple Road.
- Wolf Homestead at the six corners intersection of Fond du Lac Avenue, Holy Hill Road and Maple Road.

Two cultural resource sites are significant for their historic uses:

- Rockfield Lime Kiln ruins at the corner of Rockfield Rd. and Division Rd.,
- The Old Germantown Village Hall site along Fond du Lac Ave north of County Line Rd.

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 a 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.

Insert Map 16 – Historical and Cultural Features

E) AGRICULTURAL, NATURAL AND CULTURAL RESOURCES GOALS AND OBJECTIVES

The following outlines the overall utility and community facilities goals for the Village based upon the preceding inventory and analysis of all related conditions.

GOAL 1) Promote the preservation of existing natural features of the Village which add to the community identity, historic ways of life, economic base, and unique character of Germantown.

Objective A – Promote the preservation of all environmental corridors including those corridors along the Menomonee River and its tributary creeks within the Village.

Objective B - Discourage site development that would remove or reduce the extent of quality wetlands and woodlands within the Village.

Objective C - Discourage development on slopes with more than a 12 % grade or on areas with high soil loss potential or highly erodible soils.

Objective D - Encourage the use of any organization that promotes the preservation of natural features.

GOAL 2) Provide Village residents with access to natural areas and open spaces.

GOAL 3) Promote the preservation and general knowledge of the cultural resources within Germantown.

Objective A - Preserve and promote the registration of historic structures and farmsteads, which contribute to the cultural heritage of the Germantown area.

GOAL 4) Preserve and enhance historic, archeological and cultural resources that symbolize Germantown's unique cultural identity.

Objective A – Continue efforts to implement the Historic Preservation Ordinance.

Objective B – Identify and preserve important scenic vistas that contribute to the authenticity of the Village's historic farmsteads and settlements.

GOAL 5) Promote the preservation of agricultural land use in those areas where the most favorable environmental features will prolong the use of the land for agriculture.

Objective A - Explore and promote the use of any techniques which facilitate the preservation of agricultural land uses and unprotected natural features from development pressure by creating a viable economic option for land owners.

Element 7

Economic Development

A) INTRODUCTION

Issues related to economic development within the Village must be addressed in the 2020 Smart Growth Plan as required by Wisconsin's Comprehensive Planning Law. This element identifies the previously enacted economic development initiatives of the Village. The element also outlines some opportunities for future economic development projects within Germantown. Goals and objectives for economic development outline the various policies that can help initiate continued success of the Village's economic development initiatives.

B) ECONOMIC CHARACTERISTICS

Economic Base and Labor Force

The economic base of the Village of Germantown is largely comprised of manufacturing and service businesses. Table 7.1 indicates that the number of businesses in both of these industries grew between 1992 and 1997, and that the amount of manufacturing sales/receipts/shipments nearly doubled. In 1997, Germantown's economic base included 44 % manufacturing businesses, 14.2 % retail trade businesses and 41.3 % taxable service businesses. The 1992 business mix for Germantown was nearly identical to the 1997 mix. Although the number of retail establishments declined by 20 over this time period, one could reasonably expect the number of employees and sales to have increased, along with retail sales tax revenues coming back to the Village. This is due to the buildup of the Village's commercial base along County Line and Mequon Roads.

Table 7.1 Economic Base: Germantown and State, 1992 and 1997

Industry Type	Germantown		Wisconsin	
	1992 Total Establishments / Total Employees / Sales, receipts, or shipments (\$1,000)	1997 Total Establishments/ Total Employees / Sales, receipts, or shipments (\$1,000)	1992 Total Establishments/ Paid Employees / Sales, receipts, or shipments (\$1,000)	1997 Total Establishments/ Paid Employees / Sales, receipts or shipments (\$1,000)
Manufacturing	82 2,100 \$339,600	100 3,558 \$621,601	10,087 546,000 \$88,560,192	9,936 562,479 \$118,860,895
Retail Trade	52 500-999 not available	32 500-999 \$50,000 - \$100,000	31,955 405,026 \$38,350,527	32,260 453,927 \$51,066,574
Taxable Service	85 728 \$24,694	93 500-999 \$250 - \$100,000	36,188 \$316.8 \$15,576,691	31,965 \$416.8 \$24,660,249

Source: U.S. Economic Census 1992, 1997

The business mix for the State in 1997 included a similar percentage of taxable service businesses (43.1 %) but a much lower percentage of manufacturing businesses (13.3 %) and a much higher percentage of retail trade businesses (43.5 %).

Jobs

The distribution of industries in which Germantown residents hold jobs is generally consistent with Washington County (see Table 7.2). Germantown relies heavily on manufacturing for its job base, as well as its economic base as noted above. Nearly 25% of the employed Germantown population works in manufacturing, compared to 29.9% in Washington County. The next greatest percentages of Germantown residents work in the educational/health/social service and retail industries, 17.2% and 11.2%, respectively. Both of these figures exceed the county levels.

Table 7.2 – Percent Employment by Industry 2000

Industry	Germantown	Washington County	Wisconsin
Agriculture, forestry, fishing/hunting, mining	0.7	1.5	2.8
Construction	5.3	7.1	5.9
Manufacturing	24.3	29.9	22.2
Wholesale trade	5.0	3.9	3.2
Retail trade	11.2	10.7	11.6
Transportation, warehousing, utilities	4.0	3.7	4.5
Information	3.1	1.9	2.2
	7.8	6.3	6.1
Professional, scientific, management, administration and waste management	8.7	6.6	6.6
Educational, health, social services	17.2	16.7	20.0
Arts, entertainment, recreation, accommodation, and other food services	5.8	5.3	7.3
Other services (except public administration)	5.4	4.6	4.1
Public administration	1.4	1.9	3.5
Total employed population 16 years and over	10,286	64,687	2,734,925

Source: U.S. Census 2000

Jobs within Germantown are concentrated in the Village's Maple Road Industrial Park and the Donges Bay Business Park. The commercial centers along Mequon Road and County Line Road are also important job centers. Employed civilians 16 years and older totaled 10,286 in 2000. Of these people, 87.4 % (8,801) drove alone, 7 % (705) carpoolled, 1 % (96) used public transportation, 0.8 % (81) walked, and 0.3 % (33) used other means. The remaining 3.5 % (349) worked at home. Mean travel time to work was

21.6 minutes. The high percentage of workers that drive to work and the mean travel time reflect the strength of the regional economy. The low numbers of people using public transportation reflect a limited transit system.

In 1991, the average monthly unemployment rate for the Milwaukee-Waukesha Metropolitan Statistical Area (MSA), including Germantown was 5.03 %. This is compared to a 4.70 % average monthly unemployment rate for 2001. Also in 2001, Washington County experienced a 3.79 % average monthly unemployment rate and the State experienced a 4.55 % average monthly unemployment rate.

A downward trend in the economy during 2001 compounded by the events of September 11th caused unemployment rates to climb during the fourth quarter of 2001. The Milwaukee-Waukesha MSA and the state have experienced a gradual economic recovery. The unemployment rate for the Milwaukee-Waukesha MSA decreased from 6.0 % in March 2002 to 5.7 in April and Wisconsin's unemployment rate declined for the third consecutive month. At the same time, the national unemployment rate increased from 5.7% in March to 6.0 % in April.

An economic summit of government, institution and business representatives convened by the University of Wisconsin (UW)-Washington County and Moraine Park Technical College from 2001 through 2002 identified strengths and weaknesses in the Washington County economy. *Strengths included:* strong work ethic, growth of small businesses and high quality “job shops”, the quality of K-16 education and overall quality of life. *Perceived weaknesses* included a shortage of skilled and unskilled labor, the age of the workforce, the need for a better trained/educated workforce, competition at all geographic levels, excessive regulation, the tax structure, and the infrastructure of the county. Germantown can be viewed as a microcosm of Washington County, as many of these strengths and weaknesses are applicable to the Village and have been addressed in this Comprehensive Plan.

County Economic Development

Another study, prepared by the Washington County Planning and Parks Department, called *Community Economic Analysis – Washington County, Wisconsin (September '02)*, also assessed the relative strengths and efficiencies of the Washington County economy. Again, several observations from the report are applicable to Germantown given the relative similarity in economic base and job distribution. Additional information is available at <http://www.co.washington.wi.us/eod/>

The county's report finds that manufacturing is the only industry in Washington County that produced a surplus or exported goods and services. The report stresses the importance of supporting continued growth of manufacturing, but also cautions that “relying too heavily on one sector may lead to economically unhealthy and unstable communities.” However, it should be noted that there is a higher percentage of Germantown employees working in nine industries than in the county as a whole (see Table 7.2). This greater diversification can help balance out the dependence on the manufacturing industry in times of economic decline.

The report also identifies several key factors that must be addressed in order for the Washington County economy to remain successful:

- Providing a range of housing options, including affordable housing, so employees have the option of living in the communities in which they work;
- Addressing the wage disparity that indicates wages paid in Washington County tend to be 16% lower than the metropolitan average and 5.3% lower than the statewide aggregate. Again, this issue makes it difficult for workers to find affordable housing in the communities in which they work in Washington County;
- Providing alternative transportation choices to the population so people at all income levels have adequate accessibility to housing, jobs and community resources.

