

MEETING: **AMENDED REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION**

DATE & TIME: **Wednesday, September 18, 2024 at 7:00 PM**

LOCATION: **Germantown Village Hall Board Room
N112 W17001 Mequon Road**

NOTICE: Citizens not wishing to attend the meeting personally 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.

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. **UNFINISHED BUSINESS**
- IV. **CONSENT AGENDA:**
 - A. Minutes: August 14, 2024
- V. **NEW BUSINESS:**
 - A. Draft Request for Proposals for Re-Development of Fire Station 1
 - B. Review of Previous Ideas or Plans for the Downtown Area (*Attachments Added*)
- VI. **ADJOURNMENT:**

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, please contact the Village Clerk at (262)250-4745 at least 2 days prior to the meeting.

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Wednesday, August 14, 2024 7:00 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.*

Chairperson Trustee Pieper called the Economic Development Commission meeting to order at 7:04 PM.

II. **ROLL CALL:**

Present: Chairperson Trustee Jolene Pieper, Trustee Phil Hudson, Member Scott Hefle, Member Jim Sedgwick

Absent: Member Joletta Kerpan, Member Kim Higginbotham, Member Dani Yegge

Also Present: Village Administrator Steve Kreklow, Deputy Clerk Maddy Laufenberg

- III. **CITIZEN INPUT:** *(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.)*

Melanie Smythe (N140W17938 Cedar Lane) spoke regarding the financial stewardship column wording on the Strategic Pillars sheet.

IV. **CONSENT AGENDA:**

Motion: Approve as presented

Motioned By: Member Hefle

Seconded By: Trustee Hudson

Yes: Chairperson Pieper, Trustee Hudson, Member Hefle, Member Sedgwick

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 4, No 0, Abstained 0)

- A. Approval of Minutes from October 18, 2023 Meeting

V. NEW BUSINESS:

- A. Economic Development Policy

Administrator Kreklow led Economic Development Policy presentation and discussion. No action was taken on this New Business item.

Member Hefle handed out "Financial Foundations for Thriving Communities" document from the Government Finance Officers Association (GFOA).

- B. Goal for Economic Development Commission

Trustee Pieper led discussion about potential redevelopment projects to focus on:

- Fire House on Park Ave
- Main Street/Grosnick Property
- Old Recycling Center
- Old DPW Building

After some discussion, it was decided that the Economic Development Commission would focus on redeveloping the Fire House property on Park Ave as its first project.

VI. ADJOURNMENT:

Chairperson Trustee Pieper adjourned the Economic Development Commission meeting at 8:25 PM.



**Request for Proposals:
Restaurant/Commercial
Development Opportunity
Germantown, Wisconsin**

DRAFT

The Village of Germantown is seeking development proposals for the re-development of Fire Station 1 located in Fireman's Park in the Village District of Germantown. Fire Station 1 was closed for use as an active Fire Station in 2018 because the size and configuration of the facility was no longer suitable for current equipment and staffing models. The facility is currently being used for recreational programs and storage. The facility is ideally located in a park setting with numerous public events and within walking distance of the restaurants and entertainment facilities on Germantown's Main Street.

Attachment A provides data on the facility capacity and condition. The Village will be scheduling a walk through of the building for any interested parties and will provide additional information as requested.

Project Goals

The following goals have been created to guide the development of the site:

-

Submittal Requirements

- Project narrative discussing the details of the proposed project and how the project relates to the project goals including:
 - Specific restaurant/commercial use
 - Projected timeline for development
 -
- Development team, and experience, including similar example projects
- Challenges or obstacles to project initiation and completion
- Project schedule

Evaluation Criteria

The Village will evaluate proposals based on the following criteria:

- Ability of the developer to carry out the proposal
- Amount of investment and contribution to the Village's tax base
- The initial terms and conditions of the development agreement
- Uses, quality, and long-term viability of the proposed development
- Meeting project goals

- Other factors deemed to be in the best interest of the Village of Germantown

Timeline and Review Process

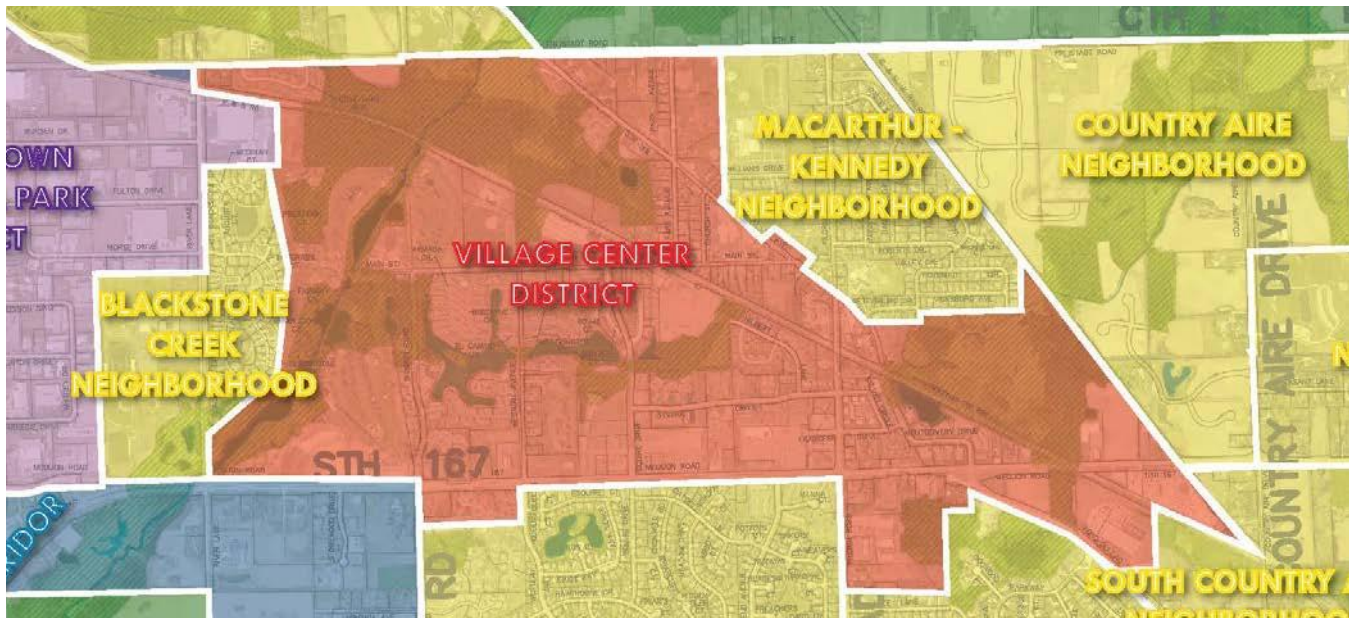
RFP Timeline

	Village Distributes RFP
	Optional Developer Question/Answer Meeting with Village and Tour of Fire Station 1
	Proposals Due to Village
	Village Review of Proposal
	Village Board Approves Selection of Developer

The Village will distribute this RFP on _____. Development firms may submit questions and request additional information on the RFP between _____ and _____. Proposals are due at 4:30 PM on _____.

The Economic Development Commission will review proposals between _____ and _____ and select a final firm to submit to the Village Board for approval. All firms submitting a proposal will be informed of the results of the evaluation before _____. The Village Board will act on the Economic Development Commission's recommendation on _____.

Village Center DISTRICT



GENERAL CHARACTER

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

SPECIAL FEATURES

Transportation The Village Center District is in the middle of the Village and is generally bounded by

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

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

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

The Village Center is intended to serve as the heart or central place within the community. The two primary circulation routes, Main Street and Mequon

PREFERRED FUTURE LAND USE

Village Center 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	u	D	A	D	u	u	u	Yes	Yes	D	A	U	SF:2.9 units/ac 2-4F: 6 units/ac 25 units/acre

Road, are envisioned to be better connected through a combination of infrastructure improvements and redevelopment. The Village Center District is intended to continue as a mixed-use commercial and residential district but reinvigorated with more place-based, pedestrian-friendly design elements. Improvements to Main Street and Pilgrim Road should continue to emphasize the conversion of existing buildings to entertainment, retail, and high-density residential uses that would service existing residents as well as draw visitors from the region. Historic and architecturally significant buildings should be preserved, and curb cuts and off-street parking areas minimized or placed in the rear of properties.

Opportunities exist at major intersections along Mequon Road for mixed-use redevelopment inclusive of outdoor gathering spaces. This shift from auto-dominant site design to "place-based" development should be emphasized with existing and future commercial property owners (see opportunity area scenarios included for the Village Center District). Multi-family residential development is acceptable in a traditional pattern of development up to densities

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.

of 25.0 DU's/acre and is encouraged to be developed as part of an overall mixed-use development. Park and open space uses are desirable, particularly those with a river-orientation abutting the Menomonee River corridor, including the area currently used for the Blackstone Creek golf course.

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

The Village has intentions to adopt a new "Village Center" zoning district to guide development within the district consistent with the parameters in Section 6, "Opportunity Areas", and the 2018 "Saxony Village Connectivity Plan".

See all notes on page 42.

CONNECTING SAXONY VILLAGE

VILLAGE OF GERMANTOWN HISTORIC MAIN STREET

U.S. EPA LAND REVITALIZATION TECHNICAL ASSISTANCE



CONNECTING SAXONY VILLAGE

VILLAGE OF GERMANTOWN HISTORIC MAIN STREET

OVERVIEW

FRAMEWORK DIAGRAM DEVELOPED DURING THE WORKSHOP



THE VILLAGE OF GERMANTOWN SEEKS TO CONNECT SEVERAL DEVELOPMENT NODES THROUGHOUT THE COMMUNITY TO THE HISTORIC MAIN STREET DISTRICT. WITH THE SAXONY VILLAGE PROJECT (A MULTIFAMILY DEVELOPMENT CURRENTLY UNDER CONSTRUCTION ON A REMEDIATED BROWNFIELDS) SERVING AS A CATALYST TO THIS HISTORIC DISTRICT, THIS LAND REVITALIZATION PROJECT WAS ABLE TO EVALUATE SEVERAL CONNECTIONS AND ROUTES THROUGHOUT THE VILLAGE TO HELP IMPROVE MOBILITY FOR RESIDENTS AND VISITORS.

DURING THE COMMUNITY-DRIVEN VISIONING PROCESS IN NOVEMBER 2018, THE PROJECT INCORPORATED MOBILITY IMPROVEMENTS, BUT ALSO KEY OPPORTUNITIES FOR WAYFINDING FEATURES AND SIGNAGE. THE GOAL IS TO HELP THE VILLAGE IMPROVE THE VISIBILITY OF THE HISTORIC MAIN STREET DISTRICT. OPPORTUNITIES CONSIDERED DURING THE VISIONING SESSIONS INCLUDED ENHANCING STREETSCAPES, PROVIDING FACILITIES FOR PEDESTRIAN AND BICYCLE USERS, AND ADDING GREEN INFRASTRUCTURE TO ALL CONNECTION ROUTES. ADDITIONALLY, THE VISIONING PROCESS EVALUATED WHAT ACTIVITIES THE VILLAGE PLANNED AND HOW TO LEVERAGE THOSE EXISTING AND PLANNED AMENITIES TO ENHANCE CONNECTIONS.

THE RESULTS OF THE THREE DAY VISIONING PROCESS INCLUDE A SERIES OF ENHANCED CONNECTION ROUTES FOR THE VILLAGE TO CONSIDER TO IMPROVE CONNECTIONS TO SAXONY VILLAGE, THE HISTORIC MAIN STREET DISTRICT, AND OTHER PROJECT OPPORTUNITIES WITHIN THE VILLAGE. THE VILLAGE WILL USE THESE DESIGNS TO HELP FURTHER THE PLANNING OF NEW PROJECTS WITHIN THIS PROJECT TARGET AREA.

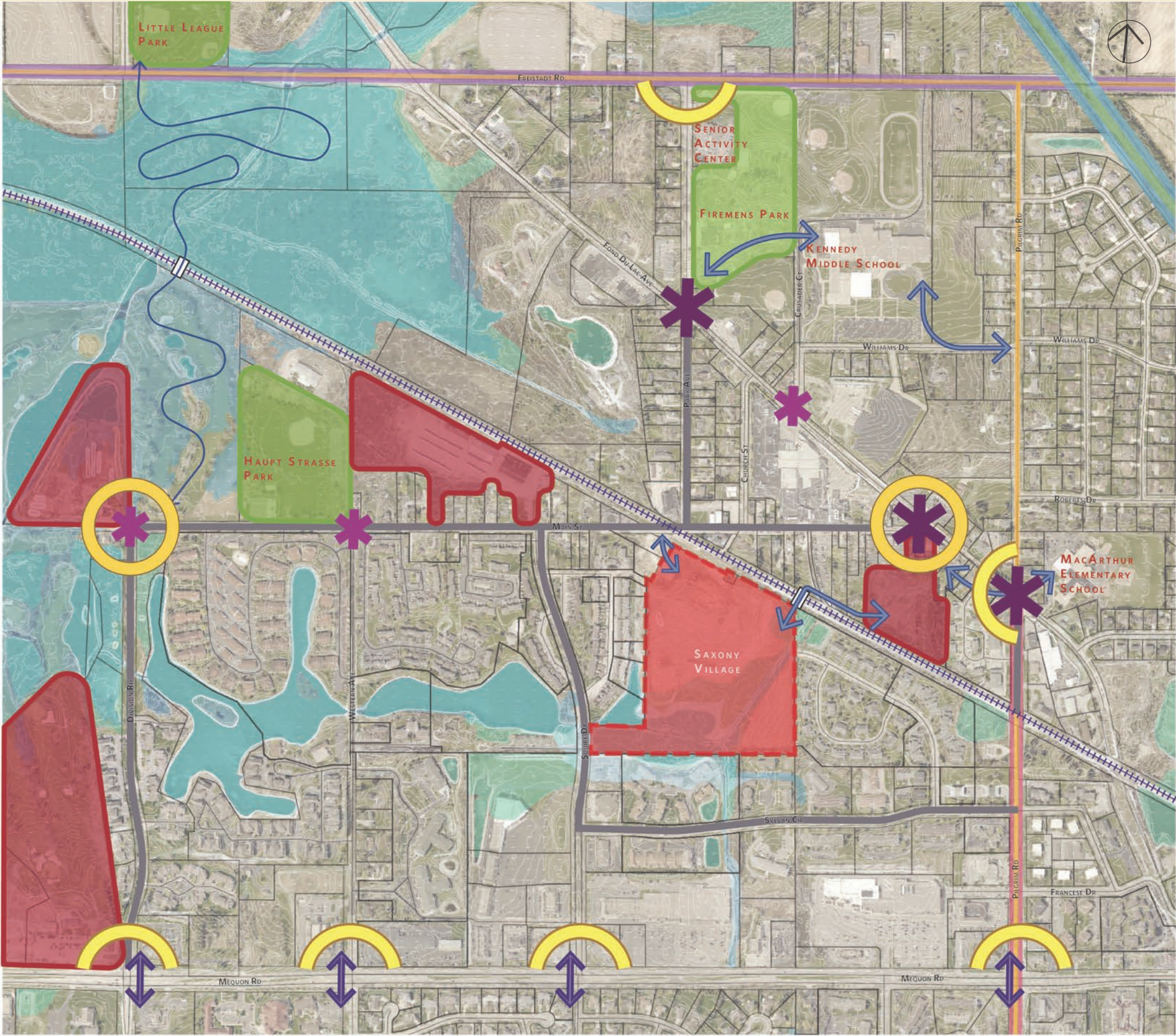
PROGRAMMING WORKSHOP



WORKSHOP REVIEW



FRAMEWORK ELEMENTS COMPILATION



LEGEND

PARCELS

SAXONY VILLAGE SITE LOCATION

OPEN SPACE / PARKS

RAILROAD (WISCONSIN AND SOUTHERN RAILROAD)

