#

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

MEETING:	**PLAN COMMISSION**
DATE AND TIME:	**MONDAY, November 29, 2021 6:30 p.m.**
LOCATION:	**Germantown Village Hall Board Room, N112 W17001 Mequon Road**

NOTICE: Pursuant to the recommendations of the Centers for Disease Control and Prevention concerning the prevention of COVID-19 infections, any member of the body and/or citizen may also attend the meeting virtually through the WebEx platform, Meeting # 2550 979 1440 Password: MSga92RNJp4 which can be accessed by phone at 408-418-9388 or by logging on **https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m4f8b9f4b845ea6af7943be7d6588e0f8** Citizens not wishing to attend the meeting personally or virtually may submit written comments by sending an email at comments@germantownwi.gov by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration. Citizens may also view the meeting by live broadcast on Spectrum Cable Channel 25.

I. **CALL TO ORDER** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.

II. **ROLL CALL**

III. **PUBLIC INPUT/PUBLIC APPEARANCE** Please be advised per §19.84(2) that information will be received from the public, however, no action will be taken at this time.

IV. **NEW BUSINESS**

A. 2050 Comprehensive Plan Update. **[DISCUSSION]**

V. **ANNOUNCEMENTS**

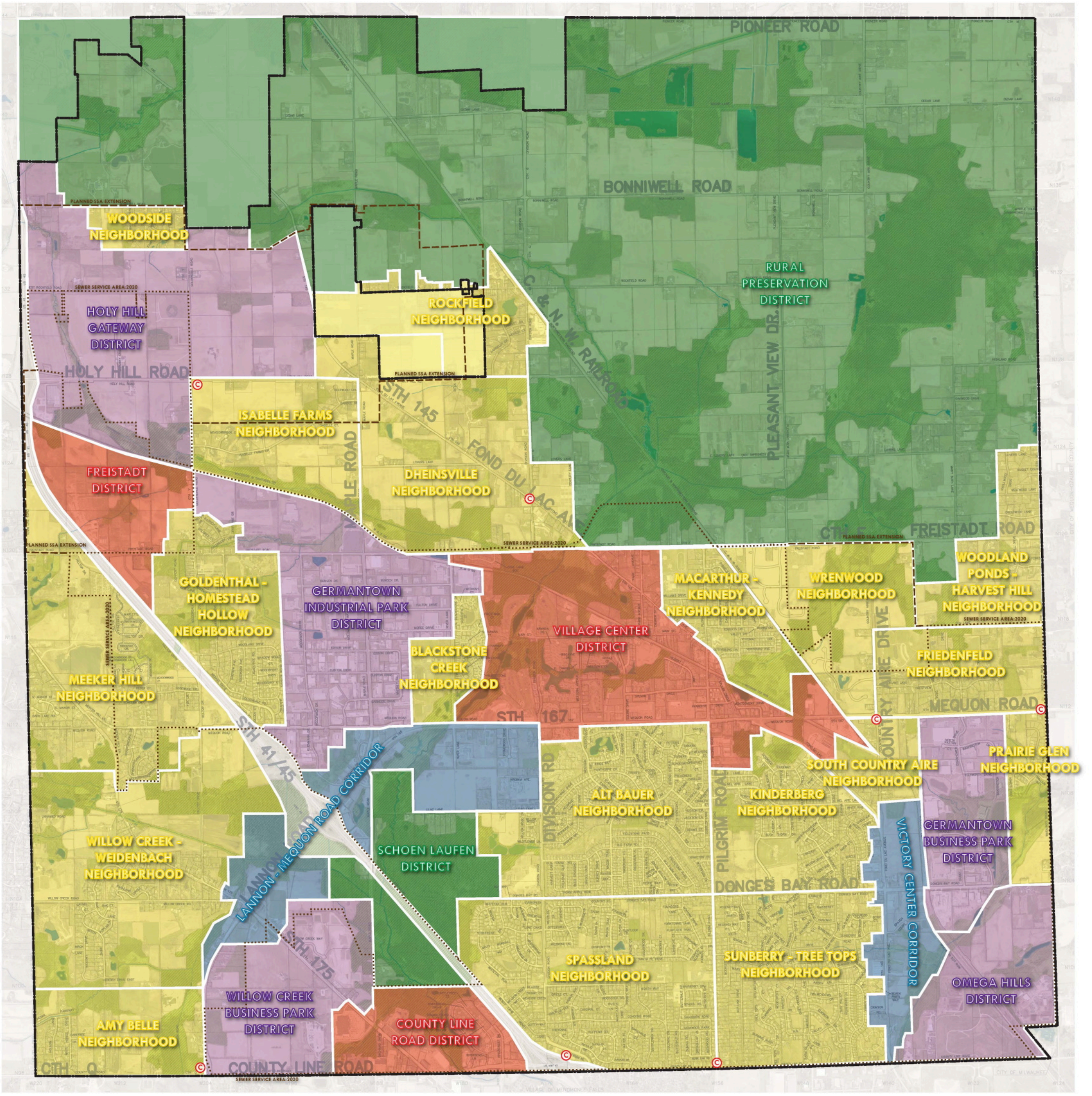
VI. **ADJOURNMENT**

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

Village of Germantown 2050 Future Land Use Map



2021.03.15 Map Draft
This map is for planning purposes only. Final map will require adoption by the Village Board.

VILLAGE OF GERMANTOWN
2050 COMPREHENSIVE PLAN

DRAFT AUGUST 2021

Adopted XX, XX, 2021

NOTE: THIS IS AN INTERNAL WORKING DRAFT THAT HAS NOT BEEN REVIEWED OR APPROVED BY VILLAGE STAFF OR ELECTED OFFICIALS. THIS DRAFT INCLUDES PLACEHOLDER TEXT/IMAGES.

Acknowledgements

Village Board

X
X
X
X

Plan Commission

X
X
X
X

Village Staff

X
X
X

Germantown Community

GRAEF

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GERMANTOWN KIWANIS PRESENTS
Gehl's
PERFORMING ARTS PAVILION
PREMIER SPONSOR
ENTERTAINMENT SPONSORS
FIRST BANK
GOFF'S

Introduction & How-To

Purpose of the Plan

This Comprehensive Plan update is meant to act as a roadmap forward for the Village of Germantown as it navigates upcoming change, growth, and development. Realizing the vision and goals presented in this plan will require that the Village face challenging decisions about where and how to grow and what services will best serve the residents of today and tomorrow.

This plan is written to both fulfill the requirements of the State of Wisconsin's 1999 "Smart Growth" comprehensive planning legislation, but also strives to move beyond requirements to showcase and organize the creative ways that the Germantown community members are thinking about their future. As such, the "nine elements" specified by Wisconsin's comprehensive planning legislation have been re-organized into the following chapters and sections:

	Nine Elements	Germantown 2050
1	Issues & Opportunities	Community Profile; Mission, Vision, & Guiding Principles
2	Housing	Systems
3	Transportation	Systems
4	Utilities & Community Facilities	Systems
5	Natural & Agricultural Resources	Systems
6	Economic Development	Economic Development
7	Intergovernmental Cooperation	Regional Context & Intergovernmental Cooperation
8	Land Use	Neighborhoods, Districts, & Corridors
9	Implementation	Implementation Plan

How to Use this Plan

This plan is designed to be used by anyone who is part of the Germantown community: Residents; property and business owners; and Village staff. The plan gathers the vision of community members, elected officials, staff, and other stakeholders into one cohesive document, and can be used as a guidebook to the future that the Village of Germantown imagines for itself.

If you are a...

Business or Property Owner

you can track local economic conditions and see where the Village envisions growth for the future

Resident

you can be empowered to know how possible changes in your community will affect your daily life.

Village Staff or Elected Official

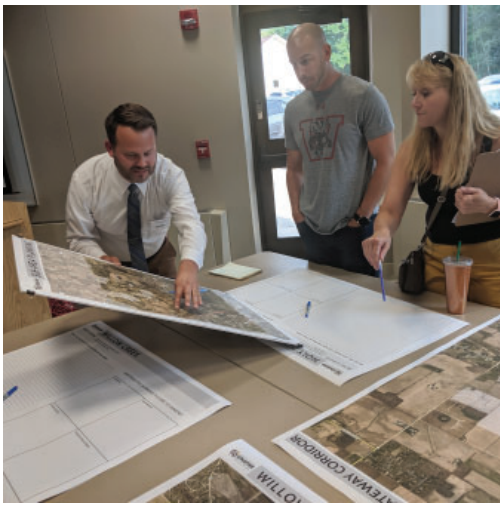
you can encourage short and long term growth concerning resiliency, economic activity, and community development.

A Community-driven Planning Process

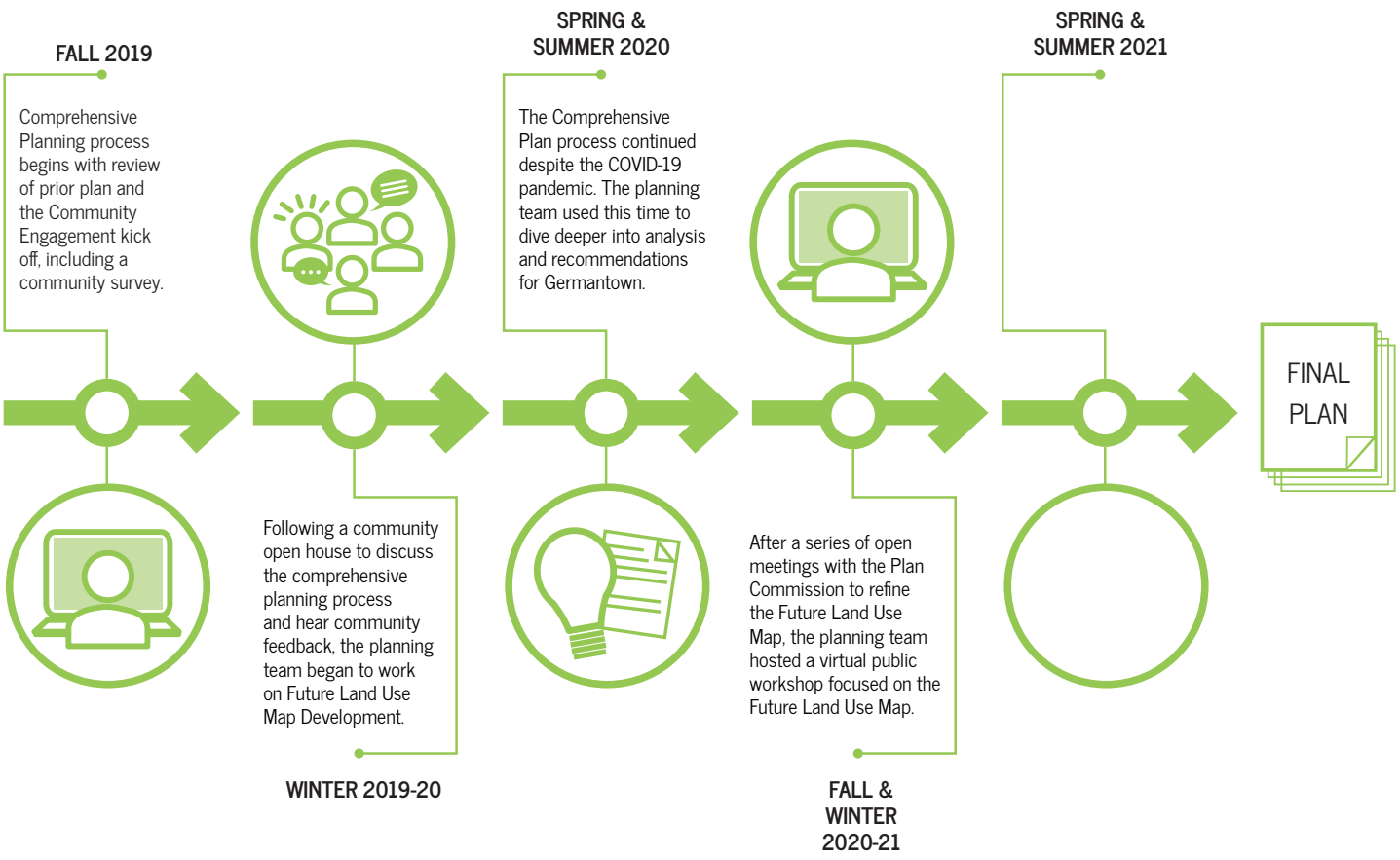
For Village of Germantown residents, this comprehensive plan update process is an opportunity to reflect on their community and plan for the future. It is vitally important the mission, values, goals, and strategies of this comprehensive plan reflect the ideas and values of those that live in Germantown now, as well as potential future neighbors and residents. Community engagement in the comprehensive planning process was robust, and included the following elements:

- A community-wide online survey
- Three "Community Conversation" public workshops:
  - Fall 2019
  - January 2021 Virtual Community meeting
  - *Summer 2021 Community Open House to review the draft plan [TBD]*
- A dedicated website for the plan that included the following interactive elements:
  - An interactive map that allowed residents to leave comments on the draft Future Land Use Map
  - A Visual Preference Survey to help the planning team understand public opinion of potential future development types in the Village Center,
- Several Plan Commission meetings and workshops to discuss the Future Land Use Map as well as the strategies and goals in the Comprehensive Plan, all open to the public.

The feedback, ideas, and preferences that the planning team received from residents and elected officials has been embedded into each element of this plan.



Project Schedule



Key Terms

As you use and read through this plan, you may come across a few terms that are unfamiliar. Below is a list of often-referenced words and concepts for your reference - keep an eye out throughout the plan for discussion of these ideas and principles.

Future Land Use Map
A future land use map is a tool that municipalities use to establish a vision for how land will be used in the future. While a zoning map determines the existing entitlements a property owner has, the future land use map serves to guide potential changes to the zoning districts of a municipality. In short, any proposed change to the zoning of a property must be consistent with the future land use plan of the municipality.

Density
The term "density" is typically used to refer to the amount of housing units that are able to be developed on a given area of land - often expressed in dwelling units per acre. It is important to note that density is not the same thing as building height, size, or design.

Conservation Subdivision
The term "conservation subdivision" is used to describe a style of subdivision in which residential lots are designed to be smaller and more compactly located in order to preserve natural areas (e.g. farms, woodlands) as common shared spaces. Traditional subdivision, in contrast, typically subdivide a parcel of land into equal lot sizes without concern for maintaining natural areas.

Infill development
The term "infill development" refers to development that fills a hole within an existing urban fabric. Infill development is important in areas where a strong and continuous urban form is desired, such as along a commercial strip or within a downtown.

TBD
[ADDITIONAL If needed - TBD]

What's Up in Germantown?

It has been ten years since the last update to the Comprehensive Plan. The list below summarizes how far we've come in addressing our goals and living up to our vision as a community in that time.

Village to provide list

- [x] [Example accomplishment goes here]
- [x] [Example accomplishment goes here]
- [x] [Example accomplishment goes here]
- [x] [Example accomplishment goes here]
- [x] [Example accomplishment goes here]
- [x] [Example accomplishment goes here]
- [x] [Example accomplishment goes here]

2050
GERMANTOWN
Planning our future together.
Public Workshop
Tonight!
6pm

Merry Christmas
from Germantown

PLAT OF

GERMANTOWN

WASHINGTON COUNTY

Township 9 North Range 20 East

Scale 2 Inches to the Mile, or 160 Rods to 1 Inch.

of the 4th Principal Meridian

History & Community Profile

Becoming Germantown

A community's history provides a lens through which to understand how it has developed over time and frame the forces shaping its future. In the case of Germantown, a glimpse at the diverse history of the land and people that have touched this special place provide a comprehensive view of the community today and the priorities guiding its next steps as a vibrant place to live and work.

The Village's German and rural roots from the early days of European settlement are robust and apparent even today: one of the original hamlets incorporated into Germantown, "Kuhberg", originally known as a stop-over point for cattlemen on their way to the Milwaukee market in the mid-1800's, translates roughly to "cowhill" in German. Today, the Village is home to a dedicated Germantown Historical Society that focuses on preserving the community's rich history and connecting its residents to the German roots from which its name stems. Through the Christ Church Museum, a place of gathering and worship since 1842, to the Valentine Wolf Haus and its vast genealogical library and the annual Oktoberfest extravaganza, the Society has been instrumental in protecting and promoting the Village's treasured landmarks.

While today's Germantown residents are less focused on farm or field, they enjoy a landscape dotted with distinctly Saxony-style architecture and traverse the same Mequon Avenue and West Fond du Lac Avenue as generations prior. Over 400 acres of Village parks and open space, including the Dheinsville Historical Park, whose name pays homage to the area's first settler Phillip Dhein, and weekly farmer's markets not only remind residents of the Village's agricultural roots, but provide space to gather, celebrate, and connect.

Pre-European Settlement: Land of Many, Community of None

The land that would become Germantown was bustling with activity from native inhabitants long before European settlers arrived. Dating before the 19th century, native tribes comprising a general culture now known as "Woodland". The region including and surrounding modern-day Germantown was home to many Woodland Indian societies including the Kickapoo, Peoria, Menominee, Myaamia, and Winnebago, and later the Potawatomi. Their societies depended on the abundant resources in the Germantown area for survival including forest products, hunting, fishing, gathering, and agriculture.

1830-1930: Roots of a Village Planted & Sowed

Following a prolonged period of embroilment in the Great Lakes fur trade and countless wars among conquering European nations, a period of Woodland Indian removal produced the officially incorporated Germantown in 1924. Known as "Town 9" in Washington County of the Wisconsin Territory in 1836, the ancestral Indian lands were made available for purchase by European settlers. German emigrants seeking religious autonomy purchased all available land by the year 1845. The farmers, artisans, and laborers of what we know as modern-day Germantown quickly transformed the land into one of agricultural productivity, likely contributing significantly to the crop that provided one sixth of the nation's wheat from 1840-1880. Stores developed in Germantown around the needs of farmers, with 1873 business listings including blacksmiths, wagon makers, dry goods and lumber providers, saloons, hotels, and limestone companies. The Village even hosted the first mutual insurance company in Wisconsin in 1871, in a building that still stands proudly today. Following a regional shift from cash crops to feed crops and dairy, Germantown remained a rural farming community on the outskirts of Milwaukee for roughly the next century.

1930-1970: Rural Community Incorporated

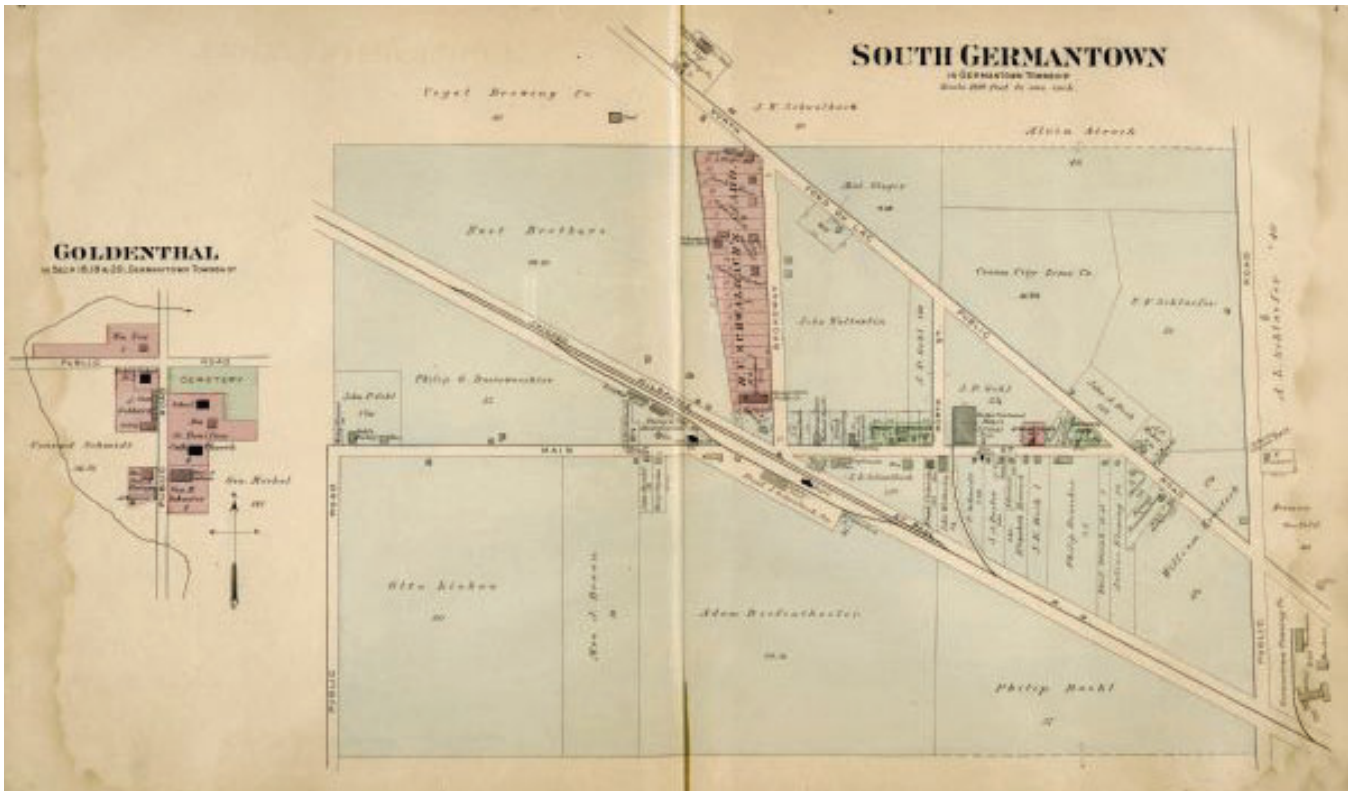
Germantown experienced a historical moment in 1963, when Milwaukee County sought to build a landfill and annexed a small piece of land from Washington County. As a preventative measure to hinder future annexation by Milwaukee County, seven adjacent unincorporated hamlets: Kuhburg, Willow Creek, Meeker Hill, Goldenthal, Rockfield, Dheinsville, and Germantown, merged into one incorporated Village of Germantown. The incorporation grew the Village to roughly 24 square miles, with rural character still dominating the landscape and culture. In 1970, approximately 70% of the Village's land was used for agriculture.

1970-2010: A Village of Change

Germantown was not unaffected by regional trends over the past decades that witnessed residents of Milwaukee enticed to seek scenic views and quieter lifestyles away from the urban hustle-and-bustle. Germantown witnessed a rapid period of growth as residents relocated to its picturesque wetlands, woodlands, and icons of history. As a result, the Village experienced an increased rate of suburban development. Single-family residences were constructed at an increased pace, in addition to apartments and condominiums, mostly along County Line Road and south of Mequon Road in close proximity to Interstate 41. The Germantown Chamber of Commerce was formed in 1981 to help promote the community and businesses. Industrial development was promoted by local leaders to alleviate the tax burden on the expanding number of residents. The community's transformation was not unrecognized: in 2007, Germantown was ranked the 30th most appealing place to live in Money Magazine. Over the 30-year time span of 1970-2000, the number of housing units in the Village of Germantown grew 295.9% while the population for the same time frame grew by 161.8%. Germantown's rapid growth of suburban and industrial development was not immune to consequence: in 1997, the American Farmland Trust named southern Wisconsin as one of the ten most threatened farming regions in the United States. From 1970 to 2002, Germantown's agricultural land area decreased by 25%.

2010-Present: Synthesizing Past, Present, & Future

Germantown has continued to attract a growing number of residents and businesses to the Village. Although originally an agricultural-based economy, most of the remaining farmland in Germantown is in the northern half of the Village, concentrated north of Freistadt Road, and residents largely commute elsewhere for work. As a Village experiencing increased development pressure, decreasing agricultural lands, and projected population growth, planning for Germantown's future today is key to maintaining the special character and sense of community it depends on. Germantown is not immune to its share of challenges. Roads once used only by farm vehicles for transporting crops must now interact with the increased speeds and traffic volumes of suburban residents. Traditional agricultural activities are often unappreciated by new residents to the community. Such conflicts are a driving force in creating a comprehensive plan that reconciles the identity of a rural past with the realities of the high-quality suburban community of the present and the goals for a thriving, sustainable future.



Germantown At A Glance

The Village of Germantown is located in the southeast corner of Washington County, approximately 18 miles northwest of downtown Milwaukee and 12 miles south of West Bend, the county seat.

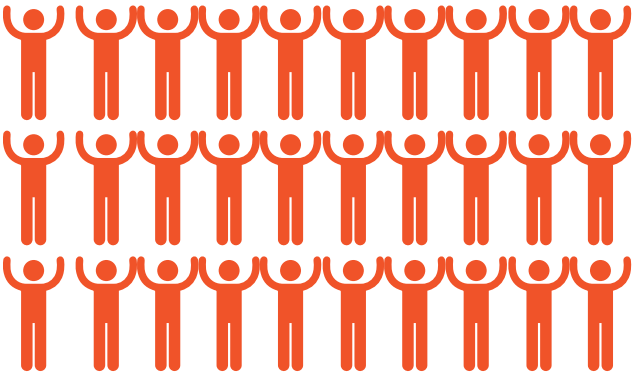
Located on the west side and in the southwest portion of the Village is Interstate 41, a major freeway in southeastern Wisconsin which provides access between the Cities of Milwaukee and Green Bay. Int 41 provides the community with convenient regional access to I-94, I-43, and all major components of the interstate freeway system in the Metropolitan Milwaukee area.