Regional Economic Development

SEWRPC through its planning efforts for infrastructure, especially, the highway corridors and sanitary sewer service areas, helps to guide and support the economic development in the region.

State Programs/Agencies

- Wisconsin Department of Commerce is the state's primary agency for delivery of integrated services to businesses – www.commerce.state.wi.us
- Wisconsin Department of Transportation: The Office of Disadvantaged Business Enterprise Programs encourages firms owned by disadvantaged individuals to participate in all federal and state transportation facility contracts – www.dot.state.wi.us
- Department of Workforce Development strengthens Wisconsin's Workforce by providing training, employment assistance, and helping the employers find necessary workers – www.dwd.state.wi.us
- Wisconsin Small Business Development Centers help ensure the state's economic health and offer formative business education, counseling, and technology training – www.uwex.edu/sbdc
- Forward Wisconsin assists in attracting new businesses and jobs to Wisconsin – www.forwardwi.com

Federal Programs/Agencies

- US Small Business Administration provides financial, technical and management assistance to help Americans start and grow their businesses – www.sba.gov
- US Department of Commerce – www.doc.gov
- US Department of Transportation – www.dot.gov
- Department of Agriculture Rural Development Administration – www.rurdev.usda.gov

C) INDUSTRIAL AND BUSINESS PARKS

A financial tool used by the Village of Germantown to promote industrial development is Tax Increment Financing (TIF). 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. There are currently four TIF Districts in the Village and there a fifth district is currently being planned.

The Maple Road Industrial Park is the largest Village TIF District with 474 acres of land area (See Map 7-1). There are approximately 10 sites left for development. Germantown used TIF to redevelop and clean up Washington Square Mall in 1997. This TIF District has been very successful and is now retired meaning all financial development obligations have been met and all tax revenues from the development flow to the individual taxing districts.

A TIF District located north of Donges Bay Road and east of Fond du Lac Avenue adjacent to the existing Donges Bay Business Park is currently financing infrastructure improvements to make additional land available as the last lots in the existing industrial park are absorbed. There is a total of 350 acres in the Donges Bay Business Park with 300 acres left to develop.

Insert Map 17 – Tax Incremental Districts

D) DEVELOPMENT OPPORTUNITIES AND STRATEGY



Given the successful ability of industrial parks and retail base to alleviate a portion of the tax burden placed on the residents of the Village, several new initiatives are outlined below. These opportunities for economic growth identify various projects and initiatives that could help to create an even more diversified tax base, one which is more capable of withstanding an economic downturn in addition to shifting the tax burden off from individual households.

Cluster Based Economic Development. The Economic Summit for Washington County identified an economic strategy for the county based on four critical economic clusters: Manufacturing/Materials/Printing; Finance/Insurance; Agricultural Business/Food Processing; and Information Technology/Data Processing. Germantown already has a solid foundation and lead companies in most of these sectors. Future efforts should include continued coordination with the broader county Economic Summit and initiatives focused on continued support and growth of these sectors.

Historic Main Street Area. The Main Street area has seen recent enhancement with improvements to the streetscape creating a more pleasant, walkable environment. The streetscape enhancements also compliment the existing historic and architecturally significant homes of the area. With several bar/restaurant establishments, a basis for an entertainment district unique to the area exists.

Growth can occur in the area through a mix of restoring the historic housing stock and the conversion of some residences on Main Street to businesses such as restaurants, entertainment venues and specialty shopping. A factory store selling the products of the Gehl Dairy, located in the heart of the Main Street commercial area, could be a regional attraction. Creating public gathering places such as a Village square or plaza can enhance the area by creating a livable community that would be a tourist destination. Vacant and underutilized property surrounding Main Street, such as the large parcel along the railway, should be developed with a combination of higher density housing to support the commercial area and public spaces that can be utilized by all. By building upon the historic and cultural attributes of the area, a unique economic opportunity could develop.

Commercial Areas Development. Continued development of the commercial areas both along Mequon Road and the County Line/Appleton Road intersection can be enhanced by additional infrastructure improvements. Such improvements can create a sense of place and identity for each area making them more of a regional destination.

Holy Hill-US 41/45 Development. The Holy Hill Road and U.S. 41/45 interchange is the last major intersection with U.S. 41/45 to be developed. The proposed Future Land use Plan of Element 8 identifies this area for commercial, light industrial and mixed use development. The development of this area can only occur with the expansion of the

Sanitary Sewer Service Area, which can only occur after 2010. A primary guideline for the development of this area must be to insure that the creation of new land uses does not adversely impact the rural character of the area. Growth of the area should take place with the use of planned development agreements and plan approval, which can insure the creation of the necessary infrastructure improvements, are as compatible as feasible with the existing character of the area.

Economic Development Coordinator. The Village had an economic development commission at one time to guide the development of the industrial and business parks, but that board is no longer active. The addition of an economic development coordinator would allow for the active recruitment of businesses desirable for the expansion of the Village tax base. This position could coordinate the efforts of the chamber of commerce, the Village, commercial property owners, business owners and all those with a vested interest in promoting the economic health of Germantown. The coordinator would work with existing businesses on issues affecting viability, expand tools used to attract and retain both businesses and jobs in the Village.

Environmentally Contaminated Sites Development. During past ten years the Village of Germantown has cleaned up many contaminated brownfield sites. The Village continues to work within the Village limits to clean the contaminated sites by working with the Wisconsin Department of Natural Resources. Zander Auto site on Maple Road located in Germantown Industrial Park has been cleaned to the satisfaction of Wisconsin Department of Natural Resources. Another example of cleaning a contaminated site for use is the Washington Square Mall.

E) ECONOMIC DEVELOPMENT GOALS AND OBJECTIVES

The following outlines the overall economic development goals for the Village based upon the preceding inventory and analysis of all related conditions.

GOAL 1) Maintain a balanced community with a mixture of agricultural, residential, commercial and industrial/office development.

Objective A – Discourage development projects that are inconsistent with the growth strategies of the Village and require amending the Comprehensive Plan.

GOAL 2) Attract businesses and industries that create well-paying jobs, contribute substantially to the tax base and whose long term goals create a stability that will allow them to remain in the community for an extended period of time.

Objective A - Improve coordination and collaboration between the Village, the County the private sector and business organizations to maximize business development, support, and retention efforts.

Objective B - Expand the tools the Village may use to encourage economic development beyond TIF.

Objective C – Consider the creation of an Economic Development Coordinator position in the Village.

GOAL 3) Develop the Main Street area to create a unique destination that services adjacent residents and creates a regional tourism destination increasing the amount of outside dollars coming into Germantown.

Objective A - Provide guidelines and incentives for the development and redevelopment of land and structures within the Main Street area, including the conversion of residential structures into commercial storefronts.

Objective B – Create a central landmark, gathering place, and symbol of Germantown’s historic traditions.

Objective C - Improve pedestrian and bicycle access between the Main Street area and the surrounding residential and commercial areas.

GOAL 4) Maintain and enhance the visual attractiveness of the commercial districts and corridors in Germantown.

Objective A – Limit the amount of single-site and strip commercial development.

Objective B - Expand the tools the Village may use to encourage economic development beyond TIF.

GOAL 5) Reserve areas for future commercial and light industrial/office park development in the Village

Objective A – Encourage well designed, master-planned business parks

Objective B – Provide public infrastructure in business parks.

Objective C – Provide adequate stormwater facilities.

Objective D – Create attractive entrances and amenities within business parks.

Objective E - Reserve portions of the areas in the northeast quadrant of County Line and Lannon Roads, north of the existing Maple Road Industrial Park, and the Holy Hill Interchange with Interstate 41/45 for future industrial/office expansion.

Element 8

Land Use

A) INTRODUCTION

Land use within the Village must be addressed in the 2020 Smart Growth Plan as required by Wisconsin's Comprehensive Planning Law. This element identifies the various existing land uses within the Village and provides an analysis of those uses and any development pattern. Map 8-2 illustrates the 2010 Future Land Use Plan and Map 8-3 illustrates the 2020 Future Land Use Plan. These Plans are based on the input of Village residents, business and community stakeholders, the land use issues facing Germantown, analysis of the existing uses, socio-economic and housing statistics, physical constraints and resources, circulation patterns, and other characteristics affecting land use in the Village. Corresponding goals and objectives relating to land use are also defined.

The Land Use element will act as a guide in evaluating all future development within the Village. The evaluation will determine if any proposed development is in keeping with the plan the Village has established for itself within this document. Any changes to the zoning ordinance text and map should also be evaluated to ensure compliance with the goals, objectives and future land uses of the Comprehensive Plan.

B) LAND USE ANALYSIS

Historic Land Use Change

Most of the land development in the Village of Germantown has occurred during the past 30 years. Germantown's 1969 Comprehensive Plan indicates that as of 1966, only 14 % of the Village's 36 square miles had been developed. Today, nearly 37 % of Germantown is developed.