HYDROLOGY

100 YEAR FLOOD

500 YEAR FLOOD

WETLANDS

WASHINGTON COUNTY BICYCLE AND PEDESTRIAN PLAN

ON-ROAD BICYCLE FACILITY
SMALL INVESTMENT

BICYCLE/PEDESTRIAN FACILITY IN ROW
MAJOR INVESTMENT NEEDED

RECOMMENDED SHARED-USE PATH

RECOMMENDED SIDEPATH

ALL "AGES AND ABILITIES" CORRIDORS

FRAMEWORK ELEMENTS

SIGNAGE / WAYFINDING ENHANCEMENTS

NODES

RECOMMENDED STREET SECTION ENHANCEMENTS

PEDESTRIAN CROSSING FACILITIES

PRIMARY INTERSECTION IMPROVEMENTS/ ENHANCEMENTS

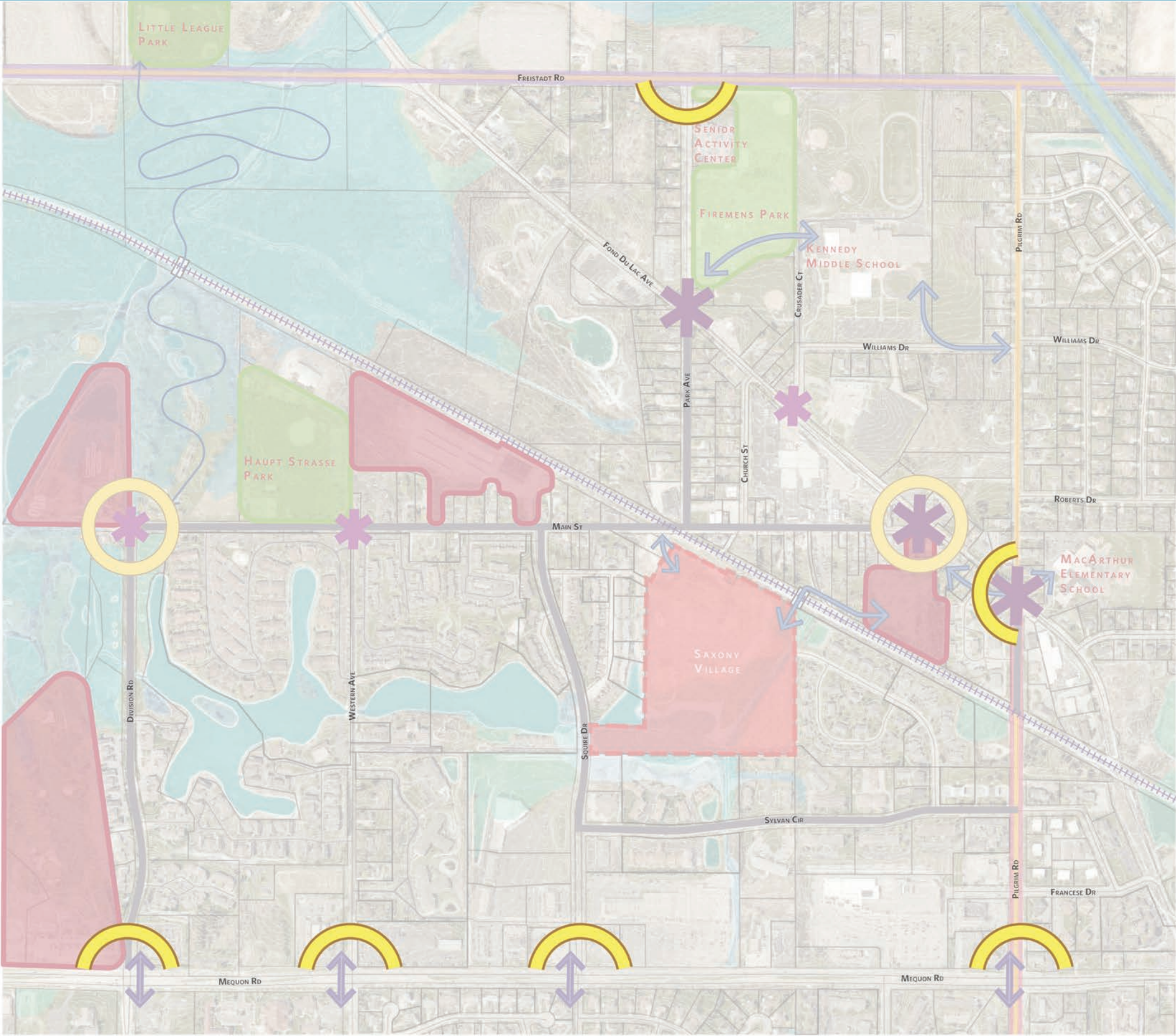
SECONDARY INTERSECTION IMPROVEMENTS/ ENHANCEMENTS

OPEN SPACE LINKS

RAILROAD CROSSINGS

DEVELOPMENT OPPORTUNITY SITES

SIGNAGE / WAYFINDING ENHANCEMENTS



FRAMEWORK ELEMENTS

 SIGNAGE / WAYFINDING ENHANCEMENTS

- DIVISION ROAD AND MEQUON ROAD
- WESTERN AVENUE AND MEQUON ROAD
- SQUIRE DRIVE AND MEQUON ROAD
- PILGRIM ROAD AND MEQUON ROAD
- PILGRIM ROAD AND FOND DU LAC AVENUE
- PARK AVENUE AND FREISTADT ROAD

ENTRANCE FEATURES / SIGNAGE



ENTRANCE FEATURES AND SIGNAGE CAN GIVE AN IDENTITY TO A COMMUNITY.

FOCAL ELEMENTS CAN RANGE FROM TALL, ICONIC MONUMENTS TO LARGE SWATHS OF NATIVE LANDSCAPING.

ENTRANCE FEATURES / SIGNAGE



ENTRANCE FEATURES AND SIGNAGE CAN TRANSFORM A NONDESCRIPT INTERSECTION INTO A WELCOMING GATEWAY.

A WELL-DESIGNED ENTRANCE WILL PROVIDE A CITY WITH THE OPPORTUNITY TO PROMOTE ITSELF TO VISITORS AS WELL AS GIVE RESIDENTS A SENSE OF PLACE.

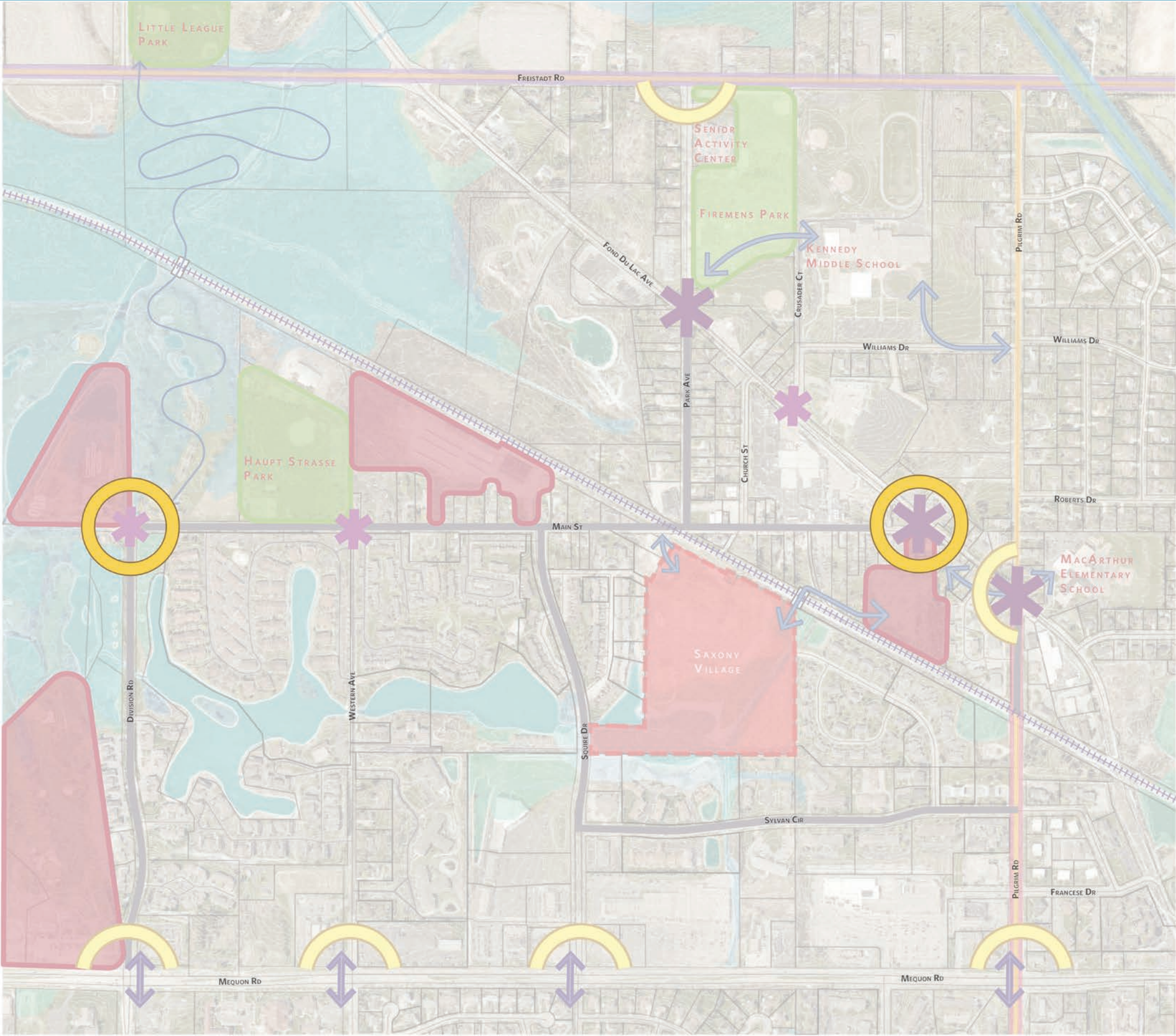


SIGNAGE / WAYFINDING - BRANDING



SIGNAGE CAN ALSO HELP BRAND A COMMUNITY AND PROVIDE CONTINUITY THROUGHOUT ITS PUBLIC REALM. FAMILIAR BRANDING CAN BE WELCOMING TO RESIDENTS AND ICONIC AND MEMORABLE TO VISITORS. WAYFINDING SIGNAGE CAN BE BENEFICIAL IN ORIENTING VISITORS AND RESIDENTS ALIKE WHILE GUIDING THEM TO KEY DESTINATIONS. WAYFINDING FEATURES SHOULD BE INCORPORATED NOT JUST INTO A CITY’S STREET SYSTEM, BUT ITS TRAILS AND PARK NETWORK AS WELL.

NODES



FRAMEWORK ELEMENTS



NODES

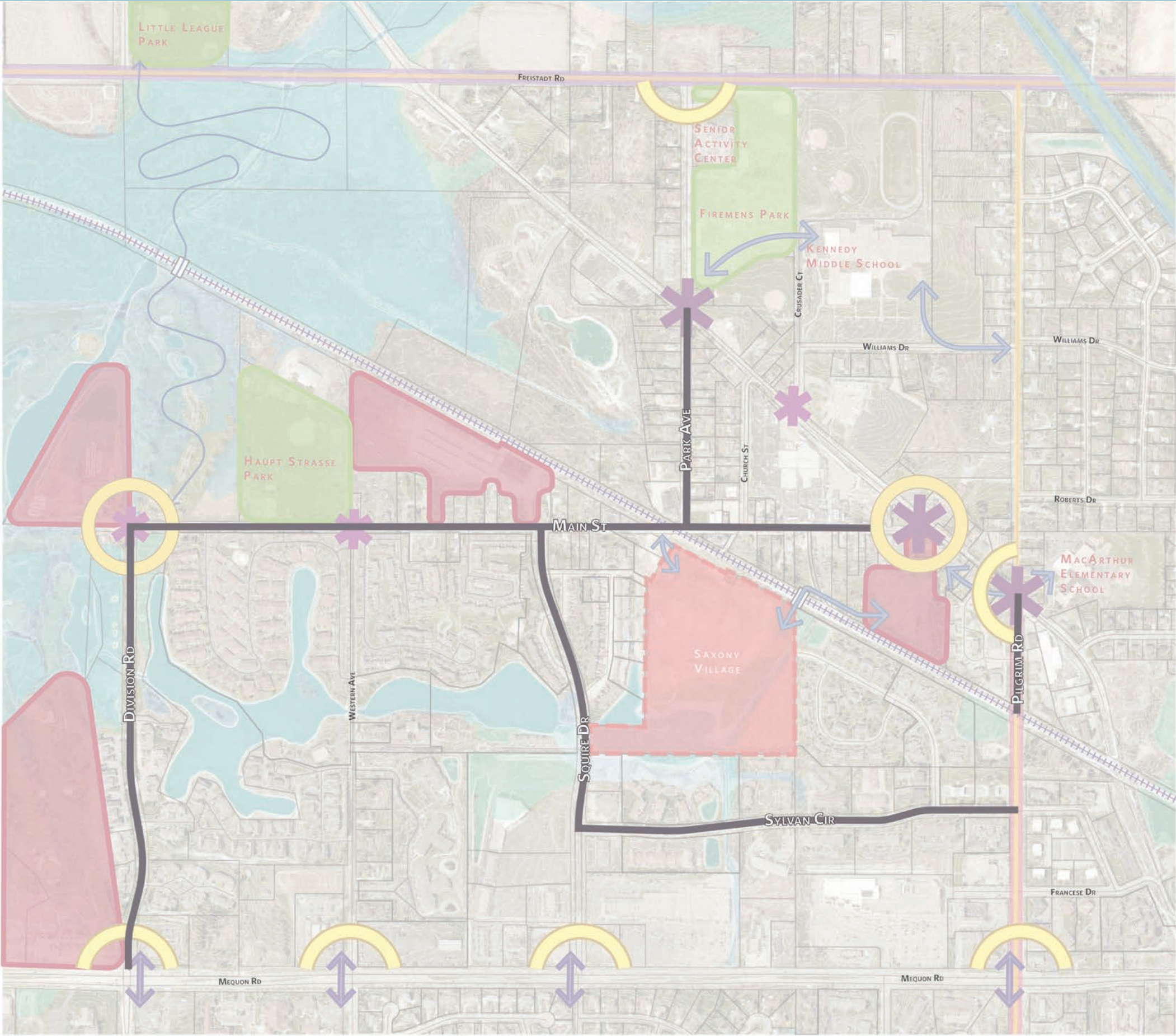
- **DOWNTOWN HISTORIC MAIN STREET NODE**
(FOND DU LAC AVENUE AND MAIN STREET)
- **WEST MAIN STREET NODE**
(DIVISION ROAD AND MAIN STREET)

NODES



NODES REPRESENT THE HUBS OF ACTIVITY AND LIFE WITHIN A CITY. THEY ARE TYPICALLY CENTRALLY LOCATED IN AREAS OF CIVIC IMPORTANCE AND ARE HEAVILY UTILIZED BY BOTH RESIDENTS AND VISITORS. NODES ARE GENERALLY FOUND ALONG IMPORTANT CORRIDORS WITH EASY CONNECTIONS TO OTHER IMPORTANT DESTINATIONS WITHIN A CITY. THEY CONTAIN A LANDMARK, LIKE A LARGE PIECE OF PUBLIC ART OR ICONIC STRUCTURE THAT MAKES IT MEMORABLE.

RECOMMENDED STREET SECTION ENHANCEMENTS

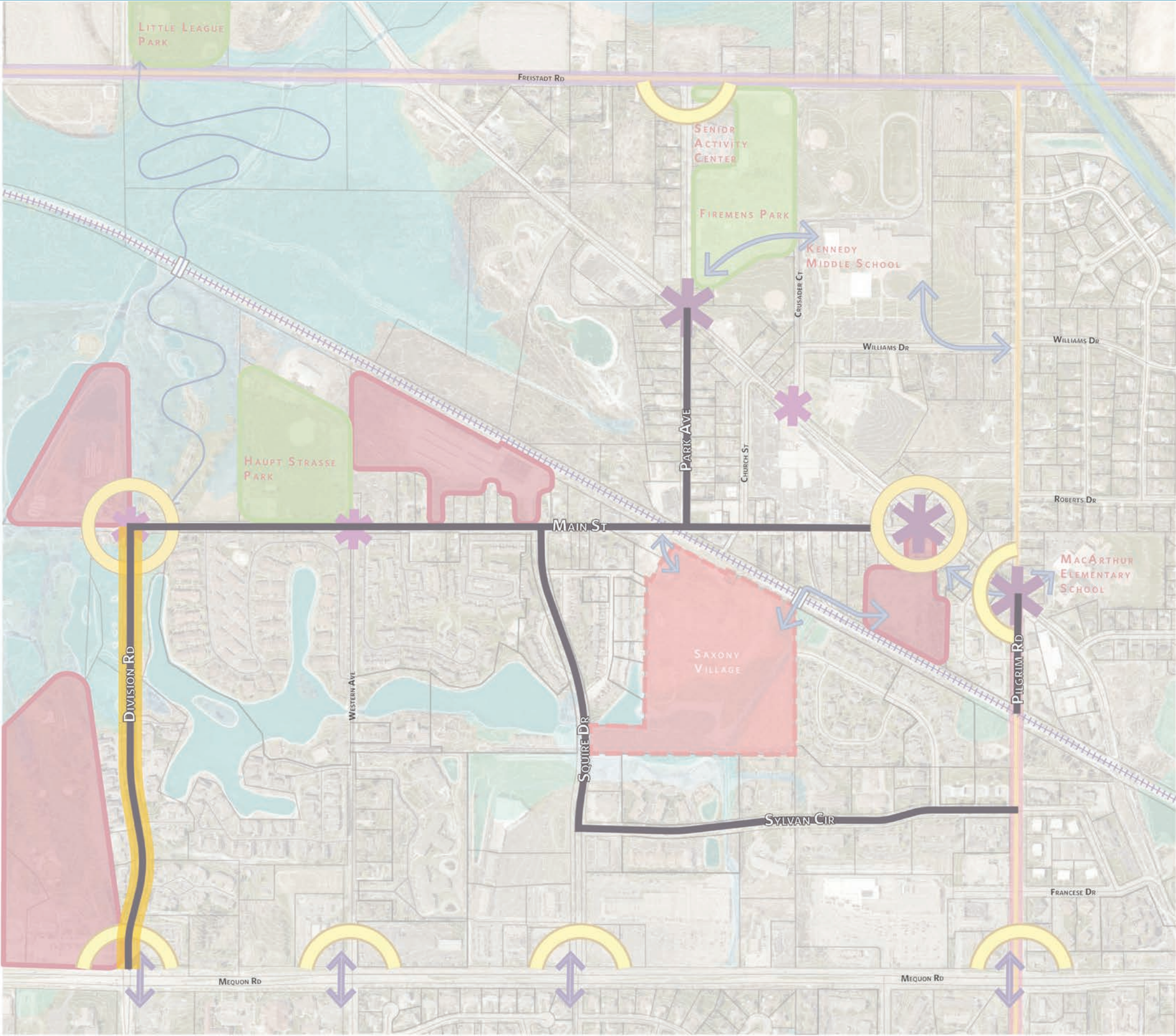


FRAMEWORK ELEMENTS

RECOMMENDED STREET SECTION ENHANCEMENTS

- DIVISION ROAD
- MAIN STREET - EAST OF WESTERN AVENUE
- MAIN STREET - WEST OF WESTERN AVENUE
- MAIN STREET - DOWNTOWN
- SQUIRE DRIVE - NORTH OF SYLVAN CIRCLE
- SYLVAN CIRCLE
- PARK AVENUE - SOUTH OF FOND DU LAC AVENUE
- PILGRIM ROAD - NORTH OF RAILROAD

