

**VILLAGE OF GERMANTOWN**  
N112 W17001 MEQUON ROAD, GERMANTOWN, WI 53022

|                |                                                                       |
|----------------|-----------------------------------------------------------------------|
| MEETING:       | <b>PLAN COMMISSION</b>                                                |
| DATE AND TIME: | <b>MONDAY, JUNE 28, 2021 6:30 p.m.</b>                                |
| LOCATION:      | <b>Germantown Village Hall Board Room<br/>N112 W17001 Mequon Road</b> |

**NOTICE:** Pursuant to the current recommendation of the Centers for Disease Control and Prevention limiting the size of public gatherings, capacity within the Board Room will be limited. Citizens not wishing to attend the meeting personally may submit their public comments by sending an email to [comments@village.germantown.wi.us](mailto:comments@village.germantown.wi.us) by 4 p.m. on the day of the meeting so that they can be provided to the members for their consideration.

- 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. Written Public Comments should be directed to [comments@village.germantown.wi.us](mailto:comments@village.germantown.wi.us) by 4 p.m. on Monday, June 28th so that they can be provided to the members for their consideration.
- IV. **NEW BUSINESS**
  - A. Community Development Department/GRAEF – 2050 Comprehensive Plan Project Status & Discussion.
- V. **ANNOUNCEMENTS**
- VI. **ADJOURNMENT**

*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.*

# Neighborhoods, Districts & Corridors

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

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

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

- Existing Land Use
- Future Land Use Map
- Future Land Use Descriptions

## Existing Land Use

The majority of the land in Germantown is dedicated to Agricultural and Open Lands. These categories combined comprise over 60% of land in the Village. Single family homes and transportation uses (roads and parking) make up the next largest categories, 14% single-family residential and 11% transportation. Commercial land use, located primarily along Mequon Road and along County Line Road, makes up only 1% of the Village's land use. It should be noted that parking areas within non-single-family residential properties are counted towards the Transportation land use category, so total land areas for non-single-family residential categories are all slightly lower actual land acreages listed.

## Land Use Breakdown

**Residential - Single Family**  
14% - 3061 acres

**Residential - Two Family**  
<1% - 110 acres

**Residential - Multi Family**  
1% - 204 acres

**Commercial**  
1% - 196 acres

**Industrial**  
3% - 566 acres

**Communications & Utilities**  
<1% - 33 acres

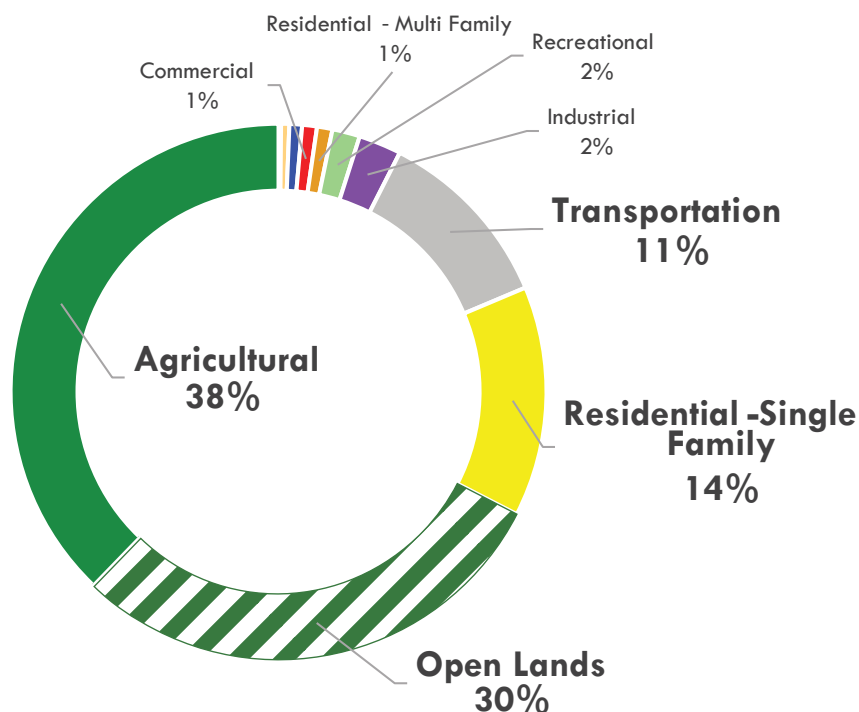
**Government & Institutional**  
1% - 168 acres

**Transportation**  
11% - 2460 acres

**Recreational**  
2% - 368 acres

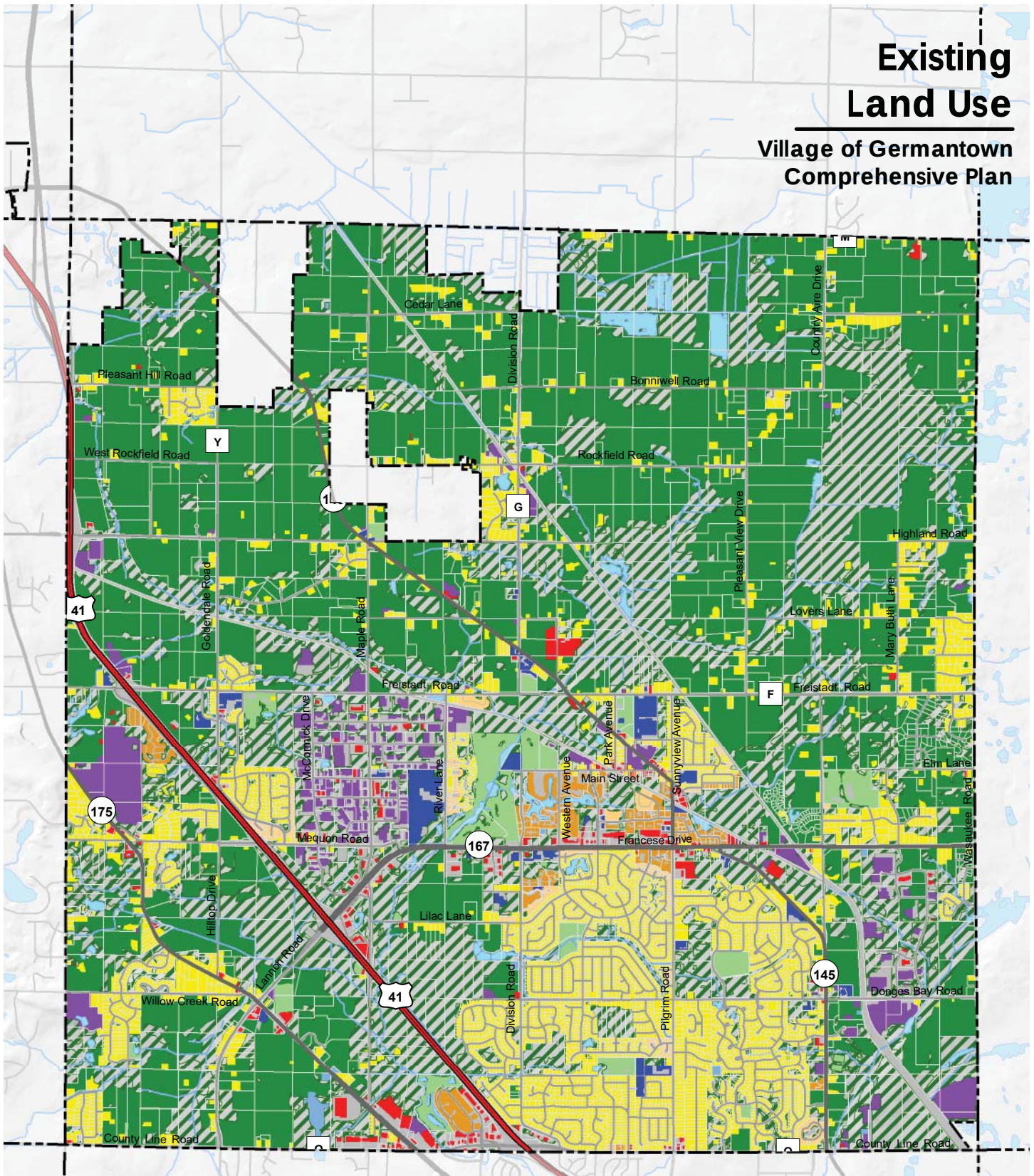
**Agricultural**  
38% - 8311 acres

**Open Lands**  
30% - 6536 acres



# Existing Land Use

## Village of Germantown Comprehensive Plan



### Legend

|                                                                                     |                             |                                                                                     |                            |                                                                                     |                |
|-------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------|----------------------------|-------------------------------------------------------------------------------------|----------------|
|  | Residential - Single Family |  | Commercial                 |  | Transportation |
|  | Residential - Two Family    |  | Industrial                 |  | Recreational   |
|  | Residential - Multi Family  |  | Communication & Utilities  |  | Agricultural   |
|                                                                                     |                             |  | Government & Institutional |  | Open Lands     |

Data Source:  
2015 Land Use - SEWRPC  
Basemap - Milwaukee,  
Washington, Ozaukee &  
Waukesha County



0.9 Miles

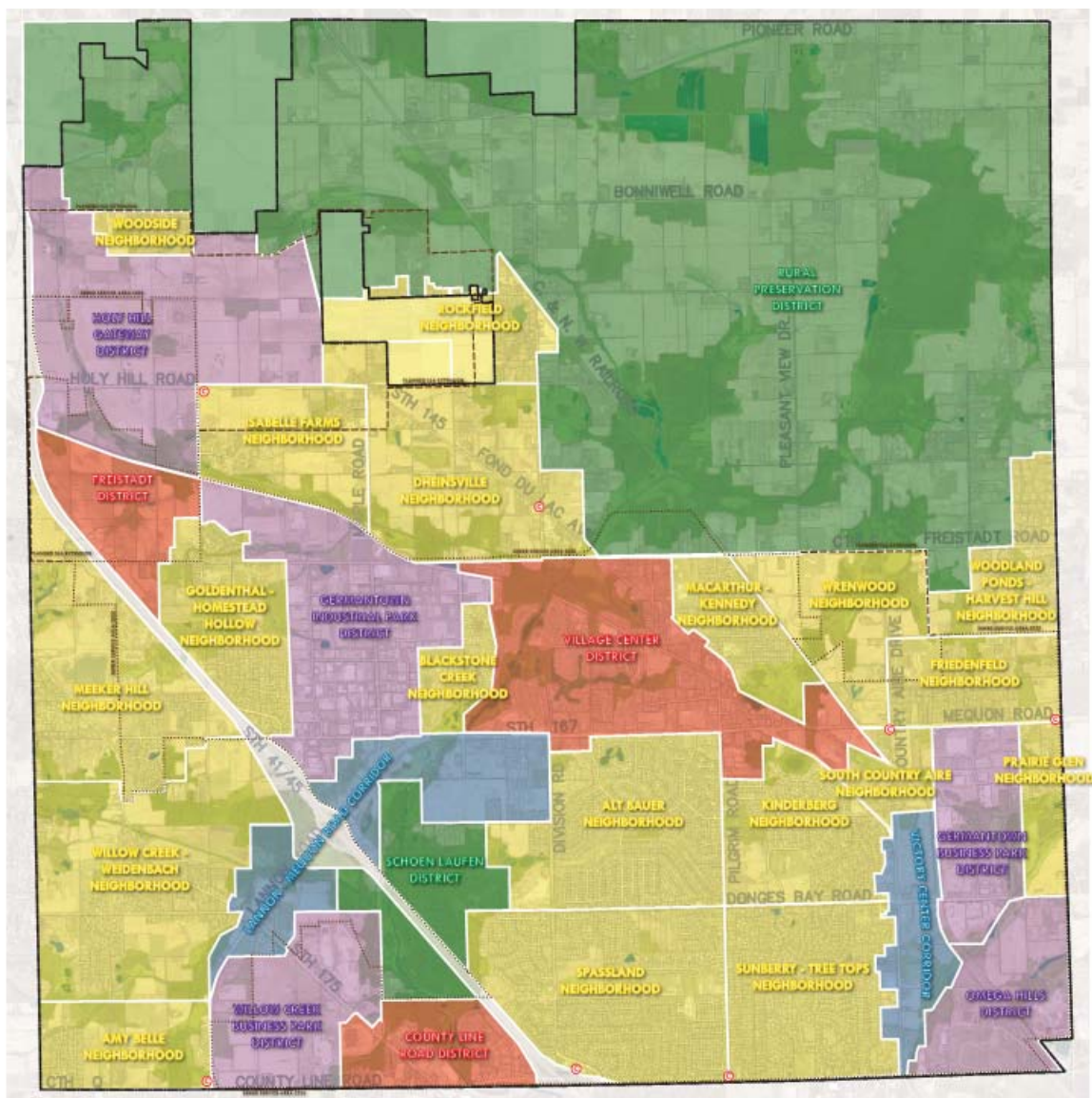
# FUTURE LAND USE

## The Future Land Use Plan Map

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

Each of the Neighborhoods, Districts, Corridors, and Overlay Areas is defined with solid “boundary” lines. These areas were formed after feedback from the community, Plan Commissioners, and Village staff. These guideline “boundaries” may shift over time to accommodate an updated view of the Neighborhoods, Districts, and Corridors in the village.

Most importantly, the Neighborhoods, Districts and Corridors are not representative of a singular use, but illustrate an area with a mix of compatible existing and future uses. These are detailed in the Future Land Use Plan Tables on the following pages.



## Future Land Use Plan Table

The Future Land Use Plan Table (pages xx) organize important land use considerations:

### Category, Place Type, & Names

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

### Preferred Future Land Uses

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

The generalized types of uses and activities include:

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

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

- **Desirable (D)** - These uses should be encouraged and support the desired character of the area.
- **Allowable (A)** - These uses are appropriate for the area, but may require additional consideration to fit the vision.
- **Undesirable (U)** - In general, these uses should not be encouraged, but may still be acceptable for the area under special circumstances.

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

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

Germantown 2050 - Comprehensive Plan Update | **Neighborhoods, Districts, & Corridors Table – Districts & Corridors** (Page One)

| Places                             |                           |                                     | Preferred Future Land Uses                       |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | SSA                    | Environmental Corridor              | Preferred Site Design    |                      |                            | Density (residential uses)                 |
|------------------------------------|---------------------------|-------------------------------------|--------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|------------------------|-------------------------------------|--------------------------|----------------------|----------------------------|--------------------------------------------|
| Neighborhood / District / Corridor | Place Type                | Place Name                          | Existing Uses (+ existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (Includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Sewered? (Y/N/Partial) | Contains an Environmental Corridor? | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre                      |
| District                           | Village Center            | Village Center District             | A                                                | u                          | A                               | D                                  | D                                   | u                                  | D                                        | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | U                          | 10 units/acre                              |
| District                           | Mixed-Use                 | County Line Road District           | A                                                | u                          | A                               | A                                  | A                                   | A                                  | D                                        | A             | A                         | u                  | u          | u                            | Y                      | YES                                 | U                        | U                    | A                          | 10 units/acre                              |
| District                           | Industrial / Commercial   | Willow Creek Business Park District | A                                                | u                          | u                               | u                                  | u                                   | D                                  | A                                        | A             | A                         | u                  | D          | u                            | Y                      | YES                                 | -                        | -                    | -                          | -                                          |
| District                           | Industrial / Commercial   | Germantown Business Park District   | A                                                | u                          | u                               | u                                  | u                                   | D                                  | A                                        | A             | A                         | u                  | D          | u                            | Y                      | YES                                 | -                        | -                    | -                          | -                                          |
| District                           | Industrial / Commercial   | Germantown Industrial Park District | A                                                | u                          | u                               | u                                  | u                                   | D                                  | A                                        | A             | A                         | u                  | D          | u                            | Y                      | YES                                 | -                        | -                    | -                          | -                                          |
| District                           | Industrial / Warehousing  | Holy Hill Gateway District          | A                                                | u                          | u                               | u                                  | A                                   | D                                  | A                                        | A             | A                         | u                  | D          | u                            | Y                      | YES                                 | -                        | -                    | -                          | 10 units/acre                              |
| District                           | Industrial / Landfill     | Omega Hills District                | A                                                | u                          | u                               | u                                  | u                                   | D                                  | A                                        | A             | A                         | u                  | D          | u                            | N                      | YES                                 | -                        | -                    | -                          | -                                          |
| District                           | Mixed-Use                 | Freistadt District                  | A                                                | u                          | u                               | u                                  | D                                   | D                                  | A                                        | A             | A                         | u                  | D          | u                            | Y                      | YES                                 | -                        | -                    | -                          | 10 units/acre                              |
| District                           | Agricultural / Open Space | Rural Preservation District         | A                                                | A                          | u                               | u                                  | u                                   | u                                  | u                                        | A             | D                         | u                  | u          | D                            | N                      | YES                                 | U                        | U                    | D                          | see NOTE 1                                 |
| District                           | Open Space                | Schoen Laufen District              | A                                                | A                          | u                               | u                                  | u                                   | u                                  | u                                        | A             | D                         | u                  | u          | u                            | P                      | YES                                 | U                        | U                    | D                          | 1 unit/acre                                |
| Corridor                           | Mixed-Use                 | Lannon- Mequon Road Corridor        | A                                                | A                          | A                               | A                                  | A                                   | A                                  | D                                        | D             | D                         | u                  | u          | u                            | P                      | YES                                 | A                        | U                    | A                          | 2.2-2.9 units/acre-SF;<br>10 units/acre-MF |
| Corridor                           | Mixed-Use                 | Victory Center Corridor             | A                                                | A                          | A                               | A                                  | A                                   | A                                  | D                                        | D             | D                         | u                  | A          | u                            | Y                      | YES                                 | A                        | U                    | A                          | 2.2-2.9 units/acre-SF;<br>8 units/acre-MF  |

|         |                                                                                                                                             |                                                                                                                        |     |                                                                                                                        |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------------------------------------------------|
| NOTE 1: | "Rural Preservation" District:                                                                                                              | 1 unit/ 20 acres (4 or fewer CSM lots)<br>1 unit/ 5 acres with Conservation Subdivision (5 or greater lots subdivided) | D = | Desirable – These uses should be encouraged and support the desired character of the area.                             |
| NOTE 2: | Neighborhood in SSA (w/ water & sewer)                                                                                                      | 2.2 units/ acre (4 or fewer CSM lots)<br>3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)   | A = | Allowable – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| NOTE 3: | Neighborhood outside SSA (no water & sewer)                                                                                                 | 1 unit/ 5 acres (4 or fewer CSM lots)<br>1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)  | u = | Undesirable – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |
| *       | Area is within (or partially within) SSA, but the majority of properties are not connected to sewer                                         |                                                                                                                        |     |                                                                                                                        |
| **      | "Conservation Subdivision" includes: (a) minimum open space requirement (% TBD); (b) minimum lot size (TBD); and (c) maximum lot size (TBD) |                                                                                                                        |     |                                                                                                                        |