Some of the fastest growing communities in the Metropolitan Milwaukee area are located adjacent to Germantown, including the Village of Menomonee Falls and the City of Mequon. However, these communities saw their highest growth rates in the 1980s and early 1990s. As a result, development trends have begun to shift to Washington County. Germantown's close proximity and easy highway access to employment centers in and around Milwaukee and positive attributes have resulted in increased development pressure for the community.

The Village of Germantown was incorporated in 1927, and in 1964 annexed the majority of the Town of Germantown in response to the proposed expansion of the City of Milwaukee Boundaries. Germantown's first Comprehensive Building and Zoning Code was adopted in 1953. The Code was repealed in 1967 when the Village adopted the "New Towns Concept" zoning ordinance. The Village received assistance from SEWRPC in 1988 and proceeded to repeal the previous code and adopt a new zoning ordinance. The zoning ordinance has been amended periodically since 1988 and was recodified in 2002.

20,590

Population of the Village of Germantown



7,967

Households in the Village of Germantown

Average household size in the Village of Germantown **2.5**

25% of Germantown residents are under 19 years old

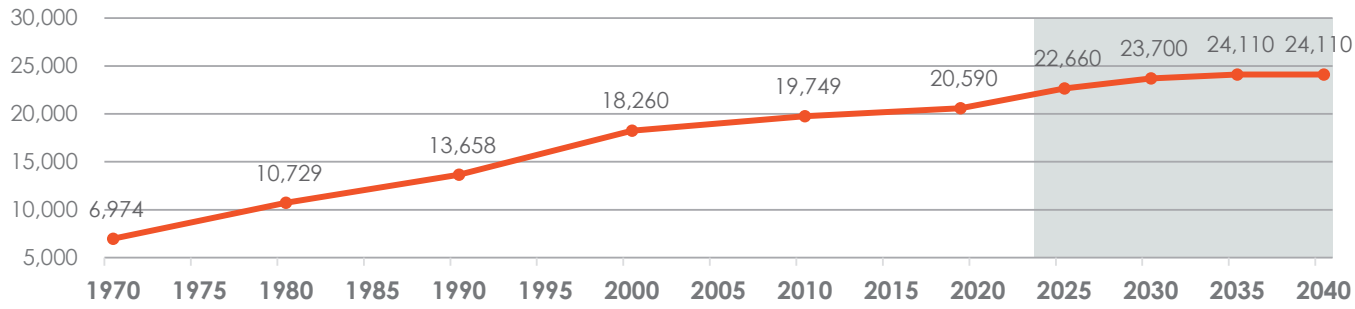
▲ Population estimate: Wisconsin DOA 2019. All other data: 2018 American Community Survey.

Population & Projected Growth

The Village of Germantown is growing. Between 2000 and 2019, the population grew by 13%, or about .7% per year. The Wisconsin Department of Administration's Demographic Services Center projects that Germantown's population will grow to be 24,110 by 2035, and then level off at that time. That increase represents a projected rate of growth of just over 1% per year. The graph below shows the historic population growth of the Village, as well as the growth that has been projected by the DOA (with a gray background).

When compared to peer communities, Germantown falls somewhere in the middle. Germantown has been growing at a faster rate than Cedarburg and Grafton, at a similar rate to Mequon, and slower than Richfield and Menomonee Falls. Germantown is also growing less quickly than Washington County as a whole. However, Germantown's projected increased rate of growth sets it apart from its peers. The other communities examined here are expected to experience only modest rates of growth over the next 20 years, while Germantown's rate of growth is projected to increase, similarly to Washington County as a whole.

Table 1.1 – Village of Germantown Population History & Projection



▲ 1970,1980,1990, 2000 & 2010 US Census; 2019 Wisconsin DOA Population Estimate, Wisconsin DOA Population Projections, 2025-2040.

Note: there are several different agencies that create population projections for municipalities in the region. Though the graph above and the table on the following page use Wisconsin DOA projections, SEWRPC also published populations projections for Germantown based on the 2010 Census population. SEWRPC's projection model shows a much more aggressive growth - an additional 2,200 residents by 2035. SEWRPC also projects the population to the year 2050, showing continued growth through that year instead of the "leveling off" that the DOA projects for Germantown. As part of regular plan updates, the Village should track actual population numbers to better plan for the future.

Table 1.2 – Village of Germantown Population Projection, SEWRPC

	2035	2050
Population Projection	26,304	30,766

▲ SEWRPC Population Projections (2013)

Issues & Opportunities

As Germantown grows and households get smaller, the Village could consider adding different housing options to accommodate smaller families and an older generation that would like to downsize but stay within their community. Germantown will also need to balance the desire to preserve agricultural and environmental land in the northern part of the Village with development pressure from businesses and residents wanting to relocate and build in Germantown. A slightly higher development pattern that still fits in with Germantown's community character would help the Village accommodate growth, welcome new neighbors and employment opportunities, and also preserve valued farmland and natural resources.

Table 1.3 – Population History & Projection Comparison

	Population Estimates			Population Projections, WI DOA					
	2000	2010	2019	2025	2030	2035	2040	% Change, 2000-2019	Projected % Change, 2019-2040
Germantown	18,260	19,749	20,590	22,660	23,700	24,110	24,110	13%	17%
Cedarburg	11,501	11,412	11,919	12,020	12,250	12,240	12,020	4%	1%
Grafton	11,627	11,459	11,959	12,370	12,750	12,870	12,770	3%	7%
Menomonee Falls	32,647	35,626	38,999	39,840	41,510	42,160	42,060	19%	8%
Mequon	21,823	23,132	24,398	24,930	25,610	25,780	25,510	12%	5%
Richfield*	10,373	11,300	11,895	12,860	13,400	13,580	13,540	15%	14%
Washington County	117,493	131,887	137,637	152,810	160,280	163,490	163,890	17%	19%

▲ 2000 & 2010 US Census; 2019 Wisconsin DOA Population Estimate, Wisconsin DOA Population Projections, 2025-2040 (2013).

Germantown is projected to keep growing until about 2035 - by about 3,500 residents, or an increase of just over **1%** per year

Households & Families

The Village of Germantown has about 7,967 households within its limits, for an average household size of about 2.5. As with most of the state and country, average household size is projected to decrease over time.

The Wisconsin DOA predicts that Germantown will have 10,147 households in 2040, for an estimated increase of about 2,180 from 2018. Average household size, however, is projected to fall to about 2.35 by 2040, a decrease of 6%. Germantown's current average household size is in line with peer communities, as is the projected decrease in average housing size.

According to the 2018 American Community Survey (ACS), the Village of Germantown has 5,787 families. The US Census defines a family as:

> *"A family is a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family."*

Average family size in Germantown is slightly higher than average household size; in 2018, it was an estimated 2.97 people per family.

Table 1.4 – Households Comparison and Projections

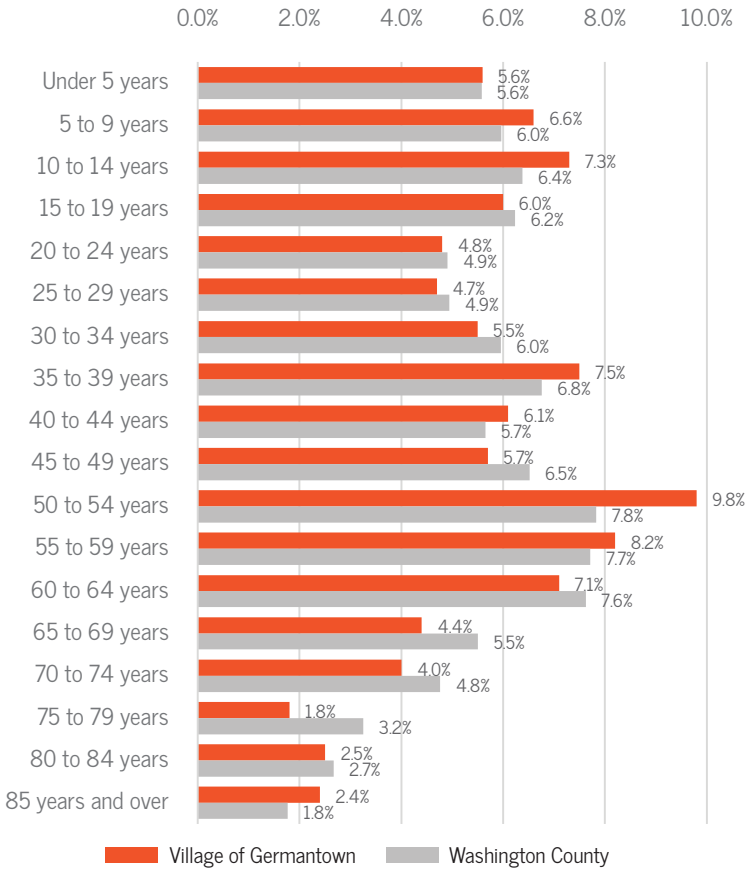
	Household Estimates				Household Projections, WI DOA					
	2000	2010	2018	Average HH Size, 2018	2025	2030	2035	2040	Proj. Average HH Size. 2040	% Change, in Average HH Size, 2018-2040
Germantown	6,904	7,766	7,967	2.50	9,322	9,839	10,097	10,147	2.35	-6%
Cedarburg	4,432	4,691	4,823	2.34	5,197	5,335	5,357	5,274	2.22	-5%
Grafton	4,125	4,863	5,105	2.28	5,527	5,740	5,832	5,815	2.20	-4%
Menomonee Falls	12,844	14,567	15,052	2.43	17,214	18,104	18,516	18,585	2.24	-8%
Mequon	7,861	8,598	9,074	2.53	9,732	10,064	10,161	10,049	2.38	-6%
Richfield*	3,614	4,170	4,500	2.58	4,973	5,234	5,357	5,374	2.52	-2%
Washington County	43,842	51,605	54,138	2.47	62,557	66,198	68,092	68,572	2.35	-5%

▲ 2000 & 2010 US Census; 2018 American Community Survey 5-year Estimate, Wisconsin DOA Household Projections, 2025-2040.

Age

The Village of Germantown's population follows a fairly typical breakdown by age cohort, and also follows a similar pattern to Washington County as a whole. Germantown's population seems to skew slightly younger than the County's as a whole, with a slightly smaller proportion of residents in the higher age brackets (60 and older), and a slightly higher proportion of residents between 5-14 years of age.

Chart 1.5 – Age of Germantown Population



Race

Over 90% of the residents of the Village of Germantown are white. 3.8% of the population identifies as Asian, while 2% identifies as Black or African American.

2.8% of Germantown residents identify as Hispanic or Latino, regardless of their race.

Table 1.6 – Village of Germantown Race and Ethnicity

	Count	Percent
White	18,127	90.6%
Black or African American	406	2.0%
American Indian and Alaska Native	40	0.2%
Asian	753	3.8%
Native Hawaiian and Other Pacific Islander	-	0.0%
Some other race	125	0.6%
Two or more races	546	2.7%
Hispanic or Latino, regardless of race	556	2.8%

Employment and Travel to Work

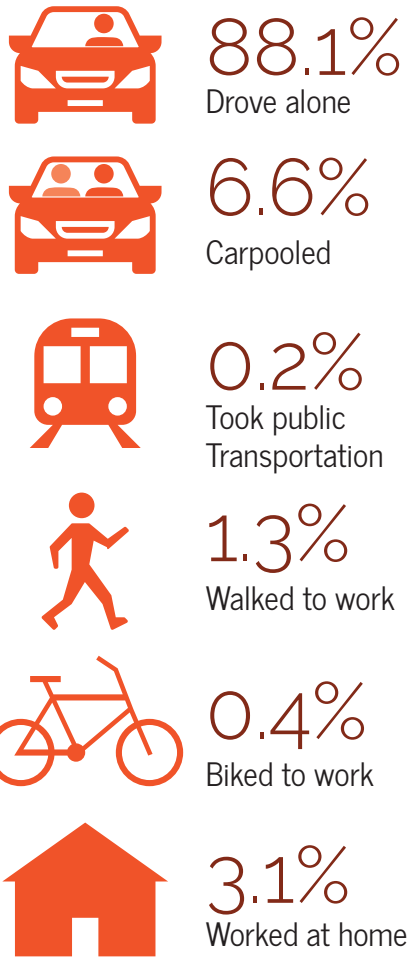
Germantown has a robust workforce of about 10,958 people over the age of 16. The industry category that employs the largest proportion of Germantown's population is Educational services and healthcare and social assistance; 24% of Germantown workers are employed in these fields. The industry that employs the second largest proportion of the population is Manufacturing (17%), followed by Retail trade (11%).

Unsurprisingly for a suburban community, the vast majority of Germantown's workforce travels to work by car, and 88% drive alone. Only .2% of Germantown commuters are able to take public transportation to work as part of their commute. Walking and biking to work is not common in Germantown, and as of 2018 3.1% of workers worked from home.

Table 1.7 – Employment of Germantown Residents by Industry

	Count	Percent
Total Civilian Employed Population aged 16+	10,958	100%
Agriculture, forestry, fishing and hunting, and mining	104	1%
Construction	477	4%
Manufacturing	1,892	17%
Wholesale trade	650	6%
Retail trade	1,151	11%
Transportation and warehousing, and utilities	423	4%
Information	181	2%
Finance and insurance, and real estate and rental and leasing	855	8%
Professional, scientific, and management, and administrative and waste management services	1,023	9%
Educational services, and health care and social assistance	2,633	24%
Arts, entertainment, and recreation, and accommodation and food services	735	7%
Other services, except public administration	482	4%
Public administration	352	3%

Table 1.8 – Transportation to Work by Mode



▲ Data Source: 2018 American Community Survey 5-year estimates

◀ (same data source as above)

Education

Residents of the Village Germantown are well-educated in comparison. About a third of the population over 25 years has a bachelor's degree, and a fewer than 4% of people do not have a high school diploma. The Village of Germantown is slightly more educated than Washington County as a whole; 42.8% of Germantown residents have a bachelor's degree or higher in comparison with Washington County's 33.9%. The estimate for the state of Wisconsin overall falls somewhere in the middle at 35.8%.

Table 1.9 – Educational Attainment for Germantown Population over 25

	Germantown		Washington County	
	Count	Percent	Count	Percent
Population 25 years and older	13,929	(X)	96,260	(X)
Less than 9th grade	115	0.8%	994	1.0%
9th to 12th grade, no diploma	413	3.0%	4,129	4.3%
High school graduate (includes equivalency)	3,314	23.8%	30,741	31.9%
Some college, no degree	2,759	19.8%	16,786	17.4%
Associate's degree	1,369	9.8%	10,949	11.4%
Bachelor's degree	4,099	29.4%	20,964	21.8%
Graduate or professional degree	1,860	13.4%	11,697	12.2%
High school graduate or higher	13,401	96.2%	91,137	94.7%
Bachelor's degree or higher	5,959	42.8%	32,661	33.9%

Household Income

Median household income is used to identify the typical income of a household in a certain location. Germantown's median household income of $81,846 falls somewhere in the middle of its peers, and quite a bit higher than that of Washington County as a whole. In many cases, household income is correlated with both educational attainment and industry or profession of the workforce in a certain community.

Table 1.10 – Median Household Income Comparison

	Median Income
Germantown	$81,846
Cedarburg	$85,077
Grafton	$72,483
Menomonee Falls	$79,367
Mequon	$113,627
Richfield	$101,381
Washington County	$73,435

▲ Data source, both tables above: 2018 American Community Survey 5-year estimates

CHANGING DEMOGRAPHICS & HOUSING TRENDS

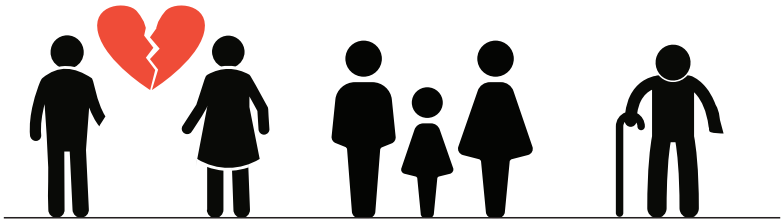
Households are changing in response to demographic and lifestyle factors, in Germantown and nationwide. Our population as a whole is aging, young adults are living with their parents for longer, more children live with a single parent, and adults are getting married later each year. Many of these dynamics are also present in Germantown and the Southeastern Wisconsin region.

In the US...

28% of households have just one occupant

more than double the 13% rate from 1960

due in part to:

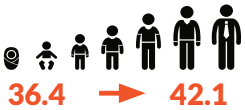


divorce

fewer children per family

longer lives & seniors aging in place

From 2000 to 2017...



...the median age of Germantown residents increased from 36.4 to 42.1
(...the median age of Washington County increased from 36.6 to 42.6)

...Germantown's population aged 65 and above increased by 67%
(...the population aged 65 and above in Washington County increased by 65%)

...Germantown's population aged 20-44 decreased by 21%
(...the population aged 20-44 in Washington County decreased by 12%)

...Germantown's population aged 19 and below decreased by 3%
(...the population aged 19 and below in Washington County decreased by 2%)

SEWRPC Jobs/Housing Balance Analysis from **A Regional Housing Plan for Southeastern Wisconsin:2035**

In 2013, SEWRPC analyzed the relationship between anticipated job wages and housing costs in each municipality as part of the 2035 Regional Housing Plan for Southeastern Wisconsin, and included a chapter of recommendations based on this analysis.

The findings indicate that Germantown's current overall ratio of jobs to housing is balanced, meaning that they have an approximately equal amount of employment and housing capacity. The breakdown of cost of housing and the wages that jobs pay in Germantown was found to be balanced as well, as of the date of the analysis.

However, the report also found that Germantown's projected jobs-to-housing ratios predicted that there was likely to be a deficit of moderate-cost housing in the future based on the Village's previous Future Land Use map and expected development pattern. The regional housing plan defines moderate-cost housing as higher-density single family housing units, usually on lots of less than 20,000 square feet. This Comprehensive Plan update takes this warning to heart, and the updated Future Land Use Map for Germantown takes a more place-based approach – one that incorporates a diversity of housing in neighborhoods throughout Germantown, including moderate - cost, higher-density single family housing.

It is important to the Germantown community, and the region as whole, that the housing available in Germantown reflects the jobs available in the community so that the people who work in Germantown can live here as well.

To respond to these changing family demographics, communities are re-evaluating their housing stock and considering adding new options. Increasingly, communities are placing a higher emphasis on medium-high density, multi-family housing options so that changing individuals and families have more housing choices.

In addition to Germantown's changing demographics, there are several other ongoing issues and community goals that will impact Germantown's future housing stock. First, as discussed earlier in this section, Germantown's population is expected to grow in the coming years. As the Village adds new residents, more housing will be needed to accommodate the additional households. Germantown is projected to add about 2,100 households by 2040, which would mean that an equivalent number of new housing units would be needed. As the number of households grows, the size of households is projected to fall - which means that different, and smaller, types of housing may best accommodate these new households. More information about including different types of housing in Germantown's planned development is outlined in the Housing section.

To accommodate new housing in Germantown, new land will need to be developed. In addition to the size of housing units that should be added to suit the needs of new residents, the density of new housing should also be carefully considered. One of Germantown's goals is to preserve rural and environmental land. Developing denser housing, such as small lot single family homes, duplexes, or low-rise multifamily buildings, will allow the Village to conserve land. Adding density to the Village Center through infill development will likewise allow for more agricultural and environmental land to be conserved. More detail about the relationship between population growth, housing density is outlined in the Neighborhoods, Districts, and Corridors Chapter.

DENSITY IN GERMANTOWN

New housing, particularly high-density housing, can be a contentious issue in communities across the country. In spite of this, the market is responding to increasing demands for density, as family sizes are shrinking and baby boomers and millennials are choosing more vibrant, sustainable, and walkable places to live. Satisfying these demands for increased density presents opportunities for communities like Germantown to untap a wealth of benefits for both current and future residents.

What does "density" mean?

The term "density" is typically used to refer to the amount of housing units that are able to be developed on a given area of land - often expressed in dwelling units per acre. It is important to note that density is not the same thing as building height, size, or design.

What are the benefits of denser housing in Germantown?

More coffee shops, restaurants, and rec options

Denser housing attracts amenities. Research shows that millennials are more interested than prior generations in having amenities within walking or biking distance.

More housing options for all Germantown residents

A diversity of housing types and densities provides residents with more choices and price points, allowing young families to afford homes in Germantown and empty nesters or retirees to downsize and stay within their own community.

More preserved agricultural and conservation land

Denser housing means that less open space needs to be developed to accommodate the same number of households, enabling the Germantown community to preserve more land for agriculture and conservation.

For more information on the diverse housing types that Germantown is prioritizing to meet the demands of current and future residents, see the Housing section on page ##.

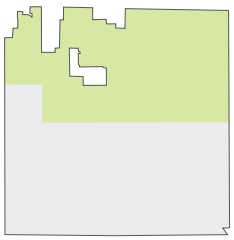
How does denser housing preserve Germantown's agricultural and conservation lands?

By the year 2040, the Department of Administration (DOA) is projecting an additional 2,100 housing units for the village of Germantown. The village currently identifies five different residential densities in the Comprehensive Plan. To better understand land consumption realities, below are five land use scenarios based upon the projected growth:

Agricultural/Conservation Residential (5 Acre lots)

consumes 10,500 acres

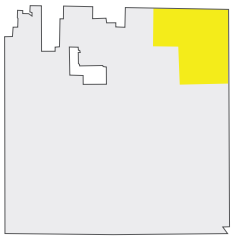
(2,100 UNITS EACH ON A 5 ACRE LOT)



Rural Residential (1 Ac. Min. Lot Size)

consumes 2,100 acres

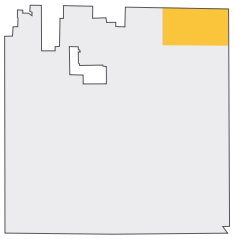
(2,100 UNITS EACH ON A 1 ACRE LOT)



Low Density Residential (2 d.u./Acre)

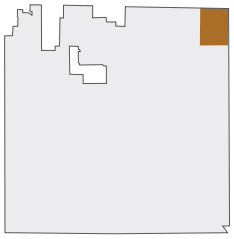
consumes 1,050 acres

(2,100 UNITS EACH ON A 0.5 ACRE LOT)



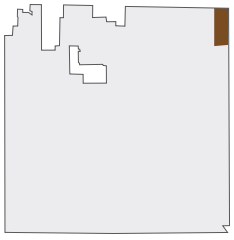
Medium Density Residential (4 d.u./Acre)

consumes up to 525 acres



High Density Residential (8 d.u./Acre)

consumes up to 262 acres



Land Use Trends

As Germantown's population grows, it is vitally important that the community consider how new development will impact land use. As part of the Comprehensive Planning process, the Village has projected future acreages for three important land use categories: Residential, Industrial, and Commercial. These three categories drive other land use change, such as increased land used for transportation (new roads) and utilities. Increased land area used for commercial, industrial, and residential uses will correspond with a decrease in land used for agriculture or open space, as noted on the previous pages.

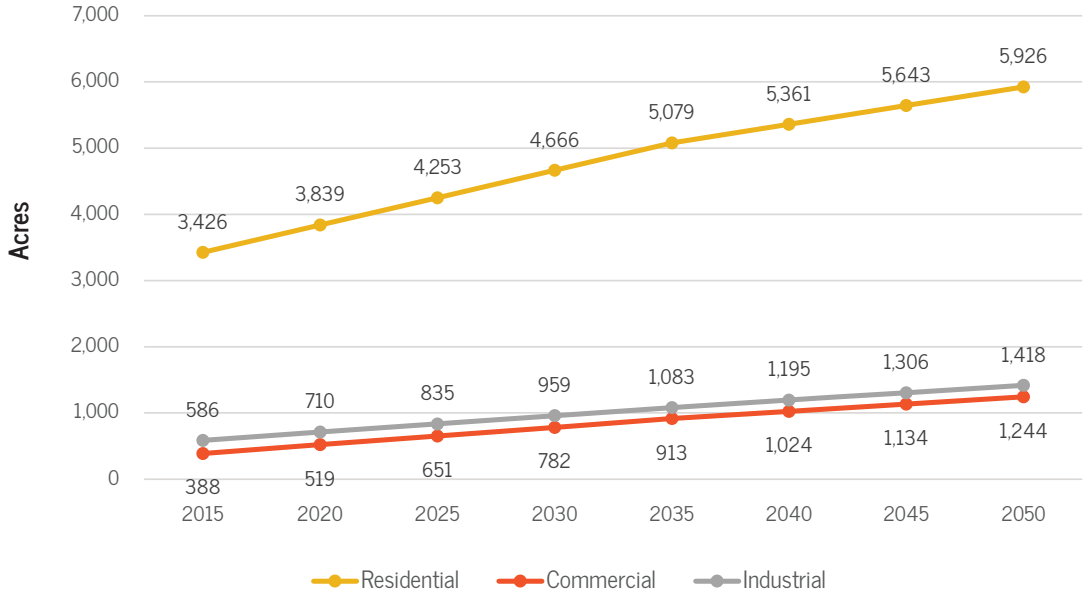
The Industrial and Commercial land use projections for Germantown, found in the table below, are based on the land use projections for those categories published by SEWRPC. The agency projects land use by acreage for industrial and commercial uses for the years 2035 and 2050. The below chart shows land use projections in five-year increments (using an even rate of change between 2015-2035 and 2035-2050).

