

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

DATE & TIME: Wednesday, October 9, 2024 at 6:00 PM

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

NOTICE: 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.

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. **CONSENT AGENDA:**
 - A. Minutes: September 18, 2024
- IV. **UNFINISHED BUSINESS**
 - A. Review of Previous Ideas or Plans for the Downtown Area (*Attachments Added*)
- V. **NEW BUSINESS:**
- 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:	AMENDED REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Wednesday, September 18, 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 Jolene Pieper called the Economic Development Commission meeting to order at 7:01 PM.

II. **ROLL CALL:**

Present: Chairperson Trustee Jolene Pieper, Trustee Phil Hudson, Member Joletta Kerpan, Member Scott Hefle, Member Kimberly Higginbotham, Member Jim Sedgwick, Member Dani Yegge

Also Present: Village Administrator Steve Kreklow, Chief Deputy Clerk Kasie Miller

Absent: None

Excused: None

III. **UNFINISHED BUSINESS**

None.

IV. **CONSENT AGENDA:**

A. Minutes: August 14, 2024

Motion: Approve as presented

Motioned By: Phil Hudson

Seconded By: Jim Sedgwick

Yes: Jolene Pieper, Phil Hudson, Joletta Kerpan, Scott Hefle, Kimberly Higginbotham, Jim Sedgwick, Dani Yegge

No: None

Abstain: None

Motion Carried by Voice Vote (Yes 7, No 0, Abstained 0)

V. NEW BUSINESS:

A. Draft Request for Proposals for Re-Development of Fire Station 1

Chairperson Trustee Pieper opened the floor for discussion and presentation of ideas by the Board members. She further advised this was a discussion item only and no action would be taken on this New Business Item. The overall consensus was to focus efforts on the Downtown area, which would foster new growth and provide more opportunities for use of Fire Station 1.

B. Review of Previous Ideas or Plans for the Downtown Area (*Attachments Added*)

Chairperson Trustee Pieper led discussion about redevelopment project ideas for the Downtown Area, focusing on village-owned land on the river. Possible ideas introduced were:

- Ice Skating Rink at the new DPW facility
- Kayak or bicycle rental stores
- Multi-use buildings (upper condo/rental and lower commercial)

After discussion, the Board felt it needed additional input to draw citizens into the Downtown Area and decided that a ten-question survey would be composed by the Economic Development Commission utilizing the questions from the 2050 Plan Survey. Administrator Kreklow would provide the Board with the questions used ahead of the next meeting (October 9, 2024 at 6:00 PM).

VI. ADJOURNMENT:

Chairperson Trustee Pieper adjourned the Economic Development Commission meeting at 7:53 PM.

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022

Images 1-9: To what extent do you feel that this type of development is a good fit for Germantown's Village Center / Mequon Road Area? Rate from 1 to 5 (1 = this is not a good fit; 5 = this is a very good fit)



Image 1

Number of Responses: 75

Average Rating: 3.4



Image 2

Number of Responses: 79

Average Rating: 2.6



Image 3

Number of Responses: 79

Average Rating: 3.2



Image 4

Number of Responses: 76

Average Rating: 2.3



Image 5

Number of Responses: 78

Average Rating: 1.9

Visual Preference Survey Results— Posted on Social Pinpoint Website from March 22, 2021 to June 24, 2022