Germantown 2050 - Comprehensive Plan Update | **Neighborhoods, Districts, & Corridors Table – Neighborhoods** (Page Two)

| Places                             |                       |                                            | Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                         |               |                           |                    |            |                              | SSA                    | Environmental Corridor              | Preferred Site Design    |                      |                            | Density (residential uses)                                     |
|------------------------------------|-----------------------|--------------------------------------------|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|-----------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|------------------------|-------------------------------------|--------------------------|----------------------|----------------------------|----------------------------------------------------------------|
| Neighborhood / District / Corridor | Place Type            | Place Name                                 | Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes Activity Centers ) | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Sewered? (Y/N/Partial) | Contains an Environmental Corridor? | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre                                          |
| Neighborhood                       | Residential Community | Sunberry-Tree Tops Neighborhood            | A                                                 | D                          | A                               | u                                  | u                                   | u                                  | A                                       | A             | D                         | u                  | u          | u                            | Y                      | NO                                  | D                        | A                    | D                          | 2.2 to 2.9 units/acre                                          |
| Neighborhood                       | Residential Community | Spassland Neighborhood                     | A                                                 | D                          | A                               | u                                  | u                                   | u                                  | A                                       | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | D                          | 2.2 to 2.9 units/acre                                          |
| Neighborhood                       | Residential Community | Alt Bauer Neighborhood                     | A                                                 | D                          | A                               | u                                  | A                                   | u                                  | u                                       | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | A                          | 2.9 to 3.5 units/acre; 10 units/acre-MF                        |
| Neighborhood                       | Residential Community | Kinderberg Neighborhood                    | A                                                 | D                          | A                               | u                                  | u                                   | u                                  | u                                       | u             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | U                          | 2.2 to 2.9 units/acre                                          |
| Neighborhood                       | Residential Community | South Country Aire Neighborhood            | A                                                 | D                          | A                               | u                                  | A                                   | u                                  | D                                       | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | D                          | 2.2 - 2.9 units/acre-SF; 4.3 units/acre-MF                     |
| Neighborhood                       | Residential Community | Prairie Glen Neighborhood                  | A                                                 | D                          | A                               | A                                  | u                                   | u                                  | A                                       | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | A                        | A                    | D                          | 2.2 - 2.9 units/acre                                           |
| Neighborhood                       | Residential Community | Friedenfeld Neighborhood                   | A                                                 | D                          | u                               | u                                  | u                                   | u                                  | A                                       | u             | D                         | u                  | u          | u                            | Y+                     | YES                                 | D                        | A                    | D                          | 0.5-1.0 units/acre (non-sewered); 2.2-2.9 units/acre (sewered) |
| Neighborhood                       | Residential Community | Woodland Ponds-Harvest Hill Neighborhood   | A                                                 | D                          | u                               | u                                  | u                                   | u                                  | u                                       | u             | D                         | u                  | u          | u                            | N                      | YES                                 | U                        | A                    | D                          | 0.5 - 1 units/acre                                             |
| Neighborhood                       | Residential Community | Wrenwood Neighborhood                      | A                                                 | D                          | u                               | u                                  | u                                   | u                                  | u                                       | u             | D                         | u                  | u          | u                            | Y                      | YES                                 | A                        | A                    | D                          | 2.2 to 2.9 units/acre                                          |
| Neighborhood                       | Residential Community | Macarthur - Kennedy Neighborhood           | A                                                 | D                          | A                               | A                                  | u                                   | u                                  | u                                       | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | D                          | 2.2 - 5.8 units/acre                                           |
| Neighborhood                       | Residential Community | Blackstone Creek Neighborhood              | A                                                 | D                          | A                               | u                                  | u                                   | u                                  | u                                       | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | D                          | 2.9-8.0 units/acre                                             |
| Neighborhood                       | Residential Community | Goldenthal - Homestead Hollow Neighborhood | A                                                 | D                          | A                               | u                                  | u                                   | u                                  | A                                       | A             | D                         | u                  | u          | u                            | Y                      | YES                                 | D                        | A                    | D                          | 2.2 to 2.9 units/acre                                          |
| Neighborhood                       | Residential Community | Amy Belle Neighborhood                     | A                                                 | A                          | u                               | u                                  | u                                   | u                                  | A                                       | A             | D                         | u                  | u          | D                            | N                      | YES                                 | A                        | U                    | D                          | see NOTE 3                                                     |
| Neighborhood                       | Residential Community | Willow Creek - Weidenbach Neighborhood     | A                                                 | A                          | u                               | u                                  | u                                   | u                                  | A                                       | A             | D                         | u                  | u          | D                            | N                      | YES                                 | A                        | U                    | D                          | see NOTE 3                                                     |
| Neighborhood                       | Residential Community | Meeker Hill Neighborhood                   | A                                                 | A                          | A                               | A                                  | A                                   | u                                  | A                                       | A             | D                         | u                  | u          | D                            | P                      | YES                                 | A                        | U                    | D                          | see NOTE 3                                                     |
| Neighborhood                       | Residential Community | Woodside Neighborhood                      | A                                                 | A                          | u                               | u                                  | u                                   | u                                  | u                                       | u             | D                         | u                  | u          | D                            | Y+                     | YES                                 | A                        | A                    | D                          | see NOTE 2 and NOTE 3                                          |
| Neighborhood                       | Residential Community | Rockfield Neighborhood                     | A                                                 | A                          | u                               | u                                  | u                                   | u                                  | u                                       | u             | D                         | u                  | u          | D                            | P+                     | YES                                 | U                        | A                    | D                          | see NOTE 2 and NOTE 3                                          |
| Neighborhood                       | Residential Community | Isabelle Farms Neighborhood                | A                                                 | A                          | A                               | u                                  | u                                   | u                                  | u                                       | u             | D                         | u                  | u          | D                            | P+                     | YES                                 | U                        | U                    | D                          | see NOTE 2 and NOTE 3                                          |
| Neighborhood                       | Residential Community | Dheinsville Neighborhood                   | A                                                 | A                          | A                               | u                                  | u                                   | u                                  | A                                       | A             | D                         | u                  | u          | D                            | N                      | YES                                 | A                        | A                    | D                          | see NOTE 2 and NOTE 3                                          |

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

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

### **SSA**

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

### **Environmental Corridor**

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

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

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

As part of any future land use decision, the NDC table will identify if the area contains a SEWRPC-delineated Environmental Corridor and if it does, additional regulations or guidelines will be required.

### **Preferred Site Design**

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

- **Traditional Neighborhood Design (TND):**

A compact mixed-use neighborhood where residential, commercial and civic buildings are generally within close proximity to each other. TNDs may occur in infill settings or on the edges of older well-established areas, but often involve all-new construction on previously undeveloped land. This type of development involves traditional town planning principles. TND projects include a range of housing types, a network of well-connected streets (arterial, collector and local) and sidewalks, meaningful and useful public spaces, and where economically feasible have amenities such as stores, schools, and places of worship within walking distance of residences. TND projects generally have a variety of residential lot sizes ranging from smaller and narrower "village type" lots to larger and wider "estate type" lots. This type of development is similar in character to a number of the long-established neighborhoods and districts in Germantown.

- **Conservation Subdivision Design (CSD):**

A residential housing development in a rural or semi-rural area that is characterized by compact lots, clustered home sites and shared common open space, and where the natural features of land are preserved, enhanced and made accessible to the greatest extent possible. In this type of development dwellings are located in a manner that reduces the area of land cleared, graded, and converted from agricultural, woodland, or wildlife habitat uses to building sites, driveways, and yard space.

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

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

### Density

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

The suggested range of densities is intended to ensure new development fits the character of existing neighborhoods. Reasonable variations from the stated densities may be considered at the time developments are proposed and should be evaluated relative to the goals, objectives, policies and recommendations of the approved 2050 Comprehensive Plan.

### Preferred General Character Description

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

## Neighborhoods, Districts, Corridors

Germantown's neighborhoods, districts and corridors fit these principles, with many unique identities and regional attractions.

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

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

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

### Neighborhoods

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

#### Neighborhoods in Germantown:

- Sunberry-Tree Tops Neighborhood
- Spassland Neighborhood
- Alt Bauer Neighborhood
- Kinderberg Neighborhood
- South Country Aire Neighborhood
- Prairie Glen Neighborhood
- Friedenfeld Neighborhood
- Woodland Ponds-Harvest Hill Neighborhood
- Wrenwood Neighborhood
- Macarthur - Kennedy Neighborhood
- Blackstone Creek Neighborhood
- Goldenthal - Homestead Hollow Neighborhood
- Amy Belle Neighborhood
- Willow Creek - Weidenbach Neighborhood
- Meeker Hill Neighborhood
- Woodside Neighborhood
- Rockfield Neighborhood
- Isabelle Farms Neighborhood

### Districts

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

#### Districts in Germantown:

- Mixed-Use
  - Village Center District
  - County Line Road District
  - Freistadt District
- Industrial
  - Willow Creek Business Park District
  - Germantown Business Park District
  - Germantown Industrial Park District
  - Holy Hill Gateway District
  - Omega Hills District
- Rural/Agricultural
  - Rural Preservation District
  - Schoen Laufen District

### Corridors

Corridors identify areas of connectivity between the neighborhoods and districts that can accommodate a variety of land uses, including natural, recreational and cultural uses.

Corridors in Germantown:

- Lannon- Mequon Road Corridor
- Victory Center Corridor

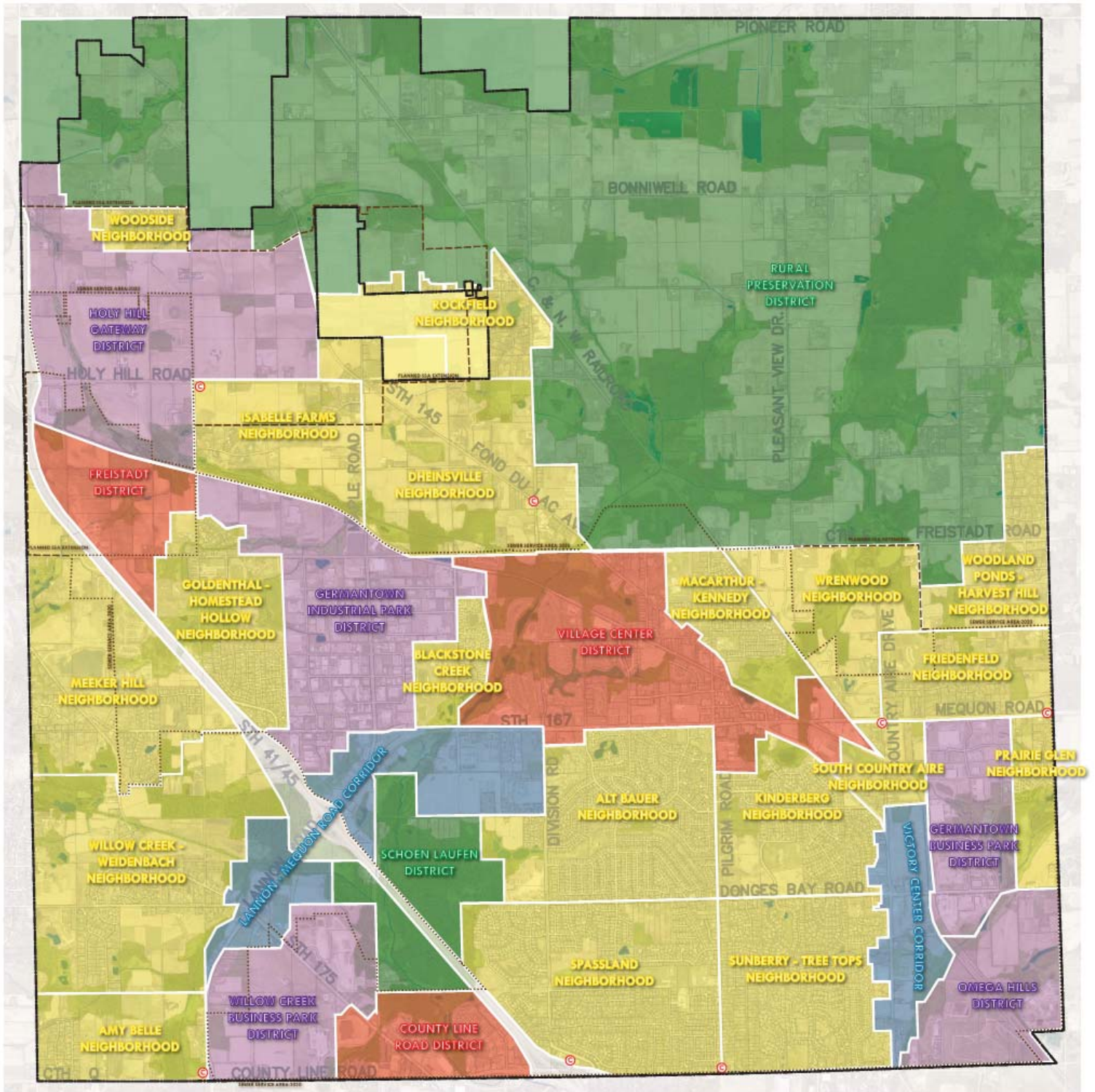
### Overlays

There is only one overlay area in Germantown. This overlay has been created to cater to the special circumstances of the village's development pattern surrounding natural features.

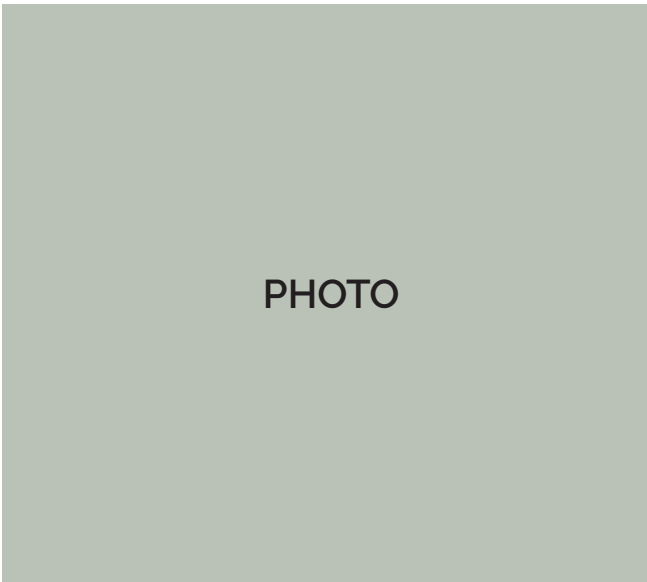
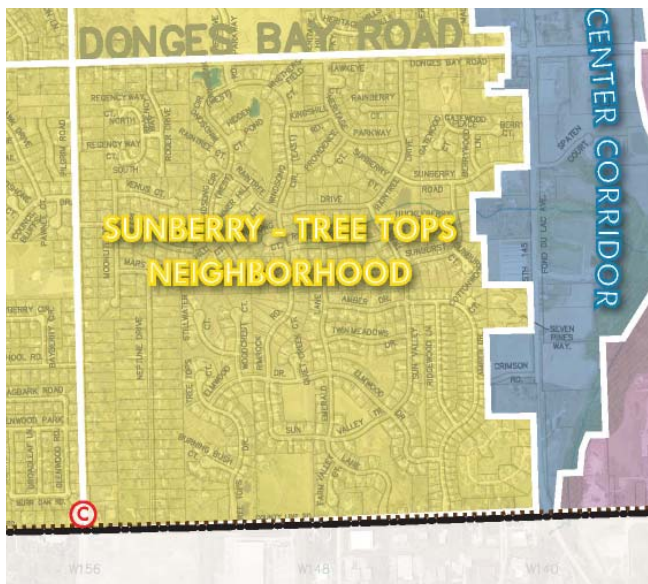
- SEWRPC Environmental Corridor Overlay

# NEIGHBORHOODS, DISTRICTS, CORRIDORS

## Village of Germantown 2050 Future Land Use Map



# Sunberry - Treetops NEIGHBORHOOD



## GENERAL CHARACTER

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

## SPECIAL FEATURES

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

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

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

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

## PREFERRED FUTURE LAND USE

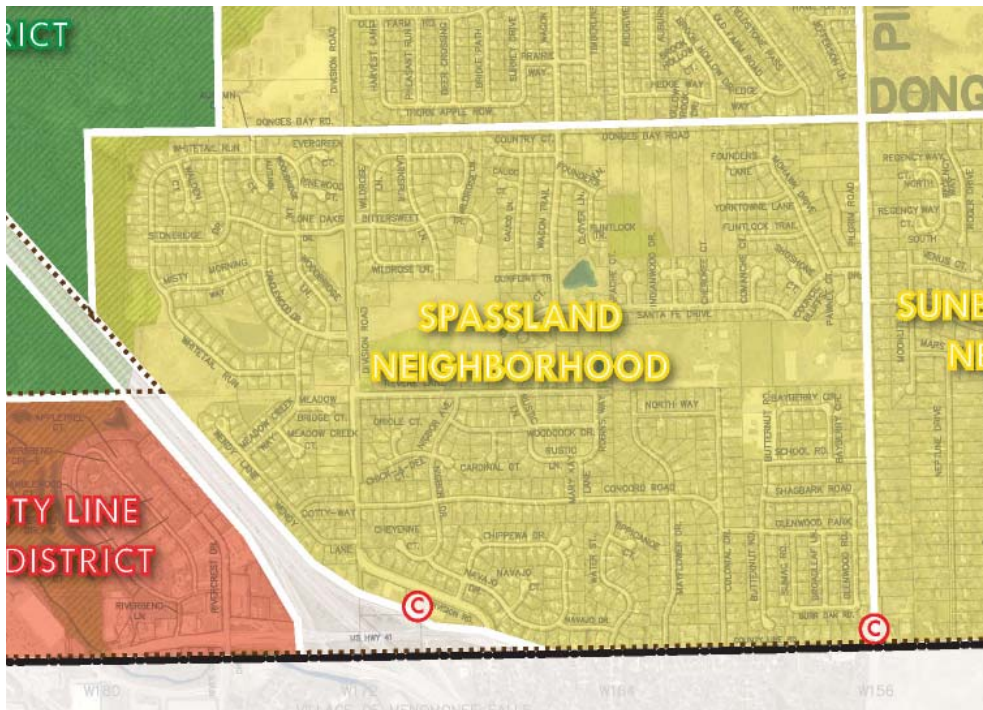
### Sunberry - Treetops Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| A                                                 | D                          | A                               | u                                  | u                                   | u                                  | A                                        | A             | D                         | u                  | u          | u                            | No                                  | Yes                    | D                        | A                    | D                          | 2.2 to 2.9<br>units/acre      |

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

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Spassland NEIGHBORHOOD



## GENERAL CHARACTER

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

## SPECIAL FEATURES

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

**Environmental, Natural & Agricultural** There is one isolated natural Areas within the Spassland Neighborhood. This area is located north of Spassland Park, and is owned by private property owners.

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

## PREFERRED FUTURE LAND USE

### Spassland Neighborhood

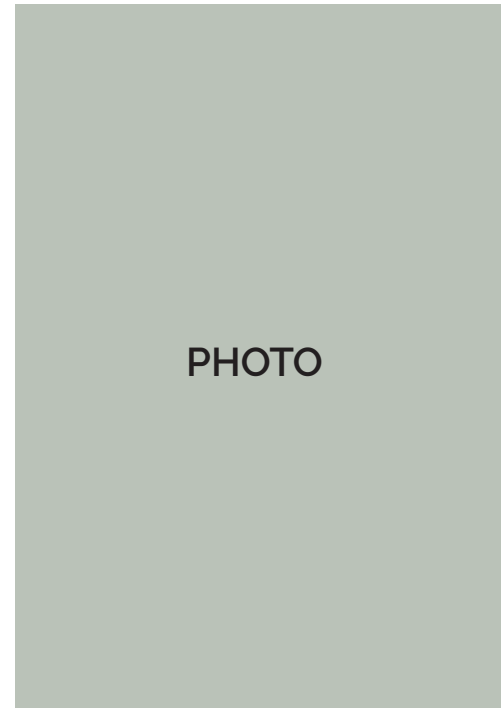
| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (Includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| A                                                 | D                          | A                               | u                                  | u                                   | u                                  | A                                        | A             | D                         | u                  | u          | u                            | Yes                                 | Yes                    | D                        | A                    | D                          | 2.2 to 2.9<br>units/acre      |

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

Future residential development is intended to be single-family development on existing platted lots or future lots platted at average densities that are the same or similar to the existing pattern of development (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots). Future non-residential development is intended to be limited to neighborhood-type commercial and office uses where they already exist along Division Road and County Line Road.

