MEETING:	**REGULAR MEETING OF THE PLAN COMMISSION**
DATE AND TIME:	**Monday, July 24, 2023 6:30 PM**
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 #: **2554 915 6290** Password: **vbBsJn478R3** which can be accessed by phone at **408-418-9388** or by logging on at **https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=mbfa93528237f9372bba23be386463549**
Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to 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.
Previously recorded Village Board Meeting Videos can be viewed at **https://www.youtube.com/channel/UCOYp0EgELzTCa9X_iCohyhQ.**

AGENDA

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

II. ROLL CALL:

III. PUBLIC INPUT/PUBLIC APPEARANCE: *Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a three (3) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.*

IV. APPROVAL OF MINUTES:

A. July 10, 2023

V. NEW BUSINESS:

A. Joseph & Suzanne Schuster, Applicants and Property Owners of W156 N10081 Pilgrim Road. Application for Historic Designation. (ACTION)

B. Hensley Foster, Applicant and Property Owner of N144 W14315 Pioneer Road. Application for Historic Designation. (ACTION)

C. Village of Germantown-2050 Comprehensive Plan Implementation: Holy Hill Gateway District & Freistadt District Master Plans - Preliminary Review of Consultant Proposals (DISCUSSION & ACTION)

D. University of Wisconsin Department of Planning & Landscape Architecture: Community Design & Planning Services Proposal. (DISCUSSION & ACTION)

VI. ANNOUNCEMENTS:

VII. 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.

MEETING:	**REGULAR MEETING OF THE PLAN COMMISSION**
DATE AND TIME:	**Monday, July 10, 2023 6:30 PM**
LOCATION:	**Germantown Village Hall Board Room** **N112 W17001 Mequon Road**

MINUTES

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

Planning Assistant Lori Johnson called the meeting to order at 6:33 pm.

II. ROLL CALL:

Trustee Representative David Baum, Commissioners Tony Laszewski, Bob Williams, Bill Shadid and Josh Tarantino were present. Chairman Dean Wolter and Commissioner Peter Nilles were absent and excused. Also present were Community Development Director Jeff Retzlaff and Planning Assistant Lori Johnson.

MOTION Shadid second Laszewski to appoint Trustee Representative David Baum as Chairman Pro Tem.
MOTION carried unanimously.

III. PUBLIC INPUT/PUBLIC APPEARANCE: *Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a three (3) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.*

The following residents spoke:
Melanie Smythe, N140 W17938 Cedar Lane,
Scott Hefle, W159 N10514 Old Farm Road
Trustee Jan Miller, W151 N10297 Windsong Circle West

IV. APPROVAL OF MINUTES:

A. June 12, 2023

MOTION Shadid second Williams to Approve the Minutes from 6-12-23.
MOTION carried unanimously.

V. NEW BUSINESS:

A. Village of Germantown Community Development Department - Proposed Text Amendments to Chapter 17 (Zoning Code) and Chapter 18 (Subdivision and

Platting Code) regarding the use of "green infrastructure" best management practices to reduce storm water pollution and improve water quality. (PUBLIC HEARING & ACTION)

Director Retzlaff summarized the proposal. Discussion followed.
Public Hearing opened: 7:03 pm.
Public Hearing closed: 7:05
MOTION Shadid second Tarantino to Approve the Amendments as presented. MOTION carried unanimously.

B. MSI General, Agent for Moldmakers Investments LLC, Property Owner of MGS Manufacturing, W188 N11707 Maple Road. Site Plan review of architecture & material revisions to the previously approved 118,650 soft building addition. (ACTION)

Director Retzlaff summarized the proposed revisions to the approved building elevations. John Kutz, MSI General, explained the change as removing the glass at the southeast corner of the building by squaring off the corner with a precast panel and minimize some of the windows. Director Retzlaff Jeff said the change is on a prominent location and was attractive as it was approved. He commented on other examples where the use of glass block could be used to provide the same level of usage without taking away from the visual aesthetics.
MOTION Shadid second Tarantino to Approve the design change.
Discussion followed. Commissioner Shadid had no problem with the change saying it is a manufacturing facility. Trustee Baum said the change would create a blank wall on the building that is on a main thoroughfare. Commissioners Tarantino, Laszewski and Williams said they liked the building as it was approved with the corner feature. Mr. Kutz explained the corner is not prominent and is blocked by landscaping. He said that corner will be used for warehousing and racking and a blank wall will be more functional. Trustee Baum stated most of the windows have been removed from the left side of the building and he prefers the original and suggested using spandrel glass.
MOTION Failed (4-1 Shadid)

C. Briohn Building Corporation, Agent for Golden Pet Manufacturing and Goldendale Road IV LLC, Property Owner - W206 N12880 Gateway Court. Site Plan review of a 129,147 sqft building addition and Certified Survey Map. (ACTION)

Director Retzlaff summarized the proposal. Caitlin LaJoie, Briohn Building Corporation, addressed questions.
MOTION Laszewski second Williams to Approve the site development and building plans for the proposed 129,147 sqft expansion to the Golden Pet Manufacturing facility located at W206 N12880 Gatewood Court in the Holy Hill Gateway District subject to the following conditions (that are in addition to those contained in the original approval granted by the Plan Commission on September 13, 2021):
1. This approval is subject to all the conditions and requirements set forth herein and adopted by the Plan Commission. Approval is granted for the following plans unless said plan sheets are revised pursuant to revisions required under the specific conditions of approval included by the Plan Commission:
a.Architectural plan set dated May 30, 2023
b.Civil Engineering plan dated May 30, 2023
c.Landscaping plan dated June 2, 2023
d.Lighting Plans dated May 30, 20232.
2. If the actual height of any roof top units exceeds the height of those shown on the diagram, a revised screening plan and sight line diagrams shall be submitted to the Village

Planner for review and approval. Additional screening measures may be required.
3. All landscaping, screening, grading, and paving improvements shown on the approved site plans shall be installed as proposed prior to issuance of an occupancy permit unless a cash bond or letter of credit in an amount equal to 120 percent of the estimated installation and material costs reviewed and approved by the Village is submitted to the Village as necessary to ensure that installation of the proposed features and improvements will be completed within one (1) year after issuance of the occupancy permit.
4. State agency (DSPS) approved plans and a $20,000 occupancy bond are required by Inspection Services at the time of building permit application. The Village of Germantown is an authorized delegated agent of DSPS to provide all commercial plan review and inspection services through SAFEBuilt of WI and the Village of Germantown.
5. All technical issues and plan corrections identified by the Village Engineer and Public Works Department staff (see June 26, 2023 memo from the Public Works Director) shall be addressed and reflected in revised plans and/or supplemental information reviewed and approved by Village staff prior to issuance of a building permit.
6. Exterior building mounted, wall pack lighting shall not be mounted at a height greater than 14 feet above the finished grade on the south and north building elevations. A revised lighting plan sheet shall be revised to reflect this requirement submitted to the Village Planner for review and approval prior to issuance of a building permit.
7. Building permits needed for the building addition shall not be issued until: (1) the Owner/Applicant has paid, pursuant to Sec. 15.07(2) of the Municipal Code, all sanitary sewer connection fees, including any outstanding as a result of the initial building on the property, required by the Village of Germantown; and (2) the required MMSD/DNR wastewater discharge Notice of Intent (NOI) application for the proposed building addition has been submitted to and accepted by the Village, MMSD and the DNR.
8. The Owner/Applicant shall coordinate with the Village Wastewater Utility and MMSD to determine if the Golden Pet facility meets the MMSD's definition of "significant industrial user" and, if so, obtain and/or meet all necessary discharge permits and requirements that apply.

Discussion followed.
MOTION carried unanimously.
MOTION Shadid Second Laszewski to Approve the proposed Certified Survey Map (CSM) subject to the following conditions:
9. All technical issues and corrections identified by the Village Surveyor (see June 22, 2023 memo from Burt Naumann, GRAEF) shall be addressed and reflected in a revised CSM reviewed and approved by Village staff prior to recording.
MOTION carried unanimously.

D. Briohn Building Corporation, Agent for Brian & Kevin Kazmierczak, Property Owners and Green Bay Packaging - Proposed Development Consultation for a 233,450 sqft corporate office & light manufacturing facility. (DISCUSSION)

Director Retzlaff summarized the proposal from Green Bay Packaging, who are seeking feedback on a potential 52-acre, 233,450 sqft corporate office/light industrial development located at the Holy Hill Road @ 1-41 interchange in the Holy Hill Gateway District. He explained the Plan Commission should discuss and make a determination if this is a suitable use for this property that is classified as a mixed commercial, high density residential development at this location on the 2050 master plan. The Plan Commission needs to consider if we should abandon the master plan at this point and buy into the idea that we should continue use of this area as an industrial area or play it out and see where we are.

Joe Jursenas, Briohn Building Corporation explained Green Bay Packaging is

currently operating out of 4 separate buildings and operations are limited because they are unable to expand. It is desirable for Green Bay Packing to stay in Germantown but there is a lack of available industrial land and an immediate need to build a new facility. He reviewed the proposed building plans and said they are looking if the Plan Commission would approve this use. Dave Malley, VP of Operations, Green Bay Packaging, stated the business has been here since 1970, they like Germantown, but are growing. He said their current lease will be up in 2026 and are now looking for 50 acres in Germantown.

Plan Commission members had the following comments:
- Is this part of the TIF and will it be on the tax roll immediately? It is currently outside the TIF but TIF dollars can be spent on improvements.
- If we wait until the master plan is done, will it be too late for the developer? Do we want to hold out for the mixed-use, commercial, high density residential format or capitalize on this plan right now? What do we really want to see? This is our last interchange area in the Village. Mixed-use development would support the businesses in the area. The master plan may not show residential viable for this area but jumping ship is premature right now.
- Torn on this proposal and understands the dilemma. This company is a good member of the Village and a good addition for this area.
- Thinks by putting this business here we abandon the process of what could be here and how it could look. Not sure industrial is the highest and best use for this location. High density residential has merit but we are not following the process. The project is compelling and he values the company that has been here for 52 years.
- We need to follow through and come up with a plan and not jump at what comes at us.
- Likes the vision we have set out but likes that the building will not be in the TIF and will be immediately taxable is hard to turn down because we need funding for our Police and Fire.
- Consensus is more members want to wait then accept a new proposal.

Discussion continued. Director Retzlaff said long range planning is needed and we ultimately need to follow through on our planning efforts. Mr. Jursenas said he understands the position the Plan Commission is in and stated Green Bay Packaging is willing to make things work and needs some consideration. Director Retzlaff suggested bringing the proposal back in a couple weeks when all Plan Commission members can be present.

E. Village of Germantown - Status of the Richfield Intergovernmental Agreement (IGA) to Extend Wastewater & Water Utilities-Utility Route Recommendation (DISCUSSION & ACTION)

Director Retzlaff summarized the proposal. He explained the State Statutes provide that the Plan Commission take formal action by making a recommendation for the utility route to the Village Board to allow them to initiate the process of negotiating with property owners and have detailed engineering plans prepared. Staff is asking the Plan Commission to recommend approval of the utility route as shown on the map dated June 12, 2023.

MOTION Laszewski second Tarantino to recommend Approval to the Village

Board as presented.
Discussion followed. Director Retzlaff explained the intention is to acquire right-of-way so that utilities can be installed initially and eventually roads can be constructed on the same road as the utilities. Trustee Baum asked if there is a better road system to get better lots. Director Retzlaff said we are trying to limit the number of property owners to negotiate with and with this route we are dealing with 3 property owners.
MOTION carried unanimously.

F. University of Wisconsin Department of Planning & Landscape Architecture: 2023-24 Senior Capstone Project Request for Proposals (Community Design & Planning Services). (DISCUSSION & ACTION)

Director Retzlaff explained we have an opportunity where the Village can apply for planning and design services from students at the UW Madison Department of Planning and landscape architecture. He indicated the timing is right as applications are due in August. And if it's something we want to pursue, we could make multiple proposals. He said the cost is relatively low. We would need to pay traveling costs but there is no fee to be a part of the project. Discussion followed.

Director Retzlaff asked if it's worth throwing the Holy Hill Gateway or Village Center Master Plan at them or the Lannon Road/County Line area or the Country Aire District. We would need to lay the parameters for them. Trustee Baum commented that they need some type of a plan to start with to provide suggestions. Director Retzlaff stated we could ask for a buffering and landscape plan around the perimeter of the Holy Hill District. Trustee Baum suggested giving them the Holy Hill/Freistadt District and the Town Center and we can give them guidelines what we are looking for. Discussion continued.

Director Retzlaff said he will pursue the opportunity and include the Holy Hill/Freistadt and Town Center Districts and bring it back to the next meeting.

VI. ANNOUNCEMENTS:

Director Retzlaff said we may have a special meeting in a couple weeks.

VII. ADJOURNMENT:

The meeting was adjourned at 8:46 pm.

HISTORIC DESIGNATION APPLICATION

7/24/2023 Plan Commission Meeting

Schuster House / Joseph & Suzanne Schuster

Village Planner Report **Germantown, Wisconsin**

Summary

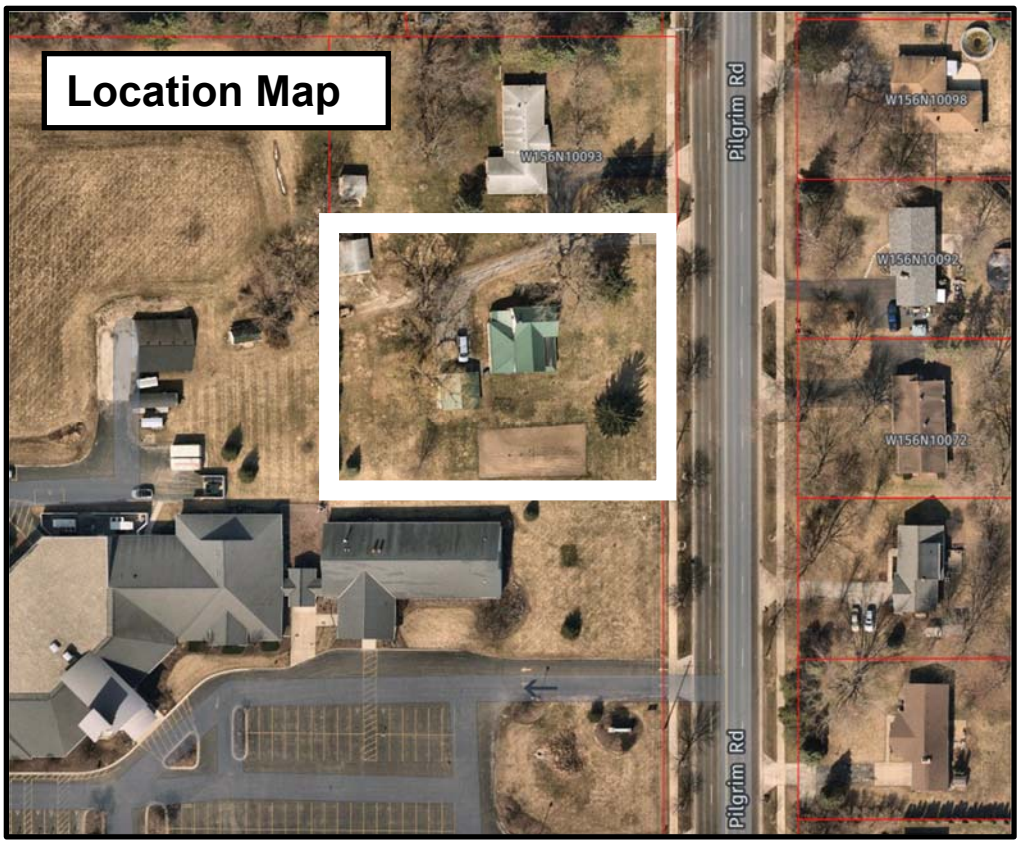
Joseph and Suzanne Schuster, property owners, are seeking approval of the Village's Historic Designation for the Schuster House located at W156 N10081 Pilgrim Road.

Location: W156 N10081 Pilgrim Road

Owner/ Applicant: Joseph and Suzanne Schuster
W156 N10081 Pilgrim Road
Germantown, WI

Current Zoning: Rs-4: Single-Family

Adjacent Land Uses		Zoning
North	Residential	Rs-4
South	Institutional	I
East	Residential	Rs-4
West	Institutional	I



Background

Historic Designation applications are part of an overall voluntary program as set forth in Section 26 of the Village Code. The Historic Designation (HD) serves as an "overlay" zoning district with specific design and improvement guidelines that need to be met to retain the Historic Designation. Once designated, the regulations set forth in Section 26 limit the type and amount of future improvements to designated structures or lands without meeting certain guidelines intended to protect and preserve historical character.

Proposal

Joseph and Suzanne Schuster, property owners, are seeking approval of the Village's Historic Designation for the Schuster House located at W156 N10081 Pilgrim Road. As required, the owners have provided a detailed history of the property along with their application (attached).

As required, other Village Departments have been provided with a copy of the application for review and comment. Of the responses to date, all departments have expressed their support for the Historical Designation request or have no comment.

On May 17, the Historic Preservation Commission (HPC) approved the application and forwarded it on to the Plan Commission and Village Board. According to the procedural requirements of Section 26.06(1), Plan Commission action and recommendation to the Village Board is required within (30) days after HPC action.

Now that the HPC has acted on the application, the Plan Commission is required to review and make a recommendation to the Village Board just like a typical rezoning application. A recommendation from the Plan Commission for approval of the historic designation requires a 2/3-majority vote (5 of 7 members) of the Plan Commission.

VILLAGE STAFF RECOMMENDATION

APPROVE the requested Historic Designation for the Schuster House property located at W156 N10081 Pilgrim Road.

Village of Germantown ...Willkommen

HISTORIC PRESERVATION COMMISSION
N112 W17001 Mequon Road
P.O. Box 337
Germantown, WI 53022-0337

APPLICATION FOR HISTORIC DESIGNATION

PURSUANT TO SECTION 17.00 OF THE MUNICIPAL CODE

PLEASE READ AND COMPLETE THIS APPLICATION CAREFULLY. ALL APPLICATIONS MUST BE SIGNED AND DATED.

1. APPLICANT OR AGENT	2. PROPERTY OWNER
Joseph P Schuster	Joseph P Schuster
Suzanne Schuster	Suzanne Schuster
PHONE	PHONE

3. PROPERTY ADDRESS	4. TAX KEY NUMBER
W156 N10081 Pilgrim Road	GTNV 341008

5. PROPERTY HISTORY

HISTORIC NAME OF PROPERTY
Schuster House

DATE BUILT
1859-1873

ARCHITECT / BUILDER
Mortimer Hubanthal

SOURCE OF THIS INFORMATION
Vintage plot maps Wshington County

☐ CHECK HERE IF THIS PROPERTY IS THREATENED WITH DEMOLITION OR DESTRUCTION.

6. PURPOSE OF APPLICATION

BRIEFLY DESCRIBE THE REASON FOR YOUR REQUEST

Although the farm is gone our family house still stands which is 50% pioneer log cabin. I am 4th generation on the property and i believe in the preservation and reccognition of this property and other of being the staple of what had help formed Germantown.

7. HISTORIC SIGNIFICANCE OF PROPERTY

CHOOSE ONE OR MORE OF THE FOLLOWING.

- [x] THIS PROPERTY ILLUSTRATES AN IMPORTANT ASPECT OF GERMANTOWN'S HISTORY THROUGH ITS ETHNIC, AGRICULTURAL, INDUSTRIAL, ETC., HISTORY.
- [ ] THIS PROPERTY IS DIRECTLY ASSOCIATED WITH A PERSON WHO MADE IMPORTANT CONTRIBUTIONS TO GERMANTOWN'S HISTORY.
- [ ] THIS PROPERTY IS ARCHITECTURALLY OR ARTISTICALLY SIGNIFICANT.

EXPLAIN BRIEFLY AND INCLUDE SOURCES IF APPROPRIATE. ATTACH ADDITIONAL PAGES AS NECESSARY.

Originaly 160 acres owned by J.C. Hubanthal then in 1859-1860 he passed and gave his son Mortimer 80 acres in which time he built the pioneer log cabin and barn. Sometime later he added on to the south and later to the west. And later on added another 20 acres to the property. My great grand parents Joseph and Emma Schuster bought the property between 1905-1910. County Line school and Spassland park were originally my families property.

8. DOCUMENTATION

PLEASE CHECK ONE OR MORE OF THE FOLLOWING:

- [x] RECENT PHOTOGRAPH (REQUIRED)
- [ ] BUILDING PLANS (IF AVAILABLE)
- [x] HISTORIC PHOTOGRAPH (IF AVAILABLE)
- [ ] ANY ADDITIONAL SUPPORTING INFORMATION.
- [x] SIMPLE MAP OF THE PROPERTY (REQUIRED)

BRIEFLY DESCRIBE. ATTACH ADDITIONAL PAGES AS NECESSARY.

9. ALTERATIONS / ADDITIONS TO PROPERTY

BRIEFLY DESCRIBE WITH DATES. ATTACH ADDITIONAL PAGES AND PHOTOGRAPHS AS NECESSARY.

log cabin was added on to the south and then later to the west

10. SIGNATURES

~~APPLICANT~~ OWNER — DATE 2-11-23 — OWNER — DATE 2/11/23

HISTORIC DESIGNATION APPLICATION

7/24/2023 Plan Commission Meeting

Sunnyview Dairy Farm / M. Hensley Foster

Village Planner Report **Germantown, Wisconsin**

Summary

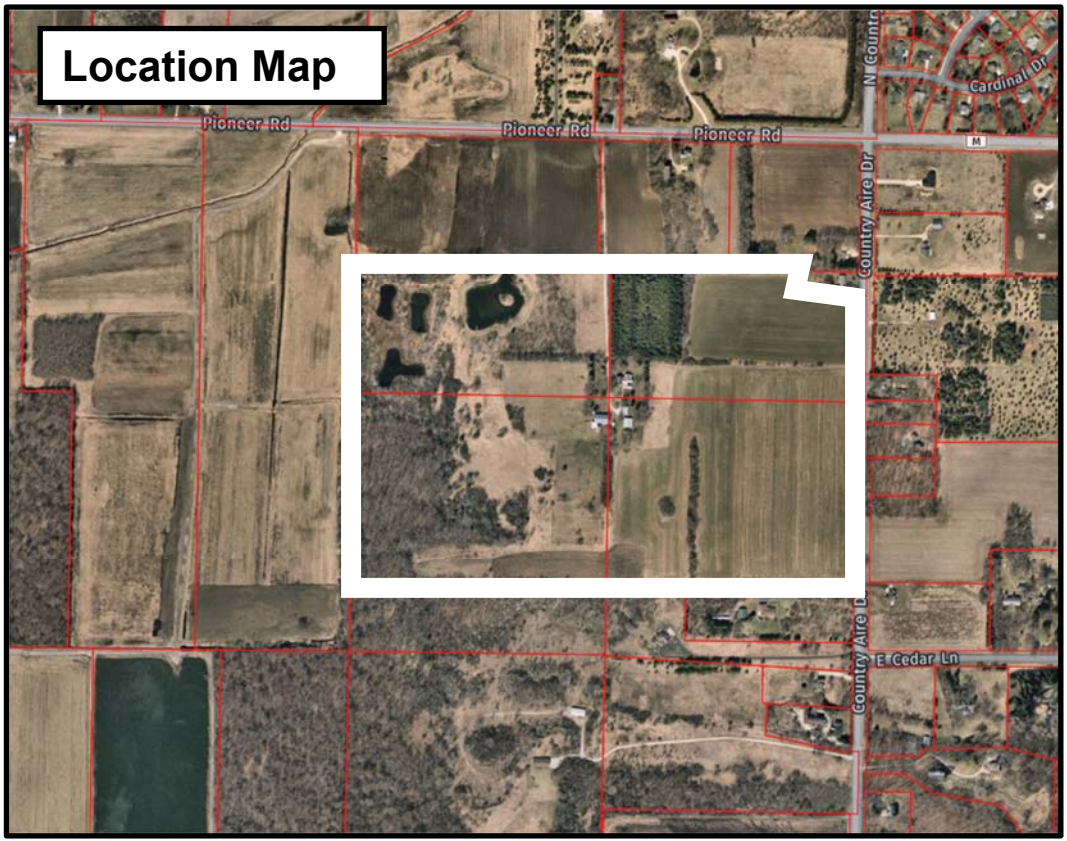
M. Hensley Foster, property owner, is seeking approval of the Village's Historic Designation for the Sunnyview Dairy Farm property located at N144 W14315 Pioneer Road.

Location: N144 W14315 Pioneer Road

Owner/ Applicant: M. Hensley Foster
N144 W14315 Pioneer Road
Jackson, WI

Current Zoning: A-1: Agricultural

Adjacent Land Uses		Zoning
North	Agricultural	A-2
South	Ag/Residential	A-1/Rs-2&3
East	Ag/Residential	A-2/Rs-1&3
West	Agricultural	A-1



Background

Historic Designation applications are part of an overall voluntary program as set forth in Section 26 of the Village Code. The Historic Designation (HD) serves as an "overlay" zoning district with specific design and improvement guidelines that need to be met to retain the Historic Designation. Once designated, the regulations set forth in Section 26 limit the type and amount of future improvements to designated structures or lands without meeting certain guidelines intended to protect and preserve historical character.

Proposal

M. Hensley Foster, property owner, is seeking approval of the Village's Historic Designation for the Sunnyview Dairy Farm property located at N144 W14315 Pioneer Road. As required, the owners have provided a detailed history of the property along with their application (attached).

As required, other Village Departments have been provided with a copy of the application for review and comment. Of the responses to date, all departments have expressed their support for the Historical Designation request or have no comment.

On July 17, the Historic Preservation Commission (HPC) approved the application and forwarded it on to the Plan Commission and Village Board. According to the procedural requirements of Section 26.06(1), Plan Commission action and recommendation to the Village Board is required within (30) days after HPC action.

Now that the HPC has acted on the application, the Plan Commission is required to review and make a recommendation to the Village Board just like a typical rezoning application. A recommendation from the Plan Commission for approval of the historic designation requires a 2/3-majority vote (5 of 7 members) of the Plan Commission.

VILLAGE STAFF RECOMMENDATION

APPROVE the requested Historic Designation for the Sunnyview Dairy Farm property located at W N144 W14315 Pioneer Road.

Village of Germantown ...Willkommen

HISTORIC PRESERVATION COMMISSION
N112 W17001 Mequon Road
P.O. Box 337
Germantown, WI 53022-0337

APPLICATION FOR HISTORIC DESIGNATION

Pursuant to Section 17.00 of the Municipal Code

Please read and complete this application carefully. All applications must be signed and dated.

1. APPLICANT OR AGENT	2. PROPERTY OWNER
M. Hensley Foster	M. Hensley Foster
	Purchased in August, 1986
Phone 262 377-3033	Phone 262 377-3033

3. PROPERTY ADDRESS	4. TAX KEY NUMBER
N144 W14315 Pioneer Rd. Jackson, WI 53037	GTVV-021994,021995,021996,021997

5. PROPERTY HISTORY

Historic Name of Property: Sunnyview Dairy Farm

Date Built: 1844

Architect / Builder: Unknown (assuming it was original homesteader)Mader family

Source of this Information:

☐ CHECK HERE IF THIS PROPERTY IS THREATENED WITH DEMOLITION OR DESTRUCTION.

6. PURPOSE OF APPLICATION

Briefly describe the reason for your request

Advantage of having land/homestead registere/recognized as a historic designation.

7. HISTORIC SIGNIFICANCE OF PROPERTY

Choose one or more of the following.

- [x] This property illustrates an important aspect of Germantown's history through its ethnic, agricultural, industrial, etc., history.
- [ ] This property is directly associated with a person who made important contributions to Germantown's history.
- [x] This property is architecturally or artistically significant.

Explain briefly and include sources if appropriate. Attach additional pages as necessary.

This 100 acre (homestead) including the original 2 story stonehouse and out buildings was established/built in 1844 and was originally a dairy farm. The existing barn was built circa 1880's. Interesting note: the ceilings in the stone house are 9' high which was very unusual at that time. The original homesteader was said to be very tall and he built the house to accommodate his height (so he had "clearance")!

8. DOCUMENTATION

Please check one or more of the following:

- [x] Recent photograph (required)
- [ ] Building plans (if available)
- [x] Historic photograph (if available)
- [ ] Any additional supporting information.
- [x] Simple map of the property (required)

Briefly describe. Attach additional pages as necessary.

2 story stonehouse (1844). Stones used to build house from the property. Summer kitchen/smokehouse (1844) still stands as well as old corn crib (now a chicken coop). An old animal shelter (circa 1880's) is used as a garage today. Mr. Mader and wife had 13 children. Photo shows he and family on his 80th birthday (circa 1880's). Property has 4 ponds, pine woods, hardwood forest and many nature trails. Beautiful flora and fauna!!

9. ALTERATIONS / ADDITIONS TO PROPERTY

Briefly describe with dates. Attach additional pages and photographs as necessary.

1997-1000 sq.ft. living space added (great room, bedroom, bathroom, mudroom)

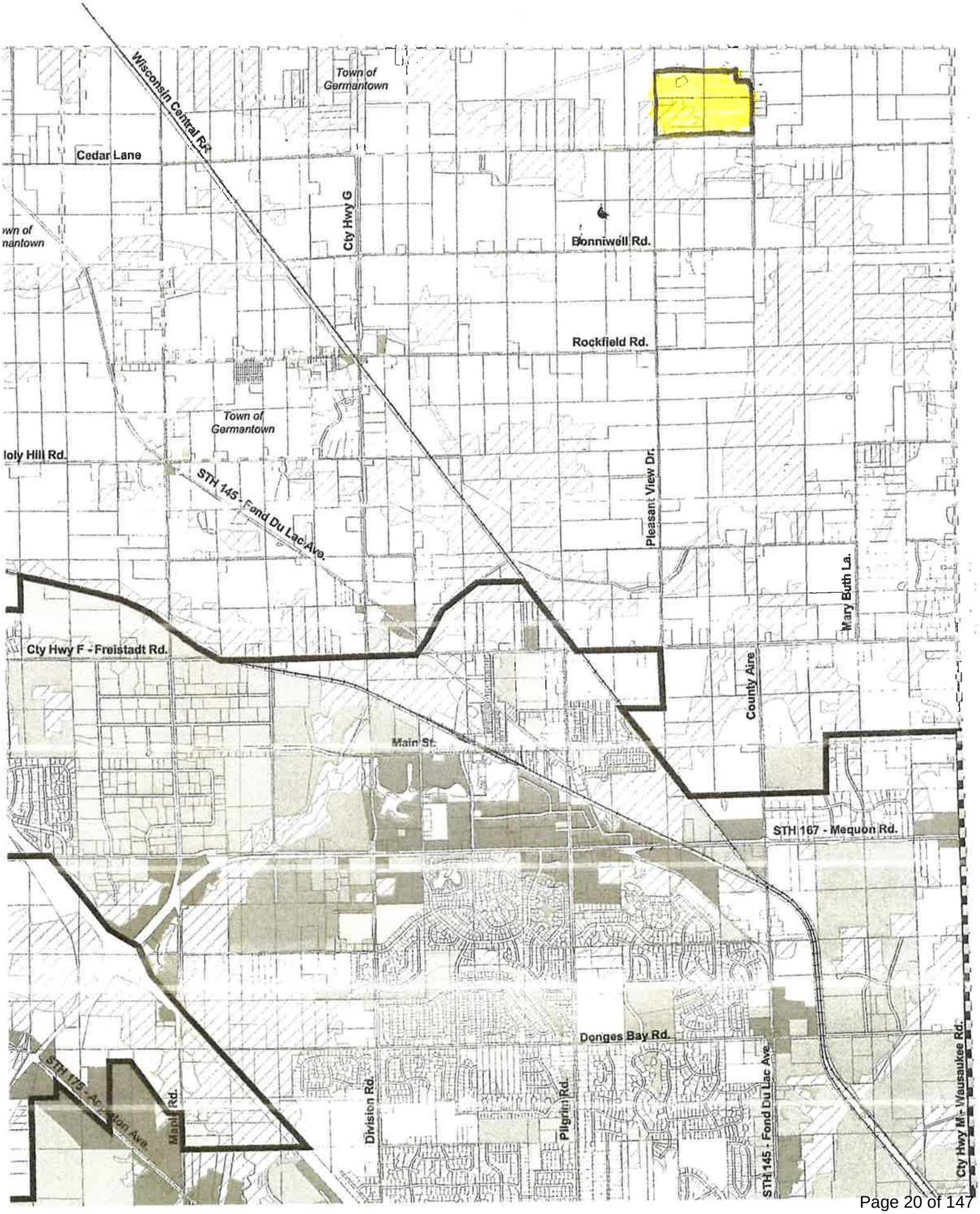
2005-45'x36' tractor barn erected on property.

2021-original entrance front porch replacement-replicated to look like original porch(1884)

2021-2022-upstairs renovation of 4 bedrooms, bathroom, and hallway. Downstairs entrance renovated. All original hardwood floors (1844) completely restored.

10. SIGNATURES

Applicant	Date	Owner	Date
Hensley Foster	2-8-2023	HENSLEY Foster	2-8-2023


Wisconsin Central RR
Town of Germantown
Cedar Lane
Cty Hwy G
Bonniwell Rd.
Rockfield Rd.
Town of Germantown
STH 145 - Fond Du Lac Ave.
Pleasant View Dr.
Mary Buth La.
Cty Hwy F - Freistadt Rd.
County Aire
Main St.
STH 167 - Mequon Rd.
Donges Bay Rd.
Division Rd.
Pilgrim Rd.
STH 145 - Fond Du Lac Ave.
Cty Hwy M - Wausaukee Rd.

HOLY HILL GATEWAY DISTRICT & FREISTADT DISTRICT MASTER PLAN CONSULTANT PROPOSALS

7/24/23 Plan Commission Meeting

Germantown Community Development Department

Village Staff Report **Germantown, Wisconsin**

As indicated in the request for proposals (Section VII; page 10), the submittal deadline for consultant proposals was Friday, July 21 at 4:00pm. The "RFP Evaluation Team" comprised of the Village President, Village Administrator, and Community Development Director will review the proposals and make a recommendation to the Plan Commission. The Plan Commission will, in turn, make a recommendation to the Village Board for final action and selection of a consultant. Depending on the number and/or nature of the proposals received, the Plan Commission may (but is not required) decide to conduct pre-selection interviews of up to three (3) consultants before making a formal recommendation to the Village Board.

At the July 24 meeting, the Plan Commission is expected to discuss the proposals and decide which consultants, if any, should be invited for an interview prior to making a selection recommendation to the Village Board.

Section VIII sets forth the following list of "evaluation criteria" for the RFP Team, PC & VB to consider when reviewing the proposals:

Proposal Evaluation Criteria

During the evaluation process, the RFP Evaluation Team may require a consultant to answer specific questions orally or in writing regarding their proposal. Selection of a consultant will be based on the overall strength and responsiveness of each proposal and not on any single factor such as cost. The RFP Evaluation Team, Plan Commission and Village Board will evaluate each proposal using the following criteria (but may consider other criteria it deems relevant to make their recommendation or selection):

- Qualifications and demonstrated experience of the consultant providing the same or similar planning consulting services for comparable master plan projects, including the qualifications, capability, and experience of the key personnel to be assigned to the project
- Proposed approach to the project, including the consultants demonstrated understanding of the master plan objectives, scope of work, proposed project schedule, appropriateness and uniqueness of the proposed approach, methods, techniques, and tools to be used for the project
- The proposed public engagement plan
- Proposed schedule and cost to provide the services necessary to complete the project

As of the Friday, July 21 deadline, proposals have been received from the following consultants (in no particular order):

1. Neighborhood Planners/Engberg Anderson Architects/raSmith
2. Green Bicycle Co.
3. GRAEF
4. MSA Professional Services Inc.