Table 8.1 shows the changes in land use acreages from 1970 to 2002. While the percentage of developed area in Germantown has more than doubled, the pattern of land use that has emerged over the past 30 years has largely adhered to the basic land use framework established prior to 1970. Most of the Village land north of Freistadt Road is in agricultural and open space use and development has remained concentrated south of Freistadt Road. Single family is still the dominant land use south of Freistadt Road. Most single-family homes are concentrated south of Mequon Road, between USH 41/45 and Fond Du Lac Avenue, but with pockets of single family development are also located west of Maple Road and scattered throughout the northern half of the Village. Multi-family housing is concentrated north of Mequon Road, between Division Road and Fond Du Lac Avenue.

**Table 8.1 –
Land Use Densities in the Village of Germantown: 1970 and 2002**

	1970		2002		Percent Change 1970 - 2002
Land Use	Acres	% of total	Acres	% of total	%
Agricultural / Open Space	19,924	86.23%	13,342.1	57.53%	-33.04%
Urban Uses					
Commercial	29	0.12%	355.8	1.53%	1,126.90%
Industrial / Office	220	0.95%	1,133.5	4.89%	415.23%
Institutional / Governmental	156	0.67%	298.1	1.29%	91.09%
Mineral Extraction	N/A	--	121.6	0.52%	--
Park / Recreation Areas	37	0.16%	961.0	4.14%	2,497.30%
Residential					
Multifamily Residential	2	0.01%	297.8	1.28%	14,790.00%
Single-Family Under Development	354	1.53%	294.3	1.27%	-16.86%
Single-Family Residential	1,121	4.85%	3,154.8	13.60%	181.43%
Two-family Residential	Less than 0.5 acres	--	121.0	0.52%	--
Subtotal Residential Uses	1,477.50	6.40%	3,867.9	16.68%	
Subtotal Urban Uses	1,919.50	8.31%	6,737.9	29.05%	251.00%
Transportation and utilities	1,263	5.46%	2,008.5	8.66%	--
City of Milwaukee	N/A	--	13.0	0.06%	--
Town of Germantown	N/A	--	1,091.7	4.71%	--
Total	23,106.5	100.00%	23,193.2	100.00%	
<i>Source: Village of Germantown</i>					

Since 1970, the Village has established significant acreages of park and recreation lands. Additionally, the Village has remained dedicated to its goal from the 1969 Plan of building a strong industrial base through its development of the Maple Road Industrial Park (east and west of Maple Road) and the Donges Bay Business Park (north and south of Donges Bay Road). Both of these developments are on land that was suggested as suitable for industrial development in the 1969 Comprehensive Plan.

Existing Land Use

Map 8-1 illustrates the existing land use in the Village, dividing it into 12 different categories. These categories are closely related to the categories used by SEWRPC to allow for comparison to past SEWRPC land use plans. Table 8.1 indicates that the Village consists of 23,193.2 acres or approximately 36 square miles. Of this total area, 6,737.9 acres, or approximately 29.0 % of the Village is in urban or developed use. The remaining 71.0 % of the Village is in agricultural and open space use.

Insert Map 18: Existing Land Use

Most of the developed land in the Village is being used for residential purposes. For this reason, the Village is particularly concerned with how growth affects the level of community utilities and facilities needed to serve local residents. In 1970, there were 1,477 acres of land developed or under development for residential use. This accounted for 76.00 % of the total urban area but only 6.40 % of the total land area. From 1970 to 2002, residential development increased from 1,477 acres to 3,868 acres. In 2002, residential land use accounted for approximately 57.40 % of the total urban area, but only 16.68 % of the total land area.

Commercial land use in the Village generally consists of retail and wholesale commercial establishments. In 2002, there were 355.80 acres of land in commercial use representing an increase of 326.80 over the 1970 total of 29 acres. Commercial land use is primarily concentrated along Mequon Road and in the southwestern quadrant of the Village along County Line Road (CTH Q) and Appleton Avenue (STH 175). The limited acreage of land dedicated to commercial land use and the limited range and type of commercial establishments suggests that Village residents are meeting their commercial needs by also using facilities in the Village of Menomonee Falls and other nearby communities.

In 2002, industrial and office land uses accounted for 1,133.50 acres, or 4.89 % of the Village. This is an increase of 913.5 acres over the 1970 total of 220 acres (the 1970 industrial land use figure includes mineral extraction). Industrial /office land use is concentrated near the corner of Rockfield Road and the Wisconsin and Southern Railroad; the large quarry along the east side of STH 175; the Maple Road Industrial Park, located along the south side of Freistadt Road and immediately north of the USH 41/45 and STH 167 interchange; in the Donges Bay Business Park located in the far southeastern corner of the Village; and a land fill located at County Line Road.

Governmental and institutional land uses generally include governmental offices and facilities at all levels, churches and related facilities, and educational facilities. In 2002, these facilities accounted for 298.10 acres or 1.29 % of the total land area.

In 2002, park and recreational land uses accounted for 961.00 acres, or 4.14 % of the total land area. This represents an increase of 924 acres since 1970.

The agricultural and open space category includes all croplands, pasture lands, orchards, nurseries, and fowl and fur farms, as well as vacant land. Additionally, this category includes woodlands, surface water and wetlands, which accounted for 4,055.00 of the 13,342.1 acres in 2002, leaving 9,287.1 acres in the agricultural and related open land use. In 1970, there were 19,397 acres in the agricultural and related open land use category. Between 1970 and 2002, the Village lost 6,581.9 acres of agricultural and open space. This decrease is due largely to the conversion of rural and vacant land to urban uses.

C) YEAR 2010 and 2020 LAND USE PLAN

The Future Land Use Map is intended to represent the proposed long-range land use pattern based on projected growth and development through the year 2020. In order to protect the rural character of the Village it is necessary to define the extent of the suburban areas which could have a detrimental affect upon the rural community within Germantown if permitted to encroach too far into those rural areas. By identifying the desired extent of development, tools and techniques can be developed which will insure that new development is targeted to areas prepared for development and away from areas where rural preservation is the primary objective.

It is important to note that the land use classifications indicate a general pattern of land usage. Within each of the classifications there may be limited mixed-uses, providing such uses are compatible with the predominant designated land use and are approved within the context of a Planned Unit Development – General Development Plan.

The Village strongly supports the policy of infilling vacant and underutilized land and substantially completing existing subdivisions and developments prior to beginning new developments. This will generally require new development to occur within the 2010 sewer service area. The Village adheres to the Milwaukee Metropolitan Sewer District policy requiring that any new development that requires the use of public sanitary sewer service must be located within the existing service district boundary until such time as the boundary is revised to create a 2020 sanitary sewer district service boundary.

To emphasize the transitional growth of the Village, two separate maps were created, a 2004 - 2010 Future Land Use map (See Map 8-2) and a 2010 - 2020 Future Land Use map (See Map 8-3). The 2004 - 2010 Future Land Use map illustrates the future land use designations within the 2010 Sanitary Sewer Service Area boundary. The 2010 - 2020 Future Land Use map illustrates a proposed 2020 Sanitary Sewer Service Area boundary expansion and future land use designations within and outside the proposed 2020 boundary expansion.

Future Land Use Categories

The Future Land Use Plan is comprised of fifteen land use categories which delineate areas of the Villages for particular types of land uses. The following section describes the characteristics and examples of development expected within the future land use categories of Germantown (See Maps 8-2 and 8-3).

Insert Map 19: Future Land Use Plan

Insert Map 20: 2020 Future Land Use Plan

Agricultural/Conservation Residential

The majority future land use for the Village is designated as Agricultural/Conservation Residential. Agricultural land uses include farming, the production of crops, livestock, and related goods; orchards, nurseries, farmsteads and other activities directly associated with agriculture. Agricultural land uses are fundamental to the Village's effort to preserve the rural character existing within Germantown. Agricultural enterprises provide numerous benefits to the people residing in Germantown and it is the intent of the Village to promote the use and preservation of agricultural land uses. This land use category will also allow for the creation of unique residential lots which are in close proximity to suburban amenities while also having a large amount of land typically found in outlying rural or agricultural areas.

Agricultural and low density residential uses are planned for the majority of the northern half of the Village up to the years 2010 and 2020, see land use maps (Maps 8-2 and 8-3). This designation is also planned within an area in the southwest corner of the Village, south of Mequon Road, west of Lannon Road.

Although the Village desires to protect and preserve as much existing agricultural land as possible north of Freistadt Road, it acknowledges that some farming operations may not be able to continue or be converted to another agricultural use. Therefore, agricultural areas will be able to be developed for residential use with minimum lot size of 5 acres per lot. The lot size may include wetlands, floodplain and environmental corridor lands, but the 5 acres in net area of any public roadway. Before dividing land into 5 acres tracts, the land must have the correct zoning of Rs-1 Single-Family Residential.

Residential uses are typically single-family homes and their accessory structures, which are found in the outlying rural areas of the Village. These homes are typically farmhouses, which have been separated from the agricultural land or isolated single-family structures with several accessory structures on lots approximately five acres or larger in size.

The Village may approve the use of private roads for providing access to the five-acre tracts within the Agricultural/Conservation Residential areas. The maximum number of dwellings that can utilize a private road is four (4). When private roads are incorporated into developments, the road and the lot sizes will be reviewed on a case-by-case basis. To achieve the five-acre size, the individual lots may include the land to the center of the road; however, the Village Board will be reviewing the road construction standard, road length, and road layout and maintenance agreements for the private road.

