

MEETING: SPECIAL MEETING OF THE PLAN COMMISSION
DATE & TIME: Monday, June 23, 2025 at 6:30 PM
LOCATION: Germantown Village Hall Board Room
N112 W17001 Mequon Road

Any member of the body and/or citizen 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=m346442641011b4239decb111c3da7490>

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. **NEW BUSINESS:**

PERSPECTIVES ON GROWTH: HOUSING, RETAIL & MIXED-USE DEVELOPMENT IN THE VILLAGE OF GERMANTOWN

- A. Germantown School District Enrollment Projection Report (PRESENTATION & DISCUSSION)
Speaker: Nick Johnson, Project Manager, MDROffers Consulting
- B. Market Overview: Village Center Residential & Commercial Study (PRESENTATION & DISCUSSION)
Speaker: Pete Moegenburg, Moegenburg Research Inc.
- C. Residential Realtor Perspective: Germantown Housing Needs (PRESENTATION & DISCUSSION)
Speakers: Pat Tasker, Shorewest
Kevin Nash, Shorewest
Joey Carini, Keller Williams Realty
- D. Developer Perspective: Multi-Family & Mixed-Use Development Experience (PRESENTATION & DISCUSSION)
Speakers: Cindy Shaffer, Shaffer Development
Matt Moroney, Wangard Partners
- E. Commercial Retail Broker Perspective: What Makes a Successful Mixed-Use Development (PRESENTATION & DISCUSSION)
Speaker: Kevin Schmoldt, Newmark

- IV. **CITIZEN 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 four (4) 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.) Comments that may be injurious to village personnel or other individuals will not be allowed.

V. ANNOUNCEMENTS:

VI. ADJOURNMENT:

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

Notice is hereby given that a possible quorum of other boards, committees, and/or commissions may attend this meeting to gather information about an item over which they have decision-making responsibility. This may constitute a meeting of these bodies per State ex rel. Badke v Greendale Village Board, even though these bodies will not take formal action at this meeting.

SCHEDULE

Village of Germantown Special Planning Commission Meeting

June 23, 2025 6:30 PM to 9:00 PM

PERSPECTIVES ON GROWTH: HOUSING, RETAIL & MIXED-USE DEVELOPMENT IN THE VILLAGE OF GERMANTOWN

1. **Germantown School District Enrollment Projection Report** *15-min presentation; 10-min Q&A*

Speaker: Nick Johnson, Project Manager, MDROffers Consulting

Overview: Summary of the results of long-term enrollment projection study completed on behalf of the Germantown School District and potential impacts of future residential development.

2. **Market Overview: Village Center Residential & Commercial Study** *15-min presentation; 10-min Q&A*

Speaker: Pete Moegenburg, Moegenburg Research

Overview: Summary of market research conducted for the Germantown Village Center District

- Summary of residential demand projections
- Commercial market potential and retail gap analysis
- Trends and market conditions affecting Germantown's Village Center
- Key implications for mixed use development potential

3. **Residential Realtor Perspective: Germantown Housing Needs** *5-min presentation each; 10-min Q&A*

Speakers: Pat Tasker, Shorewest
Kevin Nash, Shorewest
Joey Carini, Keller Williams Realty

Overview: Local realtor observations on strengths and gaps in the Germantown residential housing market

- What buyers are looking for but can't find in Germantown
- Buyer demand for Village amenities and services
- Gaps in current housing stock (e.g. smaller formats, rentals, downsizing options, other)
- Role of mixed-use residential in meeting current and future demand

4. **Developer Perspective: Multi-Family & Mixed-Use Experience** *5-min presentation each; 10-min Q&A*

Speakers: Cindy Shaffer, Shaffer Development
Matt Moroney, Wangard Partners

Overview: Experienced mixed-use developers share their experiences.

- Key development requirements in public-private partnerships
- Ideal height, number of units and project density
- Mixed-use integration – balancing residential, retail, and amenities
- Lessons learned from other market developments
- Factors to attract high-end multi-family development to Germantown

5. **Retail Broker Perspective: What Makes a Successful Mixed-Use Development** *15-min presentation; 10-min Q&A*

Speakers: Kevin Schmoldt, Newmark

Overview: Keys to attracting retail development to suburban communities.

- Obstacles to attracting local, regional or national retailers
- Retail tenant preferences – density, visibility, co-tenancy, parking
- How residential and daytime populations drive success
- Trends in leasing for suburban mixed-use environments
- Keys to success in similar village centers

6. **Public Comment**

20-min Q&A

Village of



Germantown

Planning Commission
Special Meeting
June 23, 2025

Perspectives on Growth: Housing, Retail & Mixed-Use Development in Germantown



VILLAGE OF GERMANTOWN

1. Germantown School District Enrollment Projection Report
2. Market Overview: Village Center Residential & Commercial Study
3. Residential Realtor Perspective: Germantown Needs in Housing
4. Developer Perspective: Multi-family & Mixed-Use Development Experience
5. Commercial Retail Broker Perspective: What Makes a Successful Mixed-Use Development
6. Public Comment
7. Questions and Answers

Village of



Germantown

Germantown School District Enrollment Projection Report

About MDRoffers Consulting

- Municipal, regional, and school district planning experts with 30+ years of experience
- Utilize urban planning concepts such as land use, economic development, housing development, household turnover, and demographic change to assist school districts in enrollment projections and facilities planning
- Have projected enrollment for almost 50 Wisconsin school districts, from small-town, suburban, to urban school districts

Germantown School District Enrollment Projection Report

5

Overview: Summary of the results of long-term enrollment projection study completed on behalf of the Germantown School District and potential impacts of future residential development.



Community Growth & Student Enrollment Projections

June 23, 2025

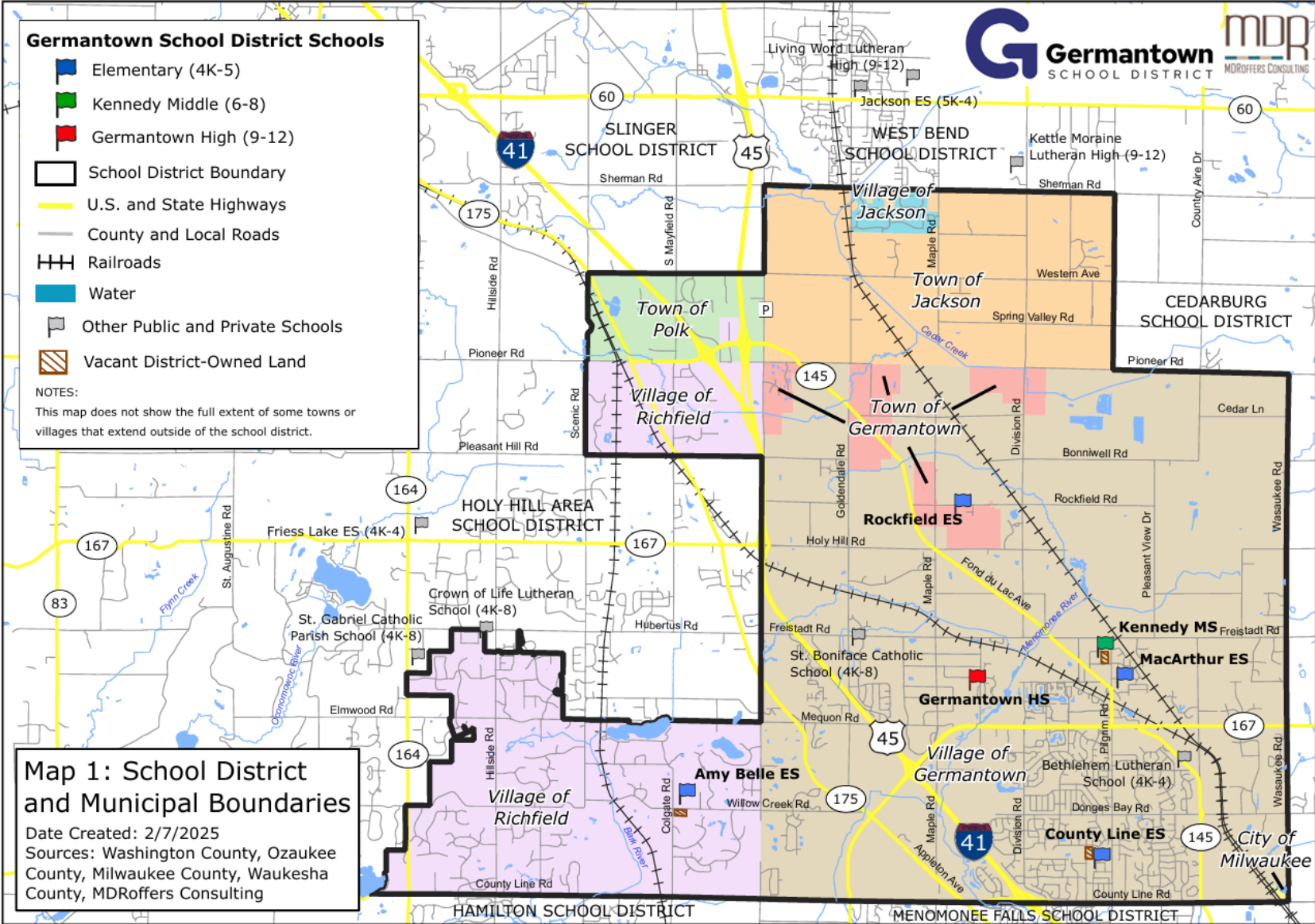


Presentation Outline

- Recent Enrollment, Demographic, & Housing Trends
- Housing Projections
- Student Enrollment Projections
- Comparing Enrollment Projections to Current Building Capacities

This presentation is a summary of MDRoffers Consulting's more detailed June 2025 report

Germantown School District

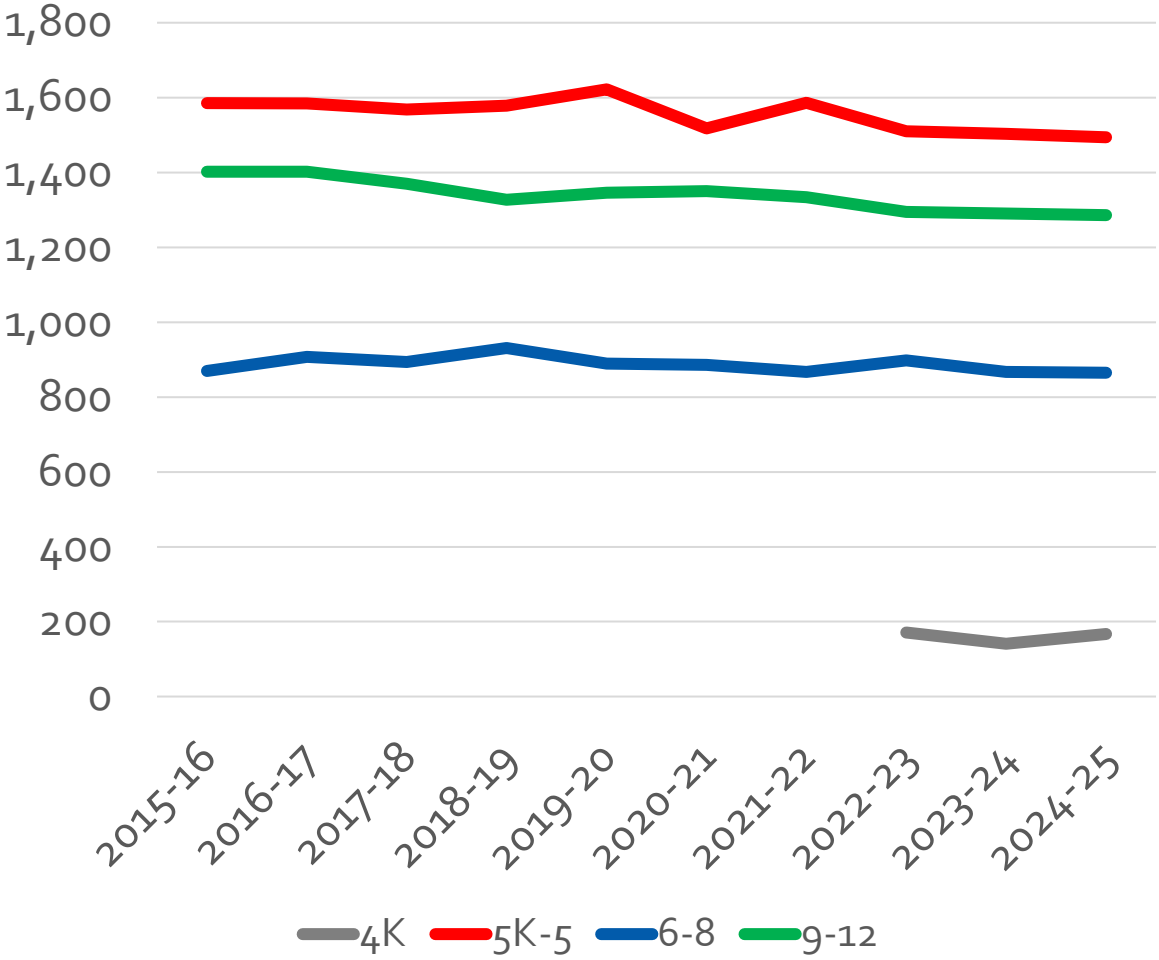


Recent Enrollment, Demographic, & Housing Trends



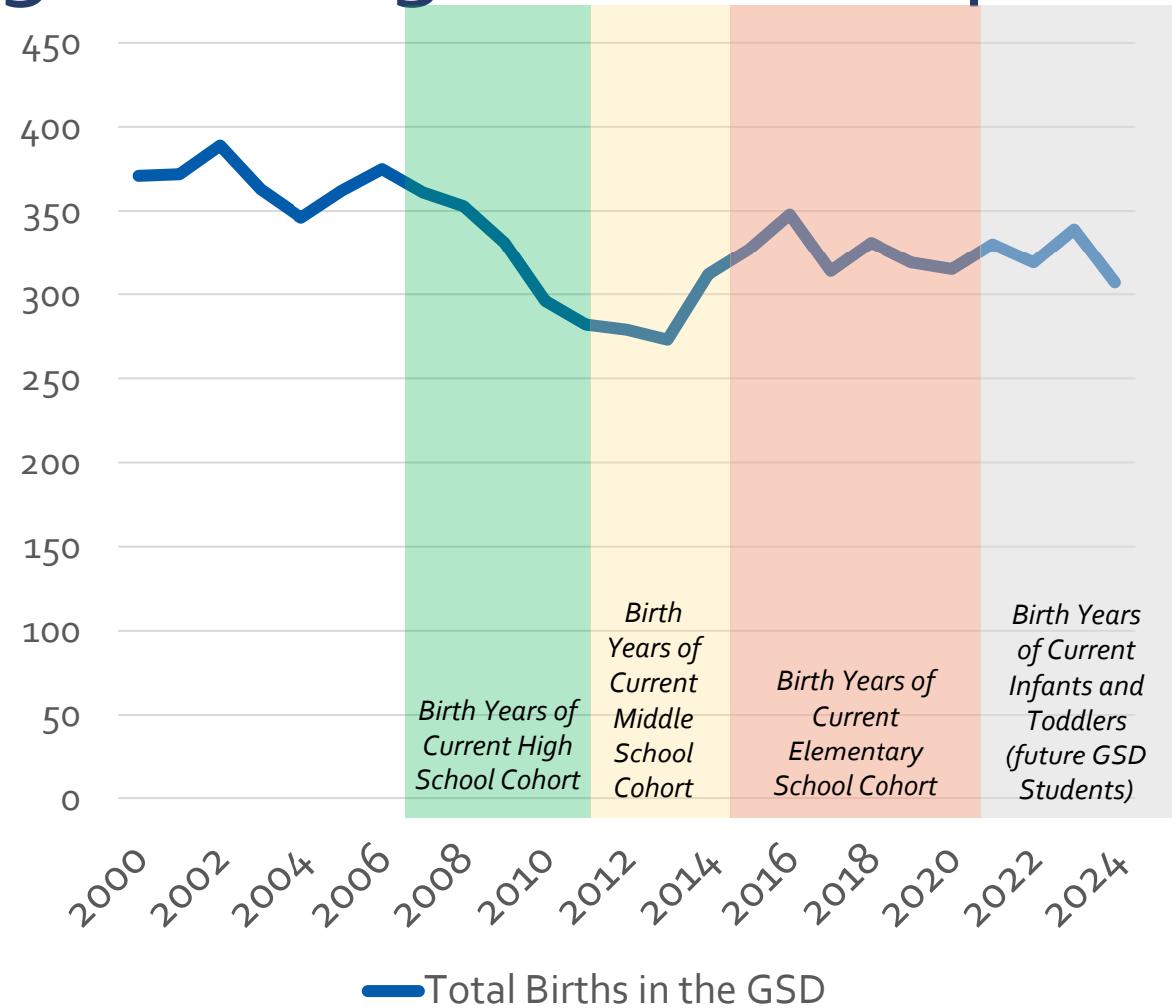
Recent Modest Enrollment Decreases...

- 4K-12 enrollment decreased by 45 students, from 2014 to 2024, even with 4K introduction
- 5K-12 enrollment decreased by 212 students, or 5%, over last 10 years
- Enrollment decreases at 5K-5 (-91), 6-8 (-5), and 9-12 (-116)



...with Births Now Stabilizing after Significant Drop...

- GSD births decreased 17% from 371 in 2000 to 307 in 2024
- Most of this decrease occurred in late-2000s/early-2010s
- Helps explain past 10-year enrollment decrease
- Since mid-2010s, births have been relatively stable—320 to 330 per year



...And An Aging Community

- Per Census, most of GSD's 2010-2020 population increase was aged 65+
- Population aged 0-19 decreased by 626 residents—again reflecting enrollment decrease
- Reproductive aged population (25-44) remained stable, supporting birth stabilization

Age Group	2010	2020	Change
0-4	1,596	1,470	-126
5-19 (School Age)	5,851	5,351	-500
20-24	1,013	1,379	+366
25-44 (Reproductive Age)	6,357	6,372	+15
45-64	7,649	8,148	+499
65+ (Seniors)	2,786	4,183	+1,397
Total	25,251	26,903	+1,652

Home Prices Up, As New Housing Construction is Down

- In 2024, Washington County median home sale price was \$375,000, more than double the price in 2014 of \$182,750
- Residential building has trended down since 2021
- Fewer new single-family homes in the Village of Richfield and fewer total housing units in the Village of Germantown

Figure 7: Housing Starts by GSD Municipality, 2014-2024

MUNICIPALITY	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
Village of Germantown	78	40	38	180	67	111	52	96	40	38	38	778
Village of Jackson*	36	44	65	33	31	36	12	68	24	57	82	488
Village of Richfield*	40	45	53	53	38	35	41	38	14	17	21	395
Town of Germantown	0	0	1	0	1	0	0	1	0	0	0	3
Town of Jackson*	24	22	22	18	11	9	7	8	3	8	3	135
Total by Year	178	151	179	284	148	191	112	211	81	120	144	1,799

Sources: Villages and Towns

* Includes housing starts across the entire municipality, including areas outside of the GSD. Most Jackson and Richfield units were not in the GSD.

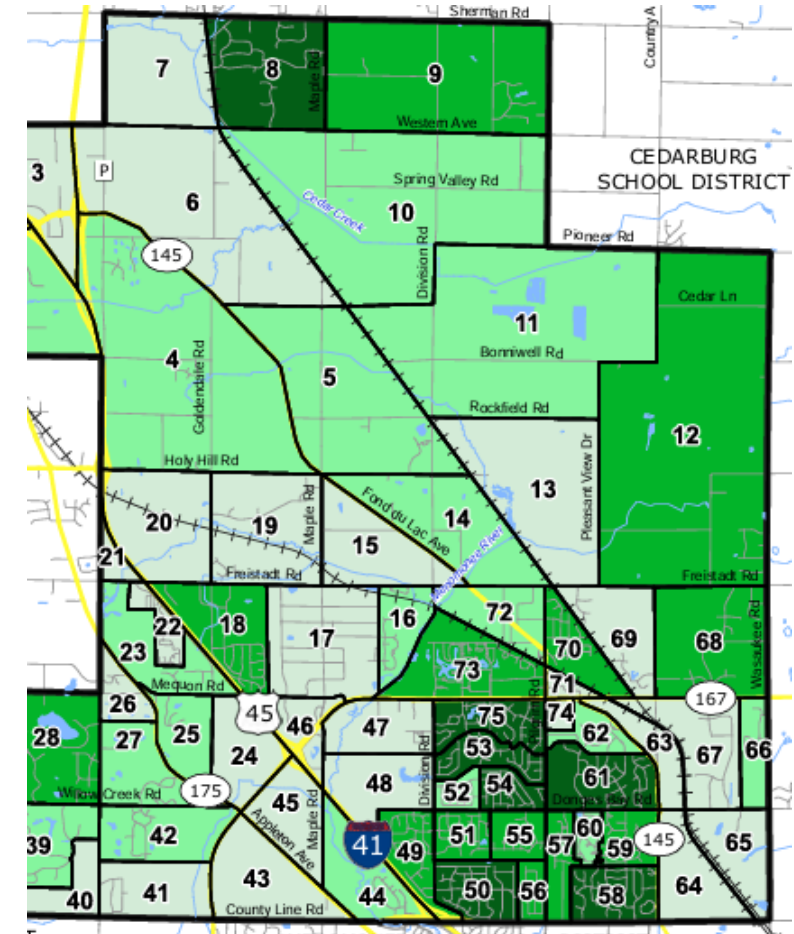
Student Generation from New Single-Family Homes

- Each new single-family home in the GSD generates an average of **0.61** GSD 4K-12 student
 - New subdivision of 100 single-family homes = 60-65 GSD 4K-12 students
- Comparable ratio to similarly-sized and positioned school districts

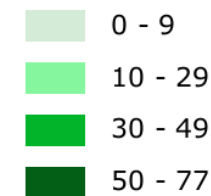


Impact of Sales of Existing Homes

- Single-family homes tend to produce the most students within first 10 years, then decreasing until major turnover after ~30 years
- Existing home sales data shows where turnover to new households is highest →
- Each existing single-family home sold in the GSD generates an average of 0.19 GSD 4K-12 student
- Neighborhoods with 1990s/2000s should have greatest turnover through 2040, bringing in younger kids



**Existing Single-Family Home Sales,
2020 to 2024**



Student Generation from Multiple-Family Housing

- *Older* market-rate multiple-family housing = **0.16** GSD 4K-12 student-per-unit
- *Newer* multiple-family housing in the GSD = **0.11** GSD 4K-12 student-per-unit
 - i.e., 100-unit apartment building = ~11 students
- Based on a small sample size of three new developments over past 10 years in the GSD
- Looking outside the GSD to other area districts provides data support



Student Generation from Multiple-Family Housing

- Consultant analyzed new multiple-family housing in Mequon-Thiensville, Cedarburg, Franklin, and Oak Creek districts, focused in mixed use “village centers”
- These developments generate between 0.04 and 0.08 students-per-unit, with their 1,000+ combined units generating a combined **0.06 student-per-unit**
- Mostly studios, 1-bedroom, and 2-bedroom units; typical of new multiple-family product