Request for Proposals

Holy Hill Gateway District Master Plan
Freistadt District Master Plan

Village of Germantown
Washington County, Wisconsin

Department of Community Development
Jeffrey W. Retzlaff, AICP
N112 W17001 Mequon Road
PO Box 337
Germantown, WI 53022

RFP Release Date: June 19, 2023
Submittal Deadline Date: July 21, 2023

Request for Proposals

Holy Hill Gateway District Master Plan
Freistadt District Master Plan

SECTION I. Introduction & Purpose

This request for proposals (RFP) is issued by the Village of Germantown for the purpose of securing a qualified planning or design consultant to prepare a master plan to guide future development and land use in each of the following areas in the Village:

1. **Holy Hill Gateway District**. A rapidly developing highway interchange area with warehousing/distribution, light industrial and undeveloped agricultural land that includes approximately 930 acres located east of the I-41 @ Holy Hill Road interchange in the northwest part of the Village.

2. **Freistadt District.** A predominantly undeveloped area with agricultural land that includes approximately 330 acres located east of and along the I-41 corridor in the northwest part of the Village (south of the Holy Hill Gateway District).

The goal is to develop and adopt a master plan for each district (or one master plan for both) that presents in general terms the preferred type, density, relative location, format, architectural design, and timing of future development and land use consistent with the Village's 2050 Comprehensive Plan. Further, each master plan is expected to address the need for and location of potential public improvements, e.g. new and/or extended roads, park & recreation facilities, storm water management facilities. The master plan should also address measures necessary to protect and enhance existing environmentally sensitive features and land use compatibility within each District and between the Districts and abutting neighborhoods.

Each master plan will be developed as a refinement to and adopted as a component of the Village's 2050 Comprehensive Plan. Each master plan will form the basis for developing and/or revising the Village's zoning, land division and other development regulations that apply to future development and land use in the District.

Given ongoing and significant development pressure in the Holy Hill Gateway District and the expected timing of public sanitary sewer & water utility extensions into the Freistadt District, development of a master plan for each district is a high priority. Consequently, the Village would like the planning process for both master plans (or one master plan for both Districts) to be conducted concurrently and be completed within a nine (9) month period.

SECTION II. Background

2050 Comprehensive Plan

The "Village of Germantown 2050 Comprehensive Plan" (the "2050 Plan") was adopted in September, 2022 with the primary purpose *"to act as a roadmap 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."*

With that in mind, future land use planning for the Village under the 2050 Plan is intended to follow a "Neighborhood/District/Corridor" place-based approach with two components: a Future Land Use Plan Map and a Future Land Use Table.

The 2050 Future Land Use Plan Map (see Exhibit 1) shows the Village as a series of thirty-two (32) places or neighborhoods, districts, and corridors (hereafter "NDCs") that have or are intended to have the same or a similar pattern and type of land use, cultural, environmental, and economic character, and identity.

Unlike a typical land use planning approach, the 2050 Future Land Use Table (see Exhibit 2) does not assign a single acceptable land use to a particular parcel. Rather, the Future Land Use Table identifies a list of eleven preferred land uses, preferred design criteria and maximum density allowances. For each NDC, each of the preferred land uses is assigned a degree of desirability:

- "Desirable" uses should be encouraged because they are consistent with, support, and enhance the desired character of the NDC
- "Allowable" uses are generally considered appropriate for the area but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the NDC
- "Undesirable" uses should not be encouraged but may still be acceptable for the NDC under special circumstances

This approach gives the Village staff, Plan Commission and Village Board an adaptable and flexible framework to discuss, evaluate and respond to unique development proposals in the village.

In addition to the 2050 Future Land Use Plan Map and Table, an objective of the 2050 Plan is to develop individual "master" or "neighborhood" plans for each of the 32 NDCs in the Village. It is intended that each master plan will provide a greater level of detail in terms of guiding the preferred type, amount, density, relative location and timing of future development, public improvements and environmental protection than presented in the 2050 Plan.

Depending on the specific conditions, character and needs of each NDC, each master plan is intended to address additional implementation objectives identified in the Implementation Chapter of the 2050 Plan to one degree or another, including:

- Design Guidelines for Industrial & Commercial Sites & Buildings
- Land use compatibility & buffer requirements
- Environmental protection requirements
- Residential housing opportunities & affordability
- Park & recreational trails & facilities
- Public improvement needs, timing & financing alternatives

Each master plan for the Holy Hill Gateway District and the Freistadt District is expected to address the objectives listed above to one degree or another.

Holy Hill Gateway District

The Holy Hill Gateway District is approximately 930 acres in area and lies adjacent to and east of I-41 near the Holy Hill Road interchange (see Exhibit 3). This District has had a significant amount of light industrial, warehousing & distribution development along the Holy Hill Road corridor as a direct result of the Village creating Tax Increment District No. 8 (TID#8) north of Holy Hill Road and expanding Tax Increment District No. 7 (TID#7) south of Holy Hill Road. Since 2018, approximately 2.1 million sqft of industrial building space has been developed in the Holy Hill Gateway District for warehousing & distribution, light manufacturing & assembly uses. As set forth in the 2050 Plan, the Holy Hill Gateway District is intended to continue developing as an industrial and mixed-use commercial district with light industrial, warehouse/distribution, and corporate office uses with highway-oriented hospitality & retail uses located near the Holy Hill Road interchange and mixed-use commercial retail and high-density residential uses adjacent to and along the I-41 corridor.

Public investment and improvements include a new 177' high, 500,000-gal elevated water storage tank (Tower #4) and a 420' deep well (Well #12) that are expected to be operational in 2024. Holy Hill Road was also recently widened to a 4-lane divided cross-section with signalized intersections at Gateway Crossing and Goldendale Road. Existing development is served by municipal water and sewer south of Rockfield Road and west of Goldendale Road. Future public improvements include the construction of a frontage road east of and parallel to I-41 from Bonniwell Road south through the Holy Hill Gateway District across Holy Hill Road and the WSOR railroad to Freistadt Road (also through the Freistadt District that lies to the south). Other local and collector road needs within the Holy Hill District is expected to be identified as part of the master plan process.

The Holy Hill Gateway District abuts the Village's "Rural Preservation District" and "Woodside Neighborhood" to the north and the "Isabelle Farms Neighborhood" and "Dheinsville Neighborhood" to the south and east. All these areas surrounding the Holy Hill Gateway district contain low-density, single-family residential and/or undeveloped agricultural land. An objective of the master plan process is to address the transition between these areas, potentially incompatible land uses, and alternative buffering and setback requirements along the common boundaries for the Holy Hill Gateway District and the abutting district and neighborhoods.

Freistadt District

The Freistadt District is approximately 330 acres in area and lies south of the Holy Hill Gateway District separated by the WSOR railroad and straddles I-41 with approximately 52 acres lying west of I-41 in the Village (see Exhibit 4). Except for active agricultural use and a few small-lot residential parcels, the Freistadt District is predominantly undeveloped. The Freistadt District is intended to develop as an extension of the Holy Hill Gateway District with light industrial, warehouse, corporate office uses, and service-related commercial uses. Mixed-use commercial retail and high-density residential uses are preferred uses adjacent to and along the I-41 corridor and Freistadt Road. Single-family uses at a density up to 2.9 units/acre are preferred in the area west of I-41 and possibly on the east side of the Freistadt District as a transitional use abutting adjacent neighborhoods.

Land in the Freistadt District is outside Germantown's Sanitary Sewer Service Area (SSSA). However, as a result of a 2022 intergovernmental agreement with the nearby Village of Richfield, municipal sewer and water utility services will be extended through the Freistadt District to serve a portion of the Village of Richfield. All land in the Freistadt District will be added to Germantown's SSSA and eventually served by public sewer and water utility services.

Although the route for extending utility services through the Freistadt District has not been finalized, it is expected to run from the intersection of Goldendale Road @ Freistadt Road up to and then along the Wisconsin & Southern (WSOR) railroad right-of-way into the Village of Richfield.

Germantown is currently working with the Southeast Wisconsin Regional Planning Commission (SEWRPC), the Milwaukee Metropolitan Sewerage District (MMSD) and the Wisconsin Department of Natural Resources (WisDNR) to expand Germantown's SSSA with approval expected in the Spring, 2023 and utility construction completed in 2024.

In addition to the sewer and water improvements that will be installed into and through the Freistadt District, new or extended local roads to serve future development in the District are expected to be identified and evaluated as part of the master plan process, including the construction of a frontage road east of a parallel to I-41 from the Holy Hill Gateway District to the north across the WSOR railroad to Freistadt Road.

The Freistadt District abuts the "Goldenthal-Homestead Hollow Neighborhood" and "Meeker Hill Neighborhood" to the south. These neighborhoods contain low-density, single-family residential and/or undeveloped agricultural land. As is the case with the Holy Hill Gateway District, an objective of the master plan process is to address the transition between the Freistadt district and the abutting neighborhoods, potentially incompatible land uses, and alternative buffering and setback requirements along the common boundaries of the Freistadt District and abutting neighborhoods.

Opportunity Areas

The Holy Hill Gateway District and the Freistadt District are both identified in the 2050 Plan as two critical "opportunity areas" in the Village that present the greatest potential for change in the Village over the next 30 years. As part of the 2050 Plan process, the Village determined that land in these districts should be reserved for development comprised of light industrial, commercial warehousing & distribution, commercial and high-density residential land uses.

The 2050 Plan includes a conceptual land use plan or "vision" for the two districts (see Exhibit 5) that presents one potential plan for the type and relative location of the preferred land uses and major public road and recreational trail improvements within the Holy Hill Gateway and Freistadt Districts. It is intended that this conceptual "vision" will guide future development and land use in the interim until a detailed master plan is developed and adopted for each district (or one master plan for both).

With respect to the master plan process, it is intended that this "vision" will be the starting point for discussing the type, amount, density, relative location of future development in the Holy Hill Gateway and Freistadt Districts. To that end, it is expected that, at a minimum, a general level of market research and evaluation of market demand and other economic considerations affecting the preferred land uses within these districts will be conducted to ensure the preferred development and land uses included in the master plan for each district are realistic, reasonably attainable, and sustainable.

SECTION III. Master Plan Objectives

The master plan process is intended to evaluate and address several objectives, including but not limited to the following:

1. Evaluate and reaffirm (or revise as necessary) the preferred land uses for each District as set forth in the 2050 Future Land Use Plan Map and Table and in the conceptual "vision" plan in Exhibit 5 (including the preferred land use categories, preferred site design, and maximum residential density).

2. Prepare detailed maps, tables, renderings, and other graphics indicating the appropriate type, amount, location, mix, density/intensity, format, architectural design, and timing of development and land uses (light industrial, warehouse & distribution, retail, hospitality & service-oriented commercial, office, residential, mixed-use, open space, utilities, roads, trails, etc.) that are appropriate for and likely to succeed within the District.

3. Identify opportunities and adopt specific strategies, including but not limited to zoning and subdivision code revisions, to implement one or more objectives and tasks identified in the 2050 Plan Implementation Chapter, including, but not limited to:
    a. Developing & adopting specific design guidelines for industrial & commercial sites & buildings
    b. Identifying potential land use incompatibility issues with abutting neighborhoods and developing specific buffering & setback requirements
    c. Identifying environmentally sensitive features and adopting specific protection requirements
    d. Address the demand/need for owner-occupied and rental residential housing, mixed-use developments, including Washington County's "NextGen Housing" Initiative

4. Identify existing developed properties and land uses within the District that may be inconsistent with the preferred land uses set forth in 2050 Plan, properties that may be underused relative to the potential value of the property or importance to achieving the 2050 Plan "vision", or otherwise have the potential for redevelopment.

5. Identify the location of future transportation infrastructure, including the location and design characteristics of future local, collector, and arterials roadways, off-road recreational trails, and appropriate streetscaping enhancements, e.g. lighting, sidewalks, terraces, crosswalks, benches, receptacles, bike racks, etc. .

6. Identify specific strategies, e.g. plan policies, zoning and subdivision code revisions, public and private infrastructure improvements, land acquisition, alternative public and private funding sources, etc., to implement the master plan and to ensure future land use and development occurs in a cost-effective and sustainable manner.

7. Develop and adopt the master plan based in part on public input obtained from a broad set of community stakeholders including the Village Board, Plan Commission, residents, property and business owners, real estate and development professionals, and typically unrepresented stakeholders and silent supporters or objectors.

SECTION IV. Scope of Work

It is expected that the consultant will provide the Village specific recommendations regarding the final scope of the project and overall planning process, as well as, specific tasks and deliverables based on their expertise and experience completing similar district, neighborhood and corridor scale land use & development planning projects. The final project scope, as well as, the specific elements to be included in and the organization and format of the master plan document will be determined by the consultant in cooperation with the Village once the consultant is selected. However, the master plans should address or otherwise incorporate the following:

Planning Area Identification & Background
Identification of the recommended planning area boundary. A description of the planning area, including a summary of prior planning activities and relevant planning documents and studies, existing natural resources and infrastructure, issues & opportunities within the districts, etc. This includes both Village plans and any relevant plans adopted by regional or other entities such as SEWRPC, MMSD, and Washington County. While the goal is to develop and adopt a master plan for each of the two districts, the consultant may consider and recommend the development of one master plan for both Districts. Further, given the need to evaluate potential land use incompatibilities and develop appropriate buffering and setback requirements between the Holy Hill Gateway District, Freistadt District, and the abutting neighborhoods to the north, east and south, the planning area may need to extend beyond the District boundaries in certain locations.

Existing Conditions & Property Redevelopment Analysis
The consultant shall perform a combination of land use, zoning, demographic, economic development and market analyses and assessments to evaluate and document existing conditions within the Districts including the identification of existing developed properties and land uses within the Districts that may be inconsistent with the 2050 Plan preferred land uses, are currently underused relative to the potential value of the property, or otherwise have the potential for redevelopment.

2050 Plan Consistency
The master plan should discuss how it is consistent with and furthers the 2050 Plan and other existing plans adopted by the Village, including the Comprehensive Outdoor Recreation Plan.

Intergovernmental Cooperation
The planning process should include an opportunity for other local governments to participate, particularly Germantown School District, the Village of Richfield, Washington County, the Southeast Wisconsin Regional Planning Commission (SEWRPC), the Milwaukee Metropolitan Sewerage District (MMSD), and the Department of Natural Resources (DNR). The master plan should document how it furthers intergovernmental cooperation, addresses any intergovernmental issues raised through the planning process, and how those issues were resolved.

Natural Resources
The plan should evaluate existing natural resources, environmental corridors, any known threatened or endangered species, heritage trees, high quality woodlands, topography and steep slopes, floodplains, wetlands, high groundwater areas that may be limiting factors to or affected by development, soils, prairies or meadows. The plan should identify any environmental corridors (as defined by SEWRPC) and identify required and recommended protection and preservation regulations these resources and environmental corridors.

Market and Economic Development Analysis
Development of the master plan should consider the market and economic conditions of the recommended preferred land uses to ensure the land uses are realistically attainable and likely to be successful.

Transportation Network Analysis
The master plan should include a general analysis of the suitability and capacity of the existing and proposed future transportation and pedestrian networks and include a proposed road, sidewalk, recreational trail network (and any realistic alternative modes of travel) necessary to provide efficient and cost-effective circulation and connectivity within District, to adjacent districts and neighborhoods in the Village, and to the surrounding regional transportation network. The proposed network should include street design principles to follow for any new streets proposed, including recommendations for street width, bicycle and pedestrian facilities, and streetscaping.

Because the type, amount and relative location of the preferred land uses shown in the conceptual "vision" plan in the 2050 Plan (see Exhibit 5) is based on the conversion of an existing north-south private driveway serving the Holy Hill Storage property to a public frontage road with a railroad crossing between the Holy Hill Gateway and Freistadt Districts, the master plan should include an assessment of the road network and traffic generated from the preferred land uses in both the Holy Hill Gateway and Freistadt Districts under two scenarios: one with the public frontage road crossing the railroad and the other without a railroad crossing. The analysis should identify the advantages and disadvantages of installing a new railroad crossing that can, in turn, be used to support the Village's application to DOT and the Office of the Commissioner of Railroads (OCR) to approve said crossing. Alternative land uses (including the type, amount, and density) in both Districts may need to be re-evaluated under the "no railroad crossing" scenario. The analysis should consider the likelihood of the Districts being developed in phases over time. The consultant may need (and should consider) coordinating this transportation network analysis with the transportation staff at the SEWRPC.

Preferred Land Use Plan, Conceptual Renderings and Site Plans
The consultant shall develop a preferred land use plan as part of the master plan for the District. The Preferred Land Use Plan should include more detail regarding land use categories, maps, concepts, policies, and recommendations that in the 2050 Plan and District profile. This may include recommendations regarding the location of preferred land uses, development density and intensity, preferred building materials or styles, recommended building height, floor area ratios, principal building setbacks, minimum or maximum parking requirements, and other typical zoning code requirements. The master plan should include the use of representative images, conceptual renderings, and scaled site plans for specific properties or land use categories. The creation of roadway conceptual cross sections should also be included. It is expected that the preferred land use plan will be developed after evaluating several alternative development and transportation network scenarios, preferred land use maps, and conceptual renderings and site plans for review and consideration by the Village as part of an iterative planning process.

Specific properties or areas in the Holy Hill Gateway District that should have conceptual renderings and site plans prepared include, but are not limited to:

1. Holy Hill Storage & Kasten Marine properties in the southeast quadrant of the Holy Hill Road @ I-41 interchange;

2. Properties along the proposed frontage road route from Bonniwell Road (north terminus) to WSOR railroad crossing (continuing south into the Freistadt District to the Freistadt Road south terminus)
3. The recommended cross-section(s) around the perimeter of the Holy Hill Gateway District depicting the recommended setback depth, berming, and landscape buffering requirements along the common boundary with the abutting neighborhoods

Specific properties or areas in the Freistadt District that should have conceptual renderings and site plans prepared include, but are not limited to:

1. DJ Frank Landscape Contracting properties along I-41;
2. Properties along the proposed frontage road route from the WSOR railroad crossing to Freistadt Road (south terminus)
3. The recommended cross-section(s) around the perimeter of the Freistadt District depicting the recommended setback depth, berming, and landscape buffering requirements along the common boundary with the abutting neighborhoods

Design Guidelines

The consultant shall prepare zoning code level site, building and landscaping design principles & guidelines for the preferred land uses and (re)development in the Districts. This should include representative renderings, photos and dimensioned illustrations to adequately convey the design principles & principles. The consultant should also identify recommended street and streetscaping enhancements within the District.

Implementation Strategies.

Describe implementation strategies including amendments to the Village's existing zoning and subdivision codes, capital improvement plan, outdoor recreation plan, etc., that will be necessary to implement the master plan. Identify strategies for addressing affordable housing, sustainability, or transportation related recommendations. Identify potential implementation, timelines, and marketing strategies to redevelop the potential redevelopment sites identified earlier in the planning process. Provide preliminary cost estimates for proposed recommendations and where applicable estimated impacts to future property values and tax increment generation. Identify specific funding programs or potential partners, including public or private, that would be applicable to Germantown.

Mapping

The master plan should contain multiple maps to clearly and adequately present the preferred land uses and development within the District including, but not limited to, the following:

- Project/Planning Area Boundary
- Location Map within Germantown and relative to abutting Neighborhoods, Districts & Corridors
- Existing Land Use & Zoning Map
- Natural Resources Map including wetlands, floodplains, steep slopes, hydric soils, surface water, woodlands, SEWRPC defined environmental corridors, etc.
- Existing and Future Public Facilities Map including public roads, utilities, e.g. sewer, water, etc., facilities, stormwater management areas, park & recreation facilities, landscaping, buffering and streetscaping improvements
- Potential Redevelopment Site/Property Map
- Future Land Use Map showing the locations of the preferred land uses including conceptual locations for road improvements, bike and pedestrian facilities, park expansions, drainage areas and stormwater management facilities, etc.

SECTION V. Deliverables

The consultant shall prepare a final master plan document for each District (or one master plan for both Districts) that contains those items described in the final Scope of Services. The master plan documents shall be user friendly, incorporating graphics, tables, maps, renderings and other visual components while minimizing text to present a clear and concise document. The final master plan documents should be completed in a manner that can be fully integrated with the 2050 Plan and other master plans.

The consultant shall provide the Village with one (1) digital copy of the final master plan documents in both the original format (preferably Microsoft Word or compatible) and PDF format, including all maps, GIS data and GIS maps, graphics, or tables used to create the master plan documents. The consultant shall provide the Village with one (1) hard copy of the final master plan documents. Preliminary or draft versions of all documents, including surveys, maps, renderings, may be provided in PDF format provided they are reproducible on standard paper in color or black & white at a size not to exceed 11” x 17”. The consultant is responsible for printing any/all hard copy presentation and public engagement materials unless mutually agreed to with the Village.

SECTION VI. Minimum Consulting Services Required

The consultant selected for the project will be expected to provide a range of municipal land use planning and development-related services to complete the project including, but not necessarily limited to:

1. Demonstrated experience in the development of neighborhood plans for municipalities of a similar size, population, and (ideally) with similar development pressures and challenges, including experience conducting economic development and commercial retail market analysis and studies, residential housing analysis and studies, and transportation network analysis. To meet these expectations, a consultant may consist of a multidisciplinary team of planners, housing professionals, economic development professionals, commercial broker and real estate professionals, landscape architects, and/or civil engineers.

2. Understanding of and ability to incorporate relevant requirements into the planning process in conformance with the Wis. Stats. 62.23 pertaining to comprehensive planning, including the incorporation of necessary background information and trends, and the preparation and conduct of a statute-compliant public participation process.

3. Demonstrated experience preparing and conducting in-person, virtual and web-based presentations, public hearings, workshops, charettes, surveys and other public participation opportunities and tools that may be needed or proposed in the planning process. Ability to provide innovative and cost-effective approaches to educating and obtaining input from residents, stakeholders, property owners, business owners/operators, and typically unrepresented stakeholders and “silent” supporters or objectors.

The above are minimum requirements for the project and are not intended to be a complete list of the services, skills and experiences that may be necessary to complete the project or used to evaluate consultant proposals.

SECTION VII. Proposal Format, Submittal & Content Requirements

Format & Location

All proposals should adhere to or reflect the content and sequence of information described in this RFP document. The proposal shall not exceed 25 pages. If the proposal is too large to submit via email, please submit via Drop Box or other filesharing service mutually agreed to prior to 4:00pm on the submittal deadline date. Alternatively, a proposal may be submitted in an electronic format via a USB flash drive provided it is received at the Planning & Zoning Services counter in Village Hall before the submittal deadline.

Submit a complete electronic version of the consultant's proposal in PDF format via email to the Village of Germantown, Director of Community Development at the email address listed below:

Jeffrey W. Retzlaff, AICP, Director, Community Development Department
N112 W17001 Mequon Road
Germantown, WI 53022
262-250-4735
Email address: jretzlaff@germantownwi.org

Submittal Deadline Date

Proposals in response to this RFP must be received before 4:00pm CST on Friday, July 21, 2023. Proposals received after this date/time will not be accepted. The consultant is responsible for verifying that their proposal has been received before the submittal deadline date.

Proposal Content

The proposal should include all the information necessary for the Village to evaluate and the proposal and make a decision. Failure of the consultant to provide specific, detailed information may result in its proposal being rejected in favor of a sufficiently detailed proposal. Any necessary exhibits or other information, including information not specifically requested in this RFP that the consultant feels would be helpful to the evaluation and decision-making process should be attached at the end of the proposal. At a minimum, the proposal shall include the following components:

1. Qualification Details
    a. Cover Letter – Including, but not limited to a statement of understanding and approach to the project. Consultants shall clearly identify whether they are submitting a proposal for completion of only one master plan or both. The cover letter should include the address, telephone number, and e- mail address of the contact person(s) and each person authorized to represent the consultant in negotiations. Unless the consultant is an individual, all proposals must be signed with a firm/company/partnership/entity name and by a responsible officer or employee indicating that officer or employee's authorization to commit the consultant to the terms of the proposal.
    b. Experience – A summary of at least five similar or relevant neighborhood, district, or corridor master plan projects for a comparable municipality that the consultant has completed within the last seven years. Electronic links to full copies of said projects can be provided and are encouraged.

c. References – Provide three to five municipal client references for which the consultant has provided similar planning services within the last seven years. Include the municipality name, contact person name, email address and telephone number, and a brief description of the services provided.

2. Project Details
   a. Scope of Work – A complete and concise description of the approach to be taken to complete the project and address the items listed in Sections III. And IV. above, including any draft and final deliverables. An explanation of any variances from the proposed Scope of Work outlined in Section IV. and any insights into the project gained as a result of preparing the proposal or from past project experiences.

3. Project Management Details
   a. Key Personnel – A list or organization chart of personnel directly assigned to the project, including any sub-consultants, along with their responsibilities for this project and resumes. Clearly illustrate the responsibilities and lines of communication and authority relative to your project management team. Describe your plan to interface with Village staff. The Consultant's Project Manager, who will be responsible for planning, coordinating, and conducting the majority of the work, including meeting attendance with Village Staff and Plan Commission must be identified and committed to the project. The Village reserves the right to approve Consultant's Project Manager and any requested personnel and subcontractor changes during the project.
   b. Quality Control – Describe quality control measures and processes to ensure the project requirements are achieved within the project budget and schedule.
   c. Village Staff Commitments – Identification of those items within the Scope of Work for which the consultant anticipates assistance by Village Staff. Village Staff will serve as the point of contact for public inquires during the planning process, will attend all public meetings, will maintain a project website, and provide public outreach of planning activities through existing Village social media outlets, electronic and community newsletters (if any are employed for the project). Village Staff can also assist in providing existing GIS data as available.
   d. Project Schedule – A proposed schedule that indicates project meetings, milestones by phases or tasks, delivery of draft and final project deliverables, and overall timeline for completion of the master plan.

4. Public Engagement Plan
   a. Engagement Plan - The proposal should include a preliminary public engagement plan with recommended methods and strategies to disseminate information and obtain public input as part of the overall planning process, including, but not limited to, any in-person, virtual or web-based presentations, public hearings, workshops, charettes, surveys and other public participation events, opportunities and tools that may be needed as part of the planning process. The engagement plan should be designed to provide innovative and cost-effective approaches to educating and obtaining input from residents, stakeholders, property owners, business owners/operators, and typically unrepresented stakeholders and "silent" supporters or objectors. The engagement plan will be finalized through discussions between the consultant and the Village. The overall process, techniques, technology, media, meetings, workshops, charettes, etc. to be employed to guide public engagement should be addressed in the consultant proposal.

5. Meetings & Communication
    a. Meetings - It is anticipated that a minimum of five (5) public meetings led by the consultant will be included in the planning process, although the consultant has the flexibility to provide an engagement plan and meeting schedule it feels is appropriate for the project. The consultant is expected to prepare any/all materials required for any public meetings and be responsible for setting up and testing any technology beyond that available for use through the Village. Village staff will post agendas and minutes using our agenda management software as needed.
    b. Communication with Village - The proposal should also build in appropriate contact meetings with Village staff and the Plan Commission which will serve as the "steering" committee for the project. The consultant is expected to coordinate and communicate with Village Staff on an ongoing basis throughout the planning process. Given different characteristics, stakeholders, etc., in each District, the consultant may need to consider separate public meetings for each master plan.

6. Project Cost and Labor Hours
    a. Cost – the proposal should include a "not to exceed" cost estimate to complete the project. The project budget range for both master plans is $45,000 to $65,000. This budget range reflects what the Village believes is appropriate for the type and scale of the project. The consultant may submit a proposal with a total cost that is outside of this range but must give information explaining why the proposed cost is outside the range. Innovative approaches, techniques, tools or additional tasks that exceed the intent of the Master Plan Objectives and Scope of Work set forth herein are acceptable if the consultant feels the benefits are justified or considered necessary to complete the project. If the scope and/or cost for such innovations or additional tasks increase the overall cost of the project beyond the project budget range, such innovations and tasks should be broken out and presented as additional services or alternatives with separate cost estimates in the proposal to be discussed with and considered by the Village.
    b. The Village will withhold a minimum 10% of the estimated contract value until all work has been satisfactorily completed.
    c. Estimated Labor Hours – A summary of estimated labor hours by task, or phase, that clearly identifies the project team members, their hourly rate, and the number of hours performed by each participant organized by task or phase.
    d. Additional Scope/Fees – The proposal should include the total cost, hours per employee, and hourly rates, etc. for any additional services not identified as needed to complete the basic scope of work.

7. Supplemental Information
    a. Any other information deemed necessary by the consultant to respond to the requirements of this RFP.

SECTION VIII. Proposal Evaluation and Consultant Selection

Evaluation Process

All proposals received before the submittal deadline date will be evaluated by the "RFP Evaluation Team" comprised of the Village Administrator, Community Development Director, Public Works Director, and Village President. The RFP Evaluation Team will make a recommendation to the Plan Commission who will, in turn, make a recommendation to the Village Board for final action and selection of a consultant.

The RFP Evaluation Team is free to make any recommendations it determines to be in the best interest of the Village. Any inaccuracies in or misrepresentations of the information contained in a proposal or other errors may result in the rejection of a proposal.

The Village may select up to three (3) consultants for a pre-selection interview. Consultant must agree to appear at the pre-selection interview at no cost, if required. The Village will not reimburse a consultant for any costs incurred for the preparation of a proposal or during the selection process.

As described in this RFP, the Village is undertaking two master plan projects; one each for the Holy Hill Gateway District and the Freistadt District. While the Village prefers to work with one consultant to complete both projects, consultants are welcome to submit a proposal for just one or both of the master plan projects. The Village reserves the right to select separate consultants for each project if deemed to be in the best interests of the Village.

Proposal Evaluation Criteria

During the evaluation process, the RFP Evaluation Team may require a consultant to answer specific questions orally or in writing regarding their proposal. Selection of a consultant will be based on the overall strength and responsiveness of each proposal and not on any single factor such as cost. The RFP Evaluation Team, Plan Commission and Village Board will evaluate each proposal using the following criteria (but may consider other criteria it deems relevant to make their recommendation or selection):

- Qualifications and demonstrated experience of the consultant providing the same or similar planning consulting services for comparable master plan projects, including the qualifications, capability, and experience of the key personnel to be assigned to the project
- Proposed approach to the project, including the consultants demonstrated understanding of the master plan objectives, scope of work, proposed project schedule, appropriateness and uniqueness of the proposed approach, methods, techniques, and tools to be used for the project
- The proposed public engagement plan
- Proposed schedule and cost to provide the services necessary to complete the project

Timeline

The following timeline is anticipated with respect to the release of this RFP, proposal submittal, proposal review & evaluation, and consultant selection (but subject to change at the Village's discretion):

Request for Proposal Release Date	June 19, 2023
Deadline for submittal of consultant questions	July 12, 2023
Village responses to consultant questions	July 17, 2023
Proposal Submittal Deadline Date	July 21, 2023
RFP Evaluation Team Proposal Review & Recommendation	July 24, 2023
Plan Commission Proposal Review	July 24, 2023
Plan Commission Pre-Selection Interviews and Recommendation	August 14, 2023
Village Board Consideration and Consultant Selection	August 21, 2023
Negotiate & Finalize Project Contract	August 22-31, 2023
Project Commencement & Kick-Off Meeting	September 25, 2023

The Village reserves the right to adjust the timeline as necessary for any reason.

SECTION IX. Consultant Questions

The Village will only accept written questions concerning the RFP and master plan project(s). Questions should be submitted via email on or before 4:00pm on July 12, 2023. Include “Master Plan RFP Questions” in the subject line to ensure Village staff receives your question(s). Email all questions to the Community Development Director at the email address provided in Section VIII above.

The Village will respond in writing to all questions received. A copy of all consultant questions received and the Village’s responses will be made available by email on or before July 17, 2023, to all consultants who submit questions or who request a copy by email prior to the question submittal deadline date.

SECTION X. Additional Terms and Conditions

There is no expressed or implied obligation that the Village will reimburse consultants for any expenses incurred in preparing proposals or participating in the selection process in response to this RFP. Materials submitted by consultants are subject to public inspection under Wisconsin law and any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

The Village will not discriminate against individuals due to sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other characteristics protected by law. This applies to all consultants submitting proposals to this project and their sub-consultants.

The Village reserves the right to retain all proposals submitted and to use any idea in a proposal regardless of whether the proposal and consultant were selected. Submission of a proposal indicates acceptance by the consultant of all terms and conditions in this RFP unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Village and the consultant.

All property rights, including publication rights of all reports produced by the consultant selected in connection with services performed for this project shall be vested in the Village.

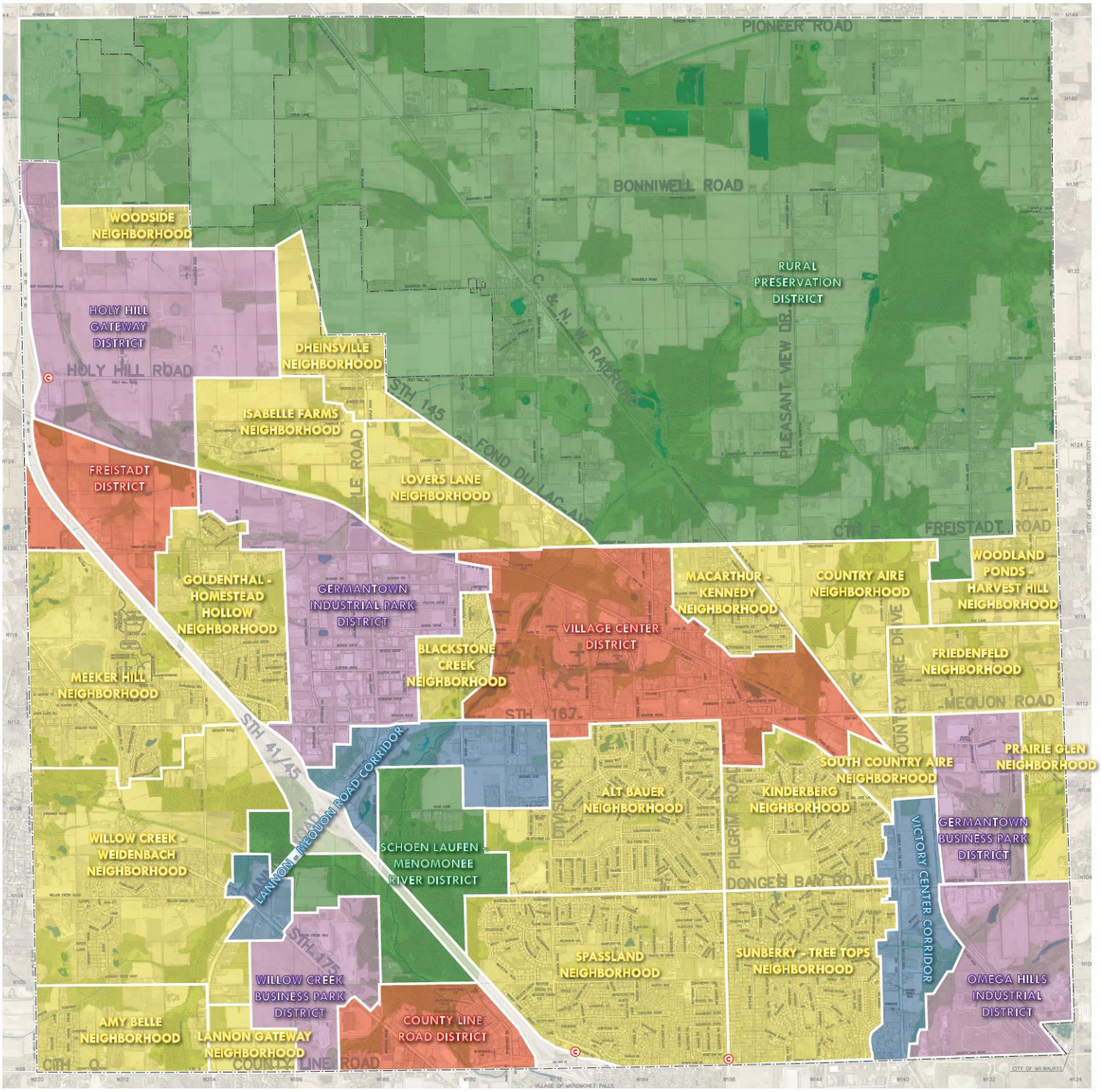
The Village reserves the right to reject any or all proposals submitted for any reason.