RECOMMENDED STREET SECTION ENHANCEMENTS - DIVISION ROAD



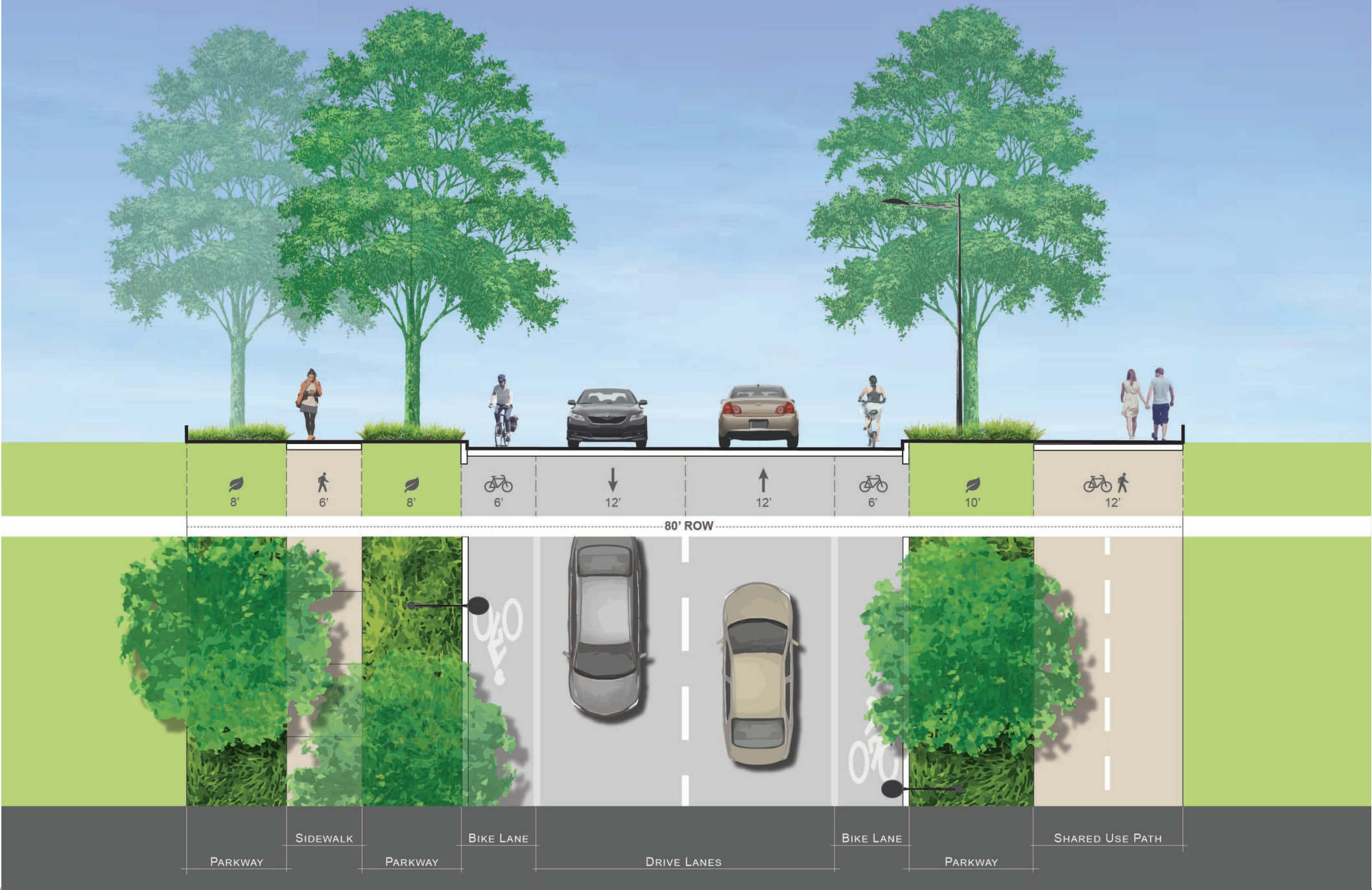
DIVISION ROAD EXISTING CONDITIONS



- WIDE LANES THAT PROMOTE HIGH SPEED TRAFFIC
- NO SIDEWALKS OR DEDICATED BIKE FACILITIES
- NO FORMAL STREETScape FEATURES OR LANDSCAPING

DIVISION ROAD

LOOKING NORTH



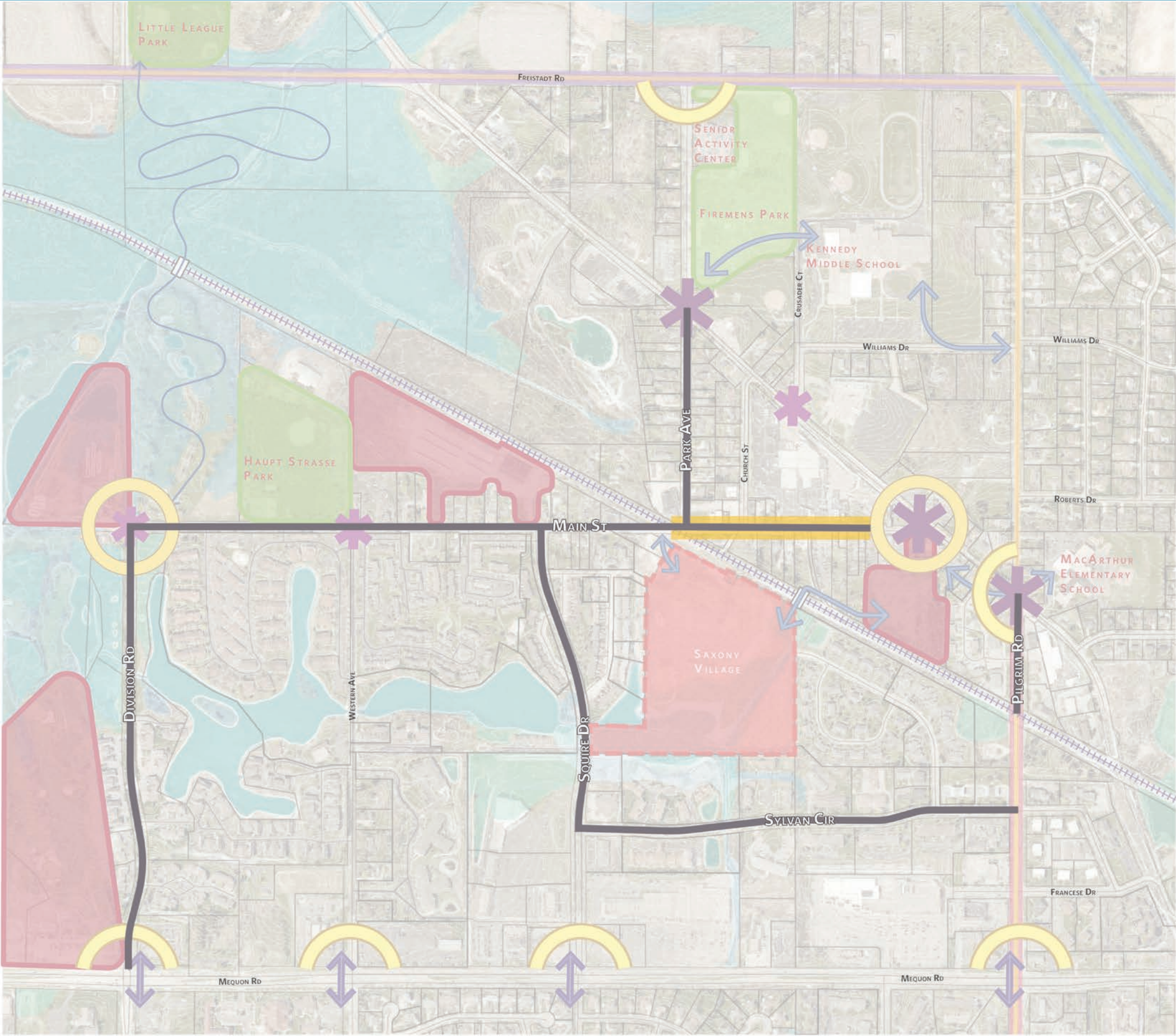
- **VEHICULAR TRAVEL LANES NARROWED**
- **IMPROVED PEDESTRIAN AND BICYCLE SAFETY WITH:**
 - **DESIGNATED BIKE LANES ON STREET**
 - **SHARED USE PATH ON EAST SIDE OF CORRIDOR**
- **WIDE LANDSCAPED PARKWAY BUFFERS WITH STREET TREES**

DIVISION ROAD - RECOMMENDED ENHANCEMENTS



BIKE LANE MARKINGS PROVIDE VEHICLES WITH A VISUAL CUE THAT OTHER MODES OF TRANSPORTATION USE THE RIGHT-OF-WAY AND PROMOTE SLOWER SPEEDS. THIS CREATES A SAFER ENVIRONMENT FOR BOTH CYCLISTS AND MOTORISTS.

RECOMMENDED STREET SECTION ENHANCEMENTS - MAIN STREET (DOWNTOWN)



MAIN STREET - DOWNTOWN EXISTING CONDITIONS



- TRAVEL LANES MEANDER MID-CORRIDOR
- ON-STREET DIAGONAL PARKING FLIPS SIDES OF STREET IN THE MIDDLE OF THE CORRIDOR
- DELIVERY VEHICLE PARK ON THE STREET
- NO BUFFER PROVIDED FOR VERY NARROW SIDEWALKS
- LITTLE STREETSCAPING

MAIN STREET - DOWNTOWN



- **VEHICULAR TRAVEL LANES ARE KEPT STRAIGHT (NO MEANDER)**
- **RECONSTRUCTED STREET ALIGNMENT:**
 - ALL ON-STREET PARKING STALLS MOVED TO NORTH SIDE OF THE STREET CAN PROVIDE LOADING AREA FOR DELIVERY VEHICLES
 - PARALLEL PARKING STALLS PROVIDE MORE ROOM FOR PEDESTRIAN AND AMENITY AREAS BEHIND THE CURB
- **IMPROVED PEDESTRIAN AND BICYCLIST SAFETY WITH:**
 - A PLANTING AMENITY AREA BETWEEN THE MAIN STREET PROMENADE AND VEHICULAR TRAVEL LANES
- **FORMAL PLANTERS WITH TREES AND NATIVE PLANTINGS HELP SOFTEN THE CORRIDOR**
- **STREET FURNITURE, SPECIALTY PAVING, AND DECORATIVE LIGHTING ADD SIGNIFICANCE TO DOWNTOWN AREA**
- **PERMEABLE PAVING IMPLEMENTS GREEN INFRASTRUCTURE AND MAKES ON-STREET PARKING EASILY DISCERNIBLE**
 - CHANGES IN PAVEMENT ALSO HELP SLOW TRAFFIC BY VISUALLY NARROWING THE APPEARANCE OF TRAVEL LANES

MAIN STREET - DOWNTOWN - RECOMMENDED ENHANCEMENTS



CHANGES IN PAVEMENT TYPE, CONTINUOUS ON-STREET PARKING, AND BUMP OUTS ENCOURAGE TRAFFIC TO SLOW AND PROVIDE PROTECTION FOR PEDESTRIANS.



STREETSCAPE PLANTERS WITH NATIVE VEGETATION AND TREES ENHANCE THE AESTHETIC QUALITY OF A CORRIDOR WHILE ALSO PROTECTING PEDESTRIANS FROM VEHICULAR TRAFFIC.

MAIN STREET - DOWNTOWN - RECOMMENDED ENHANCEMENTS

- **HISTORIC DISTRICT**
- **STRATEGIC INTERVENTIONS:**
 - **DESIGN GUIDELINES**
 - **INFILL DEVELOPMENT**
 - **FACADE ENHANCEMENTS**

Section D

Civic Site

ESSENTIAL ELEMENTS

- » The Civic Site is strategically located along the stormwater chain.
- » The site is well suited for a community enhancing civic use.
- » The building will front onto the street, with on-street parking and surface parking located to the rear of the building.
- » The site is not height restricted, allowing tall steeples or similar design features.
- » Pre-development coordination with the Architectural Control Committee will be important.



Lot Types:

Civic Lot



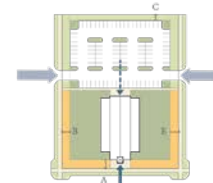
Lot Size W150'x D 190'

SETBACKS
(A) Front - 20'
(B) Street Side
Yard - 20'
(C) Back - 20'

BUILDING HEIGHT
SPECIAL

SPECIAL REQUIREMENTS
 ■ - Enhanced Facades
 (see diagram on pg. 30)

NOTE
All setbacks are from the property line.



LEGEND

-  Facade Zone
-  Setback
-  Parking Access
-  Ceremonial Front Door
-  Functional Front Door



Section F

Building and Lot Landscape Guidelines



Landscaped alley within mixed-use district



Rear-yard landscape with detached garage



Mixed-Use frontage landscape zone



Front yards of small single-family homes



Typical townhouse front landscape

Landscape Zones

Residential and commercial lots are typically divided into three different landscape zones: front yards, rear yards, and side yards. Each of these zones serves a different function, but should have a similar aesthetic. Front yards are the "public" space of a building's lot, and help a building embrace the street and welcome and/or draw visitors to the front door. As such, front yards should contain a variety of plant species and sizes, and "frame" views of their respective building. Rear yards are the "private" domain of a lot, thereby offering more flexibility and variety in terms of landscape options. Side yards separate buildings from one another, yet also serve as the "glue" that ties adjacent buildings together. As such, there should be consistency in side yard landscaping in order to create a uniform and cohesive aesthetic. While buildings are close together, screening will be important. The landscape design and color palette should build off of the character of the neighborhood and the architecture of the buildings. Variety and texture in hardscape areas is encouraged, and a mix of trees, shrubs, perennials, and grasses/deciduous is appropriate.