The residential land use projections are based on both projected population and household growth in Germantown, as well as a set of assumptions about the density at which housing will be developed. Utilizing Wisconsin DOA household projection numbers, Germantown is projected to add 3,220 new households (housing units) in the community.

Land use projections were calculated using existing land use conditions as well as planned neighborhoods, districts, and corridors specified in the Future Land Use portion of the 2050 Plan (Chapter 5). The projected 3,220 new housing units were distributed across expected residential densities outlined in Chapter 5. 6% of these units would be rural or conservation subdivisions (lowest density), just under 50% of the units would be similar to the historic neighborhoods in Germantown with lots of about .5 acres (low density), and that 45% of the units would be medium or high density residential development. By 2050, this equates to an additional 2,500 acres of residential land use in the community. 58% of that land would be used for the 6% of units built at rural or conservation subdivision densities, and only 10% of that land would accommodate 45% of the new units at medium and high densities.

These assumptions represent not only a calculated projection of land use in the Village, but an illustration of how careful planning for development at target densities is essential for preserving natural landscapes in the community.

Chart 1.6 – Land Use Projections in Acres by Land Use Type, Five-year Increments



By 2050, 27% of Germantown's total land area is expected to be used for residential purposes. In 2015, 15.6% of land was residential.

Data Source: Wisconsin DOA household projections, SEWRPC land use projections, GRAEF

Mission, Vision, Guiding Principles

Vision Statement

Through the Comprehensive Planning process, residents of Germantown have developed the following Vision Statement, describing the community they aspire to create together:

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

Mission Statement

The Village of Germantown staff and government must work as one cohesive body to implement this plan and work towards the community's vision statement. The following mission statement has been crafted to guide the Village's work together.

The Village of Germantown is responsive to our citizens and businesses, embracing our heritage while working together to provide quality services in a fiscally responsible manner that will enhance the quality of life in our community.

Guiding Principles

As the Village of Germantown works to realize their collective vision through implementation of this Comprehensive Plan, three core guiding principles should always remain at the center of decision making, policies, programs, and development. These three principles were first outlined in the Village of Germantown's 2020 Smart Growth Plan, which was adopted in 2004, but they are still relevant today.

Preserve and enhance the environment

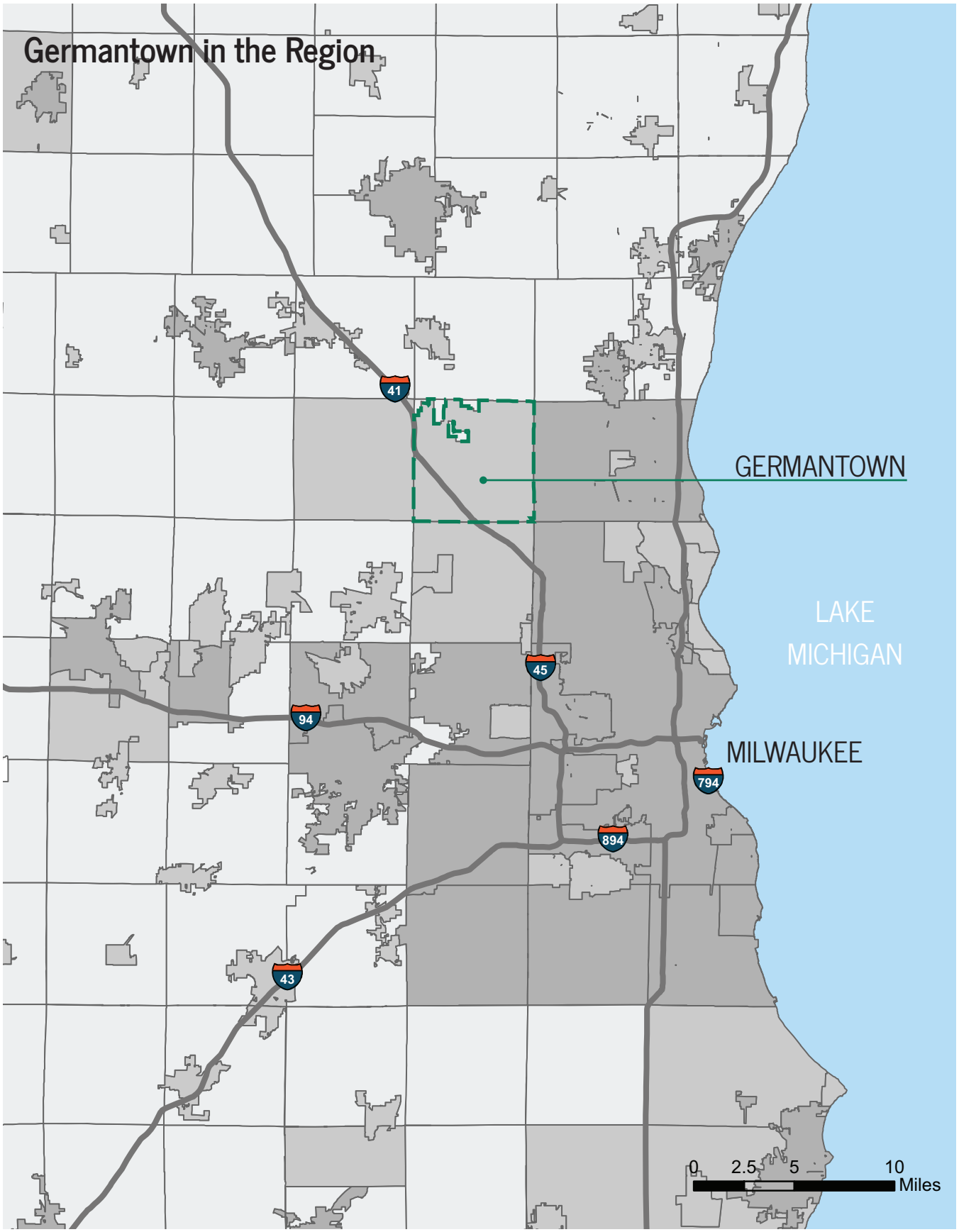
Germantown is committed to preserving the natural resources and physical features of the community and landscape through regulations and partnerships, through quality new development , and by focusing on historic property and Germanic architectural features.

Invest in people, neighborhoods and communities

Germantown will balance land uses, preserve agricultural land, provide for diverse and supportive public facilities, and encourage safe and efficient transportation. The Village will also implement effective and responsive administrative practices, and coordinate actions between departments and adjacent communities.

Build a strong economic base

Germantown will support development that provides a diverse array of goods, services, and employment opportunities in the community. Germantown will also focus on encouraging infill development and promoting the Village as a tourist destination to bolster the Village's fiscal wellbeing.


Germantown in the Region
GERMANTOWN
LAKE
MICHIGAN
MILWAUKEE
41
45
94
794
894
43
0
2.5
5
10
Miles

Willkommen
VON ROTHENBURG
Bier Stube
Hours
Monday-Friday
3pm-close
Saturday & Sunday
11am-close
Von Rothenburg

Neighborhoods, Districts & Corridors

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:

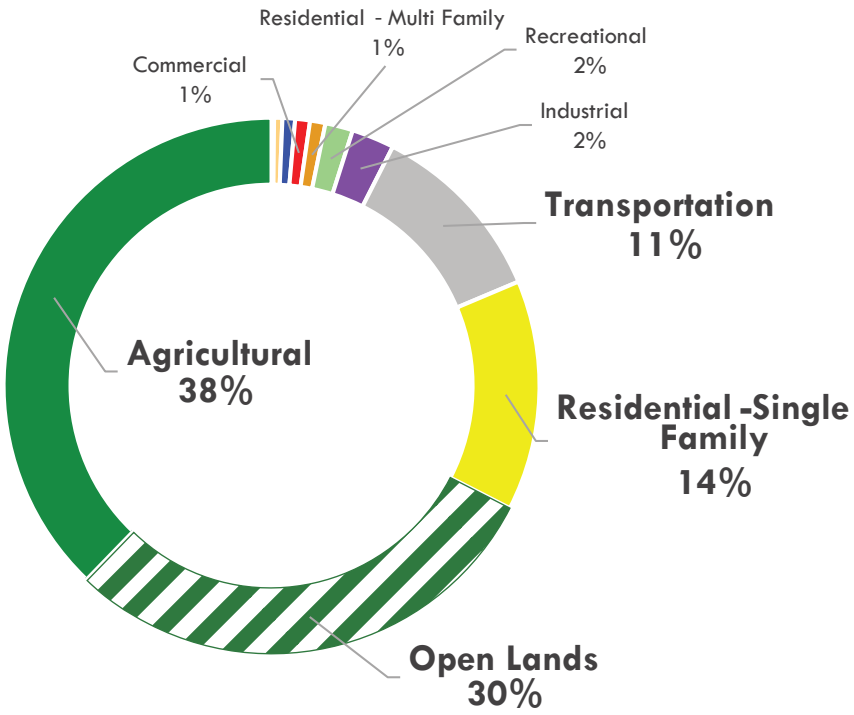
- Existing Land Use
- Future Land Use Map
- Future Land Use Descriptions

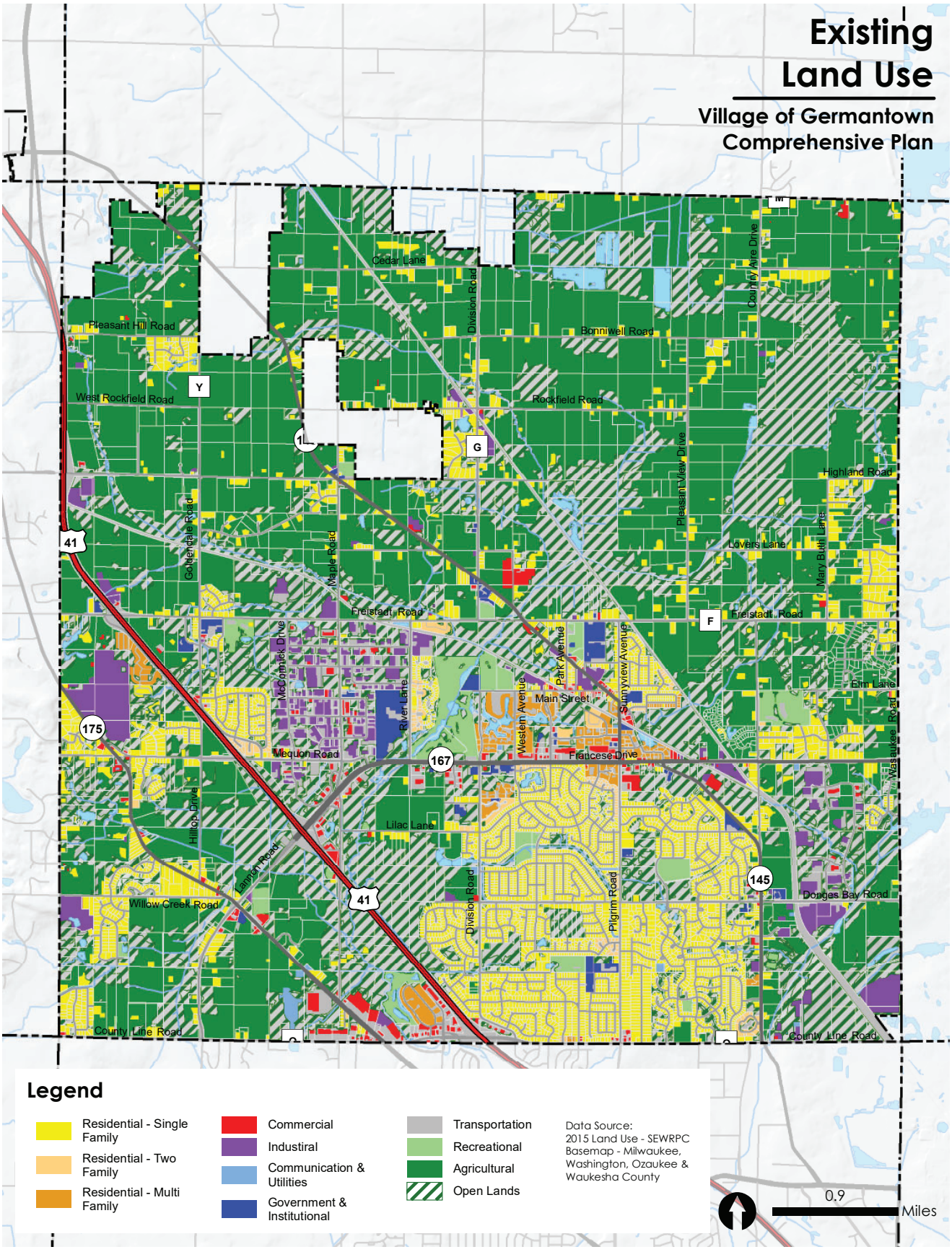
Existing Land Use

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% - 204acres
- 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
Cedar Lane
Division Road
County Aire Drive
Pleasant Hill Road
Bonniwell Road
West Rockfield Road
Rockfield Road
Pleasant View Drive
Highland Road
Lovers Lane
Mary Buttl Lane
Goldendale Road
Maple Road
Freistadt Road
McCormick Drive
Park Avenue
Sunnyview Avenue
Elm Lane
River Lane
Main Street
Western Avenue
Wauskee Road
Mequon Road
Francese Drive
Hilltop Drive
Lilac Lane
Lannon Road
Willow Creek Road
Pilgrim Road
Donges Bay Road
County Line Road
Y
G
F
41
175
167
145
Legend
Residential - Single Family
Residential - Two Family
Residential - Multi Family
Commercial
Industiral
Communication & Utilities
Government & Institutional
Transportation
Recreational
Agricultural
Open Lands
Data Source:
2015 Land Use - SEWRPC
Basemap - Milwaukee, Washington, Ozaukee & Waukesha County
0.9
Miles

GRAEF

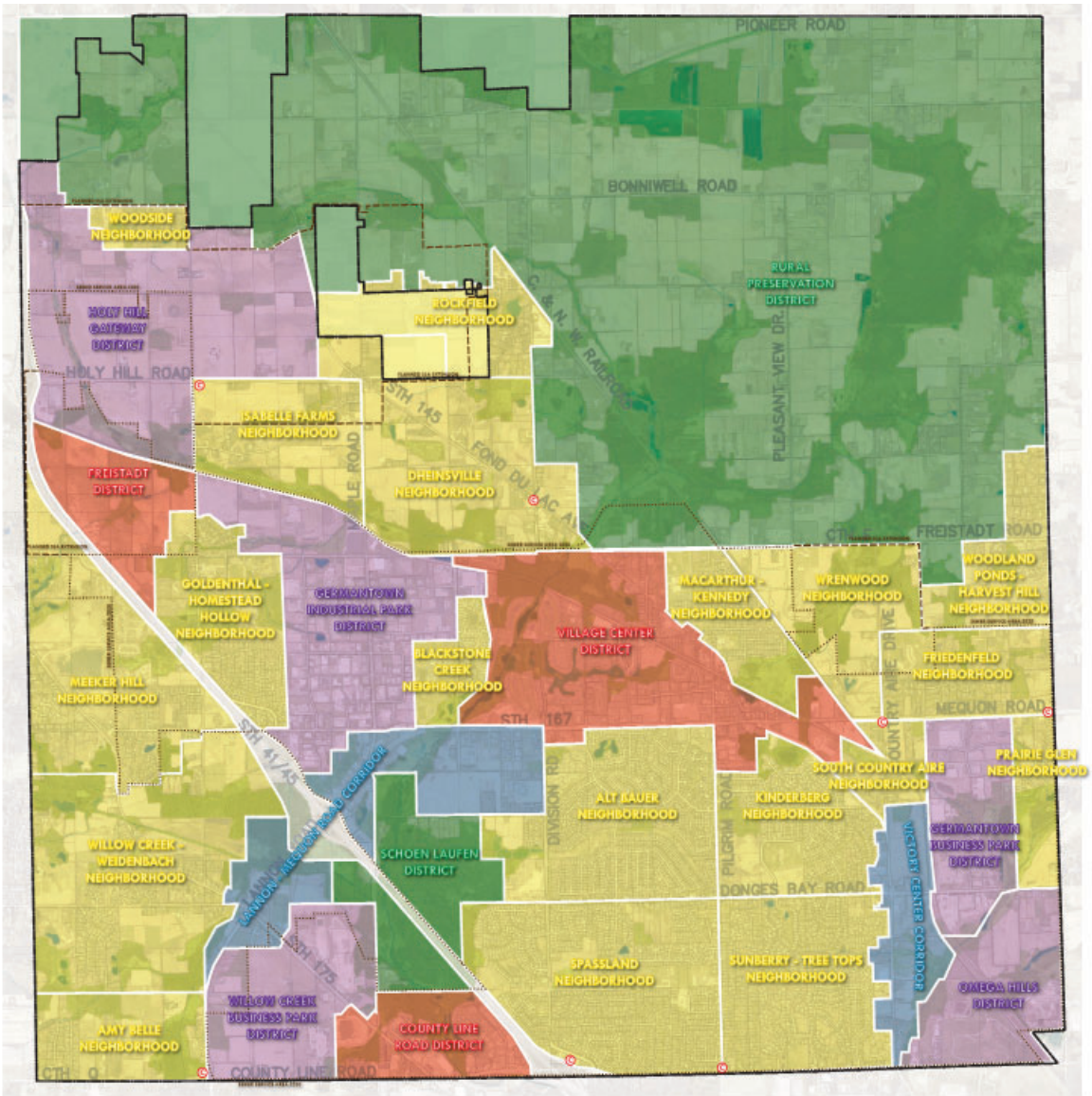
FUTURE LAND USE

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 defied 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; 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; 8 units/acre-MF

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)
NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewerCSM lots) 3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no water & sewer)	1 unit/ 5 acres (4 or fewerCSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)
*	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)	

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.

GERMANTOWN 2050
Planning our future together.

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

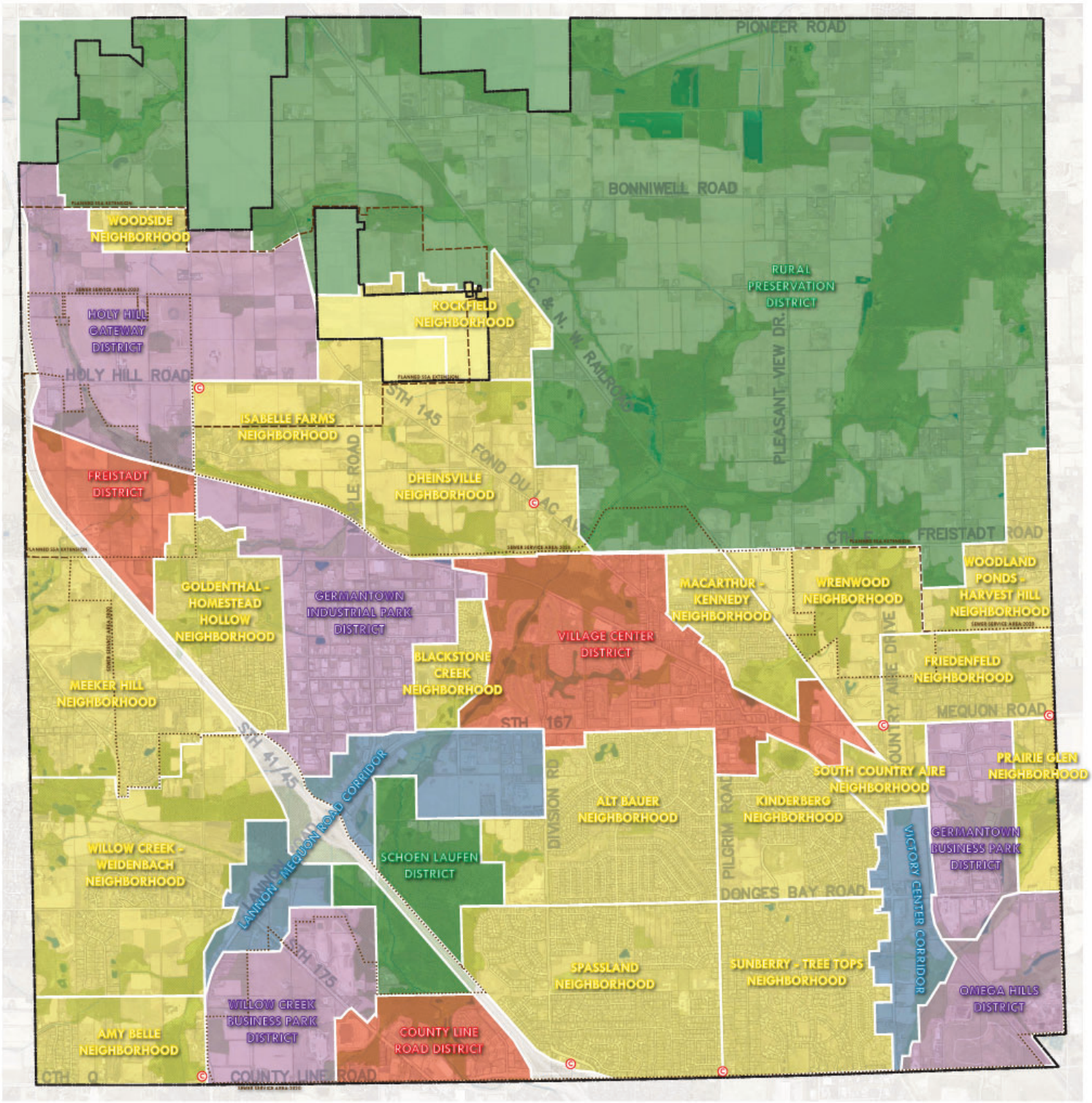
Overlays

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.

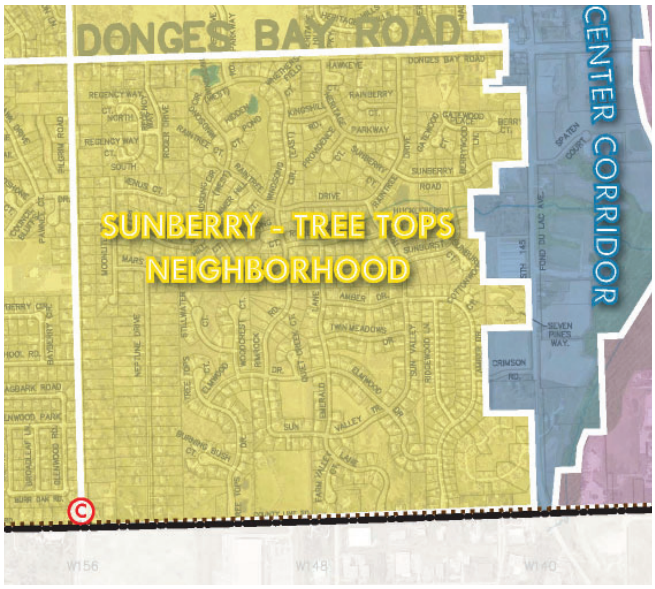
- SEWRPC Environmental Corridor Overlay

NEIGHBORHOODS, DISTRICTS, CORRIDORS

Village of Germantown 2050 Future Land Use Map



Sunberry - Treetops NEIGHBORHOOD



PHOTO

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 Corr.	SSA	Preferred Site Design			Density (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 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 =	**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.