Housing Projections



Overview of Housing Projections

- We project 2,140 new housing units in the GSD by 2040 (~138 per year), greater than the pace over past decade (~84 per year) but similar to 2000s
- Expectations for more housing construction based on:
 - Significant need for new housing, as evidenced by local, regional, national studies
 - Municipal plans and policies generally supporting housing development
 - New residential developments proposed over the past couple of years
 - Projected decreases in interest rates over the next few years
 - Significant and growing number of jobs in Germantown
 - “Exceeds Expectations” school district, per Dept. of Public Instruction

Overview of Housing Projections

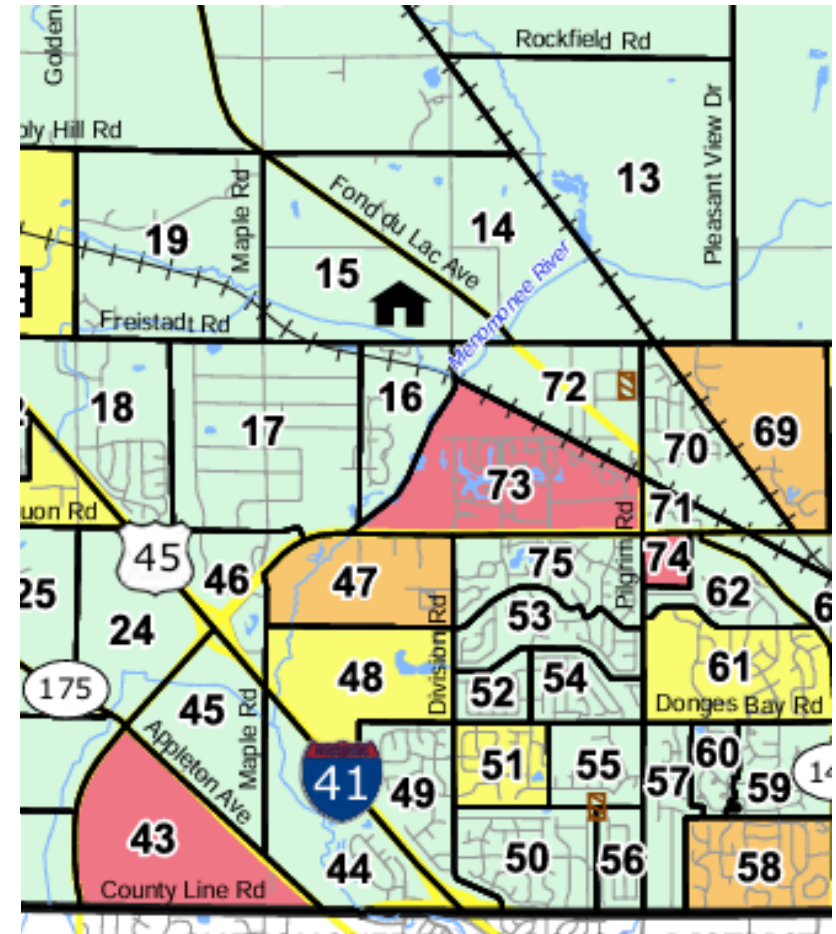
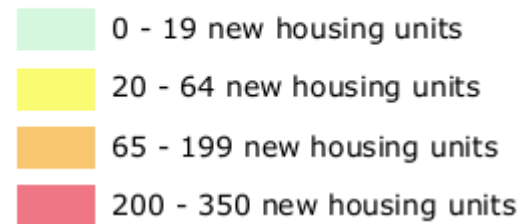
- 44% projected to be single-family homes
- 56% projected to be multiple-family units of some type (e.g., townhomes, duplexes, apartments, senior)
- Multiple-family % due to market demand, particularly from local workforce, young families, and senior populations
- Projections do not factor in a 2008-2011 style recession. If one occurs, expect fewer units (and fewer students).



Overview of Housing Projections – Village of Germantown

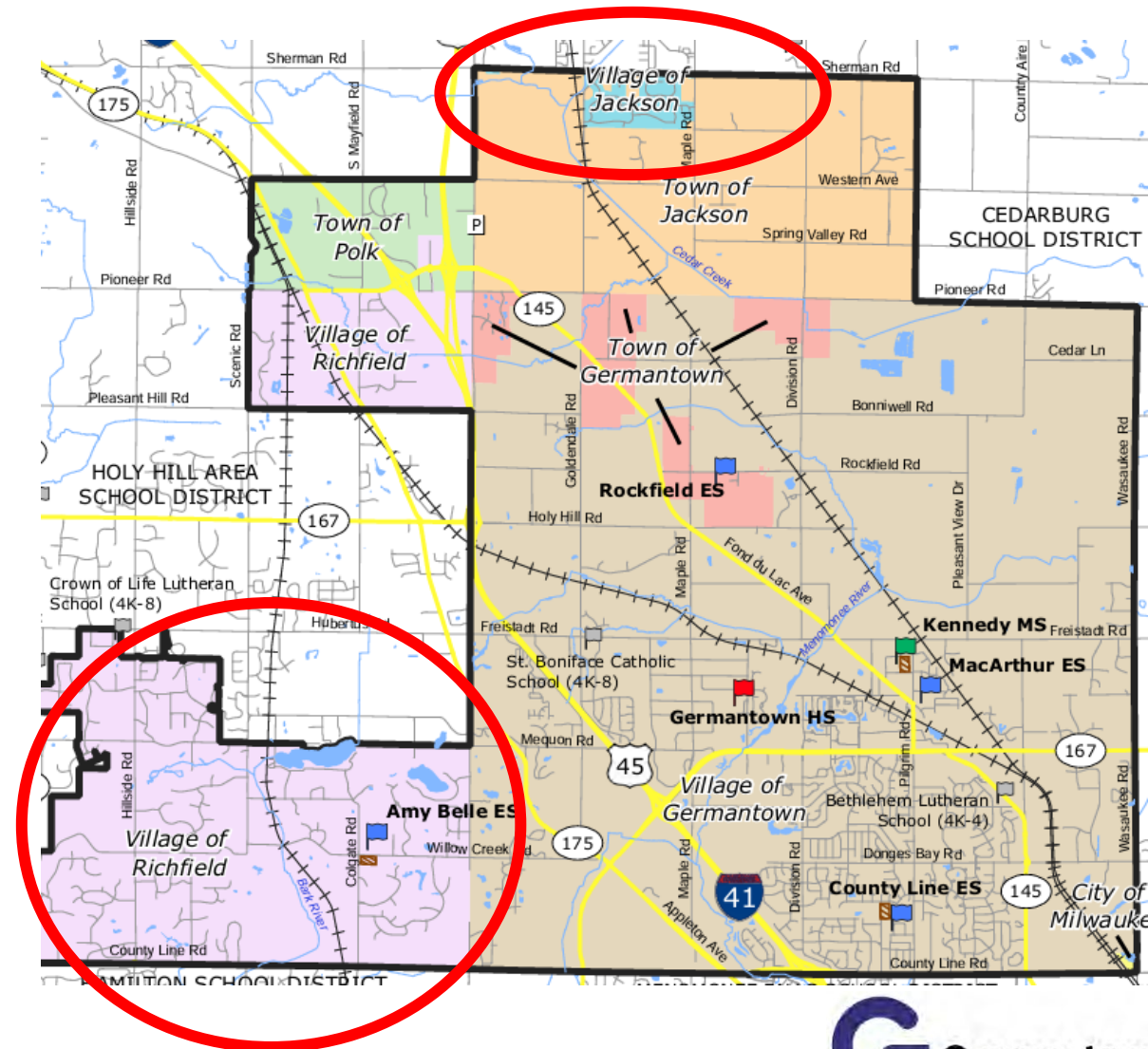
- 1,700+ new housing units by 2040
- Average of 107 units per year, more than over past decade (71 units/year), but similar to 2000s
- Focused in southcentral parts of the Village, with almost half of all new housing projected to occur in neighborhoods 43, 73, and 74 →

Projected Housing Unit Growth, 2025-2040



Overview of Housing Projections – Parts of Other Villages in GSD

- By 2040, Jackson part of GSD projected for 210 new housing units and Richfield part for 187 new units
- Nearly all single-family homes
- Jackson's housing contribution from growing south edge
- Richfield's single-family lot inventory is decreasing

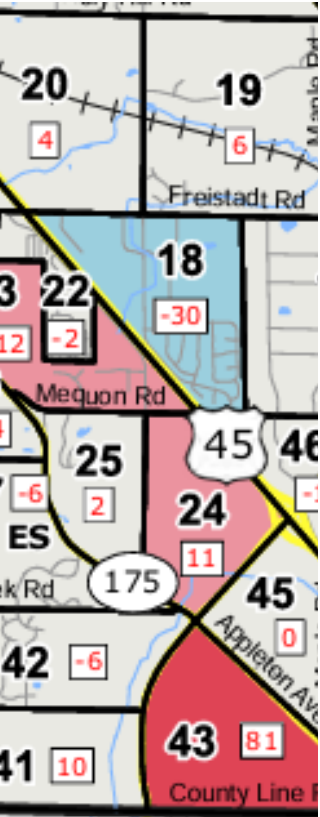


Housing Projections – By Elementary Attendance Area

- About 40% of all new housing projected in the GSD is projected to occur in the current MacArthur Elementary School attendance area and about 30% in current Amy Belle Elementary School attendance area
- Focusing on only single-family homes, split into thirds among Amy Belle, Rockfield, and MacArthur, with minimal new single-family homes in County Line

Figure 11: Housing Unit Projections by Current Elementary School Attendance Area

2024-25 Elementary School Attendance Area	Estimated/Projected Housing Units within 2024-25 Attendance Area					Projected Total Housing Unit Increase 2025 – 2040	Projected Single- Family Home Increase 2025 - 2040
	March 2025	2027	2030	2035	2040		
Amy Belle	2,643	2,694	2,838	3,211	3,301	+658	+336
County Line	2,712	2,786	2,829	2,879	2,971	+259	+45
MacArthur	3,394	3,469	3,575	3,875	4,291	+897	+272
Rockfield	2,058	2,105	2,180	2,281	2,384	+326	+286
Shared County Line/MacArthur Area	846	846	846	846	846	-	-
TOTALS	11,653	11,900	12,268	13,092	13,793	+2,140	+939

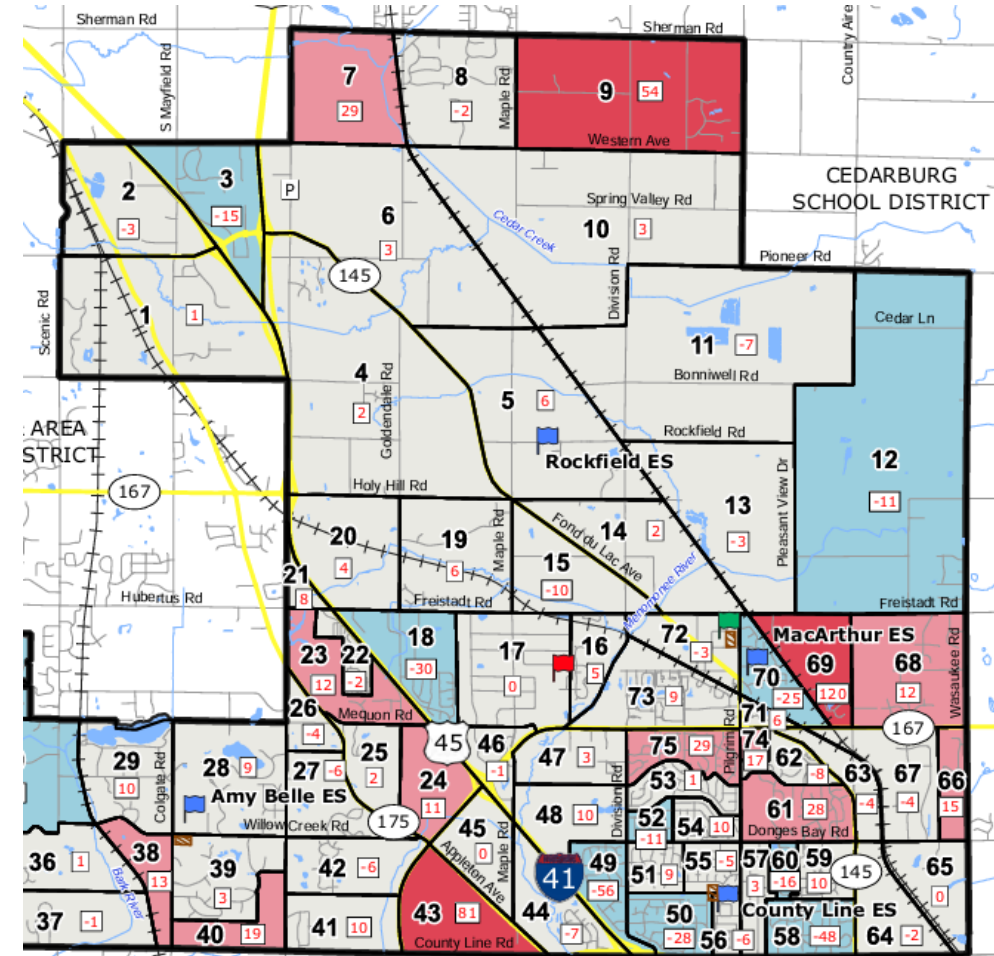


Student Enrollment Projections



Enrollment Projections – Total Enrollment (4K-12)

- Between January 2025 and 2040, we project an **increase of 148 4K-12 GSD resident students**
 - Grades 4K-5: +129 students
 - Grades 6-8: +21 students
 - Grades 9-12: -2 students
- Increases concentrated in neighborhoods with significant single-family housing development (e.g., neighborhoods 9, 43, 69) →

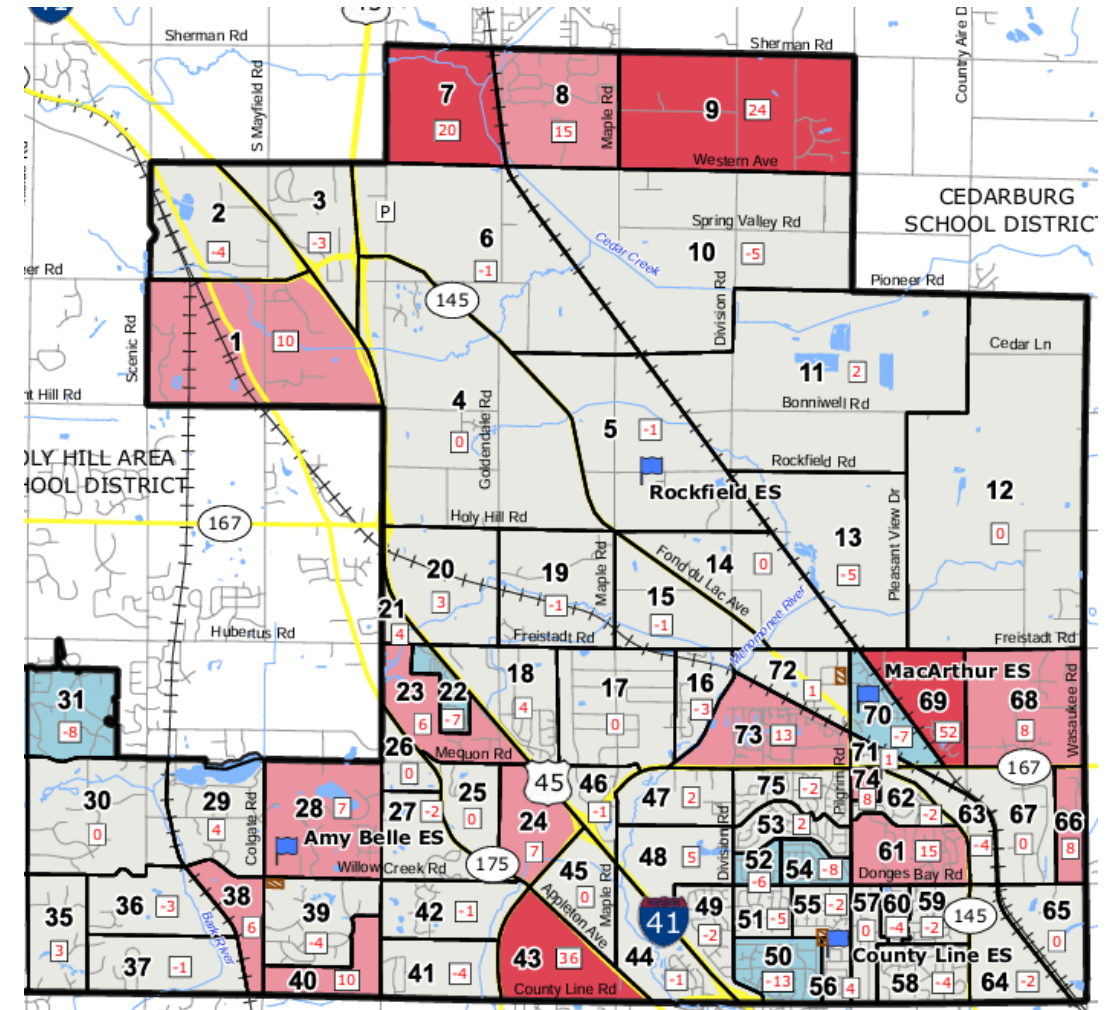


Enrollment Projections – Elementary Schools (4K-5)

Projected **129** 4K-5 student increase at GSD elementary schools by 2040 divided as follows:

- MacArthur: +73 students
- Amy Belle: +51 students
- Rockfield: +31 students
- County Line: -26 students

...using current attendance areas



Projected Change in Number of Grade 4K-5 Students, January 2025-2040

- Decrease (-13 to -6)
- Minor Change (-5 to +5)
- Modest Increase (+6 to +19)
- Significant Increase (+20 to +52)

Enrollment Projections - Middle and High Schools

- We project an **increase of 21 resident grade 6-8 students** by 2040:
 - *Decrease* projected through 2030, because of progression of smaller current elementary classes and larger current middle school classes
 - *Increase* projected after 2030, due to slight birth and housing increases in the 2020s, and resulting projected increase in elementary enrollment progressing
- We project a decrease **of 2 resident grade 9-12 students** by 2040:
 - Large current middle school class sizes will result in stable enrollment through 2027
 - Decrease projected from 2027 to 2035, with a slight increase from 2035 to 2040



Comparing Enrollment Projections to Current Building Capacities



Enrollment Projections to Current Building Capacity

- We project 2040 4K-5 enrollment below the combined maximum capacity of the four current elementary buildings; however...
- MacArthur projected to exceed 90% of maximum capacity by 2035
- Rockfield projected to exceed 90% of maximum capacity by 2040

School	Resident Student Enrollment January 2025 ¹	GSD Resident Student Enrollment Projections ^{2, 3}				Projected Enrollment Change, 2025-2040	Maximum Building Capacity ⁴
		Sept. 2027	Sept. 2030	Sept. 2035	Sept. 2040		
Amy Belle (4K-5)	350	351	373	404	401	+51	468
County Line (4K-5)	488	506	503	491	462	-26	564
MacArthur (4K-5)	482	501	509	525	555	+73	587
Rockfield (4K-5)	335	313	325	345	366	+31	405
Grades 4K-5 Total	1,655	1,671	1,709	1,765	1,784	+129	2,024

Enrollment Projections to Current Building Capacity

- We project enrollment at Kennedy Middle ~300 students below maximum capacity
- We project enrollment at Germantown High ~400 students below maximum capacity

School	Resident Student Enrollment January 2025 ¹	GSD Resident Student Enrollment Projections ^{2, 3}				Projected Enrollment Change, 2025-2040	Maximum Building Capacity ⁴
		Sept. 2027	Sept. 2030	Sept. 2035	Sept. 2040		
Kennedy Middle (6-8)	839	785	801	833	860	+21	1,172
Germantown High (9-12)	1,234	1,229	1,184	1,180	1,232	-2	1,620
Grades 4K-12 Total	3,728	3,686	3,693	3,778	3,876	+148	4,816

Projections Under Alternative Assumptions

- These projections were prepared during a transitional period, including evolving Village of Germantown housing policies that consultant attempted to capture
- Alternative new housing development assumptions would affect future enrollment:
 - **“No new housing”**: With only demographic change, existing home sales, and household turnover, projected 2040 enrollment would *decrease* by ~426 students
 - **“Greater housing development”**: With more housing more closely following Village’s 2022 Comprehensive Plan, projected 2040 enrollment would *increase* by ~280 students

Community Growth & Student Enrollment Projections

June 23, 2025



Market Overview: Village Center Residential & Commercial Study

Market Overview: Village Center Residential & Commercial Study



Moegenburg Research, Inc. is a full service commercial real estate valuation and consulting firm. Established in 1994, we provide valuation and consulting services involving institutional quality real estate for a variety of clients. Based in Milwaukee, our assignments take us to locations throughout the Midwest, and to select points nationally.

Peter A. Moegenburg is a seasoned commercial real estate appraiser and the president of Moegenburg Research, Inc., a firm based in Elm Grove, Wisconsin. With over three decades of experience, he holds active Certified General Appraiser credentials in multiple states, including Wisconsin, Illinois, Indiana, Iowa, Michigan, Colorado, and Ohio .

Market Overview: Village Center Residential & Commercial Study

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Overview: Summary of market research on the Germantown Village Center District.

- Summary of residential demand projections
- Commercial market potential and retail gap analysis
- Trends and market conditions affecting Germantown's Village Center
- Key implications for mixed use development potential

Residential Realtor Perspective: Germantown Needs in Housing

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Pat Tasker



Joey Carini



Kevin Nash



Residential Realtor Perspective: Germantown Needs in Housing

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Overview: Summary of market research on the Germantown Village Center District.

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Developer Perspective: Multi-family & Mixed-Use Development Experience

Developer Perspective: Multi-family & Mixed-Use Development Experience

Matt Moroney – CEO, Wangard Partners

Wangard Partners is a Milwaukee-based full-service commercial real estate firm founded in 1992. The company specializes in multifamily, industrial, office, mixed-use, retail development, and property management across Wisconsin, Illinois, and Minnesota. Wangard has been consistently recognized for its innovative, community-focused projects and is the state's largest minority-owned developer, earning Developer of the Year honors from *The Daily Reporter* four times .

Matt Moroney is the CEO of Wangard Partners, a Milwaukee-based real estate development firm. He joined the company in 2019 as COO and General Counsel, later becoming President & COO before being named CEO in 2023. Prior to his role at Wangard, Matt held senior positions in Wisconsin state government, including Deputy Secretary of the DNR and Deputy Chief of Staff to Governor Scott Walker. With a background in law and public policy, he brings a strategic focus on multifamily and industrial development across Wisconsin. He holds a J.D. from the University of Iowa and serves on several boards, including NAIOP Wisconsin and the Waukesha Business Alliance.