Conventional Rs-1 zoning requires 300' of frontage along a public roadway, measured at the setback line. Lots with private roads may receive a reduction of the 300' requirement through the Planned Development District rezoning process. Planned Development District regulations are intended to permit greater flexibility and, consequently, more creative and imaginative design for the development that is possible under conventional zoning regulations. It is further intended to promote more economical and efficient use of the land. The planned development procedure requires a high degree of cooperation

between the developer and the Village. The procedure is designed to give the developer general plan approval before completing all detailed design work while providing the Village with assurances that the project will retain the character envisioned at the time of approval.

Another characteristic of the Agricultural / Conservation Residential land use which should be maintained is the lack of urban infrastructure. Multiple lane roads for through traffic can lead to higher speeds and increased traffic volume, detracting from the rural character. The main function of roads in the Agricultural / Conservation Residential areas should be to service the adjoining land uses. Through access for regional traffic should be kept at a minimum. Major road improvements should not occur in Agricultural / Conservation Residential areas unless the existing road system ceases to provide access of emergency vehicles and residents to existing farms and residential dwellings.

The extension of utilities, particularly water and sewer lines, increases the development of higher density residential lots. By eliminating the large areas typically needed for on-site septic fields, and with a desire to obtain the highest yield of developable lots on a site, developers attempt to obtain the highest possible density in areas that have characteristically been of a lower density. The availability of water and sanitary sewer lines thus facilitates the creation of a suburban development within a rural area and results in the loss of open space. For these reasons, the extension of the sanitary sewer is not permitted to serve these areas of development.

Only those areas of the Village planned for low density residential or more intensive uses are proposed to be included within the sanitary sewer service area.

Lower overall land density, limits to the extension of urban infrastructure into rural areas, and redirection of residential development to other areas of the community are some of the ways that the Village can help to ensure the preservation of agricultural and open spaces in the north half and southwest corner of the Village.

Rural Residential

Rural residential land uses are typically single family homes and their accessory structures which are generally found in rural areas. Characteristics include large homes, several accessory structures and lots approximately one acre or larger in size. For 2010 (See Map 8-2) and 2020 (See Map 8-3) the expansion of rural residential is shown in those areas of the Village where residential lot splits have resulted in a concentration of homes with these characteristics. These areas are generally found within the Agricultural/Open Space land use and adjacent to low density residential land uses.

Rural residential is planned for a density of one dwelling unit per acre, or a minimum 1-acre lot. The planned density will be located in agricultural areas of the Village and act as transitional areas between the agricultural areas and the low density residential land use areas. Large areas designated as rural residential are located north of Main Street bounded by County Aire on west and Wausaukee Road on the east (See Map 8-2 and Map 8-3).

The rural residential areas allow residents who do not wish to farm but wish to experience the benefits of a rural environment to live in outlying areas of the Village. The average sized lot will not need public water or sanitary sewer services, so these residential areas should not be used as justification for the extension of infrastructure beyond the sanitary sewer service area boundaries.

Low Density Residential

Low density residential land uses include single family residences and associated accessory structures. This land use is planned for a vast majority of the southern half of the Village. Map 8-2 illustrates that areas within the 2010 Sanitary Sewer Service Area boundary the area planned for low density residential.

A density of approximately one dwelling unit per 1/2 acre, or a minimum lot size of around 20,000 sq.ft. is planned for low density residential land uses. The planned density is typical of the existing single family residences found in the existing subdivisions of the Village, an average lot size of 20,000 sq.ft.

The low density residential areas are in high demand for development and all developments in these areas should be closely reviewed and held to high standards. Conservation subdivisions are encouraged in this district as a way to maintain open space and protect natural resources within developments. Due to the density of this district and the demonstrated negative impacts on the mile roads, no new single family lots should have direct access onto a mile road (regional arterial or arterial). All new suburban residential developments should be required to develop or connect to an existing system of collector and local roads that will serve the development and provide access to areas of future similar development.

Medium Density Residential

Medium density residential land uses include duplexes, walk-ups, townhomes, and similar density residential development. This land use is planned for several locations throughout the southern half of the Village. Map 8-2 illustrates the area planned for medium density residential through 2010. There are no plans for the expansion of the land use beyond year 2010. A density of 4 dwelling units per acre is planned for medium density residential land uses.

High Density Residential

Land utilized for multiple family residences is classified as high density residential. This land use category includes apartments, multi-unit attached dwellings, and other multiple family structures. For the year 2010 (see Map 8-2), high density residential is concentrated in the center of the Village, north and south of Mequon Road (STH 167), between Pilgrim and Division Roads. High density residential exists in a few other locations in the Village, but the ability of Mequon Road to handle the high traffic volumes associated with multiple family developments and proximity to commercial uses and USH 41/45 indicate that this location is still the most appropriate in the Village for these land uses.

High density residential developments are planned for an average density of 8 dwelling units per acre. These types of developments are more intensive than the rural and low density residential developments in terms of density, vehicle trips per day and infrastructure demands. Any new high density residential development may only be approved in those locations which provide access to roads and utilities capable of meeting the high capacity volumes associated with these land uses.

When high density residential land uses are proposed, the Village must attempt to minimize the impact on adjacent land uses. The use of landscaped screening, setbacks from property lines, cluster developments, and facility amenities such as sidewalks and open spaces can help to offset the impact these intensive land uses can have on neighboring land uses.

Commercial

Commercial uses include retail and service establishments which serve the residents of the Village with daily needs, such as groceries, dry cleaning, small restaurants, and other day-to-day services. Commercial uses which provide larger ticket goods and services, such as car dealers, furniture stores, and carpet stores, are also located in these areas. Commercial uses for 2010 are planned along the major roads of the Village and at key intersections, such as Mequon Road (STH 167), County Line Road (CTH Q), and Appleton Avenue (STH 175). For the year 2020 the northeast area around the intersection of Holy Hill Road and USH 41/45, and the area west of Lannon Road are planned for commercial land use (see Map 8-3). These uses require various public utilities and are therefore required to be located within the sanitary sewer service boundary.

Commercial developments should be designed to interface with both existing and future residential neighborhoods to promote non-motorized transportation in the Village. The creation of sidewalk connections, access points scaled to pedestrians, inclusion of bicycle racks on site, and providing various pedestrian amenities can help to encourage pedestrian and bicycle transportation and increase the amount of trips to commercial establishments.

Design guidelines should be established to ensure the unique Germanic character of the Village continues. Typical commercial developments create strip development along major roads with dated architecture which is indistinguishable from other suburban communities. By promoting the creation of commercial developments with small building footprints, small gross floor areas (20,000 sq.ft. or less), when feasible, classic architectural details (brick facades, vertical elements, large percentage of windows, zero setbacks from the road) the Village can ensure that any commercial development will add to the rural character rather than detract from it and create generic suburban development.

Village Mixed Use

For the year 2010, the Village Mixed Use category is focused on the land uses on and surrounding the historic Main Street area, west of Pilgrim Road. Main Street is already

being transformed into a compact, pedestrian-oriented specialty retail and entertainment district with restaurants, bars, antique stores, etc. Surrounding Main Street are neighborhoods with grided streets and compact development including well-maintained single-family structures, parks, and institutions such as a schools, a fire station and senior center. To the west and south is higher density, more contemporary multi-family housing.

With continued growth and improvement, the Village Mixed Use area can be completely transformed into a destination entertainment district and pedestrian oriented neighborhood. Improvements to Main Street and a small portion of Pilgrim Road should continue to emphasize conversion of existing buildings to entertainment and retail uses that would serve existing residents as well as draw people from the region. Historic and architecturally significant buildings should be preserved and curb cuts and off-street parking areas minimized and placed in the rear of properties.

Larger vacant and underutilized properties should be redeveloped with high quality, higher density housing that would lend further support to the commercial district. Buildings should be designed to be consistent with the architectural context of the neighborhood and sited close to the streets to enhance the pedestrian orientation of the area.

Mixed Use

The mixed use category is intended to meet the development pressure created as a result of the major highway intersections in the Village having not yet been developed. For the year 2010 mixed land use is planned for the area southwest of the Mequon and Division Roads intersection. For 2020, mixed land use is planned for the area north and south of the Holy Hill Road and east of USH 41/45, and the area east of the Appleton Avenue/Lannon Road intersection.

The mixed use category gives the Village the opportunity to create unique developments that addresses both the preservation desires of Village residents and the growing need for development by land owners. Mixed use is intended to be a blend of compatible commercial, office and residential land uses which compliment each other through unique site design.

Rather than allow for typical suburban development of “big-box” retailers and sterile auto-oriented apartment complexes at the intersection, the Village can create design guidelines, which will create a compatible mix of unique commercial uses and high-quality residential development. Site design guidelines can require pedestrian connections between uses, commercial buildings with high-quality architectural features, site plans which create a unique pedestrian environment while meeting the vehicular needs of store owners, and residential dwellings which provide high-quality amenities such as public plazas, sidewalks, individual entrances and parking in the rear of buildings. Near the Holy Hill Road interchange, the mixed use development can also allow for an efficient transition in use from the high intensity of regional commercial, to

multi-family development, to single family development to the adjacent existing rural and agricultural land uses.