EXHIBIT 1

Village of Germantown
2050 Comprehensive Plan
Future Land Use MAP

NEIGHBORHOODS, DISTRICTS, CORRIDORS

Village of Germantown 2050 Future Land Use Map



*Note: This map is intended for use in combination with the Future Land Use Table

LEGEND:

NEIGHBORHOODS

DISTRICTS

CORRIDORS

NEIGHBORHOODS

- ALT BAUER
- AMY BELLE
- BLACKSTONE CREEK
- COUNTRY AIRE
- DHEINSVILLE
- FRIEDENFELD
- GOLDENTHAL - HOMESTEAD HOLLOW
- ISABELLE FARMS
- KINDERBERG
- LANNON GATEWAY
- LOVERS LANE
- MACARTHUR - KENNEDY
- MEEKER HILL
- PRAIRIE GLEN
- SOUTH COUNTRY AIRE
- SPASSLAND
- SUNBERRY - TREE TOPS
- WILLOW CREEK - WEIDENBACH
- WOODLAND PONDS - HARVEST HILL
- WOODSIDE

MIXED-USE DISTRICTS

- COUNTY LINE ROAD
- FREISTADT
- VILLAGE CENTER

BUSINESS PARK/INDUSTRIAL DISTRICTS

- GERMANTOWN BUSINESS PARK
- GERMANTOWN INDUSTRIAL PARK
- HOLY HILL GATEWAY
- OMEGA HILLS INDUSTRIAL DISTRICT
- WILLOW CREEK BUSINESS PARK

RURAL/OPEN SPACE DISTRICTS

- RURAL PRESERVATION
- SCHOEN LAUFEN - MENOMONEE RIVER

CORRIDORS

- LANNON-MEQUON ROAD
- VICTORY CENTER

MUNICIPAL BOUNDARY

GERMANTOWN 2050 Planning our future together

ADOPTED SEPTEMBER 26, 2022

EXHIBIT 2

Village of Germantown
2050 Comprehensive Plan
Future Land Use TABLE

Places			Preferred Future Land Uses												SSA	Environmental Corridor	Preferred Site Design			Maximum Density (residential uses)
Neighborhood / District / Corridor	Place Type	Place Name	Existing Uses (+ existing non-conforming zoning) See Note 5 for details	Residential: Single Family	Residential: Two to Four 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 / Agribusiness	Sewered? (Y/N/Partial)	Contains an Environmental Corridor?	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
District	Mixed-Use	County Line Road District	A	u	u	A	A	A	D	A	A	u	u	u	Y	YES	D	U	A	10 units/acre
District	Mixed-Use	Freistadt District	A	A	A	D	D	D	A	A	A	u	D	u	Y	YES	-	-	-	SF: 2.9 units/acre 2-4F: 6 units/acre MF: 25 units/acre
District	Mixed-Use	Village Center District	A	A	A	D	D	u	D	A	D	u	u	u	Y	YES	D	A	U	SF: 2.9 units/acre 2-4F: 6 units/acre MF: 25 units/acre
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 See NOTE 6 for details on "Provisional Land Use Area"	A	u	u	D	D	D	A	A	A	u	D	u	Y	YES	-	-	-	25 units/acre
District	Industrial / Landfill	Omega Hills Industrial District	A	u	u	u	u	D	A	A	A	A	D	u	N	YES	-	-	-	-
District	Industrial / Commercial	Willow Creek Business Park District	A	u	u	u	u	D	A	A	A	u	D	u	Y	YES	-	-	-	-
District	Rural / Open Space	Rural Preservation District	A	A	u	u	u	u	u	A	D	A	u	D	N	YES	U	U	D	see NOTE 1
District	Open Space	Schoen Laufen - Menomonee River District	A	u	u	u	u	u	u	A	D	u	u	u	P	YES	-	-	-	-
Corridor	Mixed-Use	Lannon - Mequon Road Corridor	A	A	A	A	A	A	D	A	A	u	u	u	P	YES	D	U	U	SF: 2.9 units/acre 2-4F: 6 units/acre MF: 10 units/acre
Corridor	Mixed-Use	Victory Center Corridor	A	A	A	A	A	A	D	A	A	u	A	u	Y	YES	D	U	U	SF: 2.9 units/acre 2-4F: 6 units/acre MF: 10 units/acre

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 fewer CSM 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 fewer CSM lots) 1 unit/ 3 acres with Conservation Subdivision (5 or greater lots subdivided)
NOTE 4:	The density listed in this column is the maximum density permitted. However, a lower density may be required on a case by case basis and higher density may be permitted through a Planned Development District approved by the Village Board pursuant to the Planned Development District section of the Zoning Code.	
NOTE 5:	Expansion of existing and nonconforming uses within existing property boundaries may be permitted subject to zoning restrictions and Plan Commission approval.	
NOTE 6:	Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres.	
*	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 (40-60%); (b) minimum lot size (1.0 acre for "Rural/Open Space" and "Residential" outside SSA; 8,000SF for "Residential" inside SSA)	

D =	**Desirable** – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	**Allowable** – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	**Undesirable** – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

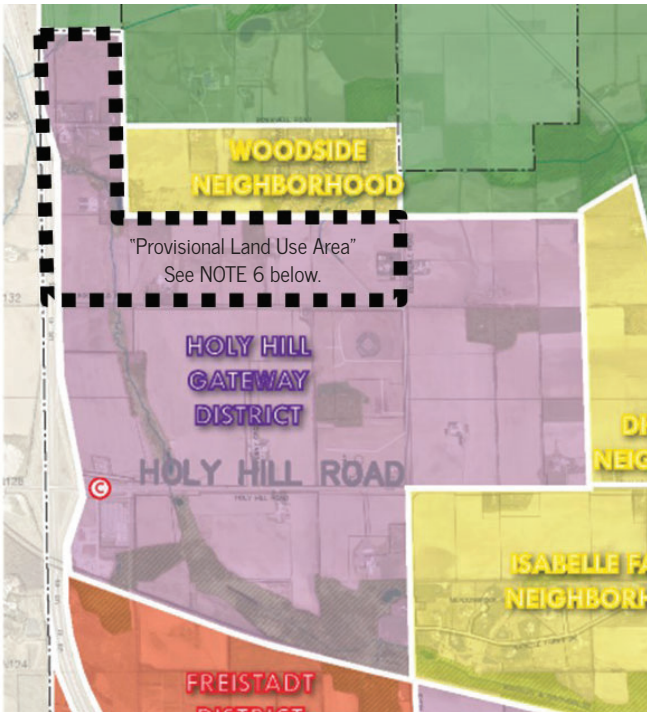
GERMANTOWN 2050
Planning our future together.

EXHIBIT 3

Holy Hill Gateway

District Profile

Holy Hill Gateway DISTRICT



GENERAL CHARACTER

The Holy Hill Gateway District is predominantly undeveloped but intended to be an industrial and mixed-use commercial district comprised predominantly of light industrial uses, warehouse, corporate office uses, and service-commercial uses. A portion of the district lies within Tax Incremental District (TID) No. 8. Existing development includes personal storage and highway-oriented commercial uses at the Holy Hill road interchange, a trucking and warehouse operation at the Holy Hill @ Goldendale Road intersection, and light industrial and warehousing uses in the Gateway Corporate Park north of Holy Hill Road and west of Goldendale Road. The existing zoning of the currently undeveloped parcels 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 I-41. The district is generally bounded by I-41 to the west, the Woodside neighborhood to the north, the Dheinsville Neighborhood 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 I-41.

Public Park, Education, Safety & Utility Village sewer and water currently serves a portion of the Holy Hill Gateway District. The system has capacity to serve the entire district upon further extension.

PREFERRED LAND USE

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/Frontage Road intersection. The potential for mixed-use commercial with high-density is desirable for land adjacent to and along the I-41 corridor. See the Economic Development Section of this Plan for more information on future land uses within the Holy Hill Gateway District.

Industrial and Warehousing Development in the Holy Hill Gateway District created potentially negative impacts on the surrounding rural areas. Residents and property owners demand that future industrial, warehousing, and commercial development not expand beyond Rockfield Road to the North and Goldendale Road to the East. In addition, residents have requested that regardless of where the ultimate district boundary is established, the Village needs to develop specific and substantial setback and buffering requirements for future development of the land within the district that is

PREFERRED FUTURE LAND USE

Holy Hill Gateway District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four 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 / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	u	u	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	25 units/acre

D =	**Desirable** – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	**Allowable** – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	**Undesirable** – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

adjacent to the Rural Preservation District, Woodside Neighborhood, Dheinsville Neighborhood, and Isabelle Neighborhood. The Village intends to develop and adopt specific setback, buffering, lighting, noise, and other development requirements in the Zoning Code to mitigate potential negative impacts associated with future development in this and other districts.

Master Planning A detailed master plan will be developed for the Holy Hill Gateway District (see Implementation Plan: Economic Development Objective #1). Until the master plan is prepared and incorporated into the Future Land Use component of the 2050 Comprehensive Plan, the preferred land uses allowed in and future development of the area bounded by Rockfield Road, Goldendale Road, the Woodside Neighborhood, the Town of Germantown, and I-41 shall be limited to only the land uses and development allowed under the "Agricultural/Conservation Residential" land use designation in the former 2020 Comprehensive Plan (see "Provisional Land Use Area" as shown on the Future Land Use Map). The "Agricultural/Conservation Residential" designation allows agricultural uses and single-family residential uses with a maximum density and minimum lot size of 1 dwelling per 5 acres.

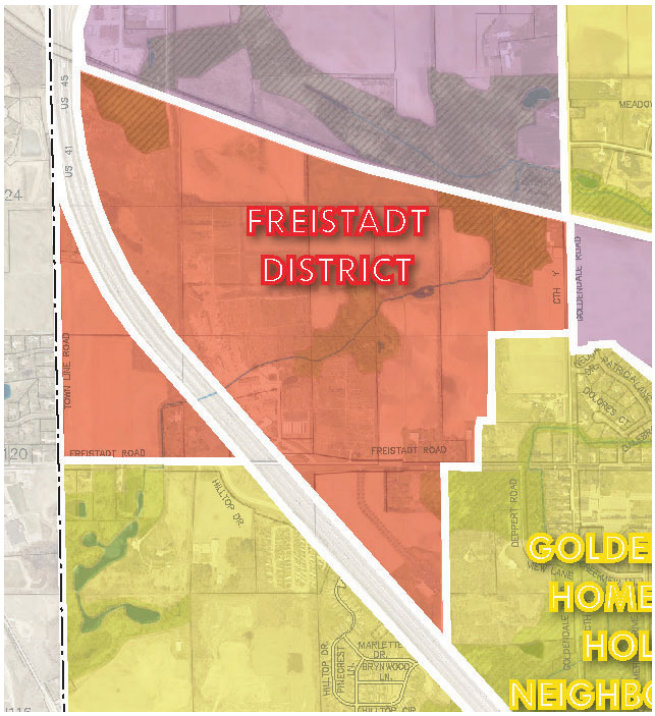
NOTE 6:	Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres.

See all notes on page 42.

EXHIBIT 4

Freistadt District Profile

Freistadt DISTRICT



GENERAL CHARACTER

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

SPECIAL FEATURES

Transportation The Freistadt District is bounded by I-41/Town Line Road 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 I-41.

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 A majority of this district is not located within the Sewer Service Area (SSA) however is located within the Potential Sewer Service Area, given the existing water and sewer facilities abutting the district, and, the potential extension of facilities to the Village of Richfield.

PREFERRED FUTURE LAND USE

Freistadt District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four 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 / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	A	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	SF:2.9 units/ac 2-4F: 6.0 U/ac MF:25 units/ac

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 I-41. Single-family development at a density of 2.9 units/acre would also be appropriate.

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

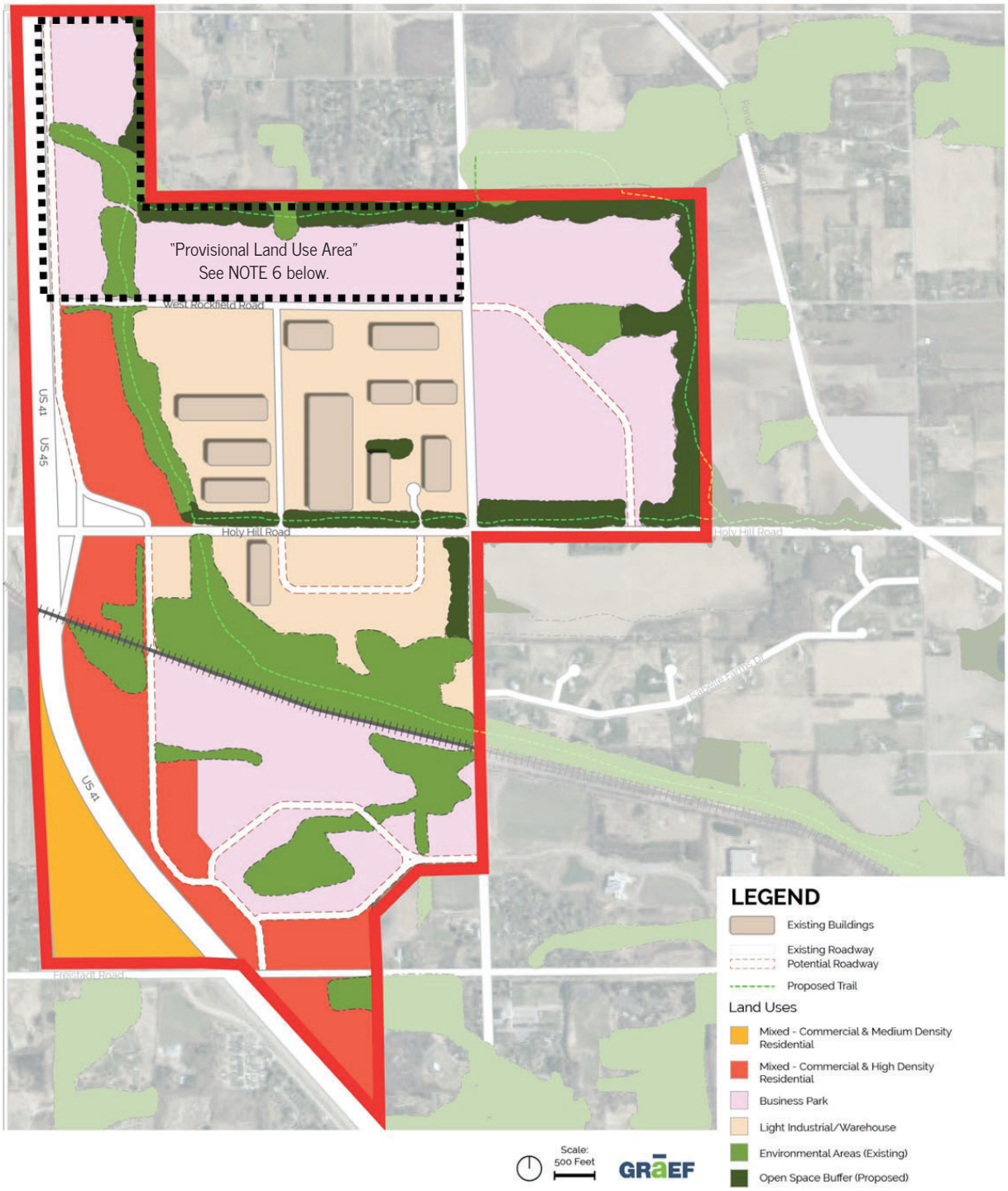
D =	**Desirable** – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	**Allowable** – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	**Undesirable** – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.

EXHIBIT 5

2050 Future Land Use “Vision”
Holy Hill Gateway District &
Freistadt District

Figure 6.6 – Holy Hill Gateway & Freistadt District - Future Land Use Vision



NOTE 6:	Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres. See Holy Hill Gateway District Profile in Chapter 5 for details on Master Planning.

REQUESTS FOR PROPOSALS

HOLY HILL GATEWAY DISTRICT MASTER PLAN AND FREISTADT DISTRICT MASTER PLAN

GERMANTOWN, WI • JULY 20, 2023

NEIGHBORHOOD PLANNERS

Engberg Anderson ARCHITECTS

raSmith CREATIVITY BEYOND ENGINEERING

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6. PROJECT COST + LABOR HOURS.....24

QUALIFICATION DETAILS - COVER LETTER

20 JULY 2023

JEFFREY W. RETZLAFF, AICP, DIRECTOR, COMMUNITY DEVELOPMENT DEPARTMENT
N112 W17001 Mequon Road
Germantown, WI 53022
jretzlaff@germantown.org

RE: HOLY HILL GATEWAY & FREISTADT DISTRICT MASTER PLAN

On behalf of Neighborhood Planners, Engberg Anderson, and R.A. Smith (Project Team) thank you for the opportunity to submit this proposal to work in partnership with the Village of Germantown to prepare a District Master Plan for the Holy Hill Gateway and Freistadt Districts. Due to space limitations we have omitted firm profiles from our proposal, but encourage reviewers to visit our respective websites for more information.

Neighborhood Planners and Engberg Anderson have worked together on several past projects and we are excited to team up on this opportunity. For this assignment we are fortunate to partner with an engineering firm with ties to the Village and familiarity with the study area. R.A. Smith is very familiar with this area as members of their team have provided sanitary service area mapping and projections and layouts for this area and were involved in the recent reconstruction of the Holy Hill Roadway, from Goldendale to I-41 which included an analysis of various trail, roadway and lighting connections. R.A. Smith also have relationships with the many stakeholders (county, Richfield, property owners, MMSD, developers) from the area.

Because of the proximity of both districts to each other, as well as the need to consider a broader study area, the Project Team proposes to prepare a single District Master Plan or Neighborhood Plan which will include both study areas as identified in the RFP. We believe this approach is more cost-effective and will result in a more unified, straightforward approach to implementation.

I will be the primary point of contact and project manager for this project and can answer any questions you may have concerning our proposal. I can be reached at 920.585.3593 or andrew@neighborhoodplanners.org

Respectfully submitted,

Andrew Dane, President
Neighborhood Planners LLC
andrew@neighborhoodplanners.org

QUALIFICATION DETAILS - EXPERIENCE

03 | **Experience**
Engberg Anderson

The North End

MILWAUKEE, WISCONSIN

When the master plan process for the North End began, the 7.5-acre site north of downtown on the Milwaukee River was once a tannery complex containing 29 buildings, some built on the river's edge on a failing dock wall. In August 2018, the fifth and final phase was completed. The site was transformed into a vibrant neighborhood of five new modern apartment buildings with various amenities, including club rooms, fitness areas, pet spas, a bowling alley, and a new pool with an outdoor bar. Green roofs conceal structured parking for residents. A series of new roads connect the 490 upscale apartment units and 18,000 square feet of retail to the surrounding neighborhood. Almost a quarter mile of a new Riverwalk and public pocket park have turned this dead zone into an inviting and active destination. North End has become a model for approaching a large former industrial site and embodies its tagline "a neighborhood by design."

Status
Completed 2018

Size
792,046 GSF
481 units
19,758 SF retail space

Construction Cost
$89.1 million

Recognition: Wisconsin Builder/Daily Reporter Top Project of 2009; The Business Journal Real Estate Awards, Best Development Residential, First Place, 2010; Mayor's Design Award, 2010 + 2014, Milwaukee, WI; AIA Wisconsin Design Award of Merit, 2010

NEIGHBORHOOD PLANNERS

WATER STREET CORRIDOR PLAN
MENASHA, WISCONSIN

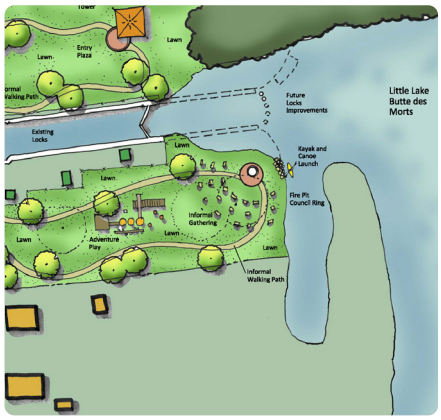
Project Overview
Neighborhood residents, business owners, City staff, and elected officials comprised a steering committee to oversee development of the Plan, which identified preferred land uses including a mix of in-fill housing, parks, trails, boardwalk, neighborhood retail, eating and drinking opportunities.

Key Recommendations
- Menasha Lock site improvements
- Canal boardwalk
- Bicycle and pedestrian trail
- Wayfinding and placemaking recommendations
- Brin site redevelopment at Tayco Street
- Missing middle housing development along Water Street.

Results
Following completion of the study, the City aquired the former Brin building site, adjacent the study area. The City subsequently received developer interest in the property; ultimatley leading to a new mixed-use development which broke ground April 2021.

Reference Information
Sam Schroeder
Community Development Director
City of Menasha, WI
(920) 967-3651
sschroeder@ci.menasha.wi.us

https://bit.ly/44SccYE



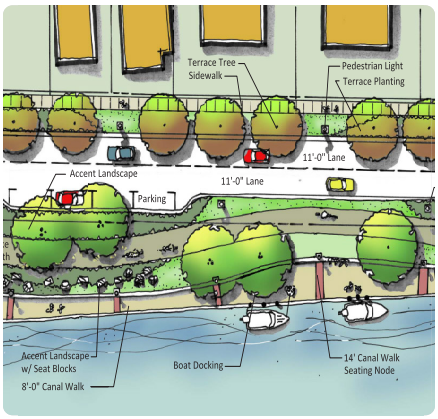
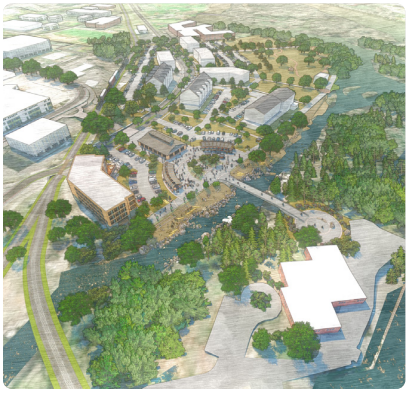


Image credit: Design Studio Etc



Project Overview

A diverse stakeholder advisory group oversaw preparation of a long-term redevelopment plan for the south riverfront area, a 30-acre site adjacent downtown on the Wisconsin River. The market analysis identified strong potential for new senior housing. A year-round and seasonal market anchor the northend of the site, with new facilities and expanded amenities supporting larger Wausau Whitewater park events.

Key Recommendations

- Public market/business incubator
- Farm market
- Boardwalk adjacent Wausau Whitewater park
- Mix of housing types and price points

Results

A succint 1-page implementation strategy was prepared in order to help align future planning and implementation efforts. In the meantime, WPS has made significant progress toward removing its waterfront parcel from FERC boundaries, which will allow them to sell the largest parcel in the study area. The County and WPS have expressed a willingness to work with the City toward achievement of the plan's vision.

Contact Information

Bradley Sippell, Community Development
City of Wausau, WI
(715) 261-6686
bradley.sippel@ci.wausau.wi.us

Image credits: Engberg Anderson Architects

https://bit.ly/3XYnPL7

Spur 16

MEQUON, WISCONSIN

Adjacent to Mequon's City Hall, Library and the Interurban Bike Trail, the City envisioned a program and master plan for a town center that would complement these adjacent uses in an effort to create a more integrated destination for the community. The development features a mix of retail, multifamily housing and townhomes, and public spaces. The residential development includes a clubhouse with fitness center and pool as well as pedestrian-friendly access to the retail spaces. Additionally, a public market and restaurant offer patrons 9 different local restaurant options. Aesthetically, the project features the reuse of three existing buildings to retain Mequon's historic charm.

Status
Completed 2019

Size
159 units
22,755 sf retail

Construction Cost
$35 million

The District

WEST BEND, WISCONSIN

The District is a two-building, four-story multifamily development at the northern end of West Bend's historic downtown. Overlooking the Milwaukee River to the east, the development includes 177 units and a corner retail space with a generous outdoor patio. Seven walk-up townhomes facing Main Street sit nestled in a courtyard formed by the larger multifamily building. Eight units with direct walk-out access front the newly revamped riverwalk on the site's east side. This project will redevelop an old brewery site helping to revitalize the local economy.

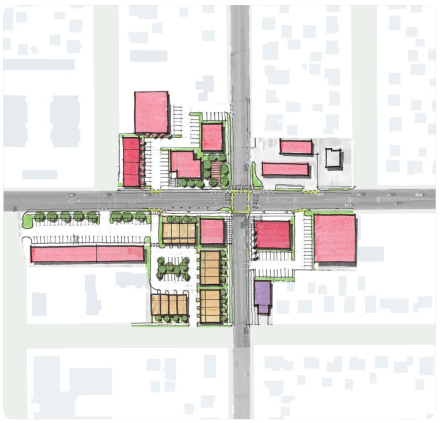
Status
In Construction

Size
177 units

Construction Cost
$33 million

SOUTH COMMERCIAL STREET CORRIDOR PLAN

NEENAH, WISCONSIN

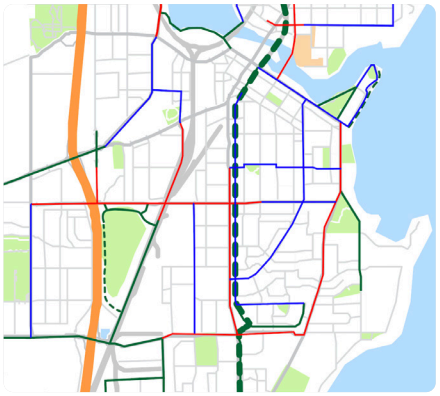


Project Overview

Neighborhood Planners partnered with RDG to prepare a corridor plan for the City of Neenah prior to initiating preliminary engineering design. This approach identified several infill and reuse opportunities to strengthen the neighborhood, including new smaller scale commercial and residential development.

Key Recommendations

- Road diet
- Multi-use trail connection "The Green Line"
- Streetscape and placemaking recommendations
- Cecil Street and South Commercial Street intersection treatment



Results

The City has budgeted for reconstruction of S. Commercial Street

Contact Information

Brad Schmidt
Assistant Community Development Director
City of Neenah, WI
(920) 866-6126
bschmidt@ci.neenah.wi.us

http://bit.ly/3Oh9beN

Project Overview

Neighborhood Planners led a multi-disciplinary team to identify redevelopment concepts for a multi-block area in downtown Wausau. With the planned obsolescence of the McClellan Street parking ramp, the City put together a stakeholder advisory group. A market study revealed the potential for new housing and office downtown, which would support existing retailers and restaurants. Parking was identified as a priority concern, and as a result, multiple development scenarios were tested to identify new parking spaces associated with each.

Key Recommendations

- New multi-family downtown housing and office
- Framework for new parks, green streets, pedestrian and bicycle network
- Shared public parking in smaller, decentralized lots

Results

Several developers have contacted the City to explore development opportunities in the district. The City continues to evaluate options for the McClellan ramp site.

Contact Information

Bradley Sippell, Community Development
City of Wausau, WI
(715) 261-6686
bradley.sippel@ci.wausau.wi.us

Image credits: Engberg Anderson Architects

https://bit.ly/3K05WpK

Muskego Beach & Mixed-Use Development

Muskego, WI

The City of Muskego was looking to develop a new lakefront park in an area of the City that was once home to Muskego Beach and DandiLion Park, a popular amusement park that closed in 1983.

The City was interested in providing access to the lake for public enjoyment and re-establishing a view of the lake, which is considered by many to be the heart of the community. The lakefront concept is also viewed as a keystone to creating a downtown for Muskego.

Planned uses for the lakefront property include a small beach, bike path, and a condominium development to help the City recover any lost tax base. There is further potential along Janesville Road for a restaurant, coffee shop, and other businesses.

A study was conducted to recommend what types of commercial development would likely succeed and how much of the total estimated 9.5 acres might be needed for commercial uses to make the project cost-neutral. Several alternative site plans were prepared, depicting a variety of recreational, mixed-use, and residential land uses.

Client

City of Muskego

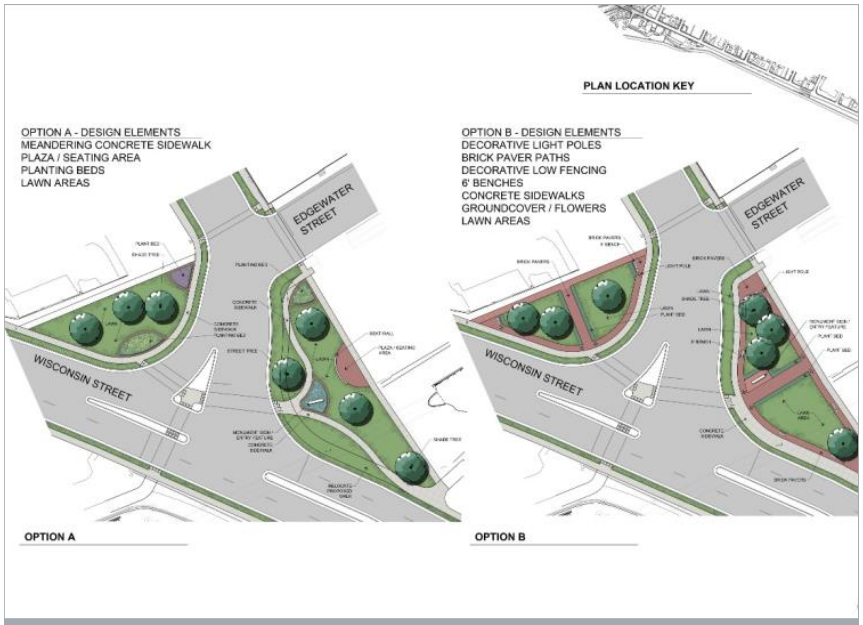
Project Team

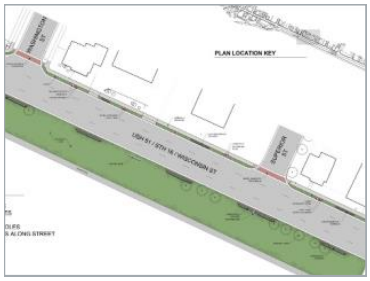
Tom Mortensen, PLA, ASLA
Jon Chapman

raSmith
CREATIVITY BEYOND ENGINEERING

Project Brief

USH 51 Historic Streetscape Design





Location
Portage, Wisconsin

Client
City of Portage

Project Team
Tom Mortensen, PLA, ASLA
Luke Haas, PLA
Amy Schneider, PLA
Nancy Parduhn Wilson, PLA

Contact Information
Aaron Jahncke, P.E., Director of Public Works/City Engineer
City of Portage
115 West Pleasant Street
Portage, WI 53901
(608) 742-2176 ext. 325

The landscape architects at raSmith collaborated with City of Portage staff and stakeholders to develop plans, image boards, details and alternatives for streetscape, lighting, pavement treatments, site amenities and furnishings, and tree plantings for the historic downtown district.

The goal of the project was to provide several options to enhance the downtown shopping area and to reflect the culture and history of Portage. Through a series of stakeholder meetings and presentations, the raSmith team developed a set of preferred alternatives and cost estimates based on the input from the City stakeholders. The project will be implemented during the Wisconsin Department of Transportation's reconstruction of WIS 33/16, pending historic grants funding.

raSmith
CREATIVITY BEYOND ENGINEERING

PROJECT DETAILS - SCOPE OF WORK

The work plan provided below is designed to address each of the seven Master Plan Objectives listed in the RFP, while also allowing for the consideration of additional factors which may need to be addressed as part of the study. As mentioned earlier in the proposal, our team proposes to combine the two districts into a single District Master Plan. We believe this approach will fulfill the intent of the Village's Comprehensive Plan, while also resulting in a more cost-effective and straightforward document. We have organized our proposed work plan, schedule, and budget around the following four (4) tasks:

1. PROJECT MEETINGS + FINALIZE PUBLIC ENGAGEMENT PLAN
2. SUMMARY OF EXISTING CONDITIONS + COMMUNITY SURVEY
3. PREPARE AND PRESENT DRAFT LAND USE AND TRANSPORTATION PLAN
4. PREPARE AND PRESENT DRAFT SITE PLANS, CONCEPTUAL PLANS, AND DESIGN GUIDLELINES
5. PREPARE AND PRESENT FINAL DISTRICT MASTER PLAN

TASK ONE: PROJECT MEETINGS + FINAL PUBLIC ENGAGEMENT PLANt

We will initiate the project with an in-person kick off meeting. Prior to the meeting our team will prepare a digital base map of the study area to facilitate in-person discussion of challenges and opportunities within the district. This diagrammatic map and associated keynotes (Planning Area Study Map) will address the RFP requirements listed in Section IV - Planning Area Identification & Background.

In consultation with Village staff we will prepare an agenda for the Kick Off meeting.

1.1 Project Kick Off Meeting. We will meet in-person with Village staff to cover, at a minimum, the following:

- Introductions
- Review and discuss preliminary public engagement plan (See Qualifications - Public Engagement Plan)
- Review and discuss Planning Area Study Map
- Discuss schedule and key milestones, including anticipated bi-weekly project coordination meetings
- Review/discuss all known Village, SEWRPC, WDNR, and WisDOT land use and design requirements

1.2 Project Meetings with Staff. Continue addressing topics from prior tasks. The consultant anticipates two conference calls per month to share project updates and receive feedback on draft and final master plan concepts and recommendations.

1.3 Site Visit. The Project Team will tour the study area with Village Staff in order to assess existing infrastructure, land use and building conditions.

1.4 Newsletter Content. The Project Team will prepare up to three (3) electronic newsletters for distribution to the community.

Task 1 Deliverables:

- Updated schedule and scope of work (if necessary)
- Final Public Engagement Plan (revised if necessary)
- Newsletter content

- Initial findings and relevant background information summarized in a word document keynoted to Planning Area Study Map. To include, at a minimum, opportunities and challenges related to land use, transportation, redevelopment, streetscape design, site buffering and setback requirements.

TASK TWO: SUMMARY OF EXISTING CONDITIONS + COMMUNITY SURVEY

We will prepare a succinct, highly graphical and easy to read Existing Conditions Report summarizing existing physical, land use, circulation, and environmental conditions within the study area. This report will

This 6-8 page report will be used to create a shared framework of understanding around the key issues and opportunities impacting the study area prior to moving on to the conceptual design phase.

2.1 Stakeholder Interviews and Community Survey. Interview key stakeholders as identified by the Village including but not limited to the entities listed in the RFP - Section IV. Scope of Work - Intergovermental Cooperation. We will contact local governments and agencies to discuss relevant land use, environmental, and traffic concerns. Develop and launch an on-line survey for the general public to assess alignment with the recommendations contained in the Holy Hill Gateway and Freistadt District Profiles (Village of Germantown 2050 Comprehensive Plan).

2.2 Market Study. Prepare a simplified market study for the study area in order to better understand future land use demands, competing facilities, and potential growth opportunities. We will use ESRI data to benchmark Germantown against comparable communities in southeast Wisconsin. Date and interviews with area brokers, City staff, and State and local economic development professionals will provide further insight into attainable land uses for the study area.

2.3 Natural Resource Analysis. R.A. Smith will utilize GIS to evaluate existing natural resources and related concerns identified in the RFP Section IV. Scope of Work - Natural Resources. The analysis will identify development constraints as well as potential environmebntal corridors.

2.4 Transportation Network Analysis. R.A. Smith will conduct an analysis which addresses the issues and opportunties listed in RFP Section IV. Scope of Work - Transportation Network Analysis. Working collaboratively with Village staff, the Project Team will ultimately develop a transportaation plan that safely accomodates proposed land uses and ties into existing and proposed networks for all modes of travel. During this phase of the study, R.A. Smith will focus its attention on further exploring the feasibility of a public frontage road crossing the railroad. As noted in the request, the 2050 plan assumed public frontage road with a railroad crossing between the Holy Hill Gateway and Freistadt Districts, so we will weigh the pros/cons of this scenario, including the constraints (timing, costs, etc.) in a future at-grade RR crossing versus a roadway network that would avoid the RR crossing. When evaluating railroad crossing options, we will review the current crossing and determine the feasibility of eliminating it (as the OCR will ask this question). We assume some minimal time in upfront coordination (fact finding) to determine the concerns/costs/timing for a RR crossing. This may include one meeting (and a few phone calls) with the DOT, OCR, and SEWRPC transportation planners.