Community/Developer Partnerships – The Key to Successful Projects

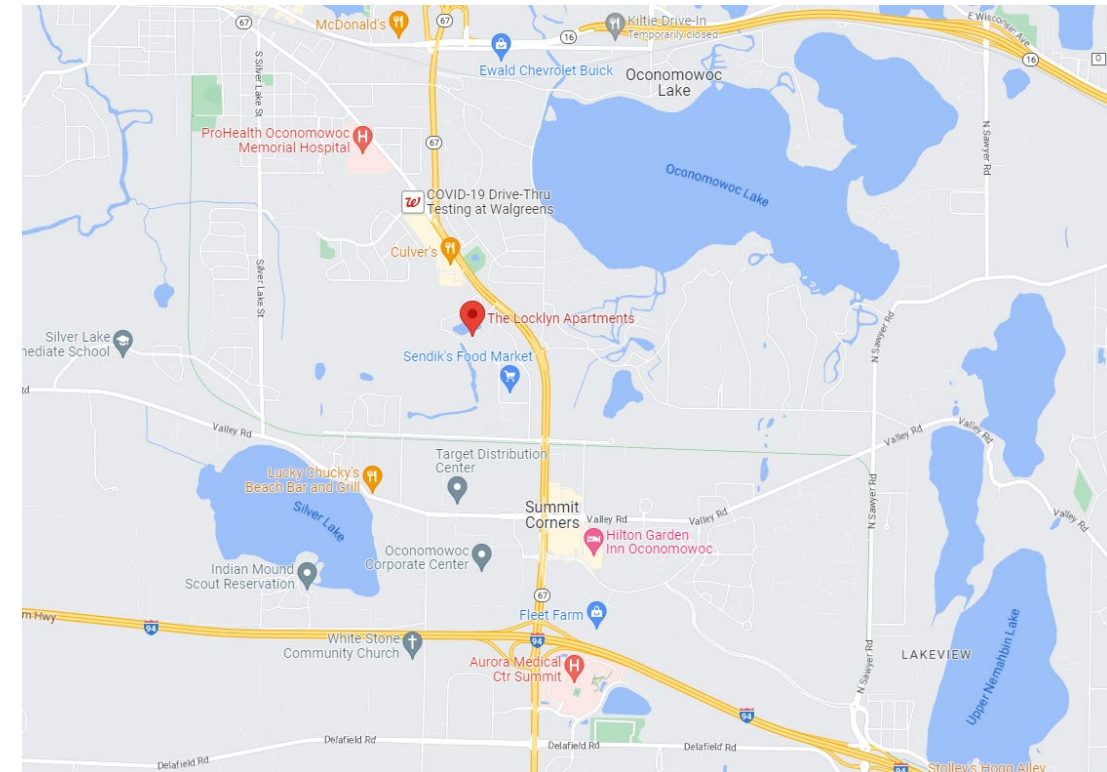


DEVELOPER IS A FACILITATOR

- **Has Vision and Expertise to Sponsor A Project**
- **Aligns Investors to Make Commitment to Project**
- **Aligns Lender to Assist in Financing Project**
- **Actively Listens and Responds to Community Input**
- **Leads Consultants and Experts in Desired Work**
- **Navigates the Regulatory Process**
- **Oversees Construction**
- **Connects Potential Tenants to the Project**

LOCATION AND COMMUNITY SUPPORT ARE KEY FACTORS

- **Market – Always Changing**
- **Utility and Infrastructure Proximity/Cost**
- **Crime/Safety**
- **Quality Schools – Also Source of Labor**
- **Local Governments Receptiveness/Predictability**
 - Financial Assistance More Important**
 - Efficient Approval Process**
 - Flexibility**
 - Recognition Project Needs Reasonable Profit for Investors**
- **Available Property – Low Holding Costs**



DEVELOPMENT IS A RISKY ADVENTURE

- Market – Always Changing
- Aligning Permitting Timelines with Financing and Market
- Sudden Change in Interest Rates
- Neighborhood Issues - NIMBYism
- Mixed Messages/Desire from Approval Bodies
- Material and Labor Shortages – Need to Lock In Early
- Time Increases Cost/Risks
- Substantial Upfront Investment In Studies/Renderings



High Degree of Risk – Speed from Concept to Construction to Stabilization Lowers the Risk for All Parties Tremendously

POSITIVE TRAITS FROM A COMMUNITY PARTNER

Fairness/Openness

Trust

Partnership Attitude – Joint Problem Solvers

Responsiveness

Community Support

Minimized Risks

Recognition of the Need for Appropriate Profit

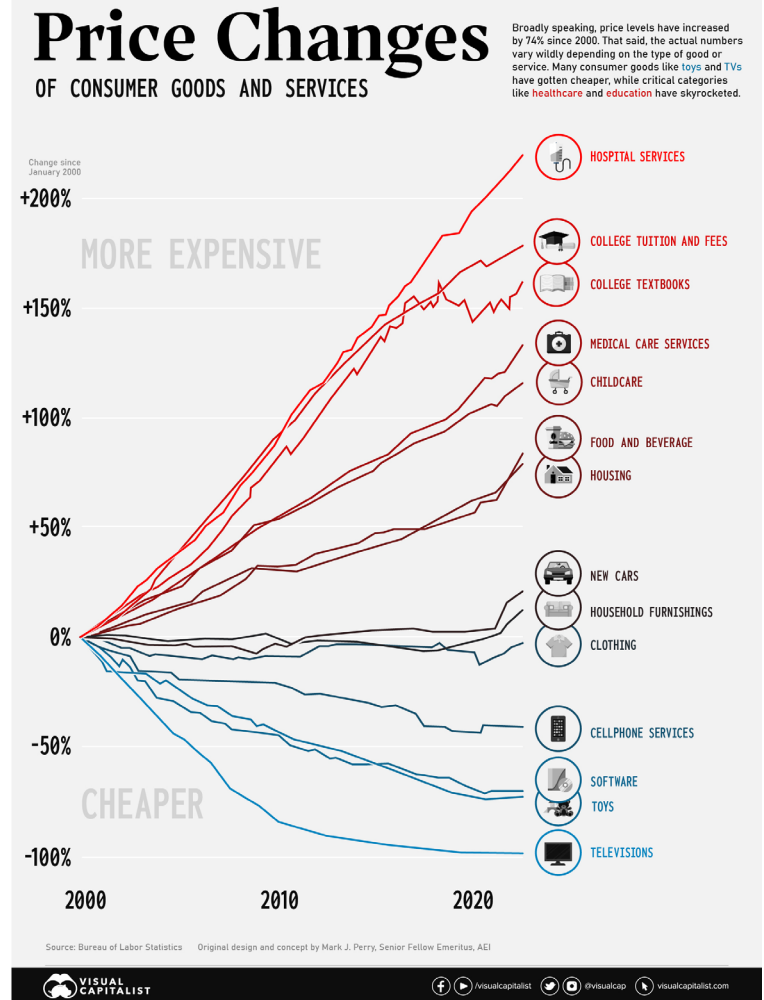


Without Profit – No Investors – No Project

DEVELOPMENT INDUSTRY FACING SOME CHALLENGES

Biggest Challenges

- Inflation and Overall Economy
- Cost of Construct Rising Faster than Rents for Developers
- Rising Interest Rates
- Tightening Lending Standards/Investor Risk Tolerance
- Finding Labor/Wages
- Material Shortages Raise Costs of Construction
- Material Shortages Extend Timeline of Delivery
- NIMBYism
- Alcohol Licenses in Certain Areas



COMMUNITIES/DEVELOPERS CAN CAPITALIZE IF RIGHT LOCATION/PARTNERSHIP

Approaches

- Realistic Expectations for the Location/Community
- Recognize the Importance of the Customer Experience
- Flexibility in Setbacks, Parking Areas, Site Plans
- Allow Alternative Materials Without Sacrifice Quality – Realistic Design Standards
- Flexibility in Building Design
- Minimizing Infrastructure
- Assistance in Connecting the Development to the Community Through Trails Paths
- Incorporating Business in the Larger Development with “Cool Zones”
- Housing Density Nearby For Retail
- Financial Assistance and Flexibility Are Needed for Brownfield Developments



Listening to Each Other's Goals

- Developer Needs a Return on the Investment (No Return-No Investors-No Project-No Business)
 - Studies, Staffing, Securing Property, Application Fees, Preparing Plans, Investor Expectations, **Minimize Risk & Maximize Value**
- Community Needs Performance (Project Disliked-Negative Impacts-No Reelection)
 - Delivery on Project Expectations, Balancing Citizen Expectations, Increment, Minimize Impacts on Budget, **Minimize Risk & Maximize Value**

Recognizing That Minimizing Risk & Maximizing Value Are Shared Goals

- Realistic Expectations from Both Parties/Predictability of Process
- Efficient Timelines – Markets Change Rapidly – Speed from Concept to Stabilization
- Flexibility to Adjust the Plan to the Market If a Larger Development
- Constant Communication and Problem Solving (No Major Surprises)

True Partnership Mentality – Each Party Wants the Other to Exceed Their Goals



Blighted Property

- Resort Bought Out of Foreclosure
- Kmart Goes Bankrupt

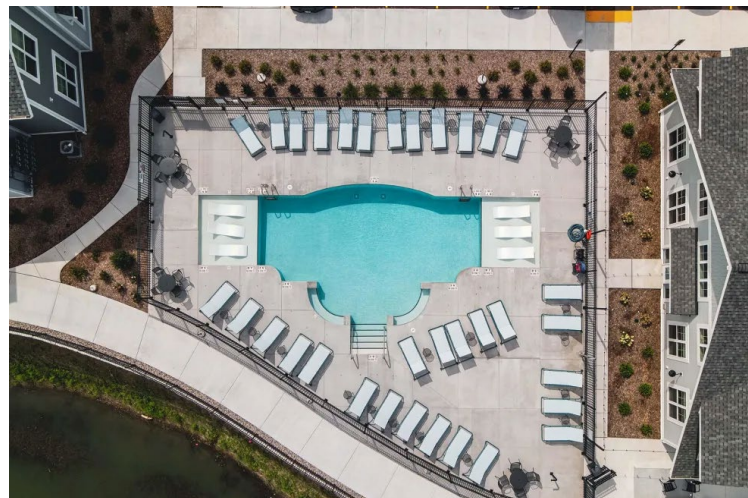
Parcel Divided into 7 Different Ownership Groups

Key Parcel for Infrastructure and Development Design Not Owned By Wangard Affiliate

- Owner Just Recently Passed Away
- No Will
- Estate Administered Overseas - Heirs located in 8 Different Countries and Not Cooperating with Each Other







The Locklyn Website: <https://www.thelocklyn.com/>

1. Committee of the Whole Meetings to Discuss Alternative Plans
2. General Plan Was Selected
 - Eminent Domain - Properly Design the Development for Future
 - Land Not Needed for Public Infrastructure Place Out for Bid
 - Developer Promised - Bid the City's Purchase Price to Minimize City Risk
 - Increased Density Was Allowed for the Apartment Portion of the Project
 - TIF Agreement with 15 Year Payback Was Approved
3. City/Developer Jointly Plan Development with Regular Meetings with a Goal of Speed
 - Regular Updates Provided to Council As Project Progresses
4. Demolition Commences As Quickly As Possible with Apartment Construction to Follow
5. Plan Changes - Construction Material Costs Increase – Joint Decision Not to Demolish Kmart
6. Developer Conducts Grocery Market Study - Aggressively Markets Study to Find Anchor Tenant
7. Anchor Tenant Announced for Kmart Building – Retail Interest Spikes
8. City Approves Developers Request for Flexible Setbacks, Increase Heights and Mixed Uses
9. Flexibility Provided Will Encourage Some Retailers

Partnership – No Surprises – Exceeding Goals – Working Collaboratively



OLYMPIA FIELDS REPURPOSED K-MART

Photo's of New Sendik's Food Market

Matt Moroney | CEO
mmoroney@wangard.com



Drew Dawson / Now News Group



Image: ACBJ



Developer Perspective: Multi-family & Mixed-Use Development Experience

Cindy Shaffer – Shaffer Development, LLC



Mequon Town Center



Lumberyard 1505



Cindy Shaffer is the founder and owner of Shaffer Development LLC, a real estate development firm based in Ozaukee County, Wisconsin. Since launching the company in 2001, she has built a reputation for transforming underutilized or complex properties into vibrant, community-focused developments. With a background in marketing and communications from the University of Wisconsin–Madison and early career experience at S.C. Johnson and Marriott, Cindy brings a unique blend of corporate insight and entrepreneurial grit. Her notable projects include Mequon Town Center, the 1505 Apartments in Grafton, and Spur 16, Mequon’s first LEED-certified residential development. Recognized as a “Woman of Influence” by the Milwaukee Business Journal and a past recipient of the Mequon-Thiensville Chamber’s Business of the Year award, Cindy is known for her persistence, people-centered philosophy, and commitment to community impact. A lifelong learner and active volunteer, she combines business acumen with a deep sense of place, purpose, and progress.



Developer Perspective: Multi-family & Mixed-Use Development Experience

Developer Perspective: Multi-family & Mixed-Use Development Experience

57

Overview: Experienced mixed-use developers share their experiences.

- Key development requirements in public-private partnerships
- Ideal height, number of units and project density
- Mixed-use integration – balancing residential, retail, and amenities
- Lessons learned from other market developments
- Factors to attract high-end multi-family development to Germantown

Commercial Retail Broker Perspective: What Makes a Successful Mixed-Use Development

Commercial Retail Broker Perspective: What Makes a Successful Mixed-Use Development

Kevin Schmoldt - Newmark

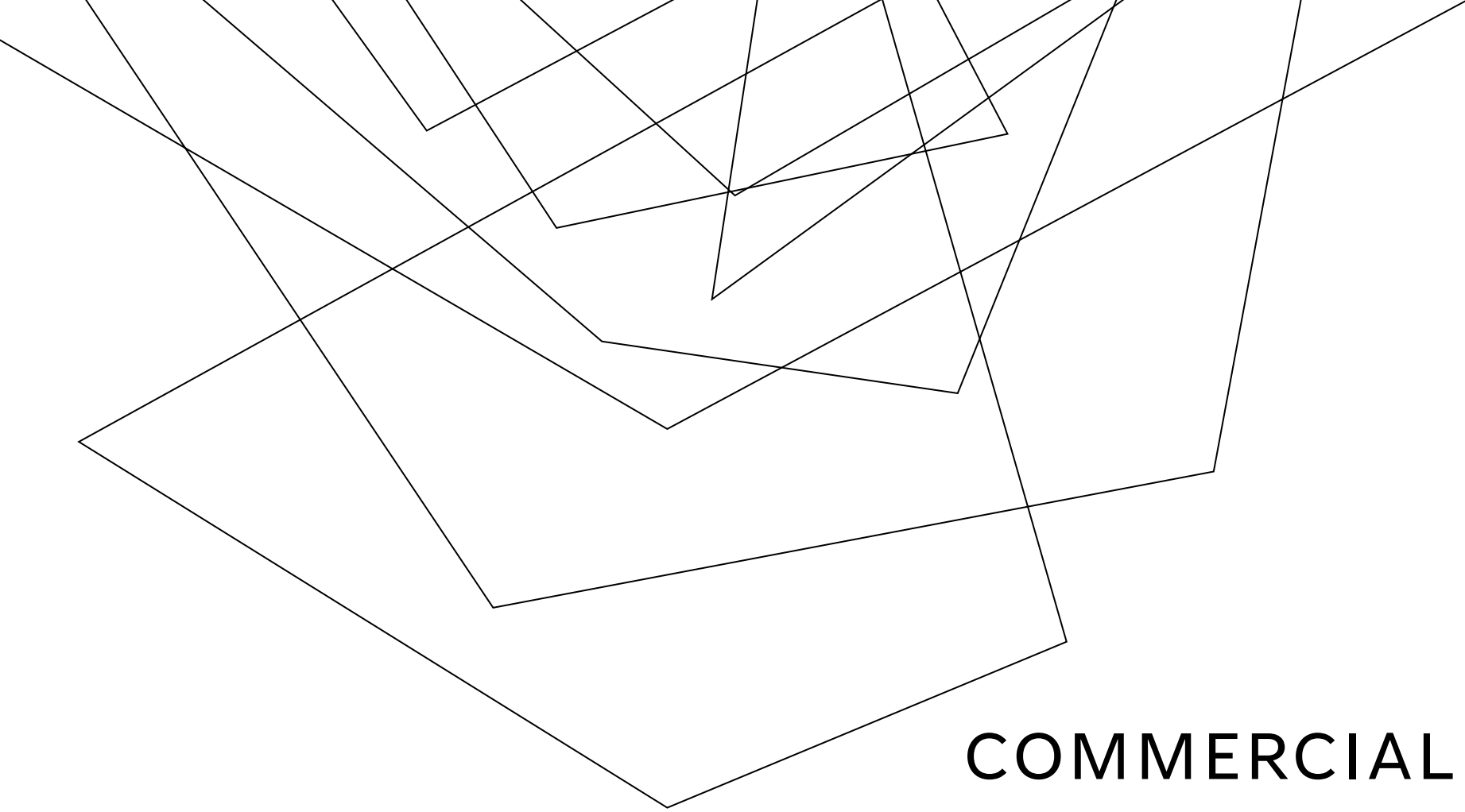


With over 15 years of experience in commercial real estate, Kevin Schmoldt is a trusted leader in Wisconsin's retail property market. As Managing Director with Newmark, Kevin specializes in retail leasing, development, and investment sales, representing both institutional and entrepreneurial clients.

Kevin's leadership extends beyond brokerage. He served as Chairman of CARW (Commercial Association of REALTORS® Wisconsin) from 2023 to 2024 and has been a committed CARW Board Member for eight years. He has also organized the Wisconsin Retail Conference, a premier annual gathering of more than 400 developers, brokers, retailers, and industry experts shaping the future of retail real estate in the region.

In addition to his brokerage work, Kevin is an active investor. He owns a portfolio of strip malls, industrial buildings, and retail assets, and invests in multifamily and self-storage investments, demonstrating his deep understanding of real estate from both sides of the table.

Known for his strategic insight, collaborative approach, and market knowledge. Kevin is outspoken on LinkedIn where he is known as CreNerd – often sharing perspective about how landlord's and occupiers make decisions and navigate challenges.



COMMERCIAL REAL ESTATE RETAIL & STOREFRONT

NEWMARK

furthermore,



COMMERCIAL OCCUPIERS

“Retail” vs. “Storefront”

- Most active categories include restaurants, professional services & medical
- Corporate / Franchise / Local
- Balance daypart activation
- Market demand
- Building and site plan considerations

DECISION MAKING

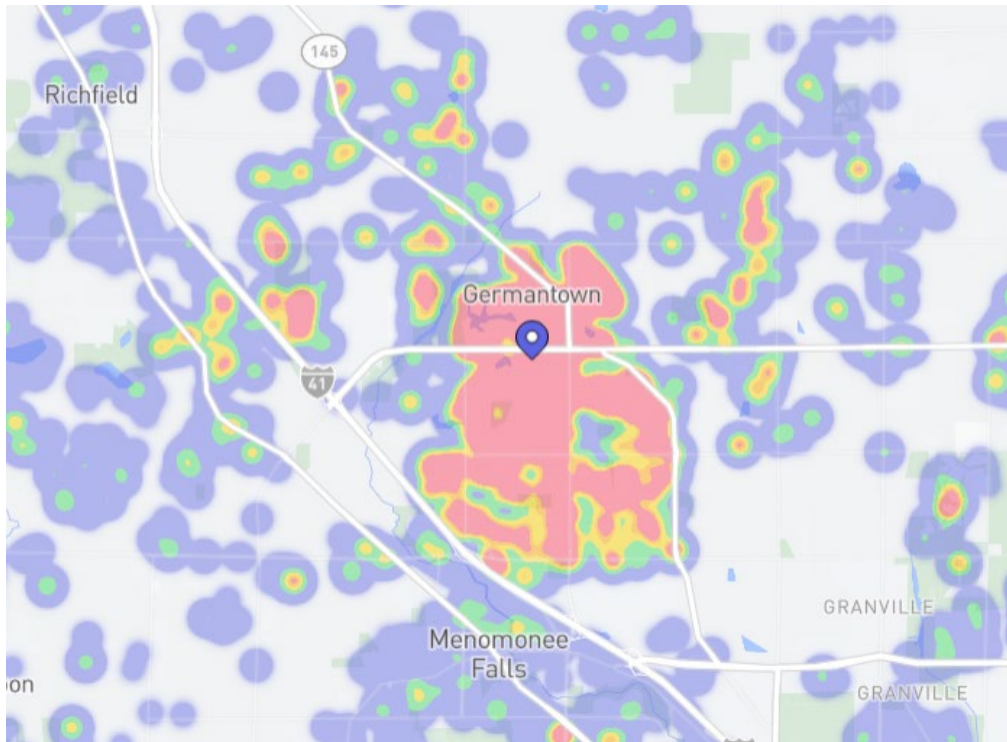
- Data driven
 - Demographics
 - Traffic counts
 - 15k Mequon Road
 - 11k Pilgrim Road
 - Local observations
 - Pick 'n Save (\$29m; 23/80)
 - Sendiks (\$15m; 10/14)
 - Placer.ai



Pick 'n Save

 N112w16200 Mequon Rd, Germantown, WI 53022

534-00357



Metric Name	Pick 'n Save N112w16200 Mequon Rd, Germantown, WI 53022
Visits	805K
Visits / sq ft	12.67
Size - sq ft	63.5K
Visitors	84.4K
Visit Frequency	9.55
Avg. Dwell Time	22 min
Sales	\$27.9M
Sales / sq ft	\$439.9
Transactions	711.6K
Average Ticket Size	\$39.3
Visits YoY	+2.2%
Visits Yo2Y	+1.7%
Visits Yo3Y	+13.8%

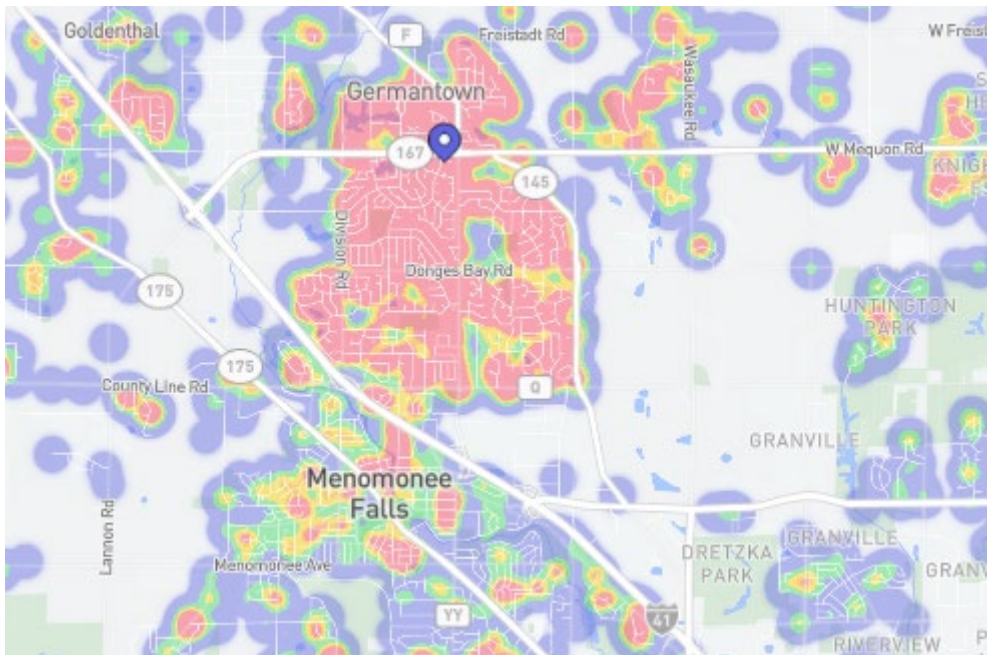


Placer.ai

Sendik's Food Market

 N112W15800 Mequon Rd, Germantown, WI 53022

404



Rank	Name	Visits
1	Sendik's Food Market / 10930 N Port Washington Rd, Mequon, WI 53092	720.6K
2	Sendik's Food Market / 1450 Olympia Fields Dr, Oconomowoc, WI 53066	649.4K
3	Sendik's Food Market / 5200 W Rawson Ave, Franklin, WI 53132	637.3K
4	Sendik's Food Market / 500 E Silver Spring Dr, Milwaukee, WI 53217	612K
5	Sendik's Food Market / 600 Hartbrook Dr, Hartland, WI 53029	588.2K
6	Sendik's Food Market / 8616 W North Ave, Wauwatosa, WI 53226	555.4K
7	Sendik's Food Market / 3600 S Moorland Rd, New Berlin, WI 53151	547.6K
8	Sendik's Food Market / 280 N 18th Ave, West Bend, WI 53095	534.1K
9	Sendik's Food Market / 701 Meadowbrook Road, Waukesha, WI 53188	522.8K
10	Sendik's Food Market / N112W15800 Mequon Rd, Germantown, WI 53022	488.9K