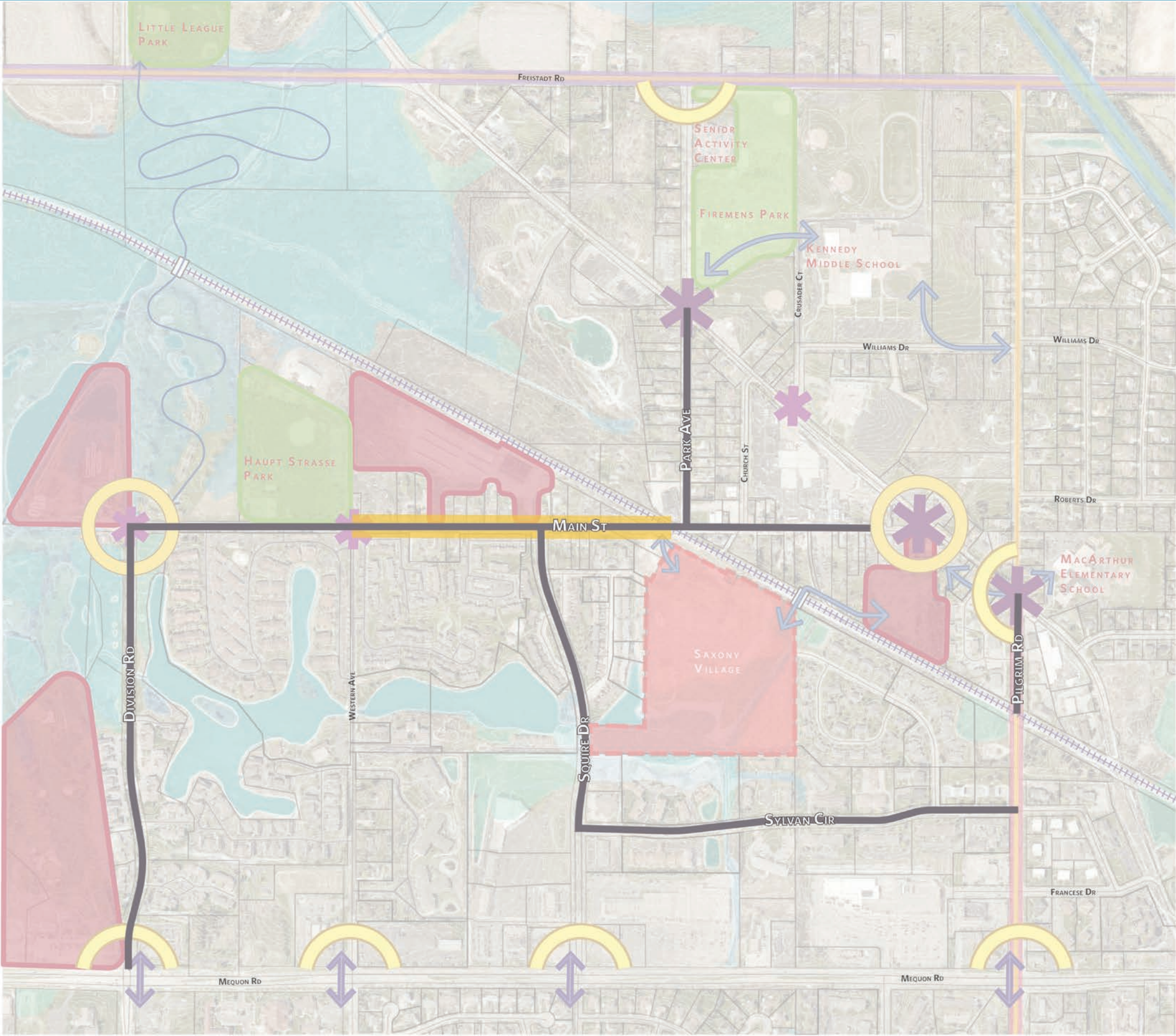
Model: Smith, Douglas, and Smith



Atten. concolor Dennis. Growth: house with warm, moist landscape



RECOMMENDED STREET SECTION ENHANCEMENTS - MAIN STREET (EAST OF WESTERN AVENUE)

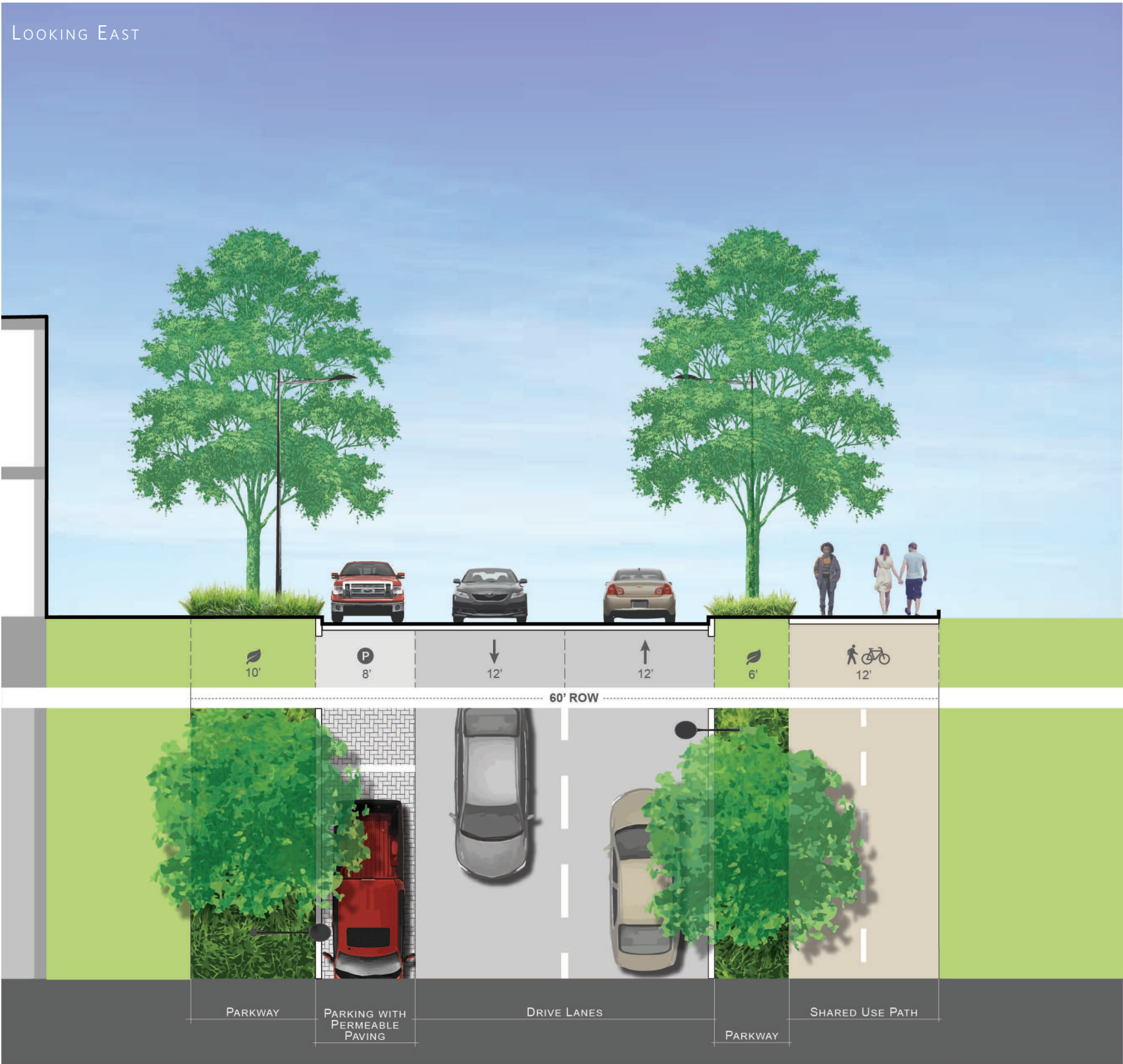


MAIN STREET - EAST OF WESTERN AVENUE
EXISTING CONDITIONS



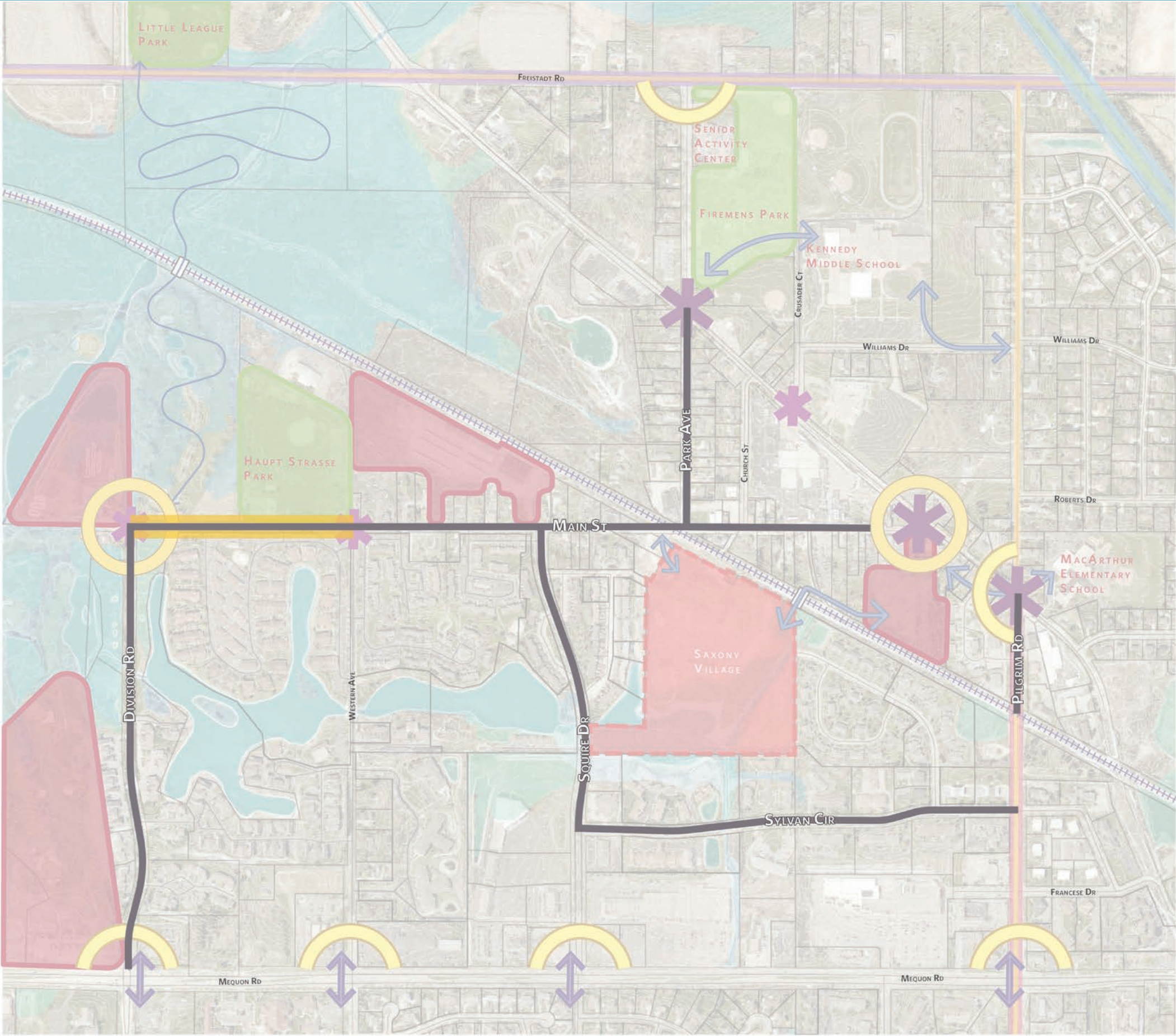
- WIDE LANES THAT PROMOTE HIGH SPEED TRAFFIC
- INDISTINGUISHABLE ON-STREET PARKING FOR ADJACENT RESIDENCES
- NO SIDEWALKS OR DEDICATED BIKE FACILITIES
- NO FORMAL STREETScape FEATURES OR LANDSCAPING

MAIN STREET - EAST OF WESTERN AVENUE



- **VEHICULAR TRAVEL LANES NARROWED**
- **IMPROVED PEDESTRIAN AND BICYCLIST SAFETY WITH:**
 - A SHARED USE PATH ADDED WITH A VEGETATED PARKWAY STRIP BUFFERING PEDESTRIANS FROM VEHICULAR TRAVEL LANES
- **THE SHARED USE PATH IS SOUTH OF MAIN STREET AND TIES INTO THE FUTURE DEVELOPMENT OF DOWNTOWN**
 - SEE PAGE 41 FOR A DIAGRAM OF THE IMPROVED INTERSECTION OF WESTERN AVENUE AND MAIN STREET
- **WIDE LANDSCAPED PARKWAY BUFFERS WITH STREET TREES**
- **PERMEABLE PAVEMENT IMPLEMENTS GREEN INFRASTRUCTURE AND MAKES ON-STREET PARKING EASILY DISCERNIBLE**

RECOMMENDED STREET SECTION ENHANCEMENTS - MAIN STREET (WEST OF WESTERN AVENUE)



MAIN STREET - WEST OF WESTERN AVENUE
EXISTING CONDITIONS



- WIDE LANES THAT PROMOTE HIGH SPEED TRAFFIC
- NO SIDEWALKS OR DEDICATED BIKE FACILITIES
- AD HOC SHOULDER PARKING
- NO PROTECTED ROUTE OR CONNECTION TO HAUPT STRASSE PARK

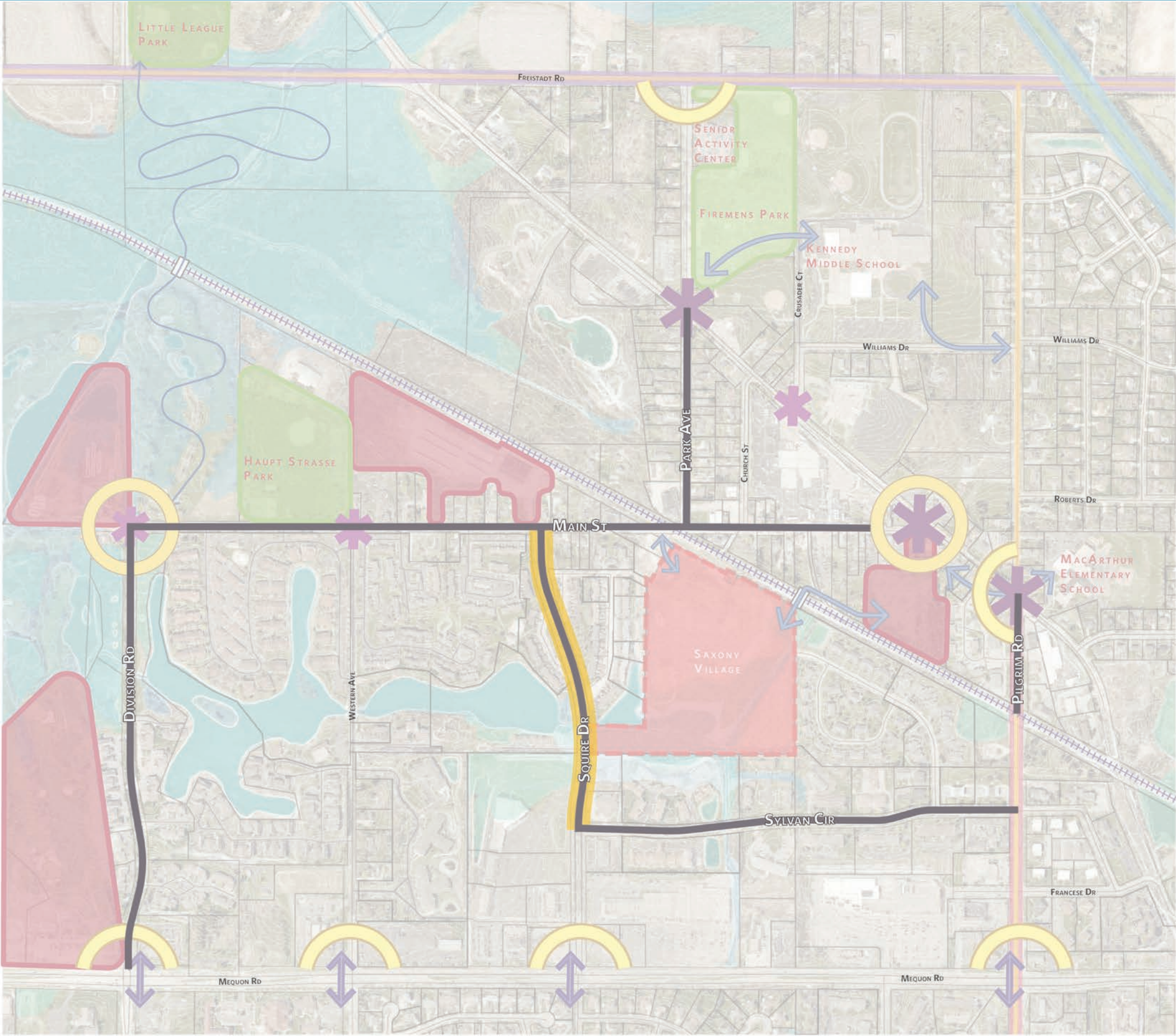
MAIN STREET - WEST OF WESTERN AVENUE

LOOKING EAST



- **VEHICULAR TRAVEL LANES NARROWED**
- **IMPROVED PEDESTRIAN AND BICYCLIST SAFETY WITH:**
 - A SHARED USE PATH ADDED WITH A VEGETATED PARKWAY STRIP BUFFERING PEDESTRIANS FROM VEHICULAR TRAVEL LANES
- **THE SHARED USE PATH SHIFTS TO THE NORTH OF MAIN STREET TO TIE INTO THE FUTURE REDEVELOPMENT OF THE RECYCLING CENTER AND TO CONNECT TO FUTURE TRAILS AND HAUPT STRASSE PARK**
 - SEE PAGE 41 FOR A DIAGRAM OF THE IMPROVED INTERSECTION OF WESTERN AVENUE AND MAIN STREET
- **WIDE LANDSCAPED PARKWAY BUFFERS WITH STREET TREES**

RECOMMENDED STREET SECTION ENHANCEMENTS - SQUIRE DRIVE (NORTH OF SYLVAN CIRCLE)



SQUIRE DRIVE -NORTH OF SYLVAN CIRCLE
EXISTING CONDITIONS



- EXTREMELY WIDE LANES THAT PROMOTE HIGH SPEED TRAFFIC
- NO SIDEWALKS OR DEDICATED BIKE FACILITIES
- NO FORMAL STREETScape FEATURES OR LANDSCAPING

SQUIRE DRIVE - NORTH OF SYLVAN CIRCLE

LOOKING NORTH



- **VEHICULAR TRAVEL LANES NARROWED**
- **IMPROVED PEDESTRIAN AND BICYCLIST SAFETY WITH:**
 - A SIDEWALK ADDED ON EACH SIDE OF THE ROAD WITH A VEGETATED PARKWAY STRIP BUFFERING PEDESTRIANS FROM VEHICULAR TRAVEL LANES
 - A VEGETATED BUFFER ADDED ON THE OTHER SIDE OF THE SIDEWALKS FOR ADDITIONAL SAFETY
 - STREET LIGHTS AND PEDESTRIAN SCALE LIGHTING
- **PROPOSED CYCLE TRACK PROVIDES PROTECTED BIKE FACILITIES**
- **WIDE LANDSCAPED PARKWAY BUFFERS WITH STREET TREES**
- **GREEN INFRASTRUCTURE PROPOSED WITH A WIDE BIOSWALE RUNNING ALONG WEST SIDE OF STREET**