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

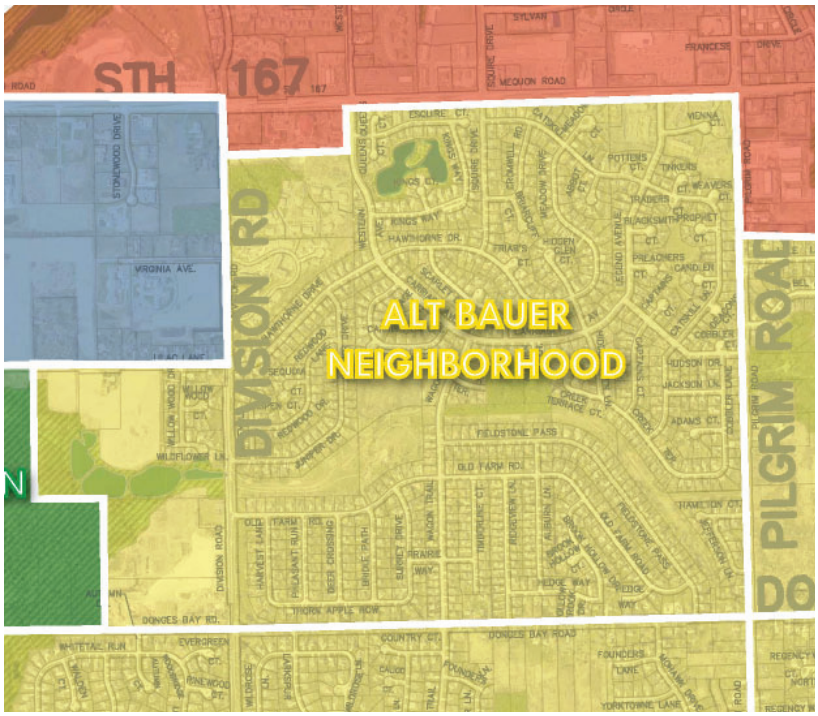
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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/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.

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.

Alt Bauer NEIGHBORHOOD



PHOTO

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, Donges 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

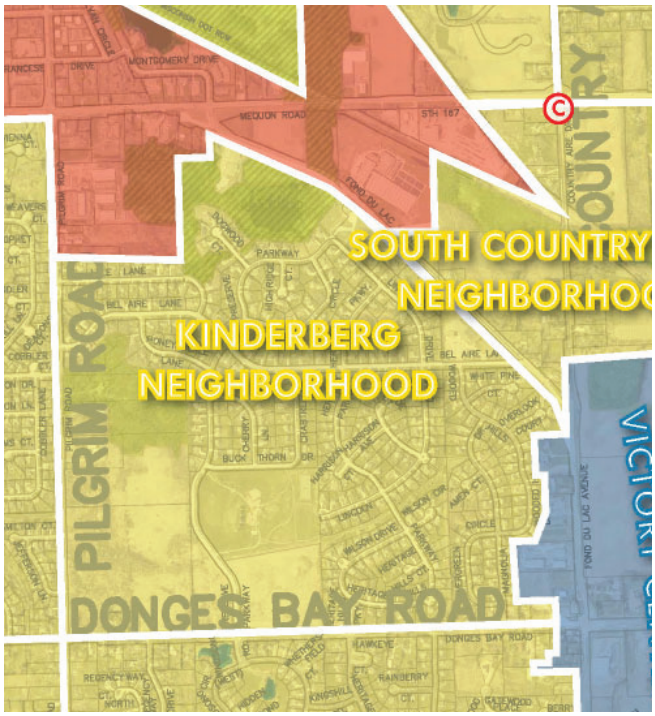
Alt Bauer Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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 units/acre-SF; 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.

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.

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 Donges Bay Road. There are no commercial properties located within this neighborhood.

PHOTO

SPECIAL FEATURES

Transportation The Kinderberg Neighborhood is generally bounded by Hwy 145 (Fond du Lac Avenue) to the east and north, Donges 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 Donges 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 Donges Bay Road

PREFERRED FUTURE LAND USE

Kinderberg Neighborhood

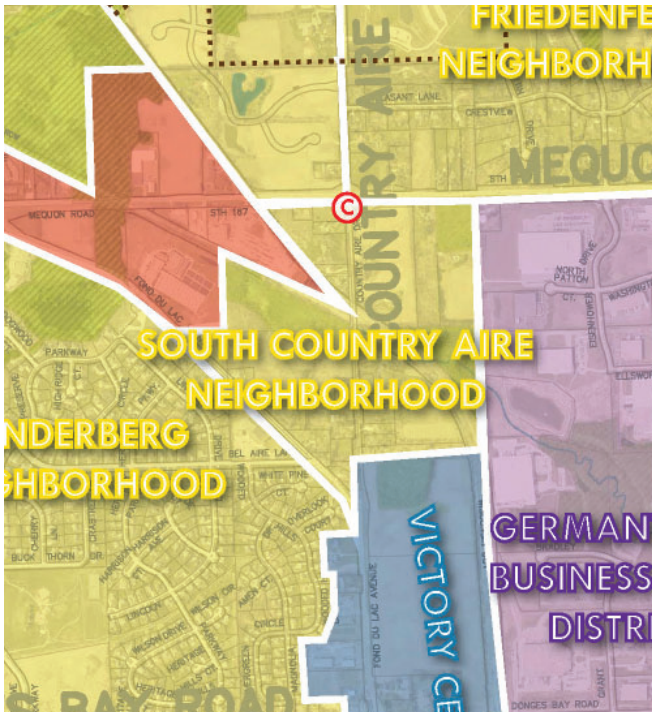
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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 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.

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.

South Country Aire NEIGHBORHOOD



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.

PHOTO

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.

PREFERRED FUTURE LAND USE

South Country Aire Neighborhood

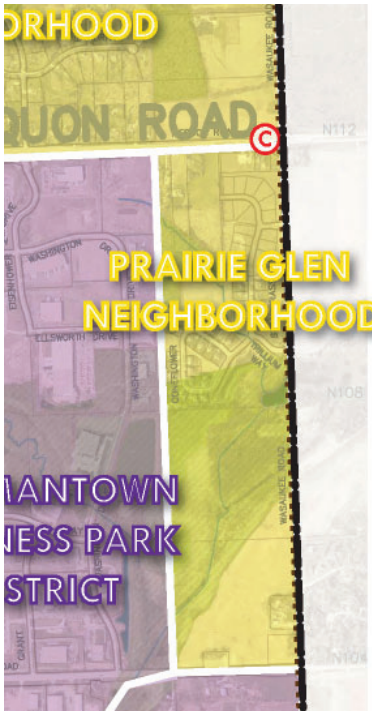
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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/ acre-SF; 4.3 units/acre-MF

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 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.

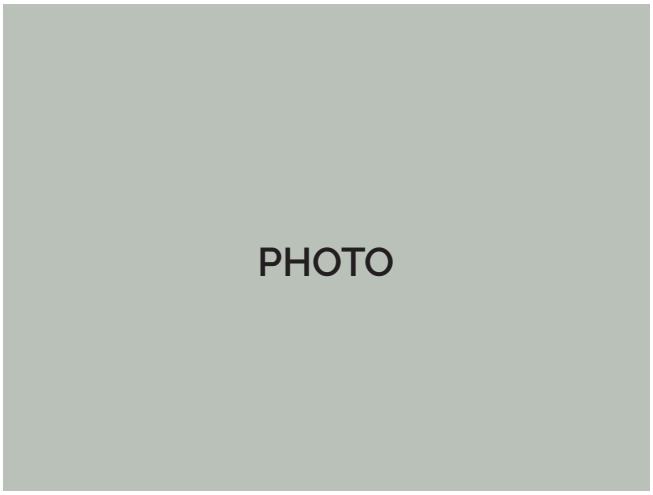
Neighborhood-type commercial development would be supported around the Mequon Road @ Country Aire Drive intersection and is designated as a future "commercial activity center". There may also be opportunities for multifamily development within mixed-use buildings along Mequon Road at a density at 4.3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

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

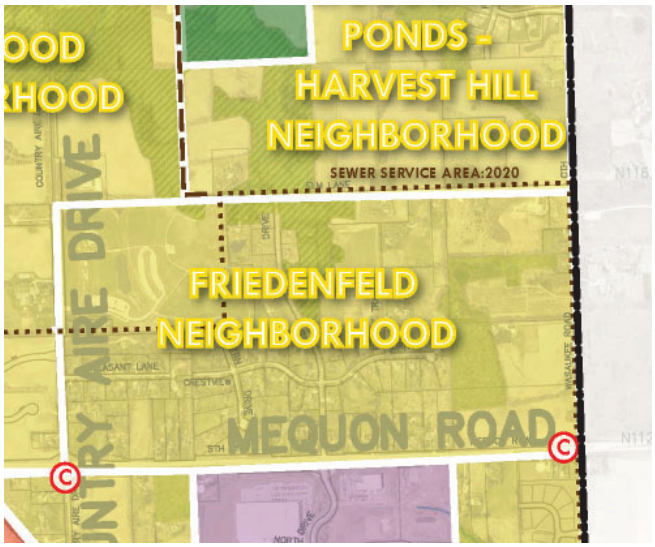
Prairie Glen Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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/ 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 =	**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.

Friedenfeld NEIGHBORHOOD



PHOTO

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

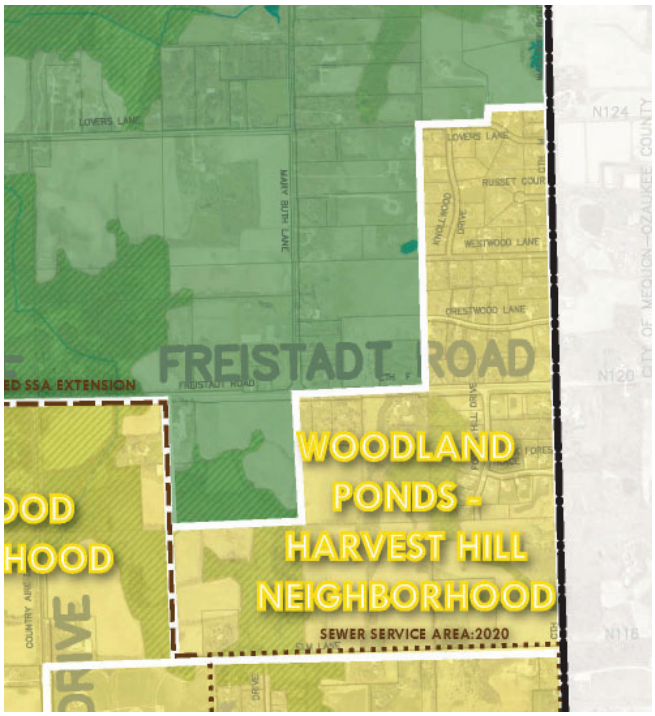
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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 (non-sewered); 2.2-2.9 units/acre (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 Wasaukee Road @ Mequon Road intersections. These intersections have been designated as future "commercial activity centers."

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.

Woodland Ponds-Harvest Hill NEIGHBORHOOD



PHOTO

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 Lane.

PREFERRED FUTURE LAND USE

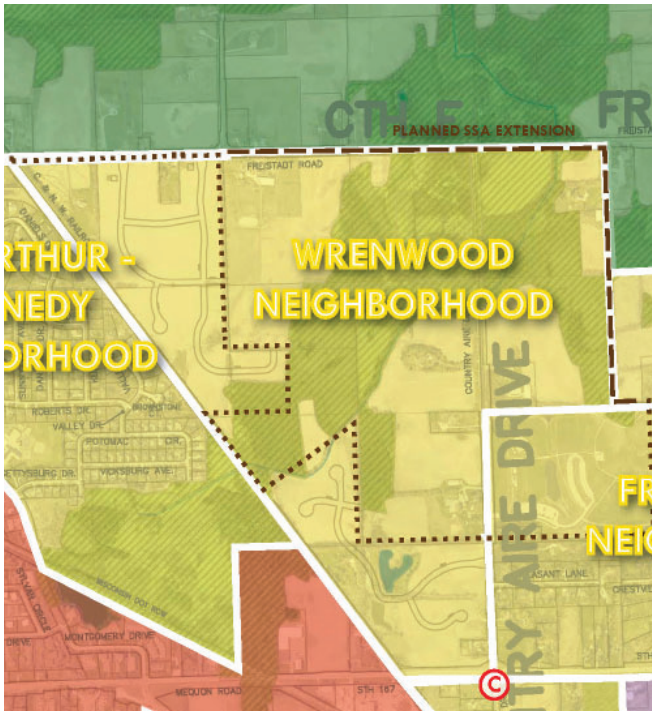
Woodland Ponds-Harvest Hill Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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	u	u	D	u	u	u	Yes	No	U	A	D	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.

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.

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).

PHOTO

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

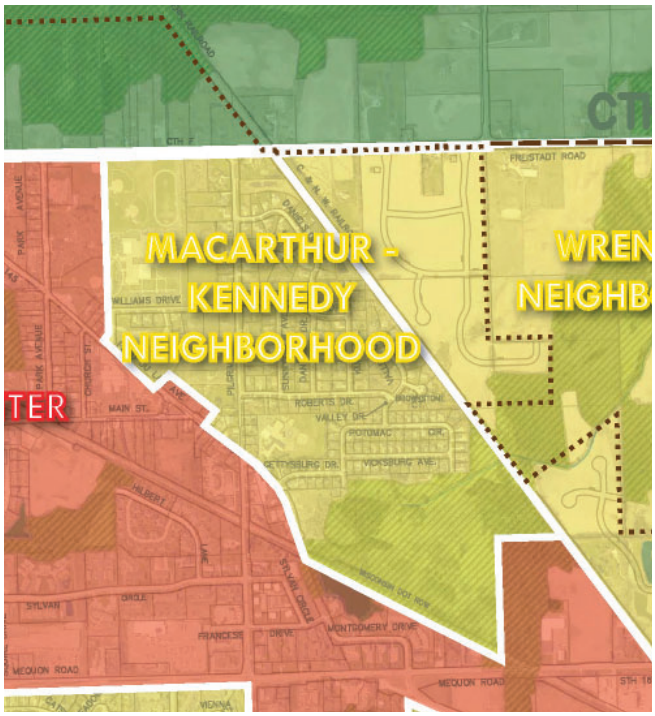
Wrenwood Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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	u	u	D	u	u	u	Yes	Yes	A	A	D	2.2 to 2.9 units/ 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).

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.

MacArthur-Kennedy NEIGHBORHOOD



PHOTO

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).

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 Schlaefer Homestead, a local designated historical site, is located at W156N11685 Pilgrim Road near the

PREFERRED FUTURE LAND USE

MacArthur - Kennedy Neighborhood

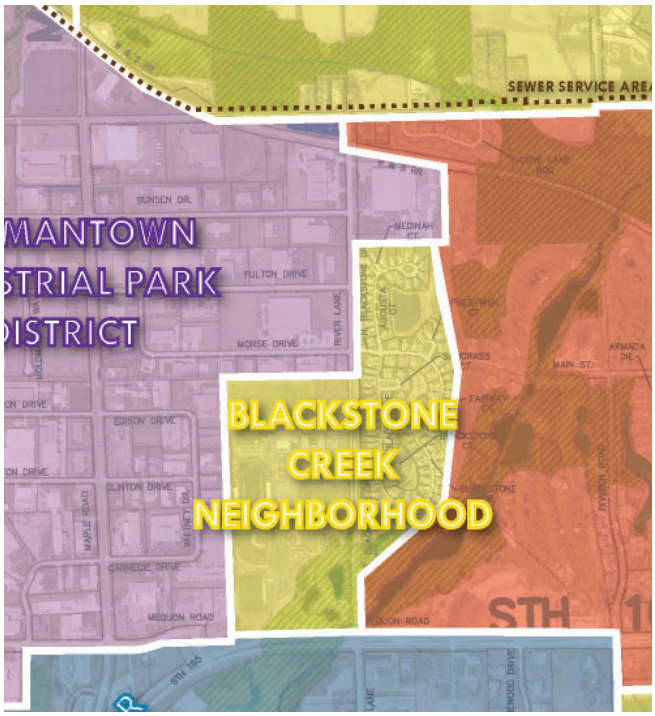
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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/ acre

center of the MacArthur neighborhood.

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.

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.

Blackstone Creek NEIGHBORHOOD



PHOTO

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

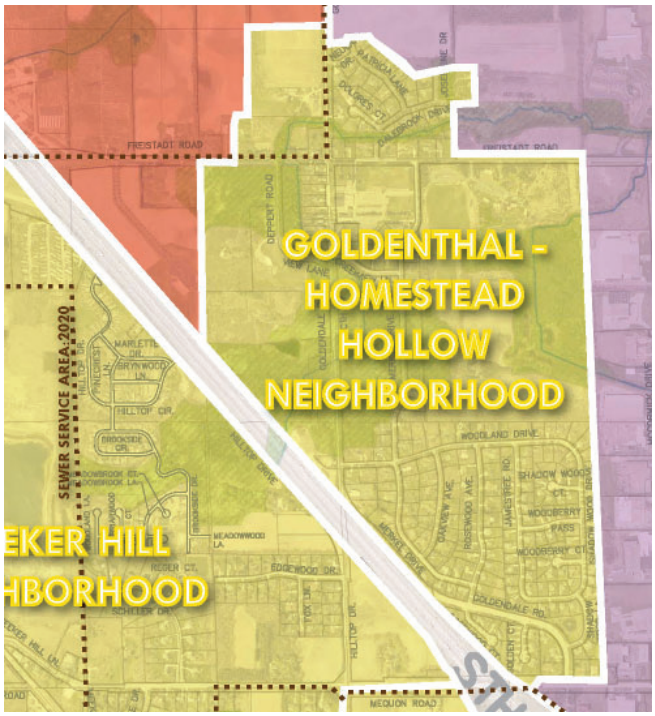
Blackstone Creek Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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/ acre

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

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.

Goldenthal-Homestead Hollow NEIGHBORHOOD



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.

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.

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 Hollow neighborhood.

PREFERRED FUTURE LAND USE

Goldenthal-Homestead Hollow Neighborhood

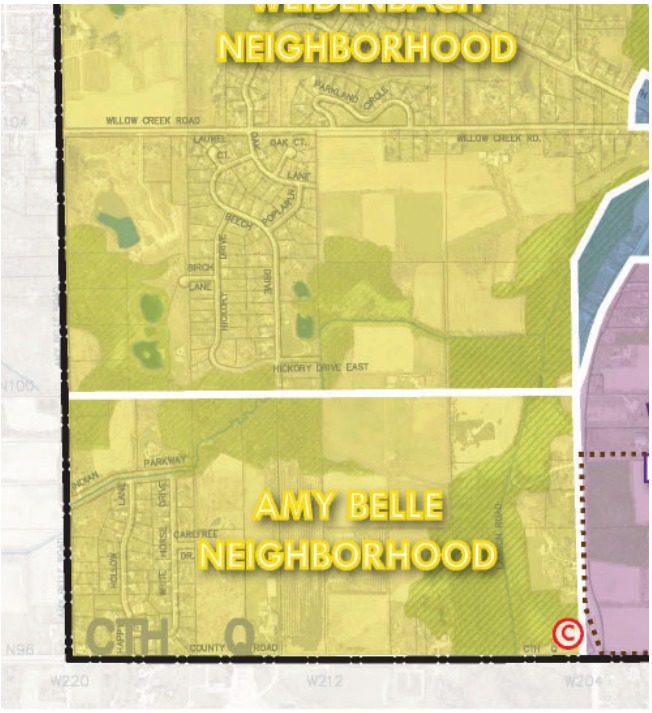
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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/ 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 15-20,000 sqft 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.

PHOTO

Amy Belle NEIGHBORHOOD



PHOTO

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 Corr.	SSA	Preferred Site Design			Density (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

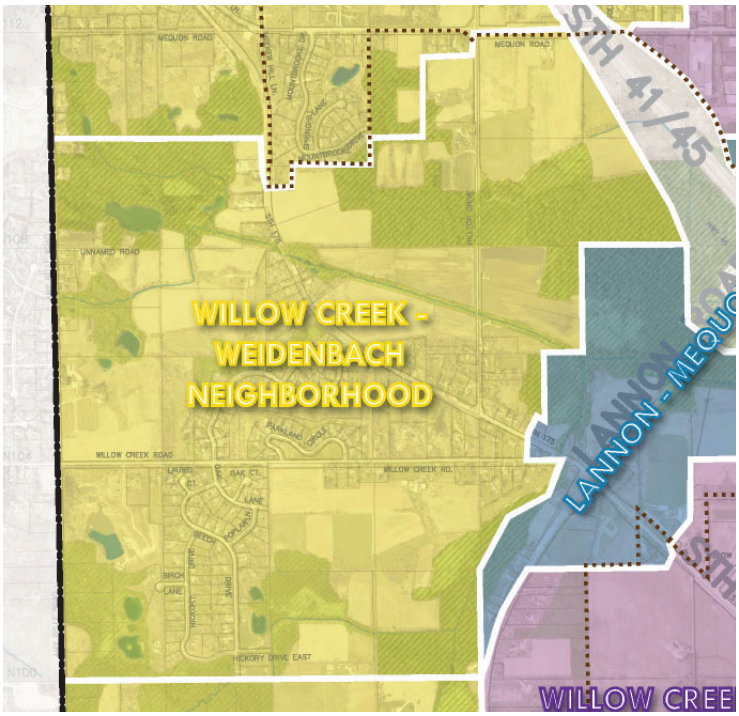
Desirable future land uses within the Amy Belle Neighborhood include undeveloped open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is out the sewer service area. Future residential development is acceptable at an average 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 (no sewer & water)**	1 unit/ 5 acres (4 or fewerCSM lots)
		1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

Willow Creek-Weidenbach NEIGHBORHOOD



PHOTO

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

PREFERRED FUTURE LAND USE

Willow Creek-Weidenbach Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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

onsite septic and well water.

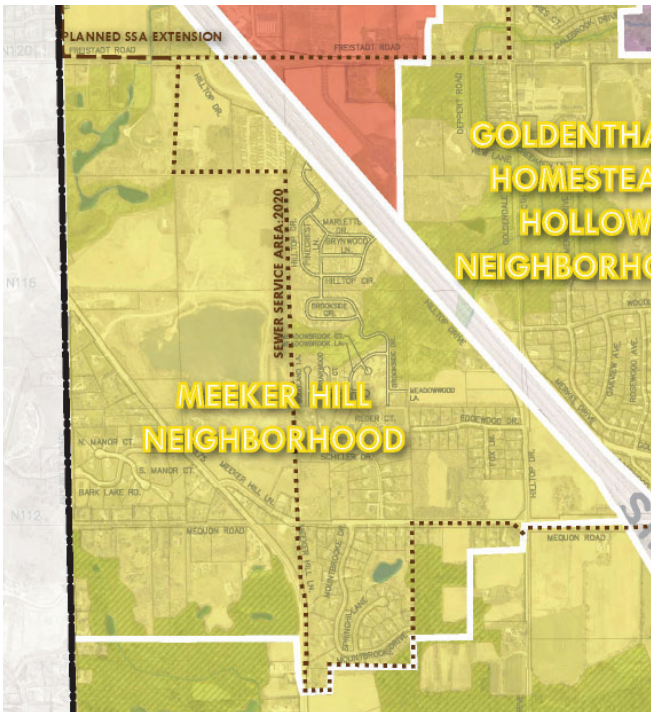
Desirable future land uses within the Willow Creek-Weidenbach neighborhood include undeveloped open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is outside of the sewer service area. Future residential development is acceptable 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 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 (no sewer & water)**	1 unit/ 5 acres (4 or fewerCSM 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.

PHOTO

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 cop 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 Corr.	SSA	Preferred Site Design			Density (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

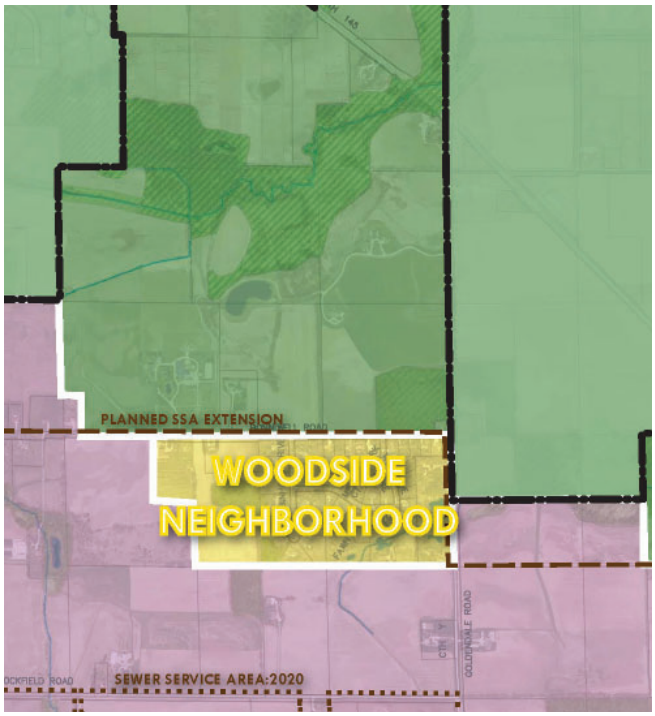
Desirable future land uses within the Meeker Hill Neighborhood include undeveloped open space, recreational areas, agricultural and hobby farm uses, and limited residential development given that this neighborhood is out the sewer service area. Future residential development is acceptable at an average 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.

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 (no sewer & water)**	1 unit/ 5 acres (4 or fewerCSM 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.