Germantown

Visits	488.9K	Sales / sq ft	\$279
Visits / sq ft	8.63	Transactions	358K
Size - sq ft	56.7K	Average Ticket Size	\$44.2
Visitors	86.4K	Visits YoY	-0.4%
Visit Frequency	5.68	Visits Yo2Y	-8.4%
Avg. Dwell Time	21 min	Visits Yo3Y	-5.7%
Sales	\$15.8M		

Mequon

Visits	720.6K	Sales / sq ft	\$411
Visits / sq ft	11.74	Transactions	495.9K
Size - sq ft	61.4K	Average Ticket Size	\$50.9
Visitors	96.7K	Visits YoY	+7.6%
Visit Frequency	7.48	Visits Yo2Y	+3.8%
Avg. Dwell Time	24 min	Visits Yo3Y	+3.4%
Sales	\$25.2M		



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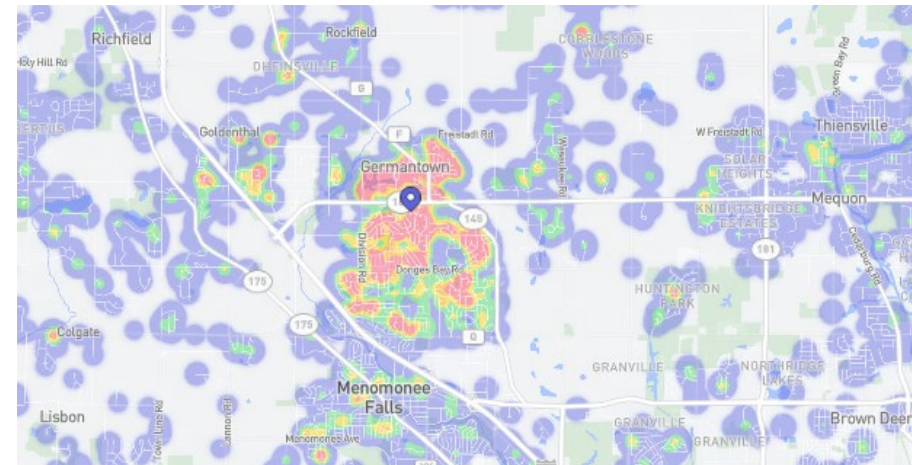
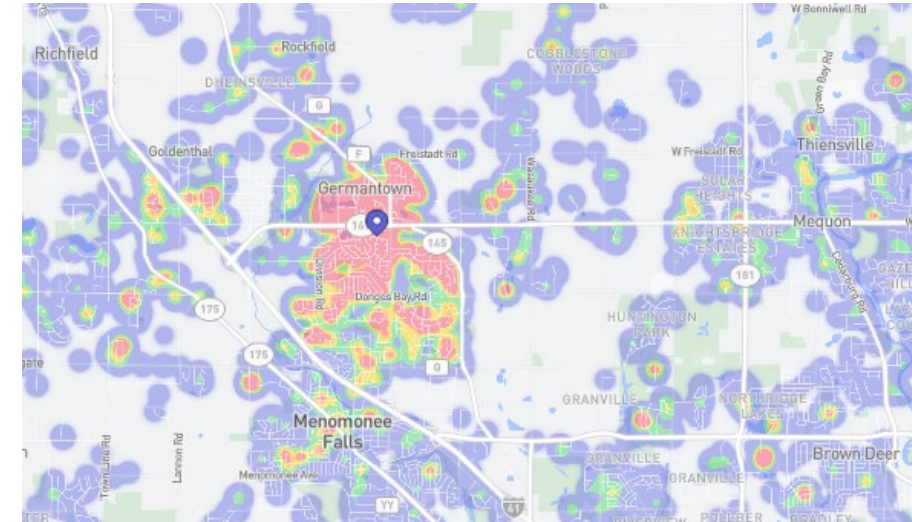
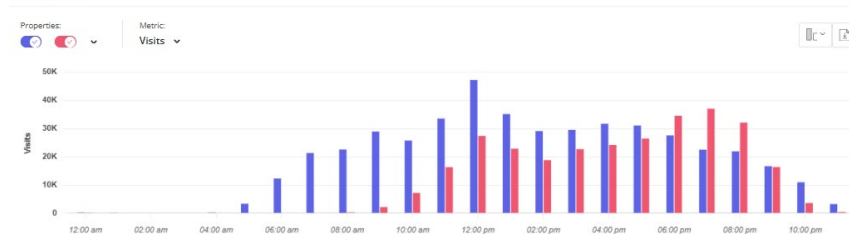


VS



Metric Name	McDonald's N112w15936 Mequon Rd, Germantown, WI 53022	Robert's Frozen Custard N112W16040 Mequon Rd, Germantown, WI 53022
Visits	369.5K	202.9K
Visits / sq ft	63.85	50.22
Size - sq ft	5.8K	4K
Visitors	83.6K	71.6K
Visit Frequency	4.43	2.82
Avg. Dwell Time	12 min	22 min
Sales	\$2.6M	N/A
Sales / sq ft	\$448.9	N/A
Transactions	235K	N/A
Average Ticket Size	\$11.1	N/A
Visits YoY	+2.5%	-11.6%
Visits Yo2Y	+13%	-15.1%
Visits Yo3Y	+6.7%	-22.1%

Hourly Visits



NEWMARK furthermore,



DECISION MAKING

- Prioritization
 - Good market? / Best Market?



Intersection	Mequon Rd / Pilgrim Road	County Line / Appleton Ave	Mequon / Port Washington
Sum of Sales (0.5 mile)	\$55m	\$241m	\$71m
Population (1.0 mile)	8,479k	4,338k	3,753k
Growth Rate	3.78%	3.48%	0.61%
Median HH Income (1.0 mile)	\$86k	\$104k	\$140K
Median HH Income DMA	\$76k	\$77K	\$77K
Traffic – Combined	26k	38k	42K



Intersection	Mequon Rd / Pilgrim Road	Mequon / Cedarburg Rd.	Mequon / Port Washington
Sum of Sales (0.5 mile)	\$55m	\$22m	\$71m
Population (1.0 mile)	8,479k	4,158k	3,753k
Growth Rate	3.78%	1.08%	0.61%
Median HH Income (1.0 mile)	\$86k	\$114k	\$140K
Median HH Income DMA	\$76k	\$76K	\$77K
Traffic – Combined	26k	35k	42K

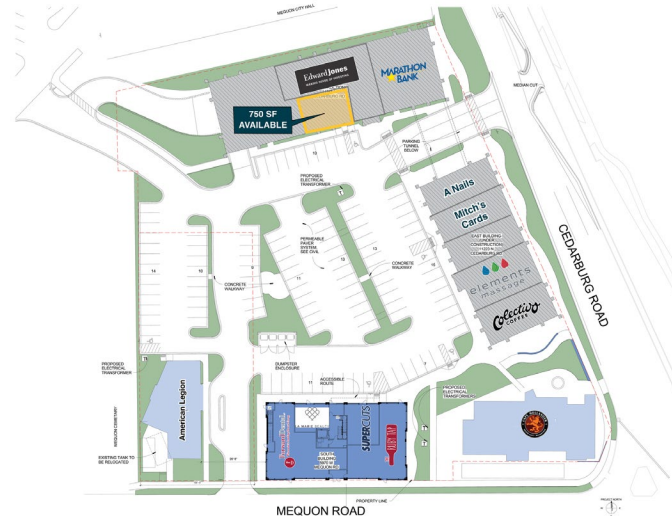
FEASIBILITY

Does Germantown need more retail?

- Local retail vacancy rate: 3.9% (*CoStar*)
 - SE Wisconsin retail vacancy rate: 4.8% (*Moody's*)
 - National retail vacancy rate: 4.1% (*Colliers*)
- Market lease rate: \$16-22.00 NNN
 - Challenging to develop retail based upon current pressure (cost)

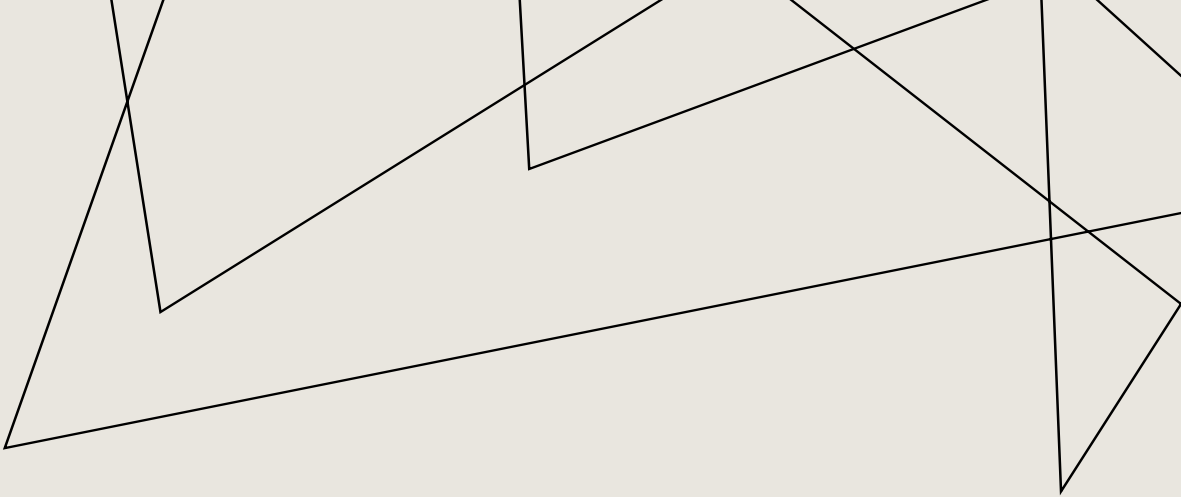
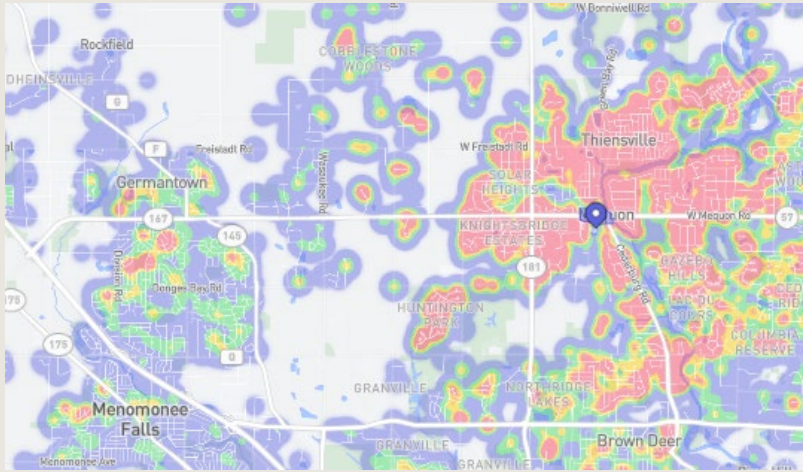
SCALE

- Mequon Town Center
 - +/-30k sf
- Mill Square (Grafton)
 - +/- 16k sf
- 1505 (Grafton)
 - +/- 12k sf



COMMERCIAL TENANT MIX

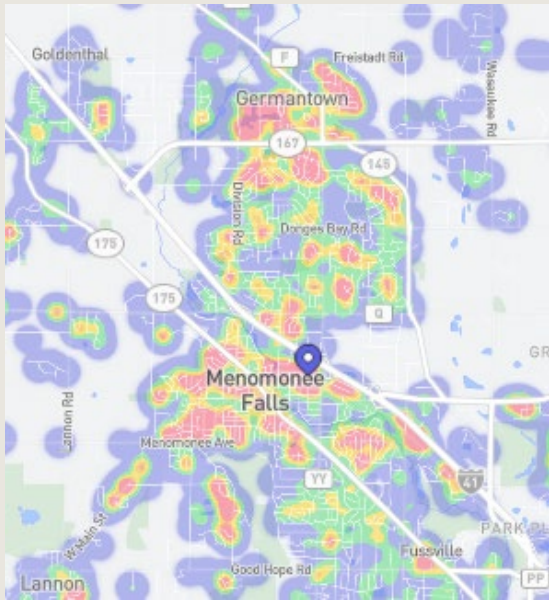
- Restaurant
 - Café
 - Full service
 - Brewery
- Coffee
- Aesthetics / Salon
- Wellness / Fitness
- Financial Services / Bank
- Medical
 - Dental
 - Optical
 - Physical Therapy



TAKEAWAYS

- Appropriate supply
- Awareness
- Incentive
- Placemaking & leakage
- Approvals

WHITESTONE
STATION.
MENOMONEE FALLS, WIS.



Commercial Retail Broker Perspective: What Makes a Successful Mixed- Use Development

73

Overview: Keys to attracting retail development to suburban communities.
Obstacles to attracting local, regional or national retailers.

- Retail tenant preferences – density, visibility, co-tenancy, parking
- How residential and daytime populations drive success
- Trends in leasing for suburban mixed-use environments
- Keys to success in similar village centers

PUBLIC COMMENT

COMMENTS & QUESTIONS

Community Growth & Projections Report



June 2, 2025



ACKNOWLEDGEMENTS

Board of Education

Russell Ewert, President
Eric Brown, Vice President
Michael Loth, Treasurer
Tom Barney, Clerk
Kimberly Higginbotham
Jeff Voyer
Tracy Pawlak

Administrative Support

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Brittany Altendorf, Director of Business & Auxiliary Services

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MDRoffers Consulting
Project Management and Planning
www.mdoffers.com

Special thanks to the officials and staff from municipalities in the GSD and local real estate professionals for their contributions to this report.

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Community Growth & Projections Report**

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I. INTRODUCTION AND SUMMARY

A. PURPOSE AND OVERVIEW

The Germantown School District (GSD) is a public school district in southern Washington County, Wisconsin (see Map 1). As of the 2024-25 academic year, the GSD educates approximately 3,800 grade 4K-12 students across four elementary schools, one middle school, and one high school.

This Community Growth & Projections Report will assist the GSD to understand the impact of future residential development and demographic change on future student enrollment, where in the GSD enrollment change may occur, and how enrollment projections compare with current school configurations and capacities. As a result, the Report may inform the GSD's long-range school facility planning combined with other efforts beyond the Report's scope, such as a building condition assessment.

The process to complete this Community Growth & Projections Report included:

- Review of demographic and enrollment trends for different grade levels and geographic areas within the GSD.
- Review of recent, pending, and potential residential development proposals.
- Analysis of local land use plans, utility systems, intergovernmental agreements, and housing and economic trends.
- Engagement with municipal planning staff and local real estate professionals on community growth trends and prospects.
- Projections of future housing growth and demographic changes.
- Projections of GSD student enrollment by small geographic area ("neighborhood"), school, and grade grouping.

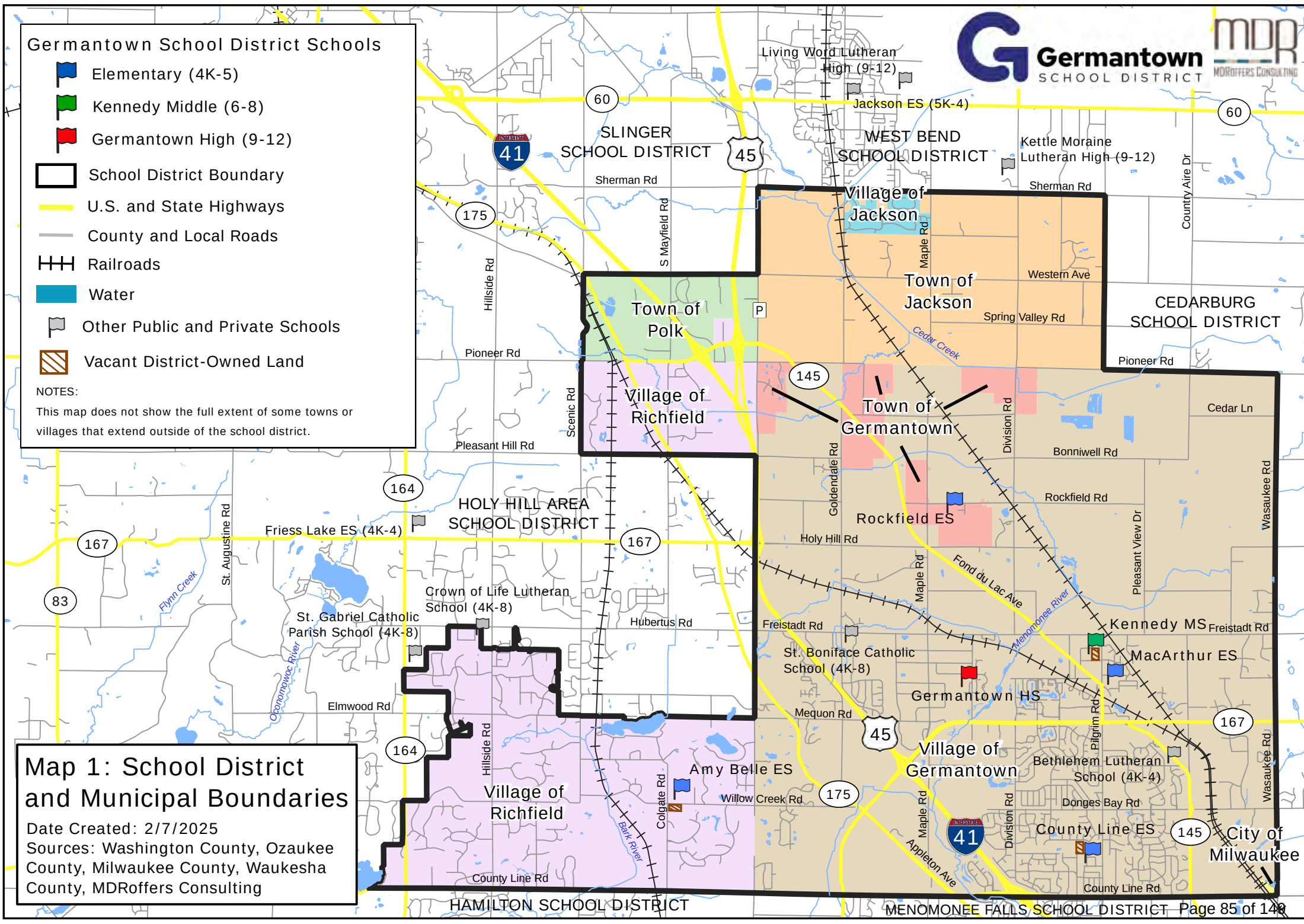
This Report features housing unit and GSD student enrollment projections in four periods: through 2027 (for '27-'28 school year), from 2028 to 2030 (for '30-'31 school year), from 2031 to 2035 (for '35-'36 school year), and from 2036 to 2040 (for '40-'41 school year). The projections are broken down by 75 different "neighborhoods," as depicted on Map 2. Enrollment projections are compared to the capacities of the GSD's schools, which were provided by GSD staff.

Germantown School District Schools

-  Elementary (4K-5)
-  Kennedy Middle (6-8)
-  Germantown High (9-12)
-  School District Boundary
-  U.S. and State Highways
-  County and Local Roads
-  Railroads
-  Water
-  Other Public and Private Schools
-  Vacant District-Owned Land

NOTES:

This map does not show the full extent of some towns or villages that extend outside of the school district.