2.5 Prepare Existing Conditions Report. A graphical 6-8 page report summarizing existing conditions, opportunities, and challenges will be prepared, wth input from City staff.

2.5 Visioning Workshop. We will facilitate a public meeting in person to present the results of the previous tasks and solicit community input into the District Master Plan goals and priorities. A visual preference survey will help gain insight into desired land uses, development types and intensities, building materials, setbacks, parking, and landscape requirements.

Task 2 Deliverables:

- Existing Conditions Report including key takeaways from Market Study, Natural Resource Analysis, Redevelopment Analysis, Transportation Network Analysis
- Draft District Master Plan Goals + Concepts
- Visioning Workshop Summary

TASK THREEE: PREPARE AND PRESENT DRAFT LAND USE AND TRANSPORTATION PLAN

This task begins with a review and discussion of the results of the previous task.

3.1 Meeting to discuss results of previous task with Village Staff. The Project Team and Village staff will review the results of the previous task and prepare a set of written preferred land use goals and statements to guide preparation of the Draft Preferred Land Use Plan.

3.2 Prepare draft Land Use Plan. This step will be informed by the results of the previous task and in accordance with the guidance provided in RFP Section IV. Scope of Work - Preferred Land Use Plan. The Project Team proposes to prepare the Land Use Plan prior to initiating more detailed conceptual renderings and site plans (Task 4). We will utilize the 2050 Plan and District Profile to further refine (and update as necessary) the land use categories and recommendations regarding the location of preferred land uses, development density and intensity, setbacks, and parking requirements. Building materials/styles and related design recommendations will be addressed separately in Task 5 - Design Guidelines.

3.2 Prepare draft Transportation Plan. This step will be informed by the results of the previous task and in accordance with the guidance provided in RFP Section IV. Scope of Work - Transportation Network Analysis. R.A. Smith's transportation planning manager will work collaboratively with the Village and Project Team to develop a transportation plan to safely accommodate the proposed land uses and tie into existing networks for all modes. Our roadway planning always assumes a shared roadway mindset, so we will look into the actual roadway cross-section and location that accommodates pedestrians (pedestrian and bicycle), mass transit, and other uses.

We will review County and local planning documents for any regional plan, notably any planned multi-use connection. We will utilize the base mapping, which will show the various zoning, land use, and lands impacted by environmental concerns, to propose a transportation network that is suitable for these types of developments and land use. The transportation network will encompass roadway travel lanes, on-street parking needs, pedestrian accommodations and bicycle facilities.

Finally, we will be cognizant of the surrounding areas (including working with other jurisdictions or governmental agencies), costs, land suitability, surrounding land uses, and roadway connectivity for the local and surrounding areas.

3.4 Feedback on draft Land Use and Transportation Plans. We will gather feedback from Village staff and Plan Commission. We will also post a digital version of the draft Land Use and Transportation Plan to the Village's website to solicit feedback from the public.

Task 3 Deliverables:

- Draft Land Use Plan

- Draft Transportation Plan
- Presentation to Plan Commission
- Writtten Summary of Public Comments

TASK FOUR: PREPARE AND PRESENT DRAFT CONCEPTUAL SITE PLANS, RENDERINGS AND DESIGN GUIDELINES,

Engberg Anderson will lead this task with input from the entire Project Team.

4.1 Discuss results of previous task with staff. We will review results of prior task with Village staff.

4.2 Prepare draft Conceptual Site Plans and Renderings We will prepare up to four colorized site plans and two perimeter cross sections, and associated conceptual renderings, for the specific properties and locations identified in the RFP. This task will be done in an iterative manner with input from Village staff in order to ensure that project expectations are met.

4.3.Prepare draft Design Guidelines. We will prepare a set of draft Design Guidelines based on a review of the 2050 Comprehensive Plan, survey results, workshop feedback from the previous task, and input from City staff.

4.4.Public Forum to review draft Land Use Plan, Transportation Plan, Conceptual Site Plans, Renderings, and Design Guidelines. The Project Team will facilitate the public forum, providing an opportunity for the public to learn about the proposed plans and to provide feedback on them.

Task 4 Deliverables:

- Draft site plans, renderings, and design guidelines
- Poster boards
- PowerPoint presentation
- Written summary of feedback from public forum

TASK FIVE: PREPARE AND PRESENT DRAFT AND FINAL DISTRICT MASTER PLAN

This task begins with a review and discussion of the results of the previous task.

5.1 Discuss results of previous task with staff. We will review results of prior task with Village staff in order to identify relevant updates and revisions to draft land use plan, transportation plan, site plans, conceptual renderings, design guidelines.

5.2 Prepare draft District Master Plan. The draft District Master Plan will be prepared in accordance with the RFP ncluding fulfillment of the requirements described in RFP - Section III Master Plan Objectives. Village staff will have the opportunity to review and provide feedback on the draft document before moving on to the following task.

5.3.Present draft District Master Plan. We will present the draft District Master Plan to the Plan Commission and Village Board. An electronic copy of the draft will also be provided to other local governments for feedback including the School District, Village of Richfield, Washington County, SEWERPC, MMSD, and WDNR. In addition, the draft District Master Plan will be posted on the Village website and shared electronically with participants attending prior outreach events. Poster boards will be provided at Village Hall, along with comment forms.

5.4. Review and discuss feedback on draft District Master Plan. The Project Team will meet with Village Staff to review and discuss comments and feedback on the draft District Master Plan. A written summary of proposed changes to the final District Master Plan will be prepared and distributed to Village Staff prior to initiating the subsequent task.

5.5 Prepare final District Master Plan. The Project Team will prepare the draft final District Master Plan and share with Villlage staff for review and feedback before finalizing the document. The final document will include an implementation section identifying specific strategies to achieve the overall vision including:

- land use policies
- zoning and subdivision code revisions
- capital improvements
- funding sources
- an implementation schedule

5.5 Present final District Master Plan. The Project Team will present the final District Master Plan to Plan Commission and the Village Board.

Task 5 Deliverables:

- Draft and Final District Master Plan (Word and Adobe) to include Preferred Land Use and Transportation Plan, Site Plans, Conceptual Renderings, and Design Guidelines - Digital
- Poster Boards
- Narrative to support Master Plan including overall vision, goals, and objectives; project descriptions; phasing; funding opportunities
- Project meeting agendas and summaries
- Written summary of all public comments
- Plans, sketches, announcements, and PowerPoint presentations

QUALIFICATION DETAILS - REFERENCES

REFERENCES - ANDREW DANE, NEIGHBORHOOD PLANNERS

Services provided: Urban planning, corridor planning, implementation strategies

Brad Schmidt
Assistant Community Development Director
City of Neenah, WI
(920) 866-6126
bschmidt@ci.neenah.wi.us

Aaron Jenson, City Administrator
City of Wauapca, WI
(715) 258-4411
ajenson@cityofwaupaca.org

Sam Schroeder
Community Development Director
City of Menasha, WI
(920) 967-3651
sschroeder@ci.menasha.wi.us

REFERENCES - ERIC PONTO, ENGBERG ANDERSON

Services provided: Urban design, project planning, architecture, project management

Phillip Aiello, Senior VP Development
Mandel Group
330 E Kilbourn Drive Suite 600
Milwaukee, WI 53202
414.270.2759 (office)
414.305.2143 (cell)

VILLAGE OF ELM GROVE
David DeAngelis
Village Manager
Village of Elm Grove
13600 Juneau Ave.
Elm Grove, WI 53122
ddeangelis@elmgrovewi.org
262.782.6700

CITY OF WEST BEND
Mark A. Piotrowicz
Director of Development
City of West Bend
1115 S. Main Street
West Bend, WI 53095
piotrowm@ci.west-bend.wi.us
262.335.5122

REFERENCES - TROY HARTJES, R.A. SMITH

Services provided: Civil engineering

Village of Germantown
Larry Ratayczak, P.E.
Director of Public Works
N112 W17001 Mequon Road
Germantown, WI 53022
(262) 250-4721
lratayczak@germantownwi.gov

Village of Slinger
James Haggerty
Director of Public Works
300 Slinger Road
Slinger, WI 53086
(262) 644-5265
jhaggerty@vi.slinger.wi.gov

City of Wauwatosa
Bill Wehrley, P.E.
City Engineer
7725 West North Avenue
Wauwatosa, WI 53213
(414) 479-8991
wwehrley@wauwatosa.net

PROJECT MGMT DETAILS - KEY PERSONNEL + QUALITY CONTROL

Key Personnel

The Project Team will be managed by the Project Manager, Andrew Dane, who will lead public engagement activities, coordinate with Village staff and Plan Commission, and be responsible for preparing the final District Master Plan.

Eric Ponto and Engberg Anderson staff will lead all architectural related tasks including preparation of conceptual renderings, site plans, and design guidelines. Troy Hartjes and R.A. Smith staff will lead all engineering related tasks including traffic system analysis, natural resource plannning, and cost estimating.

Quality Control

Quality control measures include a review of all interim and final project deliverables by Andrew Dane, Project Manager. In addition, the full Project Team will be tasked with reviewing and providing written comments on the draft and final District Master Plan documents. Bi-weekly meetings with Village Staff will include a review of the project schedule including interim and final deliverables.

Jeffrey W. Retzlaff, AICP
PLANNING AND DEVELOPMENT DIRECTOR

Andrew Dane
PROJECT MANAGER

LAND USE PLANNING

Andrew Dane, Planner
EXISGTING CONDITIONS ANALYSIS; PUBLIC ENGAGEMENT; LAND USE PLANNING, IMPLEMENTATION STRATEGIES

ENGINEERING, MAPPING, & NATURAL RESOURCES

Troy Hartjes, PE
INFRASTRUCTURE PLANNING

Tom Mortenson
OPEN SPACE PLANNING

Hawley, PE
TRANSPORTATION PLANNING

Belott
MAPPING

CONCEPTS, SITE PLANS, AND DESIGN GUIDELINES

Eric Ponto, Architect
REDEVELOPMENT PLANNING; SITE PLANNING; CONCEPTUAL RENDERINGS; DESIGN GUIDELINES

Michael Duncan, Architect
REDEVELOPMENT PLANNING; SITE PLANNING; CONCEPTUAL RENDERINGS DESIGN GUIDELINES

PROJECT MGMT DETAILS - RESUMES

Key Personnel

Due to page limitations we have included abbreviated resumes, with full resumes available upon request.

Andrew Dane

President

I am an urban planner and economic development specialist with over 25 years experience working with small to medium sized communities and private developers. My passion is advancing economic development and land use planning, with a strong interest in neighborhood and downtown mixed-use comercial districts. I have led several master planning studies for downtowns, large parks, trail systems, and corridors.

NEIGHBORHOOD PLANNERS

Eric Ponto

PARTNER

Eric Ponto became Partner at Engberg Anderson in 2016. A recognized designer of award-winning projects in the mixed-use, urban planning, and multi-family housing markets including The District-in West Bend, Caroline Heights in Elm Grove, The North End, Atelier and MKE Lofts in Milwaukee and Lighthorse 4041 in Shorewood. Eric is highly regarded for his project management skills. He has cultivated long-standing relationships with his clients since joining the firm in 2002.

Michael Duncan

AIA | NCARB | Architect | Senior Associate

Michael joined Engberg Anderson in 2015. He currently leads our firm's Sustainability Initiative, focusing on internal and external sustainable practices. As a graduate of the University of Wisconsin – Milwaukee with both a bachelor's and master's degree in architecture, Michael is involved in all phases of a project from schematic design through construction administration. His expertise in 3D modeling, visualization, and technical understanding makes him a crucial member to the design team.

raSmith

CREATIVITY BEYOND ENGINEERING

Troy Hartjes, P.E.

Design Oversight/Quality Assurance/Quality Control

Troy has nearly 26 years of experience in municipal public works projects. Troy's extensive project experience includes: sanitary sewer and water main system design; stormwater conveyance systems; water and sewer system planning; urban and rural roadway rehabilitation and construction; stormwater management; stormwater utilities; comprehensive drainage plans; and residential subdivision site design.

Troy has experience helping municipal clients prepare: capital improvement budgets; construction specifications; bid documents; public reports and assessment schedules; CMOM reports; NR 216 compliance reports; development reviews; and WISLR road rating updates. Troy has also obtained agency approvals from WDNR, MMSD, multiple railroad agencies, and WisDOT. Additionally, Troy helped these municipalities obtain federal and state loans and grants.

Education

Tom Mortensen, PLA, ASLA

Site Planner / Senior Landscape Architect/Senior Project Manager

Tom Mortensen has over 35 years of experience in site design, landscape architecture and related design and construction professions. Tom has expertise in site planning, urban spaces, park and public open space design, memorials / public plazas, retail developments, restoration plans, and integrated stormwater management / green infrastructure.

He has worked on design projects for USDA Forest Service, National Park Service, Boy Scouts of America, Native American Tribes, and the U.S. Department of Veterans Affairs.

Kyle M. Belott, GISP

Geospatial Project Manager

Kyle has over 20 years of experience assessing, designing and implementing geospatial solutions, developing mobile and desktop applications, converting a wide variety of data formats, performing geographic analyses, and providing end user training. Kyle acts as the GIS Administrator for several Wisconsin communities, providing geospatial services to capture, convert, and manage datasets. Kyle has volunteered with the Esri–Wisconsin User Group as vice president since 2010. raSmith is an Esri Business Partner and has achieved the ArcGIS Online Specialty designation.

In addition, he is responsible for staying informed of all of the latest trends in an industry that is driven almost entirely by continuous advancements in technology. Kyle has extensive knowledge of numerous geospatial software packages, as well as, relational database management software.

Education

B.A. Environmental Geography, UW-Milwaukee, 2004

PROJECT MGMT DETAILS - VILLAGE STAFF COMMITTMENTS + SCHEDULE

Village Staff Committments + Schedule

Village Staff will be expected to be the primary point of contact for public inquiries during the planning process, attend all public meetings, update the project website, share planning outreach activities, and provide existing data to Project Team including GIS layers. The proposed schedule is shown below. Meetings, milestones, and deliverables are identified in the Project Details - Scope of Work section of the proposal.

PROJECT TASK DESCRIPTION	SEP	OCT	NOW	DEC	JAN	FEB	MAR
TASK 1: PROJECT MEETINGS + FINAL PUBLIC ENGAGEMENT PLAN							
1.1 Project Kick-off Meeting	X						
1.2 Project Meetings (14)	X	X	X	X	X	X	X
1.3 Site Visit	X						
1.3 Newsletter Content		X		X		X	
TASK 2: SUMMARY OF EXISTING CONDITIONS + COMMUNITY SURVEY							
2.1 Stakeholder Interviews + Survey	X	X					
2.2 Market Study	X	X					
2.3 Natural Resource Analysis		X					
2.4 Transportation Network Analysis		X					
2.5 Existing Conditions Report		X					
2.5 Visioning Workshop		X					
TASK 3: PREPARE AND PRESENT DRAFT LAND USE AND TRANSPORTATION PLAN							
3.1 Meeting to Discuss Results Prior Task		X					
3.2 Prepare Draft Land Use Plan		X	X				
3.3 Prepare Draft Transportation Plan		X	X				
3.4 Feedback on Draft Plans			X				
TASK 4: PREPARE AND PRESENT DRAFT SITE PLANS, RENDERINGS, AND DESIGN GUIDELINES							
4.1 Discuss Results of Previous Task				X			
4.2 Prepare Draft Site Plans and Renderings				X	X		
4.3 Prepare draft Design Guidelines				X	X		
4.4 Public Forum					X		
TASK 5 PREPARE AND PRESENT DRAFT AND FINAL DISTRICT MASTER PLAN							
5.1 Discuss results of Task 4						X	
5.2 Prepare draft District Master Plan						X	
5.3 Present draft District Master Plan						X	
5.4 Review feedback on draft DMP						X	
5.5 Prepare final District Master Plan						X	X
5.6 Present final District Master Plan							X

PUBLIC ENGAGEMENT PLAN, MEETINGS, + COMMUNICATION

Preliminary Public Engagement Plan

The engagement plan is included in the Project Details - Scope of Work section of the proposal. The key components of our approach are also listed below:

1. Newsletters - the consultant team will provide three electronic newsletters (or newsletter content) to keep the public informed during the planning process.
2. Stakeholder Interviews - these interviews will occur in the first two months of the project and will provide an opportunity to gather input from other units of local government, agencies, and under-represented groups.
3. Community Survey - this will be completed as part of Task Two. The survey will be on-line with hard copies available at Village Hall and the Community Library.
4. Visioning Workshop (Task 2) - this will provide an opportunity for the public to learn about the proposed plan and provide input and direction on future land use, transportation, and development concepts.
5. Public Forum - this will occur as part of Task 4 and provide an opportunity for the public to provide feedback on the draft land use plans, transportation plans, site plans, renderings, and design guidelines
6. Public Meetings - the public will have an opportunity to attend and provide feedback at the Plan Commission presentation (Task 3) as well as the Plan Comission and Village Board presentations (Task 5)

Meetings and Communication

The Project Team will prepare for and facilitate the public meetings identified in the proposed scope of work, which includes a visioning workshop, public forum, and three Village meetings open to the public.

The scope of work also identifes bi-weekly project coordination meetings with the core Project Team and Village staff.

PROJECT COSTS AND LABOR HOURS

Cost

The consultant team will prepare one unified District Master Plan addressing all requirements of the RFP for a "not to exceed" amount of $98,147.

Estimated Labor Hours

See table below.

Project Task Description	Prime Consultant			Sub-Consultant									
	Neighborhood Planners			Engberg Anderson				R.A. Smith					
	Andrew Dane	Total Hours	Labor Cost	Eric Ponto	Michael Duncan	Total Hours	Labor Cost	Troy Hartjes	Josh Hawley	Belott	Tom Mortenson	Total Hours	Labor Cost
Labor Rate	$100.00			$190.00	$120.00			$175.00	$230.00	$147.00	$130.00		
1. Project Meetings + Final Public Engagement Plan													
1. Staff Kickoff Meeting	2	2	$200	2	0	2	$380	2	2	0	0	4	$810
2. Project Meetings	14	14	$1,400	7	0	7	$1,330	7	4	0	0	11	$2,145
3. Site Visit	4	4	$400	2	0	2	$380	1	1	0	0	2	$405
4. Newsletter Content	6	6	$600	0	0	0	$0	0	0	0	0	0	$0
Task 1 Total	26	26	$2,600	11	0	11	$2,090	10	7	0	0	17	$3,360
2. Summary of Existing Conditions and Visioning Workshop													$0
1. Stakeholder Interviews	12	12	$1,200	0	0	0	$0	4	2	0	0	6	$1,160
2. Market Study	16	16	$1,600	0	0	0	$0	0	0	0	0	0	$0
3. Natural Resource & Transportation Analysis	8	8	$800	0	16	16	$1,920	4	12	24	0	40	$6,988
4. Existing Conditions Report	16	16	$1,600	0	0	0	$0	0	0	12	0	12	$1,764
5. Visioning Workshop	16	16	$1,600	2	2	4	$620	2	0	0	4	6	$870
Task 2 Total	68	68	$6,800	2	18	20	$2,540	10	14	36	4	64	$10,782
3. Prepare and present draft Land Use and Transportation Plans													$0
1. Meeting to discuss results of previous task with Village Staff	2	2	$200	0	0	0	$0	1	1	0	2	0	$665
2. Prepare Draft Land Use Plan	16	16	$1,600	0	0	0	$0	0	0	8	16	0	$3,256
3. Prepare Draft Transportation Plan	8	8	$800	2	0	2	$380	0	12	12	0	0	$4,524
4. Feedback on Draft Plans	2	2	$200	2	0	2	$380	4	1	0	4	0	$1,450
Task 3 Total	28	28	$2,800	4	0	4	$760	5	14	20	22	0	$9,895
4. Prepare and present Draft Site Plans, Renderings, and Design Guidelines													$0
1. Discuss results of previous task	2	2	$200	2	0	2	$380	1	1	0	1	3	$535
2. Pepare draft Site Plans and Conceptual Renderings	16	16	$1,600	8	40	48	$6,320	0	0	4	2	6	$848
3. Prepare Draft Design Guidelines	16	16	$1,600	8	40	48	$6,320	0	0	0	2	2	$260
4. Public Forum	8	8	$800	2	0	2	$380	2	0	0	2	4	$610
Task 4 Total	42	42	$4,200	20	80	100	$13,400	3	1	4	7	15	$2,253
5. Prepare and present draft and final District Master Plan													$0
1. Discuss results of previous task	2	2	$200	2	0	2	$380	0	0	0	1	1	$130
2. Pepare draft District Master Plan	60	60	$6,000	8	40	48	$6,320	0	0	24	4	28	$4,048
3. Present Draft District Master Plan	4	4	$400	1	0	1	$190	0	10	0	0	10	$2,300
4. Review feedback on draft District Master Plan	2	2	$200	1	0	1	$190	0	0	0	0	0	$0
5. Prepare final District Master Plan	40	40	$4,000	8	40	48	$6,320	0	0	32	4	36	$5,224
6. Present final District Master Plan	4	4	$400	1	0	1	$190	1	0	0	0	1	$175
Task 5 Total	112	112	$11,200	21	80	101	$13,590	1	10	56	9	76	$11,877
Total Labor and Costs by Firm	276	276	$27,600	58	178	236	$32,380	29	46	116	42	138	$38,167
Total Cost	$98,147												

GREEN BICYCLE CO.

1117 N 8th Street
Sheboygan, WI 53081
Phone: 920-287-3661
www.greenbicycleco.com

Via Email: jretzlaff@germantownwi.org

Village of Germantown
Attn: Mr. Jeff Reztlaff, AICP
Director, Community Development Department
N112 W17001 Mequon Road
Germantown, WI 53022

July 21, 2023

Dear Mr. Retzlaff,

Thank you for the opportunity to provide a proposal to create a combined Master Plan for the Village of Germantown's Holy Hill Gateway District and Freistadt District.

We are a dynamic and engaging firm with passion and energy for any project we pursue. Our staff always seeks to understand and build capacity around a topic or movement. We have our finger on the pulse of community and economic development methods and issues and are excited to continue to lean-in and learn more about resources, networks, and opportunities in the Germantown community.

Green Bicycle Co. understands the Holy Hill Gateway District and Freistadt District Master Plan will help staff, elected officials and governing bodies develop public policy to address the identified issues, opportunities and needs in a manner that makes the best and most appropriate use of Village resources. The master plan for these Districts will aid in describing a desired future for the community over the next 20 years with established goals to move toward that future, and will be used by staff to assist and provide a rational basis for local land use decisions within the community. Green Bicycle Co. will work to create a resource for the community and will ensure that this plan is accessible, reasonable, sets forth action and will be the foundation for future positive growth in Germantown.

The attached proposal includes work beginning in October 2023 and culminating with adoption of the plan in July 2024. The cost summary for this project is included in the attached proposal.

Thank you for your time and consideration.

Sincerely,

Heather Cleveland, AICP
Founder & President
heather@greenbicycleco.com

Chelsea Couette
Economic Development Planner
chelsea@greenbicycleco.com

GREEN BICYCLE CO.

Village of Germantown, Wisconsin

Holy Hill Gateway District & Freistadt District Master Plan

Prepared for:
Village of Germantown

Attn:
Jeffrey W. Retzlaff, AICP,
Director, Community Development Department
262-250-4735
jretzlaff@germantownwi.org

Prepared by:
Heather Cleveland, AICP (Authorized Representative)
Chelsea Couette

Green Bicycle Co.
1117 N 8th Street
Sheboygan, WI 53081
Phone: 920-287-3661

Date:
July 21, 2023

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- Heather Cleveland
- Chelsea Couette
- Nancy Maring

Interest

Green Bicycle Co. is dedicated to Creating Conscious Communities. This is a commitment to ensure radically inclusive engagement, meaningful communication, and a fresh perspective to every community we work with for the duration of our project and beyond. Green Bicycle Co. will engage in intensive community outreach methods to ensure that this project is equitable, sustainable, and thoughtfully constructed.

Consulting Firm Background and Personnel Qualifications

Green Bicycle Co. is a young firm established in early 2020. We have a home office in the heart of Sheboygan with three project dedicated staff members and several dedicated support staff. Green Bicycle Co. has served a variety of clients in our short tenure, providing services that include cultural asset mapping, non-profit strategic planning, community building, outreach planning and facilitation, and organizational structure and policy development. Collectively, Green Bicycle Co. staff hold over 45 years of experience in planning and have successfully developed strategic implementation plans for our clients near-term and long-term initiatives. While we are seasoned professionals, we pride ourselves on a fresh perspective for every project. The Green Bicycle Co. team is a group of critical thinkers and patient listeners whose varied experiences make us a great fit for the creation of a master plan for the Village of Germantown's Holy Hill Gateway and Freistadt Districts.

Heather Cleveland, Green Bicycle Co.'s Founder and President, Urban Planner, Environmental Engineer, and Community Developer, will serve as Project Manager, and she brings strong leadership, communication, and strategic planning skills to the team. Chelsea Couette, Economic Development Planner, brings nearly a decade of commercial real estate development and investment experience and an education in urban planning and economic development to help provide valuable market insight to the project. Nancy Maring, Urban Planner, has specific economic and community development experience through her previous career in municipal planning.

All members of the Green Bicycle Co. team are committed to creating a great experience and project for the Village of Germantown. Green Bicycle Co. staff and advisors have access to a variety of resources, professionals and organizations to further collaborate and contribute to our understanding of the unique needs of our clients and the projects we undertake.

Our Vision Green Bicycle Co. is a vibrant, inclusive, sustainable, and engaged community of individuals that support and learn from and with each other.

Our Mission The Green Bicycle Co. mission is to educate and engage with the community in a way that encourages and inspires a sustainable lifestyle. Green Bicycle Co. goods, projects, and experiences focus around a way of life that is thoughtful, collaborative, and sustainable.

Green Bicycle Co. Personnel

Heather Cleveland, AICP, Project Manager

Heather will manage the project and work closely with the Village to ensure the project moves in the right direction, engages stakeholders with radical inclusion, and milestones that allow opportunities for feedback.

Heather's leadership experience in non-profits and community projects, consulting experience, and military experience along with her education and ability for critical thinking and communication make her a great fit for the role. Heather holds a BS degree in Civil Engineering and Master of Urban Planning degree, both from UW-Milwaukee. She is a compassionate listener and visionary that quickly sees processes and systems and finds inspiration and challenge from different viewpoints and experiences.

Chelsea Couette, Economic Development Planner

Chelsea will lead a variety of tasks and phases of the project to help facilitate activities and engagement to create a well-rounded final product that provides relevant strategies for both near term, as well as future implementation.

Chelsea has extensive experience in real estate development and will use this knowledge to identify strategic opportunities for investment and growth within the Village. Chelsea holds a Master of Urban Planning degree from the University of Wisconsin-Milwaukee with concentrations in Real Estate Development and Economic Development, as well as a Bachelor of Science degree from the University of Wisconsin-Madison.

Nancy Maring, Urban Planner

Nancy will lead and assist with a variety of tasks and phases of the project. Her municipal experience and continued education of best and innovative practices will help the evolution of the project be both within reach to the City while introducing new ideas.

As an Urban Planner with Green Bicycle Co. Nancy will draw on her experience and expertise while designing and participating in public engagement and analysis, strategic goal and objective development, and on-going project support. Nancy holds a Master of Urban Planning degree from UW-Milwaukee and has nearly a decade of municipal planning experience which has provided her exposure to many varied projects, issues, and plans. Nancy has experience in economic development, community development and placemaking efforts.

Additional Staff

Additional staff will join our team should Green Bicycle Co. be awarded the project.

Project Approach

Green Bicycle Co.'s project approach aims to create a combined and comprehensive master plan for the Holy Hill Gateway and Freistadt Districts ("Plan"), which will be a reflective, responsive, accessible, resource for the community rather than an overly technical report that sits on a shelf. The team will create a resource that is approachable by staff, community members, elected and appointed officials, and anyone with interest in learning about the direction set forth for these Districts.

In order to accomplish this, some specific components have been worked into our project approach and methodology:

1. **Community Metrics.** Focus on community specific metrics that pertain to quality of life and economic growth to help meld the required elements of the plan together (e.g. housing, economic development, population growth, etc.), as they are inherently interrelated.

2. **Scenario Planning.** Include scenario planning to contrast the range of policy choice affecting the built environment and the metrics mentioned above. This approach, in addition to narrative, helps community members visualize their future. These visual scenarios could offer compelling visuals and info-graphics on metrics that will keep people engaged and solicit critical thinking rather than only emotional response.

3. **Engagement & Feedback.** Community stakeholders will have an opportunity to provide input and feedback on the Plan during the development process and before it is finalized to ensure representation and buy-in from staff, officials, and the community.

4. **Accessible Plan.** Design a plan that can be accessed and understood by people of all backgrounds and abilities, and Village staff and officials who need a relied-upon resource to guide decision making based on a variety of metrics. The Plan should be available in a format that is accessible and available to accept feedback on an ongoing basis.

5. **Implementation.** Develop an implementation plan to better empower staff, officials and the community with a tool for implementation to compliment the recommendations presented based on an analysis of the assembled information and community and professional engagement and feedback.

6. **Ongoing Accountability.** The Plan will include accountability strategies that are developed alongside staff, officials, and the community. Ideally, along with the aforementioned approach items, the Plan will be referenced throughout the community and feedback is accepted regularly.

7. **Existing Plans.** Existing plans will be used as guidance and referenced in developing the Plan to the fullest extent possible to enhance the current planning efforts and avoid duplication.

Scope of Work

Task 1: Public Participation Plan

In Task 1, work will be done to create a foundation on which the Plan will be completed. During Task 1 we will discuss and establish a meeting and reporting schedule with the Director of Community Development and other designated project advisors ("Advisory Group").

A public participation plan will be developed and adopted. The Public Participation Plan will identify creative strategies to gather data and feedback from the Germantown community, making sure to reach relevant community stakeholders, as well as specific audiences that are often not represented in planning efforts, or who may not traditionally participate in public engagement opportunities.

Deliverables: Advisory Group Meeting Schedule and Public Participation Plan.

Task 2: Development of Plan Elements

Goals and Background

In Phase 2 the team will compile relevant demographic, community and market data and projections, identify and discuss issues and opportunities, and will explore goals to address identified issues and opportunities. This information will be gathered through assembling, examining and analyzing available data and interviewing market experts, as well as reviewing issues and goals from recent plans and evaluating feedback from community outreach efforts. Existing plans will be a source for developing goals, with some identified goals needing to be removed or re-written, while others will be re-incorporated into the Plan. These issues and goals will be organized into themes. **All required plan elements will be represented in these theme categories.**

Deliverable: List of revised goals organized into themes.

Strategies and Future Land Use Map & Table

Following the development of Plan goals, land use planning strategies will be created, which, upon implementation, are intended to aid in achieving the set forth goals and are integral for updating and refining the Future Land Use Map & Table. Land use planning strategies will be compiled from existing planning documents and gaps will be identified with strategies developed through staff and community feedback, best practices, and professional experience to properly address them. A draft list of strategies and draft Future Land Use Map & Table will be developed and community feedback will be collected on both. Through the feedback collected, both the map and strategies will be revised into final draft form using narrative and collaborating with staff to update ArcGIS maps.

Deliverables: List of revised strategies to address goals, and revised Future Land Use Map & Table.

Prioritization and Implementation

During this phase the strategies developed will be prioritized and will form the approach that will be used to achieve the goals established. Key action ideas will be developed to correspond to high-priority strategies. This phase will investigate where growth should be prioritized and anticipated timing of public and private development and investment.

Deliverables: List of prioritized strategies and approaches to achieve goals and future growth.

Task 3: Create the Combined Districts Master Plan

In the final phase of the project, a draft Plan will be available for comment and feedback will be discussed and incorporated into the final Plan. A final Plan presentation will be available for the community, Advisory Group, staff, committees and Village Board.

Deliverable: Master Plan

Task 4: Adoption

The team will attend the necessary meetings for the adoption process and make presentations where appropriate regarding the Plan.

Deliverable: Master Plan Presentation

Deliverables Schedule

- October 1, 2023 - Advisory Group Meeting Schedule
- November 1, 2023 - Public Participation Plan
- March 15, 2024 - List of revised goals organized into themes
- March 15, 2024 - List of revised strategies to address goals
- May 15, 2024 - List of prioritized strategies and approaches to achieve goals and future growth
- May 15, 2024 - Revised Future Land Use Map
- July 1, 2024 - Comprehensive Plan Update Report
- July 2024 - Comprehensive Plan Update Presentation to Village Board

2023 - 2024 Timeline

Task		2023				2024						
		Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July
0	Project Commencement											
1	Public Participation Plan											
2	Community Engagement											
2	Background & Revised Goals & Strategies											
2	Prioritized Strategies & Future Land Use Mapping											
3	Create Master Plan											
4	Adoption											

Investment

An invoice will be sent on the first of the month as a retainer for the work to follow. Hourly rates are average $100/hour and vary depending on staff experience. A retainer invoice will be sent monthly for the duration of the project:

October 2023 - June 2024: $6,000 Monthly
July 15, 2024: $6,000 (Final 10% of Total Project Costs due upon Project Completion)

Task	Description	Hours*	Total
1	Public Participation Plan & Community Engagement	75	$7,500
2	Development of Comprehensive Plan Update Elements	350	$35,000
3	Create the Comprehensive Plan Update Report	100	$10,000
4	Adoption	25	$2,500
	Travel and accommodations	lump	$2,000
	Report and engagement expenses (e.g. photography)	lump	$3,000
	Total		$60,000

**Hours vary based on staff level working on the tasks.*

Additional Fees: Additional fees for employees to complete additional items not identified in the Scope of Work is $100/hour plus reimbursement for mileage and supplies.

Contract

A Green Bicycle Co. standard contract is available upon request.

Insurance

Green Bicycle Co. holds a $1 million liability policy in place under business insurance with State Farm. A certificate of insurance will be provided upon request.

Related Project Experience and References

Cultural Asset Mapping

The John Michael Kohler Arts Center (JMKAC) engaged Green Bicycle Co. to begin a process of cultural asset mapping in September 2020. Cultural asset mapping identifies the resources in an area that make it unique. These assets include the people, places, and organizations that make valuable contributions to the community; they influence the cultural fabric of a region. By identifying and recognizing these assets within the City of Sheboygan, this project will make all these treasures, both tangible and intangible, more visible.

In Phase II of the project, Green Bicycle Co. worked alongside several JMKAC departments and community partners, engaged surveys and interviews, and worked towards recommendation implementation to increase representation, ownership, and a sense of belonging at Levitt AMP Sheboygan Music Series and beyond.

Telling the Full History

In 2022 Green Bicycle Co. partnered with the Sheboygan County Historical Museum, with funding through from the Telling the Full History Fund - a grant program of the National Trust for Historic Preservation, made possible through the National Endowment for the Humanities. The project's goals were to highlight the roles that underrepresented communities played in the history and evolution of Sheboygan County, as well as educating and creating a model for continued data collection, communications, and partnerships. Green Bicycle Co. worked alongside the Sheboygan County LGBTQ Alliance, Hmong community, and women in politics to collect and archive information and create opportunities for engagement and exhibition of local stories.

Neighborhood Engagement & Development

The City of Sheboygan has made neighborhood development and engagement a focus area in the recent past, which creates a stronger tie and better communication between the City and its residents, and also helps empower neighborhood groups to advocate for themselves, solve problems and improve quality of life. Nancy, as a Planner with the City of Sheboygan, was the key City liaison engaging with neighborhoods, helping them find resources, form official associations, set goals and accomplish improvement projects. Nancy helped the Sheboygan PD become more involved with neighborhood groups and supported the new Beat Cop program - where officers made deeper connections in designated neighborhoods to reduce calls for service and open lines of communication to be proactive in those areas. Heather was involved in neighborhood engagement and development as a non-profit leader in one of the designated Beat Cop neighborhoods. Heather and her group hosted events and became an incredibly valuable community resource and connector.

REFERENCES

References for the aforementioned projects are shown below. Contact information will be provided upon request.