PHOTO

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 are 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

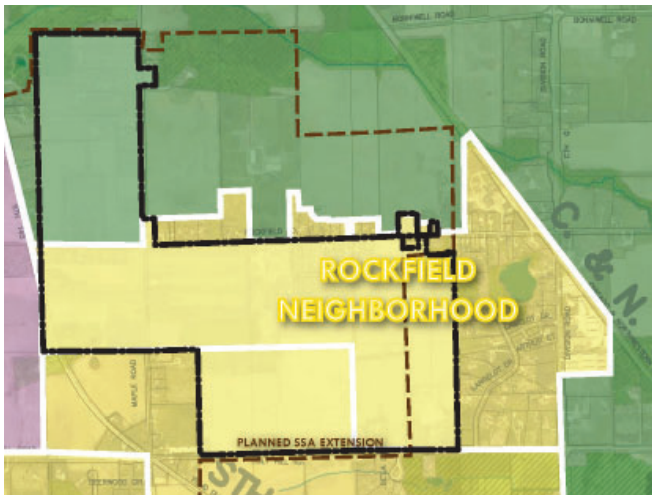
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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 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.

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 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewerCSM lots)
		3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no water & sewer)	1 unit/ 5 acres (4 or fewerCSM 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 been built as a warehouse for the local Rockfield Canning Company.

PREFERRED FUTURE LAND USE

Rockfield Neighborhood

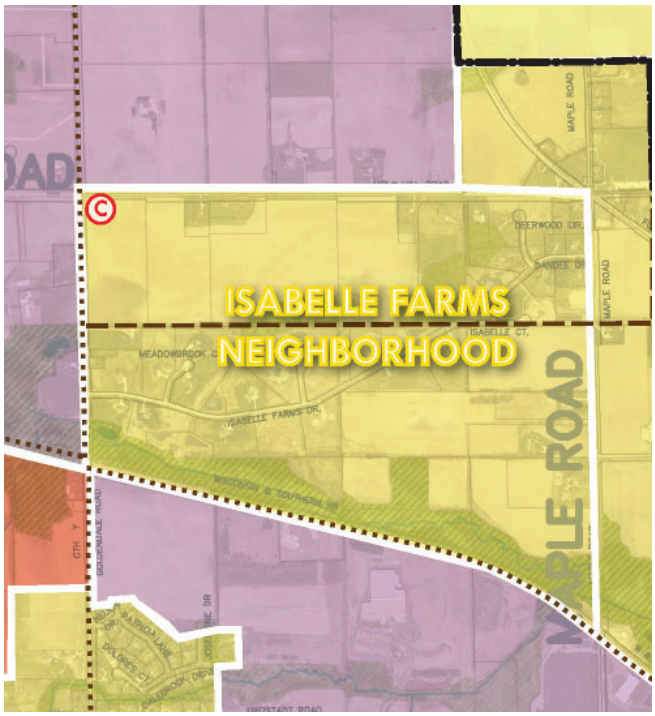
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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 and NOTE 3

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.

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 map), or 1 DU/3 acres for 5 or greater conservation subdivision lots.

NOTE 2:	Neighborhood in SSA (w/ water & sewer)	2.2 units/ acre (4 or fewerCSM lots)
		3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	Neighborhood outside SSA (no water & sewer)	1 unit/ 5 acres (4 or fewerCSM 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).

PHOTO

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 Corr.	SSA	Preferred Site Design			Density (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 and NOTE 3

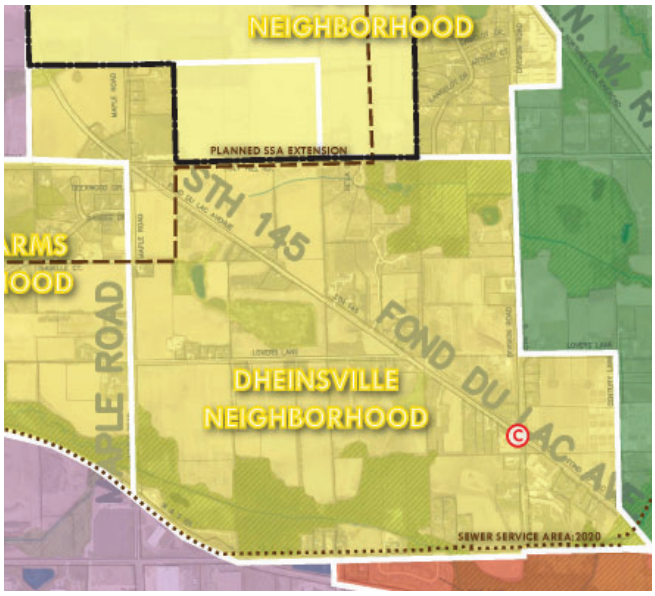
Desirable future land uses within the Isabelle Farms Neighborhood include open space and recreational areas and agricultural and hobby farm uses. Any future residential is desired to be developed with conservation subdivision design at an average density of 1 DU/5 acres for 4 or fewer individual lots 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.

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 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 (w/ water & sewer)**	2.2 units/ acre (4 or fewerCSM lots)
		3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	**Neighborhood outside SSA (no water & sewer)**	1 unit/ 5 acres (4 or fewerCSM lots)
		1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

Dheinsville 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 intersection.

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 are 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.

PREFERRED FUTURE LAND USE

Dheinsville Neighborhood

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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 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.

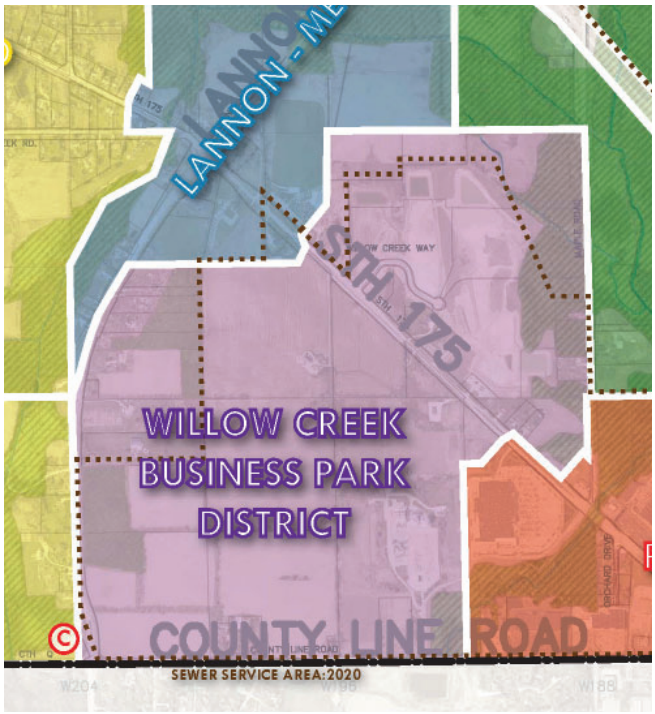
D =	**Desirable** – These uses should be encouraged and support the desired character of the area.
A =	**Allowable** – These uses are appropriate for the area, but may require additional consideration to fit the vision.
u =	**Undesirable** – Generally, these uses should not be encouraged, but may still 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 (w/ water & sewer)**	2.2 units/ acre (4 or fewerCSM lots)
		3.5 units/acre with Conservation Subdivision (5 or greater lots subdivided)
NOTE 3:	**Neighborhood outside SSA (no water & sewer)**	1 unit/ 5 acres (4 or fewerCSM lots)
		1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)

Willow Creek Business Park District



PHOTO

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

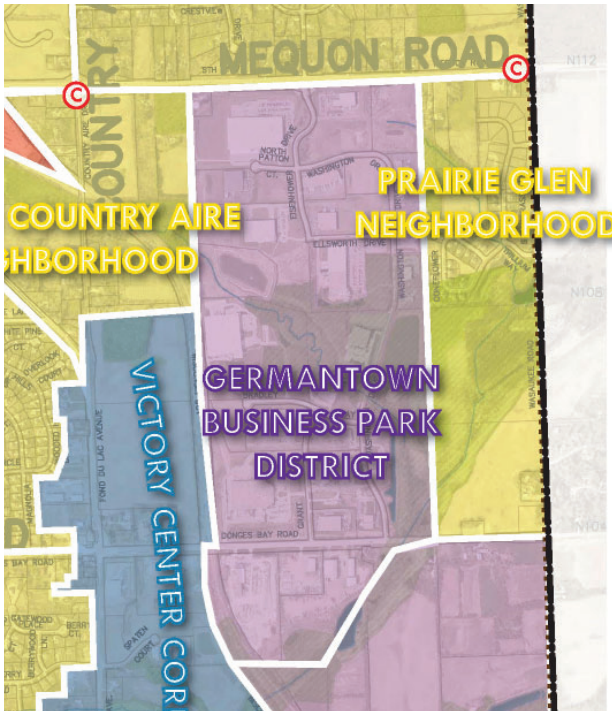
Willow Creek Business Park District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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 =	**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.

Germantown Business Park DISTRICT



PHOTO

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

PREFERRED FUTURE LAND USE

Germantown Business Park District

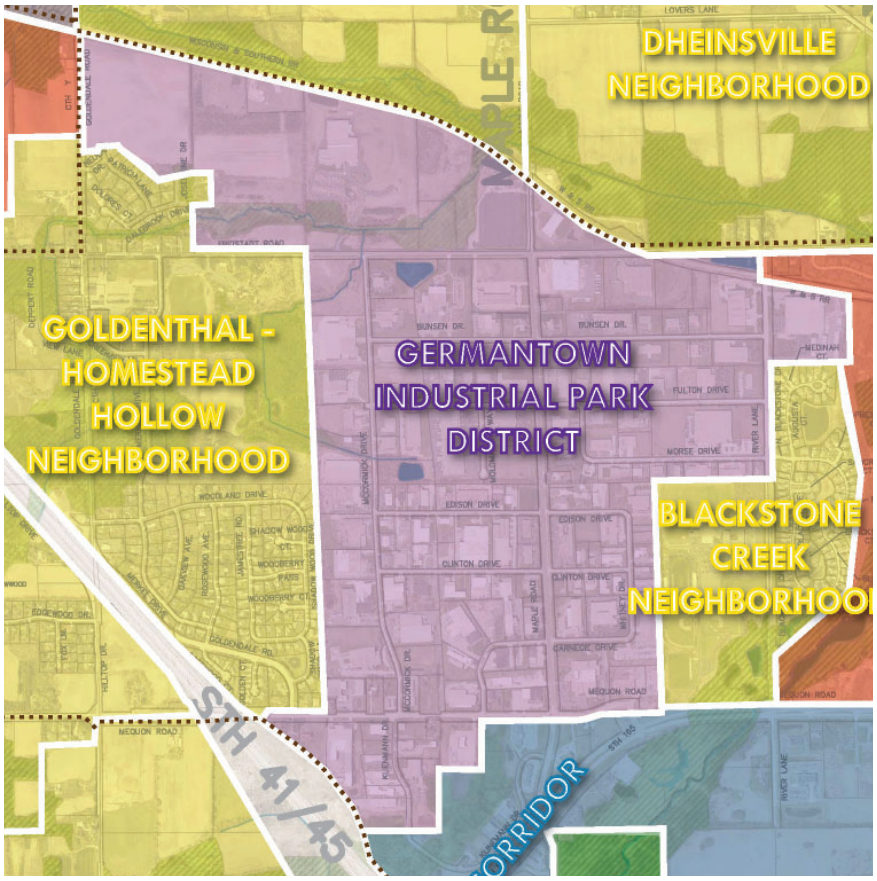
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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	-	-	-	-

and water.

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 =	**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.

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 Industrial.

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

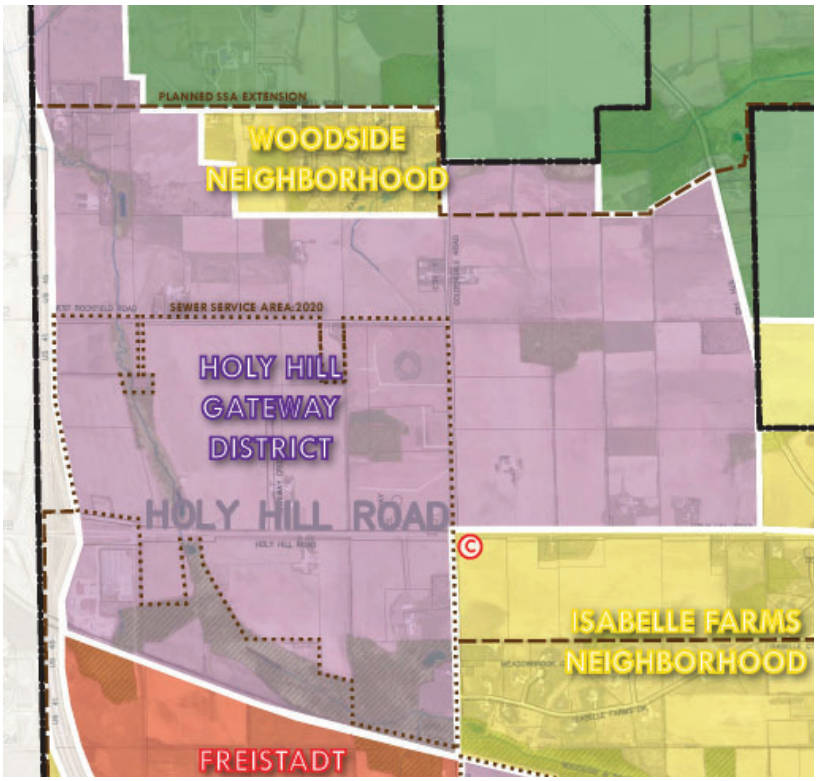
Germantown Industrial Park District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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.

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.

Holy Hill Gateway District



PHOTO

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

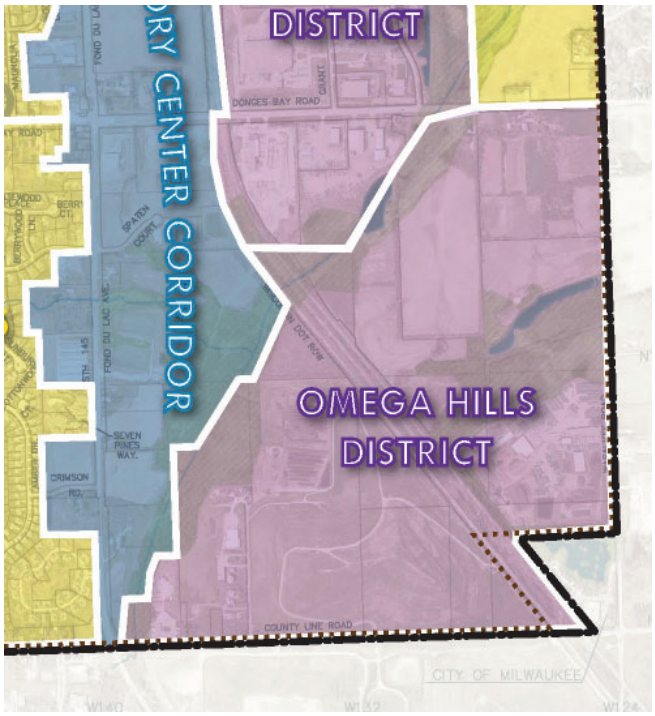
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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.

See the Economic Development Section of this Plan for more information on future land uses within the Holy Hill Gateway District.

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.

Omega Hills District



PHOTO

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 Donges Bay Road and Wasaukee Road. Zoning within the district includes M-1: Limited Industrial (along Donges 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 Donges 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

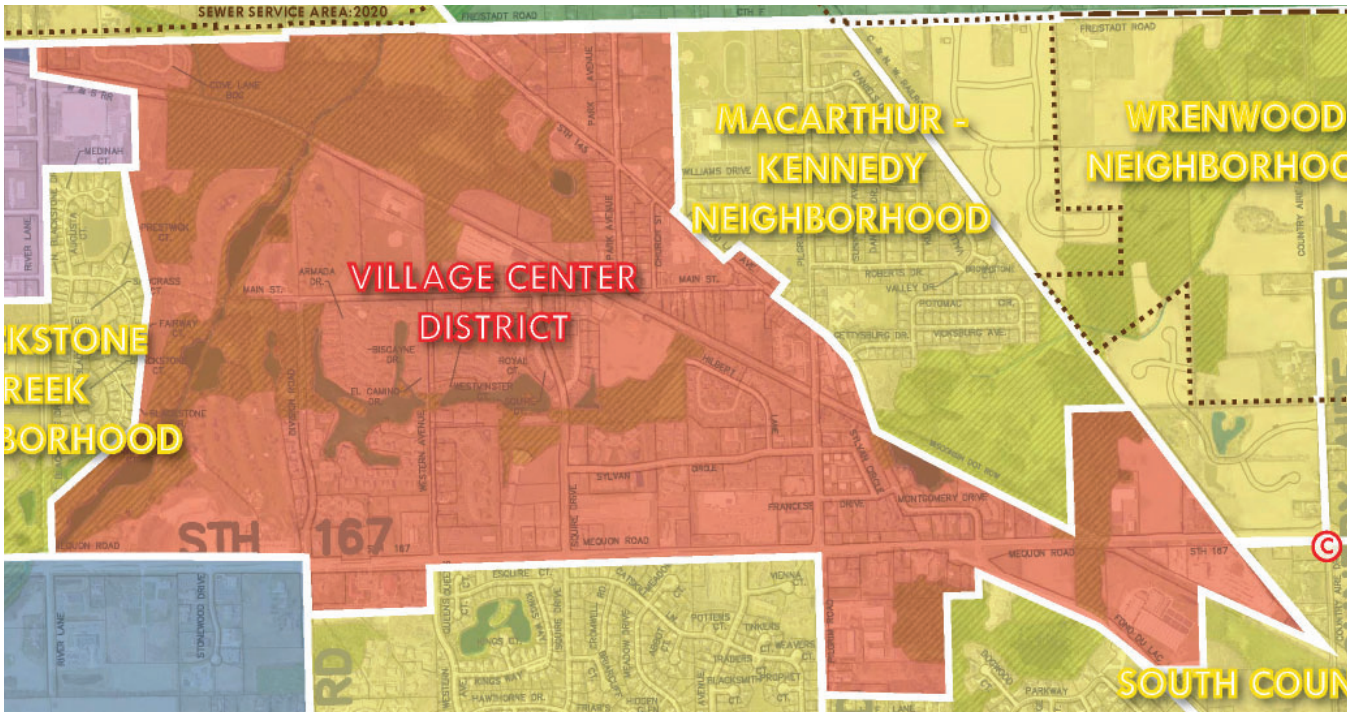
Omega Hills District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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 =	**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.

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

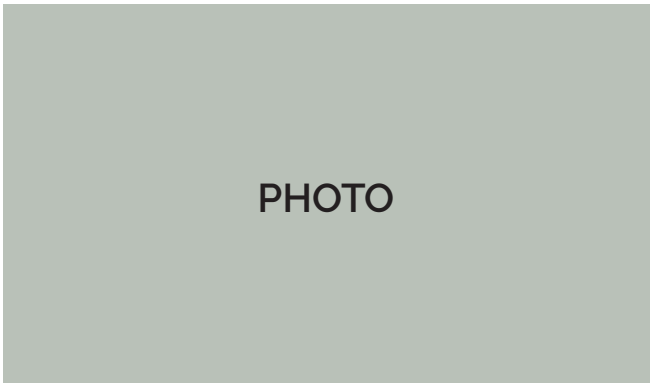
SPECIAL FEATURES

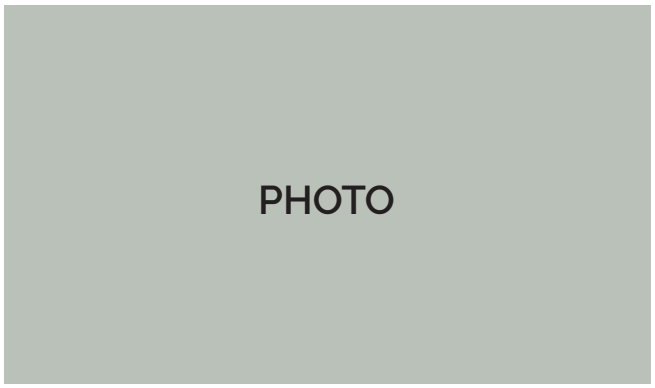
Transportation The Village Center District is in the middle of the Village and is generally bounded by Freistadt Road to the north, Mequon Road to the south, the Menomonee River to the west and Pilgrim Road to the east (except for an area extending easterly to the Canadian-National railroad. The district 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.

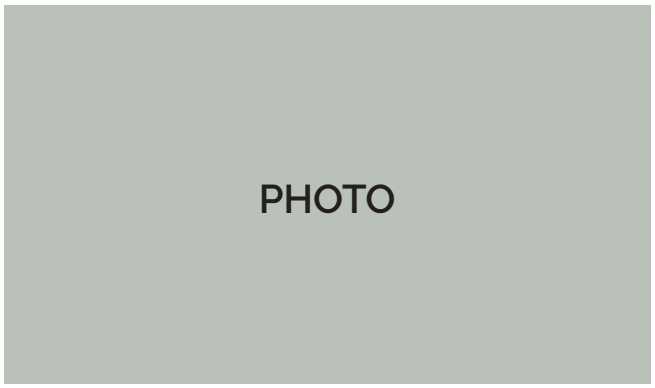
Environmental, Natural & Agricultural The Menomonee River and associated environmental corridor runs through the Blackstone Creek golf course on the west side of the district. The ponds in the Lake Park residential area are also tributary to the Menomonee River.

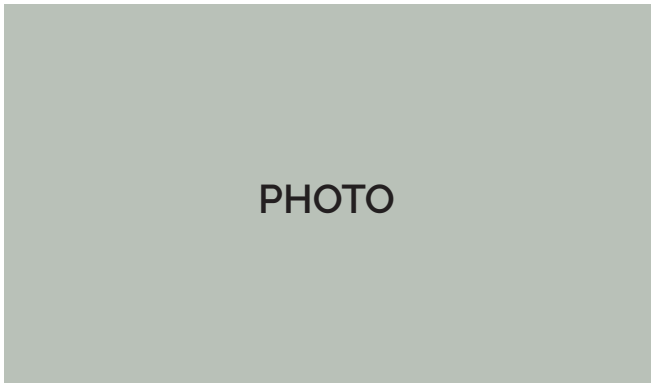
Public Park, Education, Safety & Utility The historic Main Street area is in the Village Center district. Firemen's Park, Fire Station No. 1, the Village's Senior Center and the Blackstone Creek golf course are in the district. The entire district is served by Village sewer and water.

See the Economic Development Section of this Plan for more information on future land uses within the Village Center District.