Industrial/Office

Industrial land uses involve the manufacture of products from parts or raw materials and can include offices and research/development companies. Large scale uses with similar uses characteristics, such as the land fill on County Line Road (CTH Q), are also included in this land use category. Storage may be needed on the outside of the building for materials or finished products. Warehousing and storage of materials is also a typical use found in this district. Industrial uses are planned within the existing industrial and business parks in addition to the area northeast of County Line Road (CTH Q) and Lannon Road (CTH Y) for the year 2010 with future expansion adjacent to these areas for the year 2020.

While typically an intensive use, industrial uses can be adequately screened, buffered and designed to not adversely impact adjacent land uses. The use of buffering will be needed along the periphery of the planned industrial areas in order to minimize the adverse impacts industrial uses could have on the adjacent land uses. Any proposed development should provide adequate site design elements so that both land uses can co-exist in close proximity to each other.

Mineral Extraction

The mineral extraction land use refers to the quarry located on the east side of Appleton Avenue (STH 175), north of Mequon Road. It is indicated that the use will still be active for the foreseeable future. As residential land use is planned east of the site, appropriate screening and buffers should be required to minimize any impacts the uses may have upon each other.

Institutional/Governmental

Institutional and governmental land uses include municipal facilities, religious facilities, schools, public utilities, and cemeteries. These uses are found throughout the Village as necessary to provide their corresponding service to the residents of the Village. When any plans for future expansion of each institution was made known, the appropriate land use designation has been indicated for 2010 on Map 8-2 and for 2020 on Map 8-3.

Park/Recreation Area

A fundamental component in the preservation of the rural character of a community is the preservation of the existing natural features and the promotion of recreation within the Village. Woodlands and wetlands add to the unique physical characteristics of the community. The preservation of the existing streams in the Village, their corresponding water quality and the adjacent natural features can help to insure that the Village's most valuable natural amenities are preserved. The designation of existing parks, open space and protected natural features areas must be complimented with regulations which foster continued protection of natural features and investment by the Village and interested parties in the maintenance and improvement of existing recreational features found in the Village.

D) LAND USE PROJECTIONS

Table 8.2 shows the transition in land use from 2002 to 2020 in five year increments. The table also shows projections of housing unit and population increases as the corresponding residential land uses increase in land area over the years. The calculation of projected housing units is based on adding the number of new units created in each residential land use density to the previous time period's number of housing units. The number of new housing units created was calculated by multiplying the amount of vacant land developed in each category by the residential density of that category. Population was calculated by multiplying the number of housing units by the average number of occupied housing units and then by the number of persons per household in the year 2000.

Table 8.2 –

2020 Land Use Projections in Increments

Land Use	2002	2006	2010	2015	2020
Agricultural / Conservation Residential	9,287.30	8,504.10	7,720.9	7,341.65	6,962.40
Environmental Corridor	4,054.80	4,054.80	4,054.80	4,054.80	4,054.80
Rural Residential (1 d.u. / Acre)	1,314.30	1,183.65	1,233.00	1,219.45	1,205.90
Low Density Residential (2 d.u. / Acre)	2,020.50	2,469.90	2,625.00	2,625.00	2,625.00
Planned Residential	294.30	--	--	--	--
Medium Density Residential (4 d.u. /Acre)	121.00	123.15	125.30	125.30	125.30
High Density Residential (8 d.u. /acre)	270.80	270.80	270.80	270.80	270.80
Elderly Residential (8 d.u. /acre)	27.00	61.20	95.40	95.40	95.40
Village Mixed Use	--	71.70	143.40	143.40	143.40
Mixed Use	--	72.65	145.30	390.75	636.20
Commercial	355.80	558.70	761.60	882.90	1004.20
Industrial/Office	1,133.50	1,339.40	1,545.30	1,578.05	1,610.80
Institutional/Governmental	298.10	301.05	304.00	304.00	304.00
Mineral Extraction	121.60	121.60	121.60	121.60	121.60
Park/Recreation Area	961.00	940.10	919.20	919.20	919.20
Total Area	20,080.00	20,080.00	20,080.00	20,080.00	20,080.00
Housing Units	7,075*	8,769	9,628	10,053	10,479
Population	18,260*	22,633	24,848	25,947	27,045

*Date Source - U.S. Census 2000

E) LAND USE GOALS AND OBJECTIVES

GOAL 1) Locate future land uses in the Village in a logical and coherent pattern, which maximizes the resources of the Village.

Objective A – Locate auto-oriented uses, such as commercial, office, and industrial in proximity to established transportation corridors.

Objective B – Locate residential land uses in close proximity to community services and amenities that are typically utilized by Village residents, such as parks, schools, and retail uses.

GOAL 2) Promote compatibility between all existing and future land uses.

Objective A - Promote Village policies that insure the compatibility of adjacent land uses and amend when necessary.

Objective B – Minimize to the greatest extent feasible the negative impacts any non-residential uses may have on all adjacent residential land use areas.

GOAL 3) Plan the intensity of future land uses in keeping with the existing land use types of the Village.

Objective A – Require all Village land use regulations to be in keeping with the height, bulk and space recommendations of the Germantown 2020 Smart Growth Plan.

Objective B – Promote preservation and mitigation land use control techniques, which will minimize the impact suburban land uses have on existing natural features.

Element 9

Implementation

A) INTRODUCTION

The following element presents tools and techniques that community leaders, boards and Village staff can use to implement the comprehensive plan. The techniques can be used individually or in tandem to achieve the objectives and eventually the overall goals of the plan. While the direct impact of some techniques cannot be immediately assessed, over time these procedures can effectively guide the land use and development in the Village of Germantown.

B) PUBLIC INFORMATION AND EDUCATION

A successful comprehensive plan must educate the citizens of the community on both the overall goals desired for the Village and the individual regulatory measures, which are needed to implement the desired goals. An informed public can then offer its support to establishing regulations designed to retain the agricultural character of the Village. Residents, property owners and business owners will develop a sense of ownership in the comprehensive plan through a well prepared and executed public education program.

For example, by informing the public of the importance of natural features to the preservation of rural character and a healthy environment, the public can then offer its support for new wetlands and woodlands protection ordinances. Offering information to the public concerning the benefits of natural features, and ways they can efficiently utilize their property gives citizens the opportunity to make an informed decision concerning new regulations. Education programs can also be included in the community schools to promote the benefits of a rural community to children at a young age.

The following list outlines the programs which can be undertaken to inform the public about important land use goals and regulatory implementation techniques:

- Informational brochures on various topics important to rural communities, such as wetland protection
- Informational sessions held by the Village Board
- Informational sessions held at various community organizations and residential associations.

C) ADMINISTRATIVE TOOLS

Village Zoning Ordinance

A zoning ordinance is the primary tool a community can use to implement the goals and objectives of its master plan. The following is a list of ordinances, regulations and policies that the Village could enact to promote the desired residential development pattern and protect the agricultural character of Germantown.

- Require any new roads to be part of the comprehensive local road network.
- Ensure high quality development within the low density areas by requiring rural developments to go through a planned development review process.
- Incorporate design standards into codes and ordinance and require any commercial developments to go through the planned development process.
- Develop flexible zoning districts that allow for mixed use development as designated on the future land use plan.
- Develop the necessary planned unit development tools to ensure quality development of the mixed use areas.
- Require land owners to provide a comprehensive plan for the ultimate use of their property when they apply for a lot split
- Develop the necessary sign regulations

Rezoning

An analysis should be conducted to determine which parcels have a zoning designation, which is different from its planned land use designation. Parcels that are zoned at a higher intensity or incompatibly with the 2020 Smart Growth Plan should be rezoned by the Village after going through the planned development process. Other parcels that are zoned at a lower density, for instance, AG zoning within the Rural Residential future land use area, should only be rezoned provided they meet specific rezoning criteria established in a checklist for use by the Planning Commission and Village Board. The Village's official Zoning Map is amended by the Village Board and is available at the Village Planner's Office.

Identification of Natural Features

As mentioned in the agricultural, natural and cultural features element, natural features such as wetlands and woodlands add to the unique character that is Germantown. Data currently available with regards to wetlands and woodlands has not been updated to reflect the latest developments that have occurred within the Village.

By surveying and identifying the significant natural features of the community, including wetlands, woodlands, steep slopes, ground water recharge areas floodplains, the Village can not

only target areas for programs from land conservancies, but educate the residents of the Village as to how valuable these areas are and how much residents themselves could actually do towards the preservation of the agricultural character of the community.

Site Design Standards

Beyond the standard regulations to implement the comprehensive plan, the ordinances can be revised to allow for more flexibility and creativity in design. Innovative site design involves the use of special zoning standards and review procedures that provide design and regulatory flexibility, so as to encourage innovation in land use planning and design.

High quality developments which help to preserve and maintain the existing rural character in Germantown can be implemented only if the regulations and standards are adopted which promote the most innovative and creative design techniques.