SQUIRE DRIVE - NORTH OF SYLVAN CIRCLE - RECOMMENDED ENHANCEMENTS

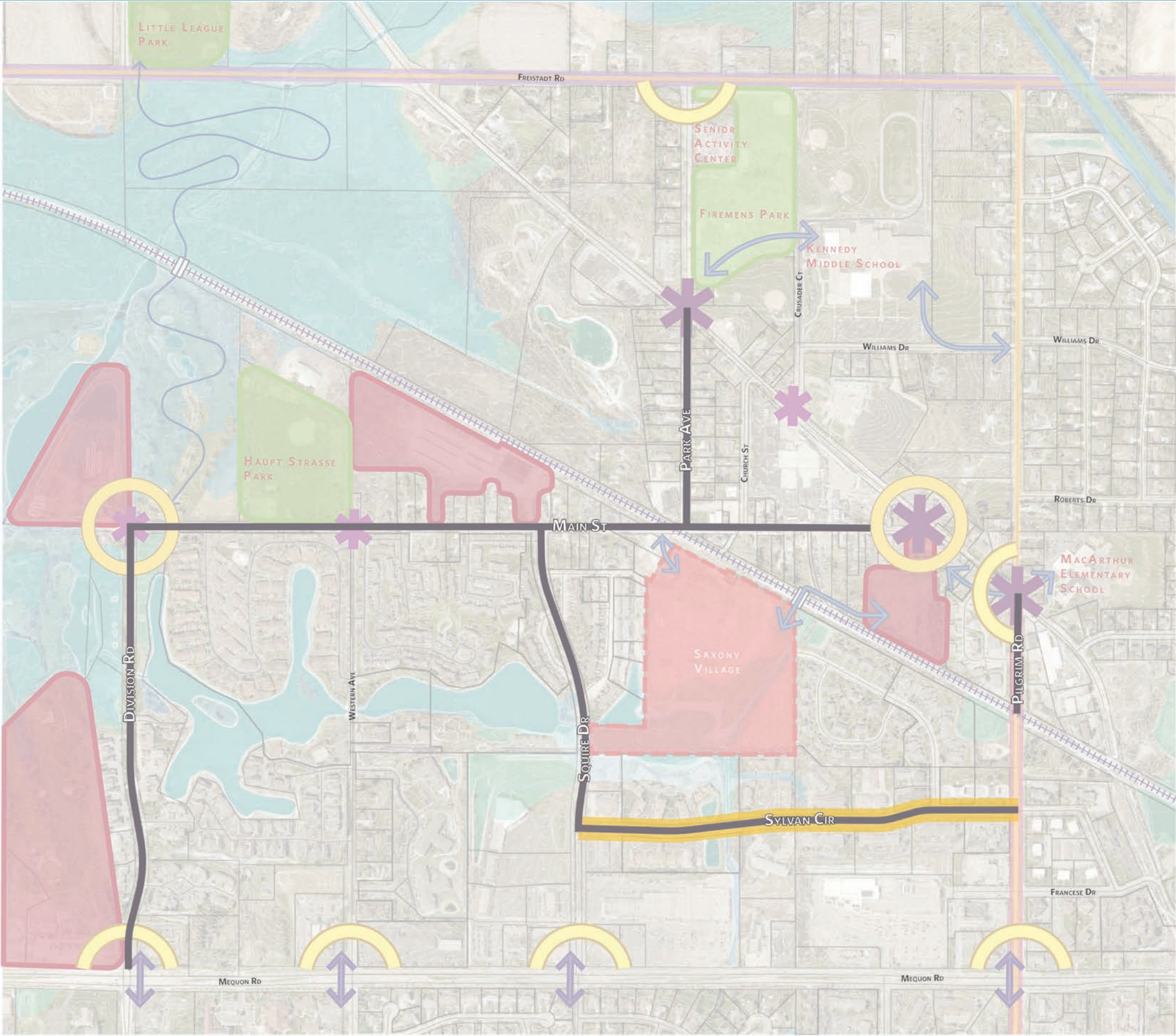


A CYCLE TRACK PROVIDES CYCLISTS A DEDICATED, UNOBSTRUCTED ROUTE BUFFERED FROM VEHICLES AND PEDESTRIANS. THE CYCLE TRACK IS TYPICALLY UTILIZED FOR KEY CONNECTIONS WITH A CITY'S BICYCLE AND TRAIL NETWORKS.



A BIOSWALE SERVES THE DUAL PURPOSE OF CREATING AN AESTHETIC ASSET WITHIN A STREET CORRIDOR WHILE ALSO PROVIDING A FUNCTIONAL BENEFIT BY ALLEVIATING THE STORMWATER RUNOFF THAT ENTERS THE STORMWATER SYSTEM.

RECOMMENDED STREET SECTION ENHANCEMENTS - SYLVAN CIRCLE



Sylvan Circle Existing Conditions



- EXTREMELY WIDE LANES THAT PROMOTE HIGH SPEED TRAFFIC
- NO CLEAR LANE MARKINGS
- NO SIDEWALKS OR DEDICATED BIKE FACILITIES
- NO FORMAL STREETScape FEATURES OR LANDSCAPING

SYLVAN CIRCLE

LOOKING EAST



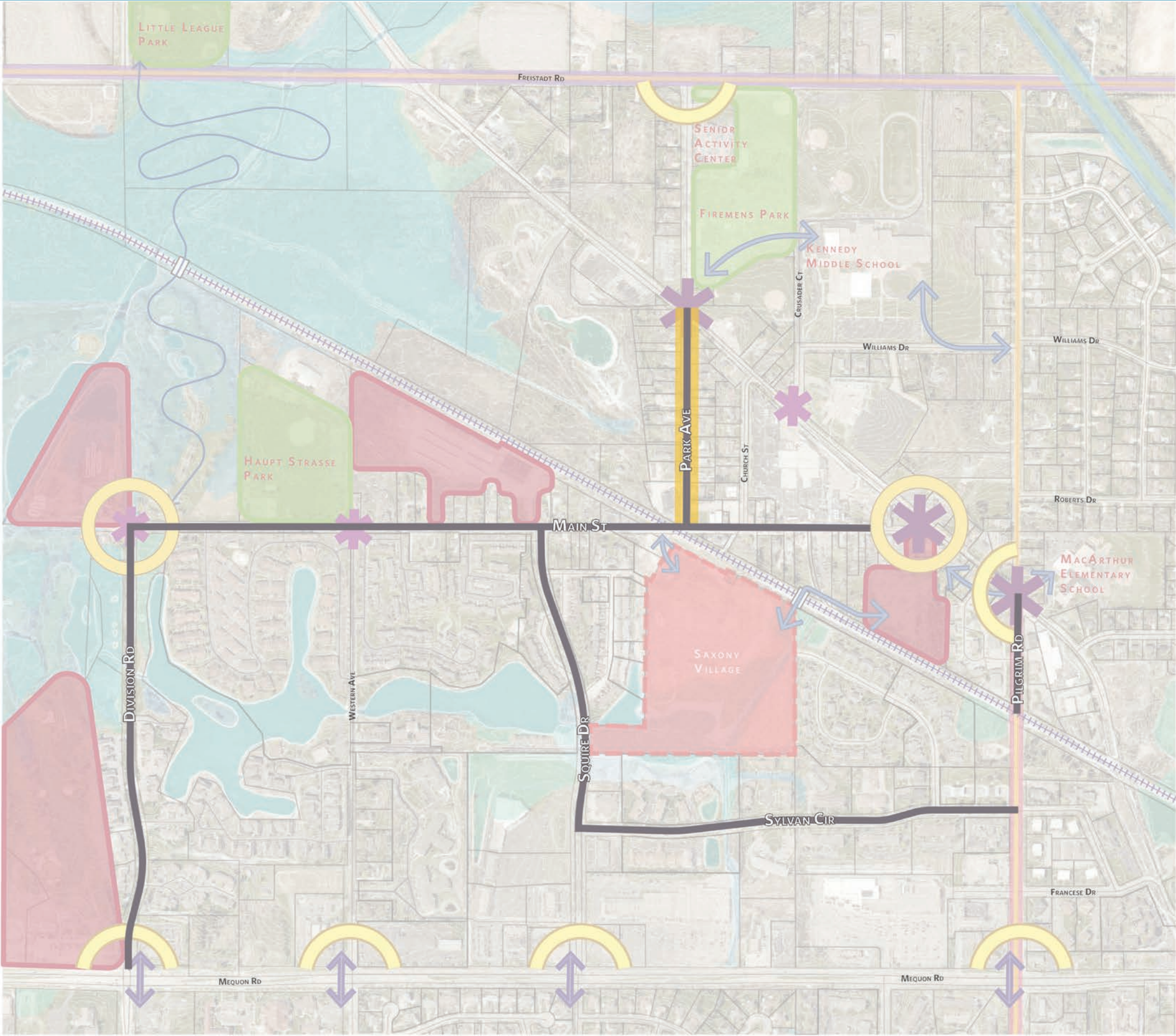
- **VEHICULAR TRAVEL LANES NARROWED**
- **IMPROVE PEDESTRIAN AND BICYCLIST SAFETY WITH:**
 - **SIDEWALKS ADDED ON BOTH SIDES OF THE STREET WITH LARGE VEGETATED PARKWAY STRIPS BUFFERING PEDESTRIANS FROM VEHICULAR TRAVEL LANES**
 - **SHARROW MARKINGS ON THE ROAD MAKE CARS SHARE THE VEHICULAR TRAVEL LANES WITH BICYCLISTS AS WELL AS SLOW THEIR SPEED**
- **WIDE LANDSCAPED PARKWAY BUFFERS WITH STREET TREES**
- **BUMP OUTS INTERSPERSED ALONG THE CORRIDOR SERVE AS VISUAL CUES TO SLOW VEHICLE SPEEDS**
 - **BUMP OUTS ALSO PROTECT CARS PARKED ON STREET AND ALLOW FOR SHORTER CROSSING DISTANCES AT PEDESTRIAN CROSSINGS**
- **PERMEABLE PAVING IMPLEMENTS GREEN INFRASTRUCTURE AND MAKES ON-STREET PARKING EASILY DISCERNIBLE**
 - **CHANGES IN PAVEMENT ALSO HELP SLOW TRAFFIC BY VISUALLY NARROWING THE APPEARANCE OF TRAVEL LANES**

SYLVAN CIRCLE - RECOMMENDED ENHANCEMENTS



BUMP OUTS HELP SLOW TRAFFIC AND MAKE INTERSECTIONS SAFER FOR PEDESTRIANS. THEY ALSO PROVIDE ROOM FOR PARKWAY STRIPS AND NATIVE PLANTINGS THAT COULD TREAT STORMWATER RUNOFF AND ENHANCE STREETScape AESTHETICS. PERMEABLE PAVING CAN NOT ONLY SUPPLEMENT A STREET'S STORMWATER SYSTEM BY NATURALLY FILTERING AND TREATING SURFACE RUNOFF, BUT CAN ALSO PROVIDE A VISUAL CUE TO SLOW TRAFFIC OR CAN BE USED TO DELINEATE ON-STREET PARKING STALLS.

RECOMMENDED STREET SECTION ENHANCEMENTS - PARK AVENUE (SOUTH OF FOND DU LAC AVENUE)



PARK AVENUE - SOUTH OF FOND DU LAC AVENUE
EXISTING CONDITIONS



- GOOD CROSS SECTION
 - SIDEWALKS
 - ON-STREET PARKING
- NO LIGHTING OR AMENITIES FOR PEDESTRIANS
- NO DEDICATED BIKE FACILITIES

Park Avenue - South of Fond Du Lac Avenue



- SHARROW MARKINGS ALLOW FOR SHARED USE OF THE STREET TRAVEL LANES BETWEEN VEHICLES AND CYCLISTS.
- DECORATIVE LIGHTING CREATES A SAFE ENVIRONMENT FOR ALL USERS WHILE ADDING SIGNIFICANCE TO THE STREETScape OF THE CORRIDOR
 - LIGHT POLES ESTABLISH A VISUAL CONNECTION BETWEEN DOWNTOWN MAIN STREET AND FIREMENS PARK
- WIDE LANDSCAPED PARKWAY STRIPS WITH STREET TREES
- PERMEABLE PAVING IMPLEMENTS GREEN INFRASTRUCTURE AND MAKES ON-STREET PARKING EASILY DISCERNIBLE
 - CHANGES IN PAVEMENT ALSO HELP SLOW TRAFFIC BY VISUALLY NARROWING THE APPEARANCE OF TRAVEL LANES

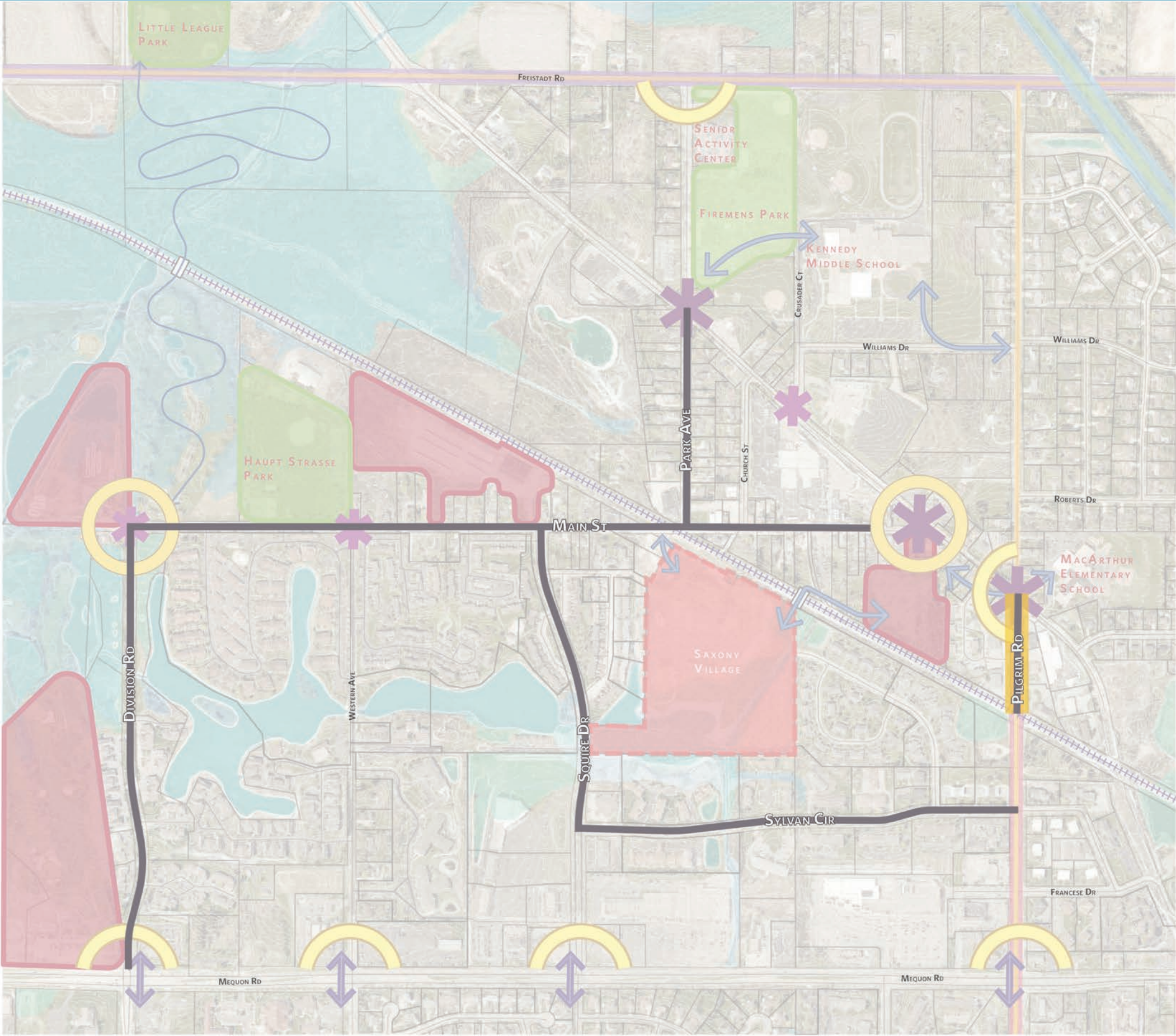
Park Avenue - Lighting Enhancement



LIGHTING POLES AND FIXTURES COME IN A VARIETY OF STYLES. THE STYLE SELECTED FOR PARK AVENUE SHOULD TIE INTO THE AESTHETIC OF THE PROPOSED DOWNTOWN SECTION OF MAIN STREET. PEDESTRIAN SCALE POLES TYPICALLY RANGE IN SIZE BETWEEN 12-20' TALL. THE POLES SHOULD EXTEND NORTH INTO FIREMENS PARK.