- Project: Cultural Asset Mapping
  Ann Brusky–Deputy Director of Programming at John Michael Kohler Arts Center

- Project: Telling the Full History
  Travis Gross–Executive Director at Sheboygan County Historical Society and Museum

- Project: Neighborhood Engagement & Development
  Sgt. Andrew Kundinger, Sheboygan Police Department

Personnel Resumes

Heather Cleveland - Project Manager, Founder & President, Green Bicycle Co.

Chelsea Couette - Economic Development Planner, Green Bicycle Co.

Nancy Maring - Urban Planner, Green Bicycle Co.

Heather Cleveland

Project Manager, President and Founder of Green Bicycle Company

Entrepreneurial Spirit • Technical Background • Passion for the Environment and Engagement

Education

University of Wisconsin – Milwaukee
Master of Urban Planning, 2013
BS, Civil Engineering, 2007

Military Service

Army National Guard
Transportation Specialist, 1998-2006
Operation Iraqi Freedom, 2003-2004

Key Skills

Leadership
Discussion Facilitation
Project Management
Growth Planning
Problem Solving
Idea Generation

Professional Experience

Operation and Product Developer, Plymouth Springs Fish Co.
November 2019 – April 2020

- Developed operations infrastructure including employee management processes, website and product packaging, and marketing materials
- Created teams to provide critical analysis of projects while building consensus

Executive Director, Nourish
March 2015 - November 2019

- Lead and grew important non-profit in Sheboygan, WI, creating and achieving long and short-term goals
- Managed operations including hiring, staff development, and program development, while building new collaborations throughout the region
- Created and utilized program metrics to assess success
- Created and implemented fundraising strategy with diverse income streams

Environmental Engineer, AECOM
January 2008 – February 2013

- Assisted with landfill design calculation, modeling, review and report creation
- Conducted Phase I Environmental Site Assessments, Phase II investigations, brownfield site groundwater monitoring, and construction oversight

Engagement

Adjunct Instructor for UW-Milwaukee, Mechanical Engineering 490: Community Development and Sustainable Methods
Spring 2018 and Spring 2019

Professional Mentor for Engineers Without Borders and Sheboygan Diversity, Equity, Inclusion, and Belonging Initiative Chair

Served as Board President for Goodside Grocery and Treasurer for Sheboygan Service Foundation

Heather@greenbicycleco.com • 1117 N 8th Street, Sheboygan, WI 53081 • 920-287-3661

Chelsea Couette

Economic Development Planner, Green Bicycle Co.

Thoughtful Engagement | Critical Thinker | Inspired by Places

Education

University of Wisconsin – Milwaukee
Master of Urban Planning, 2013

University of Wisconsin – Madison
Bachelor of Science, Geography, 2010

Key Skills

Market Insights & Knowledge

Stakeholder Engagement & Communication

Creative Problem Solving

Research & Data Analysis

Professional Experience

Economic Development Planner, Green Bicycle Co.
May 2023 - Present

- Identify opportunities for public and private partnerships that support business growth
- Develop strategies to promote economic and community development and efficient land use scenarios consistent with community goals
- Develop long range plans for communities
- Recommend priorities, schedules, and funding sources to implement public improvements plans
- Consult with public and private stakeholders to identify and address needs of the community

Acquisitions & Development Manager, Zilber Property Group
September 2013 - April 2023

- Financial analysis of industrial acquisition & development opportunities
- Management of project due diligence activities
- Preparation and oversight of acquisition & disposition activities
- Research & evaluation of new market investment opportunities
- Coordination of municipal land entitlement process
    - Build-to-Suit & Speculative Development Projects
    - Municipal submittal package coordination
    - Participation in public approval process

Graduate Assistant - Economic Development, City of Brookfield, Wisc.
October 2012 - June 2013

- Assist with district-specific revitalization efforts
- Coordination & facilitation of focus group meetings
- Creation & distribution of monthly economic development E-newsletter

Chelsea@greenbicycleco.com | 1117 N 8th Street, Sheboygan, WI 53081 | 920-287-3661

Nancy Maring

Urban Planner, Green Bicycle Co.

Community Minded • Creative Problem Solver • Passion for Great Places and Spaces

Education

University of Wisconsin – Milwaukee
Master of Urban Planning, 2013
University of Wisconsin – La Crosse
BS, Fine Art, 2009

Key Skills

Thoughtful Facilitation
Project Management
Creating Connection
GIS Mapping
Document Design
Idea Generation

Professional Experience

Community and Economic Development Planner, City of Sheboygan, WI
November 2018 – December 2020

- Supported economic development in the City, including downtown revitalization efforts, and the creation of Sheboygan's Innovation District
- Facilitated, designed, and coordinated placemaking efforts
- Managed neighborhood revitalization efforts and created measurable markers for success and data collection methods
- Led planning efforts for the City including sustainability and livability planning

Neighborhood Development Planner, City of Sheboygan, WI
January 2014 – November 2018

- Led Sheboygan's interdepartmental neighborhood revitalization efforts, as well as coordinated the creation of ten new neighborhood associations in the City
- Managed the dispersion of CDBG loans for housing rehabilitation
- Drafted maps, and designed documents

Graduate Scholar Intern - Planning, City of Milwaukee, City Development
January 2013 – December 2013

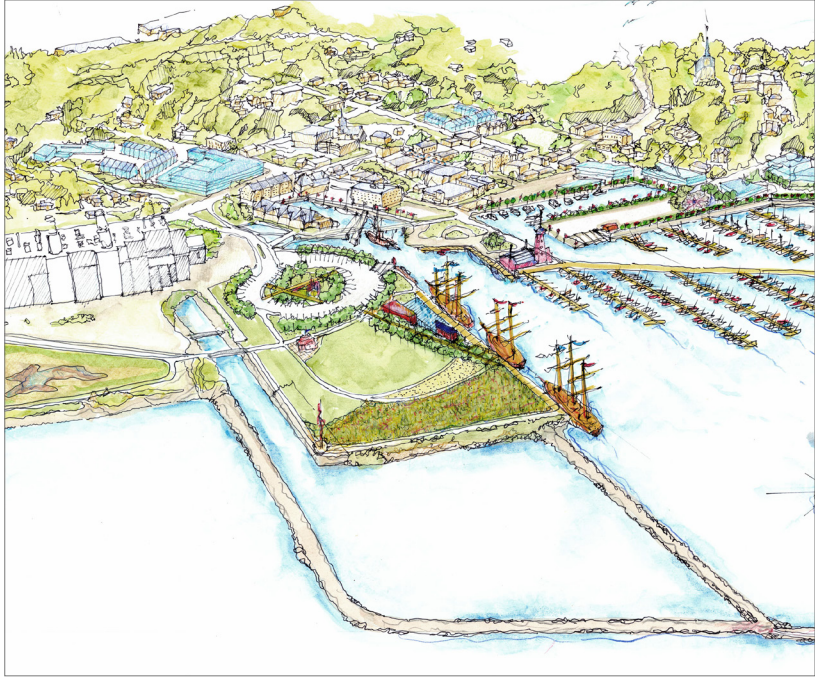
- Created the City of Milwaukee Vacant Lot Handbook
- Researched zoning, regulatory, and development issues
- Reviewed proposed and amended or modified development plans
- Prepared presentations and reports for Plan Commission meetings

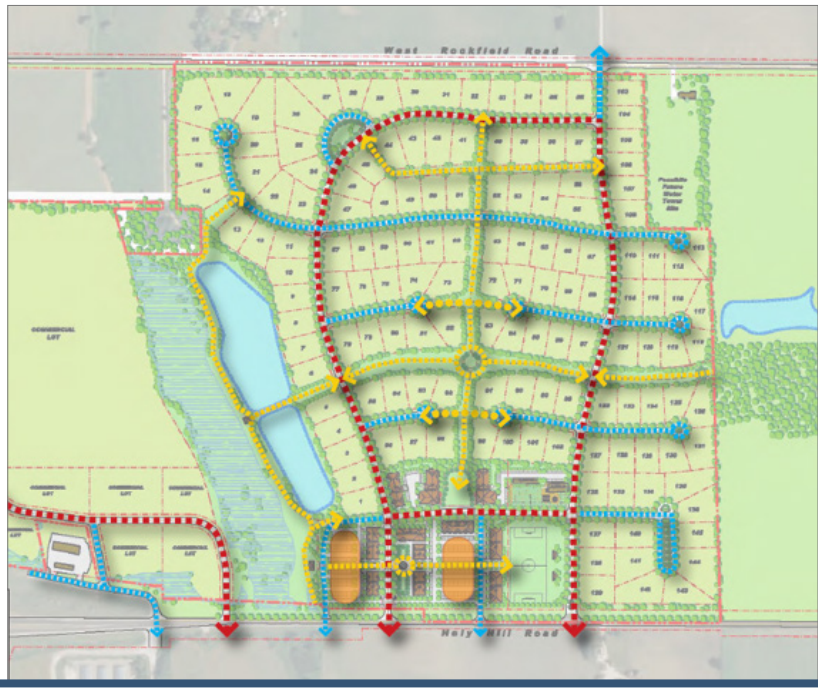
Engagement

Founding member and Vice President of Active8 Sheboygan, a non-profit aimed at creative civic engagement and helping people become more rooted in their community.
September 2016 - Present

Served as board member and Communications and Outreach Officer for Sheboygan Neighborhood Pride, a non-profit focused on facilitating the creation of recognized neighborhood associations.
January 2014 – December 2016

Nancy@greenbicycleco.com • 1117 N 8th Street, Sheboygan, WI 53081 • 920-287-3661





Request for Proposal for

Holy Hill Gateway District Master Plan
Freistadt District Master Plan

Prepared for

Village of Germantown

July 21, 2023

GRAEF

414 / 259 1500 www.graef-usa.com

275 W Wisconsin Ave., Suite 300
Milwaukee, WI 53203

Primary Contact: Craig Huebner, AICP
craig.huebner@graef-usa.com

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275 W. Wisconsin Ave.
Suite 300
Milwaukee, WI 53203
414 / 259 1500
www.graef-usa.com

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July 21, 2023

Jeffrey W. Retzlaff, AICP
Department of Community Development
N112 W17001 Mequon Road
PO Box 337
Germantown, WI 53022

SUBJECT: Request for Proposals for Holy Hill Gateway District Master Plan and Freistadt District Master Plan

Dear Mr. Retzlaff,

View Germantown As A Village At A Crossroads

Germantown has become a leading village in the transformation of our metropolitan area and region. Germantown finds itself at the crossroads of major development trends. To address this situation the village has developed a unique long-term plan to maximize the potential value of future growth. Now Germantown needs a more detailed scenario. In fact, Germantown needs several scenarios – to guide the investments of both the private and public sector in two critical subareas.

Make One Plan With Multiple Scenarios

From GRAEF's perspective, the key questions is not "What is the best plan?" but "What is the best set of plans?" That is, Germantown needs plans with choices that fit both the community's current vision as well as the trends and changes Germantown may encounter over the next decade. GRAEF's planning and development team can provide a series of such detailed scenarios, all based on the same foundation of infrastructure and regulatory policies.

Create Feasible & Desirable Choices

One possible set of choices, for example, would be plan scenarios that include only those uses labeled as "desirable" in the comprehensive plan. Other choices might include more "allowable" uses which, perhaps, involve less risk from the standpoint of financial value and tax base. Another approach might be to develop two or three scenarios corresponding to projected market conditions over the next ten years for different expected commercial as well as residential land uses.

Continue What The Village Has Started

GRAEF's consulting team has worked for numerous communities generating pragmatic options for both public investment as well as private sector development. Whatever the development issue, our firm has the experience and talents to provide pragmatic and visionary concepts for consideration.

Get It Done

We are most gratified with Germantown's adoption and initial implementation of the 2050 Comprehensive Plan. We see this opportunity as a way to help Germantown further implement land development that promotes Germantown and helps realize its community-wide vision.

We look forward to an opportunity to continue our work with staff and elected officials.

Craig Huebner, AICP | Project Manager
275 W Wisconsin Ave.
Milwaukee, WI 53203
craig.huebner@graef-usa.com
414 / 266 9228

Brent Pitcher, PE, LEED AP | Vice President | Principal
275 W Wisconsin Ave.
Milwaukee, WI 53203
brent.pitcher@graef-usa.com
414 / 266 9269

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our core purpose

To improve the physical environment for the benefit of society in a sustainable manner.

GRAEF is a multi-discipline planning, design, and engineering firm dedicated to serving public and private clients throughout the United States. For over 60 years, our ability to excel has been driven by integrity, quality, and our commitment to customer service. GRAEF began as an individual partnership structural engineering firm in 1961. Today, with more than 290 employees in ten offices in the Midwest, Florida and Turks and Caicos, GRAEF offers our clients a full range of consulting services. GRAEF-USA is a Corporation licensed to operate in the State of Illinois.

GRAEF is ranked #366 in Engineering News-Record (ENR) Top 500 Largest Design Firms and is ranked #31 in Building Design + Construction's (BD+C) list of the nation's Top Engineering-Architecture firms.

WE PROVIDE QUALITY CONSULTING SERVICES IN:

- Planning + Urban Design
- Environmental Engineering
- Field Services + Survey
- Industrial Architecture
- Landscape Architecture
- Mechanical, Electrical, Plumbing Engineering & Commissioning
- Civil Engineering
- Structural Engineering
- Traffic/Transportation Engineering

Milwaukee
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Chicago
Miami
Orlando
Sarasota
Turks and Caicos Islands

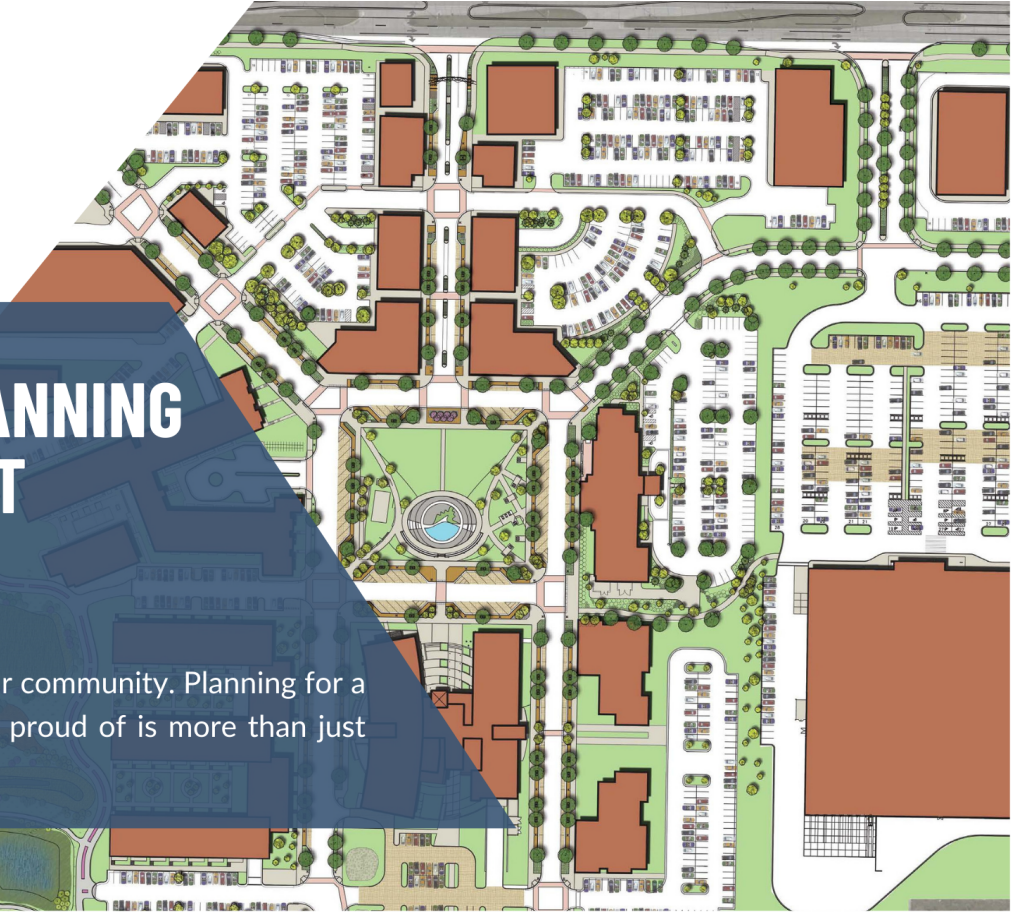
CONTACT US

414 / 259 1500 www.graef-usa.com

275 W. Wisconsin Ave. Suite 300
Milwaukee, WI 53203

Primary Contact: Craig Huebner, AICP
craig.huebner@graef-usa.com

PLANNING & URBAN DESIGN



COMMUNITY PLANNING & DEVELOPMENT EXCELLENCE

At GRAEF, your community is our community. Planning for a future we believe in and can be proud of is more than just our job — it is our way of life.

The GRAEF team combines the professional talents of planners, designers, architects, landscape architects, and GIS specialists. GRAEF specializes in preparing detailed plans and guidelines to manage development, enhance the community, and preserve the environment. These plans create pedestrian–friendly private and public developments while enhancing the value of surrounding properties.

GRAEF's clients include a variety of government agencies, as well as private developers seeking design excellence in the creation of public environments. Services include one-time project plans, ongoing consulting with local governments, and design support services to numerous agencies and consulting firms.

GRAEF recognizes the importance of establishing a good working relationship with both public officials and local citizens; facilitating dialogue with public agencies, community leaders and residents to create consensus–based plans.

GRAEF professionals have achieved national recognition for their urban design and planning expertise.

GRAEF's planners and urban designers emphasize four key principles in their work:

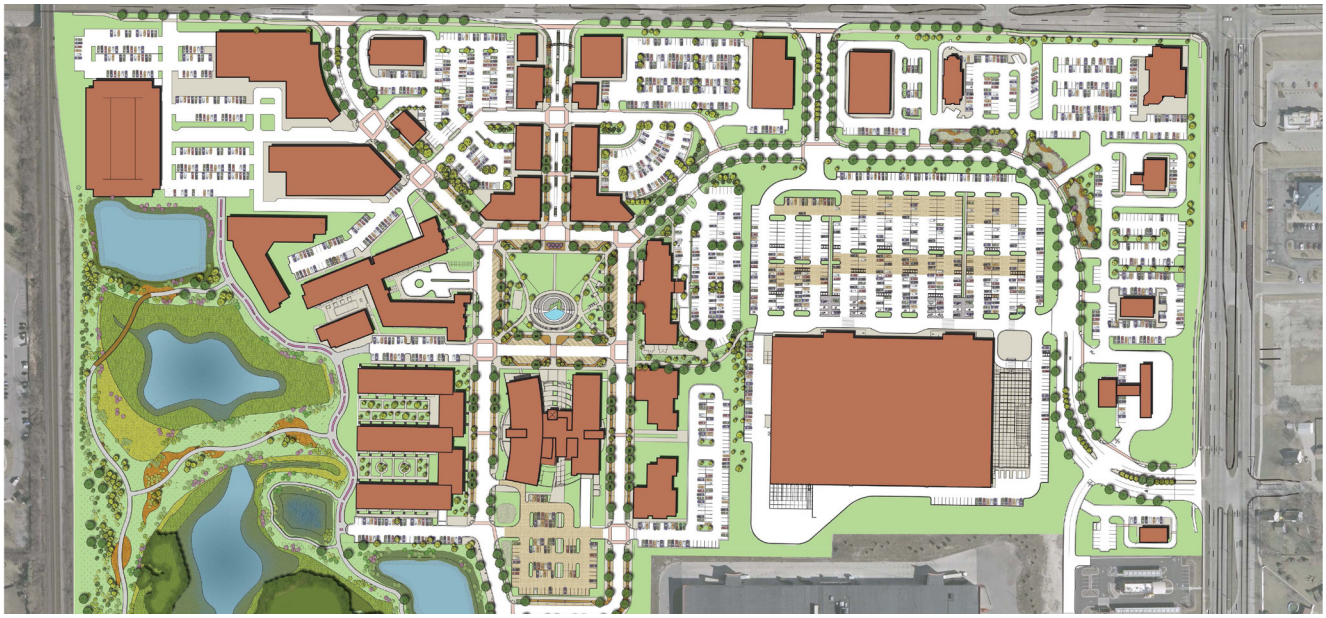
- Foster Community Citizenship and Pride
- Honor Local Heritage and Tradition
- Protect, Respect, and Appreciate the Environment
- Expand Social and Economic Well-Being

Our Expertise

Master Plans
Comprehensive Land Use Plans
Neighborhood Plans
Strategic Plans
Community Visioning Plans
Business District Improvement Plans
Park and Landscape Design
Design Guidelines and Form-Based Codes
Capital Improvements Planning
Tax Incremental Financing (TIF) Plans
Market Analysis
Traffic Calming
Economic Development
Promotional Strategies for Development
Ongoing Plan/Design Reviews
Tailored Public Participation Plans
Developer Solicitations
GIS

Drexel Town Square

Client: City of Oak Creek | Oak Creek, WI



Services

Planning + Urban Design
Landscape Architecture
Streetscape
Brownfields Grant Assistance
Public Participation
Sustainable Development Guide
Site/Civil Engineering

Reference

Doug Seymour
Director of Community Development
City of Oak Creek
414-768-6500
dseymour@oakcreek.wi.org

Awards

Sustainable Development Guide: 2013 APA-WI Award for Innovations in Planning

2015 Eureka Award – *The Business Journal*

Link to Report

Oak Creek is a large suburban city which lacked a downtown. The Mayor, born and raised on a farm in Oak Creek, had the vision to create a downtown on an 80 acre abandoned, contaminated, industrial site. Public controversy erupted over the cost, desirability, and feasibility of the vision.

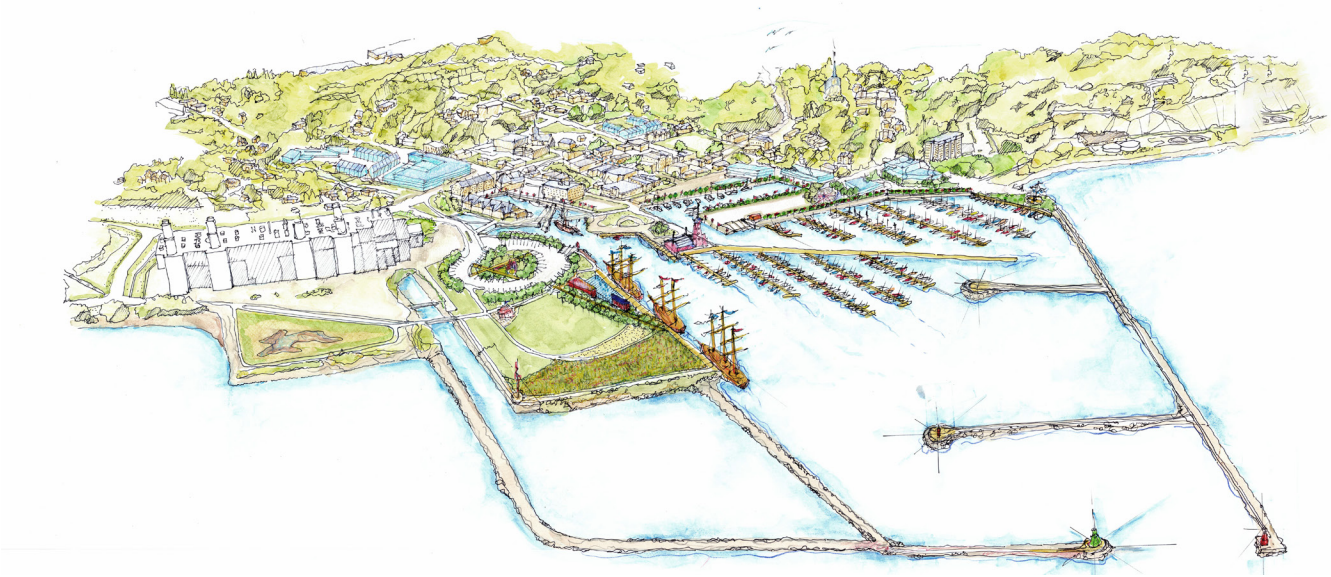
GRAEF's planners created a public engagement process, financial subsidy analysis (TIF), and environmental and economic development grants. Collectively these efforts brought the community together and led to major market-driven interest by local developers. GRAEF developed a series of different design options for redevelopment of the former 80-acre Delphi site, now known as Drexel Town Square. This work included several public workshops, economic analysis, and the creation of plan alternatives to address multiple visions for the site. GRAEF also analyzed the public costs and revenues associated with development options. GRAEF's work helped support the creation of a new Town Square featuring the City Hall and Library as a premier destination place.

GRAEF prepared a Planned Development ordinance to regulate and guide the vision set forth in the prior conceptual master planning phase. The ordinance includes design standards that regulate both physical appearance and social activity within the development. The document is amply illustrated and includes standards for site design, buildings (broken down by building types), landscaping, streetscape, community places, signage, and lighting, as well as an embedded section on detailed sustainability options for the district.

Today, the project's success has led to further development along Drexel Avenue including a new investment in streetscape and aesthetics – also led by GRAEF's designers.

Port Washington Downtown + Lakefront Plan
Design Guidelines

Client: Village of Greendale | Greendale, WI



Services

Planning + Urban Design
Master Planning and Streetscape Design

Reference

Robert Harris | Director of Planning & Development
City of Port Washington, WI
100 W. Grand Avenue, P.O. Box 307
Port Washington, WI 53074
Telephone: 262.284.2600 x1017
RHarris@portwashingtonwi.gov

Link to Report

GRAEF developed architectural and streetscape design guidelines as part of the Port Washington Downtown + Lakefront Master Plan to guide development downtown. The guidelines are developed to be actionable and relevant to developers, City Staff, and public officials to ensure a singe vision for the development of new buildings and infrastructure. City Staff can print a concise checklist to guide decision making for design review based upon an easy-to-use rubric.

The design guidelines cover a range of design elements from building composition and materials to street level activation, signage, and building orientation. The guidelines also cover public spaces, parking and loading areas. Each element of the design guidelines is customized for the City to create a unique character in the downtown supportive of the needs of local residents, businesses, and tourists. Diagrams and examples of desirable building types are included throughout to assist developers and architects with the implementation of their plans.

As an element of the City's Comprehensive Plan, the guidelines are enforceable but also flexible enough to allow the City the ability to accommodate economic conditions. GRAEF collaborated with City Staff to determine an approach that was most useful for their community in the face of increasing development pressure, generational changes, and shifts in the local economy. The guidelines are helping to position the City well for future updates to their zoning code and contribute to the 25+ year vision laid out in the Downtown + Lakefront Master Plan.

Racine Water Street Redevelopment Plan

Client: City of Racine | Location: Racine, WI

Illustration One: Mixed Building Types, Covered Parking for Water Street area in Racine, Wisc
es, parking attached 2 car garage, some surface parking F Apartment/Condo, street re

Services
Planning + Urban Design
TOD Planning
Design Guidelines

Reference
Jeff Hintz, CNU-A
Planning Manager
262-636-9151
Jeffrey.Hintz@cityofracine.org

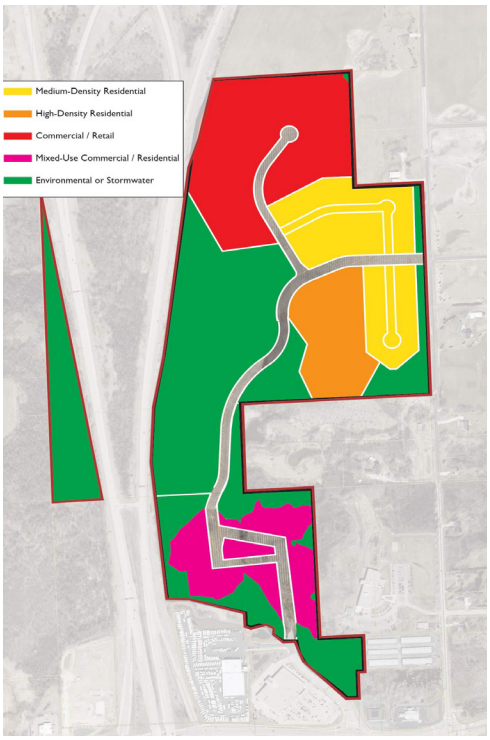
Racine has struggled for decades to revitalize its downtown and lakefront along with improvements to surrounding neighborhoods. This project, completed in 2020, focuses on undeveloped land abutting the downtown and linking to several key surrounding areas. The purpose of the plan was to show how it can be developed in a manner with social equity (regarding use and access to the river), economic value (including both affordable and market rate housings), while preserving and improving the shoreline ecology.

The GRAEF team worked in an integral manner with City staff as well as a market analyst and architect. The communication graphics needed to: evaluate problems with the site and fragmented context (see map to the left); communicate multiple development opportunities; use a street typology and riverfront walkway to develop linear connections to surrounding places (including downtown).

The diagrams depict street typologies, street/block patterns, bike/ped connections, along with conceptual urban development concepts. These concepts provide inter-neighborhood linkages, connecting to: the downtown (eastward); the transit center (northwest across the river); and low income areas directly to the south. The cross sections depict public use concepts for the riverwalk that accommodate both private sector development while offering meaningful public access and the ecological preservation of the river shoreline. Project scope also included a series of confidential interviews with developers to evaluate development interest and feasibility of urban design concepts.

Northern Gateway Master Planning

Client: Ansay Development Corporation | Location: Saukville, WI



Services

Land Use Planning
Urban Design
Design Guidelines
Conceptual Site Design

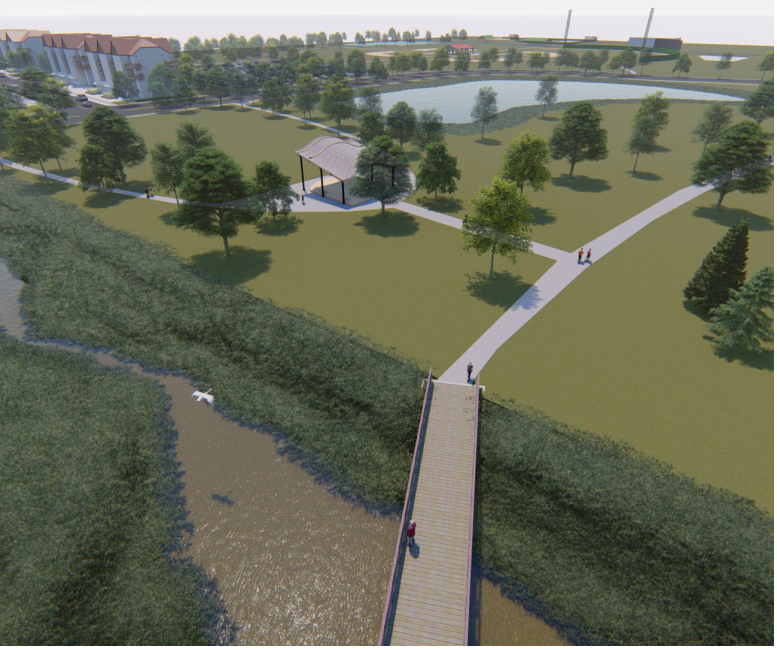
Reference

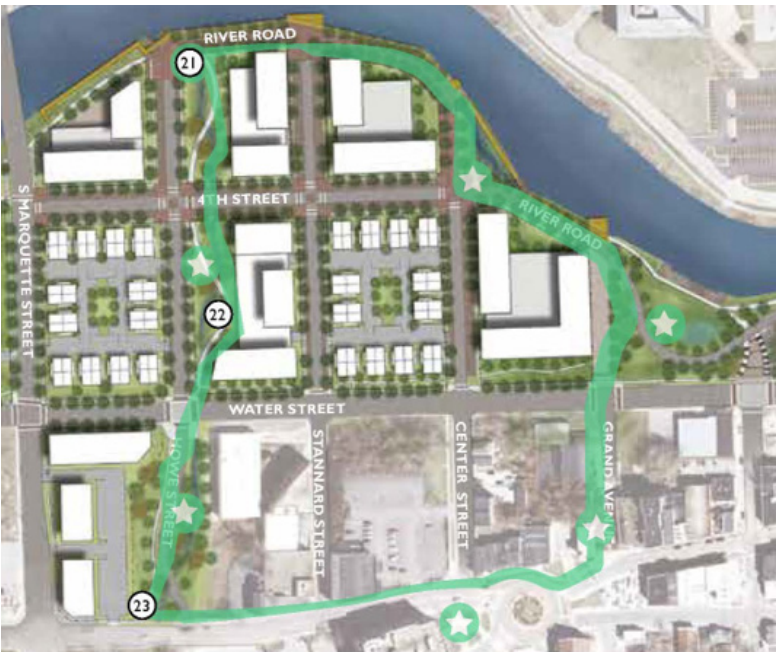
Ian McCain
Design Construction Manager
Ansay Development
262-376-3224
ian.mccain@ansaydevelopment.com

Link to Report

GRAEF planners and urban designers have undertaken over 30 master planning projects for Ansay Development Corporation (ADC). These projects include business parks, residential subdivision and commercial structures. The work ranges from high level conceptual plans to detailed implementation documents for specific sites. The types of areas include urban centers (like Port Washington), suburban districts, and rural areas. GRAEF's projects have included a variety of innovations such as the use of "pattern books" to create design guidelines, the inclusion of sustainability principles, environmental conservation and new forms of residential development.

The most recent master planning work including land use scenario planning and conceptual site design for the development known as "Northern Gateway" in Saukville, WI. GRAEF worked on behalf of ADC to present a development vision to the Village and private sector investors for a 115-acre vacant, undeveloped piece of land along I-43. The vision included a mix of different uses including industrial, recreational, residential, commercial, and hospitality as well as an infrastructure framework necessary to support the desired mix of uses. The centerpiece of the vision included a central gathering space that would serve as the district amenity and community destination.





References

Paul Boening
Village Manager
Village of Whitefish Bay
(414) 755 6516
P.Boening@wfbvillage.gov

GRAEF has been providing ongoing planning services for the Village since 2016 and has assisted with multiple, site specific master planning projects throughout the Village.

Randy Kerkman
Village Administrator/Public Works Director
Village of Bristol
262-857-2368
admin@villageofbristol.org

GRAEF has been providing ongoing planning services for the Village since 2016 and also completed a Village Center Master Plan in 2018.

Jeff Hintz, CNU-A
Planning Manager
Department of City Development
City of Racine
730 Washington Avenue (Room 102)
Racine, WI 53403
(262) 636-9151
Jeffrey.Hintz@cityofracine.org

GRAEF completed a redevelopment master plan for a former brownfield site.

Doug Seymour
Director of Community Development
City of Oak Creek
414-768-6500
dseymour@oakcreek.wi.org

GRAEF authored a new Planned Development Ordinance inclusive of design guidelines for the Drexel Town Square development.

Patrick Brever
Economic Development Director
414-768-8051
brever@smwi.org

GRAEF has been providing ongoing planning services to the City since 2014 and has assisted with multiple, site specific master planning projects throughout the City.

PROJECT APPPROACH

1

Reflect the Past, Current and Future of the Site and Context

The Project Area offers unique characteristics in terms of its visual character, natural environment, social and economic conditions, circulation systems and infrastructure. All of these issues must be addressed.

2

Integrate Planning Actions with Economic Development Strategies

Great urban design concepts will become shelf plans if they cannot be realized. Implementation requires resources which, in turn, require a solid understanding of the economic evolution of the community. GRAEF will develop, in collaboration with staff, a development strategy that allows the area to evolve in a responsive way to ongoing economic and social change.

3

Create a Development Roadmap Leading to a Vision

Germantown needs a road map for design and development that allows for many options within one overall vision. Collectively, the options must be part of a single design framework for long term investment in infrastructure. This approach to urban design includes not only aesthetic issues, but also many of the often-ignored issues of long-term infrastructure development, management, and maintenance.