Other Codes

The Village use *International Building Code* and do not anticipate changes in near future. The Sanitary Codes are included in the *Washington County Sanitary Code* that also incorporates all aspects of the revised Comm 83, and are regulated by the Washington County Planning and Parks Department. The *Subdivision Ordinance* is included in chapter 18 of the Municipal Code. Chapter 18 contains language regulating the subdivision and platting of land in the Village of Germantown.

Public Facility Improvements

Capital Improvements Program

Capital programming influences land development decisions. By properly coordinating utility extensions and other capital improvements with its planning and growth management program, the Village can control the direction and pace of development. Capital programming should be viewed as more than just a ministerial act. Using the 2020 Smart Growth Plan to delineate the location and type of development desired and the Capital Improvements Program to schedule the provision of services, the Village can inform developers when development of a particular parcel will be encouraged and the type of development that will be allowed.

The need for several important capital improvements has been identified in this Plan. These include:

- Waste water treatment and sanitary sewer service areas should continue to be maintained in appropriate locations.
- A road improvement schedule should be prepared to address the congestion problems that will continue as development pressure continues.

- The Capital Improvements Plan should identify feasible funding options for each improvement, such as developer financing, special assessments, grants, loans, dedicated mileage, etc

Financing Tools

Successful implementation of the Master Plan will depend on the ability of the Village to secure necessary financing for proposed improvements. Besides the general fund, the following sources of revenue are available to the Village:

Dedicated Mileage

Special mileages can be used to generate revenues for a specific purpose.

Special Assessments

Special assessments are compulsory contributions collected from the owners of property benefited by specific public improvements (paving, drainage improvements, etc.) to defray the costs of such improvements. Special assessments are apportioned according to the assumed benefits to the property affected. Special assessment funding would prove useful to implement utility and road improvements in those areas with substandard and unimproved roads.

Bond Programs

Bonds are one of the principal sources of financing used by communities to pay for capital improvements. General obligation bonds are issued for specific community project and are paid off by the general public with property tax revenues. Revenue bonds are issued for construction of projects that generate revenues. The bonds are then retired using income generated by the project (for example, water and sewer service charges).

D) COMPREHENSIVE GOALS, OBJECTIVES, AND POLICIES

HOUSING

GOAL 1) Develop and maintain high quality residential neighborhoods that are safe, attractive, and instill pride and a sense of identity and place in residents.

Objective A - Require developers and land owners to master plan residential developments so that there is adequate access, drainage, park and recreation facilities, and amenities available to residents at the time of development.

Policy 1: Amend Village ordinances to require all applicants for residential subdivisions or land division to submit a sketch master plan illustrating the ultimate development of their property.

Policy 2: Allow applicants for residential subdivisions or land divisions to meet with the Village staff to discuss the options available for the ultimate development of their property prior to the property owner submitting a formal application.

Objective B - Require residential development to be compatible with the scale and character of the existing neighborhood.

Policy 1: Amend the Village zoning ordinance to require all residential development applicants to identify the architectural types, building heights, and lot dimension characteristics of all existing residential structures within 500 feet of their property and require compatibility with the existing adjacent residential structures.

Policy 2: Create a Residential Character Map, which generally identifies the various architectural and dimensional characteristics of structures within the various neighborhoods of the Village, and make the map available to residential developers.

Objective C - Encourage developers and land owners to consider Traditional Neighborhood Developments (TND) that utilize smaller lots, include mixed uses, foster pedestrian use, and promote neighborhood interaction.

Policy 1: Review State model TND ordinance and modify it to include a detailed approval process and specific design/building layout regulations. The TND approval process should have as few or fewer approval steps than the current residential development approval process.

Policy 2: Amend the Village zoning ordinance to create a new TND zoning district and adopt the modified TND ordinance regulations from Policy 1.

Policy 3: Contact regional TND promoters/developers and indicate the Village's readiness to consider TND developments based on the adoption of the TND district and ordinance.

Objective D - Encourage the use of cluster or conservation subdivisions in areas where environmentally sensitive lands should be protected.

Policy 1: Review State model conservation/open space ordinance and modify it to include a detailed approval process and specific layout and preservation regulations.

Policy 2: Indicate the Village's readiness to consider such developments based on the adoption of the conservation/open space ordinance.

GOAL 2) Provide a diversity of housing opportunities.

Objective A - Encourage rehabilitation and reuse of older housing stock.

Policy 1: Create a procedure within the Village administration, which determines and records the year in which a structure was built and allows for the efficient distribution of the information to any Village department.

Policy 2: Create a procedure within the Village administration, which determines the physical condition of a structure on a regular basis and allows for the efficient distribution of the information to any Village department.

Policy 3: Monitor the age and condition of the Village housing stock based on the information created as a result of Policies 1 and 2.

Policy 4: Identify Federal, State, and County resources which home owners can utilize to economically maintain and rehabilitate the homes identified by the Village or home owners as needing to be rehabilitated.

Objective B - Maintain a balanced housing mix throughout the Village with approximately 20% multi-family housing, to exclude elderly housing zoning.

Policy 1: Monitor the percentage of housing units which are rental versus owner-occupied.

Objective C - Encourage developers and land owners to provide a range of housing types within large developments.

Policy 1: Amend the Village zoning ordinance to allow for a variety of housing types within all zoning districts where the appropriate utilities are provided or planned.

GOAL 3) Coordinate timing of subdivision creation and housing developments so that there is a balance between the market demand for housing and the supply of available housing in the Village.

Objective A – Regulate the creation and approval of residential units within the Village to insure there is not an excessive amount of vacant or undeveloped residential housing units.

Policy 1: Amend Village ordinances to restrict the total amount of approved residential development units waiting to begin construction to no more than a 3 year back load (540 units).

GOAL 4) Assure that housing development in the Village does not outpace the capacity of public services, including roads and the public school system.

Objective A - Locate housing development in areas where utilities and public facilities services are available.

Policy 1: Do not consider sewered developments that require site plan approval in areas beyond the 2010 sanitary sewer service area boundary until 2010.

Policy 2: Adopt a Village resolution stating that sewered development will only occur within the proposed sanitary sewer service extension area after 2010.

Objective B - Encourage developers and land owners to phase the construction of new housing so that public infrastructure can keep pace with the increased demand.

Policy 1: Amend the Village zoning ordinance to require a phasing plan for any development at the request of the Village Planner, Planning Commission, or any other entity given the authority by the Village Board.

Objective C - Require developers and land owners to pay for or finance all on-site improvements and contribute proportionately to off-site improvements, such as street improvements and regional stormwater facilities.

Policy 1: Create an Off-Site Improvements Impact Schedule, which calculates the improvement costs incurred as a direct result of the construction of new development and its proximity to other new or potential developments.

Policy 2: Amend Village ordinances to require developers to contribute to the improvement costs incurred as a direct result of their development based upon the Village Off-Site Impact Schedule.

TRANSPORTATION

GOAL 1) Provide a street circulation system that offers efficient access to and from all parts of the Village.

Objective A - Encourage the use of proven innovative street and highway design techniques.

Policy 1: Contact Washington County Highway Department (WCHD) and the Wisconsin Department of Transportation (WisDOT) and indicate the Villages willingness to consider the construction of new, proven, innovative traffic management techniques.

Policy 2: Allow for the use of the newest traffic management and road design techniques under the direction of WCHD, WisDOT and the Village Board.

Objective B - Require developers and subdividers to coordinate street design and layout with adjoining property owners.

Policy 1: Amend the Village zoning ordinance to require developers and land division applicants to conform to any existing road layout, or to create a master road layout for the area in coordination with adjacent property owners as a requirement of approval.

GOAL 2) Maintain the efficiencies of regional arterials that carry both local traffic and through-traffic.

Objective A - As planned areas are developed, upgrade existing roads to higher capacity standards consistent with the Village's street design standards. The cost of such upgrades should be assessed proportionately amongst those developers who directly benefit from such upgrades. Such upgrades shall be developer driven projects shall be assessed.

Policy 1: Create a Road Improvements/Reconstruction Map, which prioritizes the improvement or reconstruction of existing, and future roads based on existing conditions, future land use designations and recent developments within the area.

Policy 2: Review and amend Village ordinances and policies, which regulate road design to insure the creation of curb cuts onto arterials throughout the Village is limited.

Objective B – Insure efficient residential street layout so that traffic is not funneled onto a limited number of collector and arterial corridors.

Policy 1: Amend Village ordinances to require developers and subdividers to plan and design efficient through streets within new developments as a requirement for approval.

GOAL 3) Plan, design and construct transportation facilities that create the safest conditions for the residents of Germantown.

Objective A – Identify and encourage techniques, which promote safety and reduce vehicular speed on through streets in residential neighborhoods.

Policy 1: Research the use of “traffic calming” devices such as landscaped islands and their applicable use in Germantown.

Policy 2: Consult with WCHD and WisDOT about techniques they promote for traffic calming in residential areas.

GOAL 4) Participate in the creation of a safe and efficient regional vehicular transportation network to allow Germantown residents convenient access to destinations in the metropolitan area.

Objective A - Coordinate transportation facility planning for the Village with the regional transportation efforts of the Wisconsin Department of Transportation, Southeastern Wisconsin Regional Planning Commission, Washington County Department of Highways and adjacent local municipalities when appropriate.