RECOMMENDED STREET SECTION ENHANCEMENTS - PILGRIM ROAD (NORTH OF RAILROAD)



PILGRIM ROAD - NORTH OF RAILROAD
EXISTING CONDITIONS



- LIMITED PEDESTRIAN AND BICYCLE FACILITIES
- IMPORTANT PEDESTRIAN CORRIDOR
- NARROW PARKING STRIPS PROVIDE LITTLE BUFFER FOR PEDESTRIANS FROM THE BUSY 4-LANE STREET
- NO STREET LIGHTS
- NO SIDEWALK ON EAST SIDE OF STREET

PILGRIM ROAD - NORTH OF RAILROAD

LOOKING NORTH



- **IMPROVE PEDESTRIAN AND BICYCLIST SAFETY WITH:**

- A SIDEWALK ADDED TO THE EAST SIDE OF THE STREET WITH WIDE PARKWAY STRIP BUFFERING PEDESTRIANS FROM VEHICULAR TRAVEL LANES
- A SHARED USE PATH ADDED TO THE WEST SIDE OF THE STREET ALLOWS FOR CYCLISTS AND PEDESTRIANS TO TRAVEL WITH A SAFE, VEGETATED BUFFER FROM THE VEHICULAR TRAVEL LANES

- **WIDE LANDSCAPED PARKWAY BUFFERS WITH STREET TREES**

PILGRIM ROAD - NORTH OF RAILROAD - RECOMMENDED ENHANCEMENTS

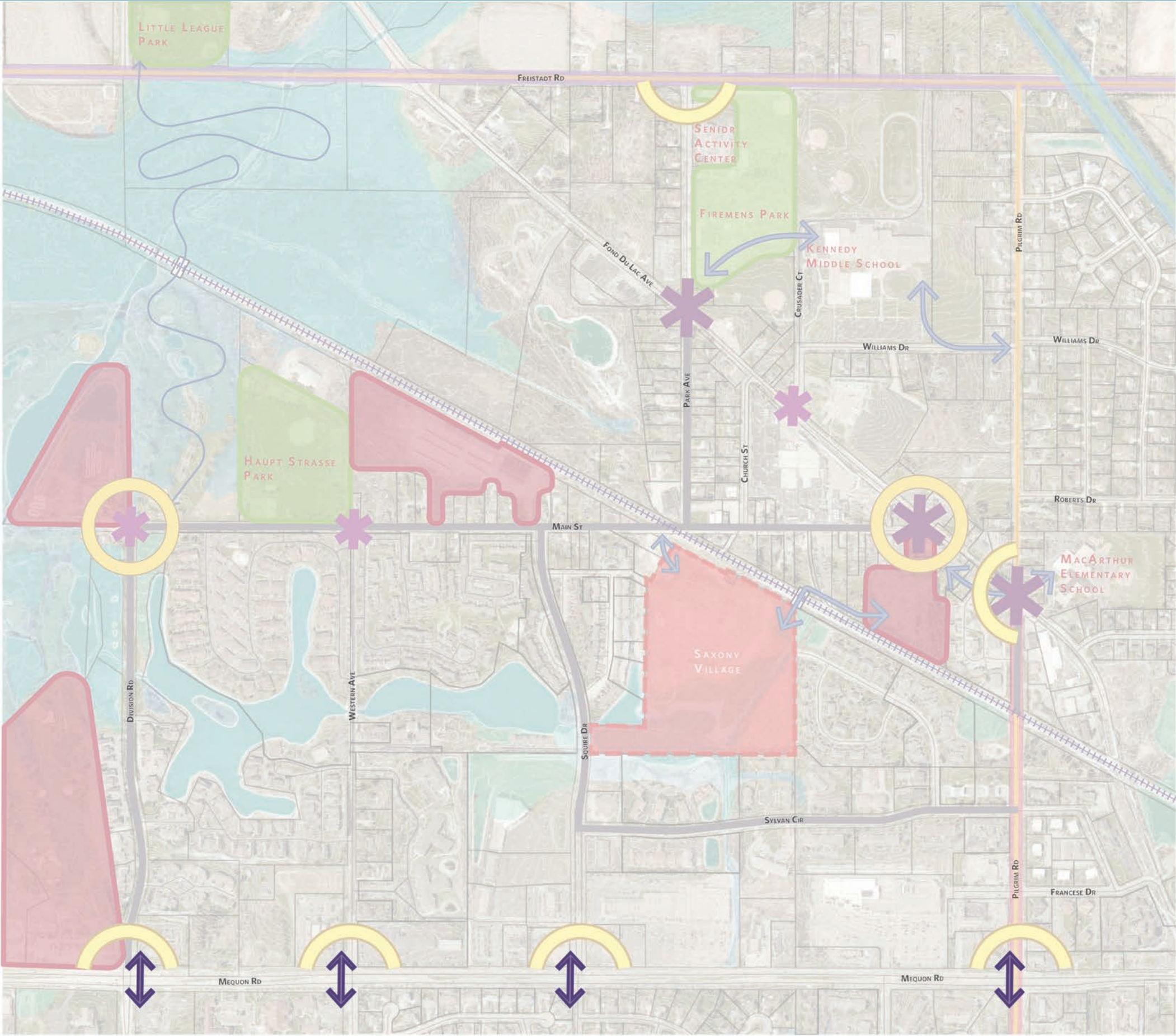


WELL-LANDSCAPED PARKWAY STRIPS BOTH ENHANCE THE AESTHETICS OF A STREET BY PROVIDING ROOM FOR STREET TREES, DECORATIVE LIGHTING, AND NATIVE VEGETATION AND CREATE A SAFE ENVIRONMENT FOR PEDESTRIANS. THEY ALSO PROVIDE A PLACE FOR SNOW STORAGE DURING WINTER MONTHS.



A SHARED USE PATH PROVIDES PEDESTRIANS AND CYCLISTS A DEDICATED, OFF-STREET ROUTE TO USE. TYPICALLY A WIDE VEGETATED PARKWAY STRIP PROVIDES THE PATH A COMFORTABLE AND AESTHETICALLY PLEASING BUFFER FROM VEHICULAR TRAFFIC.

PEDESTRIAN CROSSING FACILITIES



PEDESTRIAN CROSSING FACILITIES



PROVIDING ENHANCED PEDESTRIAN CROSSINGS ACROSS **MEQUON ROAD** IS A VITAL COMPONENT FOR IMPROVING THE CONNECTIVITY THROUGHOUT **GERMANTOWN**, AS WELL AS ESTABLISHING THE LONG-TERM SUCCESS OF THE DOWNTOWN AREA.

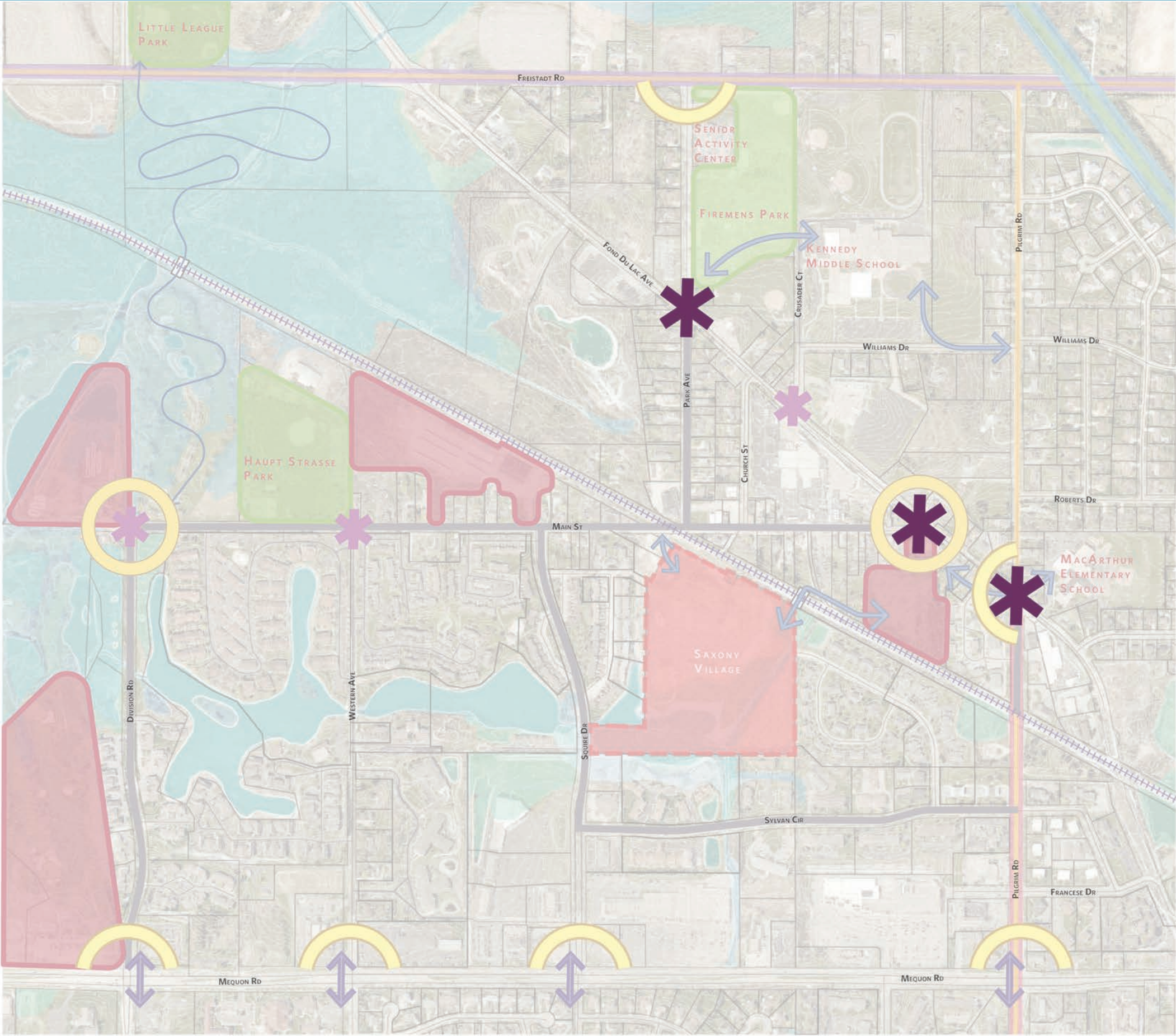
HIGH-SPEED, HEAVILY TRAFFICKED STREETS, LIKE **MEQUON ROAD**, PRESENT A NUMBER OF SAFETY CONCERNS FOR PEDESTRIANS LOOKING TO CROSS.

A LARGE NUMBER OF RESIDENTS LIVE SOUTH OF **MEQUON**, MAKING IT IMPORTANT TO PROVIDE PROPER PEDESTRIAN FACILITIES AT THE CROSSINGS.

PEDESTRIAN FACILITIES SHOULD INCLUDE PROPERLY MARKED CROSSWALKS, GOOD STREET LIGHTING, AND PEDESTRIAN REFUGES ON THE **MEQUON MEDIANS**.

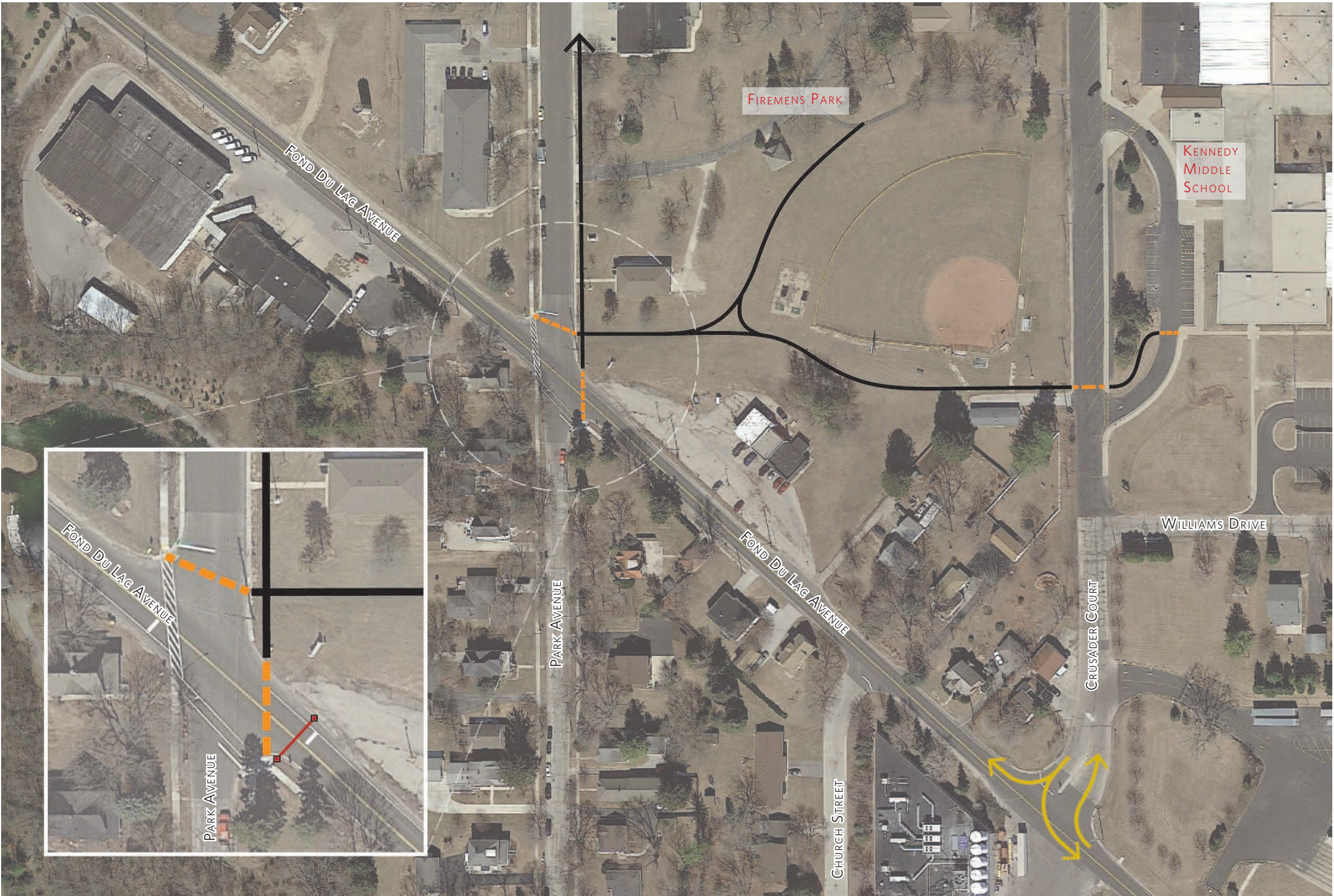


PRIMARY INTERSECTION IMPROVEMENTS / ENHANCEMENTS



- FRAMEWORK ELEMENTS
- * PRIMARY INTERSECTION IMPROVEMENTS/ ENHANCEMENTS
 - PARK AVENUE & FOND DU LAC AVENUE
 - MAIN STREET & FOND DU LAC AVENUE
 - PILGRIM ROAD & FOND DU LAC AVENUE

Park Avenue / Crusader Court and Fond Du Lac Avenue



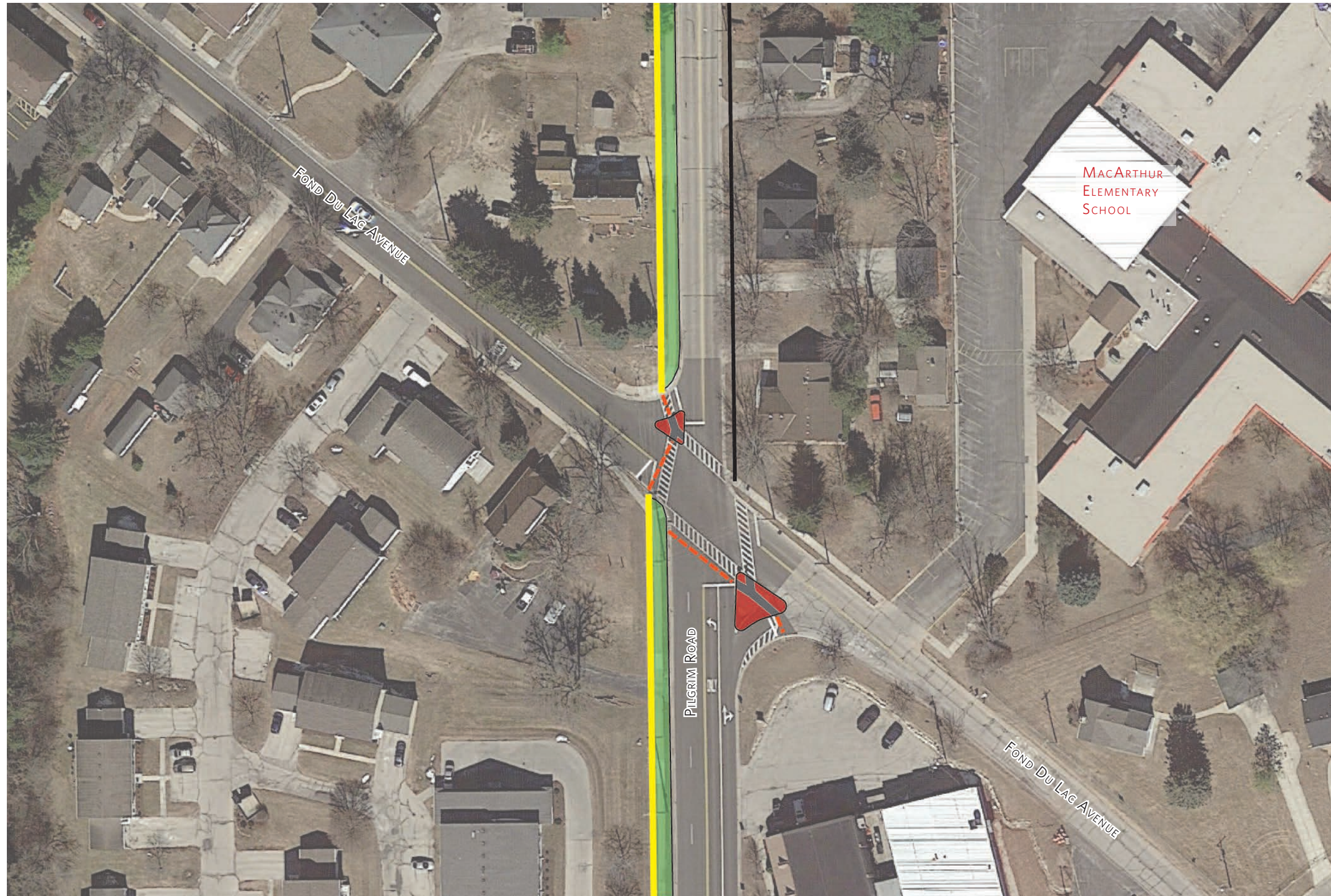
- **INSTALL NEW SIDEWALKS THROUGH FIREMENS PARK TO DISCOURAGE PEDESTRIANS FROM USING CRUSADER COURT**
- **ADD CROSSWALKS ACROSS SCHOOL DRIVES WHERE NECESSARY**
- **DELINEATE CROSSWALKS AT PARK AVENUE INTERSECTION**
- **INSTALL PEDESTRIAN HAWK SIGNAL AT PARK AVENUE; ADJUST VEHICLE STOP BARS ACCORDINGLY**
- **CRUSADER COURT AND FOND DU LAC AVENUE INTERSECTION:**
 - **VEHICULAR AND SCHOOL BUS ENTRANCE AND EXIT ONLY (NO PEDESTRIANS)**