4

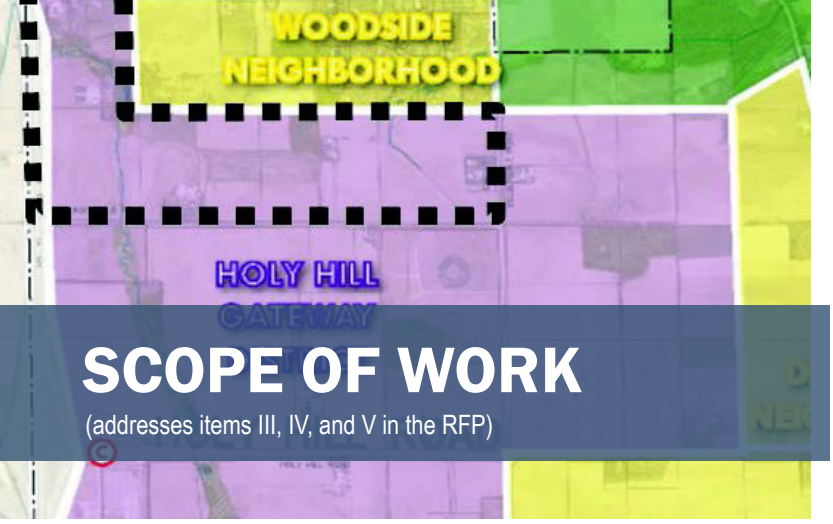
Engage Multiple, Diverse Sets of Stakeholders

Major "transformational" actions in development require strong public support. The GRAEF Team uses a wide variety of software platforms and innovative methods to draw out public opinions, from local residents and landowners as well as the broader array of village-wide groups that deserve input into desired changes.

5

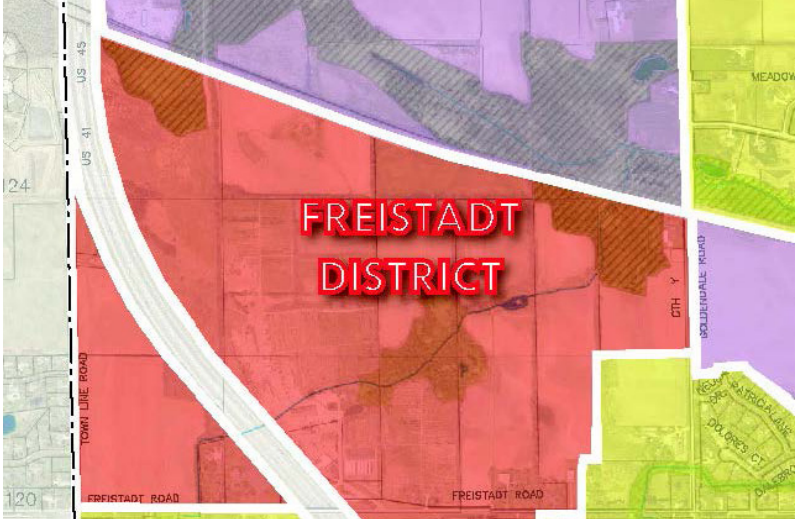
Build on The Ideas of Others

Germantown has already set the stage for development in the project area with the creation of TID #7 and #8. Now, Germantown needs plans to catalyze new development that aligns with the community's shared vision. The GRAEF Team prides itself on creating implementation strategies that begin immediately (even before the "ink is dry") as part of the overall planning process. This plan cannot end up on the shelf. Germantown must make it happen by starting development as soon as possible.



SCOPE OF WORK

(addresses items III, IV, and V in the RFP)



1. Conduct Project Initiation

GRAEF will conduct a kick-off meeting with Village staff and/or steering committee. The agenda will include contractual issues, schedules, level of effort, and other logistics. The first collaborative meeting will set the stage for successful communications, outcomes, and implementation. In addition to the necessary contractual and technical issues, we will begin the substantive process of determining a meaningful, achievable development plan. As part of this meeting, we will also discuss numerous examples of comparable plans, projects, and lessons learned.

2. Create Engagement Plan

Effective community input often reveals key details and "hidden" issues that reveal both major challenges and opportunities for critical development. GRAEF proposed to focus its efforts on two primary means of public engagement. The first will be conducting up to eight (8) stakeholder meetings. Stakeholders will be identified by the Village and may include landowners, businesses, or neighborhood groups. For the second means of engagement, GRAEF will assist the Village staff in conducting two public meetings. The first public meeting will be a community open house format as outlined further in task 6 below. The second public meeting will be a presentation to the Plan Commission or Village Board as outlined in task 9 below.

3. Conduct Site Analysis and Due Diligence

The GRAEF Team will assemble and evaluate both quantitative and qualitative information. In addition to a basic inventory, this process will help identify key strengths, weaknesses, opportunities and challenges. We will look at past plans and the lessons learned. We will also include data from comparable projects that bring new knowledge to the table. Typically, this analysis includes six major areas of research:

- Visual form and character of the community
- Social and economic activities
- Circulation (pedestrians, vehicles, non-motorized, water and land based)
- Environmental features – on and offshore
- Maintenance, operation and long-term sustainability
- Public policies, regulations, programs and grants that can influence the plan goals

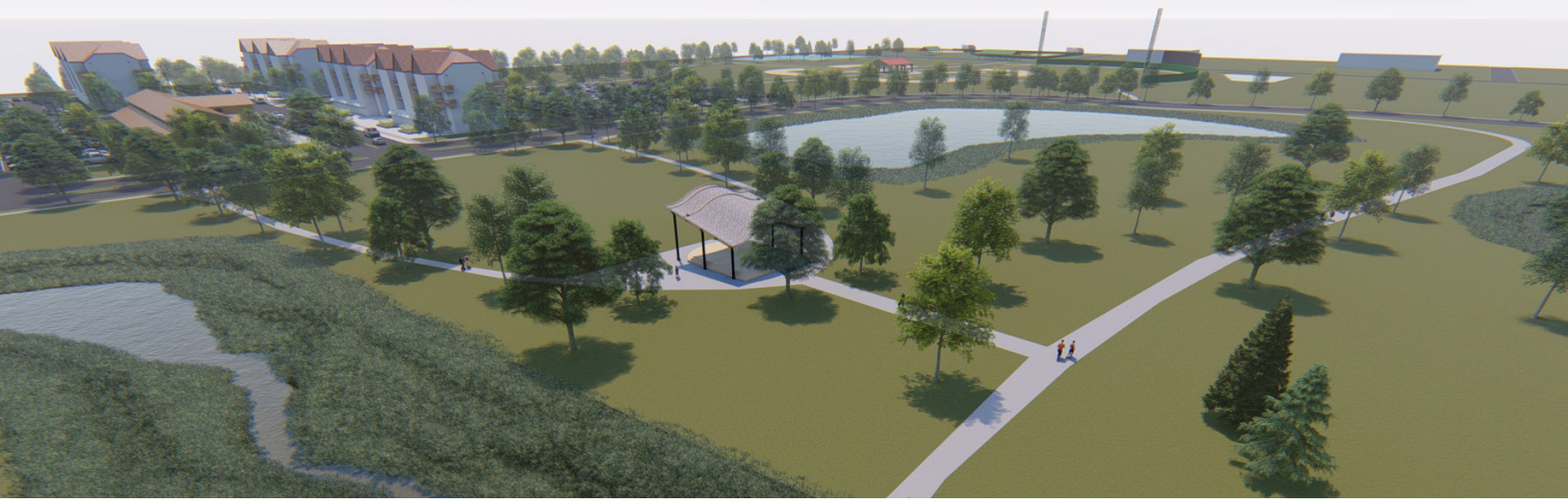
This task will also include conducting up to eight (8) stakeholder meetings. Stakeholders will be identified by the Village and may include landowners, businesses, or neighborhood groups.

4. Create Responsive, Adaptive Alternative Land and Development Plans

Typically, our methodology aims at creating a single plan for the new infrastructure that will allow for multiple options to unfold over time. That is, we create a street/block/parcel system in which the community can create multiple desired outcomes. This development system is designed to accommodate different types of economic investments, public places, and land uses over time. In this way, the community has a road map leading to multiple, high-value outcomes all consistent with a broader overall vision.

5. Meet with Key Members of Village Staff to Review Land and Development Plans

GRAEF will meet with key members of the Village staff and/or steering committee to review, evaluate and amend the plan drafts as needed. GRAEF will produce 2-3 development framework options for this task covering the entire project area. The draft development plans will be sketch-level detail and include conceptual circulation, land division, land uses, and precedent imagery to portray possible building types.



6. Present the Alternative Plans at Community Open House

In conjunction with Village staff, GRAEF will present the plans to the neighborhood and stakeholders at a public open house. Additionally, concept plans will be posted by the Village on the project webpage for online review and feedback. Village will gather feedback and deliver summary and direction to GRAEF to then modify the plans and concepts accordingly.

7. Generate a Preferred Land/Development Plan, Mapping, and Visualizations

GRAEF will create a preferred land/development plan inclusive of a scenario that includes a railroad crossing and one that does not. This iteration of the plan will incorporate additional review by Village staff and/or steering committee. This plan will become the basis for developing guidelines in the next step. GRAEF will also create conceptual 3-d massing for the three specific properties identified in the RFP that will serve as the "best practice" approach for different development elsewhere in the project area.

8. Develop Design Guidelines

Redevelopment plans are realized through a series of policies, programs, and regulations. Often these are referred to as guidelines. In this case, there may be a need for several types of guidelines that fit different parts of the process including, for example, guidelines for:

- Applicant review procedures and stages
- Zoning
- Land division
- Developer agreements
- Phasing and financing
- Engineering standards

GRAEF is experienced in creating many types of award-winning guidelines to fit different circumstances. We tailor our guidelines to the unique administrative procedures in each community. At times, this includes the use of some attributes found in "form-based" codes. In most cases, especially those in which future markets for urban development cannot be readily predicted, we use a combination of approaches. The goal for the guidelines is to ensure that outcomes meet community expectations while still accommodating changes in market trends, the needs of investors, and social/cultural attitudes.

GRAEF will prepare zoning code level site, building and landscaping design principles & guidelines for the preferred land uses and (re)development in the project area. This should include representative renderings, photos and dimensioned illustrations to adequately convey the design principles. GRAEF will also identify recommended street and streetscaping enhancements within the project area.

9. Assist Village staff with Presenting the Plan at a Plan Commission or Village Board Meeting

The guidelines will become, in effect, the key policy document aimed at implementation. GRAEF will discuss the guidelines with Village Plan Commission and/or elected officials.

10. Produce Draft and Final Deliverables

GRAEF will deliver a draft master plan report inclusive of the items listed in Section V of the RFP. The draft will be shared with Village Staff for distribution to appropriate reviewers (including the public via Village-managed project webpage). Village will provide requested revisions to the draft master plan for GRAEF to refine and deliver a final master plan report.

VILLAGE COMMITMENTS

- Village Staff will serve as the point of contact for public inquires during the planning process, will attend all public meetings, will maintain a project website, and provide public outreach of planning activities through existing Village social media outlets, electronic and community newsletters (if any are employed for the project). Village Staff can also assist in providing existing GIS data as available.

- Coordination lead with property owners and other project stakeholders.

- Invitations, mailings, locations, proper notices, and logistics for all meetings.

- GRAEF is proposing to lead one (1) public open house and lead one (1) Plan Commission/Village Board meeting. Village Staff will lead and facilitate three of the five public meetings identified in the RFP. GRAEF can take lead in additional public meetings at an additional cost of $3,000 per meeting.

- Village responsible for all meeting minutes.

Key Staff

Village of Germantown

PROJECT MANAGER
Craig Huebner, AICP

PRINCIPAL-IN-CHARGE
Larry Witzling, P.h.D., AIA, PLA

PROJECT TEAM DISCIPLINES

ADVISOR - REAL ESTATE
Patrick Kressin, PLA, LEED AP

ADVISOR - URBAN DESIGN
Ed Freer, PLA

MUNICIPAL ENGINEER
Mike Paulos, PE, LEED AP

ENGAGEMENT SPECIALIST
Brianna Fiorillo

URBAN PLANNER
Dominic Marlow

ENVIRONMENTAL SPECIALIST
Alex Linton

TRANSPORTATION ENGINEER
Julie Chapman, PE

LANDSCAPE DESIGN
Chris Lybeck

Education:
Master of Architecture, 2012
Master of Urban Planning, 2012
University of Wisconsin-Milwaukee, Milwaukee, WI
B.S., Architectural Studies, 2009
University of Wisconsin-Milwaukee, Milwaukee, WI

Professional Certifications:
American Institute of Certified Planners

Professional Affiliations:
American Planning Association (APA)
Wisconsin Chapter of the American Planning Association (APA-WI)

Craig Huebner *AICP*
Project Manger

WHY CRAIG? *Craig is the Practice Team Leader for GRAEF's Planning + Urban Design studio. Craig's academic background is in both architecture and urban planning, and he has several years of experience working in both fields. His work experience includes comprehensive planning, neighborhood master planning, commercial redevelopment, streetscape corridor planning/design, urban design, park and open space planning, and design guidelines. In addition, Craig has extensive experience in the creation of innovative public participation plans for a variety of planning projects.*

URBAN DESIGN & PROPERTY DEVELOPMENT
Craig's experience in urban design includes developing design strategies for a variety of commercial corridors and specific properties as well as corresponding design guidelines. He has conducted detailed site analyses, including parking analyses, and used this information to develop achievable design solutions. Craig develops graphic maps, diagrams, and illustrations to communicate a range of urban design concepts and solutions.

Project examples include:
- Village of Germantown Comprehensive Plan Update and CORP
- Port Washington Downtown + Lakefront Plan
- National Avenue Corridor Strategic Plan
- Whitefish Bay Silver Spring Drive Master Plan
- Village of Bristol Ongoing Planning
- Drexel Town Square Regulating Plan
- Grafton Lumberyard Site Development
- Ansay Development Corporation: Saukville Northern Gateway

Professional Registration:
Registered Architect: WI
Registered Landscape Architect: WI

Education:
Ph.D., City and Regional Planning, 1976, Cornell University, Ithaca, NY
Bachelor of Architecture, 1967, Cooper Union, Manhattan, NY

Awards:
Planning Pioneer of the Year, American Planning Association, 2017

Larry Witzling *PhD, AIA, PLA*
Principal-in-Charge

WHY LARRY? *Dr. Witzling was named the American Planning Association's Planning pioneer of the Year in 2017. This unique honor comes on top of five other national awards, and 40 years of exemplary work on local, state, and national projects. His professional achievements have been recognized by Progressive Architecture, the American Institute of Architects, the Congress for the New Urbanism, the American Planning Association and local state chapters and regional organizations. Prior to GRAEF, Dr. Witzling was President of Planning & Design Institute, Inc. (PDI), a firm he founded in 1988.*

Urban Design & Redevelopment
Larry's urban design and development projects span four decades, garnering several national awards. His projects range from downtown and neighborhood plans to the design of unique public places. His work is characterized by respect for the local context, community and a concern for blending traditional and time-tested concepts with innovative approaches that match today's needs. His expertise includes developing initial concepts, as well as assisting throughout the implementation process.

- Water Street Neighborhood – Racine
- Kenosha Downtown Design and Master Plan
- Milwaukee Regional Medical Center
- Wauwatosa Life Sciences District
- Milwaukee's Harbor District
- Transform Milwaukee's Five Industrial Districts
- Waukesha Central City Master Plan
- Drexel Town Square
- Neighborhood Plans throughout Milwaukee
- Allouez's Riverside Corridor
- Ashwaubenon Redevelopment
- Burlington Business Park Expansion
- South Milwaukee Downtown
- Plans for Milwaukee's Lakefront
- Kenosha's Downtown Plan
- West Bend Riverfront Development
- Milwaukee's Park East Development
- Stevens Point Downtown and Riverfront
- New Berlin's City Center
- West Allis Redevelopment

Education:
Bachelor of Landscape Architecture, State University of New York/Syracuse University - Syracuse, NY
B.S., Environmental Science, State University of New York/Syracuse University - Syracuse, NY

Professional Registration:
Registered Landscape Architect: WI, ME

Professional Affiliations:
Lakeshore State Park, Board Member - Building Committee (2016-present)
The Waterfront Center, Washington, D.C. - Advisory Board Member
Association – Wisconsin Chapter
Urban Land Institute
Westown Association Board

Ed Freer *PLA*
Advisor - Urban Design

WHY ED? *Over the course of his professional career, Ed has built a significant and award- winning portfolio in waterfront design, landscape architecture, historic architecture, and planning projects throughout the U.S. He is highly accomplished at facilitating a consensus vision and broad stakeholder support for urban design and redevelopment initiatives. Ed has served as a resource member to many civic task forces and professional panels and as a member of national design juries. He has been an urban design resource for the Mayors Institute on City Design, Urban Land Institute and AIA Community by Design. Ed also participates as a local professional practitioner in academic programs at the University of Wisconsin - Madison (Landscape Architecture, College of Human Ecology, and Capstone Course in Civil Engineering) and the University of Wisconsin - Milwaukee (Urban Design and Planning).*

Project examples include:

- Kilkenny Farms Commons Master Plan
- Milwaukee Downtown Lakefront Master Plan
- Cleveland Lakefront Master Plan
- Waterfront Design - Appleton Downtown Master Plan and Comprehensive Plan Update
- Davenport Veteran's Memorial Master Plan
- Shoreline Master Plan and Veteran's Memorial Master Plan
- Bayfront Master Plan
- Patriots Point Development Plan
- Lakefront Master Plan

Education:
B.S., Landscape Architecture, 1995, University of Wisconsin-Madison, Madison, WI

Professional Registration:
Registered Landscape Architect: WI

Professional Certifications:
LEED® Accredited Professional
CLARB Certified – National

Professional Affiliations:
American Society of Landscape Architects
U.S. Green Building Council
Wisconsin Green Building Alliance
International Council of Shopping Centers
Commercial Association of Realtors
NAIOP, Commercial Real Estate Development Association – Wisconsin Chapter
Urban Land Institute
Westown Association Board

Patrick Kressin *PLA, LEED AP*
Advisor - Real Estate

WHY PAT? *Pat combines his experience and design expertise with knowledge of social, natural, and behavioral sciences to create functional, aesthetically pleasing and unique master plans and landscape architectural design solutions to meet project budgets and accentuate the building architecture. His design expertise includes developing large-scale spatial plans and designs that integrate active and passive functions within the natural landscape while using the existing landscape as an amenity. He has significant knowledge and experience with the creation of large landmarks and sustainable developments.*

Drexel Town Square, Oak Creek, WI – Principal-in-Charge: Managing the multi-discipline design team for this large 85-acre redevelopment on the former industrial Delphi site. GRAEF has helped plan the project, gain public support, develop successful grants for funding, initiate design for sustainable infrastructure and design the infrastructure. The Wisconsin Economic Development Corporation (WEDC) awarded $1.1 million in BEBR funds to clean up the site and prepare it for new development. GRAEF has been at the hub of this complex process, ensuring that site development is coordinated with all applicable federal, state, and local requirements. Drexel Town Square serves as Oak Creek's new town center and a focal point for economic activity, environmental practices, and social stimulation. The mixed-use development includes retail, commercial, residential and civic spaces.

Franklin Redevelopment, Franklin, WI – Principal-in-Charge: Directed the multi-disciplinary team to evaluate opportunities for development and redevelopment in two +/- 450-acre redevelopment areas. We provided site due diligence, master planning, TIF analysis, and key engineering studies. One area is in the process of being developed as Ballpark Commons, and the other is a housing development

Mike Paulos *PE, LEED AP*
Municipal Engineer

Education:
B.S., Civil Engineering, 1993, Cum Laude, Michigan Technological University, Houghton, MI

Professional Registration:
Professional Engineer - WI

Professional Certifications:
LEED Accredited Professional - (Leadership in Energy and Environmental Design granted by the US Green Building Council)

Construction Documents Technologist - The Construction Specifications Institute

Professional Affiliations:
American Society of Civil Engineers (ASCE)
American Public Works Association (APWA)
Wisconsin Rural Water Association (WRWA)
Wisconsin Water Association (WIAWWA)

WHY MIKE? *Mike is a principal and the Municipal Market Leader at GRAEF with experience on a variety of public works projects. For over 30 years, he has managed projects involving water distribution system modeling and design, sanitary sewer and storm sewer design, roadway design, and site development.*

Germantown Department of Public Works Facility Site Evaluation and Design, Village of Germantown, WI - Project Manager: GRAEF partnered with Germantown to develop a solution for their currently outdated and undersized Public Works Garage. After completing an assessment and inventory of the Village's site, vehicles, and equipment as part of the programming phase, it became apparent that the current DPW site was not large enough to accommodate the new building and outside spaces required for the present and into the future as Germantown grows. GRAEF assisted the Village to evaluate other potential properties within the Village to find a home for their new DPW building. In addition to the typical DPW yard functions, the Village was also interested in including the recycling center functions within the same site.

Village of Germantown Public Works Facility, Germantown, WI – Project Manager: Germantown broke ground on a new 140,000 public works facility. The $44 million, 30-acre Village consolidation project includes site design and road design, designed concurrently and consisting of 100,000 CY of excavation, 7,500 SY paving, and 4,000 lineal feet of utilities. Operations, Water Department, Sanitary Department, and Recycling will all be moved into this new central location. GRAEF provided full-service design that included architecture, structural, surveying, environmental, and civil. The facility is expected to be completed July 2024.

Julie Chapman *PE*
Transportation Engineer

Education:
B.S. Civil Engineering, 2010
Certificate in Technical Communications, 2010
University of Wisconsin-Madison, Madison, WI

Professional Registration:
Professional Engineer - WI

WHY JULIE? *Julie provides transportation engineering design services to various clients throughout the State of Wisconsin. Responsibilities include the design and preparation of plan documents for transportation and traffic projects. Julie's transportation project involvement has included conceptual design layout, alternative analysis, environmental impact studies, public involvement, utility coordination, preliminary design, pavement design, analysis of traffic data, and the preparation of plans, specifications and estimates. Specific traffic project improvements include analysis of intersection improvements, traffic signal design, parking studies and traffic animation models.*

Freistadt Road & Maple Road HSIP Project, WisDOT/Village of Germantown - Project Engineer: This highway safety improvement program (HSIP) project addressed high severity angle crashes at the Freistadt Road & Maple Road intersection. The project involved spot safety and operational improvements including the installation of a new traffic signal with intersection lighting, widening of the intersection to accommodate turn lanes, replacement of curb ramps, and pavement marking and roadway signing upgrades.

Village of Germantown 10-Year Road Program Development - Project Manager: Performed PASER for all Village roadways and developed the 10-year Road Program and Seal Coating Program based on evaluation and inspection. Developed and identified priority and types of rehabilitation improvements. Assisted in the development of plans and specs for 2021 Road Program improvements.

Brianna Fiorillo
Engagement Specialist

Education:
B.S. Environmental Conservation & Sustainability, Summa Cum Laude, University of New Hampshire
Digital Marketing Certificate, Wharton School of the University of Pennsylvania Online

WHY BRIANNA? *Brianna Fiorillo has a broad range of experience in community and environmental planning. Most recently, her experience includes ongoing planning services for the City of Cudahy, WI, and the Villages of Union Grove, WI, and Greendale, WI. Her work in these communities has included application reviews, Zoning Code and Comprehensive Plan Amendments and Updates, and more. Brianna is currently working with the City of La Crosse, WI on their Comprehensive Plan Update "Forward La Crosse". Brianna has also recently completed work on the Oak Park, IL Climate Action Plan, "Climate Ready Oak Park" which featured a robust and creative community engagement process focused on reaching underrepresented community members. Brianna is a skilled communicator in all forms of media and has organized and conducted various public relations projects and campaigns as well as presentations at local, statewide, and regional meetings, conferences, universities, and industry events. She approaches each project with an eye for creativity, efficiency, and high client satisfaction.*

Forward La Crosse Comprehensive Plan Update (ongoing) - Project Manager: The City of La Crosse is undergoing a Comprehensive Plan Update to guide the City over the next planning horizon. Brianna is serving as Secondary Project Manager and has played leading roles in creating and executing the community engagement process, SWOT Analysis, and future land use elements to date.

Greendale Planning Services (ongoing) - Project Manager: Brianna serves as the Project Manager for ongoing planning services in the Village of Greendale. Recently, her role has included creating recommendations for updating the "Greendale Originals" Design Guidelines.

Dominic Marlow
Urban Planner

Education:
Master of City Design from University of Illinois at Chicago
BA Urban Studies; BA Architectural Studies from University of Illinois at Chicago

Professional Affiliations:
APA-IL Member

WHY DOMINIC? *Dominic has diverse experience working with municipalities and government across the Upper Midwest to advance equitable and environmentally sustainable solutions for community development. As a commuting cyclist, he is dedicated to pursuing safe street design for all users. In his work, he seeks to manage the complexities of systems in the physical environment to improve public places and help cities become adaptable to new or unforeseen changes, such as those presented by climate change and socio-economic instability. Dominic is passionate about using design as a communication tool to help cities and communities envision the future they want to build.*

Comprehensive Outdoor Recreation Plan, City of Sheboygan, WI – Planner/Urban Designer: Developed a community engagement and survey approach to assess current priorities for a range of topics from water-oriented recreation, environmental asset and watershed management, bike and pedestrian infrastructure equity, public safety, and green infrastructure. Modernized the community needs and park facilities analysis to reflect new metrics and standards published by the National Recreation and Parks Association (NRPA) in 2018 and 2022 to include a comparable communities assessment.

Brady Street Pedestrianization Study, City of Milwaukee, WI – Planner/Urban Designer: Developed scenarios for pedestrianization of Brady Street in Milwaukee, a moderate to high traffic commercial corridor. Dominic worked to identify issues and opportunities for different "pedestrian-first design" approaches to respond to the high level of pedestrian fatalities from vehicle collisions along the corridor in recent years. *Ongoing

Education:
B.S. – Wildlife Ecology Minor – Biology, 2014
University of Wisconsin – Stevens Point Stevens Point, WI

Certifications
Basic Wildland Fire Fighter Certification
(S-190, S-130, L-180, ICS-100, ICS-700)
National Wildfire Coordinating Group

Endangered Resources Reviewer
WI Department of Natural Resources

WI Certified Commercial Pesticide Applicator (2.0, 5.0, 6.0)
WI DATCP

Alex Linton
Environmental Specialist

WHY ALEX? *Alex is an Environmental/Wetland Scientist with over ten years of experience relating to natural resources ecology, restoration, permitting/surveying, and management. His relevant areas of coursework include wildlife ecology, plant taxonomy and anatomy, land and resource management, conservation biology, and aquatic/wetland ecology and management. He has professional training and experience in wetland delineations, environmental surveying, and plant identification. Alex has worked in various ecosystem types all over the Midwest for both the public and private sector.*

Newark Drive, Town of Trenton, Trenton, WI – Field Investigator: Conducted a site survey for Forked Aster (Eurybia furcata), completed all required permitting and reporting for plants that were located onsite, harvested seed, and developed an approved plant relocation plan.

Line 5B, Enbridge, St. Ignace, MI – Task Manager/Field Lead: Developed a site plan to conduct environmental restoration work within observed populations of Riddell's Golden (Oligoneuron riddellii) and Dwarf Iris (Iris lacustris), direct field crews in compliance with site plan, completed project reporting requirements.

Sparta Lateral, WeEnergies, Sparta, WI – Field Investigator/Field Lead: Conducted site surveys for Downy phlox (Phlox pilosa) and the Slender Glass Lizard (Ophisaurus attenuates), directed field crews conducting environmental restoration work within the project site.

West Central Lateral, WeEnergies, Central Wisconsin – Field Staff: Harvested seed from Wild Lupine (Lupinus perennis), relocated plants out of project area.

Meyer Preserve, Waukesha County Land Conservancy, Eagle, WI – Field Lead/Field Staff: Completed and directed field crews conducting environmental restoration work within observed populations of Kittens Tails (Besseya bullii).

Education:
Master of Landscape Architecture (Minor in Urban Planning), 2016, University of Minnesota – Twin Cities, Minneapolis, MN
Bachelor of Science (Horticultural Design), 2011, University of Minnesota – Twin Cities, Minneapolis, MN

Professional Affiliations:
American Society of Landscape Architecture (ASLA)
Wisconsin Chapter of the American Society of Landscape Architecture (WI ASLA)

Chris Lybeck
Landscape Designer

WHY CHRIS? *Chris has been involved in a wide variety of projects at GRAEF ranging from urban design & planning, waterfront design, ecological design, commercial & residential development, mixed-use development, public parks, community master planning, and intensive/extensive green roof design. Additionally, Chris has participated in several public design charettes for local municipalities and/or institutions. From a technical standpoint, Chris assists in project designs from conceptual plans to construction documentation and administration. Chris also specializes in graphic design and creating high-quality renderings for project designs. He is experienced in a wide variety of architectural and site visualization programs including 3D modeling, 3D video fly-throughs, virtual reality (VR) and augmented reality (AR).*

Germantown Department of Public Works Facility Site Evaluation and Design, Village of Germantown, WI – Landscape Designer: Provided landscape planning associated with the development of a new public works facility. After completing an assessment and inventory of the Village's site, it became apparent that the current DPW site was not large enough to accommodate the new building and outside spaces required for the present and into the future as Germantown grows. Chris provided landscape planting and detailing for the project from conceptual through construction administrations phases.

Kinderberg Park, Germantown, WI – Landscape/Site Designer: Provided a feasibility study to ascertain the suitability of existing recreational areas in the Village. A 22 year old playground and 16 year old splashpad were becoming costly to maintain. The study included producing multiple conceptual layouts and opinions of cost. The study considered renovating both attractions in the original locations and considered moving one or both to different areas. Public meetings were hosted to gather input from neighbors and park users.

The main goal of the GRAEF Quality Assurance Review Program is to maximize client satisfaction and maintain technical excellence. The following information describes the Quality Assurance Review Program used at GRAEF, including project organization, project communications, and project quality management.

Project Organization

All GRAEF projects are assigned a Principal-in-Charge (PIC). The PIC's role is to assure client satisfaction, accomplish conflict resolution, prepare contractual modifications, and serve as part of the quality review team.

In addition to the PIC, every GRAEF project is assigned a Project Manager (PM). The function of the PM is to manage the project process and interact directly with the client representative. The PM has access to, and is responsible for, all the resources necessary to accomplish the work required on a project. The PM is accountable for the overall management of the project, schedule of production, monitoring of the project budget, and is the direct communication link between the client and the technical team. Craig Huebner will act as Project Manager for this project. Craig will be a familiar face to Plan Commission and Village Board as he was the Project Manager for the 2050 Comprehensive Plan, 2021-26 CORP, and the ongoing Village-wide Trail Master Plan.

On larger interdisciplinary projects such as this, each technical discipline will have a lead project scientist or engineer (PS/PE). The lead PS/PE is responsible for technical quality and coordinating their discipline's work with other technical groups. Each PS/PE is responsible for determining a budget, a schedule, and a quality control plan for inclusion in the overall project approach. Each PS/PE is supported by scientists, engineers, GIS/CADD technicians, field personnel, and administrative and clerical staff necessary to match the manpower needs of the project. The PM manages the PS/PEs and subconsultants, assuring an understanding of and compliance with the project's scope, budget, and schedule.

Project Communication

Effective management of a project is accomplished through clear communication by all parties. Verbal and written communication channels are important to efficient transmission of information.

The project schedule is the first tool necessary for effective planning. GRAEF believes a well-defined schedule breaks a project into elements that can be easily communicated and, therefore, managed. The type of schedule used (i.e., milestone, bar graph, CPM) is a function of the project's duration and complexity, and will be determined by the client's and PM's preference.

Progress meetings will be held to communicate technical concepts, coordinate work, and resolve conflicts on a project. The schedule of meetings will depend on project complexity and size, usually with a minimum of one meeting per month. Minutes of progress meetings will be distributed by the PM to all parties, including client personnel.

Project Schedule

Germantown Holy Hill and Freistadt District Master Plan

		Anticipated Schedule								
		1	2	3	4	5	6	7	8	9
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
1	Conduct Project Initiation									
2	Create Engagement Plan and Project Management									
3	Conduct Site Analysis and Due Diligence									
4	Create Responsive, Adaptive Land/Development Plan									
5	Meet with Village Staff to Review Land/Development Concepts									
6	Community Open House to Present Land/Development Concepts									
7	Generate a Preferred Land/Development Plan and Visualizations									
8	Develop Design Guidelines									
9	Assist Village Staff with Presentation of Design Guidelines to Plan Commission/Village Board									
10	Produce Draft and Final Deliverables									

Germantown Holy Hill and Freistadt District Master Plan

			Estimated hours by staff person										
			$ 185	$ 215	$ 215	$ 205	$ 185	$ 158	$ 143	$ 143	$ 158	$ 195	$ 120
			Craig	Larry	Pat	Mike	Julie	Brianna	Dominic	Al	Chris	Ed	Planning Support Staff
			P5	P8	P8	P7	P5	P3	P2	P2	P3	P6	P1
1	Conduct Project Initiation	$ 2,196	8	2					2				
2	Create Engagement Plan and Project Management	$ 1,480	8										
3	Conduct Site Analysis and Due Diligence	$ 8,740	16	4	4			16		4			8
4	Create Responsive, Adaptive Land/Development Plan	$ 8,112	8	4		4	4		24			4	
5	Meet with Village Staff to Review Land/Development Concepts	$ 2,080	4	4									4
6	Community Open House to Present Land/Development Concepts	$ 5,648	8	4				16				4	
7	Generate a Preferred Land/Development Plan and Visualizations	$ 18,432	8	4		4	4		40	4	40		16
8	Develop Design Guidelines	$ 5,248	16						16				
9	Assist Village Staff with Presentation of Design Guidelines to Plan Commission/Village Board	$ 2,340	8	4									
10	Produce Draft and Final Deliverables	$ 10,480	8	8				40					8
	Not to exceed fee	**$ 64,756**	**92**	**34**	**4**	**8**	**8**	**72**	**82**	**8**	**40**	**8**	**36**

PROPOSAL TO PROVIDE

Holy Hill Gateway District and Freistadt District Master Plans

Prepared for:
Village of Germantown
July 21, 2023

MSA | planning + design studio

Request for Proposals
to Provide:
HOLY HILL GATEWAY DISTRICT AND FREISTADT DISTRICT MASTER PLANS

July 21, 2023

Jeffrey W. Retzlaff, AICP
Department of Community Development
N112 W17001 Mequon Road, P.O. Box 337
Germantown, WI 53022

Amy Bennett, AICP
Project Manager

MSA Professional Services, Inc.
220 East Buffalo St., Suite 201,
Milwaukee, WI 53202

(414) 251-4189
abennett@msa-ps.com

Dear Jeff,

This coordinated planning effort will help the Village of Germantown attract and manage growth in the Village's Holy Hill Gateway and Freistadt Districts. Together these areas are a critical gateway not only to the Village but to the Milwaukee Metropolitan Area. As described in the 2050 Comprehensive Plan, these areas can accommodate a broad mix of residential, commercial, warehouse and industrial uses, including some high intensity use in balance with buffering and transitional use strategies to mitigate conflict with nearby rural and low-density housing uses. This planning process is the opportunity to guide investment so that new development meets the Village's economic, social and environmental objectives for decades to come.

At MSA Professional Services, Inc. (MSA), we understand what it takes to develop property. From single-lot, single-use projects to large, mixed-use neighborhoods, our staff of experienced planners, surveyors and engineers have positively impacted the communities we work in. Our team, including urban design and development specialists Steve Tremlett and Jason Valerius, have worked on both sides of the table – part of development teams and also with public clients developing and administering regulations to guide development. We also provide targeted advisory services on economic development, including market review and implementation strategies to arm the Village with an action plan to grow the Germantown economy. MSA has the expertise and capacity to successfully support the Village in this endeavor.

Our project team recognizes the importance of the following core aspects of this project.

- Effective Stakeholder Engagement
- Sound Infrastructure Planning
- Understanding of Market Demand Characteristics
- Quality Design and Placemaking Strategies
- Integration with the Comprehensive Plan

Our project team understands the many facets to achieving a well-designed, quality place that is both market-viable and also attractive, walkable and livable. We are ready to work alongside Germantown to create an attainable development plan. We look forward to continuing this conversation with you. Please contact me directly with any questions by phone at (414) 251-4189 or by email at abennett@msa-ps.com.