Map 1: School District and Municipal Boundaries

Date Created: 2/7/2025

Sources: Washington County, Ozaukee County, Milwaukee County, Waukesha County, MDROffers Consulting

Germantown School District Schools

-  Elementary (4K-5)
-  Kennedy Middle (6-8)
-  Germantown High (9-12)

Elementary School Attendance Areas

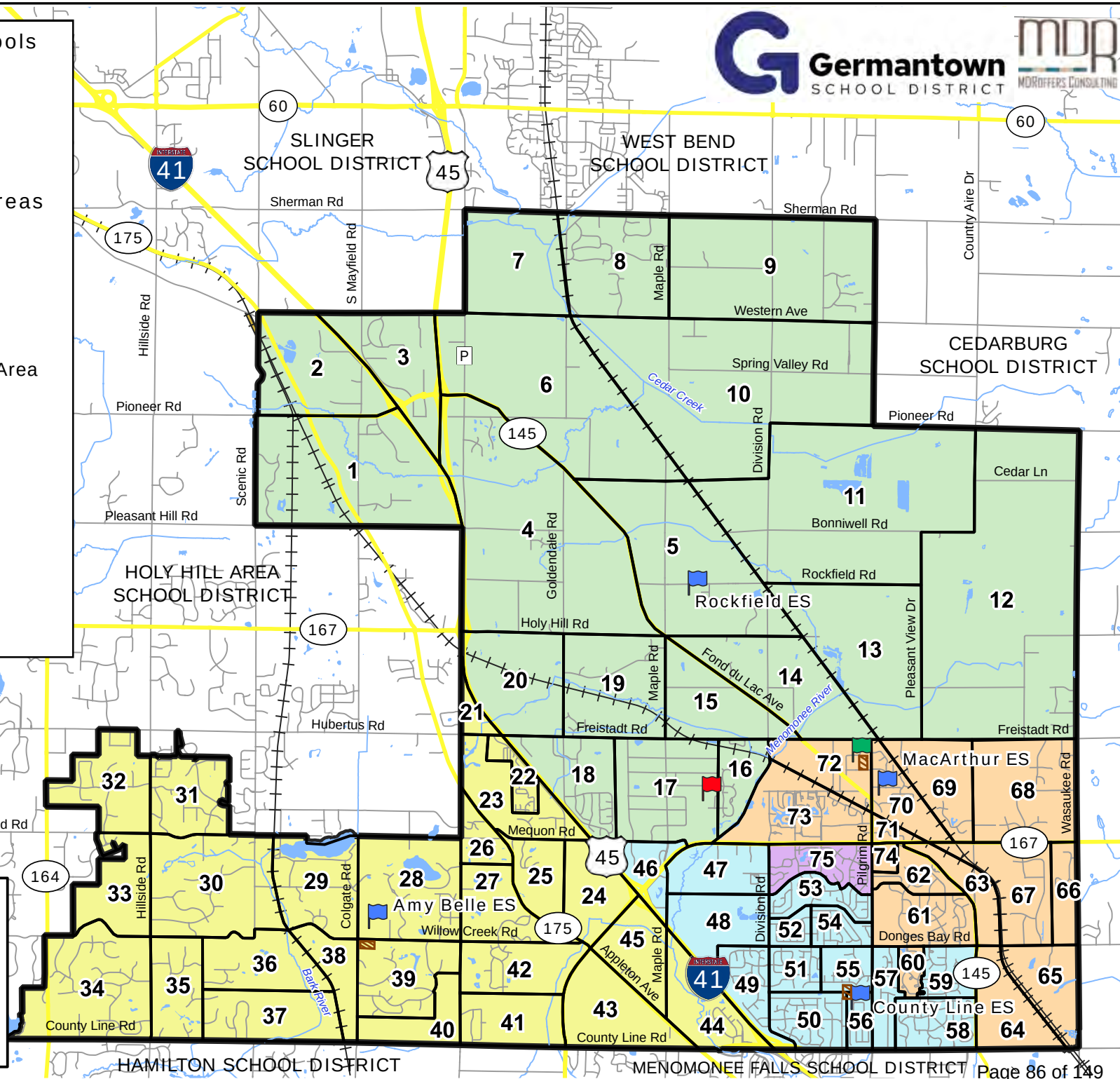
- Amy Belle
 County Line
 MacArthur
 Rockfield
 County Line/MacArthur Shared Area

-  School District Boundary
-  Neighborhood Boundary
-  U.S. and State Highways
-  County and Local Roads
-  Railroads
-  Water
-  Vacant District-Owned Land

Map 2: Attendance Areas and Neighborhoods

Date Created: 4/1/2025

Sources: Washington County, Ozaukee County, Milwaukee County, Waukesha County, MDROffers Consulting



Germantown School District Community Growth & Projections Report

B. STATISTICAL SUMMARY

1. In September 2024, the GSD educated 3,812 students in grades 4K-12. Elementary school (grade 4K-5) enrollment was 1,661 students, middle school (grade 6-8) enrollment was 865 students, and high school (grade 9-12) enrollment was 1,286 students.
2. Total GSD enrollment decreased by 45 students between the 2014-15 and 2024-25 school years. This slight decrease occurred even with 4K programming being introduced in the 2022 academic year. Without, GSD enrollment would have decreased by 212 students, or 5 percent, over the past decade.
3. Since 2014-15, grade 5K-5 enrollment decreased by 91 students or 6 percent, middle school enrollment (grades 6-8) decreased by 5 students or 1 percent, and high school enrollment (grades 9-12) decreased by 116 students or 8 percent.
4. Births in the GSD remained relatively stable over the past decade, with between 320 to 330 births per year. This is after a significant *decrease* in the number of births in the late-2000s and early-2010s, which correlated to the decrease in grade 5K-12 student population.
5. From 2010 to 2020, most of the total population increase in the GSD was in the age 65 year and older group. As these populations continue to age and move on, their homes may transition to new families with children. The timing and extent of this turnover will depend in part on other available housing options in the community, interest rates, and housing costs.
6. For its projections the consultant generally utilized a student generation ratio of 0.61 GSD grade 4K-12 students per each newer single-family home, which is fairly typical among similarly positioned school districts. This student generation ratio was discovered through a consultant analysis comparing March 2025 student addresses with the addresses of newer single-family homes permitted over the past few years. The actual ratio used varied somewhat by neighborhood based on factors such as proximity to schools and housing price and other characteristics.
7. The consultant also found that the limited amount of newer multiple-family development in the GSD generates an average of 0.11 GSD 4K-12 students-per-unit—or about one additional student for every 10 new multiple-family units. This figure is higher than most comparable school districts, driven by both the small sample size and the fact that it includes a recent multiple family development with a number of 3-bedroom units. Using statistics from other area communities like Mequon and Cedarburg, the consultant anticipates that future multiple-family housing in Germantown will generate students at a rate of around 0.06 GSD students-per-unit—but this varied a bit by neighborhood and anticipated housing type and size.

C. HOUSING UNIT PROJECTIONS SUMMARY

1. The consultant has prepared its housing unit growth projections at a transitional period for Germantown. Regionally and nationally, the community is confronting a significant housing shortage and demand, at times battling higher interest rates and housing costs. Locally, the Village of Germantown in 2022 adopted a new Comprehensive Plan that appeared to open the community to additional housing options and densities. Leadership changes and community reaction in the past few months may be causing at least a partial return to prior policies. For example, the consultant understands that the Village may now be considering a cap in the number or percentage of multiple-family units permitted per year. The consultant endeavored to prepare as accurate of projections as practical in this unsettled context.
2. With the above as a qualifier, the consultant projects construction of 2,140 new housing units within the GSD by 2040. This is an average of 138 new units per year—greater than the average of 84 new units per year over the past decade but similar to levels of residential development in the 2000s.
3. The consultant’s housing unit projections include single-family homes, duplex units, and multiple-family units, including senior-restricted housing. The consultant anticipates that around 44 percent of projected housing units in the GSD between 2025 and 2040 will be new single-family homes, which have the highest levels of student generation per unit. Emerging Village of Germantown policy shifts might increase this percentage, but it is already higher than recent experience in comparable districts and 47 percent of that Village’s housing units were single-family homes over the past decade.
4. Most new housing development in the GSD is expected to be in the Village of Germantown, where the consultant projects just over 1,700 new housing units through 2040. This 107-unit average per year is somewhat higher than the 71-unit average over the past decade, but similar to the Village’s residential building activity in the 2000s.
5. The most significant projected housing growth is along Highway 167/Mequon Road and Freistadt Road, in neighborhoods 69, 73, and 74 on Map 2. Growth in neighborhood 69 is anticipated to be driven by single-family housing development while neighborhoods 73 and 74 are projected for mostly townhouse and apartment development.
6. The consultant projects that 556 new single-family homes will be built in the Village of Germantown, an average of 36 new single-family homes per year, which is similar to the average of the past decade of 34 new single-family homes per year as subdivisions like Heritage Park North, Harvest Hills, Wrenwood, and Wrenwood North have quickly built out.

Germantown School District Community Growth & Projections Report

7. The consultant projects 210 new housing units expanding in the Village of Jackson portion of the GSD through 2040, all of which are projected to be new single-family homes. This is an average of 14 new single-family homes built per year through 2040—similar to the average contribution from Jackson over the past decade.
8. The consultant projects 187 new housing units in the Village of Richfield portion of the GSD through 2040, the majority of which will be new single-family homes. Most parts of Richfield within the GSD have already built out, with a few exceptions.
9. Over 40 percent of all new housing units are projected to be built in the current MacArthur Elementary School attendance area, about 30 percent are projected to be built in the current Amy Belle Elementary School attendance area, and 15 percent and 12 percent are projected to be built in the current Rockfield and County Line Elementary School attendance areas respectively. The projected housing mix in different current attendance area varies (i.e., single- to multiple-family), which significantly influences anticipated student generation from that new housing.

D. STUDENT ENROLLMENT PROJECTIONS SUMMARY

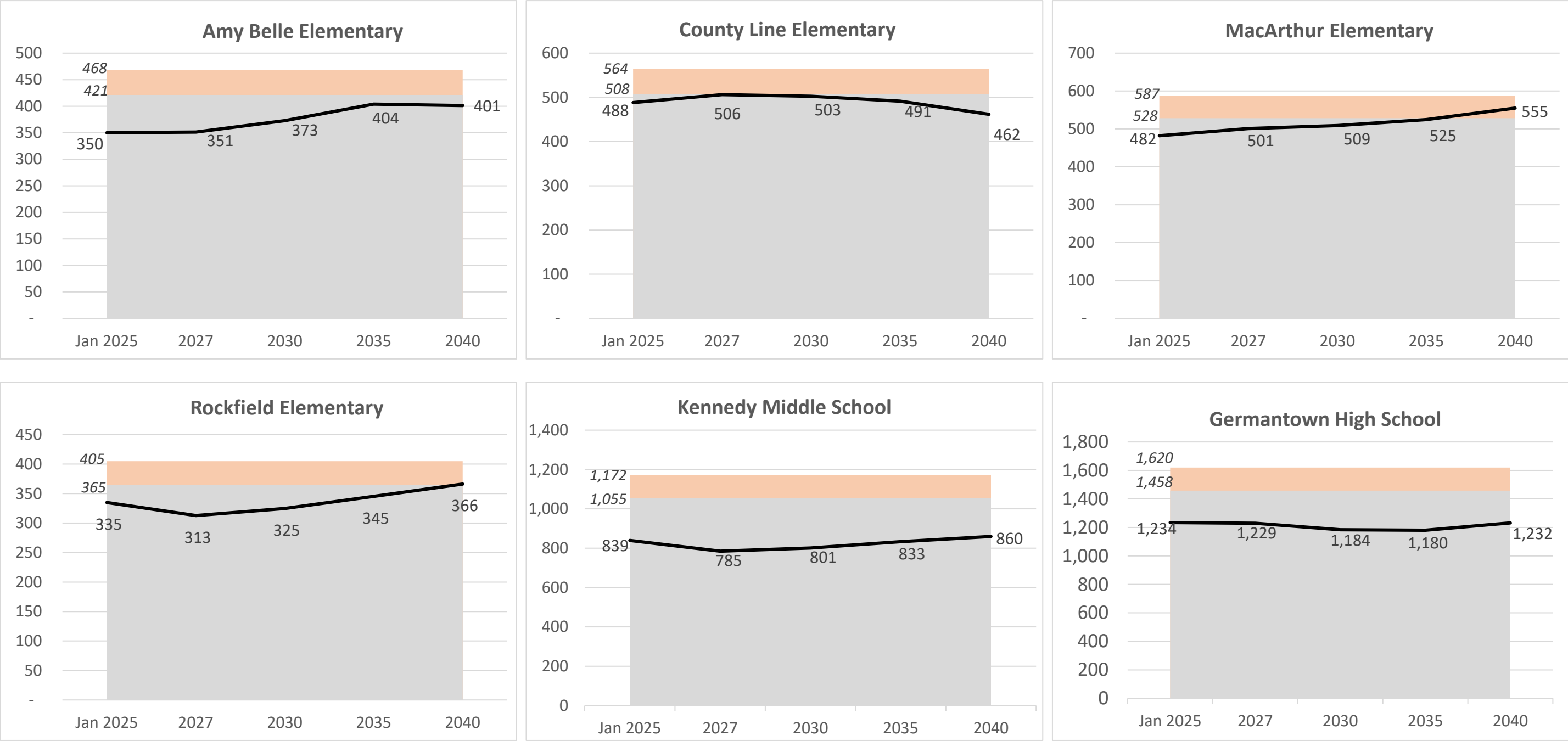
1. Between January 2025 and 2040, the consultant projects an increase of 148 4K-12 resident students enrolled in GSD schools based on its assessment of most likely housing and demographic changes. The consultant projects grade 4K-5 resident enrollment to increase by 129 students, grade 6-8 resident enrollment to increase by 21 students, and grade 9-12 resident enrollment to decrease by 2 students.
2. By 2040 and without any attendance area changes, the consultant projects GSD resident enrollment at MacArthur Elementary School to increase by 73 students, resident enrollment at Amy Belle Elementary School to increase by 51 students, resident enrollment at Rockfield Elementary School to increase by 31 students, and resident enrollment at County Line Elementary School to *decrease* by 26 students.
3. The consultant projects that the *combined* 4K-5 resident enrollment at the GSD's four elementary schools will remain below the *combined* maximum capacity of the four elementary school buildings through 2040. Though the consultant was not involved in capacity calculations, maximum elementary school capacity is often around 10 percent greater than functional or comfortable capacity. Without changes in attendance areas, building capacities, or other factors, enrollment at MacArthur Elementary is projected to exceed 90 percent of that building's capacity by around 2035 and enrollment at Rockfield Elementary School is projected to exceed 90 percent of its capacity by 2040. Projected enrollment at County Line is expected

Germantown School District Community Growth & Projections Report

to exceed 90 percent of that building's capacity through around 2030, then decrease below 90 percent through the remainder of the 2030s.

4. The consultant projects Kennedy Middle School (grade 6-8) resident enrollment will increase by 21 students between January 2025 and 2040—totaling 860 grade 6-8 students by 2040. Middle school enrollment is projected to decrease over the next few years due to current larger middle school classes being replaced by generally smaller current elementary classes. GSD resident grade 6-8 enrollment is projected to remain well below the maximum building capacity of Kennedy Middle School through 2040.
5. The consultant projects Germantown High School (grade 9-12) resident enrollment will decrease by 2 students by 2040. High School enrollment is projected to remain stable over the next few years, as large middle school classes enter, but then decrease in the late-2020s and early-2030s as generally smaller current elementary classes enter high school. Grade 9-12 enrollment is expected to remain well below the maximum capacity of the Germantown High School building through 2040, even if current levels of open-enrollment-in were continued.
6. The above projected grade GSD resident enrollment increases are driven by expected modest increases in new housing development and (in the 2020s at least) births. Were the GSD to have *no* new housing development through 2040, projected GSD resident 4K-12 enrollment would have instead *decreased* by around 420 students. In contrast, were the GSD to have housing development more in line with the Village's 2022 Comprehensive Plan—as opposed to emerging Village policy shifts or reversions—projected GSD resident 4K-12 enrollment would have instead increased by around 280 students. Both alternative scenarios are in contrast with the consultant's "most likely" 15-year 4K-12 enrollment increase of 148 students.
7. Several options could be explored to address projected capacity constraints at the elementary school level in the late-2030s, particularly at MacArthur Elementary but also Rockfield Elementary. These include elementary attendance area shifts, additional attendance "flex" neighborhoods, elementary school expansions or replacements, construction of a fifth elementary school, or even potentially shifting 5th grade students to the middle school level with expansion or replacement there. Further exploration of these options is beyond the scope of this Report. Also, comparing enrollment projections to current building capacities is only one factor to consider in long-range facilities planning. Other factors include basic goals and parameters (e.g., maximum school and class sizes), interest and tolerances for attendance area or grade grouping changes, the suitability for older buildings to operate efficiently and serve modern educational needs, existing building expansion opportunities and constraints, the suitability of different potential sites for new or expanded schools, the relative costs of different options to address needs, and the GSD's financial picture including its borrowing capacity.

Projected GSD Resident Enrollment vs. Building Capacity at Current GSD Schools



100% Maximum Building Capacity 90% Maximum Building Capacity Projected Resident Enrollment

Note:
These charts assume no changes in current attendance areas, distribution of students from the shared attendance area, grade groupings, or building capacity of each of the GSD’s schools. They also include only GSD resident enrollment.

II. SCHOOL DISTRICT OVERVIEW AND STUDENT ENROLLMENT TRENDS

A. GERMANTOWN SCHOOL DISTRICT OVERVIEW

The Germantown School District (GSD) spans 57 square miles in southern Washington County. The GSD encompasses all of the Village of Germantown and Town of Germantown, the eastern one-quarter of the Village of Richfield, and smaller portions of the Village of Jackson, Town of Jackson, Town of Polk, and even City of Milwaukee. The GSD's current school buildings are indicated on the maps in this Report and described in Figure 1. All 4K students are housed in the four GSD elementary schools, along with 5K-5 students. The GSD does not anticipate any significant changes to 4K programming.

Figure 1: Current Germantown School District Building Overview

School	Year Built	Latest Addition/ Renovation	Grades Served	Neighborhood (see Map 2)	January 2025 Enrollment		Maximum Building Capacity
					GSD Resident Students	Total Students in Seats	
Amy Belle Elementary	1951	2018	4K-5	28	350	350	468
County Line Elementary	1957	2018	4K-5	56	488	489	564
MacArthur Elementary	1928	2018	4K-5	70	482	489	587
Rockfield Elementary	1957	2018	4K-5	5	335	346	405
Kennedy Middle	1961	2018	6-8	72	839	858	1,172
Germantown High	1968	2018	9-12	17	1,234	1,277	1,620

Source: GSD

In 2016, GSD voters approved a \$84 million referendum to renovate and improve GSD schools. This included new classrooms, a new field house, performing arts center, swimming pool, and secure main entrance and administrative offices at Germantown High School. At Kennedy Middle School, this included replacing and rebuilding the entire 6th grade wing as well as upgraded interiors throughout the rest of the school. At GSD elementary schools, upgrades included classroom finishes, new gym floors, and remodeled library areas.

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The GSD's District Office is northeast of the intersection of Fond du Lac Avenue and Donges Bay Road in neighborhood 63 on Map 2. The GSD also owns vacant parcels adjacent to three of its existing schools. These include a 4.9-acre parcel immediately north of the County Line Elementary parcel, a 3.4-acre parcel across Willow Creek Road from Amy Belle Elementary School, and a 5.6-acre parcel immediately east of the Kennedy Middle School parcel. These are also shown on Map 2 and on other maps in this Report.

B. PRIVATE AND HOME SCHOOL ENROLLMENT TRENDS

There are five private schools operating in the GSD, and three private schools operating in other districts nearby (see Map 1 for locations). These eight private schools attract students from the GSD, as well as the Holy Hill Area, Slinger, West Bend, and other school districts. Figure 2 includes enrollment data for these eight private schools over the past ten years. Private school enrollment increases were concentrated at Kettle Moraine Lutheran High and Living Word Lutheran High, which both had 100+ student enrollment increases over the past decade. Combined enrollment at other area private schools was stable over the decade.

Figure 2: Enrollment of Private Schools Operating in and near the GSD, 2014-2024

Private School (District where located)	Grades Served	2014-15	2016-17	2018-19	2020-21	2022-23	2024-25	10 Year Change
Bethlehem Evangelical Lutheran (GSD)	4K-4	184	248	251	218	180	205	+21
Crown of Life Evangelical Lutheran (GSD)	4K-8	65	74	77	98	119	117	+52
David's Star Lutheran School (GSD)	4K-8	128	136	126	127	158	166	+38
Saint Boniface Grade School (GSD)	4K-8	177	145	110	90	72	56	-121
Saint Augustine School (GSD)	4K-12	55	65	68	78	94	49	-6
Saint Gabriel Grade School (Holy Hill)	4K-8	130	115	121	130	135	144	+14
Kettle Moraine Lutheran High (West Bend)	9-12	395	427	487	522	553	574	+179
Living Word Lutheran High (West Bend)	9-12	132	198	202	205	231	270	+138
TOTALS	-	1,266	1,408	1,442	1,468	1,542	1,581	+315

Source: Wisconsin Department of Public Instruction

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From 2012 to 2019, home schooling in the GSD remained relatively stable, with around 80 to 90 students choosing home school. In 2020, with the COVID-19 pandemic's onset, the number of students being home schooled increased to 150 students. The number of students being home schooled slightly decreased after 2020, to 128 students by 2023.

In its enrollment projections later in this Report, the consultant assumed that the rate of GSD resident students being home schooled would remain constant at the 2024 levels. The projections do include an anticipated increase over time of GSD resident high school students attending private schools instead of Germantown High School. This is given the significant recent increase in private high school enrollment in and near the GSD and an expansion of Kettle Moraine Lutheran High School that is anticipated over the next few years.

C. GSD STUDENT ENROLLMENT TRENDS AND IMPLICATIONS

As reported in Figure 3, the GSD had a 45 student, or 1 percent, decrease in total enrollment between the 2014-15 and 2024-25 school years. This slight decrease occurred even with the start of 4K programming in the 2022 academic year. Without the implementation of 4K, GSD enrollment would have decreased by 212 students, or 5 percent, over the past decade. Since 2014-15, grade 5K-5 enrollment decreased by 91 students or 6 percent, middle school enrollment (grades 6-8) decreased by 5 students or 1 percent, and high school enrollment (grades 9-12) decreased by 116 students or 8 percent.

Figure 3: GSD Total Enrollment by Grade Group, September 2014 to September 2024

Grade Group	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	10 Year Change
4K	0	0	0	0	0	0	0	171	141	167	+167
5K-5	1,585	1,584	1,568	1,578	1,622	1,518	1,586	1,510	1,503	1,494	-91
6-8	870	907	894	931	889	886	867	898	867	865	-5
9-12	1,402	1,402	1,370	1,327	1,346	1,350	1,334	1,295	1,290	1,286	-116
4K-12 Enrollment	3,857	3,893	3,832	3,836	3,857	3,754	3,787	3,874	3,801	3,812	-45

Source: GSD

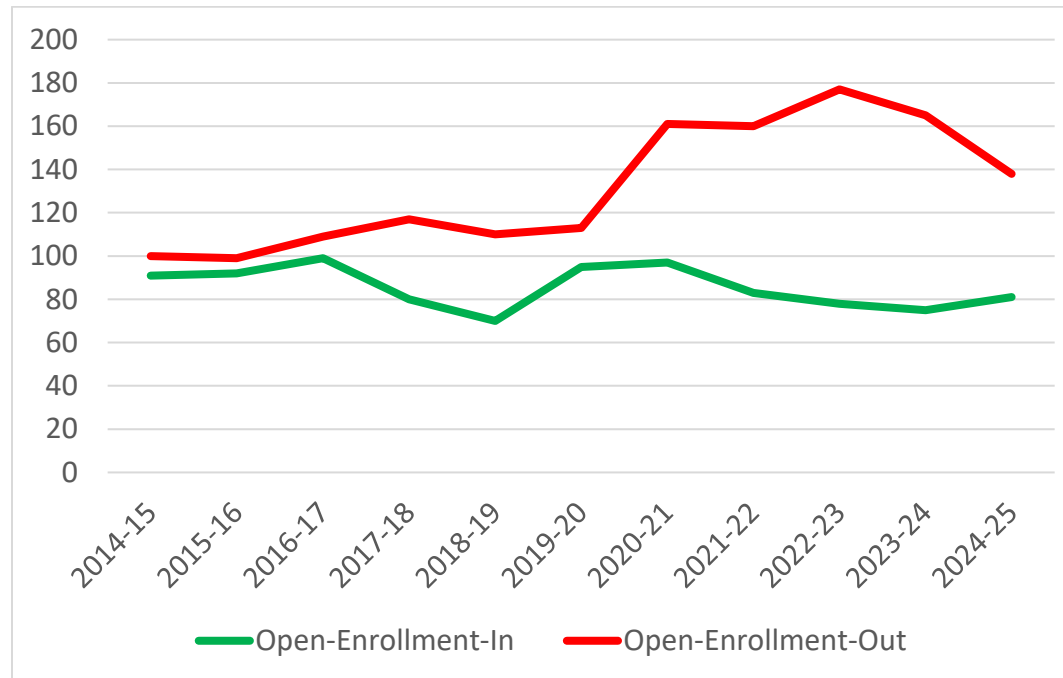
D. OPEN ENROLLMENT TRENDS AND IMPLICATIONS

The GSD has consistently lost more resident students to other public school districts than it has gained through open enrollment. As shown in Figure 4, the number of non-resident students open-enrolling-in has remained relatively constant—generally between 80 and 100 students per year. The number of resident students open-enrolling-out increased most of the past ten years, especially during the pandemic 2020-21 year, in which over 160 resident students open-enrolled-out. The GSD fluctuated between in-person, virtual, and hybrid learning during that academic year. Since then, open-enrollment-in has increased while open-enrollment-out has decreased.

In its enrollment projections later in this Report, the consultant assumed that the rate of GSD resident students open-enrolling-out would remain constant at 2024-25 levels. The consultant did not include non-resident students open-enrolling-in to the projections, per guidance the consultant received from the GSD staff. At around 80 students, open-enrollment-in is only about 2 percent of the GSD's total enrollment.