MAIN STREET AND FOND DU LAC AVENUE



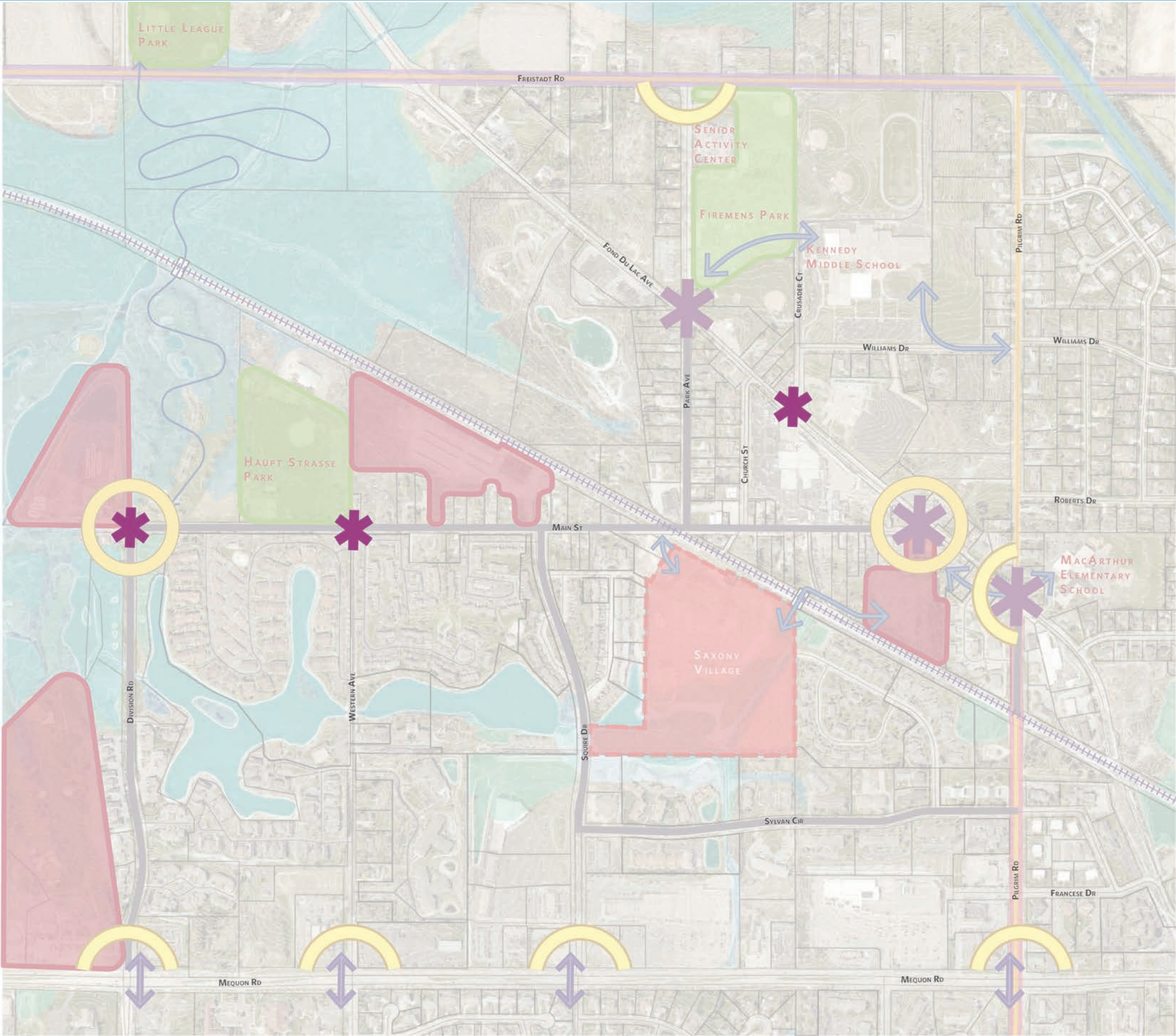
- REALIGN MAIN STREET FOR 90-DEGREE INTERSECTION WITH FOND DU LAC AVENUE
- RIGHT- AND LEFT-TURN MOVEMENTS SEPARATED
- CREATE COMMUNITY GREEN SPACE AT INTERSECTION

PILGRIM ROAD AND FOND DU LAC AVENUE



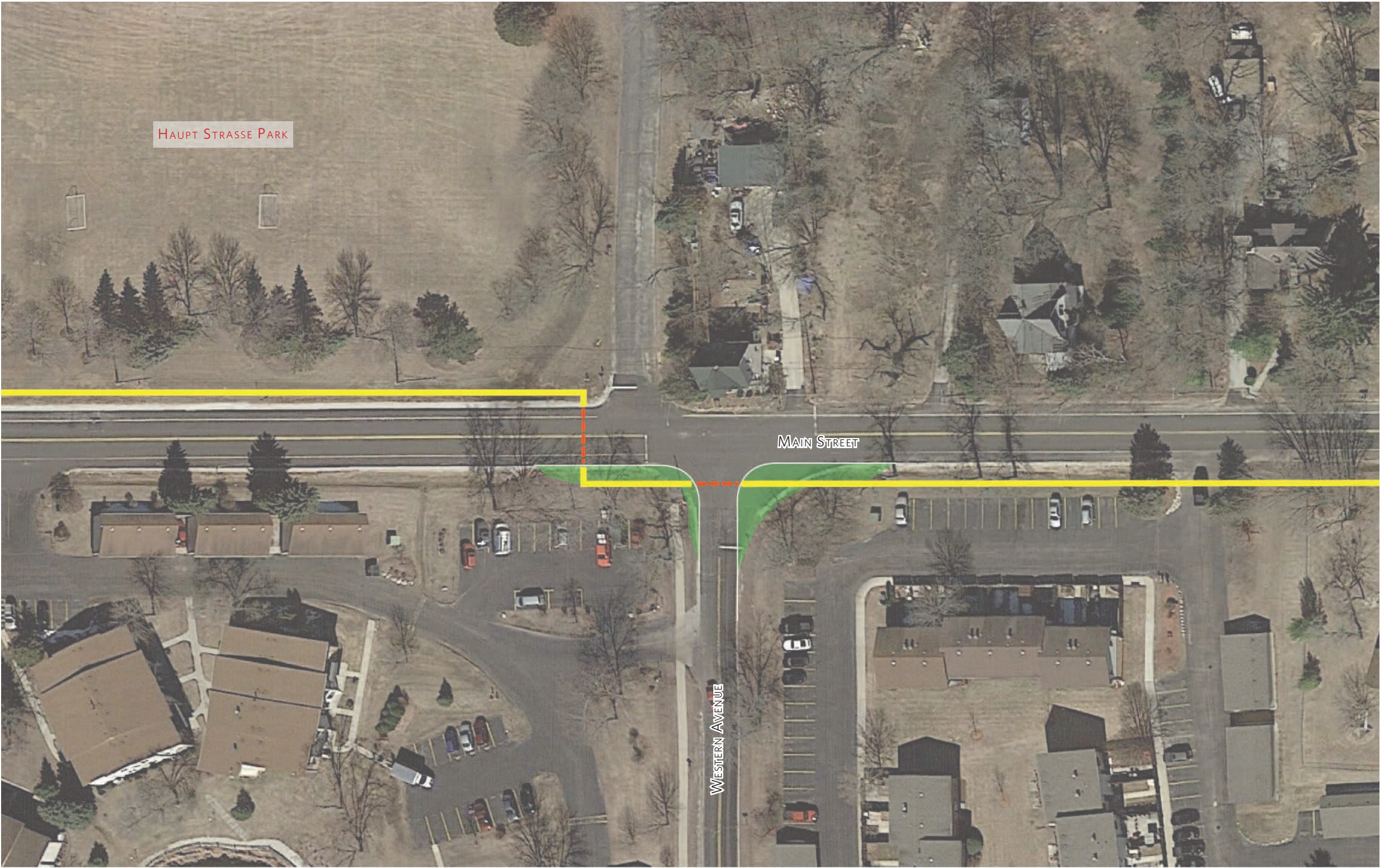
- FOUR-WAY STOP TO REMAIN
- ENLARGE REFUGE ISLAND FOR PEDESTRIANS
- DELINEATED AND REALIGN CROSSWALKS FOR SHARED USE PATH AND SIDEWALK ON PILGRIM ROAD

SECONDARY INTERSECTION IMPROVEMENTS / ENHANCEMENTS



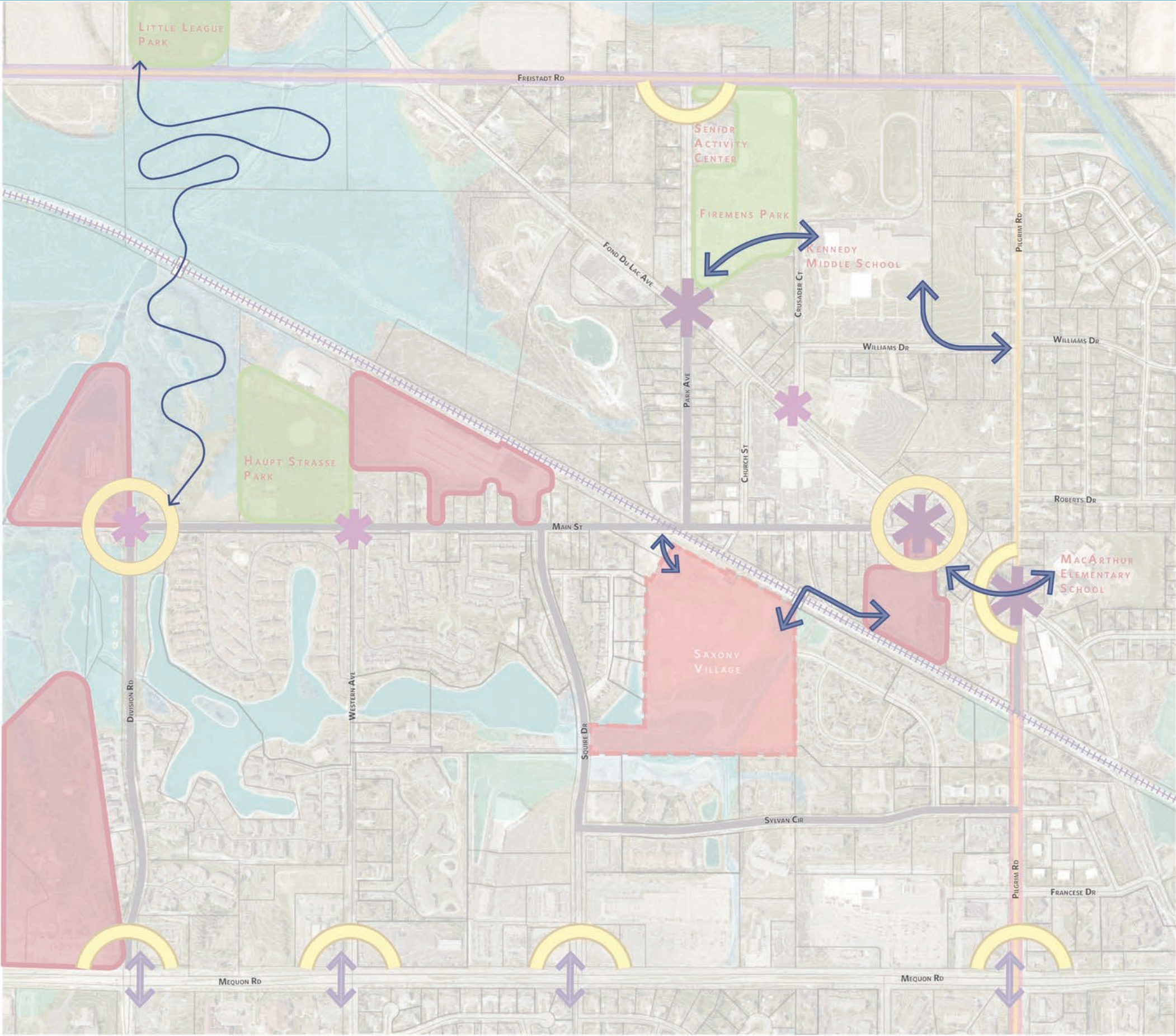
- FRAMEWORK ELEMENTS
- * SECONDARY INTERSECTION IMPROVEMENTS/ ENHANCEMENTS
 - DIVISION ROAD & MAIN STREET
 - WESTERN AVENUE & MAIN STREET
 - CRUSADER COURT & FOND DU LAC AVENUE

WESTERN AVENUE AND MAIN STREET



- **FOUR-WAY STOP TO REMAIN**
- **SMALLER CURB RADII ON WESTERN AVENUE**
- **DELINEATED CROSSWALKS FOR SHARED USE PATH**
- **THE SHARED USE PATH SHIFTS ACROSS MAIN STREET IN ORDER TO TIE INTO FUTURE REDEVELOPMENT ZONES AND CONNECT TO HAUPT STRASSE PARK**
 - **SEE PAGES 19 AND 21 FOR RECOMMENDED STREET SECTIONS OF MAIN STREET EAST AND WEST OF WESTERN AVENUE**

OPEN SPACE LINKS



FRAMEWORK ELEMENTS



- **DIRECT PEDESTRIAN PATH THROUGH FIREMENS PARK BETWEEN KENNEDY MIDDLE SCHOOL AND PARK AVENUE**
- **KENNEDY MIDDLE SCHOOL TO PILGRIM ROAD**
- **SAXONY VILLAGE TO DOWNTOWN MAIN STREET DISTRICT**
- **RAILROAD CROSSING CONNECTING SAXONY VILLAGE TO FUTURE DEVELOPMENT ZONE**
- **PILGRIM ROAD CROSSING NEAR MACARTHUR ELEMENTARY SCHOOL**
- **LITTLE LEAGUE PARK TO HAUPT STRASSE PARK GREENWAY**