Sincerely,
MSA Professional Services, Inc. | Planning and Design Studio

Amy Bennett, AICP
Project Manager
(414) 251-4189 | abennett@msa-ps.com

Jason Valerius, AICP
Principal in Charge
(608) 242-6629 | jvalerius@msa-ps.com

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FIRM PROFILE

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

MSA's roots reach back to 1919. Once a rural land survey company, our firm now consists of 400+ engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.

WE'RE PROUD TO BE 100% **EMPLOYEE-OWNED**

400+ TEAM MEMBERS

17 OFFICE LOCATIONS

ENABLING PEOPLE TO **POSITIVELY IMPACT** THE LIVES OF OTHERS SINCE 1919

33 INDUSTRY AWARDS EARNED SINCE 2017

$625+ MILLION
GRANTS & LOW-INTEREST LOANS
We've helped our clients secure to help offset the cost of infrastructure projects

CLIENT EXPERIENCE

As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance throughout the duration of your project, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.

To the right, you'll find the percentage of clients who say MSA met or exceeded their expectations based on the following categories.

98% ACCURACY

96% HELPFULNESS

99% QUALITY

98% RESPONSIVENESS

98% SCHEDULE

97% SCOPE & FEES

PLANNING + DESIGN STUDIO

At MSA, we know that every project starts with a plan – a clear and consensus-driven vision for the future that can be realistically implemented. Our Planning and Design Studio is 29 strong consisting of:

- 12 American Institute of Certified Planners (AICP)
- 3 Professional Landscape Architects (PLA)
- 2 Landscape designers
- 2 Housing Specialists
- 10 Planning & Economic Development Specialists

Members of our studio regularly give presentations on various planning topics at state and national conferences. The professional planners that comprise the Studio have helped hundreds of communities and private organizations define their vision, obtain funding, and implement the improvements they seek. And, because our planners are part of a multi-disciplinary firm, they are able to engage our professional engineers and architects in the planning processes to aid our clients in developing sustainable, implementable plans.

CORE SERVICES

Below is a sample of the services that MSA's Planning and Design Studio can offer.

- Capital Improvement and Strategic Plans
- Comprehensive Plans
- Zoning: Ordinance Creation, Code Rewrites, Development Regulations and Zoning Administration
- Community Blight Studies
- Cooperative Boundary Agreements
- Economic Development: Market Analysis, Tax Increment Financing, Feasibility Studies
- Funding: Grant Writing, Grant Administration, Fundraising
- Housing Studies: Analysis of Impediments to Fair Housing, Market Analysis
- Impact Fee Studies
- Landscape Architecture
- Park and Recreation Planning: Park Master Plans, Comprehensive Outdoor Recreation Plans, ADA Studies
- Public Engagement
- Redevelopment Studies: Downtown, Neighborhood, Corridor, and Site Planning
- Transportation Planning: Bicycle + Pedestrian Plans, Safe Routes to Schools Plans, Access Management Studies
- Urban Design: Wayfinding, Streetscaping, and Design Standards

FITCHBURG, WI

ANTON DRIVE REDEVELOPMENT PLAN

REFERENCE CONTACT

Mike Zimmerman, Economic Development Director
michael.zimmerman@fitchburgwi.gov
(608) 270-4245

LINK TO FINISHED PRODUCT:
https://issuu.com/msaprofessionalservices/docs/fitchburg_anton_drive_plan

The purpose of this study was to create a redevelopment plan and implementation strategy for lands in the northwest quadrant of the US 18/151 and CTH PD intersection. The impetus for this study is a Wisconsin Department of Transportation's (WisDOT) major reconstruction project of US 18/151 (Verona Road), which started near the end of the planning process. The primary improvements planned with impacts on the planning area include two new grade-separated interchanges, a roundabout intersection conversion, and the extension of a major collector street through a large undeveloped portion of the study area (i.e., Wingra Stone Quarry). These changes will improve the overall regional transportation network, but will reduce the visibility of some Anton Drive parcels (from US 18/151) and change access routes to and from the planning area. The plan's overall vision will help guide land use, urban design, transportation, utilities and stormwater decisions during and after the US 18/151 reconstruction project and it was finished in 2020.

The objectives of this study included:

1. Identify development and redevelopment opportunities in the planning area, including planning for any sites where a change in use is likely or desirable.
2. Identify market opportunities and trends likely to influence redevelopment decisions and outcomes.
3. Identify any infrastructure improvements (water, wastewater, stormwater, etc.) needed to accommodate new development.
4. Project future traffic patterns and volumes to identify any traffic-related constraints on new uses in the planning area.
5. Enhance bike, pedestrian and transit accessibility throughout the planning area.
6. Identify opportunities to support and improve the adjacent Jamestown neighborhood.
7. Establish a plan for new development, including uses, intensity of use and urban design guidance, within the constraints of public infrastructure systems.
8. Create an action plan for things the City can do to implement the plan.

SUN PRAIRIE, WI

WESTSIDE NEIGHBORHOOD PLAN UPDATE

REFERENCE CONTACT

Scott Kugler, Director of Planning
City of Sun Prairie
(608) 837-2511
skugler@cityofsunprairie.com

LINK TO FINISHED PRODUCT:
https://www.cityofsunprairie.com/405/Westside-Plan

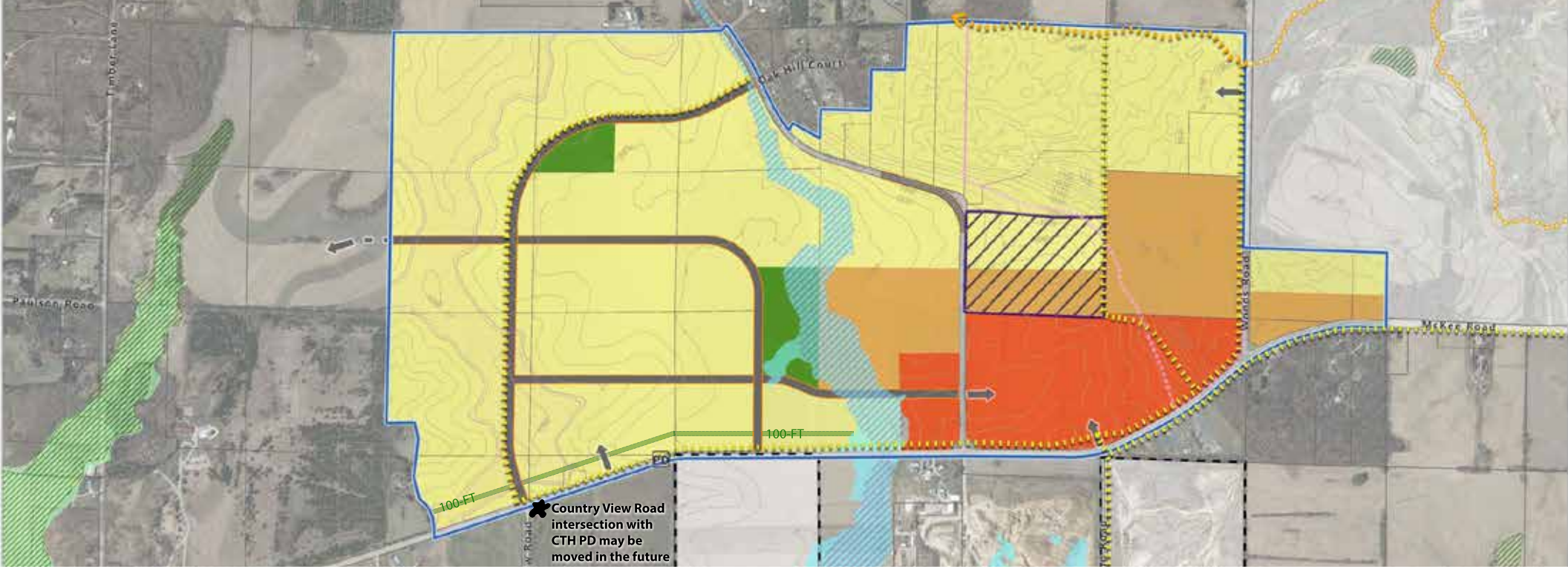
In 2003, the Plan Commission and City Council approved the Westside Neighborhood Plan to guide future development of lands surrounding and north of the USH 151/Grand Avenue interchange, which was completed in 2006. With the opening of the interchange, the Westside has become the primary growth area for Sun Prairie. The Westside Plan calls for the development of a high-quality neighborhood with a mix of residential, office, and smaller-scale / mixed-use commercial development. However, questions about the viability of the plan had been raised due to changing market conditions, more current information about environmental features in the area, and a recent development proposal from a large-format retailer.

During this four-month process, MSA assisted the City in facilitating stakeholder interviews, two public open houses, two City staff working meetings, and several adoption meetings. As a part of the review process, MSA produced three development scenarios for the southeast quadrant of the neighborhood with varying mix of land uses, transportation network layout (inclusive bike paths/trails/lanes), and parks and open space opportunities. The development scenarios were evaluated based on feedback at an open house and subsequent online survey. Based on this feedback, a preferred alternative was approved with development policies on land use, residential phasing, design standards, park and recreational improvements, road connections/alignment, stormwater management, and wetland protection.

From the initial 2003 neighborhood plan to MSA-led amendment, the west side of Sun Prairie is thriving with a mix of uses supporting housing diversity, economic development, and workforce opportunities. The approved amendment to the neighborhood plan paved the way for:

- A Menards home improvement store with liner commercial developments (bank and car wash facility);
- A 228-unit apartment complex with a public road required through the development;
- Reconstructed minor arterial (Thompson Road) from a rural two-lane roadway to a two-lane divided urban section (with design provided by MSA);
- Approvals for a shopping district inclusive of the Hyvee store (with assistance by MSA); and
- Extension of roads and bike facilities through the shopping district currently under construction (with design provided by MSA).

The result will be a well-planned mixed-use neighborhood with 600+ residential units already approved and planned, ample open space and thriving commercial district – adding to the ever growing west side of Sun Prairie.



NORTHWEST NEIGHBORHOOD PLAN

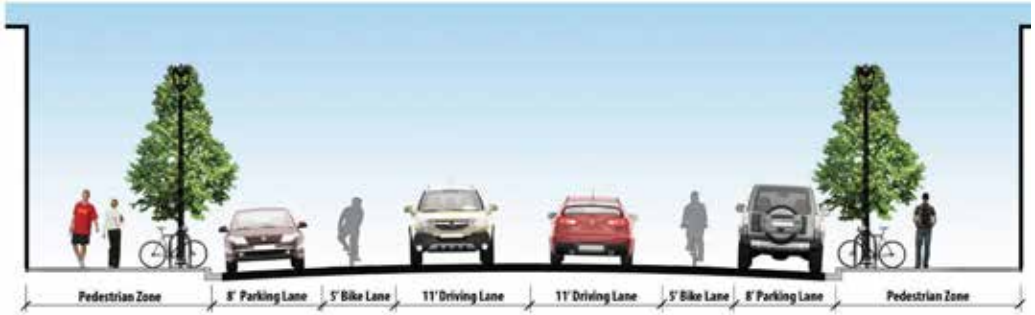
VERONA, WI

LINK TO FINISHED PRODUCT:
https://www.ci.verona.wi.us/578/Northwest-Neighborhood-Plan

REFERENCE CONTACT

Adam Sayre, City Administrator
City of Verona
(608) 848-9941
adam.sayre@ci.verona.wi.us

Recommended Road Cross Sections



The City of Verona, located just outside of Madison, is growing community in size and population due to a strong school system and local employment growth, including Epic Systems Corporation. Development pressures led to the desire to plan for a mostly undeveloped area on the northwest side of the City. This neighborhood plan evaluated land use, development standards, transportation and utilities. During this six-month process, MSA – in coordination with the City – interviewed adjacent property owners, held a public informational meeting, and two plan commission meetings. The adopted plan's vision promotes a balanced neighborhood, including a mix of residential unit types and sizes, and commercial properties that serve the neighborhood and adjacent commuter traffic on CTH PD (10,000 AADT).

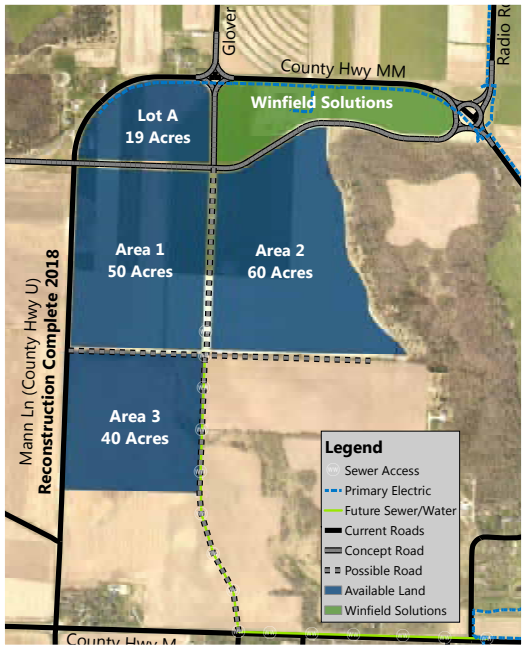
MANN VALLEY MIXED NEIGHBORHOOD

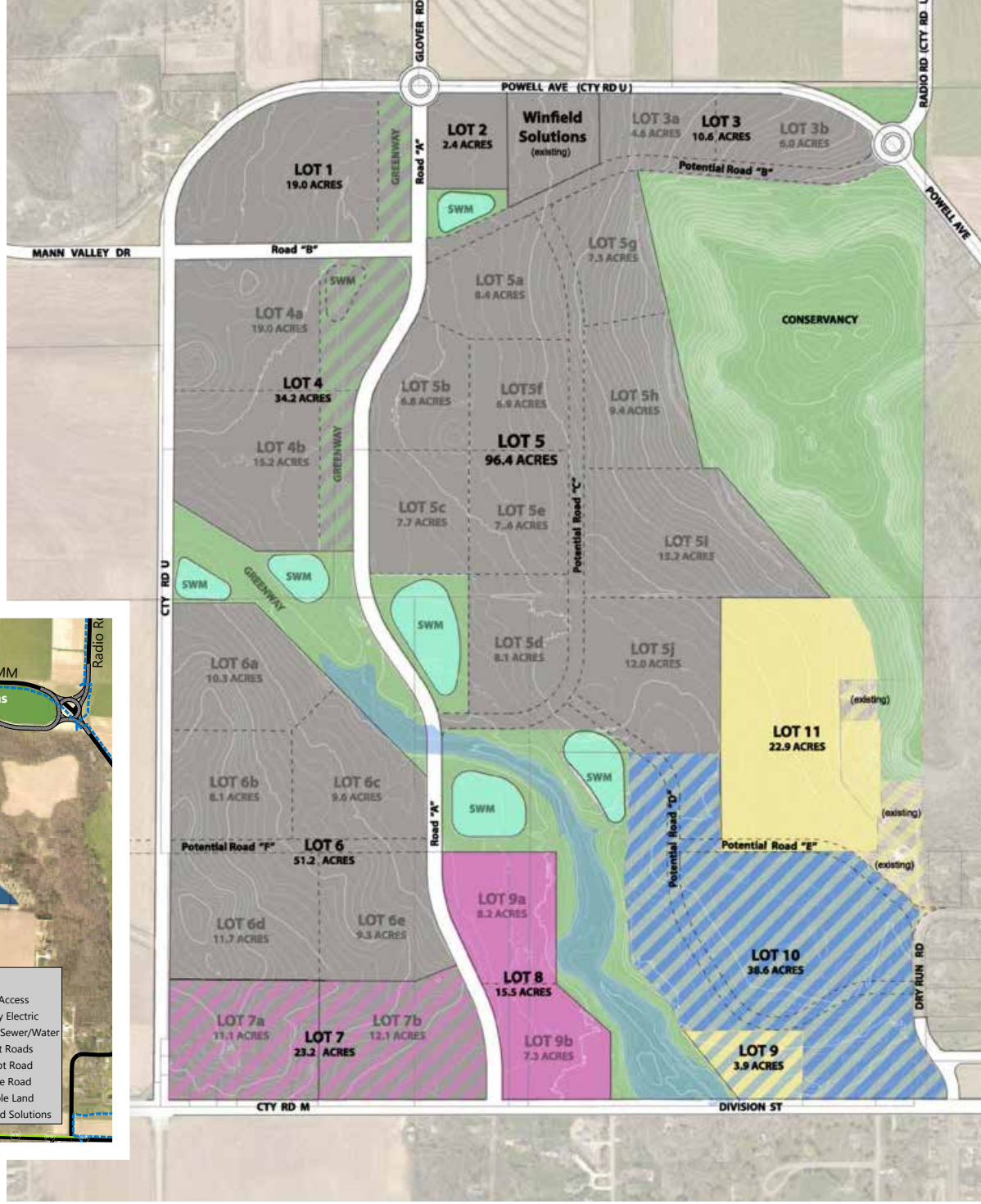
RIVER FALLS, WI

The City contacted MSA regarding 500 acres of undeveloped land on the northwest side of the community. The primary focus of concept plan was to provide marketable industrial/manufacturing lots based on market research conducted during the project.

In working with City staff, MSA developed several land use and road alternatives culminating with a final preferred concept that established the primary road network, dividable industrial sites and areas for potential residential, institutional and mixed use growth near adjacent developed lands.

This concept and market research has been used by the City to support conversations with a wider set of stakeholders to plan for and fund future infrastructure projects. The City has completed preliminary engineering and are marketing nearly 285 acres of Mann Valley Corporate Park along the north end of the planning area.





REFERENCE CONTACT

Amy Peterson, Community Development Director

City of River Falls

(715) 426-3425

apeterson@rfcity.org

EAST SIDE PLAN

MCFARLAND, WI

MSA was hired in 2022 to reimagine an East Side Growth Area Plan dating back to 2008. This plan encompasses over 900 acres of land, and is the Village's primary growth area with restrictions and development limitations in all other directions. Since adoption there has been changes to land ownership, municipal boundaries, and local/regional market conditions. These circumstances prompted the Village to consider fresh look at the east side growth area.

The East Side Plan established an ambitious community-oriented guidebook that is economically practical, environmentally focused and locally sustainable following these six key principles.

1. The Plan will balance environmental protection, mobility, economic development, and local social objectives.
2. The local economy will be expanded through this growth area to support existing and future residents of the Village of McFarland.
3. Housing developments will provide a variety of options that focus on diverse and affordable price points consistent with regionally representative incomes within sustainable walkable neighborhoods.
4. The transportation system will be designed for efficiency and convenience with multimodal transportation options interwoven throughout the East Side.
5. The public realm is an essential component of the neighborhood, featuring welcoming, enjoyable, walkable, and multi-functional spaces that integrates green infrastructure and ease of mobility.
6. The Plan promotes environmental stewardship throughout the East Side planning area to increase the overall efficiency, sustainability, and resiliency of the McFarland community.

Through this planning process, MSA assisted the Village of McFarland identify initiatives and strategies to guide sustainable and responsible growth of the Village's East Side Neighborhood. We provided a full range of planning services, including background analysis, review of all market sectors (with assistance from redevelopment resources), business park development plan, neighborhood master plan and design standards, implementation strategy, and a public outreach and engagement plan.

REFERENCE CONTACT

Andrew Bremer, Community & Economic Development Director
andrew.bremer@mcfarland.wi.us
(608) 838-2313

LINK TO FINISHED PRODUCT:
https://issuu.com/msaprofessionalservices/docs/village_of_mcfarland_wi_east_side_plan

SCOPE OF WORK | APPROACH

MSA will work with the Village to craft a final scope, work plan and budget; however, based on our experience, we recommend the following approach per the RFP scope of work.

PLAN ITEM #1: BACKGROUND RESEARCH + CONSISTENCY

Task 1.1: Review Relevant Plans (Plan Consistency)

MSA will review relevant Village and regional documents as noted in the RFP, and summarize issues, concerns, policies, and recommendations that should be shared and considered in developing a long-term vision and policies for Germantown's growth areas.

Task 1.2: Intergovernmental Cooperation

We will outline existing intergovernmental cooperation and discuss regional issues that are impacting Germantown and the neighboring jurisdiction(s). Through the engagement process (see Plan Item #X), we will also document potential opportunities for expanded cooperation to resolve or mitigate the issues and protect against foreseeable growth impacts. Some existing and proposed entities to involve in this process include the Germantown School District, the Village of Richfield, Washington County, the Southeast
Wisconsin Regional Planning Commission (SEWRPC), the Milwaukee Metropolitan Sewerage District (MMSD), and the Department of Natural Resources (DNR).

Task 1.3: Site Tour and Photo Inventory

MSA will tour the mapped districts and adjacent areas to identify and document with photos noteworthy features and conditions of the natural and built environment.

Task 1.4: Planning Area Identification

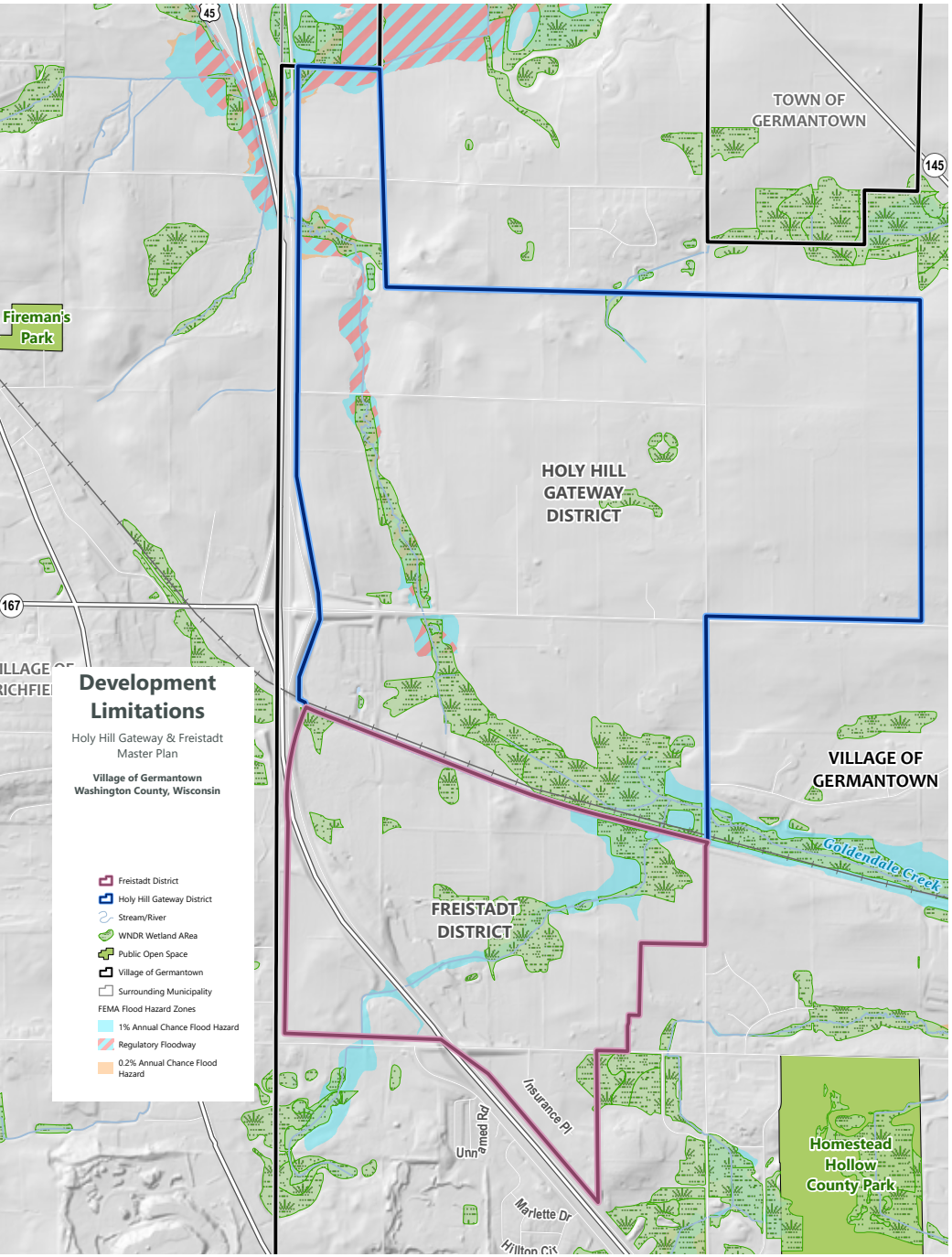
Based on the Tasks 1.1–1.3, MSA will work with the Village staff to identify the full extents of the planning area, setting the extents of existing conditions mapping and analysis. We don't expect the proposed district boundaries to vary much from what is in the Comprehensive Plan, but it will be discussed. The boundaries for analysis and improvement planning will be verified by Plan Commission at a working session with the project team.

PLAN ITEM #2: OPPORTUNITIES / ISSUES IDENTIFICATION + SYSTEM ANALYSIS

Task 2.1: Historical, Cultural, Unique Features Review

Our team will conduct a preliminary cultural resource screening for the project area and immediately adjacent or contiguous properties using the Wisconsin Historic Preservation Database (WHPD) maintained by the Wisconsin Historic Society. The following categories of WHPD will be searched:

- Archaeological Site Inventory (ASI).
- Architectural Historic Inventory (AHI).
- Bibliography of Archaeological Reports.



The project team will review the Natural Heritage Inventory database to identify suspected, threatened or endangered species in the town/section(s) covering the study area.

Task 2.2: Natural Resources Review

We will identify and map existing natural resources within the study area and adjacent to the study area, including the following:

- Soils types and steep slopes.
- Woodlands and other natural features.
- Surface waters, including wetlands, floodplains, and waterbodies.
- Stormwater flowlines and existing engineered stormwater management facilities.
- Threatened or endangered species, per the Natural Heritage Inventory (NHI).

Task 2.3: Transportation Network Review

We will map existing roads with any available traffic count data, any existing bike and pedestrian infrastructure, and the railroad with identification of existing crossings.. Drawing from existing plans we will show on one map the routes and/or connection points for any critical network improvements already identified in those existing plans.

Task 2.4: Utility Systems Review

Using data provided by the Village, we will map approximate locations of sewer and water mains available to serve the study area, and identify any constraints on development due to pipe capacity or topography (affecting water pressure or sewer gravity flow). We will scan for and report on any concerns related to private utilities (gas, electric, telecommunication).

Task 2.5: Market Analysis

We will describe existing conditions and factors affecting future demand for all of the major use categories anticipated in the planning areas, including:

- Business Park – summary of existing, ready-to-build sites in the study area; review of available sites in the I-41 corridor and the broader Milwaukee market, using data from SEWRPC, Milwaukee 7 and CoStar.
- Warehouse – estimate of current square footage in the study area, qualitative description of other sites in the I-41 corridor between Good Hope Road and STH 33 currently planned for additional warehouse development, and review of current construction, absorption and occupancy in the Milwaukee Metro market using CoStar data.

- Office - review of current construction, absorption and occupancy in the Milwaukee Metro market using CoStar data.
- Retail/Service - review of current construction, absorption and occupancy in the Milwaukee Metro market using CoStar data.
- Residential – review of growth trends and expectations for the Village as identified in the Comprehensive Plan and recent permit data, and observations on housing market trends in the Metro Milwaukee market based on data from CoStar and the Wisconsin Realtors Association, including single family detached and various formats of attached units.

Task 2.6: Opportunities + Issues Summary

Based on Tasks 2.1-2.4, the project team will summarize the findings, implications, and any recommendations to support the land use scenario planning efforts and reinforce the master plan goals and policies (in Plan Item #3 for both of these).

PLAN ITEM #3: LAND USE PLANNING

Task 3.1: Land Use Scenario Planning

The MSA team excels at the ability to see the "big picture." The land use scenarios will incorporate the findings and needs previously identified for transportation, utilities, and market expectations. As part of our analyses, we will consider the current and planned uses of adjoining areas, including road network and natural/open space protection. The land use scenario planning is broken into two parts, as outlined below, and further detailed in the Master Plan (see Task 3.3).

1. ***Initial Concepts.*** The project team will draft two (2) development alternatives for staff consideration, including road layouts, land use and intensity designations, stormwater management areas, and off-street paths (if desired). For each alternative we will indicate, by use, the total acreage and developable acreage (after accounting for steep slopes, wetlands and floodplains). We will also provide representative photos of potential development, and a bulleted list of strengths and weaknesses of each alternative for your review. Based on recent trends in the market there is need for larger industrial sites, so it is assumed at least one concept will provide flexibility with a larger lot(s) that could be subdivided (with additional roads as necessary) to support smaller lot sizes (e.g., 2-5 acres ,6-10 acres). These will be vetted by Plan Commission and the general public through a community online survey (see Plan Item #6 for more details).
2. ***Preferred Vision Concept.*** A preferred concept will be developed per stakeholder and Village feedback. Design policies and standards for all elements of the development will be established based on this vision concept (e.g., land use, design standards, roads/trail connections, open space, stormwater management, placemaking, etc.). This concept will receive edits per outcomes from public feedback.

Task 3.2: Conceptual Development Illustrations

As an enhancement to the Preferred Vision Concept, we will prepare more detailed conceptual renderings of site development options for the following sites:

1. Properties along the proposed frontage road route from Bonniwell Road (north terminus) to WSOR railroad crossing (continuing south into the Freistadt District to the Freistadt Road (south terminus) (plan view)
2. Holy Hill Storage & Kasten Marine properties in the southeast quadrant of the Holy Hill Road @ I-41 interchange (plan view)
3. DJ Frank Landscape Contracting properties along I-41 (plan view)
4. The recommended cross-section(s) around the perimeter of each District depicting the recommended building heights, setback depth, berming, and landscape buffering requirements along the common boundary with the abutting neighborhoods (plan view and section view

Task 3.3: Vision Policies + Design Guidelines

Based on the public engagement feedback and preferred concept, we will craft design guidelines to meet the new vision, as well as incorporate best practices and cover all elements defined in the RFP (i.e., density, land use ratios, impervious surface and open space ratios utility capacities, general site and building design guidelines). This includes developing specific design guidelines for industrial and commercial development.

Task 3.4: Master Plan.

A preferred master plan will be developed and receive one (1) further update following review by Plan Commission.

Verona - Downtown Visioning Workshop

PLAN ITEM #4: IMPLEMENTATION STRATEGY

Task 4.1: Implementation Strategy

The reward of completing a Neighborhood Plan is watching it become a reality. Creating a detailed implementation plan is a critical step towards that reality, including identifying key activities to implement the short-term and long-term goals. We will provide implementation strategies and actions addressing housing, marketing commercial/industrial development, sustainability, transportation, and open space/parks. Tools to be reviewed include Village ordinances (e.g., zoning, subdivision, etc.), the capital improvement plan, and the outdoor recreation plan.

1. ***Future Land Use.*** Based on the preferred neighborhood concept, we will provide a future land use map (using land use categories consistent with the Comprehensive Plan) to guide future development proposals. Additional land use-specific policies may be considered to further define geographic placement of uses consistent with the overall plan goals and vision.
2. ***Action Plan.*** There will be an assortment of action steps necessary to enable development as described in the plan. We will provide an action plan that categorizes actions by the type of activity and indicates key responsible parties and expected timing, at least in terms of development phase.
3. ***Phasing Plan.*** The implementation plan will include a staging and urban service entry plan by outlining standards to be met.
4. ***Cost Estimates.*** For actions and improvements expected to be incurred as public costs, we will offer ballpark cost estimates.
5. ***Value Projections.*** Using a sampling of assessed values for comparable properties in the local market we will offer an approximate value projection for all new development in the planning area.

PLAN ITEM #5: MAPPING

Task 5.1: Existing Conditions Maps.

We will provide the following maps to aide in the plan development:

- Planning Area w/ location map within Germantown relative to abutting NDC
- Existing Land Use.
- Natural Resources. (i.e., WDNR wetlands, FEMA Floodplains, steep slopes, hydric soils, surface water, woodlands, existing SEWRPC mapped Environmental Corridors, etc.)
- Existing Infrastructure. Locations of existing public utilities and stormwater management areas, SEWRPC SSSA, etc.

Task 5.2: Implementation Maps.

We will provide the following maps to aide in the plan development:

- Potential Redevelopment Site/Property Map
- Planned Utility Infrastructure. Locations of existing and future public utilities and stormwater management areas.
- Planned Transportation Network, including conceptual locations for future collector, arterial, and local streets, bike and pedestrian facilities, parks, etc.
- Future Land Use Map with preferred uses, conceptual road improvements, bike/ped facilities, drainage areas and stormwater management facilities, etc.

PLAN ITEM #6: PUBLIC ENGAGEMENT PLAN

See Page 20

ORGANIZATIONAL CHART

The team we have organized includes experienced planners and technical service leads who bring an efficient blend of skills that will assist the Village of Germantown with the upcoming projects. What you may not see, however, is that this team is backed by more than 400 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. **Rest assured, you will always have the support necessary to achieve a successful project.**

PROJECT MANAGEMENT: At MSA, our client service approach is simple: We strive to be our clients' trusted partner. We proactively communicate opportunities and identify potential issues early on so small concerns do not grow into big problems. To do this, you need a trusted planner who is well versed in managing a full range of projects and can effectively communicate back to all vested stakeholders. ***Amy Bennett is just that.*** *She believes that effective, efficient communication is critical to project success. Amy will serve at the Village's main point of contact throughout the project.*

AVAILABILITY: Based on our honest commitment to our clients, we immediately establish accountability of all personnel involved in a project's completion. When our team starts a project, we analyze the proposed schedule and compare it to each team member's potential workload. We then obtain commitments from all individuals on the project team to complete the work as identified within the proposed schedule. This approach helps to foster a team mentality and results in personal accountability of all team members involved.

QUALITY CONTROL: We assign a senior staff member to provide QA/QC review at identified milestones in the project. Jason Valerius will serve in this role. Amy Bennett, as project manager, will utilize our project management to review hours and budget based on regular basis to verify individual tasks are staying on budget.

Amy Bennett, AICP
Project Manager

Jason Valerius, AICP
Principal In Charge

Steve Tremlett, AICP, CNU-A
Urban Designer & QA/QC

Brad Vowels-Katter
Urban Designer | Planner

Village of Germantown

Brian Huibregtse, PE, PTOE
Traffic Engineer

Eric Thompson, PE
Senior Water Resources Engineer

Brian Wiedenfeld
Assistant Planner

Sarah Morrison
GIS Specialist

Amy Bennett, AICP

PROJECT MANAGER

Amy has over 24 years of professional planning and community development experience, managing a variety of planning projects and community initiatives. Her expertise spans housing, zoning, land use, and economic development, including extensive work with the Community Development Block Grant (CDBG) program.

EDUCATION

M.S., Urban and Regional Planning
University of Wisconsin-Milwaukee

B.S., Political Science and History
University of Wisconsin-Milwaukee

CERTIFICATIONS

American Institute of Certified Planners

AREAS OF EXPERTISE

- Housing Studies and Assessments
- Housing Policy and Implementation
- Zoning and Land Use
- Data Collection and Analysis
- Public Participation
- Grant Proposal Writing
- Project Management

SELECTED PROJECT EXPERTISE

COMPREHENSIVE PLANS

Life Sciences District Master Plan, Wauwatosa, WI*

Effort to create a vision and implementation actions for a 1,200-acre area of the city that includes a large regional medical complex.

2020 Comprehensive Plan, New Berlin, WI*

Two-year effort with intense public participation to develop the required nine (9) elements to meet “Smart Growth” law.

Additional Experience:

- Comprehensive Plan, La Valle, WI
- Village Comp Plan Update, Sharon, WI
- 2023 Comp Plan Update, Somerset, WI
- Comprehensive Plan Update, Cambridge, WI
- Village Comprehensive Plan, Deerfield, WI
- Downtown Plan, Juneau, WI

ZONING CODE REVIEWS AND UPDATES

- **Village of Sister Bay** - interim zoning administration
- **Palmyra, WI** – reviews all development proposals for compliance with the zoning ordinance and administration.
- **New Berlin, WI** – creation of M-3 Business Park Development District.
- **New Berlin, WI** – various zoning and sign code updates.

HOUSING STUDIES

2023 Action Plan and Analysis of Impediments to Fair Housing Choice, Rapid City, SD & Housing Study and Plan, Rapid City, SD

Project manager for a study of the housing market in Rapid City and the surrounding region.