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Figure 4: GSD 4K-12 Open Enrollment Trends, 2014-15 through 2024-25



Source: GSD

III. DEMOGRAPHIC TRENDS AND EXPECTATIONS

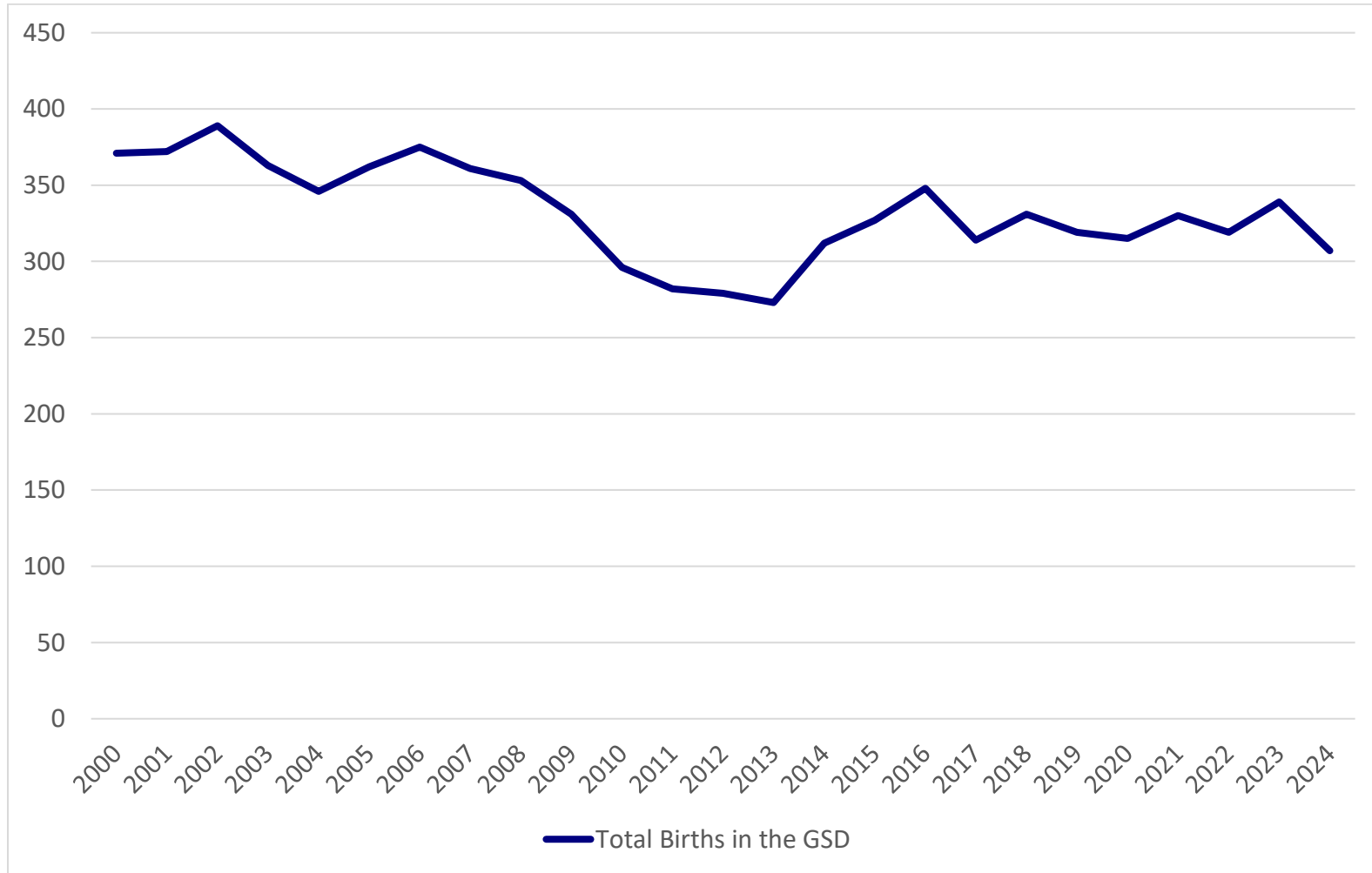
A. BIRTHS AND CHILD POPULATION TRENDS

The number of children born within a school district affects future enrollment in that district's schools. Annual births in the Germantown School District (GSD) decreased over the past 20+ years, from 371 births in 2000 to 307 births in 2024, or by 17 percent. Most of that decrease occurred in the 2000s and into the early-2010s, which helps to explain the past 10-year grade 5K-12 enrollment decrease. Since the early-2010s, births have remained relatively stable, with around 320 to 330 births per year.

The consultant believes births will slightly increase in the GSD through the rest of the 2020s, due to the large Millennial generation entering their prime reproductive years and more anticipated housing units in which to live. Still, the consultant expects that births will remain lower than in the early-2000s, when large numbers of children were born in the GSD.

The number of children aged 0-4 years in a district is another important influence over future enrollment. Per the 2010 Census, there were 1,596 children aged 0-4 living in the GSD. The 2020 Census indicated that the 0-4 population in the GSD decreased by 8 percent to 1,470 children aged 0-4. This generally tracks with recent elementary school enrollment decreases, and the lower number of births in the latter half of the 2010s (i.e., children 0-4 years old in 2020) compared to the greater number of births in the latter half of the 2000s (i.e., children 0-4 years old in 2010).

Figure 5: Births in the GSD, 2000-2024



Source: Wisconsin Department of Health Services

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B. POPULATION TRENDS BY AGE

The average age in the GSD increased from 40.2 years old in 2010 to 41.2 in 2020. The GSD is slightly younger than Washington County and slightly older than Wisconsin as a whole. From 2010 to 2020, the median age in Washington County increased from 40.0 years old to 43.2 years old and the median age for Wisconsin increased from 38.1 years old to 39.6 years old.

As shown in Figure 6, most of the increase in the GSD population from 2010 to 2020 was in the population aged 65 and older. The population aged 45 to 64 also increased. These increases were contrasted by a 626-resident decrease in the child-aged population, which also correlates with the decrease in births in the 2000s and early-2010s and recent enrollment decreases. The number of persons in the GSD between 25-44 years of age (i.e., reproductive age) remained stable from 2010 to 2020. As of 2020, this age group comprised much of the Millennial generation—the main generator of births over the next decade.

Together, these statistics suggest an aging community, but also increasing future turnover potential of homes to younger families as older residents move on by 2040. Local housing choices attractive to seniors and empty-nesters—such as single-family condominiums, townhomes, and senior housing—may help support the turnover of larger single-family homes from older generations to younger generations. Still, housing is more expensive in the GSD than in many other areas in southeastern Wisconsin (see Section IV.E). This may limit the potential and number of young families with children who can afford a home in the GSD. See Section IV. E for more information about the impacts of housing costs, turnover, and student generation.

Figure 6: GSD Population by Age Group, 2010-2020

Age Group	2010	2020	Change
0-4	1,596	1,470	-126
5-19 (School Age)	5,851	5,351	-500
20-24	1,013	1,379	+366
25-44 (Reproductive Age)	6,357	6,372	+15
45-64	7,649	8,148	+499
65+ (Seniors)	2,786	4,183	+1,397
Total	25,251	26,903	+1,652

Source: US Census Bureau

IV. HOUSING AND ECONOMIC TRENDS AND EXPECTATIONS

A. RECENT RESIDENTIAL BUILDING CONSTRUCTION

Trends in residential construction are one indicator of future housing development. Figure 7 lists recent housing starts (based on building permits issued) within municipalities in the Germantown School District (GSD). Residential building activity decreased over the past few years. Between 2014 and 2019, an average of 190 new housing units were permitted per year. Between 2020 and 2024, an average of 130 new housing units were permitted per year. This recent decrease is mostly due to a combination of fewer new single-family homes in the Village of Richfield and fewer multiple-family housing units in the Village of Germantown (see Figure 8).

Figure 7: Housing Starts by GSD Municipality, 2014-2024

MUNICIPALITY	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
Village of Germantown	78	40	38	180	67	111	52	96	40	38	38	778
Village of Jackson*	36	44	65	33	31	36	12	68	24	57	82	488
Village of Richfield*	40	45	53	53	38	35	41	38	14	17	21	395
Town of Germantown	0	0	1	0	1	0	0	1	0	0	0	3
Town of Jackson*	24	22	22	18	11	9	7	8	3	8	3	135
Total by Year	178	151	179	284	148	191	112	211	81	120	144	1,799

Sources: Villages and Towns

* Includes housing starts across the entire municipality, including areas outside of the GSD. Most Jackson and Richfield units were not in the GSD.

Figure 8 lists housing starts by type within the Village of Germantown between 2014 and 2024. Overall, new housing development decreased in the Village over this period. In the first half of the past decade, the City permitted an average of 86 new housing units per year. Over the second half, the City permitted an average of 53 new housing units per year. This is mostly due to a decrease in the number of multiple-family housing units permitted over the past few years. Between 2020 and 2024, the Village permitted 28 multiple-family units. Single-family housing starts have ebbed and flowed in the Village, mostly due to

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the development, and subsequent quick build out, of new subdivisions like Wrenwood, Wrenwood North, Heritage Park North, Harvest Hills, and Prairie Glen.

Figure 8: Village of Germantown Housing Starts by Type, 2014-2024

Unit Type	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
Single-family	54	34	23	18	15	12	46	72	34	34	30	372
Duplex	6	6	0	0	0	2	6	0	6	0	8	34
Multiple-family	18	0	15	162	52	97	0	24	0	4	0	372
Total	78	40	38	180	67	111	52	96	40	38	38	778

Source: Village of Germantown

B. NEW HOUSING IMPACT ON ENROLLMENT

Understanding the rate of student generation from new housing construction is critical to enrollment projections using the consultant's method. Typically, new single-family homes generate the most students within the first 5 to 10 years of being built, as new homes are often purchased by families with young school-aged children. The number of students then decreases as the neighborhood ages and the composition of the neighborhood changes from mostly families with young children to a combination of families with children of all ages, childless families, seniors, and empty nesters.

The consultant compared March 2025 student addresses to permit addresses of newer single-family homes. The intent was to understand how single-family homes are generating students for the GSD. This analysis suggests an average current student generation ratio of 0.61 GSD 4K-12 students per newer single-family home. This ratio is typical for similarly-sized and positioned suburban school districts.

New multiple-family development in the GSD generates an average of 0.11 GSD 4K-12 students-per-unit. This ratio is based on analysis of three newer multiple-family housing developments—Hillstone Apartments, The Reserve at Wrenwood, and Saxony Village Apartments. These three developments have a combined 214 units, in which 24 4K-12 GSD students live. This 0.11 ratio is a bit above average for new multiple-family housing in suburban communities like Germantown, and may be explained by the relatively lower-density, suburban development style of these three newer multiple-family housing developments. Additionally,

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most of these newer multiple-family units (172 units of the 214 total newer units) are in the Saxony Village Apartments development, which contains a larger percentage of 3-bedroom units than typical of newer market-rate apartments. Apartments with 3-bedroom units often produce students at greater rates than apartments with mostly 1- and 2-bedroom units.

Other suburban Milwaukee school districts have had more newer multiple-family housing developments. Examples include the Fox Run Apartments and Townhomes in the Cedarburg School District, Mequon Town Center in the Mequon-Thiensville School District, Velo Village in the Franklin Public School District, and Drexel Town Square in the Oak Creek-Franklin School District. Most of the over 1,000 combined units in these developments are studios, 1-bedroom units, and 2-bedroom units. The student-per-housing unit ratios from these newer multiple-family units have been between 0.04 to 0.08, with a combined ratio of 0.06 student-per-housing unit.

C. EXISTING HOUSING IMPACT ON ENROLLMENT

Understanding the rate of student generation from *existing* housing is just as important, as most of the housing that will exist in 2040 has already been constructed. There were approximately 11,653 housing units in the GSD in March 2025. The consultant projects 2,140 new housing units between 2025 and 2040. This means that about 84 percent of the housing units projected to be on the ground in 2040 are already built.

Using March 2025 housing unit and student address data, the consultant's analysis suggests a student generation ratio of 0.30 to 0.40 GSD 4K-12 students per each older existing single-family home, depending on proximity to GSD schools and housing age. Therefore, older single-family homes in the GSD generate students at about 50 to 65 percent of newer single-family homes. The GSD's student generation ratio from older single-family homes is typical among comparable suburban districts.

In contrast, older multiple-family housing units tend to generate *greater* numbers of students than newer multiple-family units, as older units tend to be more affordable and sometimes include more bedrooms per unit. The consultant found existing multiple-family units in the GSD generate students at a rate of 0.16 GSD 4K-12 student-per-housing unit. This ratio is slightly higher than what the consultant has seen in similar suburban Milwaukee school districts, in which existing multiple-family housing generates students at ratios of 0.08 through 0.13 per housing unit. This difference could be due to the relative age and size (e.g., more 3-bedroom units) of multiple-family housing in the GSD.

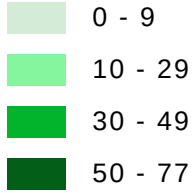
D. EXISTING HOME SALES AND IMPACT ON ENROLLMENT

Understanding where sales of existing homes are occurring can also help a school district understand where future student growth may occur—even if no new housing units are being built. Part of the consultant’s methodology for projecting future enrollment in the GSD includes assessing the likelihood, timing, and extent of turnover in existing neighborhoods. This assessment is based on a variety of factors, including an analysis of neighborhood age (30± years old is when major turnover usually occurs), recent trends in student generation by neighborhood, and analysis of sales of existing homes.

Map 3 aggregates single-family homes sales from January 2020 to December 2024 for each neighborhood in the GSD. Concentrations of recent existing home sales are clustered in southern Village of Germantown neighborhoods. Neighborhoods 50, 53, 54, 58, 61, and 75 in southern portions of Germantown all had 50 or more single-family home sales over the past five years. Other neighborhoods with greater numbers of home sales include neighborhood 8, located in the Village of Jackson along the northern boundary of the GSD, and neighborhood 34 located in the Village of Richfield in the far western portion of the GSD.

A significant portion of housing in some of these neighborhoods—particularly in neighborhoods 8, 53, 54, 58, 61, and 75—was built in the 1990s and 2000s, and is therefore in or approaching a significant turnover period. The GSD can expect stabilizing, or even increasing, numbers of students from some of these neighborhoods through 2040. In contrast, neighborhoods built in the 2010s and later (with no new housing built) will likely have decreasing enrollment through 2040, as current elementary school-aged students age and more of this housing becomes populated by empty nesters by the 2030s. The consultant does not expect neighborhoods built in the 2010s to turn over in significant numbers until the 2040s, after the consultant’s final projection period. The effect of housing turnover on projected enrollment is discussed further in Appendices A and B.

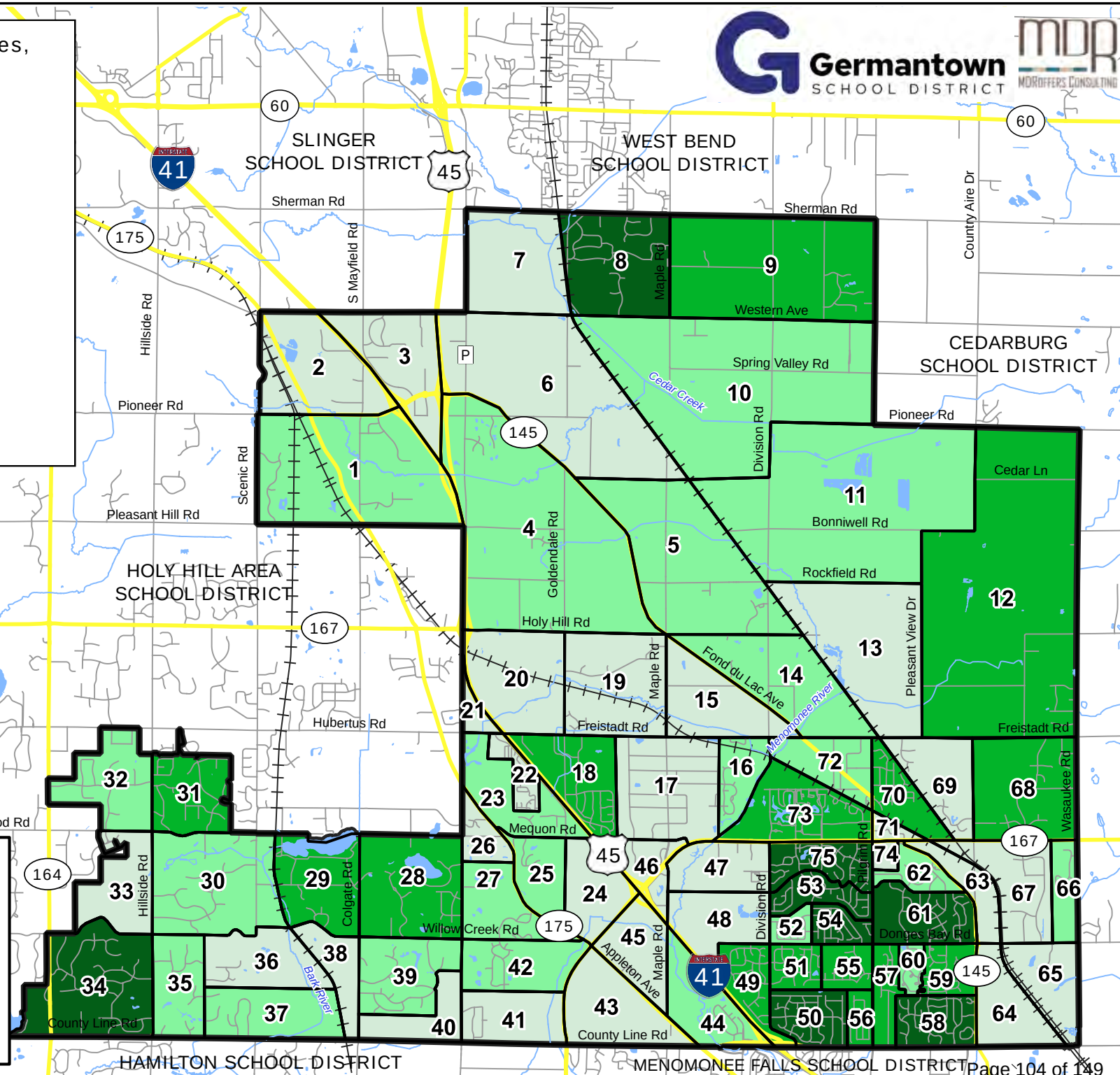
Existing Single-Family Home Sales, 2020 to 2024



- School District Boundary
- Neighborhood Boundary
- U.S. and State Highways
- County and Local Roads
- Railroads
- Water

Map 3: Single-Family Home Sales by Neighborhood, 2020 to 2024

Date Created: 5/13/2025
Sources: Washington County, Ozaukee County, Milwaukee County, Waukesha County, MDROffers Consulting



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E. OTHER HOUSING AND ECONOMIC TRENDS

Housing in the GSD and Washington County tends to be more expensive than elsewhere in the State. As of 2024, the median home sale price in Washington County was \$375,000. While higher than the median for the entire State of Wisconsin (\$310,000), this median home sale price is lower than nearby Ozaukee County (\$471,217) and Waukesha County (\$455,650). Still, Washington County's 2024 median home sale price is more than double its median home sale price in 2014 of \$182,750. Most of the increase in median home sale price has occurred over the past few years.

In the early-2020s, Washington County established the Next Generation Housing (NGH) Initiative. The NGH is a \$10 million initiative to build 1,000 homes in the County over the next decade, all of which will be priced under \$420,000, with 75 percent listed under \$320,000. The goal is to attract millennials, young adults, and young families to put down roots in the County. Since its establishment, NGH has led to several housing developments in Washington County, though none in the GSD in part based on decisions of local villages to not participate.

Housing, population, and student enrollment growth in the GSD is driven in large part by local and regional job growth. As of the early-2020s, the Village of Germantown had over 11,000 jobs, concentrated in manufacturing, health care, educational services, social assistance, education, and finance and insurance. Major employers in the Village of Germantown include MGS Manufacturing Group, JW Speaker, Gehl Foods, David J Frank Landscape Contracting, and Westrock. The consultant anticipates continued employment growth in and near the GSD, particularly in the Germantown Industrial Park, Germantown Business Park, Omega Hills Industrial Park, Willow Creek Business Park, and the Village's planned Freistadt and Holy Hill Gateway Districts.

The region's extensive transportation network, with access to Interstate 41, Highway 45, Highway 145, Highway 167, and Highway 175 both fuels this local employment and provides easy access from the GSD to nearby jobs in Mequon, Menomonee Falls, Wauwatosa, Waukesha, and Milwaukee. Large regional employers include Advocate Aurora Health, Froedtert, Quad, Medical College of Wisconsin, Kohl's, General Electric, Northwestern Mutual, Rockwell Automation, Milwaukee Tool, and Harley-Davidson.

Washington County is part of the WOW Workforce Development Area (WDA), which also includes Ozaukee County and Waukesha County. Employment in the WOW WDA is projected to grow by 10 percent from 2020 to 2030, amounting to 36,500 more jobs. This projected growth outpaces the State, which is projected to grow by 6.3 percent during the same period. In total, local and regional employment—and the GSD's advantageous access to it—is an asset that should lead to continued appeal for existing and new residents and continued local demand for different housing types suited to different earned incomes.

V. COMMUNITY AND DEVELOPER PLAN ANALYSIS

A. SECTION OVERVIEW

Local land use planning, growth management, economic development, and infrastructure investments (and limitations) influence future housing and enrollment growth. Other factors influencing future residential and enrollment growth include transportation (highway and road improvements or expansions), natural barriers (e.g., wetlands, rivers), utility availability, and landowner interest for selling or developing their land.

As part of the projection process, the consultant analyzed local community and residential developer plans in the Germantown School District (GSD). These plans provide insight to the growth and development goals and expectations of the municipalities, landowners, and residential developers in the GSD. To best understand how the plans were being executed (and at times questioned and adjusted), the consultant also interviewed and obtained data from local municipal staff and residential real estate developers and professionals.

Broadly speaking, the Village of Germantown has accommodated new housing development of different types, the Village of Richfield and Village of Jackson are most receptive to new single-family housing development, and the Towns desire to remain mostly rural. Still, many of the easiest and best areas for new housing development have already been developed, are distant from public sewer and water services, or have owners that appear disinterested in development.

B. VILLAGE OF GERMANTOWN PLANS AND EXPECTATIONS

The Village of Germantown is a village of almost 21,000 residents in Washington County and serves as the commercial, industrial, and social center for the GSD. The Village is located northwest of the City of Milwaukee, along Interstate 41, Highway 45, Highway 145, Highway 167, and Highway 175. Per the U.S. Census, over 80 percent of workers that reside in Germantown work in other municipalities in the Milwaukee region. The City is a 10 minute drive from Menomonee Falls, 30 minutes from Wauwatosa, 35 minutes from Downtown Milwaukee, and 40 minutes from the City of Waukesha. This appeals to individuals seeking a suburban lifestyle in commuting distance to their jobs. Recent residential and industrial development in the Village has extended north and west, generally along and near Interstate 41, Highway 45, Highway 167, and Freistadt Road.