OPEN SPACE OPPORTUNITIES AND TRAIL LINKS

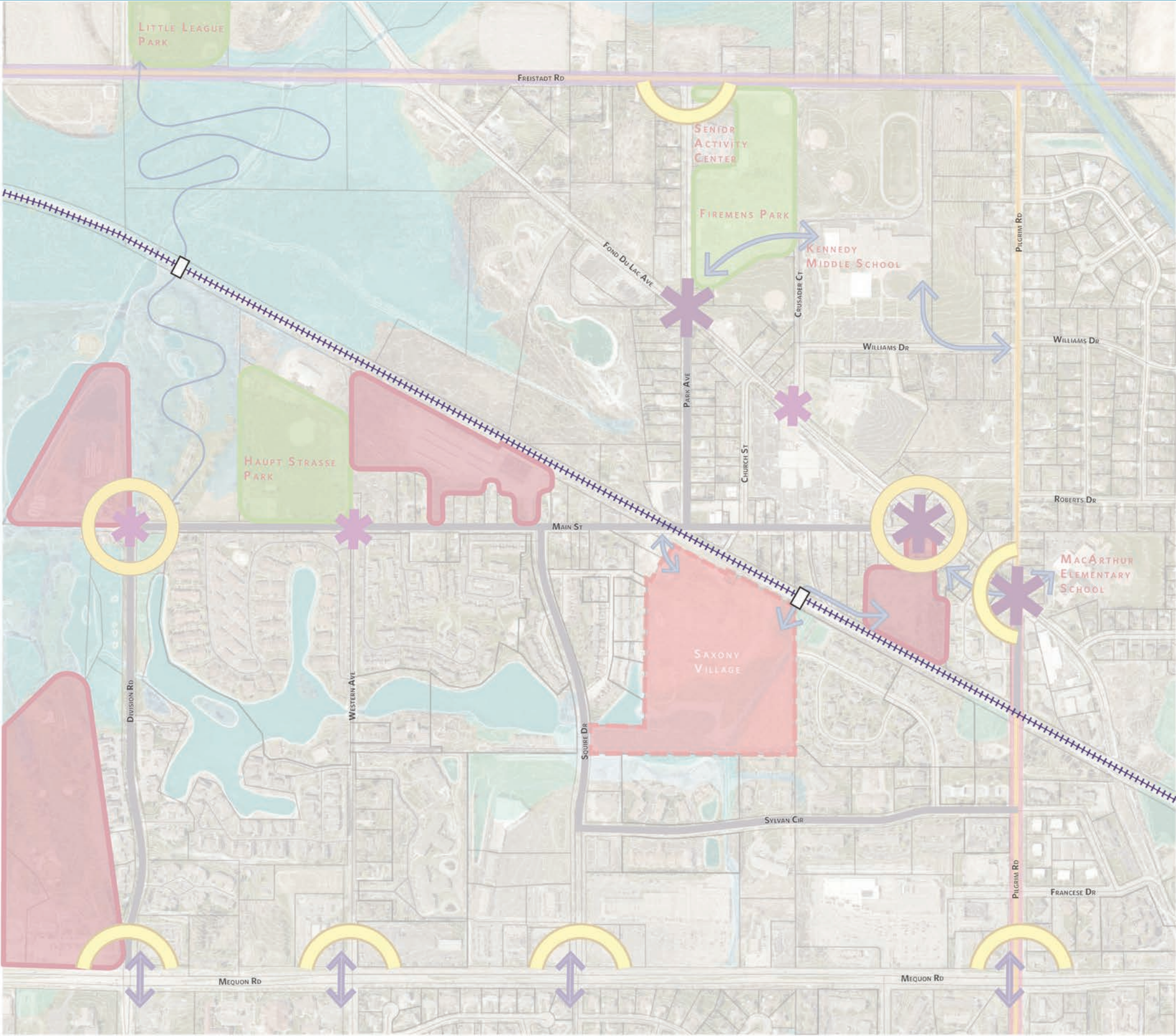


PROVIDING TRAILS AND LINKS TO OPEN SPACES, PARKS, AND OTHER IMPORTANT CIVIC SITES, LIKE SCHOOLS AND DOWNTOWN, ALLOWS FOR A BETTER CONNECTED, MORE MOBILE COMMUNITY. IMPORTANT TRAIL AND OPEN SPACE PATHS SHOULD BE UNIVERSALLY ACCESSIBLE AND BE ACCENTUATED WITH PROPER PLANTING, LIGHTING, AND SEATING AREAS ALONG THEIR ROUTES.



TRAILS AND OPEN SPACE PATHS ALSO ALLOW THE COMMUNITY TO ENJOY THE OUTDOORS AND NATURAL AMENITIES GERMANTOWN HAS TO OFFER IN A SAFE WAY.

RAILROAD CROSSINGS



LEGEND

RAILROAD (WISCONSIN AND SOUTHERN RAILROAD)

FRAMEWORK ELEMENTS

RAILROAD CROSSINGS

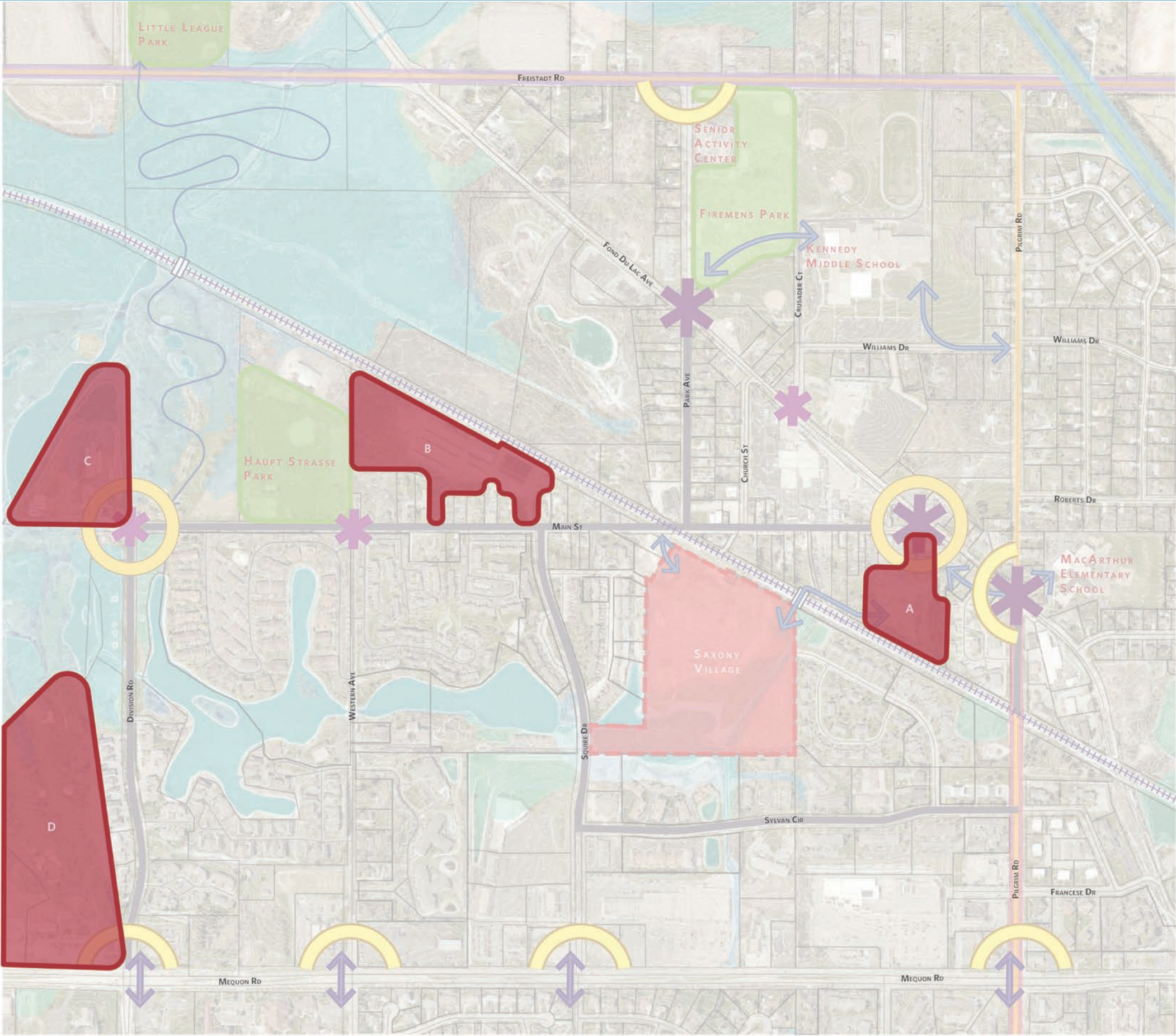
- GREENWAY
- SAXONY VILLAGE

RAILROAD CROSSINGS



RAILROADS PRESENT A NUMBER OF CHALLENGES FOR PEDESTRIAN PATH CROSSINGS. ENGAGEMENT AND COORDINATION WITH THE APPLICABLE RAILROAD COMPANY IS VITAL TO ESTABLISH A FEASIBLE CROSSING SOLUTION. IN MORE DEVELOPED LOCATIONS, TYPICAL CROSSINGS ARE ACCOMMODATED WITH COMPLIANT SIGNALS, PAVEMENT MARKINGS, AND GATE BARRICADES. LOCATIONS WITH STEEP TERRAIN MAY PROVIDE OPPORTUNITY FOR AN ELEVATED OR DEPRESSED CROSSING.

DEVELOPMENT OPPORTUNITY SITES

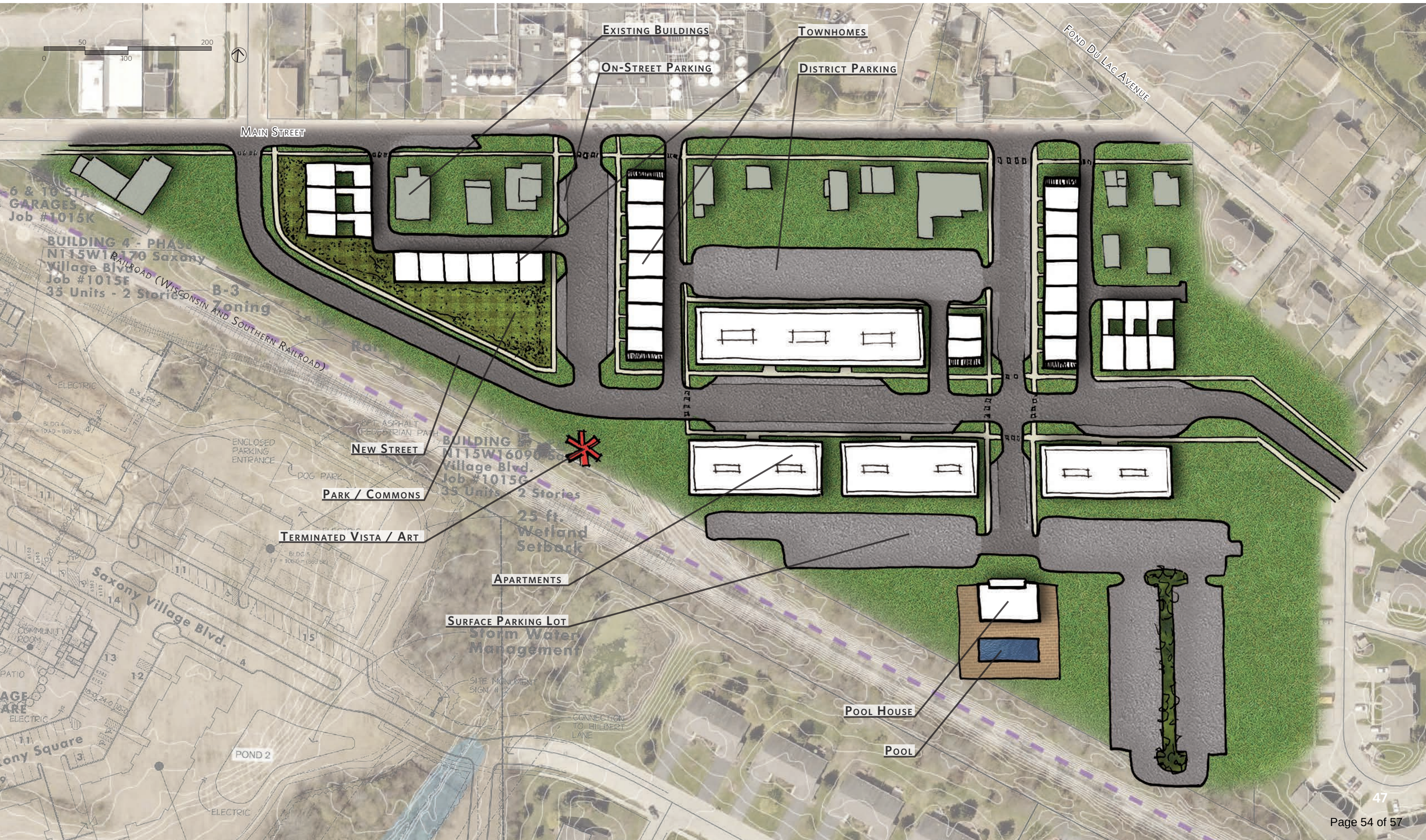


FRAMEWORK ELEMENTS

DEVELOPMENT OPPORTUNITY SITES

- A. DOWNTOWN INFILL
- B. LUMBERYARD REDEVELOPMENT
- C. RECYCLING CENTER REDEVELOPMENT
- D. GOLF COURSE RETROFIT

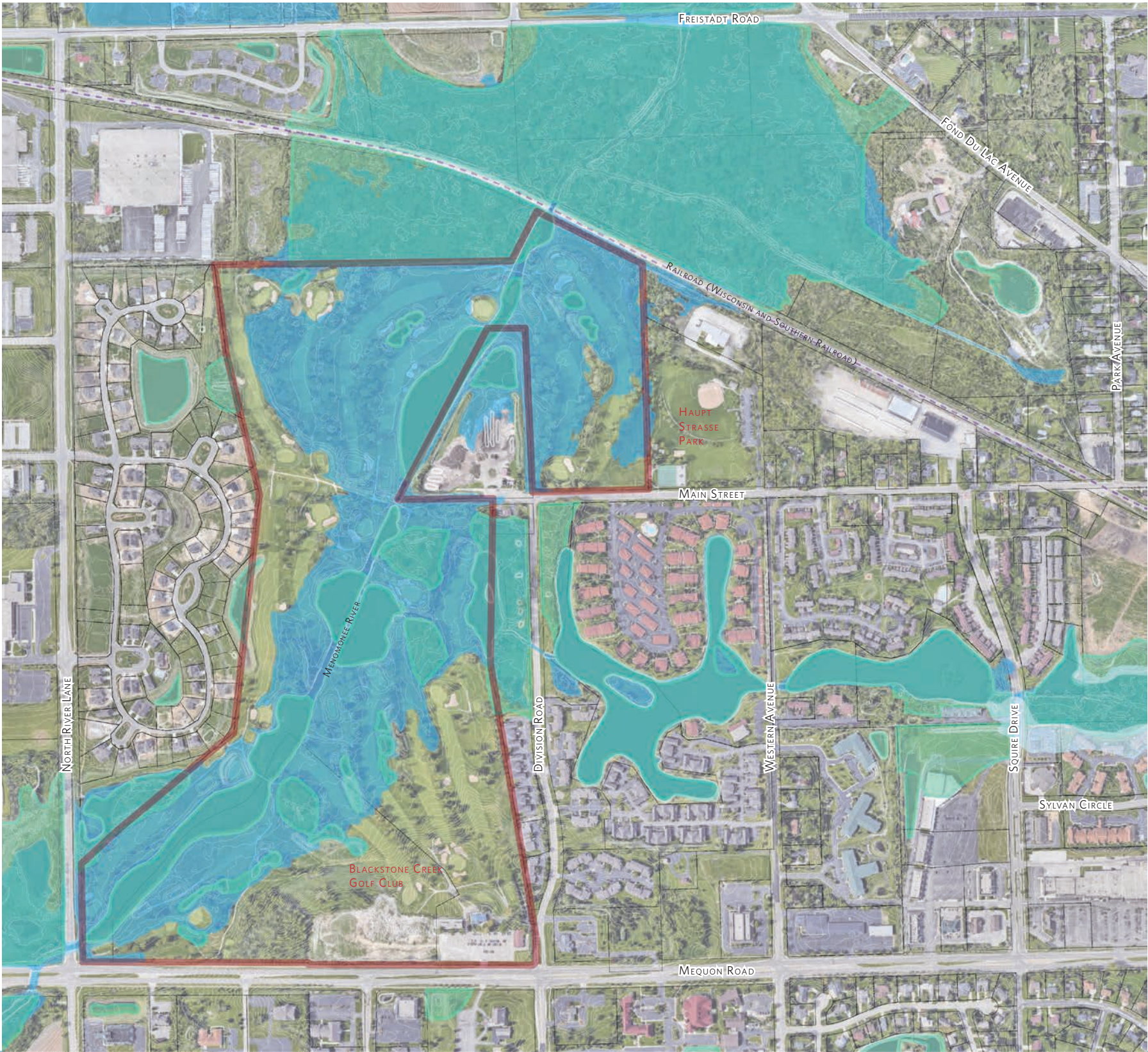
DOWNTOWN INFILL



LUMBERYARD AND RECYCLING CENTER REDEVELOPMENT



GOLF COURSE RETROFIT REDEVELOPMENT



LEGEND

GOLF COURSE RETROFIT REDEVELOPMENT SITE LOCATION

PARCELS

RAILROAD (WISCONSIN AND SOUTHERN RAILROAD)

HYDROLOGY

100 YEAR FLOOD

500 YEAR FLOOD

WETLANDS

REDEVELOPMENT CONSIDERATIONS

THE CONDITIONS OF THIS POTENTIAL REDEVELOPMENT ZONE POSE MULTIPLE CHALLENGES THAT REQUIRE FURTHER CONSIDERATION AND ANALYSIS. THE MENOMONEE RIVER CUTS THROUGH THE CENTER OF THE SITE AND REGULARLY FLOODS. THE AREA ALSO CONTAINS A LARGE NUMBER OF DESIGNATED WETLANDS, WHICH WOULD BE REQUIRED TO REMAIN AND BE PROTECTED THROUGHOUT REDEVELOPMENT.

BEING A LARGER PARCEL WILL ALSO REQUIRE THE VILLAGE TO HAVE AN ACCURATE SENSE OF WHAT THE LOCAL MARKET CAN ACCOMMODATE IN TERMS OF LAND USE TYPES. IT WILL BE ESSENTIAL TO WORK WITH THE OWNER OF THE PROPERTY AND LOCAL DEVELOPERS TO DEVELOP A DETAILED MASTER PLAN FOR THE SITE THAT REFLECTS BOTH THE MARKET DEMAND AND ITS ENVIRONMENTAL CONDITIONS. THAT PROCESS WILL REQUIRE A LARGER EFFORT ABOVE THIS DOCUMENT'S HIGH-LEVEL ANALYSIS.