Image 6

Number of Responses: 78

Average Rating: 3.4

Image 7

Number of Responses: 79

Average Rating: 3.1

Image 8

Number of Responses: 78

Average Rating: 3.2

Image 9

Number of Responses: 77

Average Rating: 3.4

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

- Less strip mall & parking lots, more walking paths & landscaping. Would love more restaurants (with outdoor dining) & coffee shops
- Restaurants
- Single family homes
- Restaurants and shops
- Farmers we need more farm fields not less stop bringing in more and be content with what we have
- Small shops and condos. No apartments.
- No more apartments!
- Mixed-use, moderate density, variety of styles
- We are always driving to Menomonee Falls or Mequon for good restaurants/breweries, biking and boutique shopping. It would be great to have these types of amenities for Germantown. No more fast food.
- Not chains! Antique stores, coffee shops, farm to table restaurants, green space, art/sculpture/ museum or other things unique to downtown environments
- It would be good to see Germantown move towards a more walkable design, where businesses abut the street and parking is in the rear. Moving towards an environment that revolves around bikes and pedestrians over autos.
- The pictures create more questions than answers. There is a big difference between living in the area and having parking for commuters to the area. Your pictures do not allow you to pick a preference.
- coffee shops, restaurants, boutique retail
- Modern loft/living spaces that would attract a younger, but not necessarily lower income, resident. Pairing that with shops restaurants and outdoor spaces.

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District Comments

Village Center

Comment	Up Votes	Down Votes
1 The village should use TIF funding to design and build something the residents desire in the Mainstreet District. Instead of using TIF funding to build unoccupied industrial buildings, the Village should hire a planner/developer and acquire the land and resources necessary to build something similar to the Mequon town center including trails to and from the area.	40	4
2 Agree with the comment to the left. The village should invest in a town center. A combination of shops, restaurants, green space with trails, nicer town homes and public spaces. Carve out an area along Mequon, Main or some other area of undeveloped land closer to the interstate? Right now there is no heart of Germantown. Main street is currently not it. Mequon Rd. is not it. It would take a major investment and some planning to turn those streets around.	31	3
3 Agree with these comments. A city center would add value and make the community actually feel like a community rather than strip malls with industrial parks.	7	1
4 Have little shops or some sort of market. Have a "downtown" to walk and shop, eat something more than bars and a factory.	32	0
5 If this golf course is going to be covered with more apartments/condos, that is a total misuse of this space. Everyone is always talking about needing some sort of recreation/gathering area. Why not make use of the natural water features? Restaurants along the water, small shops, kayak rental (if feasible), paths for biking/walking around the waterways. This could be a beautiful area for the village of Germantown residents to enjoy.	11	1
6 If we want Germantown to be the next up and coming place for people to o we need to follow suit like the Falls and Mequon and put places in for people to go. It needs to be local focused to help support local business and it needs to be on Mequon road and downtown. This will drive more business to the city vs people always leaving to go do things. I would always rather support local companies vs chain companies where we can. But need to invest in the places people want to be.	16	0
7 Agree with the comment to the left, wherever the downtown area is needs to be safely & easily accessible by foot or bike, i.e, sidewalks, paved bike paths	14	0
8 Relocate Gehl's to near 41/45, redevelop this area as the Village center. Could be like a German beer hall or Oktoberfest area. Could also be an attractive tie to Fireman's Park for Fourth of July celebrations. Could be attractive to craft brewers, using similar tanks and other equipment.	13	2