PREFERRED FUTURE LAND USE

Village Center District

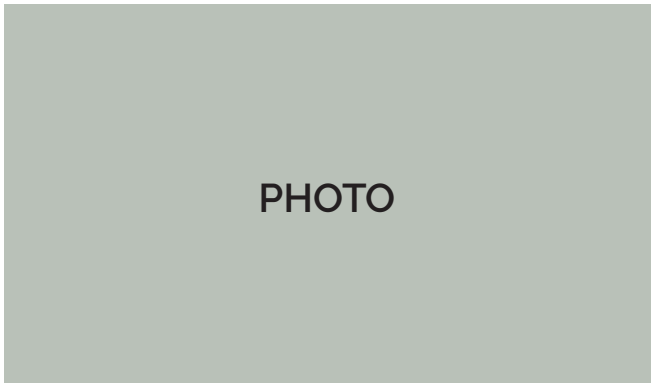
Preferred Future Land Uses											
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming
A	u	A	D	D	u	D	A	D	u	u	u

Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre
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 placed-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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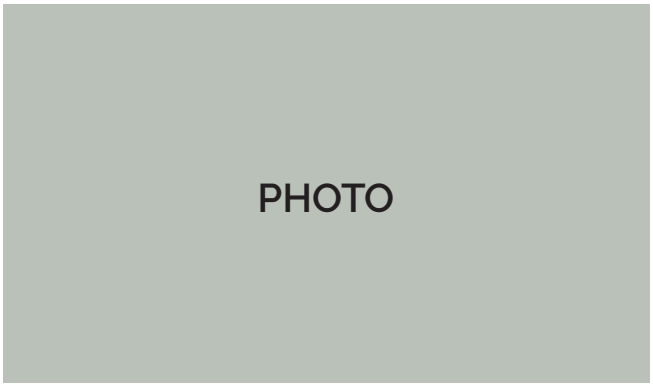
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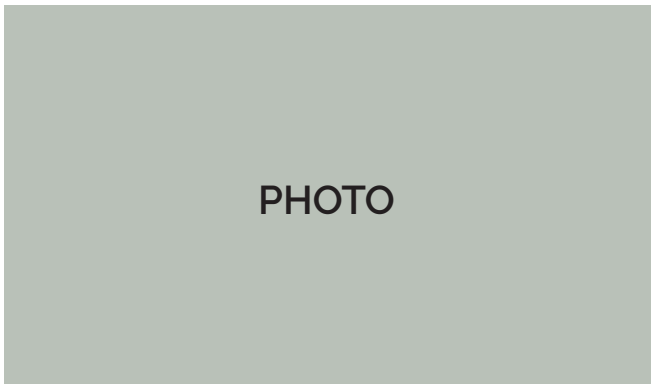
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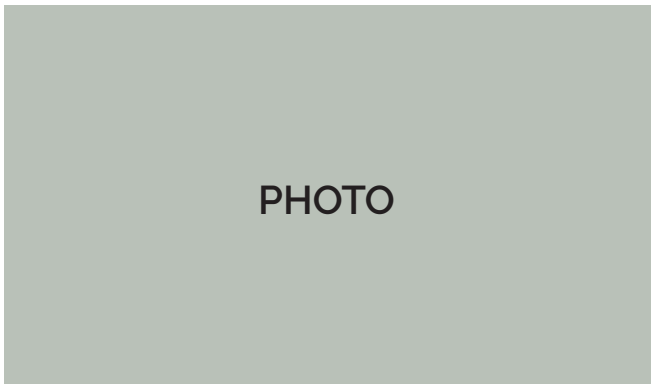
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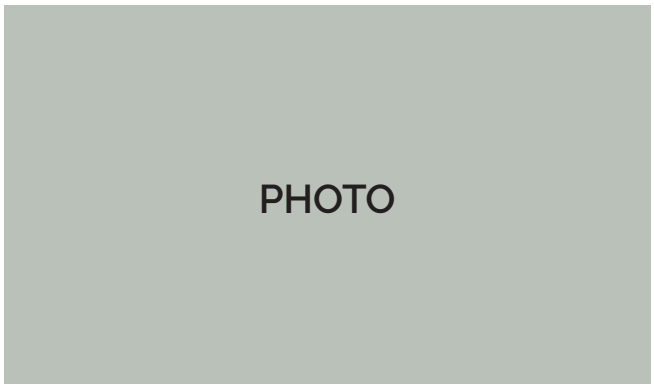
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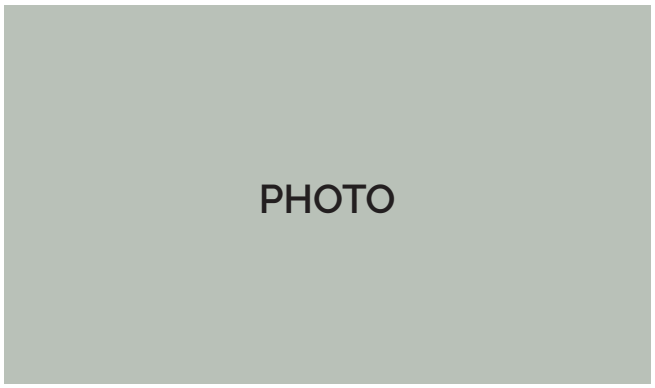
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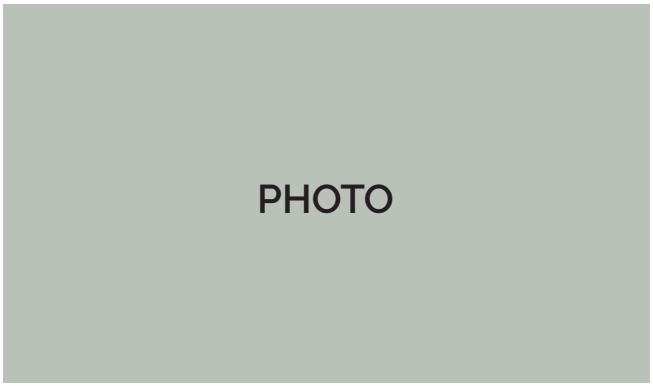
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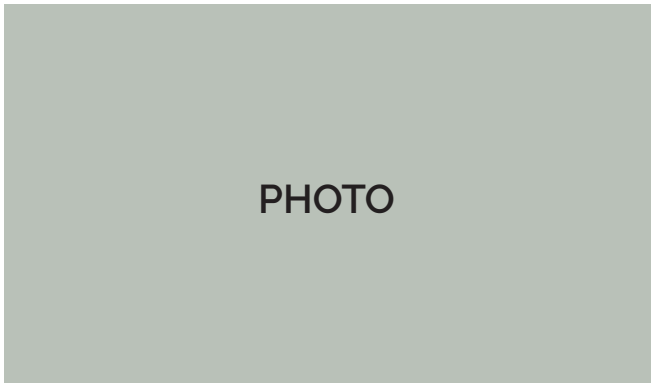
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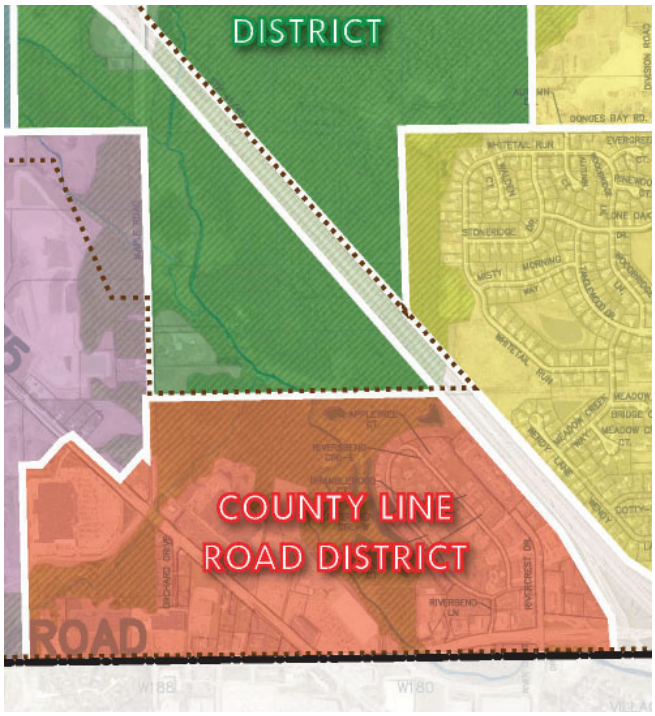
County Line Road District



PHOTO

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

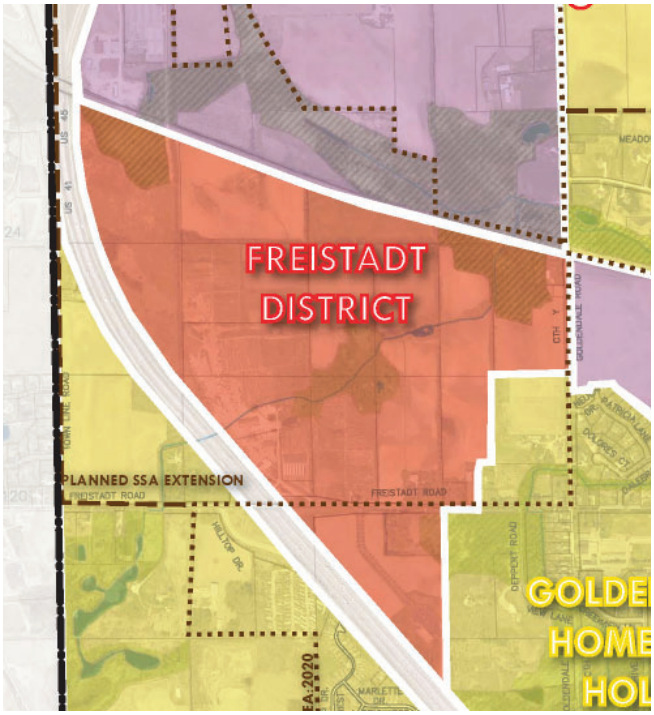
County Line Road District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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 =	**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.

Freistadt District



PHOTO

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

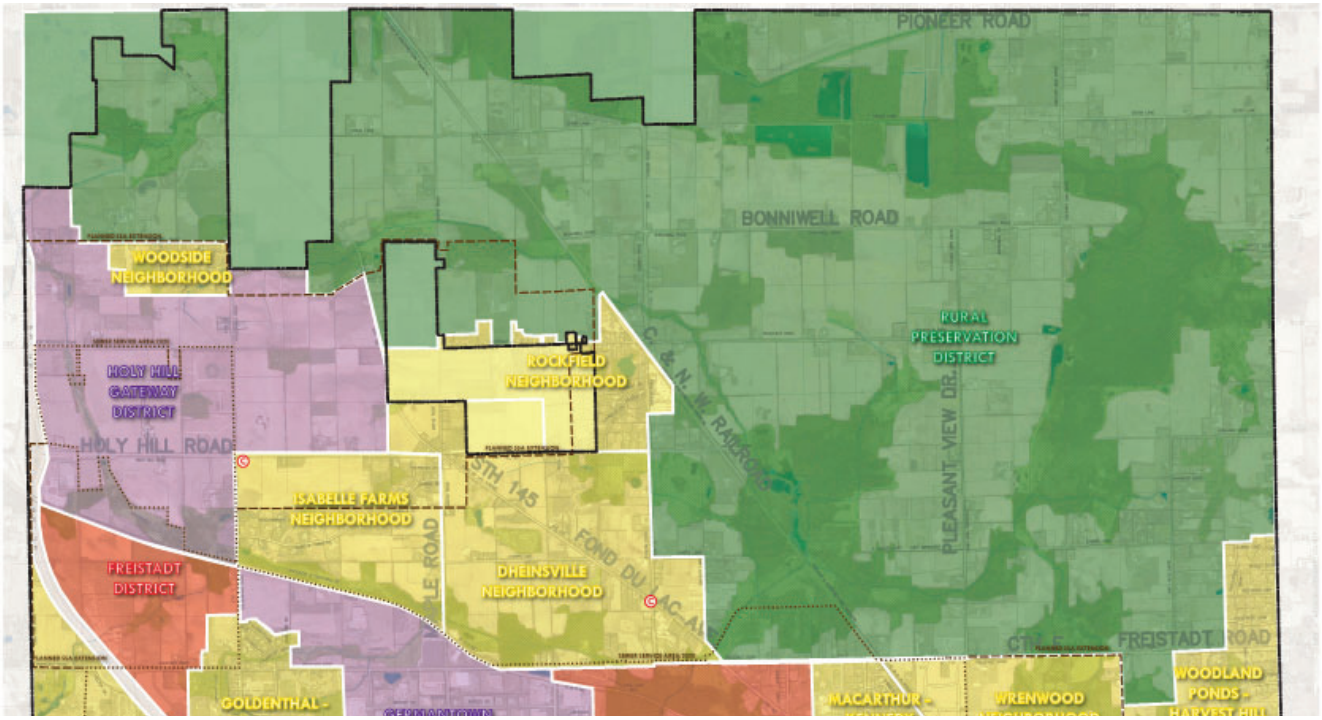
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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.

See the Economic Development Section of this Plan for more information on future land uses within the Freistadt District.

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.

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.

PHOTO

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.

PHOTO

PREFERRED FUTURE LAND USE

Rural Preservation District

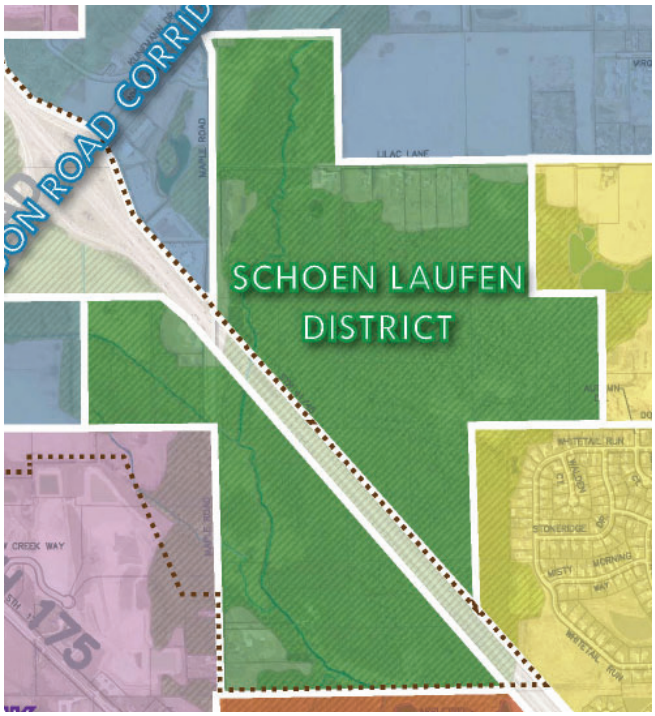
Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (residential uses)
Existing Uses (+ existing non-conforming zoning)	Residential: Single Family	Residential: Two & Three Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / 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 =	**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 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



PHOTO

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

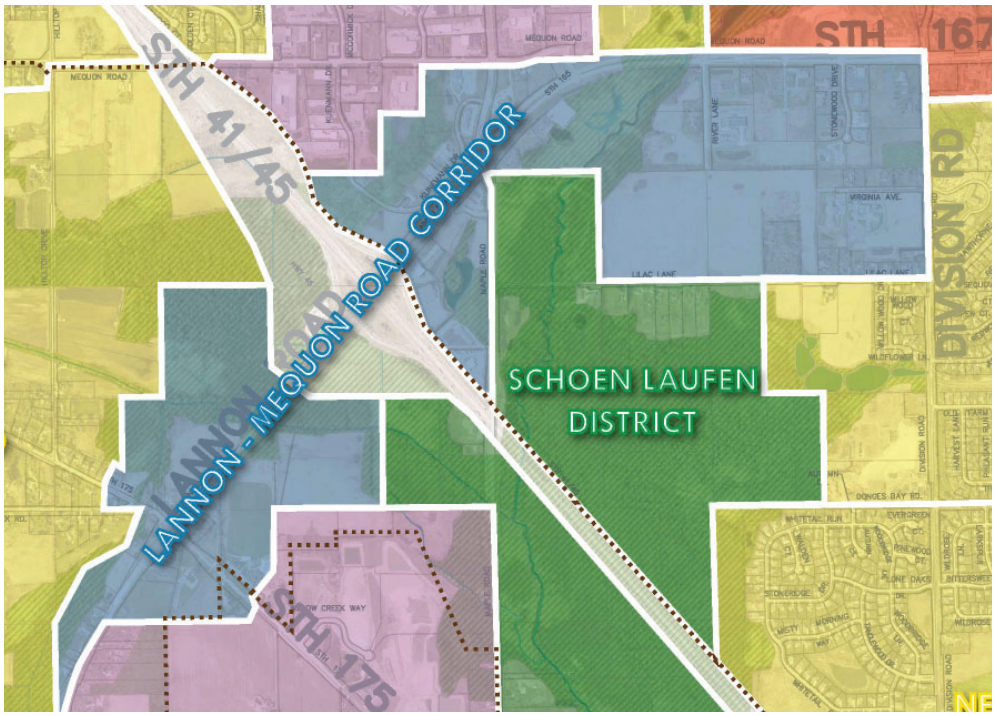
Schoen Laufen District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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 =	**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.

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

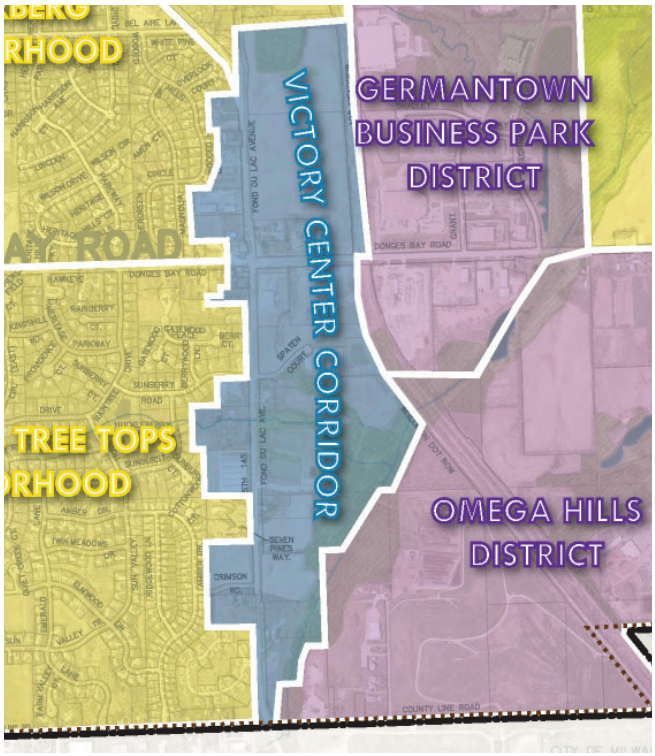
Lannon-Mequon Road Corridor

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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/ acre-SF; 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.

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.

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.

PHOTO

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

PREFERRED FUTURE LAND USE

Victory Center Corridor

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Density (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/ acre-SF; 8 units/acre-MF

Germantown.

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 =	**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.

ZONING GUIDE FOR FUTURE LAND USE

How to use this matrix:
As the Neighborhoods, Districts, and Corridors chapter guides land use, it also appropriately locates development within Germantown's zoning code. Any zoning amendments in the Village shall use the below matrix to ensure the proposed zoning is consistent with the Future Land Use (NDC) Map.

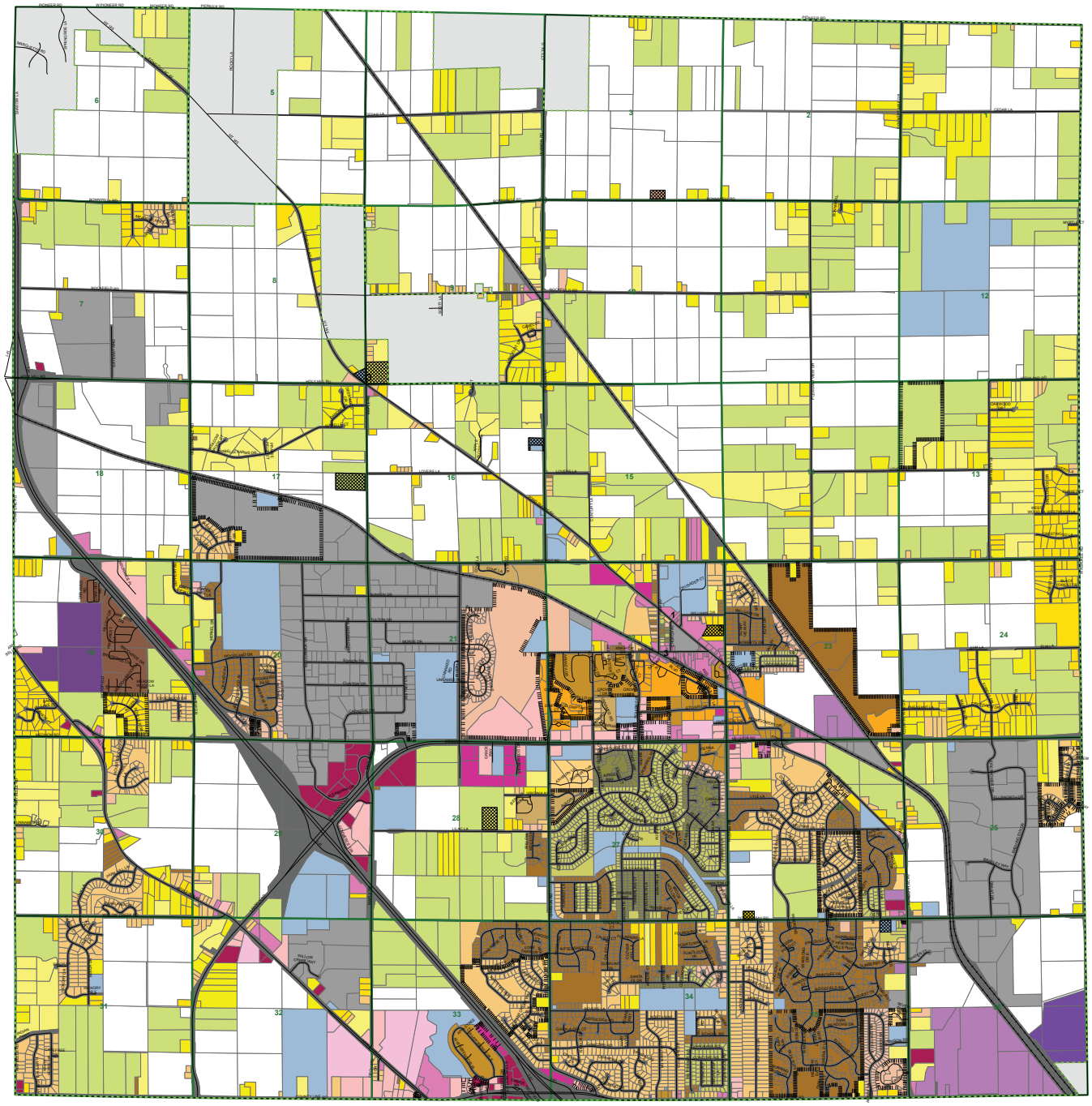
FUTURE LAND USE	ZONING									
	Agricultural	Agricultural	Single-Family Residential	Single-Family Residential	Single-Family Residential	Single-Family Residential	Single-Family Residential	Single-Family Residential	Single-Family Residential	One- and Two-Family Residential
	A-1	A-2	RS-1	RS-2	RS-3	RS-4	RS-5	RS-6	RS-7	RD-2
Residential: Single Family	i	i	C	C	C	C	C	C	C	C
Residential: Two & Three Family	i	i	i	i	i	i	i	i	i	C
Residential: Multi-family / Senior	i	i	i	i	i	i	i	i	i	C
Mixed-Use: Commercial / Residential			Village to amend an existing zoning district to permit mixed-use buildings							
Mixed-Use: Commercial / Industrial	i	i	i	i	i	i	i	i	i	i
Commercial (includes "activity centers")	i	i	i	i	i	i	i	i	i	i
Institutional	i	i	i	i	i	i	i	i	i	i
Open Space & Recreational	i	i	i	i	i	i	i	i	i	i
Mineral Extraction	i	i	i	i	i	i	i	i	i	i
Industrial	i	i	i	i	i	i	i	i	i	i
Agricultural / Hobby Farming	C	C	i	i	i	i	i	i	i	i

C = Consistent
i = Inconsistent

	ZONING														
	Multiple-Family Residential	Multiple-Family Residential	Multiple-Family Residential	Elderly Housing	Mobile Home Park Residential	Institutional	Neighborhood Business	Community Business	General Business	Professional Office	Highway Business	Limited Industrial	General Industrial	Special Use Industrial	Mineral Extraction
	RM-1	RM-2	RM-3	EH	MHP	I	B-1	B-2	B-3	B-4	B-5	M-1	M-2	M-3	M-4
1-fam	i	i	i	i	i	i	i	i	i	i	i	i	i	i	i
2-fam	i	i	i	i	i	i	i	i	i	i	i	i	i	i	i
3+ fam	C	C	C	C	C	i	i	i	i	i	i	i	i	i	i
Com/ Res					**Village to amend an existing zoning district to permit mixed-use buildings**										
Com/ Ind	i	i	i	i	i	i	i	i	i	i	i	C	i	i	i
Com	i	i	i	i	i	i	C	C	C	C	C	i	i	i	i
Inst	i	i	i	i	i	C	i	i	i	i	i	i	i	i	i
Rec	i	i	i	i	i	C	i	i	i	i	i	i	i	i	i
Mineral	i	i	i	i	i	i	i	i	i	i	i	i	i	i	C
Ind	i	i	i	i	i	i	i	i	i	i	i	C	C	C	C
Ag	i	i	i	i	i	i	i	i	i	i	i	i	i	i	i

C = Consistent

i = Inconsistent



Village of Germantown

Proposed Zoning Map

Zoning

- A-1 Agricultural
- A-2 Agricultural
- RS-1 Single-Family Residential
- RS-2 Single-Family Residential
- RS-3 Single-Family Residential
- RS-4 Single-Family Residential
- RS-5 Single-Family Residential
- RS-6 Single-Family Residential
- RS-7 Single-Family Residential
- RD-2 One-Family Residential
- RM-1 Multiple-Family Residential
- RM-2 Multiple-Family Residential
- RM-3 Multiple-Family Residential
- EH Elderly Housing
- MHP Mobile Home Park Residential
- I Institutional
- B-1 Neighborhood Business
- B-2 Community Business
- B-3 General Business
- B-4 Professional Office
- B-5 Highway Business
- M-1 Limited Industrial
- M-2 General Industrial
- M-3 Special Use Industrial
- M-4 Mineral Extraction
- PD Planned Development
- HD Historic Preservation
- Right of Way
- Railroad
- VillageBoundary

0 0.5 1 2 Miles

Produced July, 2019

Economic Development

Introduction

Issues related to economic development within the Village must be addressed in the 2050 Comprehensive Plan as required by Wisconsin's Comprehensive Planning Law (enacted 1999). The Village of Germantown takes a proactive view of economic development as an important facet of community vibrancy and success. A focus on economic development aids in creating jobs and income in the community, contributing to an overall sense of well-being and community stability.