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Alt Bauer NEIGHBORHOOD



## GENERAL CHARACTER

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

## SPECIAL FEATURES

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

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

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

## PREFERRED FUTURE LAND USE

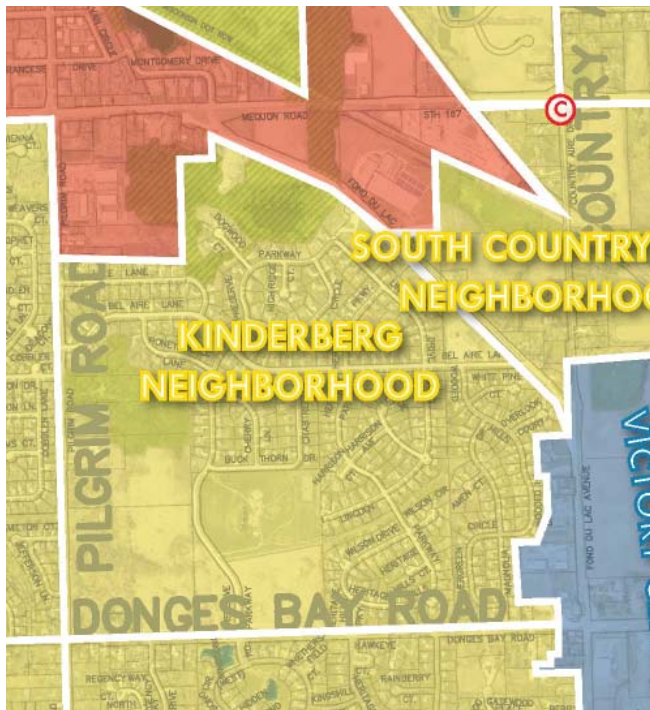
### Alt Bauer Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses)                    |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|--------------------------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre                            |
| A                                                 | D                          | A                               | u                                  | A                                   | u                                  | u                                        | A             | D                         | u                  | u          | u                            | Yes                                 | Yes                    | D                        | A                    | A                          | 2.9 to 3.5<br>units/acre-SF;<br>10 units/acre-MF |

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

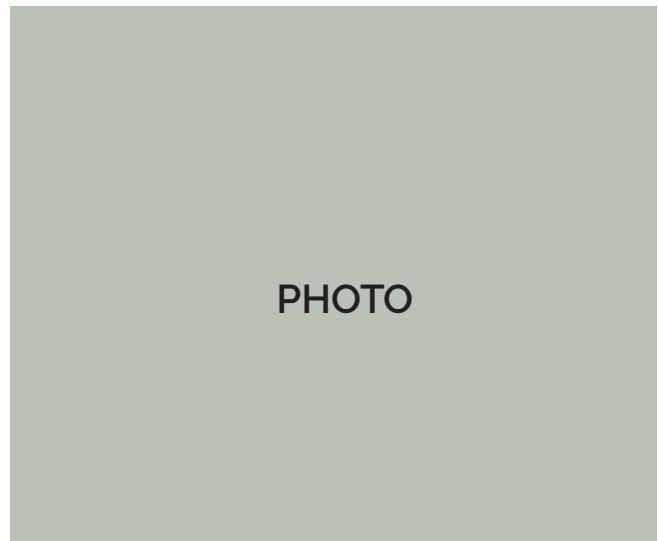
|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Kinderberg NEIGHBORHOOD



## GENERAL CHARACTER

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



## SPECIAL FEATURES

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

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

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

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

## PREFERRED FUTURE LAND USE

### Kinderberg Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| A                                                 | D                          | A                               | u                                  | u                                   | u                                  | u                                        | u             | D                         | u                  | u          | u                            | Yes                                 | Yes                    | D                        | A                    | U                          | 2.2 to 2.9<br>units/acre      |

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

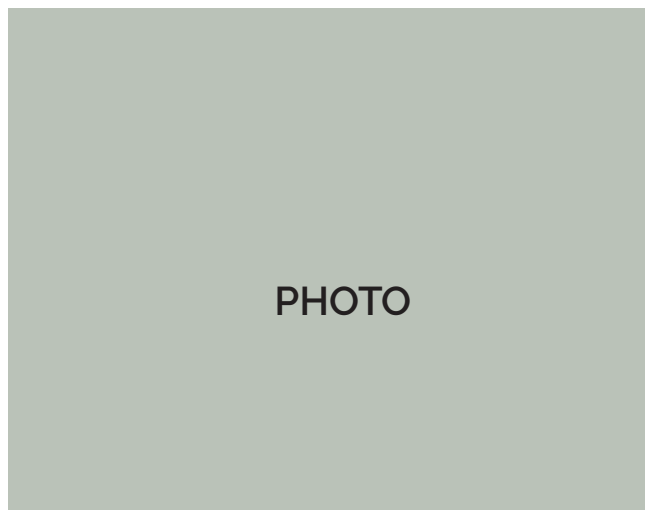
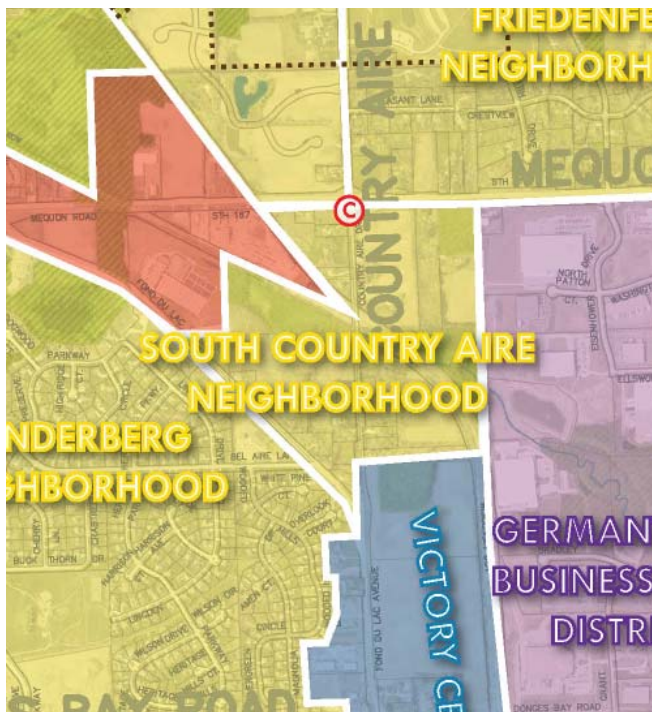
Future residential development is intended to be single-family development on existing platted lots or future lots platted at average densities that are the same or similar to the existing pattern of development (2.2 to 2.9 DU's/acre on 15-20,000 sq ft lots). No new non-residential development is intended to develop in this neighborhood.

**D = Desirable** – These uses should be encouraged and support the desired character of the area.

**A = Allowable** – These uses are appropriate for the area, but may require additional consideration to fit the vision.

**u = Undesirable** – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.

# South Country Aire NEIGHBORHOOD



## SPECIAL FEATURES

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

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

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

## GENERAL CHARACTER

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

## PREFERRED FUTURE LAND USE

### South Country Aire Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses)                         |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre                                 |
| A                                                 | D                          | A                               | u                                  | A                                   | u                                  | D                                        | A             | D                         | u                  | u          | u                            | Yes                                 | Yes                    | D                        | A                    | D                          | 2.2 - 2.9 units/<br>acre-SF;<br>4.3 units/acre-<br>MF |

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

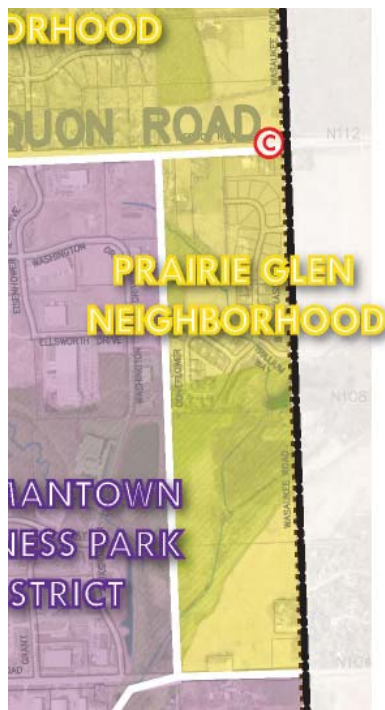
Neighborhood-type commercial development would be supported around the Mequon Road @ Country Aire Drive intersection and is designated as a future "commercial activity center". There may also be opportunities for multifamily development within mixed-use buildings along Mequon Road at a density at 4.3 units per acre.

**D = Desirable** – These uses should be encouraged and support the desired character of the area.

**A = Allowable** – These uses are appropriate for the area, but may require additional consideration to fit the vision.

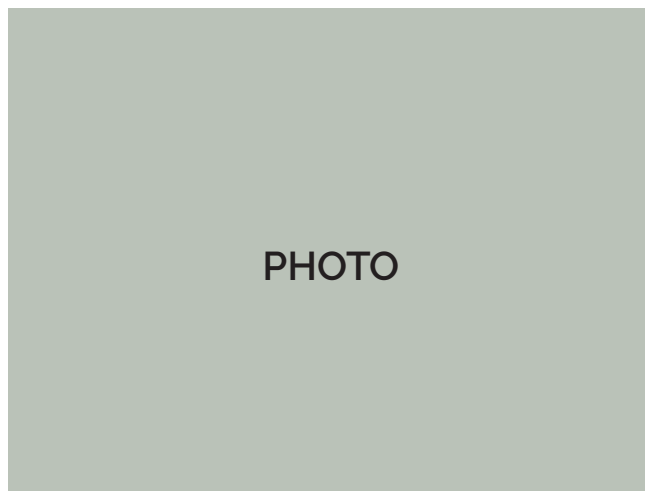
**u = Undesirable** – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.

# Prairie Glen NEIGHBORHOOD



## GENERAL CHARACTER

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



## SPECIAL FEATURES

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

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

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

## PREFERRED FUTURE LAND USE

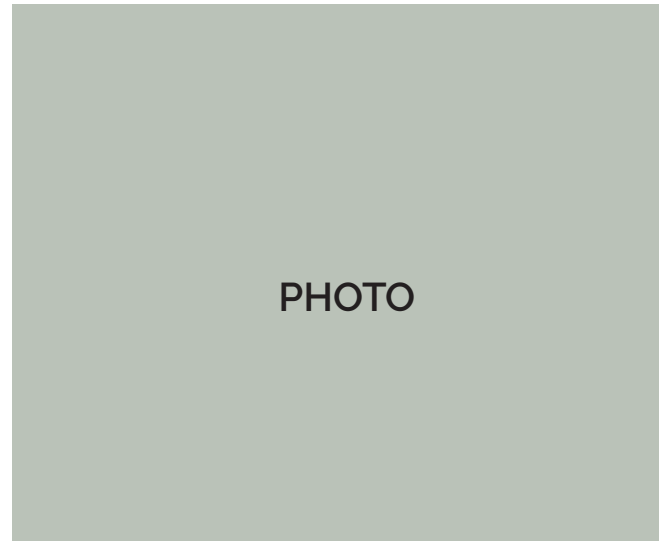
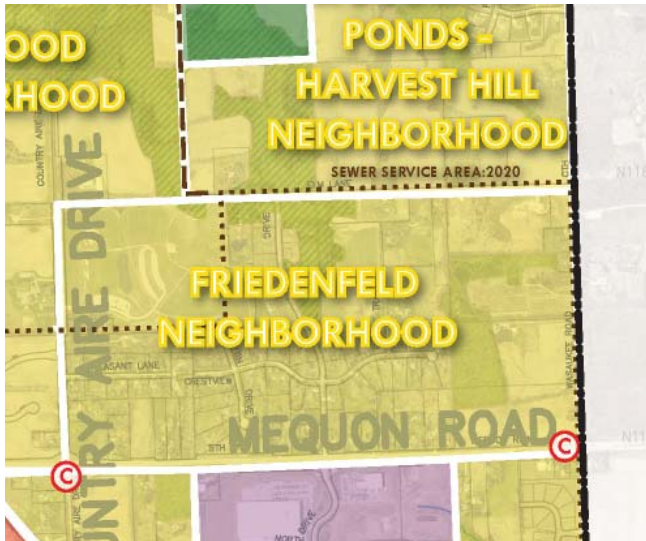
### Prairie Glen Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| A                                                 | D                          | A                               | A                                  | u                                   | u                                  | A                                        | A             | D                         | u                  | u          | u                            | Yes                                 | Yes                    | A                        | A                    | D                          | 2.2 - 2.9 units/<br>acre      |

Additional conservation design development with single-family lots at the same or similar density are desirable for the remaining undeveloped areas in this neighborhood, including the 25 acres of undeveloped land in the southeast corner of the neighborhood along Wasaukee Road. Strawgrass Lane has been designed with the potential of an extension connecting with Mequon Road if the large residential lots are re-developed. The Mequon Road & Wasaukee Road intersection has been designated as a future "commercial activity center" suitable for neighborhood-type commercial uses north of Mequon Road, but may include redevelopment of the existing small residential lots south of Mequon Road at the Wasaukee Road intersection.

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Friedenfeld NEIGHBORHOOD



## GENERAL CHARACTER

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

## SPECIAL FEATURES

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

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

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

## PREFERRED FUTURE LAND USE

### Friedenfeld Neighborhood

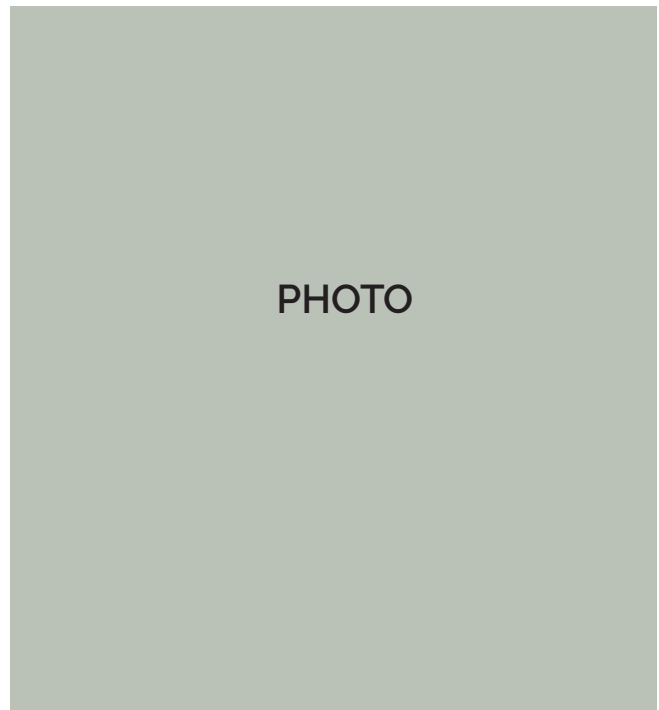
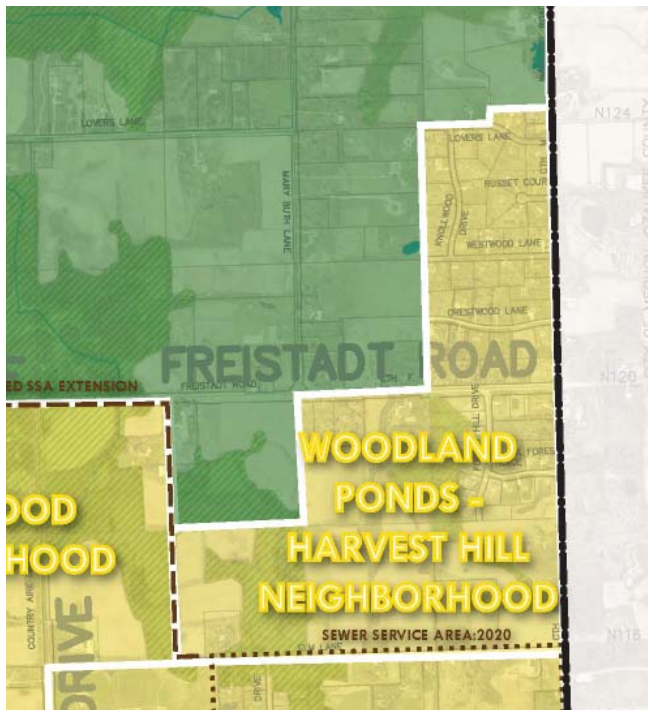
| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            | Enviro<br>Corr.              | SSA                                 | Preferred<br>Site Design |                          |                      | Density<br>(residential uses) |                                                                         |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|--------------------------|--------------------------|----------------------|-------------------------------|-------------------------------------------------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial)   | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision**    | Dwelling Units / Acre                                                   |
| A                                                 | D                          | u                               | u                                  | u                                   | u                                  | A                                        | u             | D                         | u                  | u          | u                            | Yes                                 | Yes                      | D                        | A                    | D                             | 0.5-1.0 units/acre<br>(non-sewered);<br>2.2-2.9 units/acre<br>(sewered) |

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

Neighborhood-type commercial uses would be supported in the southwest and southeast corners of the neighborhood at the Country Aire @ Mequon Road and Wasauke Road @ Mequon Road intersections. These intersections have been designated as future "commercial activity centers."

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Woodland Ponds-Harvest Hill NEIGHBORHOOD



## GENERAL CHARACTER

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

## SPECIAL FEATURES

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

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

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

## PREFERRED FUTURE LAND USE

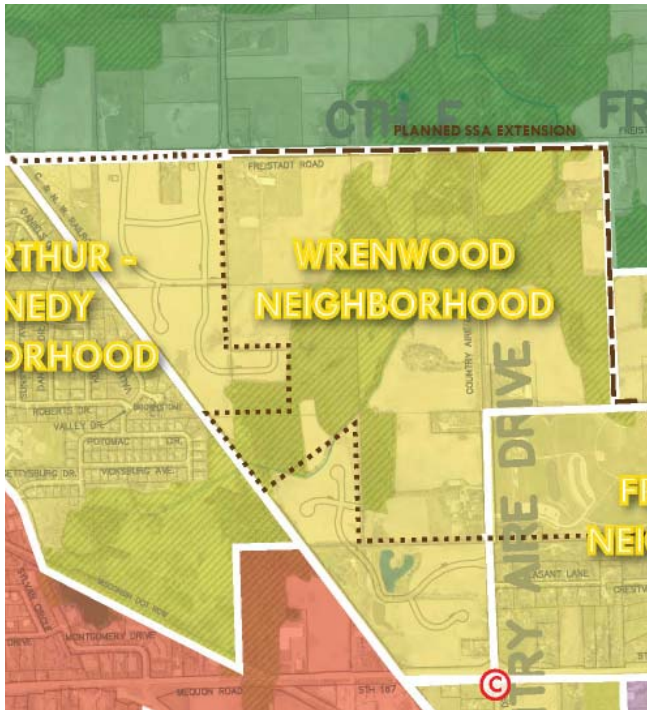
### Woodland Ponds-Harvest Hill Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| <b>A</b>                                          | <b>D</b>                   | <b>u</b>                        | <b>u</b>                           | <b>u</b>                            | <b>u</b>                           | <b>u</b>                                 | <b>u</b>      | <b>D</b>                  | <b>u</b>           | <b>u</b>   | <b>u</b>                     | Yes                                 | No                     | <b>U</b>                 | <b>A</b>             | <b>D</b>                   | 0.5 - 1 unit/acre             |

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

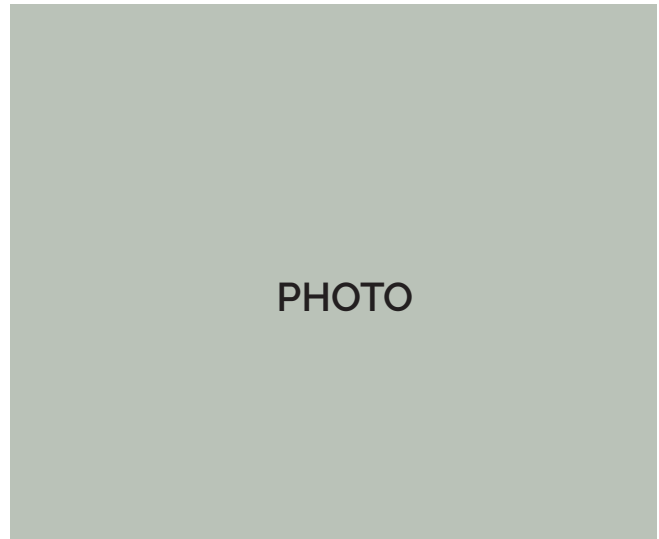
|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Wrenwood NEIGHBORHOOD



## GENERAL CHARACTER

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



## SPECIAL FEATURES

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

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

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

## PREFERRED FUTURE LAND USE

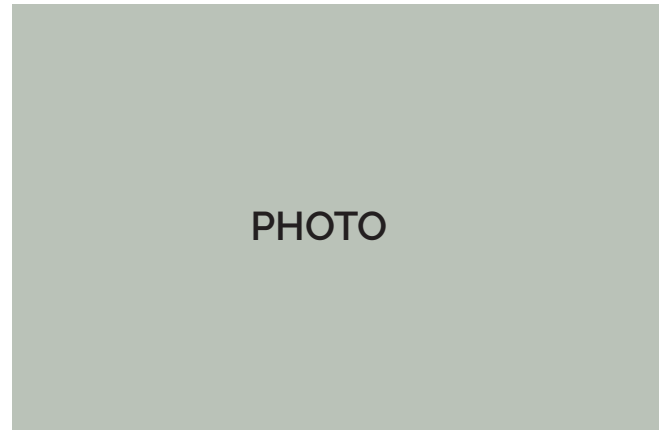
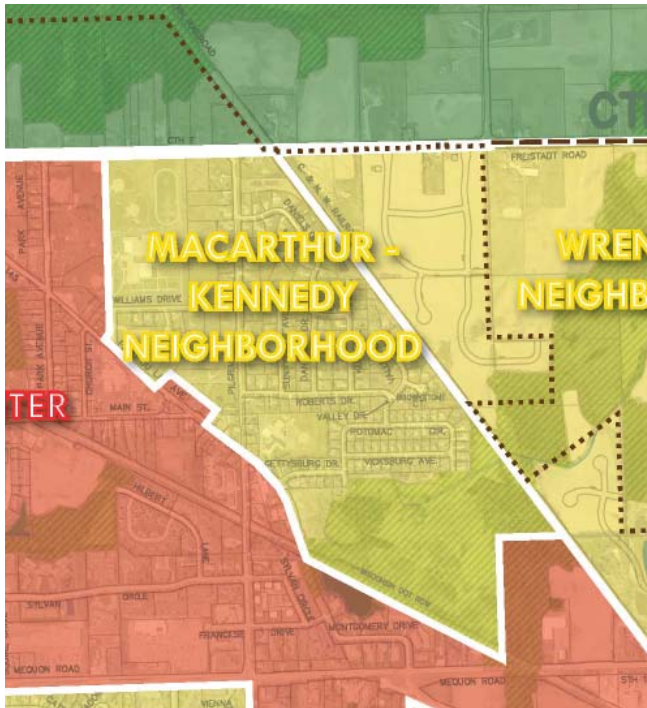
### Wrenwood Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| <b>A</b>                                          | <b>D</b>                   | <b>u</b>                        | <b>u</b>                           | <b>u</b>                            | <b>u</b>                           | <b>u</b>                                 | <b>u</b>      | <b>D</b>                  | <b>u</b>           | <b>u</b>   | <b>u</b>                     | Yes                                 | Yes                    | <b>A</b>                 | <b>A</b>             | <b>D</b>                   | 2.2 to 2.9 units/<br>acre     |

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

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# MacArthur-Kennedy NEIGHBORHOOD



## SPECIAL FEATURES

**Transportation** The MacArthur-Kennedy neighborhood extends between Freistadt Road to the north to the Wisconsin and Southern Rail line to the south. The neighborhood is bounded by Fond du Lac Avenue and Park Avenue to the west and the Canadian National Railroad to the east. Fond du Lac Avenue connects the neighborhood to Mequon Road to the south and further to County Line Road and US 41/45.