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The Village updated its Comprehensive Plan in 2022. The 2050 future land use map overview from the Village’s Plan, reproduced as Figure 9, is together with an associated table intended to guide the location, type, and density of future development. The Village’s plan is based on a “Neighborhood, District, and Corridor Framework,” with different future land uses listed as desirable, allowable, or undesirable in different parts of the Village shown in Figure 9. Generally, lower-density residential uses, such as single-family homes, duplexes, and townhomes, are identified as either desirable or allowable throughout most of the already developed portions of the Village, generally south of Freistadt Road and east of Interstate 41/Highway 45. Moderate- and higher-density housing, including apartment buildings, are identified in the 2022 Plan as either desirable or allowable in Village Center District, Freistadt District, County Line District, Lannon-Mequon Road Corridor, and Victory Center Corridor in Figure 9.

Compared to prior Village plans, and broadly speaking, the Village’s 2022 Comprehensive Plan reduced recommended future housing density in the northern portions of the Village (i.e., Rural Preservation District in Figure 9) and increased recommended future housing density and types in some southern parts of the Village that were either undeveloped or had characteristics that suggested redevelopment. This includes the Village Center District as shown on Figure 9, including parts of the Mequon Road and Fond du Lac Avenue corridors, with available (re)development sites and good local and regional transportation access.

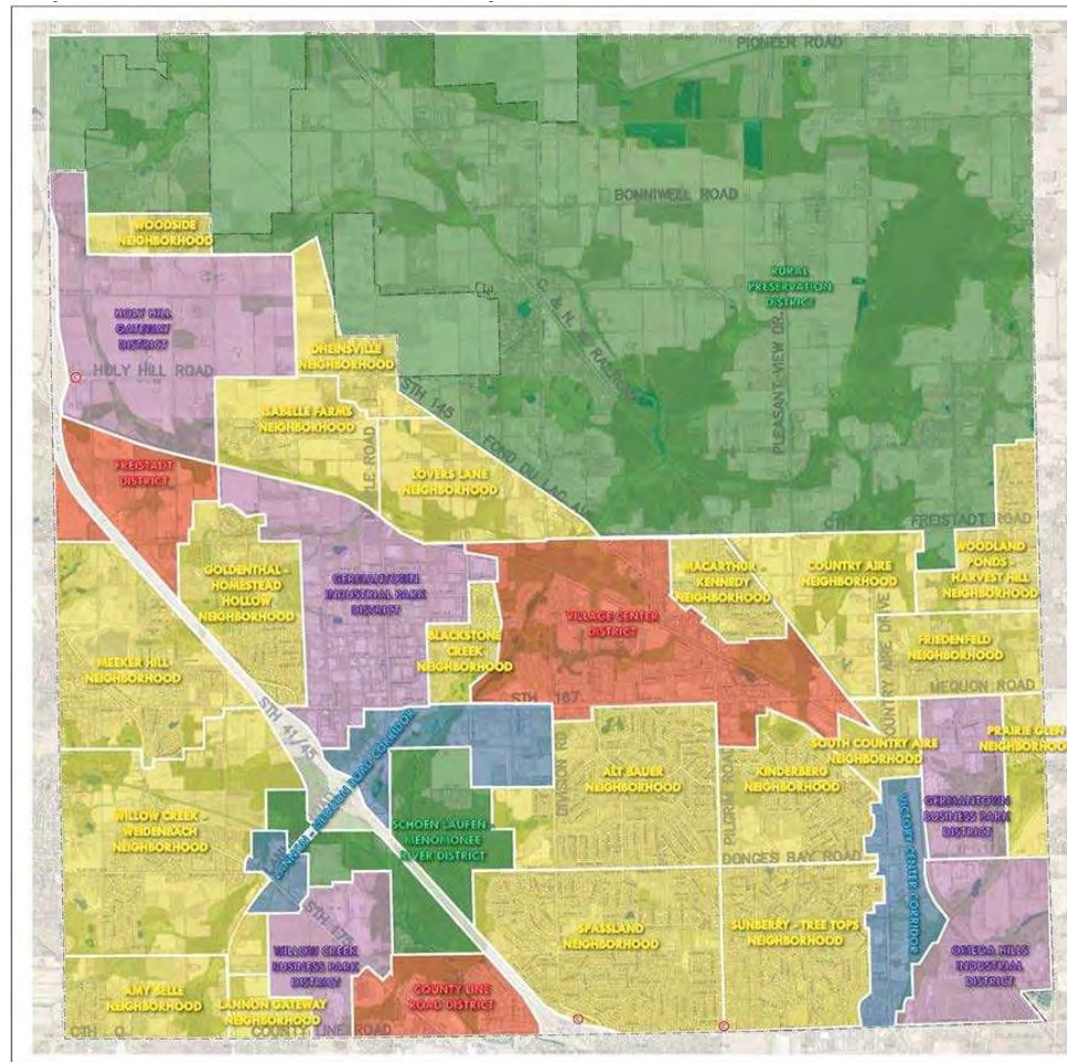
The 2024 Residential Market Analysis—prepared by Tracy Cross and Associates for the Village—outlined the market potential for new residential development in the Germantown Primary Market Area (PMA) which extends across most of the GSD and into other nearby municipalities. The Analysis showed demand for over 5,000 new renter- and owner-occupied housing units across the Germantown PMA, which was double the number of housing units then in the planning pipeline. Additionally, the Analysis indicated that the majority of new owner-occupied offerings in this PMA were priced between \$400,000 and \$700,000 while the greatest demand was for homes below \$400,000.

Recent Village actions and communications suggest that some community members and Village officials are now questioning these 2022 Comprehensive Plan policies and efforts to fill these gaps as new development concepts come forward, particularly in the Village Center District. This reaction may result in at least a partial return to prior Village policies favoring more moderate housing densities. For example, the consultant understands that the Village may now be considering a cap in the number or percentage of multiple-family units permitted per year.

The consultant spoke with a handful of residential builders currently building or planning new housing and subdivisions in the Village. These builders emphasized the attractiveness of the Germantown market to families and reaffirmed strong demand. Interviewed builders expressed some hesitation regarding emerging policy changes and how they may impact housing prospects.

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Figure 9: Village of Germantown Comprehensive Plan, 2050 Future Land Use Map Overview



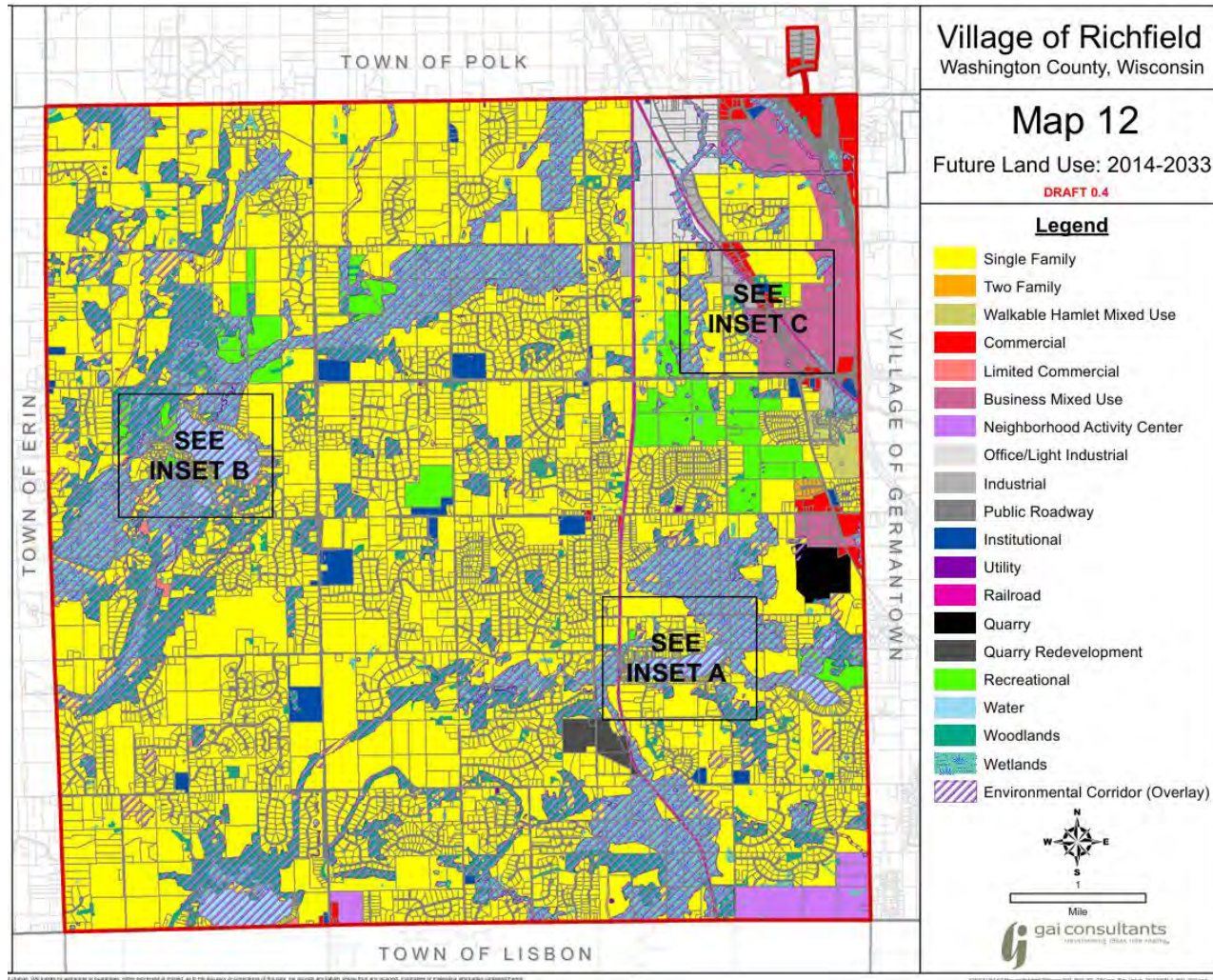
C. VILLAGE OF RICHFIELD PLANS AND EXPECTATIONS

The Village of Richfield is located west of the Village of Germantown and had a population of 11,700 residents in 2020. Significant portions of Richfield are developed with larger-lot single-family homes. Many of these are located on and near Highway 167, Highway 164, Willow Creek Road, Elmwood Road, and Scenic Road. The southeast one-quarter (including Amy Belle Elementary School) and northeast corner of the Village are in the GSD. Most of Richfield is in the Holy Hill Area School District, which feeds into the Hartford Union High School District.

Much of the land both in the Village and in the GSD is built-out with single-family homes, however some developable tracts remain along Hillside Road, Colgate Road, Willow Creek Road, and County Line Road. These areas are mostly planned for single-family residential uses on large-lots. Opportunities for other residential development (such as duplex condos) and non-residential development exist in the southern part of the Village along County Line Road and in the northeastern part of the Village along Pioneer Road and Interstate 41. Other areas, mostly west of Colgate Road, have extensive environmental limitations such as wetlands and floodplains.

Overall, the consultant anticipates single-family housing development to continue in the Village of Richfield at a similar pace to that experienced over the past decade, due to community desire to maintain the rural, open, and agricultural character of the Village. However, after 2040, many of the best and easiest areas for development in portions of the Village in the GSD will have already been developed, and this area of the GSD will be mostly built-out.

Figure 10: Village of Richfield Comprehensive Plan, Future Land Use Map



D. VILLAGE OF JACKSON PLANS AND EXPECTATIONS

The majority of the Village of Jackson is located outside of the GSD in the West Bend School District, except that the southern expanding edge of Jackson is in the GSD. This includes the developed Twin Creeks and Sherman Parc subdivisions. This also includes the currently developing Maple Fields subdivision, which the consultant projects will develop through the rest of the 2020s and into the early-2030s (see neighborhood 8 on Map 2).

Outside of these subdivisions, the Village plans for additional, primarily single-family residential uses east of Maple Road (neighborhood 9 on Map 2) and south of Sherman Road (neighborhood 7 on Map 2). The consultant projects Village-based single-family housing development to extend into neighborhoods 7 and 9, especially during the 2030s. The Village does not currently plan for any other lands in the northern part of the GSD for future development at this time.

E. TOWN OF JACKSON PLANS AND EXPECTATIONS

The majority of the Town of Jackson is located outside of the GSD, mostly in the West Bend School District but also the Cedarburg School District. The southern quarter of the Town is located in the GSD. The Town plans several areas for future residential development, but most are located outside of the GSD. The main area of residential development planned by the Town and in the GSD is south of Sherman Road. Overall, the Town plans for almost 200 acres for single-family residential development in the GSD; however, many of these areas are also planned by the Village of Jackson for future development and may most likely develop in that Village following annexation. The rest of the Town of Jackson land in the GSD is planned for continued agricultural use. The consultant anticipates minimal new housing and enrollment change from the Town of Jackson.

F. PLANS AND EXPECTATIONS OF OTHER MUNICIPALITIES IN THE GSD

The GSD includes small areas in the Town of Polk, Town of Germantown, and City of Milwaukee but none of those municipalities are expected to have notable impact on GSD housing or enrollment.

VI. HOUSING AND ENROLLMENT GROWTH EXPECTATIONS

This section synthesizes information from earlier sections to provide housing unit and enrollment growth projections for the Germantown School District (GSD) through the year 2040, broken down into four time periods and into 75 different neighborhoods. The consultant's general expectation for housing growth beyond 2040 is also shared. Projection methodology is described in Appendix A. Each neighborhood's projections are detailed in Appendix B (housing) and Appendix C (enrollment).

A. HOUSING UNIT PROJECTIONS

The consultant expects that the pace of new housing development through 2040 will be greater than that over the past 15 years, but similar to the pace in the 2000s and less than the pace in the 1980s and 1990s. The consultant projects construction of 2,140 new housing units within the GSD between 2025 and 2040. This is an average of 138 new units per year, greater than the average of 84 new units per year over the past decade. The consultant's new housing construction expectation is based on multiple factors, which include:

- A significant unmet need for new housing of different types and price points in Germantown, as evidenced by recent housing studies and echoed by local builders. The consultant's projected 2,140 new housing units by 2040 is just over 40 percent of the anticipated current need in the Germantown area, per a 2024 professional housing study.
- Municipal plans of the Villages of Germantown, Richfield, and Jackson, which support new housing development over hundreds of acres—even as the Village of Germantown may be questioning the ideal or supportable future housing *density* in some of these areas.
- The significant and growing number of jobs in Germantown, and other regional jobs that are accessible to a local resident population by a well-developed highway network. The Village of Germantown alone has over 11,000 jobs within its border.
- The Germantown area's continued appeal as a destination for families with children. The Germantown School District is an "Exceeds Expectations" school district, per the State Department of Public Instruction.

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- Significant residential development proposed in the past couple of years, particularly new single-family subdivisions along Freistadt Road and County Line Road, and multiple-family developments along the Mequon Road corridor, reflecting strong market sentiment.
- Projected decreases in interest rates over the next few years, per sources like Fannie Mae, Mortgage Bankers Association, and Wells Fargo.

All this said, the consultant's projections do not consider the possibility of a major economic or real estate downturn, such as the "Great Recession" of the late-2000s. If another such event were to occur, new housing development could be placed on hold for a few to several years. This, in turn, would affect the enrollment projections presented later in this section.

The consultant anticipates that about 44 percent of the GSD's new housing units built between 2025 and 2040 will be single-family homes. This percentage is slightly lower than over the past decade, when about 50 percent of all new housing units built in the GSD were single-family homes. This slight anticipated shift is due to market demand for multiple-family housing, particularly for the local workforce, young families, and senior populations. The shift has implications for future enrollment, as market-rate multiple-family residences almost always generate substantially fewer students-per-unit than single-family homes.

Map 4 indicates projected housing unit growth by neighborhood between 2025 and 2040. Complete housing unit growth projections by neighborhood, including rationale, are included as Appendix B.

The majority of projected housing development is expected to occur in the Village of Germantown, where the consultant projects just over 1,700 new housing units through 2040, or an average of 107 new units per year. This is somewhat higher than the average experienced over the past decade, when 71 new housing units were built each year, but similar to levels of development in the Village in the 2000s. The most significant projected housing growth is in south-central parts of the Village, along Highway 167/Mequon Road and Freistadt Road, in neighborhoods 69, 73, and 74 on Map 4. Growth in neighborhood 69 (current home of Wrenwood) is anticipated to be driven by single-family housing development while neighborhoods 73 and 74 are projected with mostly townhouse and apartment development. About one-half of all new housing in the Village by 2040 is projected to occur in these three neighborhoods. Neighborhood 43 is another notable area of projected housing development in the Village, where mostly new single-family homes are projected, largely via a recently-proposed subdivision by Home Path.

The consultant projects that 556 new single-family homes will be built in the Village of Germantown between 2025 and 2040. This equals an average of 36 new single-family homes per year, which is similar to the average of the past decade of 34 new

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single-family homes per year. Over this period, subdivisions like Heritage Park North, Harvest Hills, Wrenwood, and Wrenwood North have quickly built out.

The consultant projects 210 new housing units in the Village of Jackson portion of the GSD through 2040, all of which are projected to be new single-family homes. This is an average of 14 new single-family homes built per year through 2040, which is similar to the average built over the past decade in portions of the Village in the GSD.

The consultant projects 187 new housing units in the Village of Richfield portion of the GSD through 2040, the majority of which will be new single-family homes. The consultant projects lower housing development in the Village through the rest of the 2020s, due to limited inventory of vacant single-family lots, with housing development increasing in the 2030s. However, by 2040, much of the Village-based land in the GSD will be built out, except for a few sizable remaining vacant areas in neighborhoods 33 and 37.

The consultant projects only 26 new housing units to be built in other municipalities in the GSD, mostly in the Town of Jackson.

As shown in Figure 11, just over 40 percent of all new housing units are projected to be built in the current MacArthur Elementary School attendance area, about 30 percent are projected to be built in the current Amy Belle Elementary School attendance area, and 15 percent and 12 percent are projected to be built in the current Rockfield Elementary School and County Line Elementary School attendance areas respectively. Focusing only on single-family homes, 36 percent of all new single-family homes are projected to be built in the current Amy Belle attendance area, 30 percent in the current Rockfield attendance area, and 29 percent in the current MacArthur attendance area. Only 5 percent of new single-family homes are projected to be built in the current County Line attendance area, given this attendance area spans most of the developed, built-out portion of the Village, and has minimal land remaining for large-scale subdivision development.

Figure 11: Housing Unit Projections by Current Elementary School Attendance Area

2024-25 Elementary School Attendance Area	Estimated/Projected Housing Units within 2024-25 Attendance Area					Projected Total Housing Unit Increase 2025 – 2040	Projected Single- Family Home Increase 2025 - 2040
	March 2025	2027	2030	2035	2040		
Amy Belle	2,643	2,694	2,838	3,211	3,301	+658	+336
County Line	2,712	2,786	2,829	2,879	2,971	+259	+45
MacArthur	3,394	3,469	3,575	3,875	4,291	+897	+272
Rockfield	2,058	2,105	2,180	2,281	2,384	+326	+286
Shared County Line/MacArthur Area	846	846	846	846	846	-	-
TOTALS	11,653	11,900	12,268	13,092	13,793	+2,140	+939

Areas projected for housing development beyond 2040 are marked with "house" and "apartment" symbols on Map 4. Additional projected post-2040 growth areas in and around the Village of Germantown are planned for future housing development, logically situated for potential utility extensions, and contain significant acreage of developable land. These includes neighborhoods 4 and 15 (see Map 4) for post-2040 single-family housing, and neighborhoods 4 and 20 for multiple-family housing driven by proximity to Interstate 41/Highway 45 and Village plans for denser housing in these neighborhoods.

The consultant also anticipates post-2040 Village of Richfield-based single-family housing in neighborhood 33 and 37. Once these two neighborhoods develop, minimal additional land will exist for future Village of Richfield-based housing development in the GSD.

Projected Housing Unit Growth, 2025-2040

- 0 - 19 new housing units
- 20 - 64 new housing units
- 65 - 199 new housing units
- 200 - 350 new housing units

Future Housing Expectations, 2040+

- Single-family
- Multiple-family

School District Boundary

Neighborhood Boundary

U.S. and State Highways

County and Local Roads

Railroads

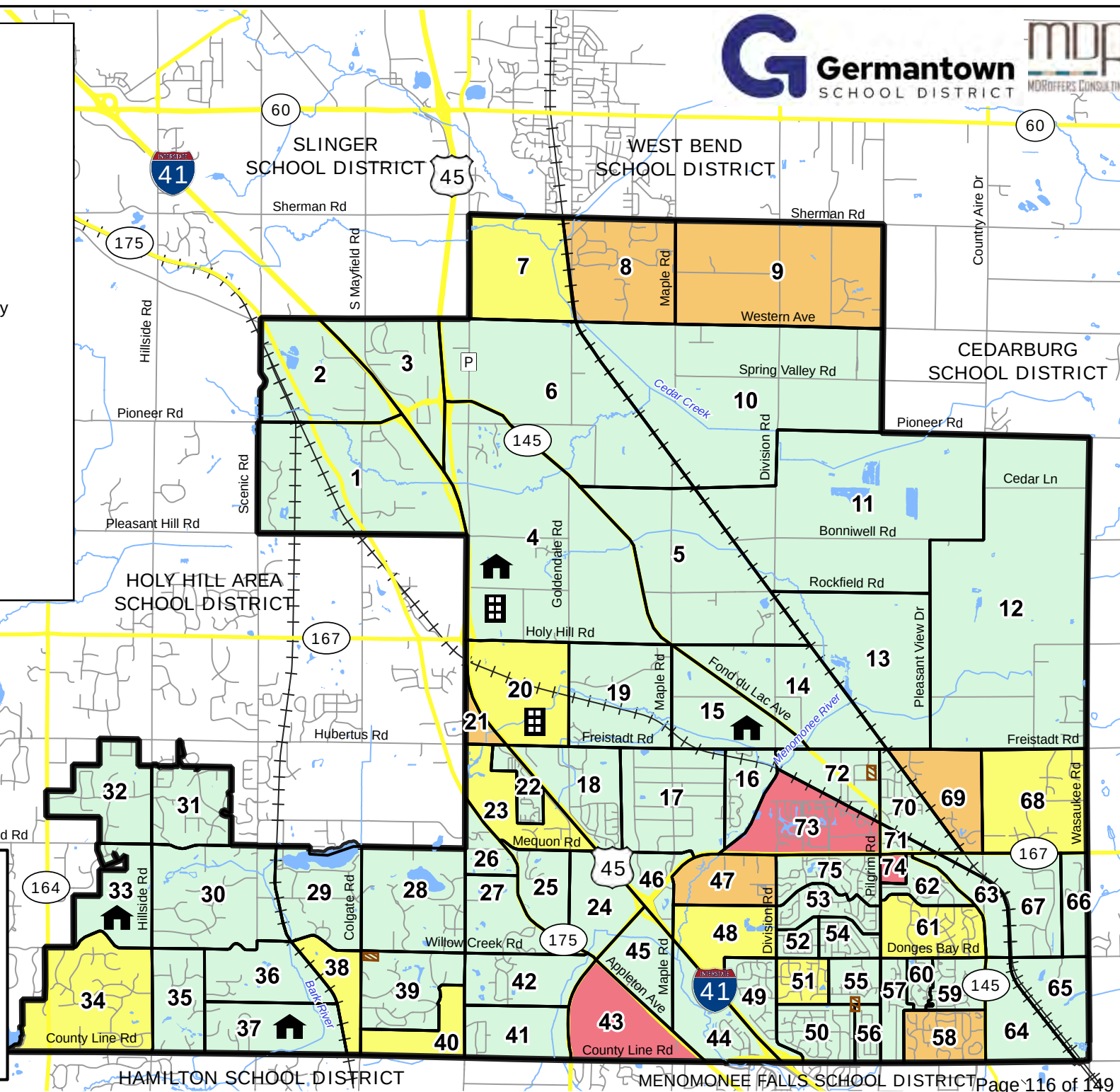
Water

Vacant District-Owned Land

Map 4: Projected Housing Unit Growth by Neighborhood

Date Created: 5/27/2025

Sources: Washington County, Ozaukee County, Milwaukee County, Waukesha County, MDRoffers Consulting



B. PROJECTED STUDENT-PER-HOUSING UNIT RATIOS

The consultant projected GSD resident student enrollment within each of the 75 neighborhoods by multiplying projected housing units by projected student-per-housing unit ratios in the 4K, 5K-5, 6-8, and 9-12 grade groups. Complete 4K-12 enrollment projections by neighborhood and grade group are included as Appendix C. Projected student-per-housing unit ratios are a lynchpin for enrollment projections under the consultant's methodology. The following student-per-housing unit ratios and characteristics contributed to the consultant's calculation of student enrollment change in the GSD:

- Newer single-family homes in the GSD generate an average of 0.61 GSD 4K-12 students-per-housing unit. The ratio varies depending on the type of home built (e.g., starter versus move-up) but not necessarily by location, with new single-family homes in the Villages of Germantown, Richfield, and Jackson generating similar numbers of students. Student-per-housing unit ratios are typically highest in the first 5 to 10 years after a home is first built, and then slowly decline as the home (and family) gets older.
- Larger quantities of housing built in Germantown during the 1990s and 2000s have begun and will continue to turn over to new households in greater numbers through the 2020s and 2030s. The GSD may see increasing enrollment from turnover of these homes, particularly at the elementary school level. Expected interest rate decreases should fuel this transition, as higher interest rates (and lower-rate older mortgages) have had the effect of locking many empty-nester residents in place.
- Rural areas plus neighborhoods with housing that is 50+ years old typically have lower student-per-housing unit ratios, likely based on distance from schools and other child-friendly amenities plus the generally lower suitability of older housing for modern family living (e.g., fewer bedrooms, bathrooms, garage space; more upgrades required).
- Germantown has a relatively low collection of newer multiple-family housing upon which to base a student-per-housing unit ratio—no significant multiple-family housing development has been provided a building permit since 2019 in the GSD. However, comparable market-rate multiple-family developments across comparable suburban communities in the greater Milwaukee area generate an average of 0.06 students-per-housing unit. Older market-rate multiple-family housing in the GSD generates students at rate of about 0.16 students-per-unit, due to its relative affordability and often-higher bedroom counts. There is no real turnover effect in multiple-family housing.