Objectives

This section will provide an overview of economic development within the Village of Germantown. This section will identify the economic characteristics and market conditions of Germantown and, using this information and data, project the Village's economic competitiveness within the region. In addition, this section will outline the recent economic development activities, policies, and programs as well as goals and strategies that can help initiate continued success of the Village's economic development initiatives.

Economic Characteristics & Market Conditions

Economic Base

While the foundation for economic growth is evident by the robust presence of existing businesses, increasing the demand for new businesses is key to the Village's future. This element of the economic development chapter begins to look at the many facets of Germantown's economic conditions, which enable the Village to chart a course for a healthy and diverse economic future. As of 2016, the Village's $2.5 billion tax base of equalized value was primarily residential (68.4%) but had a sizable commercial (19.32%) and manufacturing (8.9%) presence. This indicates there is significant room for growth to diversify the tax base and relieve pressure from the residential sector by encouraging commercial and industrial business operations to locate or expand in Germantown.

As of 2021, The Village of Germantown was home to 891 businesses. The economic base of the Village is largely comprised of service (34.68%), retail trade (16.5%), and manufacturing (11.34%) businesses. Table x displays the distribution of the types of businesses in Germantown. Table 6.1 also confirms the distribution of businesses is consistent with those of Washington County, although, notably, the percentage of businesses engaged in manufacturing is higher in Germantown at 11.34% compared to 6.74% in the County. Germantown has consistently maintained a significant presence of manufacturing businesses, and this is also reflected in the number of employees engaged in the industry, described in more detail below.

Job & Labor Force

The labor force is an important indicator for potential economic investors in a community. Many businesses research the skills and education of a community's population as well as nearby amenities for potential employees when planning a new location or expansion of an existing facility.

As of 2021, there were 11,300 employed workers over the age of 16 in the Village of Germantown and 285 unemployed workers over the age of 16. The unemployment rate in the Village was 2.5%. The distribution of industries in which Germantown residents are employed is generally consistent with those of Washington County (see Table 6.2). Germantown relies heavily on the

Table 6.1 – Employment of Germantown Residents by Industry

Industry	Germantown (Percent)	Washington County (Percent)	Wisconsin (Percent)
Agriculture/Mining	1.91	3.10	3.01
Construction	7.52	9.63	7.10
Manufacturing	11.34	6.74	4.40
Transportation	1.68	3.23	2.99
Communication	0.79	0.77	0.77
Utility	0.45	0.26	0.34
Wholesale Trade	6.73	3.70	3.39
Retail Trade	16.50	18.58	20.37
Finance/Insurance/ Real Estate	8.42	8.44	9.14
Service	34.68	35.65	38.24
Government	2.24	3.68	4.73

▲ ESRI Business Analyst

manufacturing industry for its job base, as well as its economic base as one of the top business sectors, as noted above. Over 33% of Germantown's workers are employed in the manufacturing industry. The next greatest percentages of Germantown residents work in the service and retail industries, 22.6% and 15.8%, respectively.

In Germantown, 94.1% of workers utilized a car, truck, or van to commute to work and 89% drove alone. This is higher than the average in the Milwaukee metro area, where about 81.5% percent of all workers drove to work alone in 2018. More workers walked (1.3%) or used a bicycle (0.3%) to get to work than used public transportation (0.1%), potentially signaling an opportunity for improved access. The amount of time workers needed to complete their commute to work varied, with 16.9% of workers needing 30-34 minutes, 16.3% needing less than 10 minutes, and 15.5% needing 20-24 minutes. Of note, in 2019 only 25.6% of Germantown residents worked in Washington County, while 74.4% worked outside of the County. This signals an important opportunity for economic development if the Village can keep more residents working within the Village's borders.

Table 6.2 – Percent of Total Workers Employed by Industry

Industry	Germantown (Percent of workers employed)
Agriculture/Mining	2.80
Construction	5.40
Manufacturing	33.00
Transportation	1.10
Communication	0.03
Utility	0.50
Wholesale Trade	13.40
Retail Trade	15.80
Finance/Insurance/Real Estate	2.70
Service	22.60
Government	1.80
Unclassified Establishments	0.6

▲ ESRI Business Analyst

Table 6.3 – Educational Attainment

Education Level	Germantown (Percent)	Washington County (Percent)
High School Diploma	20.2	26.6
GED	2.0	3.1
Some College/ No Degree	17.4	20.8
Associate's Degree	10.6	11.4
Bachelor's Degree	32.1	23.9
Grad/Professional Degree	14.3	9.6

▲ US Census Data

Workers in the Village exhibit a higher number of advanced degrees than those of Washington County overall, with 32.1% possessing a bachelor's degree compared to 23.9% of workers in Washington County as a whole. In addition, 14.3% of Germantown workers possess Graduate or Professional Degrees compared to only 9.6% of workers in Washington County. The higher proportion of individuals holding a bachelor's degree or higher may be due to the manufacturing and technical knowledge base the resident population and local industry is involved in. This is supported by the fact that 28.4% of those in the Village with bachelor's degrees majored in science and engineering areas of study, 28.3% majored in business, and 15.8% majored in science and engineering related fields.

Furthermore, workers in Germantown received higher per capita income than those in Washington County ($42,450 compared to $37,632 in 2021). This is expected to continue into the future, with Germantown workers projected to receive $46,828 per capita income compared to $41,907 per capita income for those in Washington County in 2026.

In 2019, 19.1% of workers in Germantown worked from their place of residence. Due to the widespread work-from-home experiences during the COVID-19 pandemic during 2020 and 2021, it is likely some businesses will continue remote work options and some workers may prefer to continue to work from their residence. 90.0% of Germantown residents had an internet subscription, which would likely enable remote work capabilities, while 9.1% did not have an internet subscription, likely making remote work a challenge or impossible.

Business Parks & Job Centers

Germantown is home to several business parks and important job centers, mostly concentrated in the suburban-like south-central third of the village, including:

Village to confirm

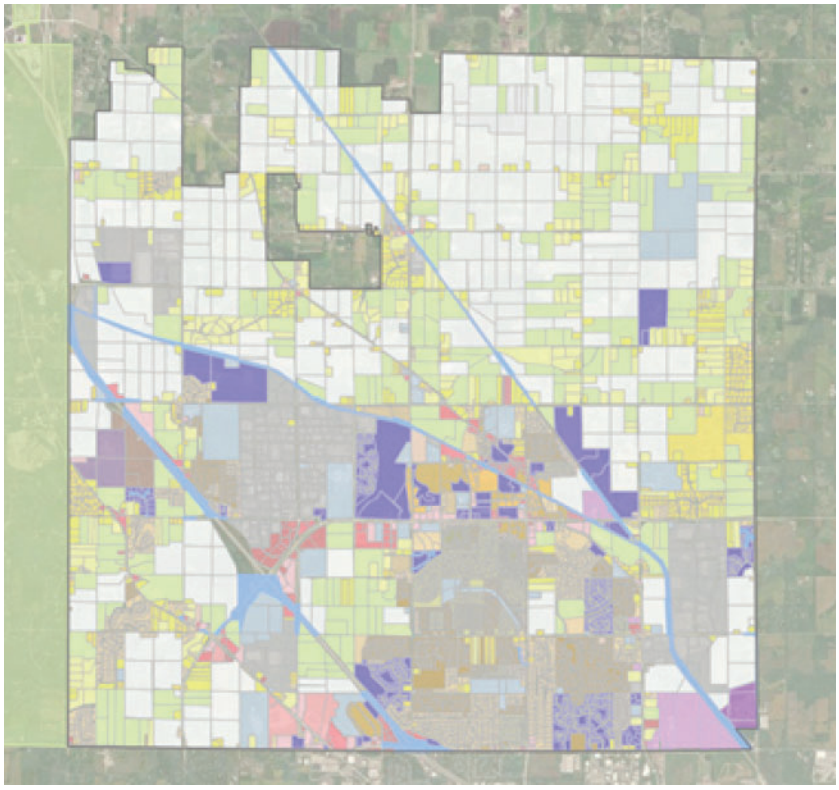
- **Willow Creek Business Park: 5 lots located at Willow Creek Way featuring a prominent retail corridor that provides abundant off-site employee amenities located within a 5-minute drive**
- **Maple Road Industrial Park, conveniently located off of Highways 41 and 54**
- **Donges Bay Business Park**
- **Commercial Centers along Mequon Road and County Line Road**
- **Germantown Gateway Crossing**

[For the Village - could you please review the names of the business parks/districts above and alongside the map below (Figure 6.1) and confirm that these are the correct names?]

County & Regional Economic Development

From January-May 2021, the average monthly unemployment rate for the Milwaukee-Waukesha Metropolitan Statistical Area (MSA), which includes Germantown, was 5.08%. This is a reduction from the 7.9% monthly unemployment rate from January-December 2011, a decade ago, and only slightly higher than the lowest monthly unemployment rate of the past decade, 2.7% in

Figure 6.1 – Major Germantown Business Parks & Job Centers



1. Holy Hill Industrial Park
2. Germantown Industrial Park
3. Mequon Road Commercial Areas
4. Germantown Business Park
5. Omega Hills District
6. County Line Road District
7. Willow Creek Business Park

December of 2017. Germantown's 2021 monthly unemployment rate was slightly higher than the 3.66% monthly unemployment rate in Washington County and higher than the 3.85% monthly unemployment rate in the state of Wisconsin. Note, the year 2020 was excluded from this analysis because of the uncharacteristic unemployment trends due to the COVID-19 pandemic.

According to a 2020 report by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) titled "A Comparison of the Milwaukee Metropolitan Area to Its Peers," of which the Village of Germantown falls within, the Milwaukee Metro Area's increase in jobs from 2010 to 2018, 8.8%, lags behind most of the Midwest areas and all of the other metro areas, most of which have seen double-digit growth since 2010. Following the recession of the late 2000s, most of the major national metro areas saw an increase in the size of the labor force between 2010 and 2018. With a slight gain of 0.9%, the Milwaukee Metro Area had among the smallest increase of all the metro areas experiencing an increase in labor force. The report also highlights 17.1% of the Milwaukee metro area Gross Domestic Product (GDP) was related to manufacturing in 2018. This compares to the average of 14.8% for the Midwest metro areas and 11.4% for the other metro areas. As previously noted, manufacturing is a key economic sector in Germantown.

Economic Competitiveness

SWOT Analysis

A SWOT Analysis is laid out below in order to assess Germantown's economic competitiveness "Strengths, Weaknesses, Opportunities, and Threats." This analysis is helpful to provide an overview of key elements affecting the Village's current and future economic growth strategies and informs the goals and strategies described later in this section.

SWOT Analysis: Breakdown

Strengths

- Educated workforce with higher percentage of workers with advanced degrees than the surrounding region (32.1% of Germantown workers have a bachelor's degree compared to 23.9% of those in Washington County; and, 14.3% of workers in Germantown have a graduate or professional degree compared to 9.6% of those in Washington County).
- Germantown residents have a higher per capita income than those of Washington County ($42,450 in Germantown compared to $37,632 in Washington County in 2021; and, projected $46,828 in Germantown compared to $41,907 in Washington County, projected, in 2026).
- The Germantown Chamber of Commerce is an asset to the business community in the Village.

Weaknesses

- Housing values and sales prices in Germantown are relatively high compared to most metro areas.
- Germantown has comparatively high electric rates. Wisconsin's average rate is 10.97 cents per kWh, where Michigan is only 10.87 cents per kWh, and Iowa's rates are at 8.65 cents per kWh.
    - These electric rates are even higher for industrial customers reaching 7.81 cents per kWh in Wisconsin while only reaching between 6.06 to 7.25 cents per kWh for other Midwest states.
    - Manufacturing businesses are particularly susceptible to high electric rates due to higher energy demand than other industries.

Opportunities

- Germantown's population is projected to increase (estimated 0.46% growth from 2021-2026 compared to slightly lower increase of 0.43% from 2010-2021).
- Most residents commute outside of the county for work, creating an opportunity to keep more residents working in Germantown.
- American Rescue Plan Act (ARPA) funds may be used for critical infrastructure

Figure 6.2 – SWOT Analysis

	+	-
Internal	**Strengths** ▪ Educated workforce ▪ High per capita income ▪ Active Chamber of Commerce	**Weaknesses** ▪ High housing values and sales prices ▪ High electric rates
External	**Opportunities** ▪ Projected population increase ▪ Keep residents working in Germantown ▪ ARPA funding for infrastructure improvements	**Threats** ▪ Workforce shortage due to COVID-19 ▪ Company relocation ▪ Aging community ▪ Decrease in new workforce ▪ Increasing automation

Village to confirm Summary of Village's TIF districts based on annual reports and Village data

Threats

- COVID-19 related labor shortages may impact Germantown disproportionately. According to a 2020 report on "Wisconsin Economy and Workforce," employers located in Washington County, of which Germantown is a part, have an employment mix that can be expected to bounce back slowly because a large segment of the workers in lower skilled positions that were harder hit from the pandemic come from outside of the county.
- High energy rates are also triggering conversations about complete company relocation to states with lower or more affordable rates.
- Germantown has an aging community (Germantown population aged 65+ increased by 67% from 2000 to 2017).
- There has been a relative decrease in new workforce in Germantown (between 2000-2017, the Germantown population aged 20-44 decreased by 21%, nearly double the Washington County decrease of 12%).
- Increased automation in the manufacturing industry may continue to negatively affect job availability.

Polices, Programs & Goals

Policies

The Village has used several policies to encourage and support economic growth in the past. Primarily, Germantown has used Tax Incremental Financing (TIF) districts to support the growth of business parks and attract new investments. TIF allows municipalities to purchase land and build the necessary infrastructure for industrial development such as roads or utilities. The increase in property tax revenue collected on the resulting development pays for the initial public expenditures over time. TIF can also be used to provide financial incentives to private companies in order to attract them to the community. Germantown currently has three Tax Incremental Districts (TID) in operation: TID #6, TID #7, and TID #8.

TID #6, created in 2014 is a Tax Incremental District mixed-use business park suitable for industrial and commercial purposes. Due to major infrastructure development to the park in 2016, it is classified as a major fund. It is located along Appleton Avenue south of Lannon Road. The estimated sale-able property consists of fifty-two acres. The project plan consists of site grading,

sanitary sewer and water systems, stormwater management, street improvements, landscaping and other site improvement infrastructure and related costs. The Village issued $5,405,000 in General Obligation Community Development Bonds on October 1, 2014. The majority of those proceeds were spent in 2016.

Recently, the Germantown Joint Review Board approved an amendment to TID #7, adding land to pave the way for a new development: new construction of 800,000 square feet of industrial space in three buildings off Holy Hill Road by Capstone Quadrangle. The TID was adjusted to add the property where that development will occur to the district to allow Village assistance. The project is projected to create about $61 million in new value, according to the TID project plan.

The Village has an active Economic Development Commission consisting of five active members and two open seats. The work of the Commission is intended to guide the development of the industrial and business parks and overall economic development in the Village. The Commission makes loan decisions under the Business Loan Pool program, discussed below.

During the past several decades, the Village of Germantown has worked with the Wisconsin Department of Natural Resources to clean up many contaminated brownfield sites, better positioning available land within the Village limits to be used productively.

Programs

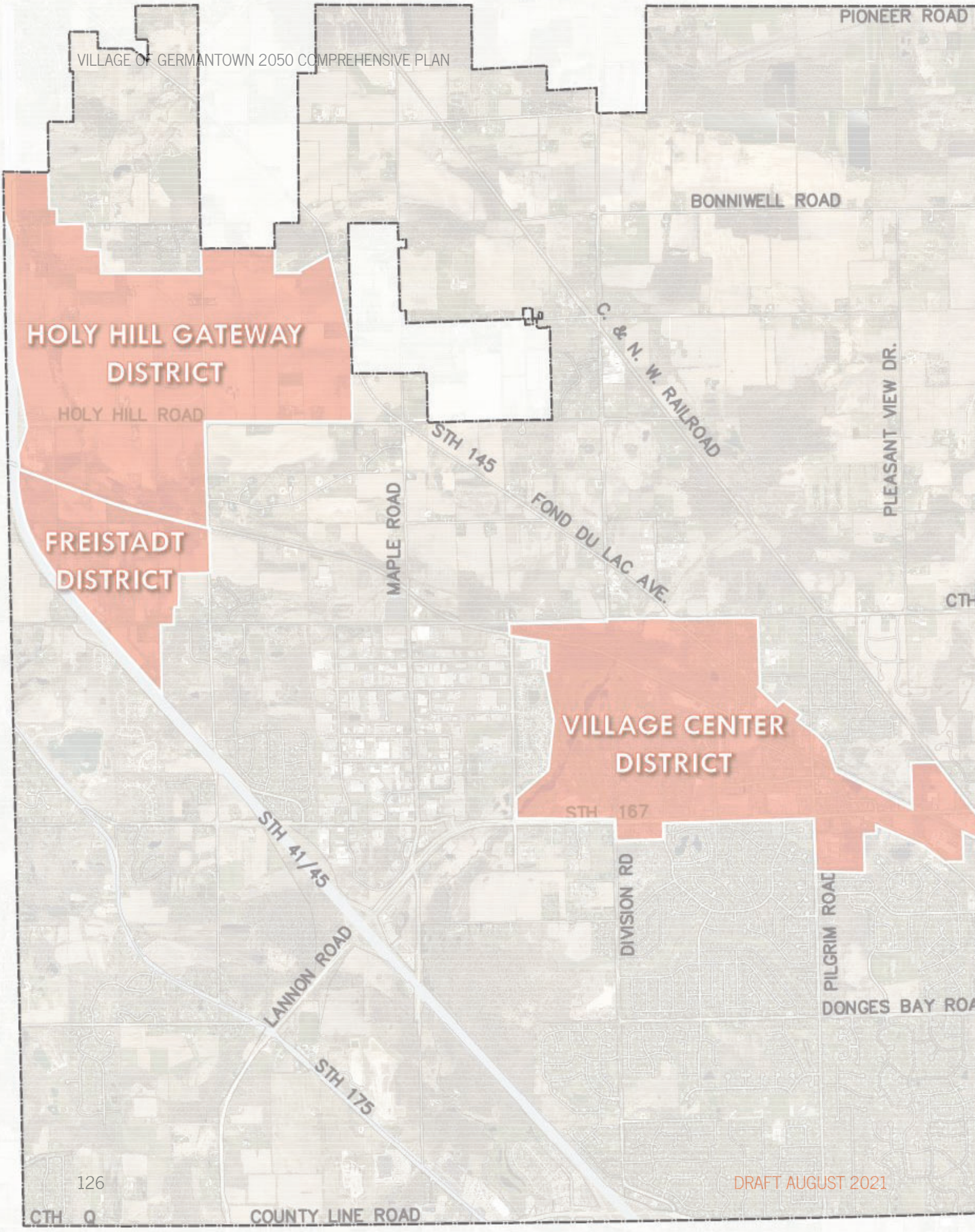
The Village of Germantown also has a Business Loan Pool, which was established to help business attraction efforts, increase capital investments, and provide support for existing businesses in the Germantown area. The fund was established through a commitment from First Bank Financial Centre and the Village of Germantown. Eligible businesses include all businesses in the defined area for the Village of Germantown. Eligible expenses under the Business Loan Pool include the acquisition of land, building and/or business, building improvements and/or construction, equipment purchases, environmental or safety compliance, and any investment to promote business growth.

The Village of Germantown is home to an active Chamber of Commerce that offers various programs and initiatives to strengthen the economic landscape within the Village. Specifically, the Chamber of Commerce helps members promote their businesses through networking, advertising, and event sponsorships. The Chamber empowers business owners to make personal connections with other business leaders, influencers, and community residents. The Chamber helps members grow and develop productive networks through local events, marketing, fund-raising, and leveraging valuable resources available such as SCORE, UW-Extension, Economic Development/Washington County, Wisconsin Safety Council, and more.

Additional programs are available from the Wisconsin Economic Development Corporation, including the Manufacturing and Agriculture Credit, Business Development Tax Credits, Training Grants, Wisconsin Certified Sites Program, Main Street and Connected Communities Program, and Revolving Loan Funds.

Economic Development Goals And Objectives

Text to be added


PIONEER ROAD
BONNIWELL ROAD
HOLY HILL GATEWAY DISTRICT
HOLY HILL ROAD
C. & N. W. RAILROAD
PLEASANT VIEW DR.
STH 145
FOND DU LAC AVE.
MAPLE ROAD
FREISTADT DISTRICT
CTH
VILLAGE CENTER DISTRICT
STH 167
STH 41/45
DIVISION RD
PILGRIM ROAD
LANNON ROAD
DONGES BAY ROA
STH 175
CTH Q
COUNTY LINE ROAD

OPPORTUNITY AREAS

As part of this Comprehensive Plan Update, Germantown residents and stakeholders have identified two key opportunity areas for future development: **Germantown's Village Center** and the **Holy Hill Gateway & Freistadt District.** These two opportunity areas represent the greatest potential for change in Germantown. This section focuses on community ideas for what these areas could become in the future, and what types of development and design characteristics would be most desirable.

Village Center Inspiration

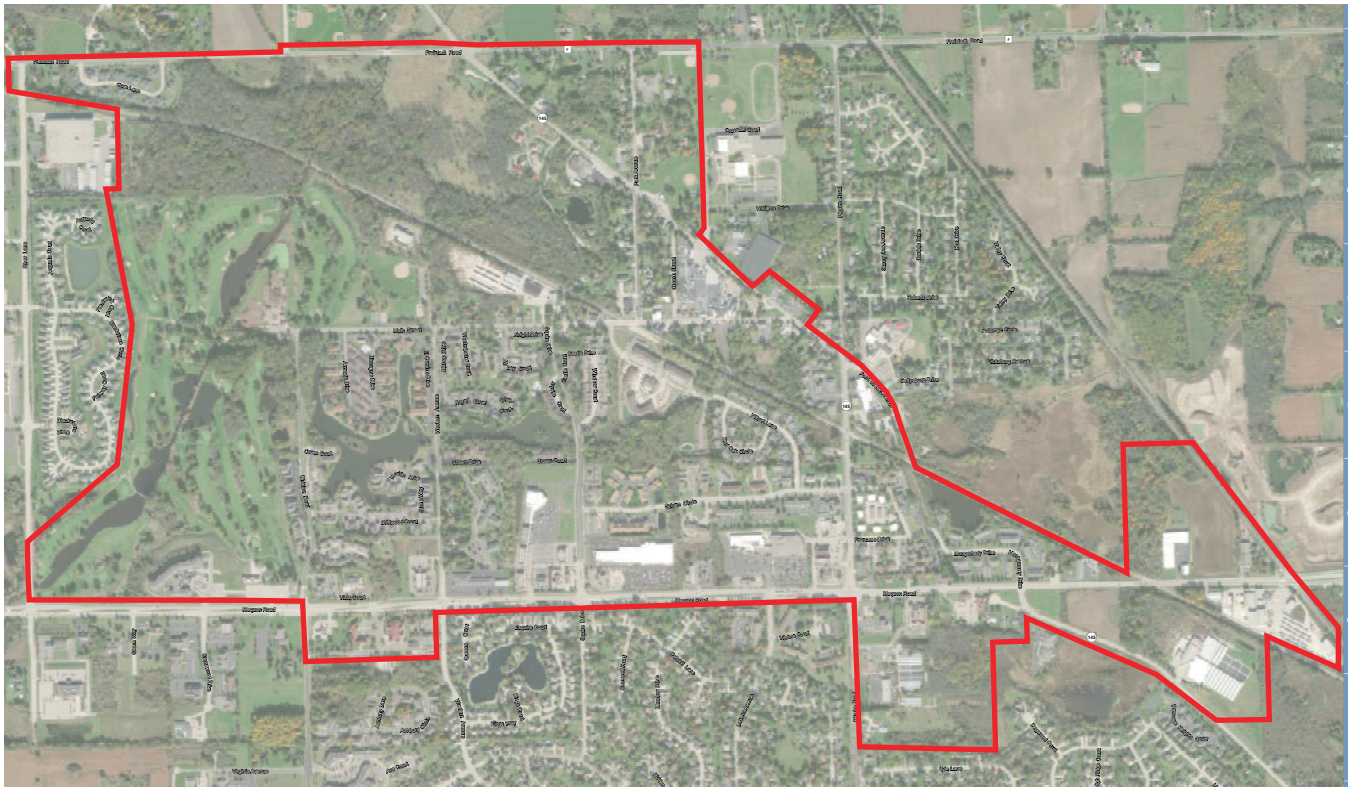
Village Center District

Germantown's Village Center has historically served as the heart of the community - a central place for gathering, shopping, and living close to amenities. Over the past years, development in this area has separated the historic main street area from the primary transportation corridors, and very little pedestrian infrastructure exists to connect residents to walkable destinations. The future vision for the Village Center district is to better connect Main Street with Mequon Road through pedestrian and bicycle infrastructure improvements along roadways and the addition/enhancement of multi-use paths.