Policy 1: Work with WisDOT and Washington County to install traffic signals at key intersections as warranted by predetermined guidelines.

Policy 2: Authorize the extension or expansion of major roads only when circulation improvements and traffic volumes warrant and based upon the SEWRPC Regional Arterial Street and Highway Plan.

Objective B – Encourage innovative programs that attempt to provide various commuting options for employers and employees.

Policy 1: Work with the Germantown Chamber of Commerce and local businesses on an employee car pool program.

GOAL 5) Provide transportation facilities and services for those individuals who do not rely on private automobiles as their primary source of transportation.

Objective A - Encourage the use of pedestrian and bicycle facilities not only for recreation purposes but also as a means of transportation within the Village.

Policy 1: Develop standards for non-motorized pathways (sidewalks, bicycle trails, etc.) within the public street right-of-ways in planned locations.

Policy 2: Require land owners along designated non-motorized pathways to dedicate the existing right-of-way to the appropriate management authority.

Policy 3: Amend the Village zoning ordinance to require land developers to provide pedestrian connections between proposed uses and the existing or future non-motorized pathways as a condition of development approval.

Policy 4: Amend the Village zoning ordinance to require residential subdivisions to install sidewalks throughout the development and require maintenance to be provided by the homeowners association as a condition of approval.

Objective B - Preserve options for future commuter rail service to the Milwaukee area.

Policy 1: Contact WisDOT to determine the most appropriate location for a future commuter rail service to insure the right-of-way is controlled by an authorized regional transportation entity.

UTILITIES AND COMMUNITY FACILITIES

GOAL 1) Facilitate the provision of reliable utility service to existing and future residents in a way that balances utility needs with public concerns over safety and health, respect for the natural environment, and aesthetic compatibility with surrounding land uses.

Objective A - Encourage development of all available property within the 2010 Sewer Service Area prior to allowing development into any expanded sewer service area.

Policy 1: Do not consider sewered developments that require site plan approval in areas beyond the 2010 sanitary sewer service area boundary until 2010.

Policy 2: Adopt a Village resolution stating that sewered development will only occur within the proposed sanitary sewer service extension area after 2010.

Objective B - Coordinate with the Milwaukee Metropolitan Sewerage District as it prepares its 2020 Plan so that the new plan may reflect the proposed Sanitary Sewer Area Expansion of the Germantown Comprehensive Plan.

Policy 1: Contact MMSD after the adoption of the Village of Germantown 2020 Smart Growth Plan with the proposed 2020 Sanitary Sewer Service Expansion Area and maintain a dialogue as the 2020 MMSD Sanitary Sewer Plan is created.

Objective C - Encourage additions to and improvements of all utility facilities at a time and in a manner sufficient to serve planned growth within the Sanitary Sewer Service Area in an environmentally sensitive, aesthetically compatible, safe and reliable manner.

Policy 1: Monitor volumes of potable water and storm water sewer service to determine if the growth rate will out pace capacity.

Policy 2: Based on land use designations and area of the 2020 Future Land Use Plan, calculate the potential demand for potable water and storm water sewer service within the Sanitary Sewer Service Area and determine if existing facilities will meet the 2020 demand.

Policy 3: Develop a capital improvement program, which most efficiently meets the future needs of the sanitary sewer service area expansion area.

Policy 4: Encourage participation in Wisconsin Focus on Energy Program

Objective D - Encourage additions to and improvements of electrical and communication utilities outside the Sanitary Sewer Service Area to insure residents are provided adequate service in an environmentally sensitive, aesthetically compatible, safe and reliable manner.

Policy 1: Contact electrical and communication utilities providers to determine their future plans for providing service outside the Sanitary Sewer Service Area.

Objective E - Facilitate continual application and necessary modification to applicable health and inspection requirements for private septic and well systems to insure the public health, safety and welfare of those residents utilizing such features are protected.

Policy 1: Contact the Washington County Health Department to insure the Village residential lot requirements outside the Sanitary Sewer Service Area are in keeping with the requirements established by the County Health Department.

Policy 2: Bring any proposed modifications to the requirements experienced as a direct result of practical application and/or by input from residents to the attention of the County Health Department.

Objective F - 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.

Policy 1: Contact MMSD and indicate the Village's willingness to help facilitate the acquisition of property targeted for preservation by the MMSD Conservation Plan.

Policy 2: Research available Federal and State programs, which would provide funding for the acquisition of property targeted for preservation within Germantown.

Objective G - Discourage development within the environmental corridors of the Village as a component of stormwater management, provision of recreation opportunities and to protect the rural character of the Village.

Policy 1: Amend the Village ordinances to discourage development within the environmental corridors of the Village.

GOAL 2) Provide municipal public facilities to all residents in a manner that protects investment in existing facilities, maximizes the use of existing facilities, expands facilities in a cost efficient manner and promotes orderly growth.

Objective A – Promote the orderly development of Village parks and recreation resources to meet the demands of the Village residents.

Policy 1: Update the Village Comprehensive Recreation Plan with an emphasis on the implementation of previously uncompleted projects, acquiring neighborhood park land in the necessary areas and the creation of recreation/open space corridors between the various park and open space resources of the Village.

Objective B – Have recreation resources in the Village focus on active recreation while not losing an overall emphasis on natural feature preservation.

Policy 1: Amend Village ordinances to strengthen Village policy on the preservation of existing natural resources on all property within the Village.

Objective C – Provide greater coordination of Village resources to maximize the ability of the Village to continue to provide the highest quality of public services to residents as the community grows.

Policy 1: Revise the Capital Facilities Plan to coordinate land acquisition, land use and the financial resources of the Village for all community facilities reflected in the Plan.

Objective D – Promote the orderly development of Village community facilities to meet the demands of the Village residents.

Policy 1: Conduct a joint analysis between the Village and library of community facilities usage every five years to insure that the level of service provided to residents does not diminish.

Policy 2: Expand the Police Department into the neighboring Duerrwaechter Memorial Library building.

Policy 3: Secure a site for a third fire station in the new eastern industrial park before property values rise.

GOAL 3) Cooperate with other private and public organizations that provide services to Village residents in order to help them accomplish their capital improvement objectives and which will help facilitate resident access to a wide variety of services.

Objective A - Support and encourage the coordination of use and development of community facilities with other governmental or community organizations in areas of mutual concern and benefit.

Objective B - Encourage the site locations of other public and private community facilities in a manner, which supports economic activities, mitigates environmental impacts, provides amenities, and minimizes public costs.

Objective C - Work with the Germantown School District to evaluate growth trends based on the Germantown 2020 Smart Growth Plan and identify sites for new schools or means to expand new schools as needed.

Policy 1: Provide the Germantown School District with build-out calculations based on the 2010 and 2020 Future Land Use plans to facilitate the planning of resources to meet the future educational needs of the Village.

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

GOAL 1) Promote the preservation of existing natural features of the Village which add to the community identity, historic ways of life, economic base, and unique character of Germantown.

Objective A – Promote the preservation of all environmental corridors including those corridors along the Menomonee River and its tributary creeks within the Village.

Policy 1: Amend the Village land development review and approval process by discouraging development within the environmental corridor areas.

Policy 2: Amend the Village non-motorized pathway plan to include the use of environmental corridors as local and regional trail connections.

Objective B - Discourage site development that would remove or reduce the extent of quality wetlands and woodlands within the Village.

Policy 1: Amend the Village zoning ordinance to provide developers a bonus for the preservation of greater than 50% of the existing significant woodlands on site.

Objective C - Discourage development on slopes with more than a 12 % grade or on areas with high soil loss potential or highly erodible soils.

Policy 1: Amend the Village land development review and approval process by restricting development on slopes with more than a 12 % grade or on areas with high soil loss potential or highly erodible soils.

Objective D - Encourage the use of any organization that promotes the preservation of natural features.

Policy 1: Contact regional land trusts and other non-profit organizations that protect and preserve natural areas and open spaces such as the Conservation Fund or Washington-

Ozaukee Land Trust, to determine the availability of funds and the ways in which they can promote preservation within Germantown.

GOAL 2) Provide Village residents with access to natural areas and open spaces.

Policy 1: Amend the Village non-motorized pathway plan to include the use of environmental corridors as local and regional trail connections, where appropriate as determined by the Village Board.

GOAL 3) Promote the preservation and general knowledge of the cultural resources within Germantown.

Objective A - Preserve and promote the registration of historic structures and farmsteads, which contribute to the cultural heritage of the Germantown area.

Policy 1: Contact the State historical registry and determine which sites within the Village meet the criteria for historical designation.

Policy 2: Contact any eligible land owners about the possibility of historical designation and the benefits associated with such a designation.

GOAL 4) Preserve and enhance historic, archeological and cultural resources that symbolize Germantown's unique cultural identity.

Objective A – Continue efforts to implement the Historic Preservation Ordinance.

Policy 1: Complete and maintain a thorough inventory of the Village's potentially historic structures and significant cultural / archeological sites.

Policy 2: Create incentives such as reduced permit fees to encourage property owners to seek the highest level of local, State or National historic designation appropriate for their property.