District Comments

Village Center

Comment	Up Votes	Down Votes
9 Move the Recycle Center to the same land area that the new DPW will be on. Combine the Recycling with the DPW at the new location - TBD. Use this Extremely Valuable land along the best attribute that Germantown has - the RIVER - and make it part of the NEW Germantown downtown. Riverwalk, shopping, Restaurants and we already have a park! Connect the NEW Downtown with trails/ bike trails to all the other Parks in Germantown. Make Germantown a destination like Thiensville and Menomonee Falls!!	24	3
10 The Village should buy back all of the historical buildings and restore them. Like the historic railroad center, the historic insurance building and the historic bank building.	12	1
11 Expand the businesses on Main street like the beer garden all the way back to the railroad tracks	9	1
12 Redevelop this area on Division with high end condos that overlook the golf course (Referencing to the north end of Division Road, near Main Street)	15	9
13 Get rid of that old hideous corner building that is constantly being leased out because nothing survives in there. (Referencing to the NE corner of Mequon Road and Pilgrim Road)	21	0
14 What can be done about these apartment buildings? This is a main drag of Germantown and they are dilapidated and should be torn down and replaced with newer apartments (Referencing east of Pilgrim Road and north of Francese Drive)	19	0
15 YES, please either tear these disgusting apartments down, or tell the owners that they HAVE to renovate them!! They are awful! (Referencing east of Pilgrim Road and north of Francese Drive)	12	0
16 Outdoor music is too loud on a regular basis and the expanded bier garden and smaller parking lot leads to issues with parking.	8	25
17 The road should continue along R/R tracks for parking and entertainment . If possible connect with Pilgrim road. (Referencing Gehl's Foods parking lot on southside of Main Street)	0	0
18 This could be a wonderful commercial development with small shops in a real German downtown feel. (Referencing Pilgrim Plaza on east side of Pilgrim Road)	8	0
19 Less industrial, more focus on Germantown's residential and community development. This monstrosity smack dab in the middle of our 'downtown area' (and continuing to build on) does not serve to attract growing families or small businesses in the surrounding area. We need to preserve and invest in our community and not sacrifice so much that it destroys the integrity of our town and family life here. (Referencing Gehl's Foods on Main Street)	27	4
20 This was already taken over by MORE apartments which between that and huge industrial buildings seem to be the only things the Village wants to put in Germantown. (Referencing Saxony Village area)	4	0

District Comments

Village Center

Comment	Up Votes	Down Votes
21 End the strip mall feel! Move buildings out on the road like the West side of Mequon. Put green space in the middle. This area is such an eyesore. (Referencing north side of Mequon Road between Pilgrim Road and Squire Drive)	9	0
22 Need to provide updated map so folks can see what is already on site	2	0
23 Define an area to have and develop a town/village center; or an entertainment/living complex; ie Tosa center; ie Brookfield	0	3
24 What about a great trail in the Village Center?	23	0
25 Trail to Main Street start (Referencing east side of Robert's Frozen Custard)	13	0
26 Trail to Main Street end (Referencing Main Street near Gehl's Foods)	19	0
27 Connect Fondulac ave from Mequon Rd where it ends to pilgrim and fondulac where it begins again (referencing Fond du Lac Avenue on the southside of Mequon Road and the intersection of Pilgrim Road and Fond du Lac Avenue near MacArthur Elementary)	20	5
28 Please fix this road this has to be one of the worst roads in the village!! (Referencing Sylvan Circle)	2	0
29 This stretch of Fond Du Lac has a speed limit of 30 (20 during school commuting time), but Gehl's trucks and other heavy traffic are racing on this stretch. Make it a smaller footprint, connected to Main and Park with the same feel, sidewalks, bike path and a speed limit of 15. Build an alternative WI-145 further east for the heavy traffic. (Referencing Fond du Lac Avenue between Main Street and Park Avenue)	1	1
30 This idea is bigger than this Village but can't we use the railways to get a chu chu from Germantown to Milwaukee?	1	6
31 Extend Division Road north to Freistadt Road.	17	8
32 Create a roundabout here. Traffic on Freistadt is starting to get backed up at rush hour and the intersection itself is dangerous.	6	3
33 Create a sidewalk on the east side of this stretch of Park Ave and move the crosswalk on Fond Du Lac from the west to the east side of Park Ave, so middle school students will use it. (Referencing Park Avenue between Main Street and Fond du Lac Avenue)	3	0
34 Recreate Mequon Road between Division and Pilgrim into a slow speed road with bike lanes and sidewalks, nice downtown lighting to make it part of the downtown core. Divert 'through traffic' via Maple, Freistadt and the new Fond Du Lac (further east, see my other remark), to make Mequon a cozy street with Germany inspired (look and feel) stores and businesses.	4	4
35 Noisy, dirty, and loud. Heavy trucks. Move this out of a now residential area to an area more suitable. (Referencing Stonecast Products)	4	3