Village residents and stakeholders have also identified the need for new mixed-use, walkable development patterns in the Village Center District. Redevelopment at any of the intersections along Mequon road could be designed with new housing options and outdoor gathering spaces in mind. Possible redevelopment nodes are identified for the area as well as more detail about a public-private partnership that could bring mixed use housing, retail, and active open space development to Germantown's Village Center.

Finally, residents and stakeholders have clearly identified another overarching goal of development and infrastructure improvements in the Village Center: to better connect to the Menomonee River and the surrounding environmental areas, and to ensure that the river remains accessible for recreation and education as well as protected for long-term sustainability.

The following pages include a summary of key issues that exist within the Village Center as it exists today, as well as guiding principles that the Village should apply to any future redevelopment proposed for the area. To assist the Village in evaluating development proposals, two redevelopment scenarios are included. These scenarios should be considered as illustrations, not a mandated regulation. The scenarios have a very clear illustration of a desired outcome, but the Village must also allow changes to accommodate the desires of specific developers and investors.



Creating A Village Center

An analysis of the existing Village Center identified the following key issues:

- The existing land uses are destination-driven uses and include little-to-no synergies with adjacent uses.
- Existing residential development is disconnected from Village Center destinations.
- It is difficult or unpleasant to walk or bike from one business to the next, thus people who use this area will generally only visit one business and leave.
- There isn't a sense of arrival or central identity to Village Center
- Main Street lacks connection to adjacent uses and is in need of streetscape enhancements
- A number of uses exist that are not typically present in "downtown" areas and do not contribute to the attractiveness of the Village Center

The Village Center recommendations focus on three guiding principles or elements to address the above issues: Making a Neighborhood, Making a Place, and Making Connections.

Making a Neighborhood

While the Village Center primarily caters to auto-oriented commercial uses today, the future vision looks to create a neighborhood: compact, pedestrian-friendly, and mixed-use. Traffic and visits drive success of commercial and retail centers, and providing high-density housing offers additional market, visibility and dynamics to a neighborhood.

Making a Place

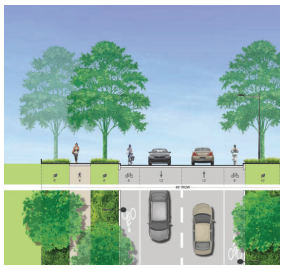
Public spaces must be flexible in their design. Placemaking is a collaborative process where community members, business partners, property owners, and the Village work together to reimagine public spaces through urban design, events, and programs. The goal of placemaking projects is to help people feel more connected to places: more excited to walk to lunch, shop locally, and stay/play for extended periods of time.

Making Connections

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

Village Center Circulation: Future Vision

1 Division Road
Painted/striped bike lanes and sidewalk to be added.

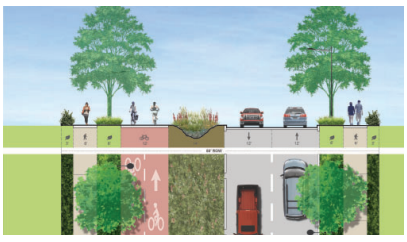


2 Sylvan Cir
Shared lane markings, on street parking with differentiated pavement, and sidewalks to be added.

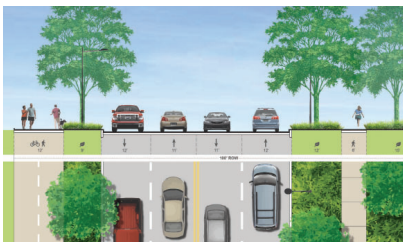
3 Main Street (Downtown)
Highly designed street with pedestrian focus.

4 Western Ave
Sidepath and sidewalks to be added.

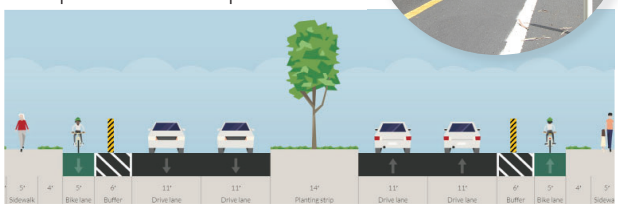
5 Squire Drive
Sidepath and sidewalks to be added.



6 Pilgrim Road
Sidepath and sidewalks to be added.



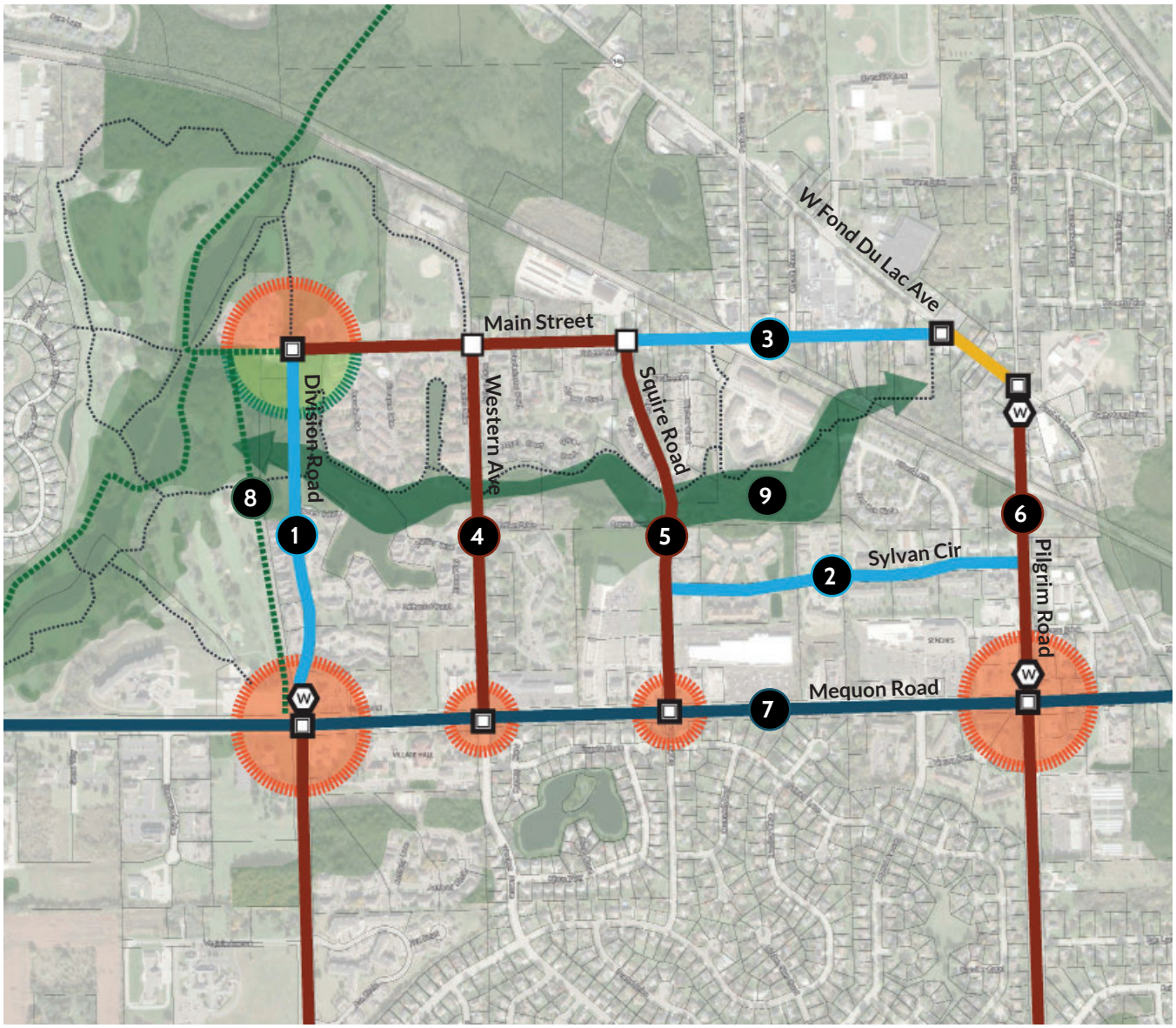
7 Mequon Road
On-street, separated (buffered) bike lanes
NOTE: Dimensions not specific to Mequon Road



8 Allee
Tree-lined multi-use trail that connects mixed-use development on Mequon Road to park and recreation uses to the north.

9 Secondary Trails
Combination of paved and unpaved paths that connect existing and new residents to retail and recreation destinations throughout Village Center.

Village Center - Circulation and Nodes



- Sidepath
- Separated Bike Lanes or Sidepath
- Paved Shoulder with Sidewalk
- Shared Lane Marking or Bike Lane
- Paved Multi-use Trail
- Secondary Trail (paved & unpaved)

- Major Intersection Improvement/Enhancement
- Minor Intersection Improvement/Enhancement
- Wayfinding/Gateway Signage
- Redevelopment Node

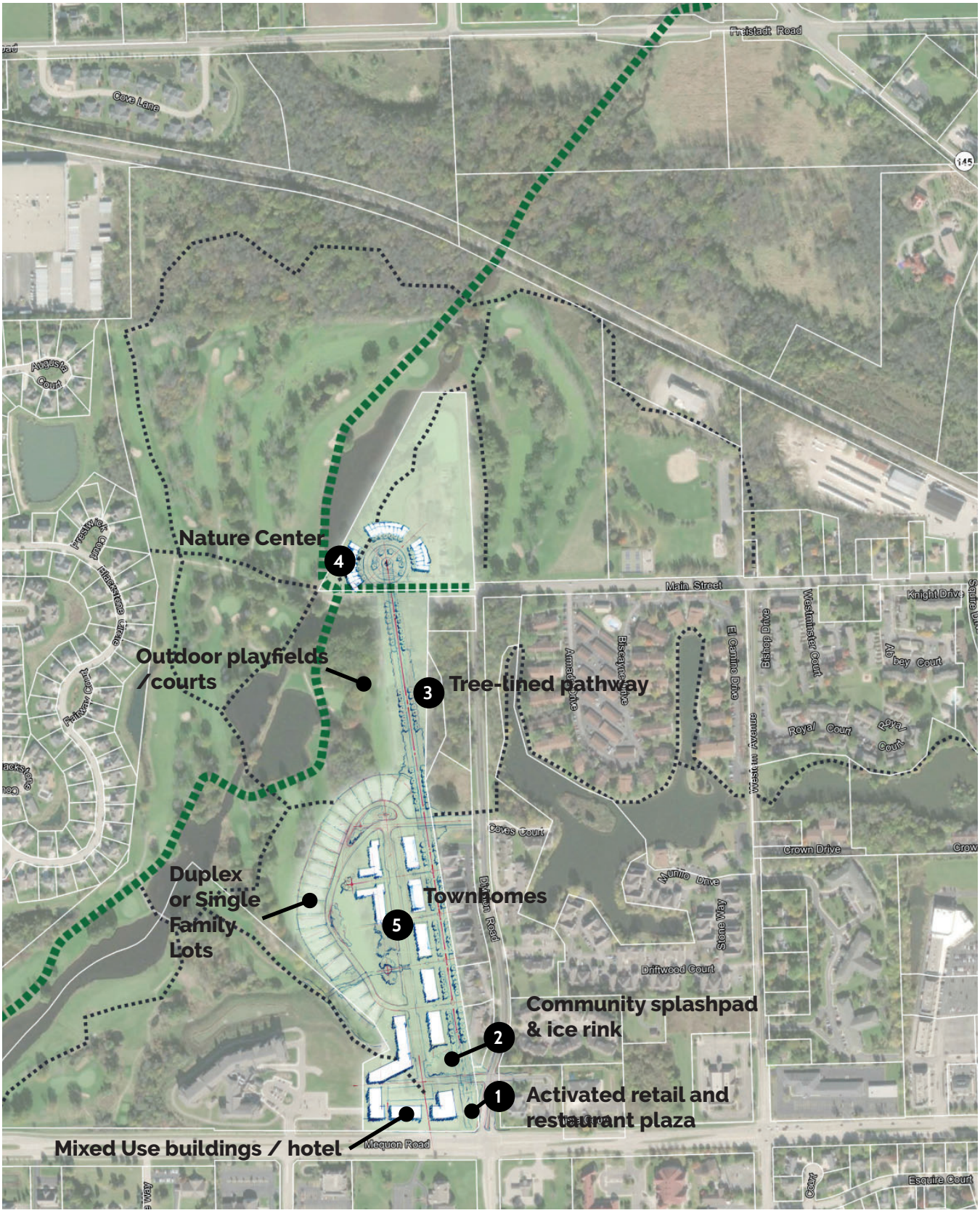
NOTE: All streets shall include sidewalks

NOTE: Dimensions are for planning purposed only

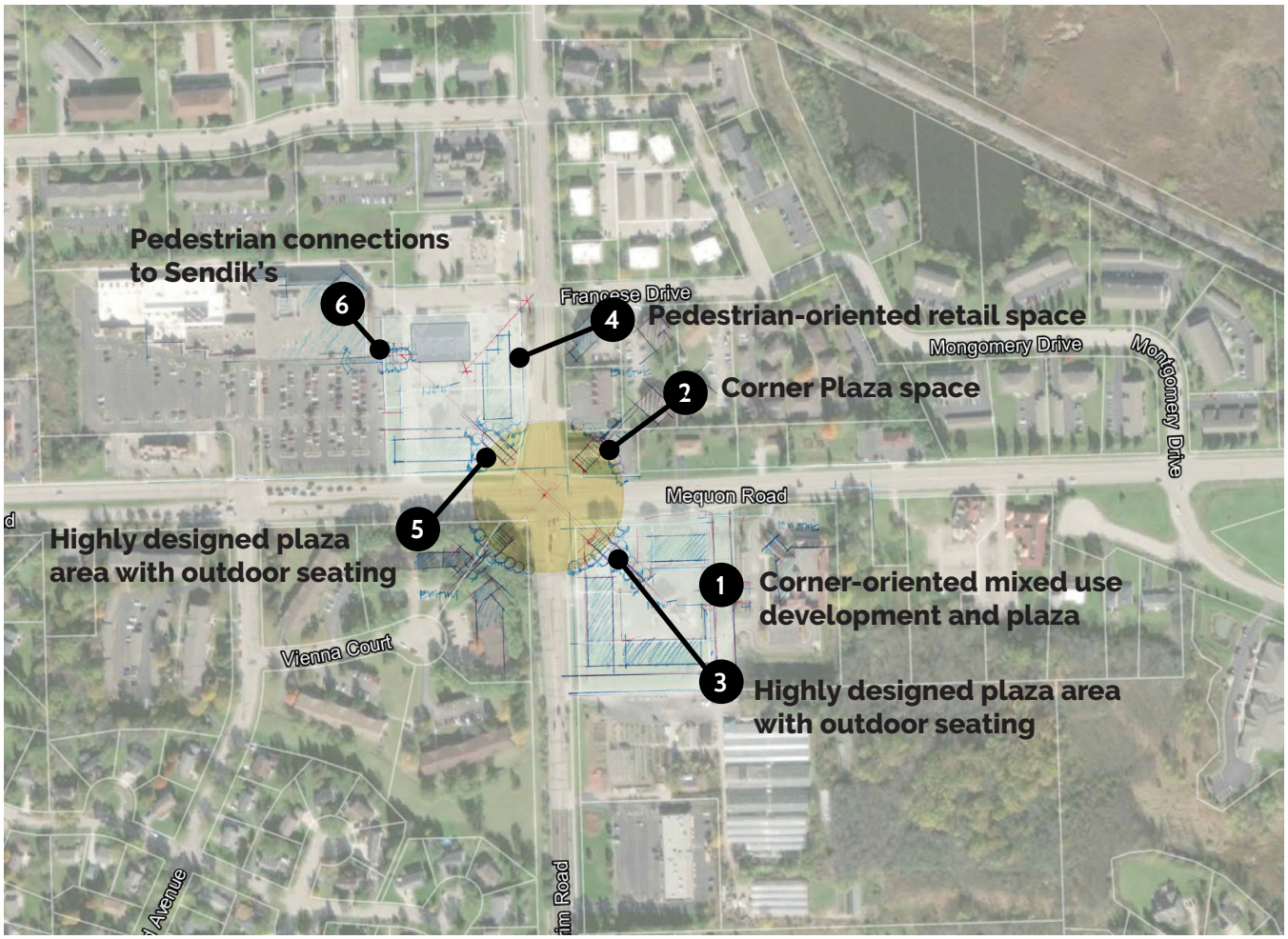
Village Center - Blackstone Development Node

[Text description here]

Village Center - Blackstone Development Node



Village Center - Mequon & Pilgrim Development Node



[Text description here]

Village Center: Next Steps

In order to realize the vision for Germantown's Village Center, the Village should undertake the following:

1. **Identify key "first project" parcels for development and describe/illustrate multiple opportunities for each**: The more opportunities that can be defined as starting points for development, the more the Village can lower the risk for investors. Overly ambitious plans and visions can discourage developers as unrealistic. Investors prefer communities that show an interest in high quality development but, at the same time, show flexibility and pragmatism in the types of projects they consider desirable. Put another way, investment proposals invariably differ from predetermined community-based "visions". When such differences occur, the community must express a willingness to negotiate in order to help investors maintain financial success and still meet the Village's long-term vision.

2. **List the key existing conditions (constraints and opportunities) for each parcel**: Key parcel attributes might include traffic counts, current zoning (and the ability to modify zoning), environmental conditions that may be problematic, utilities and access points, transit, other proximity to other local features (both advantages and disadvantages).

3. **Create a phasing plan for infrastructure improvements:** Prioritize infrastructure enhancements that will better connect Main Street with the Menomonee River and Mequon Road.

4. **Document current available subsidies as well as additional subsidies the Village could pursue:** Typically, this includes current TIF districts and the willingness to create new TIF districts as needed. Additional programs and incentives should be explored with an emphasis on mixed-use redevelopment and active pedestrian spaces.

5. **Describe what the Village wants in terms of both short-term and long-term missions:** The key point to emphasize with investors is that the Village's mission is broader and long-term. Consequently, any initial proposals will be evaluated in terms of how easily they support both initial success as well as future long-term options that can be adapted to fit the Village's long-term vision.

6. **Conduct one-on-one meetings with property owners to determine interest in sale or redevelopment of their land:** Create a simple, easy-to-review executive summary that can be used in emails and hard copy handouts. Staff/consultants conducting the interview should have a portfolio of additional information concerning examples and possibilities the Village would like to see.

7. **Evaluate existing regulations and design guidelines:** Amend existing zoning districts, or develop an overlay zoning district, that provides specific regulations and expectations for future development in this area (ex. updated design guidelines with an emphasis on pedestrian space design, prohibit uses such as gas stations that are against desired vision for the area, etc.)

Holy Hill Gateway Area

The land surrounding Holy Hill Road to the north and south has been in demand for new industrial development and growth in the Village. New businesses in this area include Briggs and Stratton, Dielectric Manufacturing, and Illing Packaging, which are located north of Holy Hill Road and west of Goldendale Road. It is anticipated that this demand will continue, and that more development and land conversion from agricultural to industrial land use will take place as a result. However, the exact areas that should be developed as part of the emerging industrial park is in question, as well as the design of those industrial buildings themselves.

As the Village plans future land use in this area, important considerations include the existing residential development to the southeast of the industrial development, the fact that much of the area already falls within the Village's sewer service area, and the desired character of the Holy Hill and Goldendale Road corridors, both for vehicles and for cyclist and pedestrians. Through the comprehensive planning process, the Village has determined that the land in this area should be developed as a combination of Heavy Industrial, Light Industrial, and Medium Density Residential, primarily. Commercial development, potentially including multifamily housing if it is developed alongside community amenities and with a walkable format, is also a potential use along Highway 41. Medium Density Residential areas are envisioned as Conservation Subdivisions, which allow clustering of residential lots around areas of environmental areas. These subdivisions will allow a transition in development intensity between the industrial uses and the more rural and agricultural residential areas in this part of the Village.

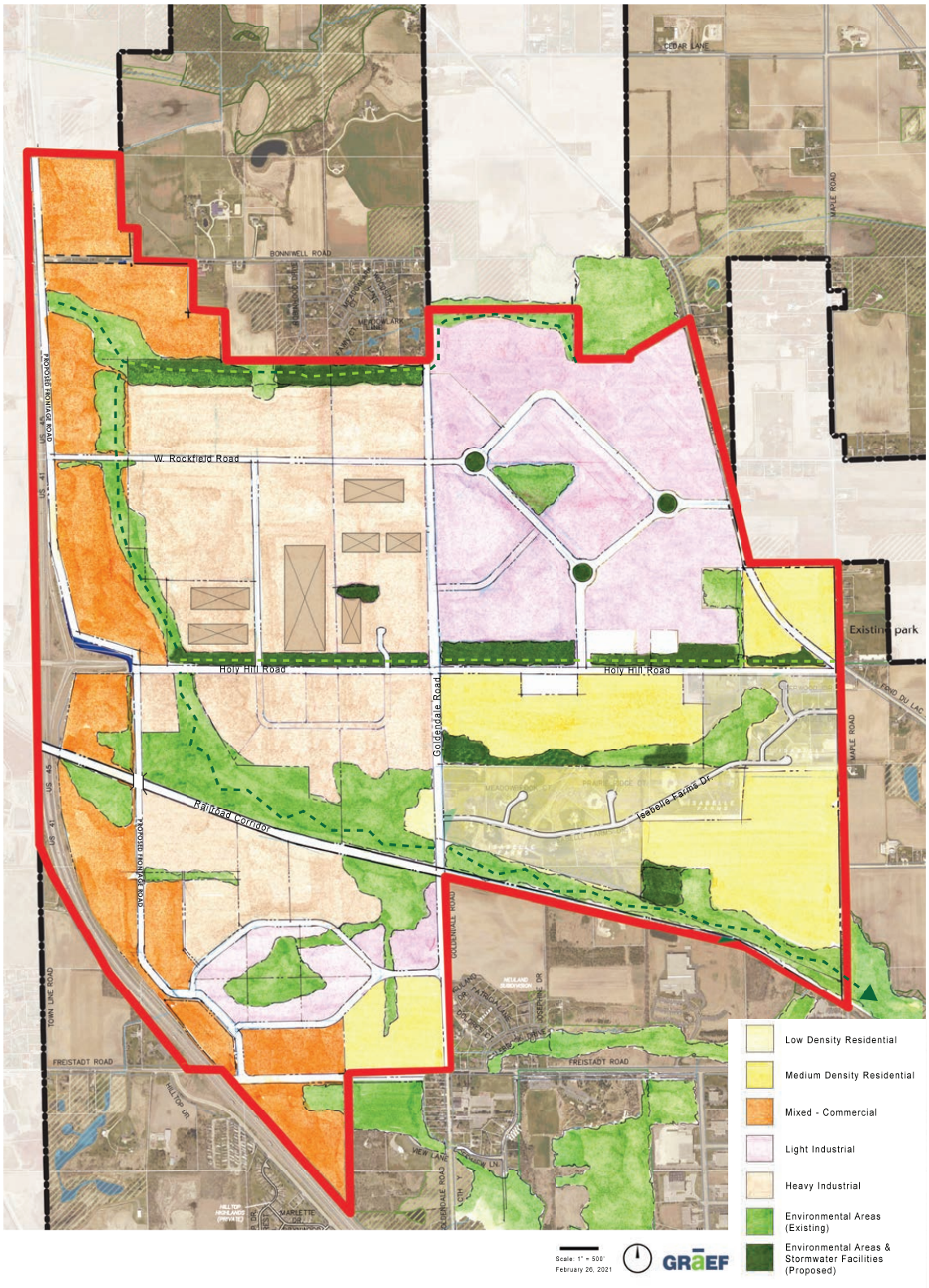
Additionally, the area includes a vision for a regional trail network along existing environmental corridors and newly created regional stormwater corridors. This trail network will serve as an amenity to existing and future uses and serve as a physical connection for residents and businesses to the Village Center.

Next Steps

In order to realize the vision for this area of Germantown, the Village should undertake the following:

1. Develop a master plan for the Holy Hill area that includes the following elements:
   - Street and Block framework
   - Preferred Future Land Use
   - Regional stormwater concept plan
   - Trail and Open Space plan
   - Regulations and Design Guidelines
   - Funding & Incentives
2. Adopt the master plan as an amendment to the Comprehensive Plan.
3. Re-zone. Develop a new zoning district, or develop an overlay zoning district with design guidelines that will provide specific regulations and expectations for future development in this area, based on the master plan.
4. Engage with the development community to determine interest in the area and further refine proposed development patterns in response to specific needs of tenants.

Alternative One - Focus on Light Industrial Expansion



Alternative Two - Conservation Subdivisions with Light Industrial & Trails