**Environmental, Natural & Agricultural** There is a large natural area, approximately 53 acres, located in the southern portion of the MacArthur neighborhood. This is a portion of a larger primary environmental corridor.

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

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

## GENERAL CHARACTER

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

## PREFERRED FUTURE LAND USE

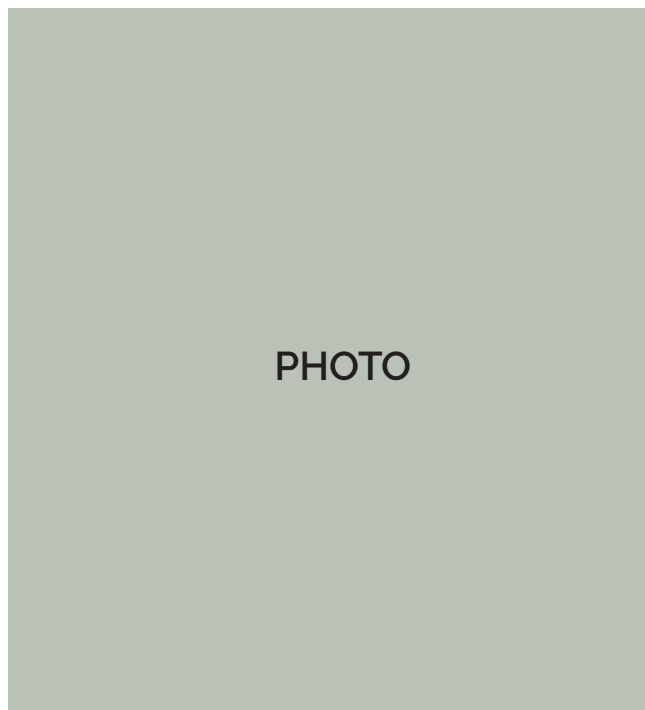
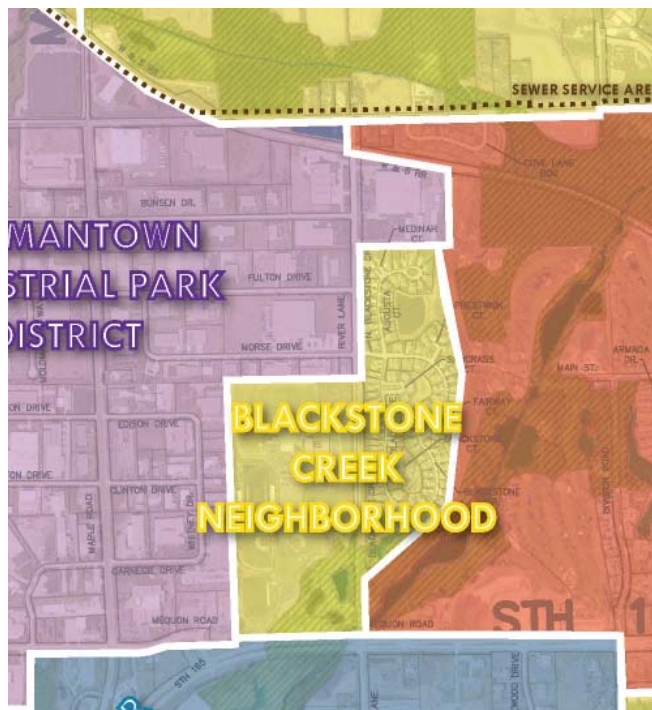
### MacArthur - Kennedy Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (Includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| A                                                 | D                          | A                               | A                                  | u                                   | u                                  | u                                        | A             | D                         | u                  | u          | u                            | Yes                                 | Yes                    | D                        | A                    | D                          | 2.2 - 5.8 units/<br>acre      |

The MacArthur-Kennedy Neighborhood has been fully developed. Any future construction would be infill or redevelopment of existing residential uses. The large open space area in the south part of the neighborhood is both environmentally sensitive with a large wetland complex and the site of the former Germantown landfill; a designated brownfield site.

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Blackstone Creek NEIGHBORHOOD



## GENERAL CHARACTER

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

## SPECIAL FEATURES

**Transportation** River Lane bisects the Blackstone Creek Neighborhood north and south. The Germantown Industrial Park District establishes the western and northern boundaries of the neighborhood. Mequon Road is the southern boundary of the neighborhood and connects the neighborhood to US 41/45 to the west.

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

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

## PREFERRED FUTURE LAND USE

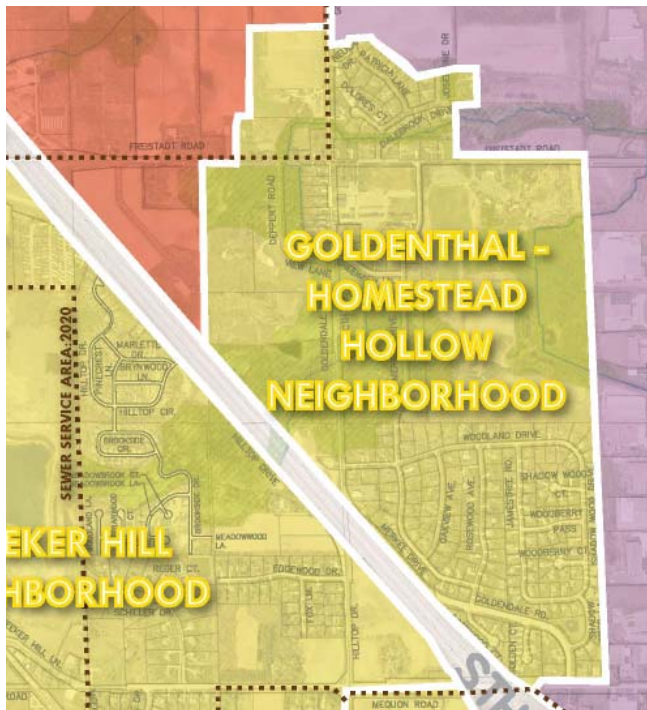
### Blackstone Creek Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            | Enviro<br>Corr.              | SSA                                 | Preferred<br>Site Design |                          |                      | Density<br>(residential uses) |                        |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|--------------------------|--------------------------|----------------------|-------------------------------|------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (Includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial)   | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision**    | Dwelling Units / Acre  |
| A                                                 | D                          | A                               | u                                  | u                                   | u                                  | u                                        | A             | D                         | u                  | u          | u                            | Yes                                 | Yes                      | D                        | A                    | D                             | 2.9-8.0 units/<br>acre |

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

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Goldenthal-Homestead Hollow NEIGHBORHOOD



## SPECIAL FEATURES

**Transportation** The Goldendale-Homestead Hollow neighborhood is bounded by US 41/45 and the Freistadt Business Park District to the west, Mequon Road to the south, and the Germantown Industrial Park District to the north and east. US 41-45 can be accessed via Mequon Road and Lannon Road to the South or Goldendale Road and Holy Hill Road to the north.

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

## GENERAL CHARACTER

The Goldenthal-Homestead Hollow Neighborhood is a single-family and two-family residential neighborhood. Residential zoning within this neighborhood is predominantly Rs-4 (2.2 DU's/acre with minimum 20,000 sqft lots), Rs-5 (2.9 DU's/acre with minimum 15,000 sqft lots) and Rd-2 (two-family at 5.8 DU's/acre with minimum 15,000 sqft two-family lots). There are a few commercially zoned properties located along the east side of US 41/45, including the Germantown Mutual Insurance campus, and south of the intersection of Freistadt Road @ Goldendale Road. St. Boniface Church and School is located in the southeast corner of the Freistadt Road / Goldendale Road intersection. A childcare center is located southwest of this intersection, off Deppert Road.

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

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

## PREFERRED FUTURE LAND USE

### Goldenthal-Homestead Hollow Neighborhood

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| A                                                 | D                          | A                               | u                                  | u                                   | u                                  | A                                        | A             | D                         | u                  | u          | u                            | Yes                                 | Yes                    | D                        | A                    | D                          | 2.2 to 2.9 units/<br>acre     |

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

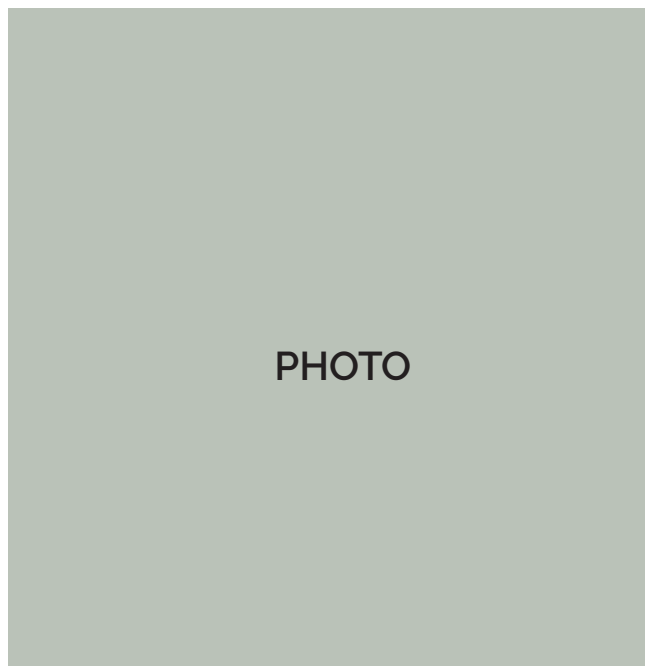
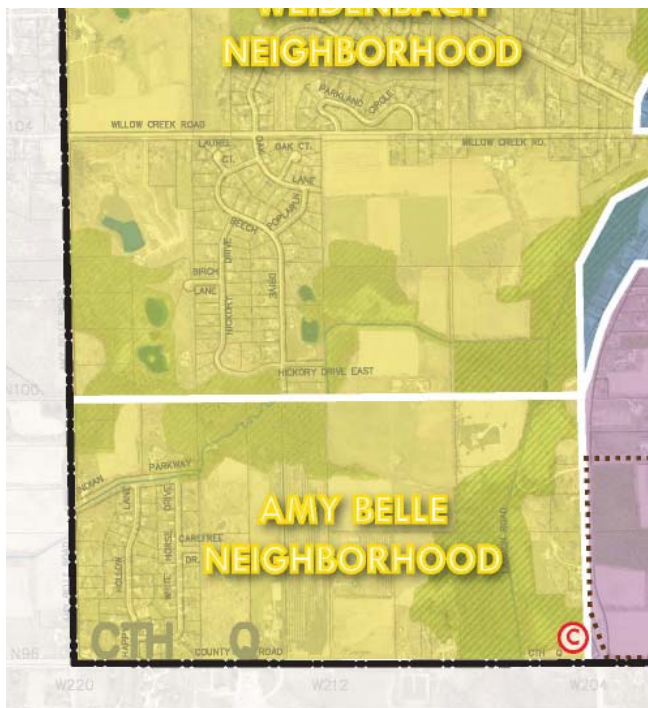
**D = Desirable** – These uses should be encouraged and support the desired character of the area.

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**u = Undesirable** – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.

PHOTO

# Amy Belle NEIGHBORHOOD



## GENERAL CHARACTER

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

There are two properties zoned commercial at the Amy Belle Road @ County Line Road intersection that are currently occupied by a gas station/convenience store.

## SPECIAL FEATURES

**Transportation** The Amy Belle neighborhood is bounded by County Line Road to the south, Lannon Road to the east, and Amy Belle Road to the west. The neighborhood is connected to US 41-45 via County Line Road (Hwy Q).

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

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

## PREFERRED FUTURE LAND USE

### Amy Belle Neighborhood

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

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

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

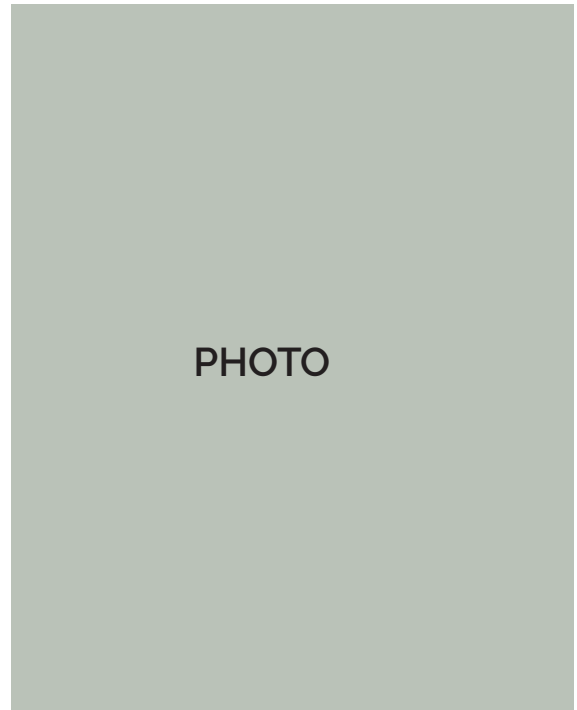
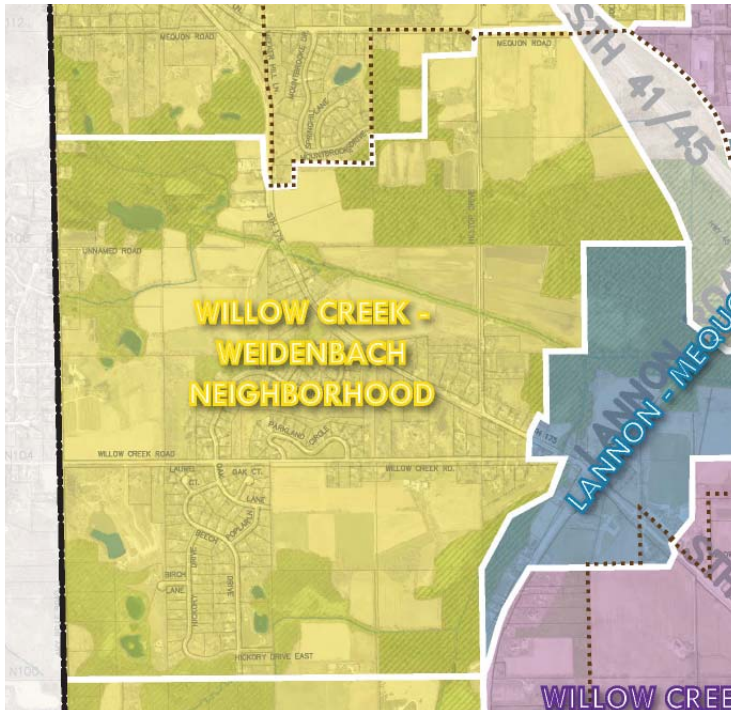
**D = Desirable** – These uses should be encouraged and support the desired character of the area.

**A = Allowable** – These uses are appropriate for the area, but may require additional consideration to fit the vision.

**u = Undesirable** – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.

|         |                                                |                                                                              |
|---------|------------------------------------------------|------------------------------------------------------------------------------|
| NOTE 3: | Neighborhood outside SSA<br>(no sewer & water) | 1 unit/ 5 acres (4 or fewer CSM lots)                                        |
|         |                                                | 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided) |

# Willow Creek-Weidenbach NEIGHBORHOOD



## GENERAL CHARACTER

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

## SPECIAL FEATURES

**Transportation** The Willow Creek - Weidenbach neighborhood is bounded by the western limits of the Village and the Lannon-Mequon Road Corridor to the east. Appleton Avenue (Hwy 175 runs from the north central area of the neighborhood, south and east to connect with Lannon Road, which provides access to Hwy 41/45.