Housing Market Analysis, Menominee, MI

Led market analysis to identify demand and pricing for attached unit infill housing.

Housing Study, McFarland, WI

Leading interviews and market analysis for a Village housing study.

Analysis of Impediments to Fair Housing Choice, Wauwatosa, WI*

Participated in a regional collaboration of entitlements in southeast Wisconsin to develop an approach to address the issue of accessing fair housing using socioeconomic data and housing market characteristics and trends.

** Denotes experience prior to MSA.*

Jason Valerius, AICP

PRINCIPAL IN CHARGE

Jason has more than 20 years of community planning and design experience across the Midwest. He has led the development of housing plans and studies, comprehensive plans, neighborhood plans, redevelopment plans, and zoning ordinances. As team leader for the Madison-based Planning + Design Studio team, Jason manages a talented staff with expertise ranging from comprehensive planning and transportation planning to park and recreation plans, landscape architecture, and urban design. Jason has presented at many state chapter American Planning Association conferences across the Midwest, most recently in 2022 on the topic of the Lean Comprehensive Plan.

EDUCATION

M.S., Architecture and Urban Planning, University of Wisconsin-Milwaukee

B.A., Government/Psychology, Lawrence University

CERTIFICATIONS

American Institute of Certified Planners

AREAS OF EXPERTISE

- **Comprehensive Planning**
- Urban Design and Sustainable Design
- Development and Redevelopment Planning
- Housing and Fair Housing Studies
- Multijurisdictional Planning and Agreements
- Public Involvement and Deliberative Processes

SELECTED PROJECT EXPERTISE

Neighborhood/Corridor/Downtown Plans

- Comprehensive Plan Amendment - Westside Neighborhood SE Quadrant, Sun Prairie, WI
- DWPS Neighborhood Plan Health Impact Assessment, Madison, WI
- Arsenal Gateway and Central Neighborhood Plan, Rock Island, IL
- Hoyt Park Area Neighborhood Plan, Madison, WI
- Northwest Neighborhood Plan, Verona, WI
- East Side Neighborhood Economic Development and Land Use Plan, McFarland, WI
- Arrowhead Redevelopment Plan, Fitchburg, WI
- Walnut Street Corridor Plan, La Crescent, MN
- Downtown Transportation & Corridor Study, Verona, WI
- Downtown Plan, Juneau, WI
- Downtown Planning, Cross Plains, WI
- Downtown Development Plan, Gilbert, MN
- Downtown Plan, La Crescent, MN
- Downtown Revitalization Plan, Platteville, WI

Comprehensive Plan Experience

- City of Sun Prairie, WI
- City of La Crosse, WI
- Waunakee-Westport Joint Comprehensive Plan Update, Dane County, WI (Village of Waunakee, Town of Westport)
- City of Waupun, WI
- Village of Fox Crossing, WI
- City of La Crescent, MN
- City of Fond du Lac, WI
- Village of Shorewood Hills, WI
- Whiteside County, IL

Private Development Assistance

- Woodstone Subdivision, Madison, WI
- Savannah Brooks Development, DeForest, WI
- Fieldstone Subdivision, Prairie du Sac, WI
- Blackhawk Fields, Town of Roxbury, WI
- Highlands of Ridgestone Subdivision, Lodi, WI
- 51 West Development, Stoughton, WI
- Magnolia Springs Development, Stoughton, WI
- SCS Multifamily Housing Development, Chilton, WI
- SCS Multifamily Development, Nekoosa, WI
- Fosters Shore Development, Town of Merrimac, WI

Stephen Tremlett, AICP, CNU-A

Urban Designer

With more than 15 years of consulting experience, Steve has taken on primary roles in downtown planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards.

Education

M.S., Architecture & Urban Planning, University of Wisconsin-Milwaukee;
B.S., Architecture, University of Wisconsin-Milwaukee

Certification

American Institute of Certified Planners
Congress of New Urbanism - Accredited

Selected Project Experience

- East Side Neighborhood Plan, McFarland, WI
- Anton Drive Redevelopment Plan, Fitchburg, WI
- Economic Development Plan, Lyndon Station, WI
- Additional Neighborhood/Corridor Plans: *Cross Plains, WI; Fitchburg, WI; Holmen, WI; Fond du Lac, WI; Middleton, WI; Rothschild, WI; Verona, WI; Rock Island, IL*
- Private Development: *Cambridge, WI; DeForest, WI; Lodi, WI; Madison, WI; Merrimac, WI; Richfield, WI; Stoughton, WI; Sun Prairie, WI; Sussex, WI*

Brad Vowels-Katter

Urban Designer | Planner

Brad specializes in spatial analysis, community planning, and landscape design with experience across a variety of project types and scales. Brad combines his experience of landscape architecture, planning, and social science into an interdisciplinary approach toward planning, design, and research projects. Brad has worked as a landscape designer at small private design firms, coordinated community grant programs, and managed park development for a rural municipality.

Education

M.S., Water Resources Management, University of Wisconsin-Madison; M.S., Landscape Architecture, University of Wisconsin-Madison; B.S., Landscape Architecture, University of Kentucky

Selected Project Experience

- East Side Neighborhood Plan, McFarland, WI
- North Main Street Redevelopment Plan, Fond du Lac, WI
- Downtown Master Planning and Street Reconstruction Preliminary Engineering, Ely, IA
- 2023 Comprehensive Plan Update, Somerset, WI
- East Side Neighborhood Plan, McFarland, WI
- Zoning Administration, Fulton, WI
- Rock River Thresheree Master Plan, Fulton, WI
- Transportation Master Plan, Somerset, WI
- Comprehensive, Bike, and Ped/Parks Plans, Waverly, IA

** Denotes experience prior to MSA.*

Brian Huibregtse, PE, PTOE

Traffic Engineer

Brian's expertise includes project management and design engineering for transportation and traffic projects. Project experience includes urban design, environmental documentation, multi modal assessment, public involvement and all aspects of the WisDOT design process. He has also been lead design engineer for a variety of projects similar to Dewey Avenue. Brian has been one of MSA's lead engineers focusing on ADA compliance. He has given multiple presentations to public and private section engineers on current ADA compliant practices and curb ramp design.

Education

B.S. Civil Engineering, University of Wisconsin - Madison

Registration

Professional Engineer, WI, MN
Professional Traffic Operations Engineer

Selected Project Experience

- Downtown Transportation and Corridor Study, Verona, WI
- Riverview Expressway Traffic Study, Wisconsin Rapids, WI
- WIS 19 Corridor Study, Dane County, WI
- Traffic Engineering Services, Wisconsin Rapids, WI
- WIS 113 Rehabilitation and Intersection Safety Improvements, Madison/Waunakee, WI

Eric Thompson, PE

Senior Water Resources Engineer

Eric leads MSA's water resources team of nine professionals. He has over 27 years' experience in water resources engineering and has experience working on projects throughout the united states. His experience includes planning, study, and design of water resources system at all levels. Eric has been active in water resources issues for his entire career at MSA.

EDUCATION

M.S., Civil Engineering, University of Minnesota
B.S., Civil Engineering, University of Minnesota

Registration | Certification

Professional Engineer, WI, IA, MN, IL

Selected Project Experience

- **Stormwater Master Plans**. Eric has completed stormwater master plans including review of local stormwater management ordinances for the following communities (partial list)
  - City of Sun Prairie, WI
  - City of New Richmond, WI
  - City of Middleton, WI
  - City of Beaver Dam, WI
  - City of Waupun, WI
  - City of Monroe, WI
  - Village of Belleville, WI
  - Village of Cottage Grove, WI

Brian Wiedenfeld

Assistant Planner

Brian helps municipal leaders develop strong communities. He has experience in many areas of the planning process, and his experience in academia has ranged from studying climate-resilient turfgrass solutions for public green spaces to helping develop tools that support farmers markets in measuring and tracking their economic, social and ecological impacts. Prior to joining MSA, Brian most recently worked at the Wisconsin Department of Transportation as an urban and regional planner.

Education

M.S., Urban and Regional Planning, University of Wisconsin-Madison; B.S., Agricultural and Applied Economics, University of Wisconsin-Madison

Selected Project Experience

- East Side Neighborhood Economic Development and Land Use Plan, McFarland, WI
- Comprehensive Plan, Dane, WI
- Comprehensive Plan, Cambridge, WI
- Comprehensive Plan, Sharon, WI
- North Main Street Redevelopment Plan, Fond du Lac, WI
- Transportation Master Plan, Somerset, WI

Sarah Morrison

GIS Specialist

Sarah has more than 6 years of GIS experience, varying from planning corridor studies, to housing studies, to stormwater modeling, to producing applications in ArcGIS Online. She is familiar with creating maps and exhibits for both internal and external clients, and has experience coordinating with utilities and municipalities, assisting with public involvement meetings, and discussing projects with project staff, officials, and members of the public.

Education

B.S., Geography, University of Wisconsin-La Crosse

Selected Project Experience

- East Side Neighborhood Economic Development and Land Use Plan, McFarland, WI
- Master Plans: *Lake Geneva, WI; Wausau, WI; Baraboo,WI*
- Comprehensive Plans: *Fond du Lac, WI and Belleville, WI*
- Housing Studies: *Green Bay, WI; Beaver Dam, WI; Verona, WI; Lake Delton, WI; Monticello, MN; Central City; Springville, IA; Price County Region, WI*

VILLAGE STAFF COMMITMENTS

We value local perspective, knowledge, and leadership, and we see staff as critical stakeholders. Working knowledge of current conditions and other stakeholder needs is your daily work – and we see your input as vital to project success. MSA asks the following of Village staff during this process:

- All coordination and arrangement for engagement and outreach efforts, including the location, publishing and posting of public meeting notices, printing and distribution of draft meeting materials to committee members.
- A list of interview candidates with contact information and space to meet, if needed.
- Copies of all relevant studies that have been completed prior to this project.
- Assistance with obtaining existing relevant building permit, GIS and CADD data (e.g. land use, zoning, utilities, etc.) for the project.

PROPOSED TIMELINE

MSA anticipates the following estimated project schedule:

START

SEPT. 2023

Project Preparation

- Village Staff/Consultant Team Kick-off Meeting
- Gather Data and Existing Conditions

OCT.

Existing Conditions

- Existing Conditions Overview

NOV.

Existing Conditions (cont.)

- Village Staff/Consultant Team Meeting
- Plan Commission Meeting #1
- Interviews

DEC.

Systems Analysis and Preliminary Land Use Scenarios

- Village Staff/Consultant Team Meeting
- Plan Commission Meeting #2

JAN. 2024

Public Input

- Public Input Forum
- Development Focus Group
- Online Survey

KEY
Engagement Activities Guide
Public Engagement Activity

Master Plan + Implementation Strategies

- Village Staff/Consultant Team Meeting
- Plan Commission Mtg #3

Plan Approval

- Village Staff/Consultant Team Meeting
- Plan Commission Mtg #5 (w/ Public Hearing)
- Village Board Adoption

COMPLETION

FEB. | **MARCH** | **April** | **May**

Master Plan + Policies + Design Guidelines

- Village Staff/Consultant Team Meeting
- Plan Commission Meeting #2

Full Draft Plan

- Village Staff/Consultant Team Meeting
- Public Open House
- Plan Commission Meeting #4

PUBLIC ENGAGEMENT PLAN | MEETINGS & COMMUNICATION WITH VILLAGE

OUTREACH + ENGAGEMENT PLAN

1. Outreach Plan.

Providing opportunities for elected officials, property owners and other stakeholders will offer valuable input and increase support of the final plan. Based on our past successful public outreach projects, we are recommending the following process to involve a diverse population with varying interests.

A. (Remote) Interviews. Our team proposes facilitating up to four (4) remote (via Zoom/ Teams) interviews to explain the planning process and facilitate discussion about issues and opportunities for the planning area and beyond. Interviews should take place near the beginning of the planning process and is suggested after Plan Items #1 and #2 have been completed

B. Online Survey. An online preference survey will be conducted through surveymonkey.com to review the two concepts. We will seek feedback on individual development areas within each district, including land use and site and building design issues. .

C. (Remote) Public Input Forum. There will be one (remote) public input forum approximately 1.5-hour long. The forum will be used to share key findings from the market analysis, existing conditions maps, and include an engagement activity to gather general land use input from participants. The use of the remote meeting will allow for recording the meeting and sharing online for a week or two after, allowing for public feedback through a short online survey provided by MSA. We have effectively held this meeting remotely in Germantown, utilizing breakout rooms to discuss a set of questions with a smaller group of participants then returning to the main room to summarize what had been discussed in the smaller breakout rooms.

D. Developer Focus Group. The focus group will be focused on reviewing the initial two neighborhood concepts, involving local developers and real estate brokers, community leaders and business leaders.This focus group will verify our market conditions analysis, as well as suggest potential modifications to the neighborhood concept.

E. Public Draft Review. Facilitate one (1) public review meeting after Plan Commission Meeting #3 to garner feedback and review the Neighborhood Master Plan and implementation strategy. MSA will lead this meeting with assistance from Village staff. We can hold this meeting at whatever time and place is most likely to attract attendance, including on a weekend and/or as a pop-up booth during a community event.

2. Communication Plan.

We understand the need for quality and frequent communication to make the process run smoothly. As such, we propose the following procedure for communication between MSA and the Village regarding materials, draft documents, and meetings:

Typical Schedule

- ***3 weeks*** prior to Plan Commission meeting: MSA to provide draft materials to Village staff.
- ***2 weeks*** prior to Plan Commission meeting: Teams/Zoom call with staff to review revisions and comments.
- ***1 week*** prior to Plan Commission: Provide meeting materials.

A. Staff Meetings. We will hold a staff meeting to kick-off the project prior to the first Plan Commission meeting, as well as meet virtually prior to each future Plan Commission working session (discussed above in the typical schedule). Additionally, we will work with Village staff via email and phone/Zoom conversation to move the plan along and work through any issues or opportunities which may arise. Village committee chairs (or other members) can join these calls dependent on the topic to be discussed.

B. Plan Commission Working Sessions. We will attend five (5) Plan Commission Meetings at the following stages (in-person or virtual dependent on local preference):

1. Discuss existing conditions (Plan Item #1 + Plan Item #6.1). The intent of this meeting will be to understand the existing conditions, get Plan Commissions thoughts on the neighborhood and confirm the neighborhood planning area boundary.
2. Review market analysis (Plan Item #2) and review draft Neighborhood Plan + Design sections (Plan Item #3). The intent of this meeting is to provide direction towards a preferred concept, and initial feedback on general policies and standards.
3. Review updated Neighborhood Plan + Design sections (Plan Item #3), inclusive of Implementation Maps (Plan Item #5), and draft Implementation Strategies (Plan Item #4). Intent of this meeting will be to vet the full Neighborhood Master Plan, and initial feedback on implementation strategies.
4. Review the full plan, discuss feedback from the public draft review, and consider any edits to include in the public hearing draft.
5. Hold a public hearing with recommendation to the Village Board.

F. Village Board Meetings. We will attend (in-person or virtual dependent on local preference) a Village Board meeting to adopt the plan.

NOT-TO-EXCEED COST

$64,855

**this cost is broken down in the table to the right.*

COST AND PAYMENT COMMENTARY

- This cost and the associated scope represent our current understanding of the needs of the project. We are open to adjustments in effort and cost allocation during final scoping and contracting.
- This not-to-exceed cost includes all direct costs, including limited printing needs related to public meetings, and travel.
- Time and costs are typically billed on a monthly basis, covering work completed in the preceding month. We are open to a milestone-based billing arrangement and we acknowledge that the final 10% will be reserved until project completion.

HOURLY RATES

NAME	RATE/HR	HOURS
Amy Bennett, AICP	$145.00	88
Jason Valerius, AICP	$190.00	46
Stephen Tremlett, AICP, CNU-A	$145.00	47
Brad Vowels-Katter	$120.00	151
Brian Huibregste	$190.00	4
Eric Thompson	$190.00	6
Brian Wiedenfeld	$9500	126
Sarah Morrison	$90.00	25
TOTAL HOURS		493

COST DETAIL

PLAN ITEM 1 - EXISTING CONDITIONS OVERVIEW	HOURS	COST
Jason Valerius, AICP	1	$190
Stephen Tremlett, AICP, CNU-A	3	$435
Amy Bennett, AICP	4	$580
Brad Vowels-Katter	10	$1,200
Brian Wiedenfeld	14	$1,330
Sarah Morrison	1	$90
TOTAL	**33**	**$3,825**

PLAN ITEM 2 - ISSUES/OPPORTUNITIES AND SYSTEMS ANALYSIS	HOURS	COST
Jason Valerius, AICP	10	$1,900
Stephen Tremlett, AICP, CNU-A	9	$1,305
Amy Bennett, AICP	4	$580
Brad Vowels-Katter	28	$3,360
Brian Wiedenfeld	50	$4,750
Sarah Morrison	6	$540
Eric Thompson	4	$760
Brian Huibregste	2	$380
Expenses (CoStar)		$1,500
TOTAL	**113**	**$15,075**

PLAN ITEM 3 - LAND USE PLANNING	HOURS	COST
Jason Valerius, AICP	6	$1,140
Stephen Tremlett, AICP, CNU-A	26	$3,770
Amy Bennett, AICP	4	$580
Brad Vowels-Katter	53	$6,360
Brian Wiedenfeld	14	$1,330
Sarah Morrison	6	$90
Eric Thompson	2	$380
Brian Huibregste	2	$380
TOTAL	**107**	**$13,940**

COST DETAIL (CONT.)

PLAN ITEM 4 - IMPLEMENTATION STRATEGY	HOURS	COST
Jason Valerius, AICP	7	$1,330
Stephen Tremlett, AICP, CNU-A	4	$580
Amy Bennett, AICP	4	$580
Brad Vowels-Katter	18	$2,160
Brian Wiedenfeld	22	$2,090
TOTAL	**55**	**$6,740**

PLAN ITEM 5 - MAPPING	HOURS	COST
Jason Valerius, AICP	2	$380
Stephen Tremlett, AICP, CNU-A	2	$290
Amy Bennett, AICP	4	$580
Brad Vowels-Katter	8	$960
Sarah Morrison	18	$1,620
TOTAL	**34**	**$3,830**

PLAN ITEM 6 - ENGAGEMENT PLAN	HOURS	COST
Jason Valerius, AICP	20	$3,800
Stephen Tremlett, AICP, CNU-A	3	$435
Amy Bennett, AICP	68	$9,860
Brad Vowels-Katter	34	$4,080
Brian Wiedenfeld	26	$2,470
Expenses (Mileage)		$800
TOTAL	**151**	**$21,445**

NAME	HOURS	COST
Jason Valerius, AICP	46	$8,740
Stephen Tremlett, AICP, CNU-A	47	$6,815
Amy Bennett, AICP	88	$12,760
Brad Vowels-Katter	151	$18,120
Brian Huibregste	4	$760
Eric Thompson	6	$1,140
Brian Wiedenfeld	126	$11,970
Sarah Morrison	25	$2,250
SUBTOTAL LABOR		$62,555
SUBTOTAL EXPENSES		$2,300
TOTAL		**$64,855**

ADDITIONAL TASKS	ESTIMATED COST
3D Illustrations of Conceptual Development	**$3,000-5,000**
Project Website/StoryMap	**$2,800**

COMMUNITY DESIGN AND PLANNING SERVICES

2023 - 2024 Capstone Project Application

Holy Hill Gateway District Master Plan
Freistadt District Master Plan

Village of Germantown
Washington County, Wisconsin

Department of Community Development
Jeffrey W. Retzlaff, AICP
N112 W17001 Mequon Road
PO Box 337
Germantown, WI 53022

July 15, 2023 DRAFT

Date:	July 15, 2023
Project Location:	Village of Germantown, Washington County, Wisconsin
Community:	Village of Germantown (Community Development Department on behalf of Plan Commission & Village Board)
Website:	https://www.germantownwi.gov/
Primary Contact:	Jeff Retzlaff, Director, Community Development Department N112 W17001 Mequon Road P.O. Box 337 Germantown, WI 53022 jretzlaff@germantownwi.gov
Steering Committee:	Dean Wolter, Village President, Plan Commission (Chairman) David Baum, Village Trustee, Plan Commission Tony Laszewski, Plan Commission Peter Nilles, Plan Commission Robert Williams, Plan Commission William Shadid, Plan Commission Josh Tarantino, Plan Commission
Preliminary Scope:	The goal is to develop and adopt a master plan for each district (or one master plan for both) that presents in general terms the preferred type, density, relative location, architectural design & material types, and potential timing of future development and land use consistent with the Village's 2050 Comprehensive Plan and 2021-2026 Comprehensive Outdoor Recreation Plan (CORP). Further, each master plan is expected to address the potential need for and location of public improvements, e.g. new and/or extended roads, park & recreation facilities, storm water management facilities. The master plan should also address measures necessary to protect and enhance existing environmentally sensitive features and land use compatibility within each District and between the Districts, abutting residential neighborhoods and surrounding agricultural areas.
Funding Source:	2023-2024 Village General Fund (Community Development Department)

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Support information:

- 2050 Comprehensive Plan
  https://www.germantownwi.gov/DocumentCenter/View/6802/Final-2050-Plan-Combined-PDF?bidId=

- 2021-26 Comprehensive Outdoor Recreation Plan
  https://www.germantownwi.gov/DocumentCenter/View/6875/2021-09-01-Germantown-CORP-UPDATE-FINAL-Reduced?bidId=

- Additional Background Information: 2050 Comprehensive Plan

- Holy Hill Gateway District Profile

- Freistadt District Profile

DRAFT

Additional Background Information

Village of Germantown

2050 Comprehensive Plan

The "Village of Germantown 2050 Comprehensive Plan" (the "2050 Plan") was adopted in September, 2022 with the primary purpose *"to act as a roadmap 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."*

With that in mind, future land use planning for the Village under the 2050 Plan is intended to follow a "Neighborhood/District/Corridor" place-based approach with two components: a Future Land Use Plan Map and a Future Land Use Table.

The 2050 Future Land Use Plan Map (see Map 5.3 page 47 of 2050 Plan document) shows the Village as a series of thirty-two (32) places or neighborhoods, districts, and corridors (hereafter "NDCs") that have or are intended to have the same or a similar pattern and type of land use, cultural, environmental, and economic character, and identity.

Unlike a typical land use planning approach, the 2050 Future Land Use Table (see Table 5.1 page 42-43 in 2050 Plan document) does not assign a single acceptable land use to a particular parcel. Rather, the Future Land Use Table identifies a list of eleven preferred land uses, preferred design criteria and maximum density allowances. For each NDC, each of the preferred land uses is assigned a degree of desirability:

- "Desirable" uses should be encouraged because they are consistent with, support, and enhance the desired character of the NDC
- "Allowable" uses are generally considered appropriate for the area but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the NDC
- "Undesirable" uses should not be encouraged but may still be acceptable for the NDC under special circumstances

This approach gives the Village an adaptable and flexible framework to discuss, evaluate and respond to unique development proposals in the village.

In addition to the 2050 Future Land Use Plan Map and Table, an objective of the 2050 Plan is to develop individual "master" or "neighborhood" plans for each of the 32 NDCs in the Village. It is intended that each master plan will provide a greater level of detail in terms of guiding the preferred type, amount, density, relative location and timing of future development, public improvements and environmental protection than presented in the 2050 Plan.

Depending on the specific conditions, character and needs of each NDC, each master plan is intended to address additional implementation objectives identified in the Implementation Chapter of the 2050 Plan to one degree or another, including:

- Design Guidelines for Industrial & Commercial Sites & Buildings
- Land use compatibility & buffer requirements
- Environmental protection requirements
- Residential housing opportunities & affordability
- Park & recreational trails & facilities
- Public improvement needs, timing & financing alternatives

Each master plan is expected to address the objectives listed above to one degree or another depending on specific needs for each District.

Holy Hill Gateway District

The Holy Hill Gateway District is approximately 930 acres in area and lies adjacent to and east of I-41 near the Holy Hill Road interchange (see Exhibit 3). This District has had a significant amount of light industrial, warehousing & distribution development along the Holy Hill Road corridor as a direct result of the Village creating Tax Increment District No. 8 (TID#8) north of Holy Hill Road and expanding Tax Increment District No. 7 (TID#7) south of Holy Hill Road. Since 2018, approximately 2.1 million sqft of industrial building space has been developed in the Holy Hill Gateway District for warehousing & distribution, light manufacturing & assembly uses. As set forth in the 2050 Plan, the Holy Hill Gateway District is intended to continue developing as an industrial and mixed-use commercial district with light industrial, warehouse/distribution, and corporate office uses with highway-oriented hospitality & retail uses located near the Holy Hill Road interchange and mixed-use commercial retail and high-density residential uses adjacent to and along the I-41 corridor.

Public investment and improvements include a new 177' high, 500,000-gal elevated water storage tank (Tower #4) and a 420' deep well (Well #12) that are expected to be operational in 2024. Holy Hill Road was also recently widened to a 4-lane divided cross-section with signalized intersections at Gateway Crossing and Goldendale Road. Existing development is served by municipal water and sewer south of Rockfield Road and west of Goldendale Road. Future public improvements include the construction of a frontage road east of and parallel to I-41 from Bonniwell Road south through the Holy Hill Gateway District across Holy Hill Road and the WSOR railroad to Freistadt Road (also through the Freistadt District that lies to the south). Other local and collector road needs within the Holy Hill District is expected to be identified as part of the master plan process.

The Holy Hill Gateway District abuts the Village's "Rural Preservation District" and "Woodside Neighborhood" to the north and the "Isabelle Farms Neighborhood" and "Dheinsville Neighborhood" to the south and east. All these areas surrounding the Holy Hill Gateway district contain low-density, single-family residential and/or undeveloped agricultural land. An objective of the master plan process is to address the transition between these areas, potentially incompatible land uses, and alternative buffering and setback requirements along the common boundaries for the Holy Hill Gateway District and the abutting district and neighborhoods.

Freistadt District

The Freistadt District is approximately 330 acres in area and lies south of the Holy Hill Gateway District separated by the WSOR railroad and straddles I-41 with approximately 52 acres lying west of I-41 in the Village (see Exhibit 4). Except for active agricultural use and a few small-lot residential parcels, the Freistadt District is predominantly undeveloped. The Freistadt District is intended to develop as an extension of the Holy Hill Gateway District with light industrial, warehouse, corporate office uses, and service-related commercial uses. Mixed-use commercial retail and high-density residential uses are preferred uses adjacent to and along the I-41 corridor and Freistadt Road. Single-family uses at a density up to 2.9 units/acre are preferred in the area west of I-41 and possibly on the east side of the Freistadt District as a transitional use abutting adjacent neighborhoods.

Land in the Freistadt District is outside Germantown's Sanitary Sewer Service Area (SSSA). However, because of a 2022 intergovernmental agreement with the nearby Village of Richfield, municipal sewer and water utility services will be extended through the Freistadt District to serve a portion of the Village of Richfield. All land in the Freistadt District will be added to Germantown's SSSA and eventually served by public sewer and water utility services.

Additional Background Information

Although the route for extending utility services through the Freistadt District has not been finalized, it is expected to run from the intersection of Goldendale Road @ Freistadt Road up to and then along the Wisconsin & Southern (WSOR) railroad right-of-way into the Village of Richfield.

Germantown is currently working with the Southeast Wisconsin Regional Planning Commission (SEWRPC), the Milwaukee Metropolitan Sewerage District (MMSD) and the Wisconsin Department of Natural Resources (WisDNR) to expand Germantown's SSSA with approval expected in the Spring, 2023 and utility construction completed in 2024.

In addition to the sewer and water improvements that will be installed into and through the Freistadt District, new or extended local roads to serve future development in the District are expected to be identified and evaluated as part of the master plan process, including the construction of a frontage road east of a parallel to I-41 from the Holy Hill Gateway District to the north across the WSOR railroad to Freistadt Road.

The Freistadt District abuts the "Goldenthal-Homestead Hollow Neighborhood" and "Meeker Hill Neighborhood" to the south. These neighborhoods contain low-density, single-family residential and/or undeveloped agricultural land. As is the case with the Holy Hill Gateway District, an objective of the master plan process is to address the transition between the Freistadt district and the abutting neighborhoods, potentially incompatible land uses, and alternative buffering and setback requirements along the common boundaries of the Freistadt District and abutting neighborhoods.

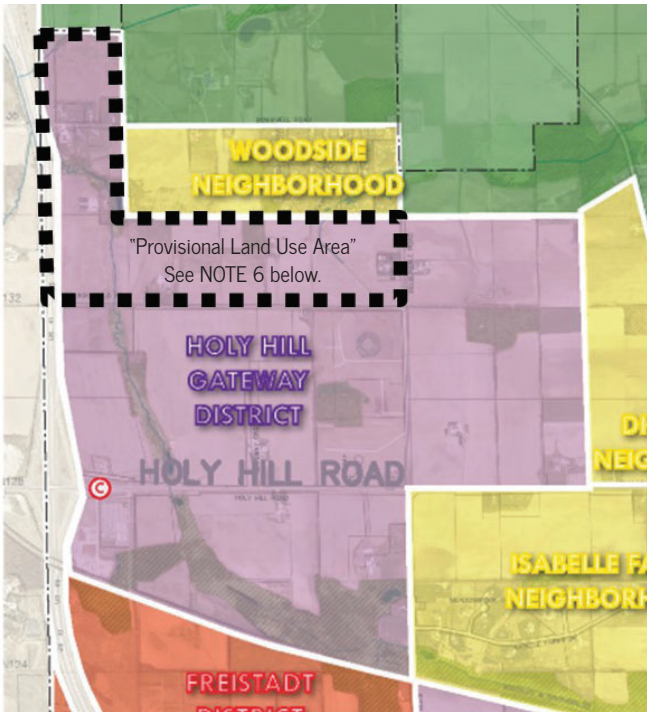
Opportunity Areas

The Holy Hill Gateway District and the Freistadt District are both identified in the 2050 Plan as two critical "opportunity areas" in the Village that present the greatest potential for change in the Village over the next 30 years. As part of the 2050 Plan process, the Village determined that land in these districts should be reserved for development comprised of light industrial, commercial warehousing & distribution, commercial and high-density residential land uses.

The 2050 Plan includes a conceptual land use plan or "vision" for the two districts (see Exhibit 5) that presents one potential plan for the type and relative location of the preferred land uses and major public road and recreational trail improvements within the Holy Hill Gateway and Freistadt Districts. It is intended that this conceptual "vision" will guide future development and land use in the interim until a detailed master plan is developed and adopted for each district (or one master plan for both).

With respect to the master plan process, it is intended that this "vision" will be the starting point for discussing the type, amount, density, relative location of future development in the Holy Hill Gateway and Freistadt Districts. To that end, it is expected that, at a minimum, a general level of market research and evaluation of market demand and other economic considerations affecting the preferred land uses within these districts will be conducted to ensure the preferred development and land uses included in the master plan for each district are realistic, reasonably attainable, and sustainable.

Holy Hill Gateway DISTRICT



GENERAL CHARACTER

The Holy Hill Gateway District is predominantly undeveloped but intended to be an industrial and mixed-use commercial district comprised predominantly of light industrial uses, warehouse, corporate office uses, and service-commercial uses. A portion of the district lies within Tax Incremental District (TID) No. 8. Existing development includes personal storage and highway-oriented commercial uses at the Holy Hill road interchange, a trucking and warehouse operation at the Holy Hill @ Goldendale Road intersection, and light industrial and warehousing uses in the Gateway Corporate Park north of Holy Hill Road and west of Goldendale Road. The existing zoning of the currently undeveloped parcels 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 I-41. The district is generally bounded by I-41 to the west, the Woodside neighborhood to the north, the Dheinsville Neighborhood 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 I-41.

Public Park, Education, Safety & Utility Village sewer and water currently serves a portion of the Holy Hill Gateway District. The system has capacity to serve the entire district upon further extension.

PREFERRED LAND USE

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/Frontage Road intersection. The potential for mixed-use commercial with high-density is desirable for land adjacent to and along the I-41 corridor. See the Economic Development Section of this Plan for more information on future land uses within the Holy Hill Gateway District.

Industrial and Warehousing Development in the Holy Hill Gateway District created potentially negative impacts on the surrounding rural areas. Residents and property owners demand that future industrial, warehousing, and commercial development not expand beyond Rockfield Road to the North and Goldendale Road to the East. In addition, residents have requested that regardless of where the ultimate district boundary is established, the Village needs to develop specific and substantial setback and buffering requirements for future development of the land within the district that is

PREFERRED FUTURE LAND USE

Holy Hill Gateway District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four 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 / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	u	u	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	25 units/acre

D =	**Desirable** – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.
A =	**Allowable** – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	**Undesirable** – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

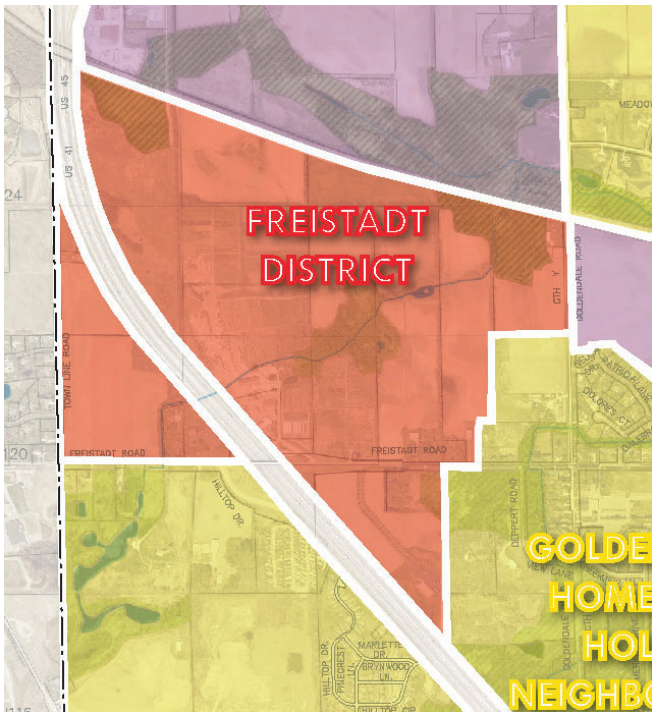
adjacent to the Rural Preservation District, Woodside Neighborhood, Dheinsville Neighborhood, and Isabelle Neighborhood. The Village intends to develop and adopt specific setback, buffering, lighting, noise, and other development requirements in the Zoning Code to mitigate potential negative impacts associated with future development in this and other districts.

Master Planning A detailed master plan will be developed for the Holy Hill Gateway District (see Implementation Plan: Economic Development Objective #1). Until the master plan is prepared and incorporated into the Future Land Use component of the 2050 Comprehensive Plan, the preferred land uses allowed in and future development of the area bounded by Rockfield Road, Goldendale Road, the Woodside Neighborhood, the Town of Germantown, and I-41 shall be limited to only the land uses and development allowed under the "Agricultural/Conservation Residential" land use designation in the former 2020 Comprehensive Plan (see "Provisional Land Use Area" as shown on the Future Land Use Map). The "Agricultural/Conservation Residential" designation allows agricultural uses and single-family residential uses with a maximum density and minimum lot size of 1 dwelling per 5 acres.

NOTE 6:	Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres.

See all notes on page 42.

Freistadt DISTRICT



GENERAL CHARACTER

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

SPECIAL FEATURES

Transportation The Freistadt District is bounded by I-41/Town Line Road 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 I-41.

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 A majority of this district is not located within the Sewer Service Area (SSA) however is located within the Potential Sewer Service Area, given the existing water and sewer facilities abutting the district, and, the potential extension of facilities to the Village of Richfield.

PREFERRED FUTURE LAND USE

Freistadt District

Preferred Future Land Uses												Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four 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 / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	A	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	SF:2.9 units/ac 2-4F: 6.0 U/ac MF:25 units/ac

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 I-41. Single-family development at a density of 2.9 units/acre would also be appropriate.

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 because they are consistent with, support, and enhance the desired character of the area.
A =	**Allowable** – These uses are generally considered appropriate for the area, but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
u =	**Undesirable** – These uses should not be encouraged but may still be acceptable for the area under special circumstances.

See all notes on page 42.