Policy 3: Encourage and support organizations that promote the preservation of Germantown's historic and cultural resources.

Policy 4: Prepare a long range preservation / development plan for the Dheinsville Settlement to encourage the continued growth and preservation of the resource as well as guide future road improvements that may affect the viability of the area.

Policy 5: Prepare design guidelines to encourage appropriate infill development on Main Street and Rockfield Road.

Objective B – Identify and preserve important scenic vistas that contribute to the authenticity of the Village's historic farmsteads and settlements.

Policy 1: Explore the creation of a special zoning overlay for the Village's historic areas to encourage mixed use and historically appropriate land use.

Policy 2: Create scenic vista map of the Village.

GOAL 5) Promote the preservation of agricultural land use in those areas where the most favorable environmental features will prolong the use of the land for agriculture.

Objective A - Explore and promote the use of any techniques which facilitate the preservation of agricultural land uses and unprotected natural features from development pressure by creating a viable economic option for land owners.

Policy 1: Research and determine the characteristics of Purchase of Development Rights (PDR), Transfer of Development Rights (TDR) ordinances and conservation easements which are the most effective.

Policy 2: Research the existence of enabling legislation for the adoption of PDR, TDR or conservation easements ordinances within Wisconsin.

Policy 3: Conduct a Village public meeting to provide residents information regarding PDR and TDR ordinances and determine their willingness to participate in either program.

Policy 4: Create and adopt a PDR, TDR ordinances and/or conservation easements based on the input from the public.

Policy 5: Encourage farmers to participate in Wisconsin's Farm Link program, which identifies available farm transfer options.

ECONOMIC DEVELOPMENT

GOAL 1) Maintain a balanced community with a mixture of agricultural, residential, commercial and industrial/office development.

Objective A – Discourage development projects that are inconsistent with the growth strategies of the Village and require amending the Comprehensive Plan.

Policy 1: Require all development projects to be consistent with the Comprehensive Plan.

Policy 2: Update the Comprehensive Plan after ten years or as needed to reflect changing conditions within the Village and region.

GOAL 2) Attract businesses and industries that create well-paying jobs, contribute substantially to the tax base and whose long term goals create a stability that will allow them to remain in the community for an extended period of time.

Objective A - Improve coordination and collaboration between the Village, the County the private sector and business organizations to maximize business development, support, and retention efforts.

Policy 1: Encourage business and Village representatives to participate in the Washington County Economic Summit.

Objective B - Expand the tools the Village may use to encourage economic development beyond TIF.

Policy 1: Encourage manufacturing, distribution and service businesses to apply for the Washington County Revolving Loan Fund.

Policy 2: Encourage high-technology businesses that are located or plan to locate in Germantown to participate in the Metropolitan Milwaukee Technology Zone Tax Credit Program.

Objective C – Consider the creation of an Economic Development Coordinator position in the Village.

Policy 1: Coordinate efforts between the appropriate Village departments and Village Board to create and fill an Economic Development Coordinator position.

Policy 2: Seek outside funding sources will be sought to help share the costs of this position, including the Chamber of Commerce, Milwaukee Area Technical College, businesses, utilities, etc.

GOAL 3) Develop the Main Street area to create a unique destination that services adjacent residents and creates a regional tourism destination increasing the amount of outside dollars coming into Germantown.

Objective A - Provide guidelines and incentives for the development and redevelopment of land and structures within the Main Street area, including the conversion of residential structures into commercial storefronts.

Policy 1: The Village will work with business representatives and the Chamber of Commerce to fund and prepare a separate subarea plan for the Main Street area that focuses on appropriate business mix, business location, parking issues, commercial area amenities, marketing program and incentives.

Policy 2: The Village and Chamber of Commerce will support Washington County's initiative to expand the revolving loan program to include retail businesses

Objective B – Create a central landmark, gathering place, and symbol of Germantown’s historic traditions.

Policy 1: Encourage the development of a “Village Square” along Main Street.

Objective C - Improve pedestrian and bicycle access between the Main Street area and the surrounding residential and commercial areas.

Policy 1: Construct and upgrade bicycle and pedestrian improvements on Mequon road, Division Road, Western Avenue, Squire Drive, Fond du Lac Avenue, Park Avenue, Pilgrim Road, and Main Street.

GOAL 4) Maintain and enhance the visual attractiveness of the commercial districts and corridors in Germantown.

Objective A – Limit the amount of single-site and strip commercial development.

Policy 1: Encourage commercial development at appropriate commercial activity centers or nodes.

Policy 2: Minimize the number of curb cuts on arterial and collector roadways.

Policy 3: Amend the Village zoning ordinance to allow for the shared use of parking facilities when appropriate.

Objective B - Expand the tools the Village may use to encourage economic development beyond TIF.

Policy 1: Coordinate efforts between the Village and Chamber of Commerce to support Washington County’s initiative to expand the revolving loan program to include retail businesses.

Policy 2: Create a business improvement district for the Mequon Road commercial center that would create a funding pool for shared service benefiting all businesses in the area, such as advertising, special events, identification and directional signage, additional streetscape improvements, etc.

GOAL 5) Reserve areas for future commercial and light industrial/office park development in the Village

Objective A – Encourage well designed, master-planned business parks

Policy 1: Require adequate, well-designed circulation and drainage systems.

Policy 2: Require protective covenants to assure quality buildings and sites.

Policy 3: Encourage a conference with Village staff prior to submittal of plans and drawings for formal review.

Objective B – Provide public infrastructure in business parks.

Policy 1: Utilize Tax Increment Financing (TIF) for the provision of public infrastructure in planned business parks.

Objective C – Provide adequate stormwater facilities.

Policy 1: Incorporate regional stormwater management facilities into business parks at the time they are initially developed.

Policy 2: Encourage a conference with Village staff prior to submittal of plans and drawings for formal review.

Objective D – Create attractive entrances and amenities within business parks.

Policy 1: Amend the Village zoning ordinance to require developers of business parks to submit drawings for review and approval that detail entry features, signage, bicycle and pedestrian amenities, landscaping within the public right-of-way, etc., that will help promote the parks to higher value businesses.

Policy 2: Require developers to provide pedestrian and bicycle circulation systems within business parks.

Objective E - Reserve portions of the areas in the northeast quadrant of County Line and Lannon Roads, north of the existing Maple Road Industrial Park, and the Holy Hill Interchange with Interstate 41/45 for future industrial/office expansion.

Policy 1: Require infill of land planned for industrial/office in the 2010 Sewer Service area prior to allowing development within the proposed 2020 Sewer Service Area.

LAND USE

GOAL 1) Locate future land uses in the Village in a logical and coherent pattern, which maximizes the resources of the Village.

Objective A – Locate auto-oriented uses, such as commercial, office, and industrial in proximity to established transportation corridors.

Policy 1: Base all rezoning applications on the 2010 and/or 2020 Future Land Use maps to insure auto-oriented uses are located along major roads.

Policy 2: Deny the expansion of non-conforming non-residential land uses which would result in increasing traffic on roads incapable of handling increased traffic volume.

Objective B – Locate residential land uses in close proximity to community services and amenities that are typically utilized by Village residents, such as parks, schools, and retail uses.

Policy 1: Encourage the development of residential future land uses on vacant land in close proximity to parks and schools prior to allowing the development of outlying vacant land.

Policy 2: Every three years, re-evaluate and amend, if necessary, residential future land uses to minimize residential expansion if economic conditions cause a downturn in the development market.

GOAL 2) Promote compatibility between all existing and future land uses.

Objective A - Promote Village policies that insure the compatibility of adjacent land uses and amend when necessary.

Policy 1: Consider the creation of a Design Sub-committee, which will evaluate all architectural and design standards and create new design standards for all land uses to insure new land uses are compatible with existing Village design patterns.

Policy 2: Deny all rezonings that attempt to locate incompatible land uses in proximity to each other and is contrary to the land use designations of the 2010 and/or 2020 Future Land Use maps.

Objective B – Minimize to the greatest extent feasible the negative impacts any non-residential uses may have on all adjacent residential land use areas.

Policy 1: Administratively review all nuisance ordinances, determine the effectiveness of existing regulations and propose amendments to the ordinances, which will improve compliance with all ordinances.

GOAL 3) Plan the intensity of future land uses in keeping with the existing land use types of the Village.

Objective A – Require all Village land use regulations to be in keeping with the height, bulk and space recommendations of the Germantown 2020 Smart Growth Plan.

Policy 1: Administratively review all zoning districts' schedule of regulations and propose amendments, which will bring the zoning ordinance in line with the recommendations of the Germantown 2020 Smart Growth Plan.

Policy 2: Administratively create new land use regulations that will promote creativity in use of land within the Village, including Open Space Residential Development, Mixed Use Planned Development, and Traditional Neighborhood Development. Propose amending the Village zoning ordinance to include the newly created regulations.

Objective B – Promote preservation and mitigation land use control techniques, which will minimize the impact suburban land uses have on existing natural features.

Policy 1: Evaluate existing Village wetland, woodland and floodplain regulations to determine their effectiveness at preservation and mitigation.

Policy 2: Create and propose amendments to the Village ordinances, which will more effectively require the preservation and mitigation of existing natural resources.

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