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

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

## PREFERRED FUTURE LAND USE

### Willow Creek-Weidenbach Neighborhood

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

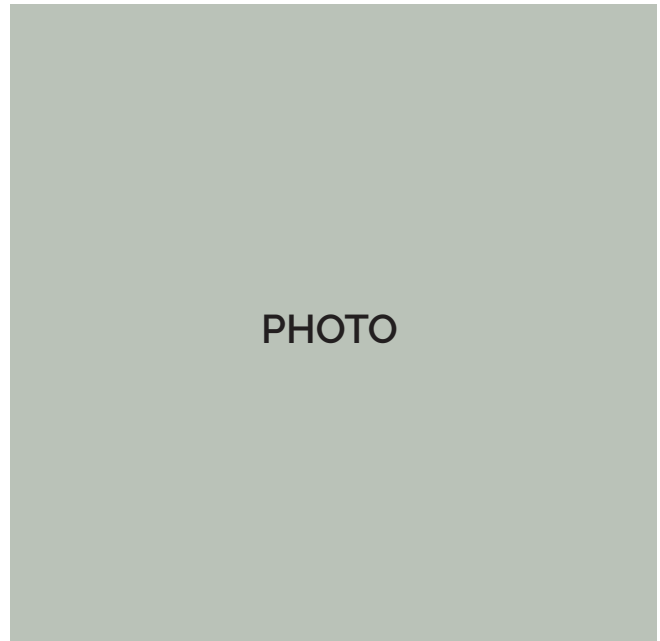
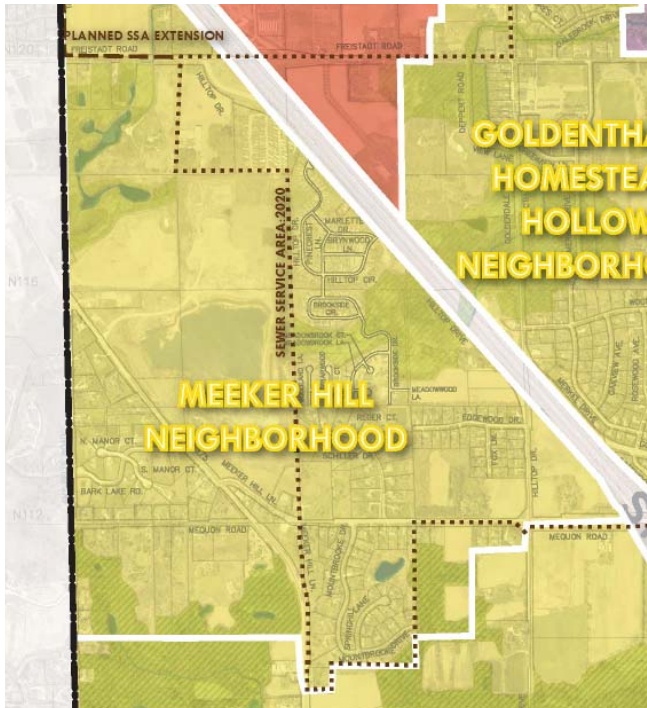
Desirable future land uses within the Willow Creek-Weidenbach neighborhood include undeveloped open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is outside of the sewer service area. Future residential development is acceptable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

Other than the pre-existing commercial parcels along Appleton Avenue, no additional commercial

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

|         |                                                |                                                                              |
|---------|------------------------------------------------|------------------------------------------------------------------------------|
| NOTE 3: | Neighborhood outside SSA<br>(no sewer & water) | 1 unit/ 5 acres (4 or fewer CSM lots)                                        |
|         |                                                | 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided) |

# Meeker Hill NEIGHBORHOOD



## GENERAL CHARACTER

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

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

## SPECIAL FEATURES

**Transportation** The Meeker Hill neighborhood is bounded by the western limits of the Village and Hwy 41/45 to the east. The neighborhood extends approximately ¼ mile south of Mequon Road. Mequon Road connects the Meeker neighborhood to Lannon Road to the east, which connects to Hwy 41/45.

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

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

## PREFERRED FUTURE LAND USE

### Meeker Neighborhood

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

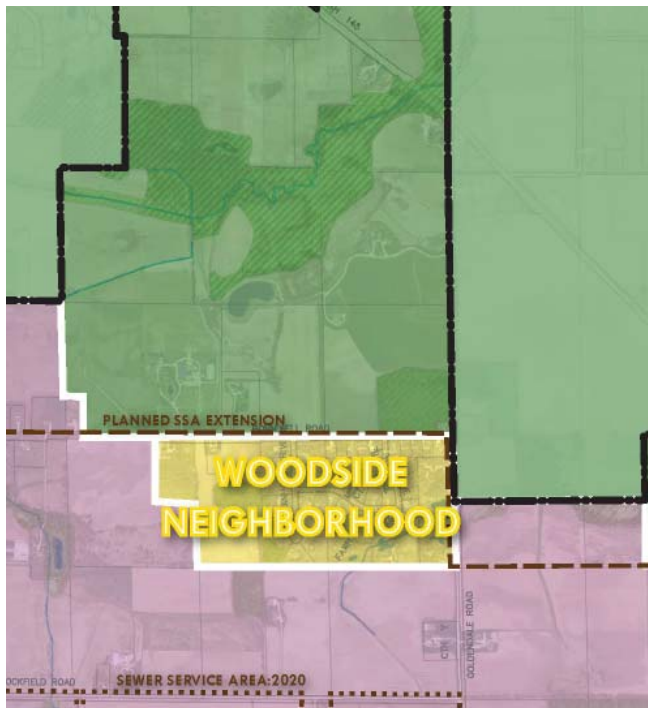
Desirable future land uses within the Meeker Hill Neighborhood include undeveloped open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is out the sewer service area. Future residential development is acceptable at an average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

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

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

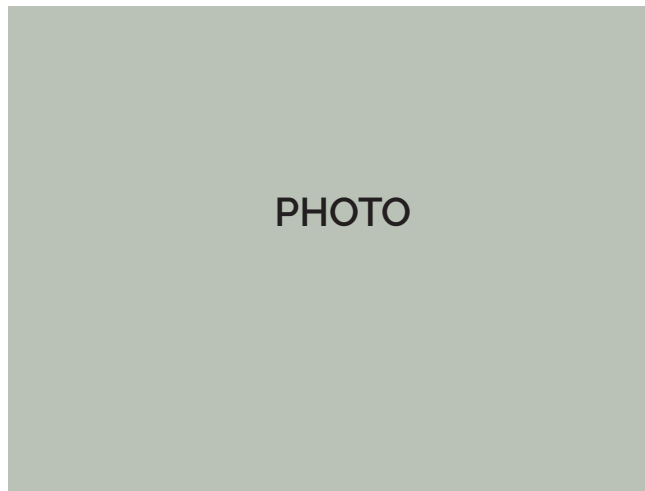
|         |                                                |                                                                              |
|---------|------------------------------------------------|------------------------------------------------------------------------------|
| NOTE 3: | Neighborhood outside SSA<br>(no sewer & water) | 1 unit/ 5 acres (4 or fewer CSM lots)                                        |
|         |                                                | 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided) |

# Woodside NEIGHBORHOOD



## GENERAL CHARACTER

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



## SPECIAL FEATURES

**Transportation** The Woodside neighborhood is bounded by Bonniwell Road to the North and Goldendale Road to the east. Goldendale Road connects the neighborhood to Holy Hill Road and US 41/45 to the south. The neighborhood extends approximately 1/2 mile west of Goldendale Road and is bounded by the Gateway Corporate Park District to the south and west.

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

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

## PREFERRED FUTURE LAND USE

### Woodside Neighborhood

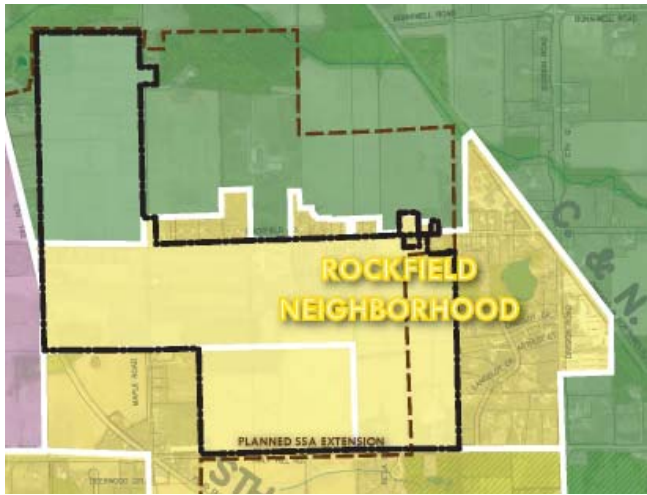
| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |             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

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

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

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

# Rockfield NEIGHBORHOOD



## GENERAL CHARACTER

The Rockfield Neighborhood is a rural single-family residential neighborhood located in the northern part of the Village and which also extends into a portion of the Town of Germantown. Residential zoning within this neighborhood is predominantly Rs-3 (1.0 DU's/acre with minimum 1-acre lots) and Rs-4 (2.2 DU's/acre with minimum 20,000 sqft lots).

Pre-existing, small-lot commercial development is located at the Rockfield Road @ Division Road intersection. There are a few industrial uses located east of Division Road along the railroad, and, north of Rockfield Road near the old lime kilns and quarry operation site.

## SPECIAL FEATURES

**Transportation** The Rockfield neighborhood is generally bounded by Holy Hill Road to the south, Fond du Lac Avenue (Hwy 145) to the west, Rockfield Road to the north and the Chicago & Northwestern Rail line and Division Road to the east. and Goldendale Road to the east. Holy Hill Road connects the neighborhood to US 41/45 to the west.

**Environmental, Natural & Agricultural** There are a few isolated environmental areas located throughout the neighborhood. A large majority of the western half of the neighborhood, primarily located within the Town of Germantown, is currently in agricultural row crop production.

**Public Park, Education, Safety & Utility** The Rockfield neighborhood is home to Rockfield Elementary School located on the south side of Rockfield Road, within the Town of Germantown. The Rockfield neighborhood is not currently served by Village Sewer and Water, however, the western approximately two thirds of the neighborhood is located within the Planned Sewer Service Area extension. Properties are currently served by onsite septic and well water.

**Historical & Cultural** From 1944 to 1946, Rockfield was the site of an Allied prisoner of war camp that held up to 500 German prisoners of war. The prisoners were transferred to camps in rural Wisconsin like Rockfield to work in agriculture. The prisoners lived in a barracks that had originally

## PREFERRED FUTURE LAND USE

### Rockfield Neighborhood

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

Desirable future land uses within the Rockfield Neighborhood include open space and recreational areas and agricultural and hobby farm uses. Most of the land in this neighborhood that is located within the political boundaries of the Village is developed. Any future residential development would be through redevelopment and is desired to be with a conservation subdivision design. Redevelopment of the existing commercial and industrial properties to residential uses is encouraged. Since there are large parcels in this neighborhood available for development (whether in the Town of Germantown or Village as a result of annexation), such development is acceptable at an average density of 1 DU/5 acres for 4 or fewer individual lots created by minor land division (certified survey

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

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

# Isabelle Farms NEIGHBORHOOD



## GENERAL CHARACTER

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



## SPECIAL FEATURES

**Transportation** The Isabelle Farms neighborhood is generally bounded by Holy Hill Road to the north, Goldendale Road to the west, Maple Road to the east, and the Wisconsin and Southern Rail line to the south. Holy Hill Road connects the neighborhood to US 41/45 to the west. Maple Road connects the neighborhood to Fond du Lac Avenue to the north.

**Environmental, Natural & Agricultural** In addition to two isolated environmental areas in the northern half of the neighborhood, a primary environmental corridor runs along the southern boundary of the neighborhood, and the Wisconsin and Southern Rail line. There are a few isolated environmental areas located throughout the neighborhood. The areas (generally the northwest and southeast) that have not been developed with residential lots are currently in agricultural row crop production.

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

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

## PREFERRED FUTURE LAND USE

### Isabelle Farms Neighborhood

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

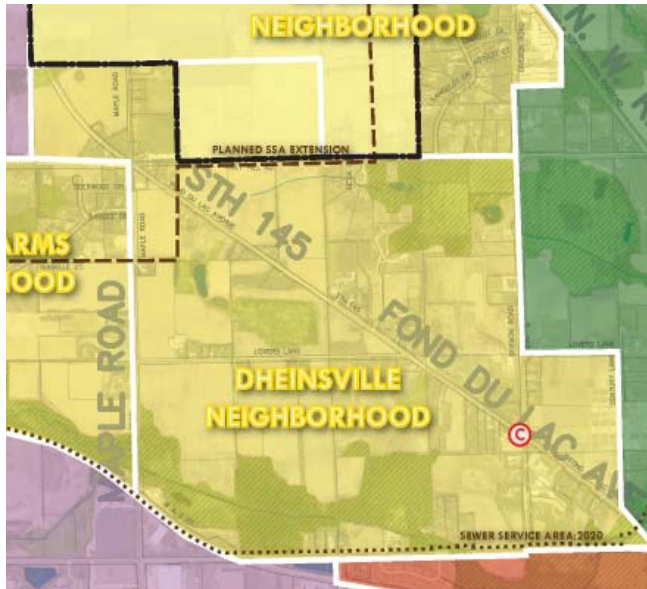
Desirable future land uses within the Isabelle Farms Neighborhood include open space and recreational areas and agricultural and hobby farm uses. Any future residential is desired to be developed with conservation subdivision design at an average density of 1 DU/5 acres for 4 or fewer individual lots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

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

A limited amount of neighborhood-type commercial development is supported at the intersection of Holy Hill Road @ Goldendale Road and is designated as a future "commercial activity center" provided it is integrated into an overall plan for the abutting land.

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

# Dheinsville NEIGHBORHOOD



## SPECIAL FEATURES

**Transportation** The Dheinsville neighborhood is generally bounded by Holy Hill Road to the north, Maple Road to the west, Division Road and Century Lane to the east, and Freistadt Road to the south. Fond du Lac Avenue (Hwy 145) runs from the northwest corner of the neighborhood to the southeast corner. Holy Hill Road connects the neighborhood to US 41/45 to the west.

**Environmental, Natural & Agricultural** In addition to two isolated environmental areas in the central area of the neighborhood, primary environmental corridors are located in the northeast corner and along the southern boundary (Freistadt Road) of the neighborhood. Much of the neighborhood is in active agricultural row crop production.

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

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

## GENERAL CHARACTER

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

A few small commercial parcels are located at the Maple Road @ Holy Hill Road intersection and at the Division @ Fond du Lac Ave intersection. There are institutional uses located at the Division @ Fond du Lac Avenue intersection (Village public works facility and Little League baseball complex) and churches along Division Road and in the hamlet of Dheinsville at the Maple Road @ Holy Hill Road

## PREFERRED FUTURE LAND USE

### Dheinsville Neighborhood

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

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

**D = Desirable** – These uses should be encouraged and support the desired character of the area.

**A = Allowable** – These uses are appropriate for the area, but may require additional consideration to fit the vision.

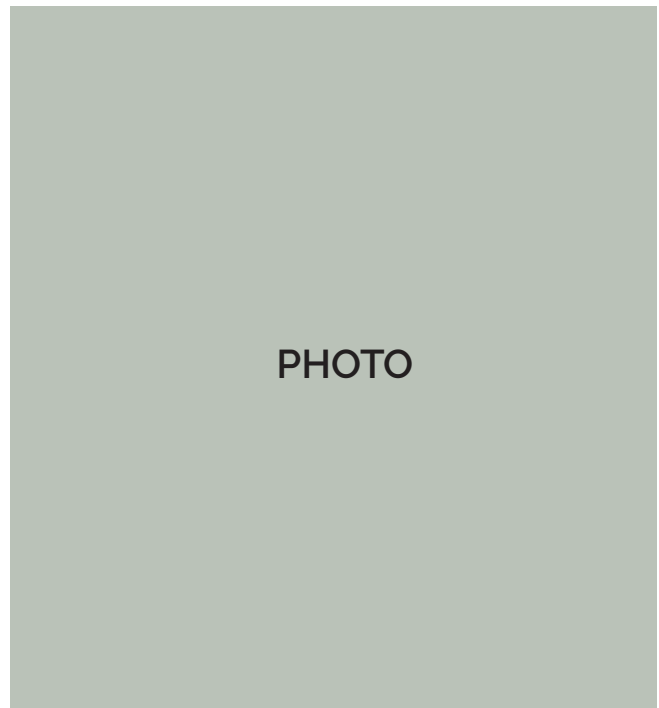
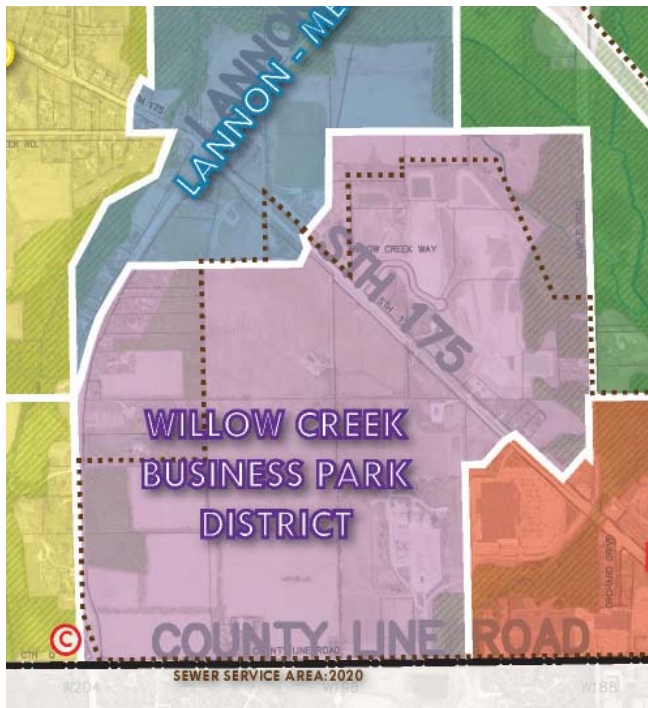
**u = Undesirable** – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.

A limited amount of neighborhood-type commercial development is supported at the intersection of Division Road @ Fond du Lac Avenue and is designated as a future "commercial activity center."

Future Commercial development may be supported near the intersection of Holy Hill Road and Goldendale Road in the northwest corner of the neighborhood only.

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

# Willow Creek Business Park District



## GENERAL CHARACTER

The Willow Creek Business Park District is an industrial district comprised predominantly of undeveloped agricultural and environmentally sensitive land. Light industrial uses, including warehouse and corporate office uses, have developed in the eastern part of the district on Willow Creek Way east of Appleton Avenue. This area lies within Tax Incremental District (TID) No. 6. Residential uses are located along and east of Lannon Road north of County Line Road and along Maple Road north of Appleton Avenue. Apart from the WE Energies Germantown Power Plant, most of the land in the district south of Appleton Avenue, east of Lannon Road and north of County Line Road is undeveloped.

## SPECIAL FEATURES

**Transportation** The Willow Creek Business Park includes land on both sides of Appleton Avenue bounded by Lannon Road to the west, County Line Road to the south. The district has access to US41 by way of the Lannon Road and County line Road interchanges.

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

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

## PREFERRED FUTURE LAND USE

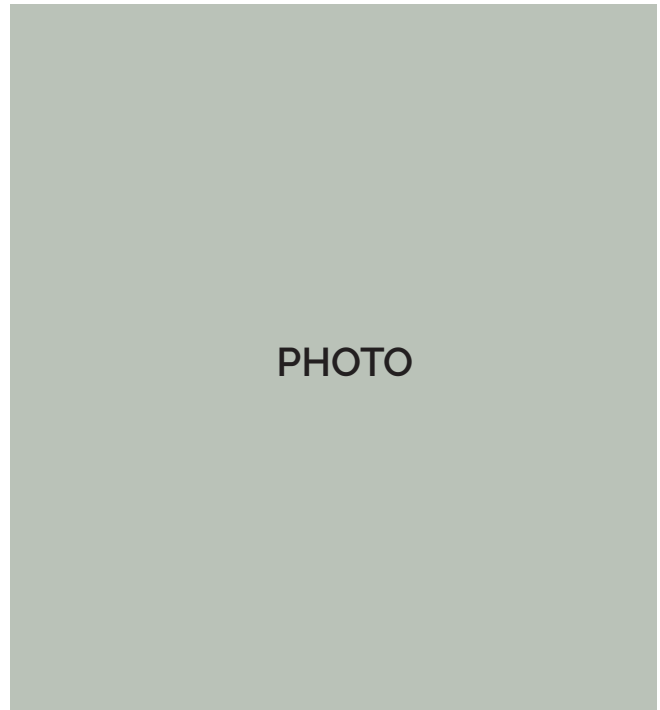
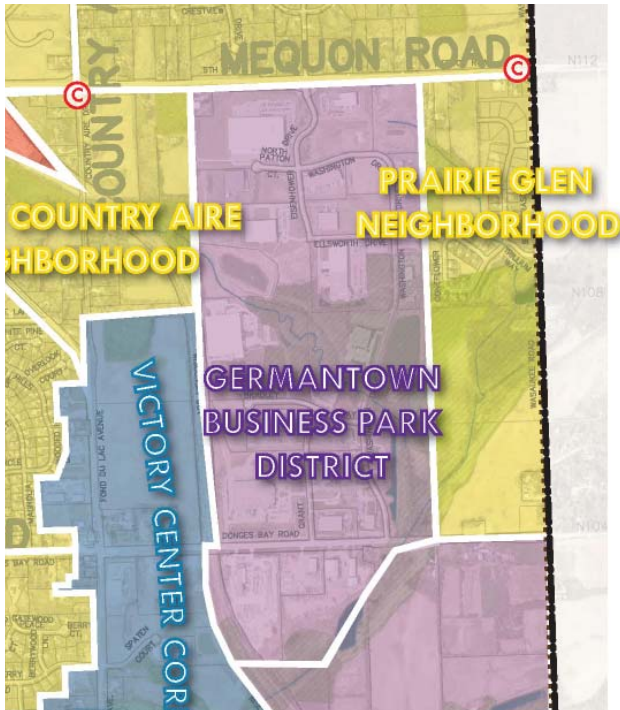
### Willow Creek Business Park District

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

The Willow Creek Business Park is intended to further develop and maintain as a mixed-use industrial and commercial district with light industrial, warehouse, corporate office, retail and service-related commercial uses. No new residential uses are intended for this district. Neighborhood-type commercial retail and service-oriented uses are acceptable along Appleton Avenue and County Line Road.

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Germantown Business Park DISTRICT



## GENERAL CHARACTER

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

## SPECIAL FEATURES

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

**Environmental, Natural & Agricultural** The Nor-X-Way Channel and associated secondary environmental corridor is located along the southern edge of the district. Development of the Germantown Business Park included the creation of a 12-acre storm water basin and wetland mitigation area adjacent to an existing environmental corridor running through the middle of the district.

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

## PREFERRED FUTURE LAND USE

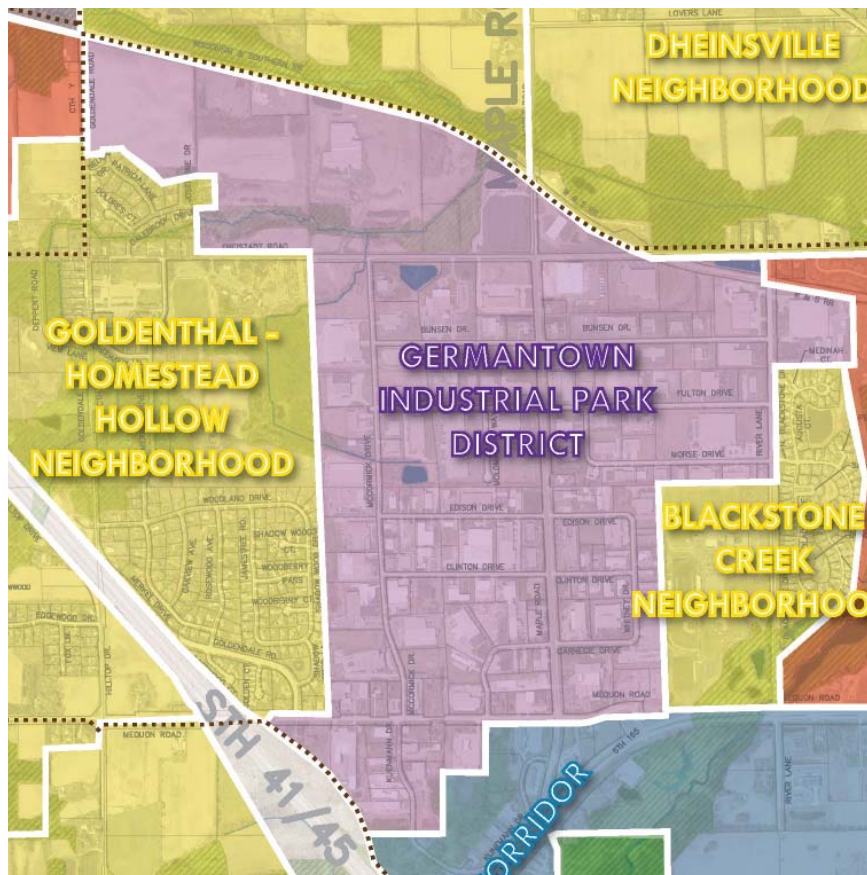
### Germantown Business Park District

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

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

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Germantown Industrial Park District



PHOTO

## GENERAL CHARACTER

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

## SPECIAL FEATURES

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

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

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

## PREFERRED FUTURE LAND USE

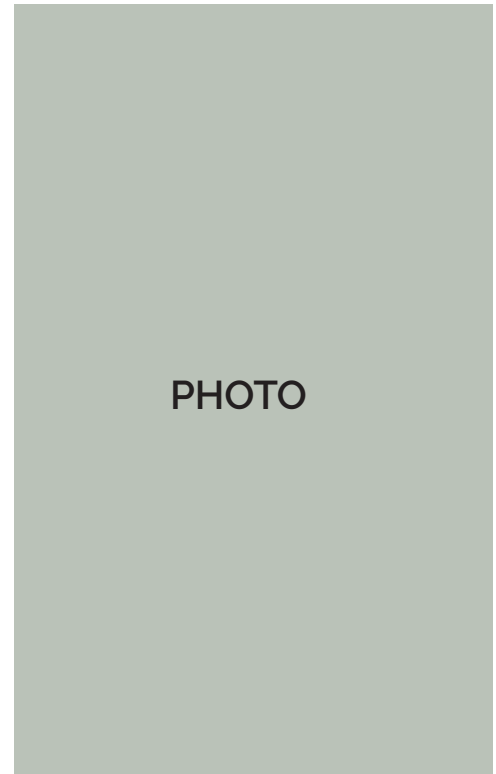
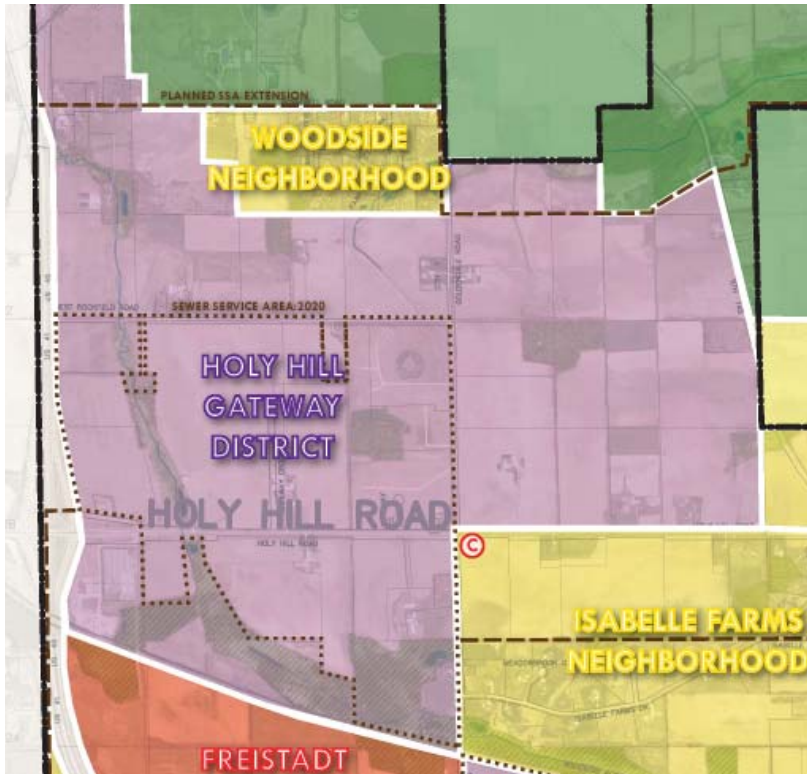
### Germantown Industrial Park District

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

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

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Holy Hill Gateway District



## GENERAL CHARACTER

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

## SPECIAL FEATURES

**Transportation** The Holy Hill Gateway District is located at the Holy Hill Road interchange with US41. The district is generally bounded by US41 to the west, Bonniwell Road to the north, Fond du Lac Ave to the east and the WSOR railroad to the south.

**Environmental, Natural & Agricultural** Goldendale Creek, a tributary to the Menomonee River, and associated environmental corridor runs along the north side of the WSOR railroad in the southern part of the district. Rockfield Creek, a separate tributary to Little Cedar Creek, runs north-south through the district parallel to US41.

**Public Park, Education, Safety & Utility** The entire district is currently not served by Village sewer and water, although recent extensions of both water and sewer are available.

## PREFERRED FUTURE LAND USE

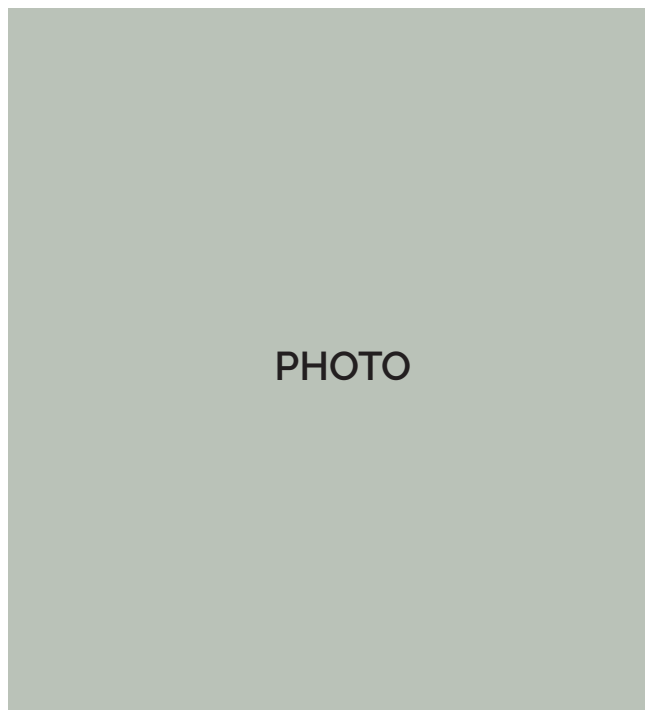
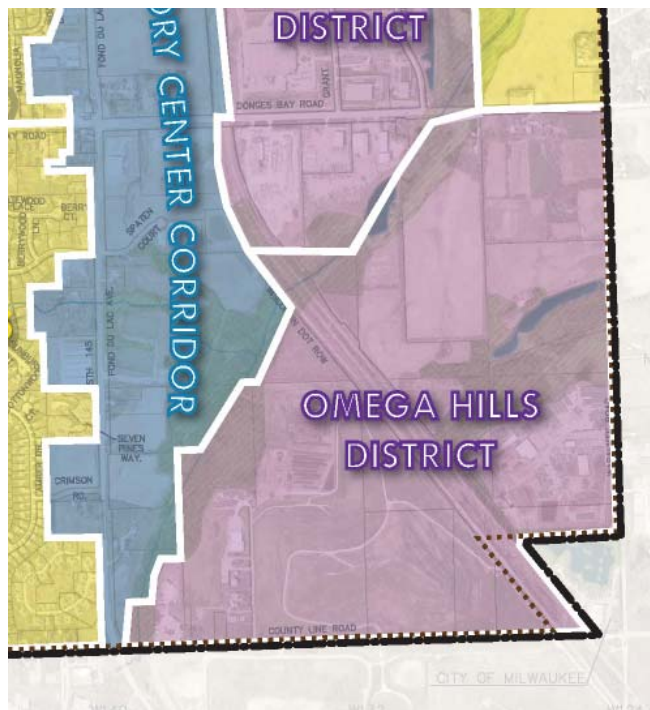
### Holy Hill Gateway District

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

The Holy Hill Gateway District is intended to develop as an industrial, warehousing and mixed-use commercial district with light industrial, warehouse, hospitality, corporate office uses. Community-scale retail and service-related commercial uses are intended to locate at the Holy Hill Road interchange (except for "big box" retail) and neighborhood-type commercial uses at the Holy Hill Road @ Goldendale intersection. The potential for mixed-use commercial with high-density residential could be appropriate for land adjacent US41.

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Omega Hills District



## GENERAL CHARACTER

The Omega Hills District is an industrial district found in the southeast corner of the Village comprised predominantly of the 83-acre Omega Hills North landfill site and other Waste Management uses and services. Service uses include the Orchard Ridge landfill gas-to-electric power station, industrial pre-treatment facility, medical waste recycling and disposal facility and composting operation. Other uses within the district include the Hyponex soil packaging operation on Wasaukee Road and agricultural uses along Dongs Bay Road and Wasaukee Road. Zoning within the district includes M-1: Limited Industrial (along Dongs Bay Road), M-2: General Industrial (along Wasaukee Road) and M-3: Special Industrial for the Waste Management uses along County Line Road.

## SPECIAL FEATURES

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

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

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

## PREFERRED FUTURE LAND USE

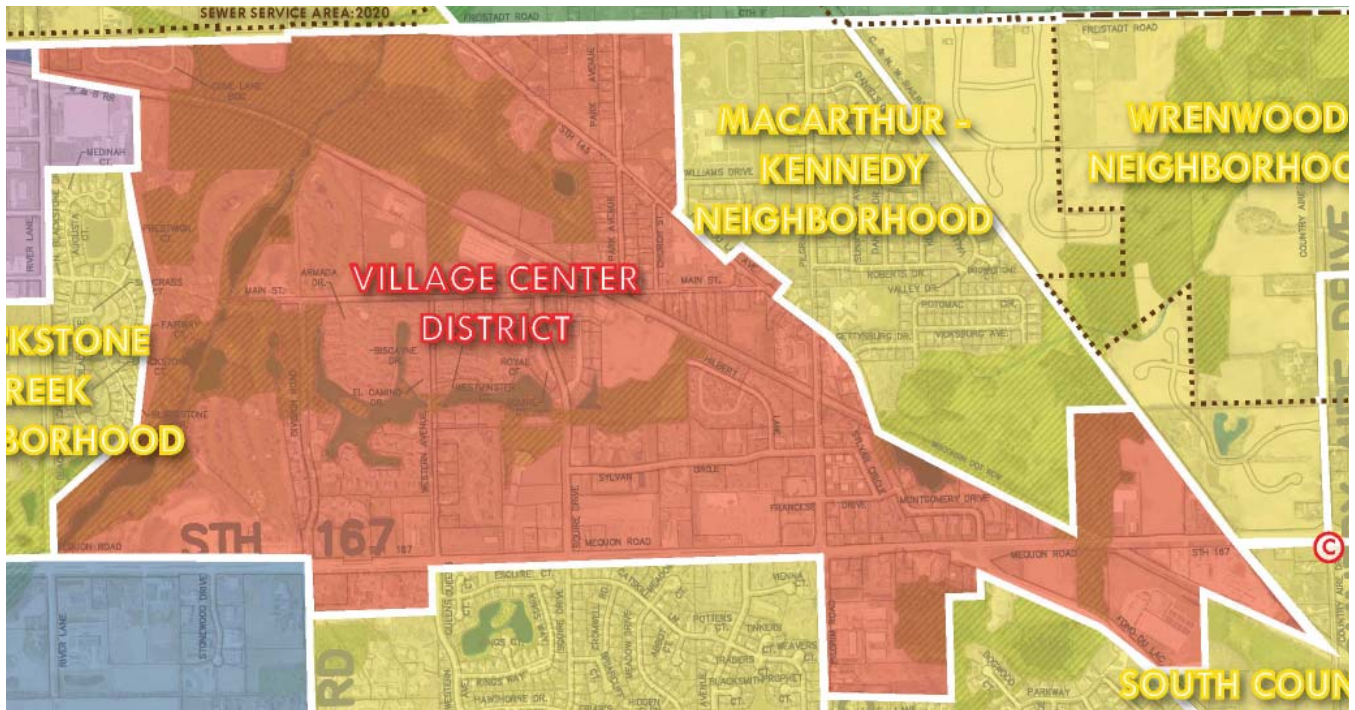
### Omega Hills District

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

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

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Village Center District



## GENERAL CHARACTER

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

PHOTO

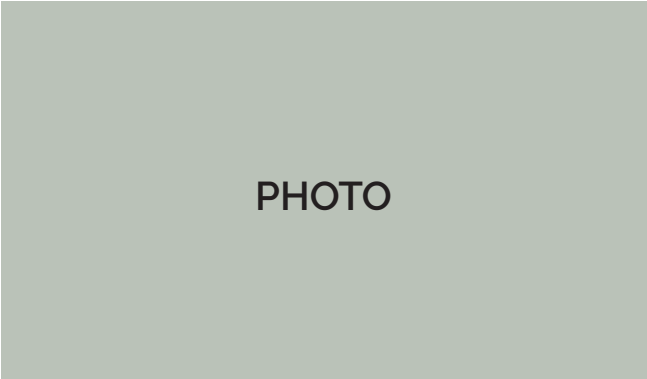
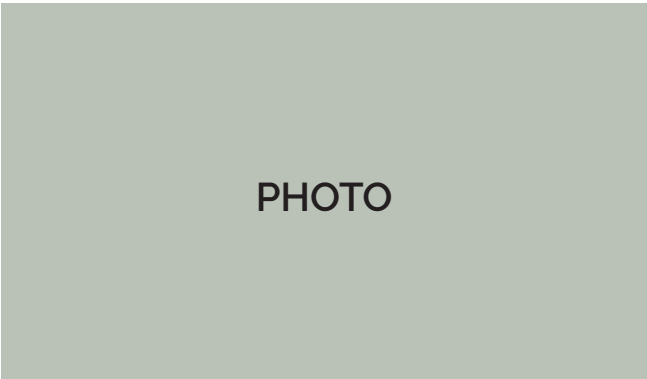
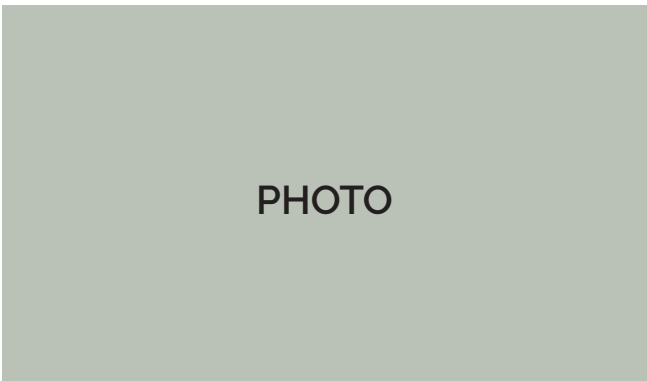
PHOTO

## SPECIAL FEATURES

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

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

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

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## PREFERRED FUTURE LAND USE

### Village Center District

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

**D =** **Desirable** – These uses should be encouraged and support the desired character of the area.

**A =** **Allowable** – These uses are appropriate for the area, but may require additional consideration to fit the vision.

**u =** **Undesirable** – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.

The Village Center is intended to serve as the heart or central place within the community. The two primary circulation routes, Main Street and Mequon Road, are envisioned to be better connected through a combination of infrastructure improvements and redevelopment. The Village Center District is intended to continue as a mixed-use commercial and residential district but reinvigorated with more place-based, pedestrian-friendly design elements. Improvements to Main Street and Pilgrim Road should continue to emphasize the conversion of existing buildings to entertainment, retail, and high-density residential uses that would service existing residents as well as draw visitors from the region.

Historic and architecturally significant buildings should be preserved, and curb cuts and off-street parking areas minimized or placed in the rear of properties.

Opportunities exist at major intersections along Mequon Road for mixed-use redevelopment inclusive of outdoor gathering spaces. This shift from auto-dominant site design to “place-based” development should be emphasized with existing and future commercial property owners (see opportunity area scenarios included for the Village Center District). Multi-family residential development is acceptable in a traditional pattern of development up to densities of 10.0 DU’s/acre and is encouraged to be developed as part of an overall mixed-use development. Park and open space uses are desirable, particularly those with a river-orientation abutting the Menomonee River corridor, including the area currently used for the Blackstone Creek golf course.

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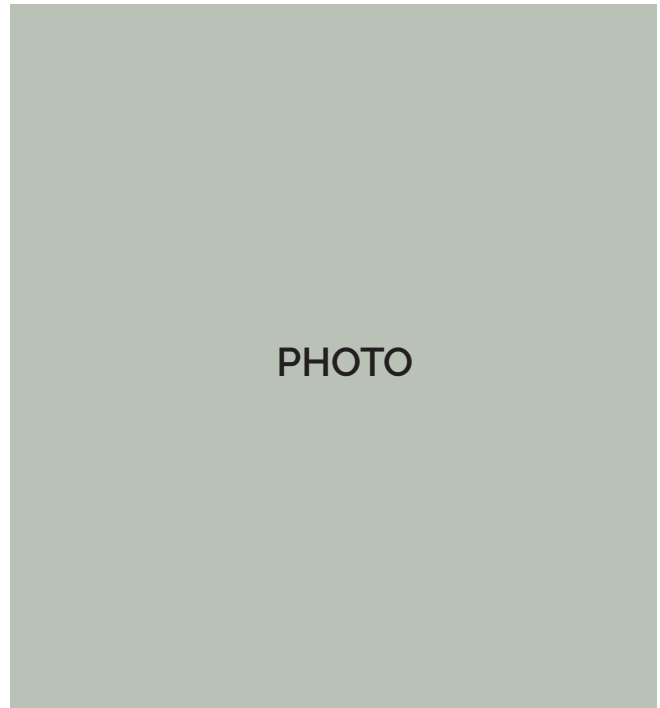
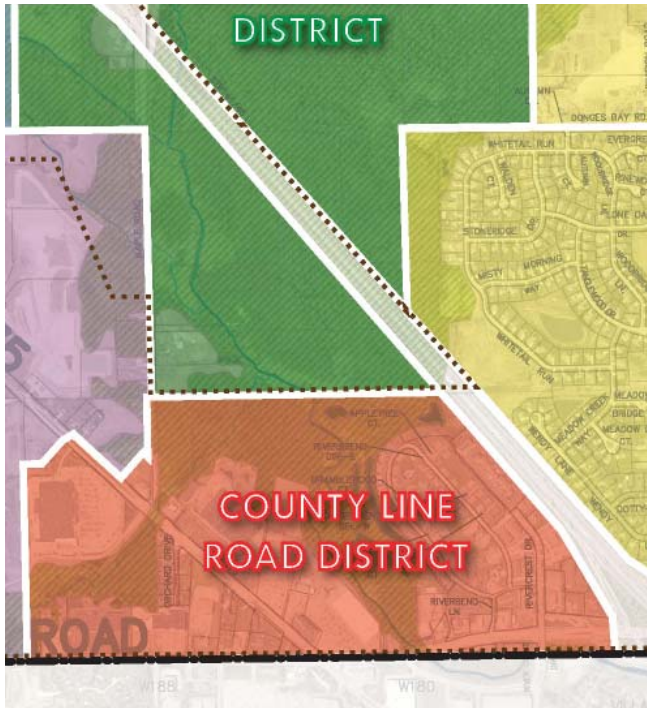
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# County Line Road District



## GENERAL CHARACTER

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

## SPECIAL FEATURES

**Transportation** The County Line Road District is located at the interchange with US41. The district is generally bounded by US41 to the east, County Line Road to the south and the Walmart-Maple Road extension to the west. Appleton Avenue bisects the district.

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

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

## PREFERRED FUTURE LAND USE

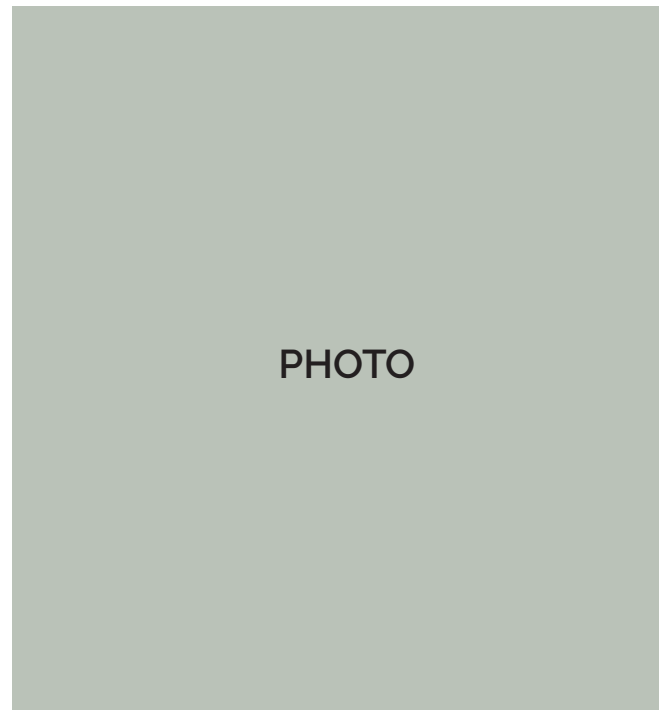
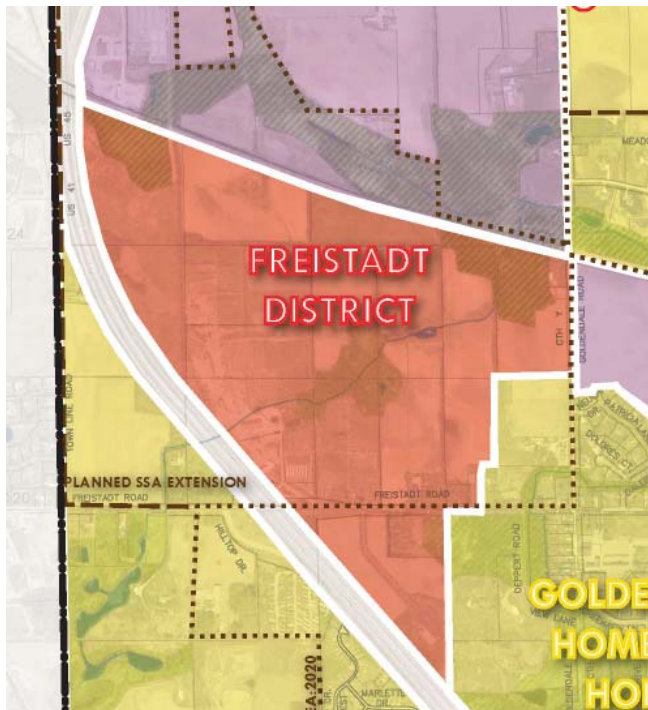
### County Line Road District

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

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

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Freistadt District



## GENERAL CHARACTER

The Freistadt District is predominantly undeveloped but intended to be a mixed-industrial district comprised predominantly of light industrial uses, warehouse, corporate office uses, and service-commercial uses. A portion of the district lies within Tax Incremental District (TID) No. 7. The District is almost entirely undeveloped. Existing uses include the D.J. Frank nursery and landscaping services operation and the Germantown Mutual Insurance campus. Existing zoning in the district is predominantly A-1: Agricultural.

## SPECIAL FEATURES

**Transportation** The Freistadt District is bounded by US41 to the west, the WSOR railroad to the north, Goldendale Road to the east and Freistadt Road to the south (except for the Germantown Mutual Insurance campus immediately south of Freistadt Road). Freistadt Road does not currently have an interchange with US41.

**Environmental, Natural & Agricultural** Goldendale Creek bisects the district from west to east as part of an environmental corridor south of the railroad.

**Public Park, Education, Safety & Utility** The entire district is currently not served by Village sewer and water, although recent extensions of both water and sewer are available.

## PREFERRED FUTURE LAND USE

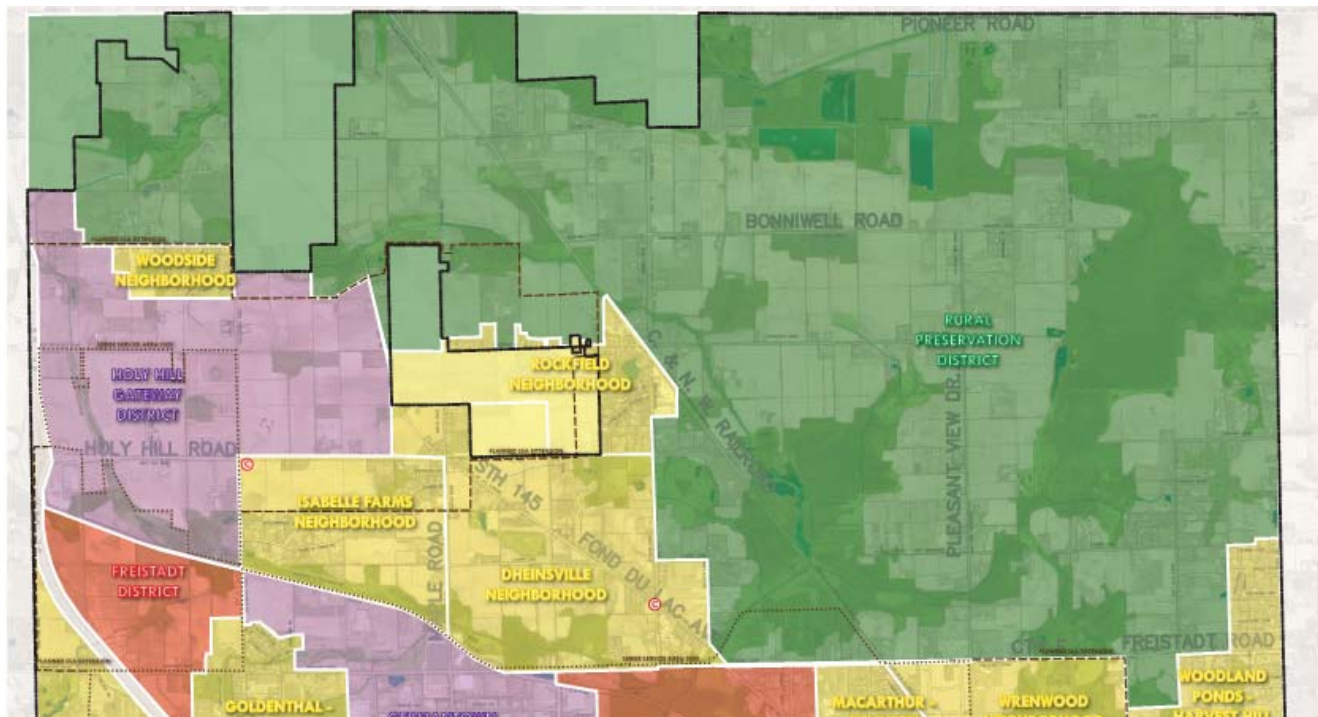
### Freistadt District

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

The Freistadt District is intended to develop as an industrial, warehousing and mixed-use commercial district with light industrial, warehouse, corporate office and service-related commercial uses. The potential for mixed-use commercial with high-density residential could be appropriate for land adjacent to Freistadt Road and US41.

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Rural Preservation District



## GENERAL CHARACTER

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

## SPECIAL FEATURES

**Transportation** The Rural Preservation District is generally bounded by Pioneer Road to the north, Wasaukee Road to the east, Freistadt Road to the south, and CN Railroad to the west. The District also includes land west of CN Railroad north of Bonniwell Road.

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

**Public Park, Education, Safety & Utility** Wilderness Park is located in the district.

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## PREFERRED FUTURE LAND USE

### Rural Preservation District

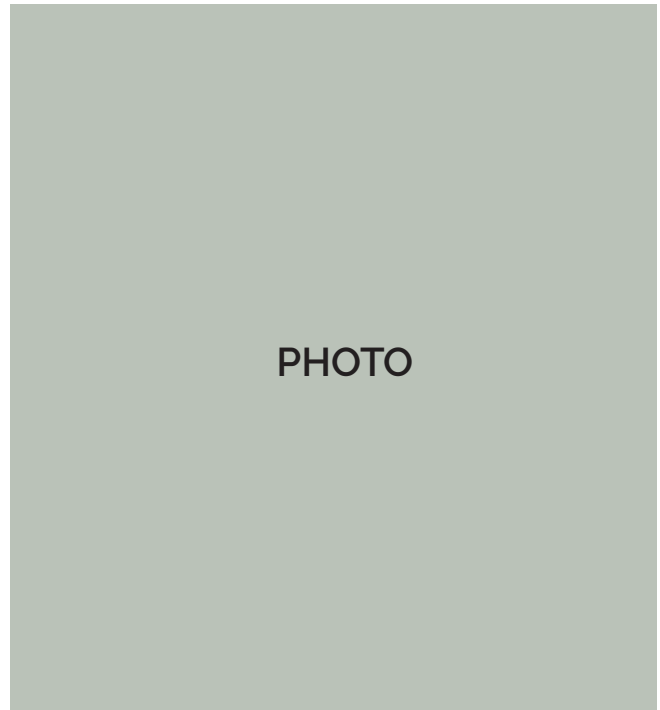
| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |             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

The Rural Preservation District is intended to primarily contain agricultural and open space uses. In order to retain the rural character of the district, the allowance of residential subdivisions is only permitted as a conservation subdivision at a density of 1 unit/5 acre. Single-lot CSM development will require a 1 unit/20-acre density.

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

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

# Schoen Laufen District



## GENERAL CHARACTER

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

## SPECIAL FEATURES

**Transportation** The Schoen Laufen District is bisected by US41 and has access primarily from Lilac Lane or Maple Road.

**Environmental, Natural & Agricultural** The Menomonee River runs through the district on both sides of US41 and the majority of the land is within a primary environmental corridor.

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

## PREFERRED FUTURE LAND USE

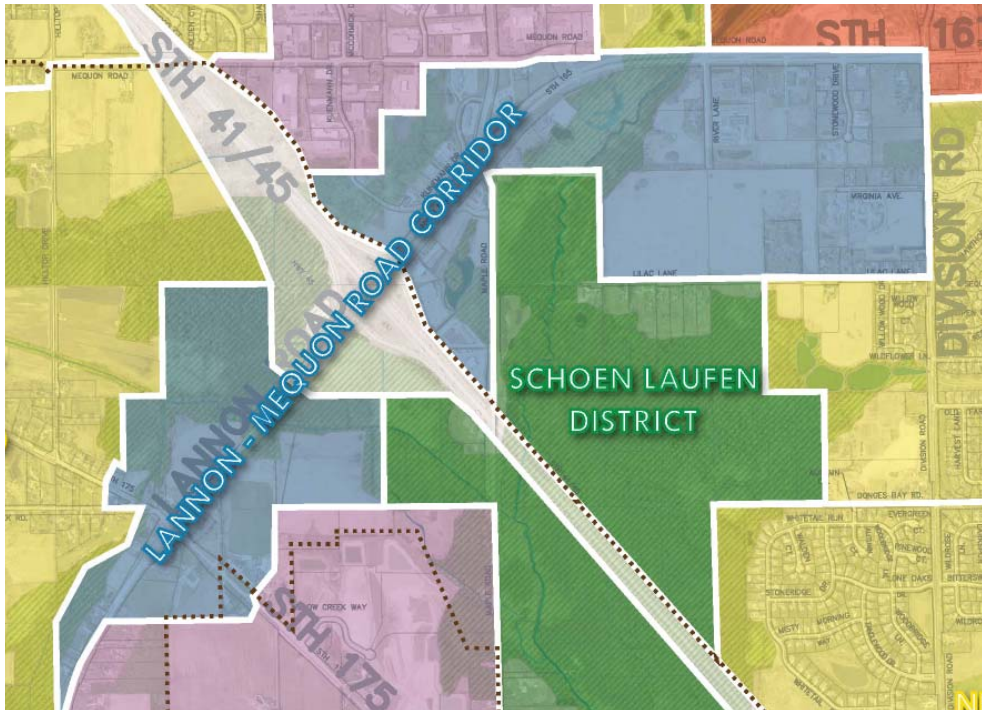
### Schoen Laufen District

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses) |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (Includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre         |
| A                                                 | A                          | u                               | u                                  | u                                   | u                                  | u                                        | A             | D                         | u                  | u          | u                            | Yes                                 | P                      | U                        | U                    | D                          | 1 units/acre                  |

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

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Lannon-Mequon Road CORRIDOR



PHOTO

## GENERAL CHARACTER

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

## SPECIAL FEATURES

**Transportation** The Lannon-Mequon corridor includes land abutting portions of Lannon Road on both sides of US41 and Mequon Road from Lannon Road east to Division Road.

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

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

## PREFERRED FUTURE LAND USE

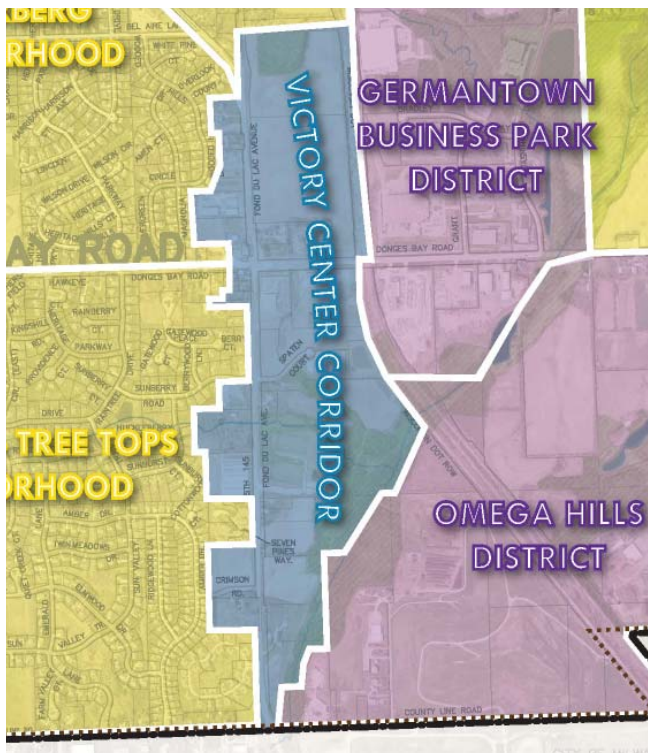
### Lannon-Mequon Road Corridor

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses)                  |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|------------------------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre                          |
| A                                                 | A                          | A                               | A                                  | A                                   | A                                  | D                                        | D             | D                         | u                  | u          | u                            | Yes                                 | P                      | A                        | U                    | A                          | 2.2-2.9 units/<br>acre-SF;<br>10 units/acre-MF |

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

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>D =</b> | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| <b>A =</b> | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| <b>u =</b> | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

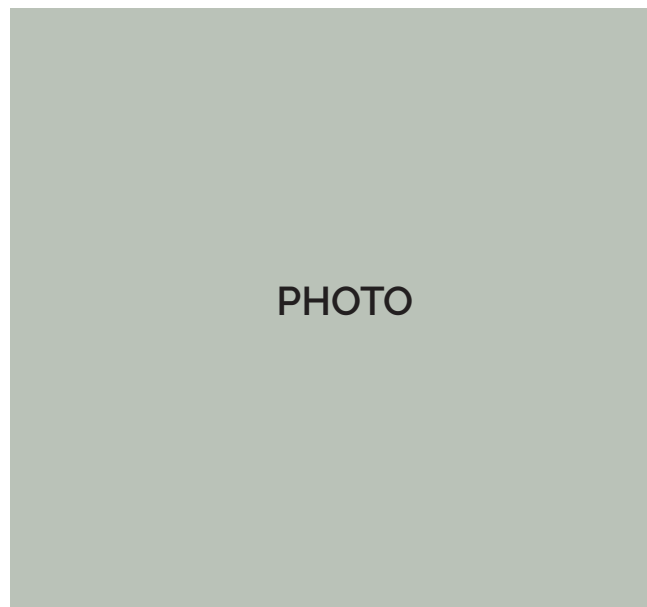
# Victory Center CORRIDOR



## GENERAL CHARACTER

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

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



## SPECIAL FEATURES

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

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

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

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

## PREFERRED FUTURE LAND USE

### Victory Center Corridor

| Preferred Future Land Uses                        |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                              | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Density<br>(residential uses)                 |
|---------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-----------------------------------------------|
| Existing Uses ( + existing non-conforming zoning) | Residential: Single Family | Residential: Two & Three Family | Residential: Multi-family / Senior | Mixed-Use: Commercial / Residential | Mixed-Use: Commercial / Industrial | Commercial (includes "Activity Centers") | Institutional | Open Space & Recreational | Mineral Extraction | Industrial | Agricultural / Hobby Farming | Contains an Environmental Corridor? | Sewered? (Y/N/Partial) | Traditional Neighborhood | Suburban Subdivision | Conservation Subdivision** | Dwelling Units / Acre                         |
| A                                                 | A                          | A                               | A                                  | A                                   | A                                  | D                                        | D             | D                         | u                  | A          | u                            | Yes                                 | Yes                    | A                        | U                    | A                          | 2.2-2.9 units/<br>acre-SF;<br>8 units/acre-MF |

The Victory Center corridor is intended to further develop as a mixed-use area with commercial, mixed-use commercial, institutional, and residential development in a traditional or conservation design pattern with average single-family densities of 2.2 to 2.9 DU's/acre on 15-20,000 sqft lots and multi-family densities up to 8.0 DU's/acre.

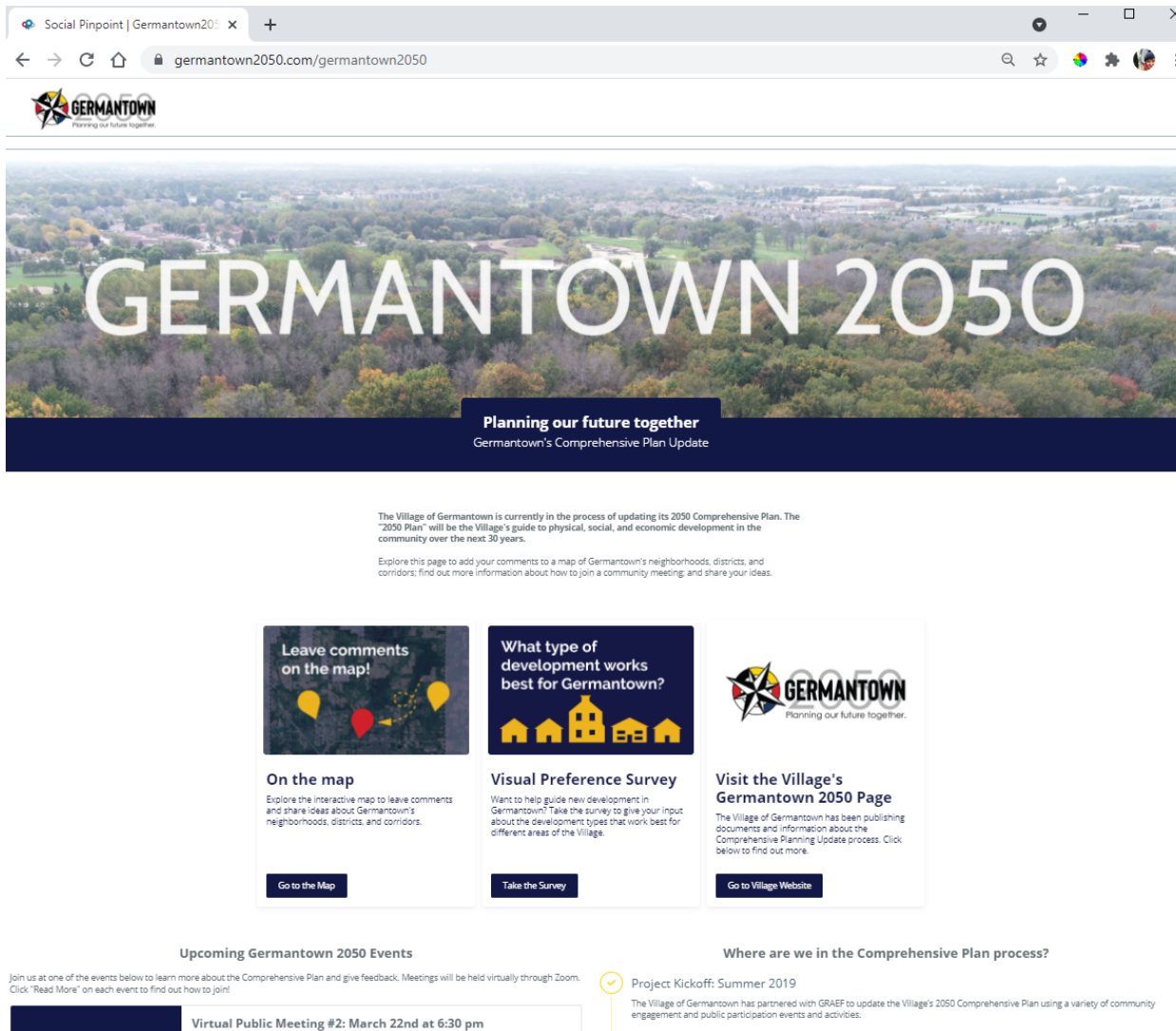
Future commercial uses are desirable including retail, office and other service-oriented uses. Industrial uses are also acceptable in those areas currently zoned M-1 and/or located within the TID No. 4 boundary.

|     |                                                                                                                               |
|-----|-------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged and support the desired character of the area.                             |
| A = | <b>Allowable</b> – These uses are appropriate for the area, but may require additional consideration to fit the vision.       |
| u = | <b>Undesirable</b> – Generally, these uses should not be encouraged, but may still be acceptable under special circumstances. |

# Social Pinpoint Results

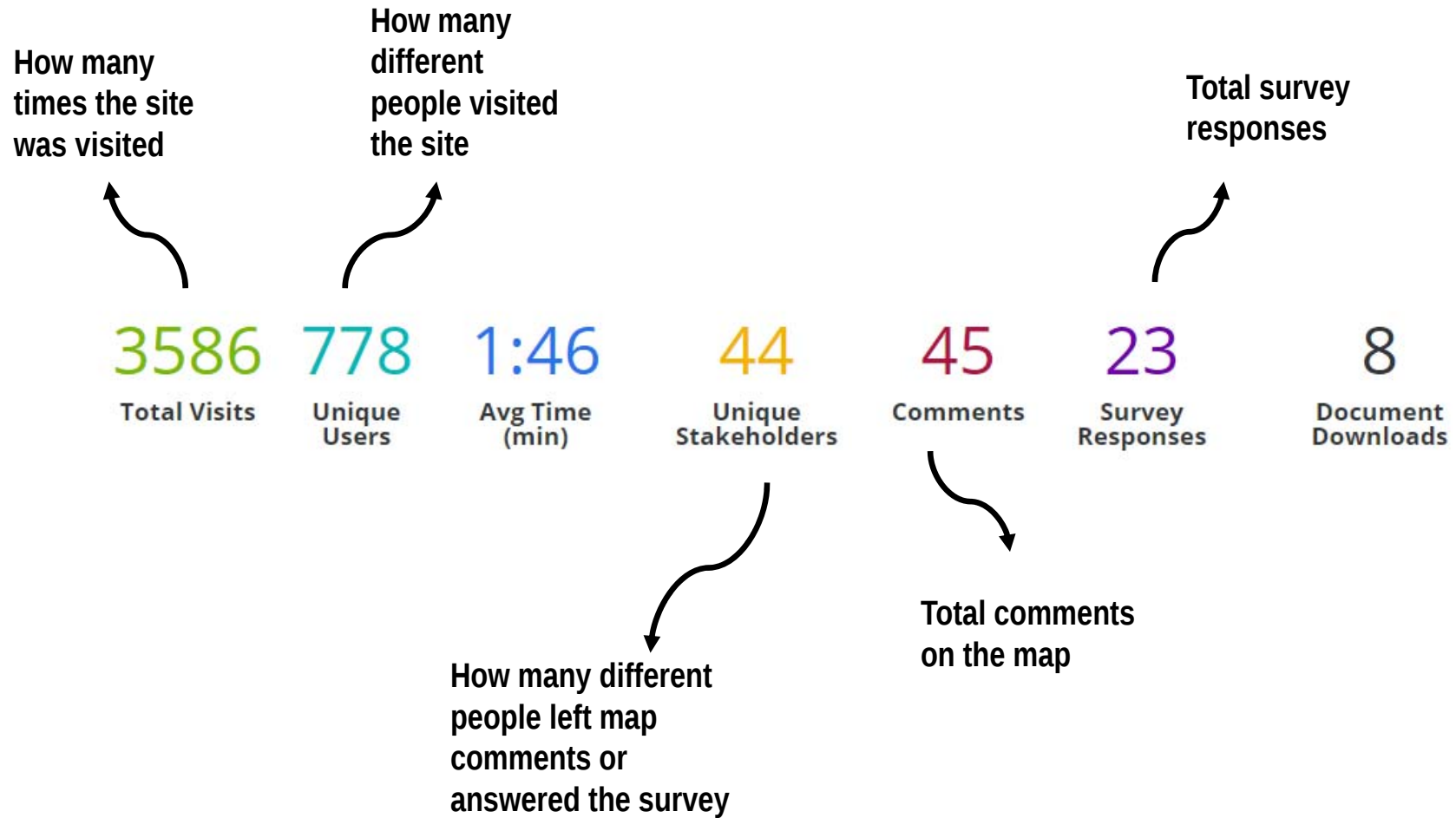
Germantown 2050 Comprehensive Plan Update

Community Engagement

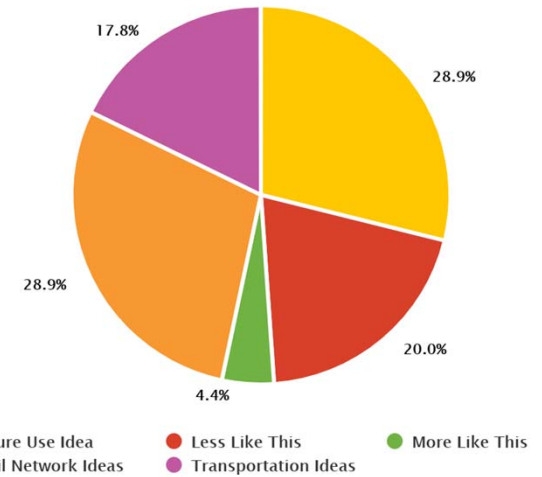
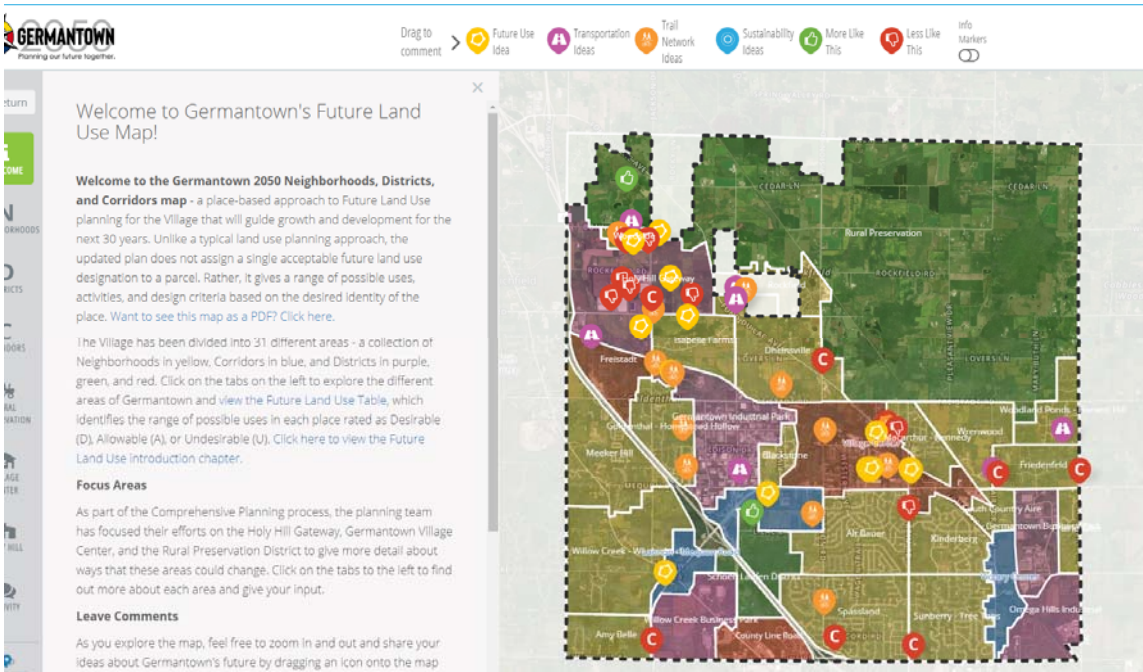


## germantown2050.com

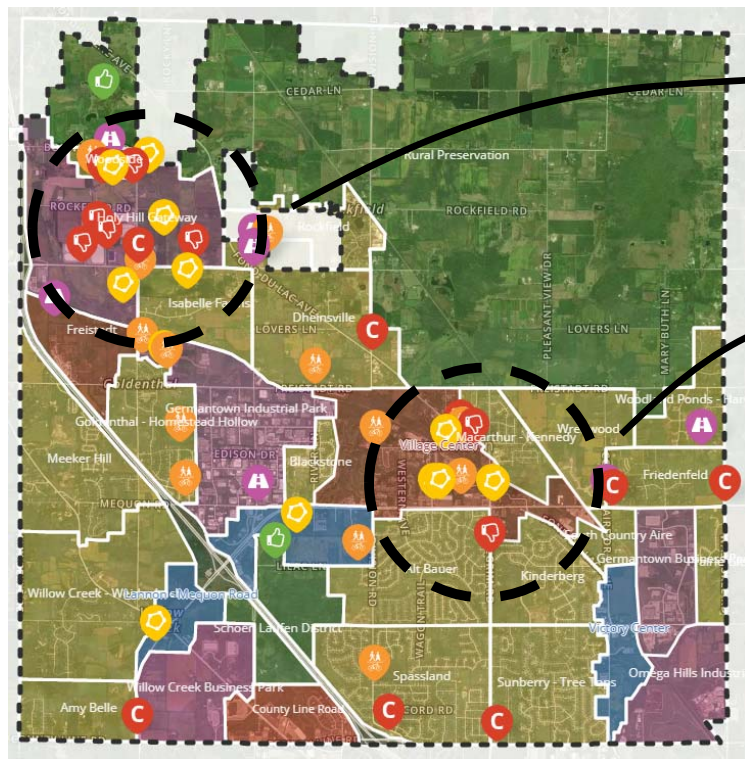
- Open for comments as of 3/16/2021
- Contents include:
  - Interactive map
  - Visual Preference Survey
  - Project schedule
  - Upcoming events



# Interactive Map



# Interactive Map: Hot Topics



**Holy Hill Gateway**

**Village Center / Mequon Road**

# Holy Hill Gateway

## Interactive Map

### Up-votes

Buildings in this area are too large of scale and not set back far enough in the easement. Lighting is way too bright at night and should be directed downward (like at the JW Speaker campus). More landscaping with a mix of evergreen and deciduous trees with natural appearing undulating berms to block out the institutional look of the buildings. Please no more like the development like Briggs and Stratton/ Illing. We have lost the night sky and rural feeling in the area. Industrial should stop at Goldendale Rd. Everything east of Goldendale should be residential with minimum density of 1 unit/ acre.

**+30**

Please don't put any more industrial next to residential. We moved here for the rural environment.

**+27**

Better consider the proximity and impact of new industrial developments to existing neighborhoods here and throughout Germantown. I understand these developments need to happen to provide vital tax and job benefits to the community. But to-date the light pollution, year-long road closures, lack of landscaping, and proximity to the easement have left those that live in the area feeling forgotten. The rural feel of our community is quickly disappearing.

**+24**

With property tax increases over the past couple years & these eye-sore TIF districts popping up, Germantown would benefit in re-investing money back into the community to not only improve roads, but also build trails, parks, & gathering areas that build a sense of community. 20 years from now Germantown will either be seen as an extension of Milwaukee, or an outlying community that is a destination for many & offers a unique experience to both residents and non-residents alike

**+18**

Agree 100% with the other "less like this" comment on this industrial park. In addition, the bright colors on the buildings are a giant eyesore. Bright whites, bright red on the Briggs building, bright blue on the Dielectric building, etc. Not a good look.

**+12**

# Holy Hill Gateway

## Interactive Map

### Up-votes

This area is quite a distance from the village proper with the people choosing a rural area. It should not be target for revenue generation because the density of village citizens is low enough to be able to ignore the wishes of the property owners. This development will wreck the neighborhood and rural housing. A nighttime star lit sky will change to a never-ending yellow glow. Keep Industrial development south of Rockfield Rd.

**+9**

This is the "Gateway to Germantown?" How hideous! This is such an ugly, monstrous development! What was our board thinking - again? This is not beneficial to our community now, nor will it be in the future. No one comes to Germantown to enjoy our industrial parks. We have way too many TIFs - enough already!! Let's make Germantown more attractive to visitors, and have them spend their money in our community instead of passing through to go to Menomonee Falls and other local communities.

**+6**

The land east and west of Goldendale should be residential with lots of at least 3 acres. Stop turning Germantown into Butler and other industrial areas. People will certainly start leaving and heading for quieter areas of southeastern WI.

**+4**

Industrial zoning should not extend north of Rockfield or east of Goldendale. People moved to this area for the more rural feel and to be away from the noise/light. The board has repeatedly ignored the wishes of the residents in this area and now there are huge, ugly buildings in what was previously beautiful and quiet farmland. Now there are trucks beeping at all hours. Nobody wants a giant warehouse literally next to their backyard.

**+4**

Not a fan of having people walk/bike through my back yard.

# Village Center / Mequon Road

## Interactive Map

### Up-votes

The village should use TIF funding to design and build something the residents desire in the Mainstreet District. Instead of using TIF funding to build unoccupied industrial buildings, the Village should hire a planner/developer and acquire the land and resources necessary to build something similar to the Mequon town center including trails to and from the area.

**+20**

Have little shops or some sort of market.

Have a "downtown" to walk and shop, eat something more than bars and a factory.

**+10**

Agree with the comment to the left.

The village should invest in a town center. A combination of shops, restaurants, green space with trails, nicer town homes and public spaces. Carve out an area along Mequon, Main or some other area of undeveloped land closer to the interstate? Right now there is no heart of Germantown. Main street is currently not it. Mequon Rd. is not it. It would take a major investment and some planning to turn those streets around.

**+9**

Outdoor music is too loud on a regular basis and the expanded bier garden and smaller parking lot leads to issues with parking.

**+3**

If we want Germantown to be the next up and coming place for people to go we need to follow suit like the Falls and Mequon and put places in for people to go. It needs to be local focused to help support local business and it needs to be on Mequon road and downtown. This will drive more business to the city vs people always leaving to go do things. I would always rather support local companies vs chain companies where we can. But need to invest in the places people want to be.

**+3**

# Village Center / Mequon Road

[Interactive Map](#)

Up-votes

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

3

Less industrial, more focus on Germantown's residential and community development. This monstrosity smack dab in the middle of our 'downtown area' (and continuing to build on) does not serve to attract growing families or small businesses in the surrounding area. We need to preserve and invest in our community and not sacrifice so much that it destroys the integrity of our town and family life here.

2

# Visual Preference Survey (VPS)

- 20 images of development types
- Three categories:
  - Village Center/Mequon Rd Area
  - Germantown's Holy Hill Industrial Park
  - Northeast Rural Preservation District
- Rated on a scale from 1 (this is not a good fit) to 5 (This is a very good fit)

# Village Center/Mequon Rd Area

## Visual Preference Survey



**Highest rated**



---

**Lowest Rated**



# What development types or uses would you like to see in the Village Center / Mequon Road area?

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

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

The pictures create more questions than answers. There is a big difference between living in the area and having parking for commuters to the area. Your pictures do not allow you to pick a preference.

coffee shops, restaurants, boutique retail

Modern loft/living spaces that would attract a younger, but not necessarily lower income, resident. Pairing that with shops restaurants and outdoor spaces.

# Holy Hill Industrial Park

## Visual Preference Survey



Highest rated



---

Lowest Rated



# What development types or uses would you like to see in the Holy Hill Gateway Area?

nothing additional! losing the community / small town feel

Mix or residential and small retail

Best to have a mix of creativity and well kept properties, I prefer manufacturing close to major highways. Trucks should not be forced to drive through business districts to get to their customers.

I don't want to see it overly developed. I like the farmscape, and would love to see businesses come in that embrace that rather than erase it.

Keep any and all industrial development west of Goldendale Road. East of Goldendale has residential communities that would be negatively impacted by industrial development. Also, the current industrial development on the north side of Holy Hill Road is a giant eyesore. Big blocky concrete looking buildings, a mish-mash of bright colors (red, blue, white), and way too many lights on the buildings at night. Seriously, it's a giant eyesore. Please take more care to ensure future development better fits with the natural landscape.

# Northeast Rural Preservation District

## Visual Preference Survey



**Highest rated**



**Lowest Rated**



# What development types or uses would you like to see in the northeast Rural Preservation District?

Prairie restoration and mountain bike trails, pump track, other outdoor recreation options

nothing additional needed; losing small town feel

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

RURAL! -- Hobby farms, large plots of land

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