C. STUDENT ENROLLMENT PROJECTIONS VERSUS SCHOOL CAPACITY

The consultant's GSD resident enrollment projections are shown in Figure 12 for each school and grade group in the GSD. The consultant's projections in Figure 12 suggest where and when current school building capacities may be tested and are based on the following assumptions:

- No shifts in current school configurations, school sizes or quantities, grade groups, or 4K delivery model.
- All elementary school students would attend their current "home" elementary school based on their home address, per current District policy and with no changes in attendance areas.
- For neighborhood 75, within which elementary school students may attend one of two schools, 55 percent would continue to choose County Line and 45 percent would continue to choose MacArthur.
- A constant rate of resident students choosing home schooling and open-enrolling-out to other public school districts as during the 2024-25 academic year.
- An increase in the number of resident high school-aged students choosing to attend private schools, based on recent enrollment increases at private high schools in proximity to the GSD and a planned expansion of a private high school located just outside the GSD boundary—up to 25 more students than today choosing private high schools by 2040.
- Student-per-housing unit assumptions and housing unit projections shared in the previous section. Later in this section, the consultant shares impacts under two alternative housing unit projection assumptions.

As shown in Figure 12, between January 2025 and 2040, the consultant projects an increase of 148 4K-12 resident students enrolled in GSD schools. The consultant projects grade 4K-5 resident enrollment to increase by 129 students, grade 6-8 resident enrollment to increase by 21 students, and grade 9-12 resident enrollment to decrease by 2 students. A footnote in Figure 12 suggests the nominal impact continuation that the same quantity of open-enrollment-in students would have.

At the elementary school level, the consultant projects:

- A 73-student enrollment increase at MacArthur Elementary School by 2040. This is mostly due to projected housing development in the current MacArthur attendance area, with nearly two-thirds of that projected increase from anticipated single-family housing in neighborhood 69 (see Map 4).

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- A 51-student enrollment increase at Amy Belle Elementary School by 2040. This is mostly due to new housing development in the current Amy Belle attendance area, with a majority of that projected increase from anticipated new homes in neighborhood 43.
- A 31-student enrollment increase at Rockfield Elementary School, with such increase entirely attributed to projected Village of Jackson-based single-family housing development in neighborhoods 7, 8, and 9 on Map 4.
- A 26-student enrollment *decrease* at County Line Elementary School by 2040. This decrease is attributed to the largely built-out nature of County Line's attendance area, with the handful of smaller vacant tracts more likely to develop with two- and multiple-family housing with low student-per-housing unit ratios. Still, because the County Line attendance area contains a significant amount of housing built in the 1990s and 2000s, there has been turnover of existing housing particularly in neighborhoods 53, 54, and 59 and some evidence that many of these homes are being purchased by younger families. The consultant, therefore, projects slightly increasing enrollment at County Line over the next few years, followed by a period of stability and then modest decrease.

Enrollment projections gather the most meaning when compared to school building capacities. The consultant projects that the combined 4K-5 resident enrollment at the GSD's four elementary schools will remain below the combined maximum capacity of the four elementary school buildings through 2040. Though the consultant was not involved in capacity calculations, maximum elementary school capacity is often around 10 percent greater than functional or comfortable capacity. Without changes in attendance areas, building capacities, or other factors, resident enrollment at MacArthur Elementary is projected to exceed 90 percent of that building's capacity by around 2035 and resident enrollment at Rockfield Elementary School is projected to exceed 90 percent of its capacity by 2040. Projected resident enrollment at County Line is expected to exceed 90 percent of that building's capacity through around 2030, then decrease below 90 percent through the remainder of the 2030s.

The consultant projects Kennedy Middle School (grade 6-8) resident enrollment will increase by 21 students between January 2025 and 2040—totaling 860 grade 6-8 students by 2040. Middle school enrollment is projected to decrease over the next few years due to current larger middle school classes being replaced by generally smaller current elementary classes. GSD resident grade 6-8 enrollment is projected to remain well below the maximum building capacity of Kennedy Middle School through 2040.

The consultant projects Germantown High School (grade 9-12) resident enrollment will decrease by 2 students by 2040. High School enrollment is projected to remain stable over the next few years, as large middle school classes enter, but then decrease in the late-2020s and early-2030s as generally smaller current elementary classes enter high school. Grade 9-12 enrollment is expected to remain well below the maximum capacity of the Germantown High School building through 2040, even if current levels of open-enrollment-in were continued.

Figure 12: GSD Projected Resident Enrollment Compared to Current Building Capacities

School	Resident Student Enrollment January 2025 ¹	GSD Resident Student Enrollment Projections ^{2, 3}				Projected Enrollment Change, 2025-2040	Maximum Building Capacity ⁴
		Sept. 2027	Sept. 2030	Sept. 2035	Sept. 2040		
Amy Belle (4K-5)	350	351	373	404	401	+51	468
County Line (4K-5)	488	506	503	491	462	-26	564
MacArthur (4K-5)	482	501	509	525	555	+73	587
Rockfield (4K-5)	335	313	325	345	366	+31	405
Grades 4K-5 Total	1,655	1,671	1,709	1,765	1,784	+129	2,024
Kennedy Middle (6-8)	839	785	801	833	860	+21	1,172
Germantown High (9-12)	1,234	1,229	1,184	1,180	1,232	-2	1,620
Grades 4K-12 Total	3,728	3,686	3,693	3,778	3,876	+148	4,816

Notes and Sources:

- ¹ From the GSD's January 2025 2nd Friday count. Totals do not include non-resident students open-enrolling-in to the GSD. Totals include 4K students, all of which are educated in the four GSD elementary schools.
- ² Projections include grade 4K-12 resident students. Projections do not include non-resident students attending GSD schools via open enrollment. In the 2024-25 academic year, there were 0 open-enrollment-in students at Amy Belle, 1 at County Line, 7 at MacArthur, 11 at Rockfield, 19 at Kennedy Middle, and 43 at Germantown High.
- ³ **Yellow cells** = projected enrollment at or near 90 percent of maximum building capacity.
- ⁴ Maximum building capacities provided by GSD.

D. STUDENT ENROLLMENT PROJECTIONS BY NEIGHBORHOOD

Map 5 indicates the consultant's projected grade 4K-12 GSD resident student enrollment change (between January 2025 and September 2040) within each of the 75 neighborhoods. For Map 5, the consultant categorized and color-coded neighborhoods as being in one of four groups, described as follows:

- **Decrease.** Projected 2025 to 2040 school enrollment *decrease* of 56 to 11 students. This includes several older Village of Germantown neighborhoods and a few Village of Richfield neighborhoods developed before the 1980s. Many of these neighborhoods have significant numbers of current high school students. Furthermore, minimal new housing development is projected in many of these neighborhoods.
- **Minor Change.** Projected school enrollment *decrease* of 10 students to an *increase* of 10 students. Most neighborhoods on Map 5 fall within this group, particularly in rural areas and in Village-based neighborhoods with housing that has already experienced its first major turnover (i.e., housing built more than 30 years ago).
- **Modest Increase.** Projected *increase* of between 11 and 39 students. This group includes neighborhoods projected to have modest levels of new single-family housing development (such as neighborhoods 7, 23, 38, 40, 61, 68), larger quantities of multiple-family housing development (such as neighborhood 74), or recent turnover to younger families as evidenced by recent home sales and recent increases in elementary student population (such as neighborhood 75).
- **Significant Increase.** Projected *Increase* of between 40 and 120 resident students. Neighborhoods 9, 43, and 69 make up this category, in which significant new single-family housing development is anticipated. About 42 percent of all new single-family homes projected in the GSD through 2040 are projected to occur in these three neighborhoods.

Maps 6, 7, and 8 indicate resident enrollment change by neighborhood for the 4K-5, 6-8, and 9-12 grade groups, respectively. They largely reflect trends on the 4K-12 projections Map 5. However, there are subtle differences that reflect variations in housing and student ages, and reflect the bubble of larger, current middle school class sizes.

Projected Change in Number of Grade 4K-12 Students, January 2025-2040

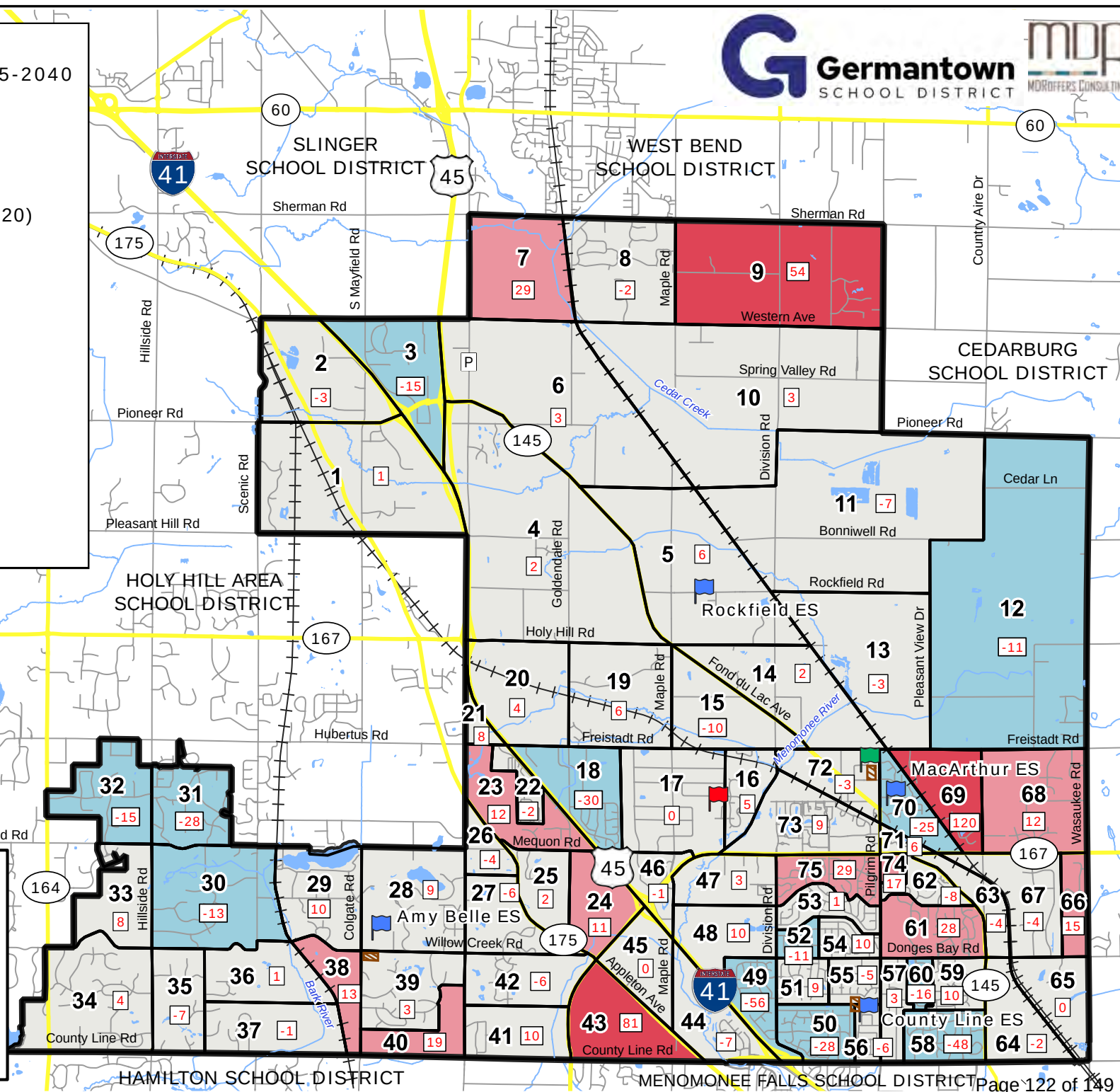
- Decrease (-56 to -11)
- Minor Change (-10 to +10)
- Modest Increase (+11 to +39)
- Significant Increase (+40 to +120)

- School District Boundary
- Neighborhood Boundary
- Projected Enrollment Change by Neighborhood
- U.S. and State Highways
- County and Local Roads
- Railroads
- Water
- Vacant District-Owned Land

Map 5: Projected Grade 4K-12 Student Enrollment Change by Neighborhood

Date Created: 5/29/2025

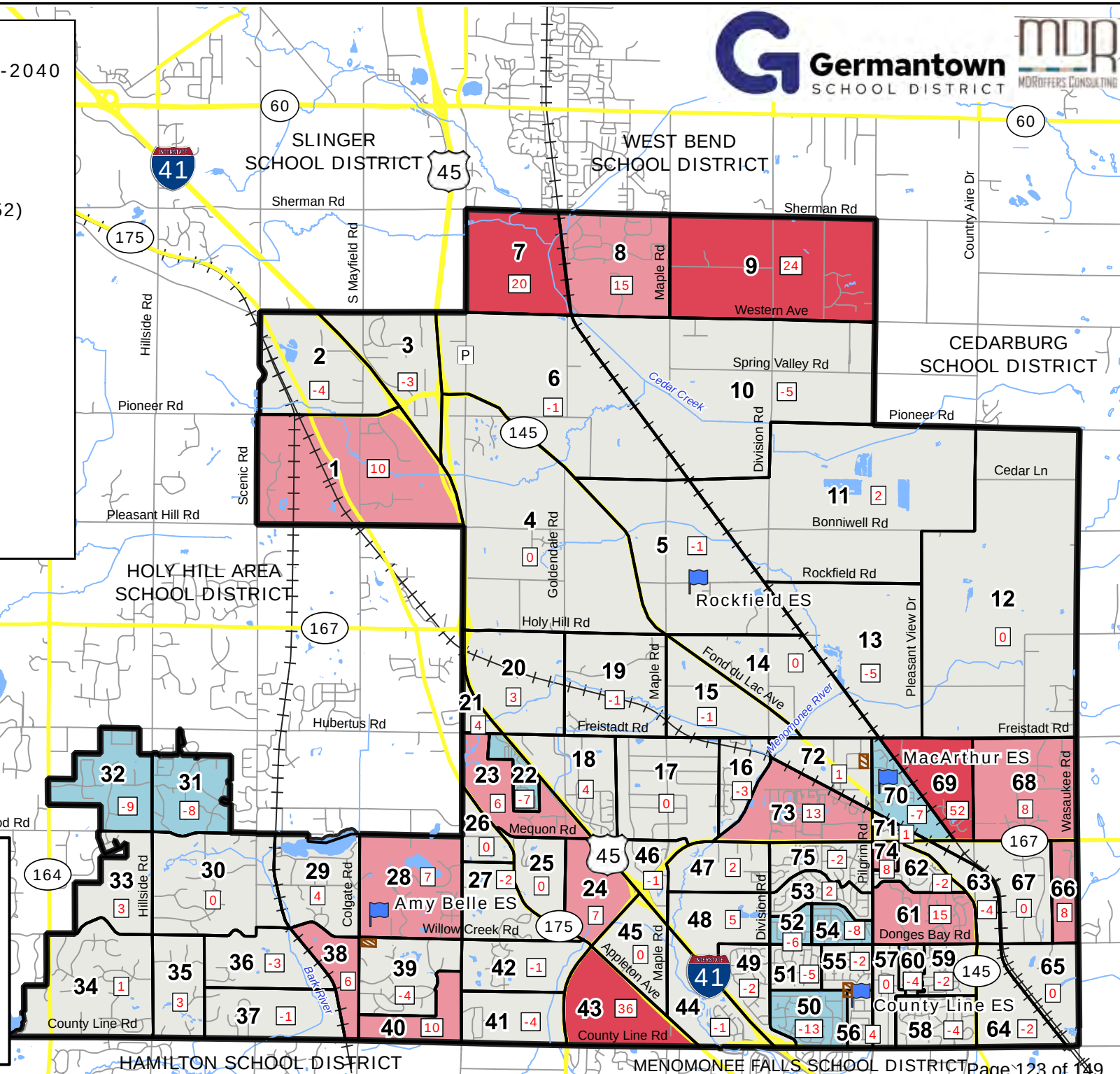
Sources: Washington County, Ozaukee County, Milwaukee County, Waukesha County, MDROffers Consulting



Projected Change in Number of
Grade 4K-5 Students, January 2025-2040

- Decrease (-13 to -6)
- Minor Change (-5 to +5)
- Modest Increase (+6 to +19)
- Significant Increase (+20 to +52)

- School District Boundary
- # Neighborhood Boundary
- # Projected Enrollment Change by Neighborhood
- U.S. and State Highways
- County and Local Roads
- Railroads
- Water
- Vacant District-Owned Land



**Map 6: Projected Grade
4K-5 Student Enrollment
Change by Neighborhood**

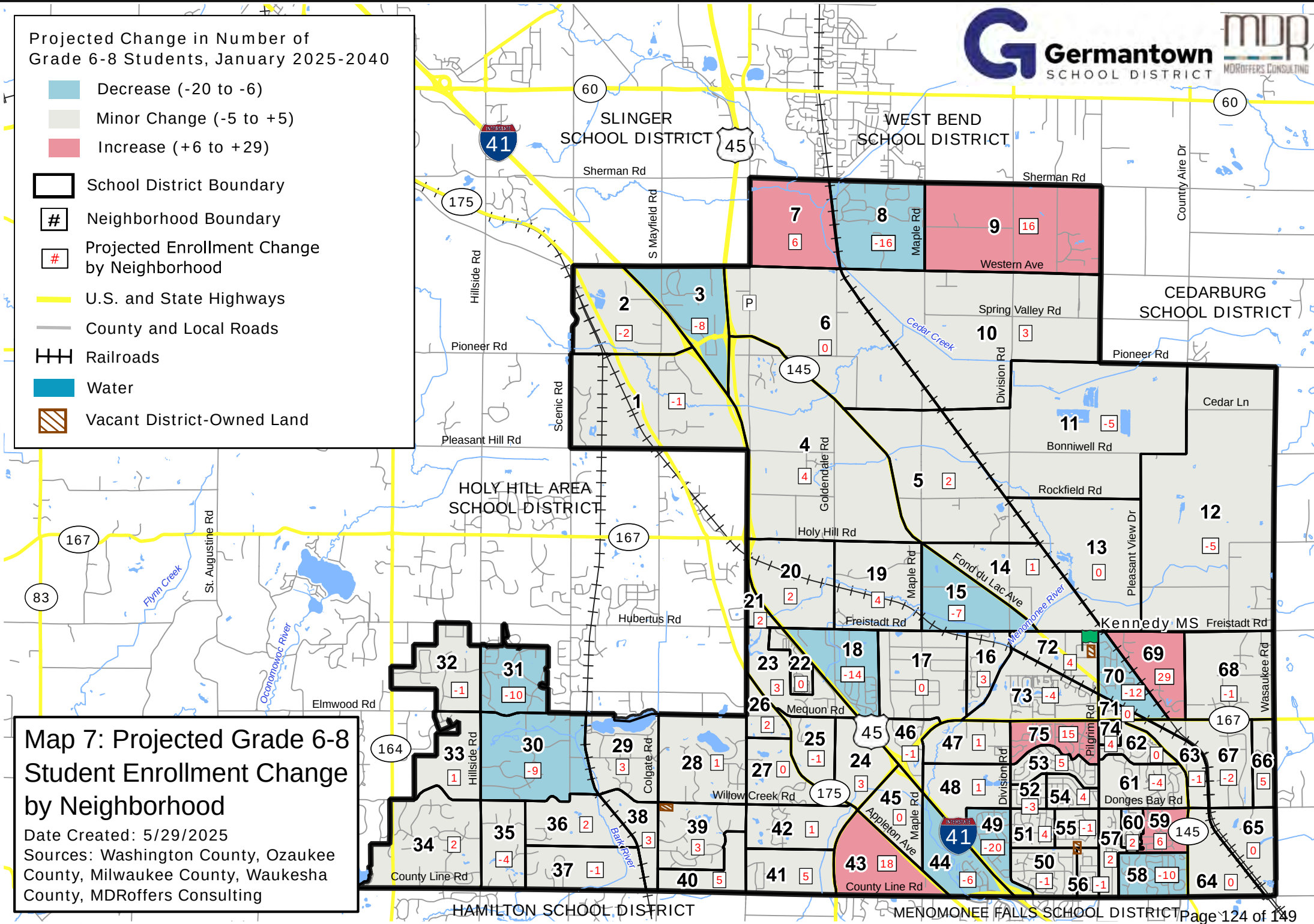
Date Created: 5/29/2025

Sources: Washington County, Ozaukee
County, Milwaukee County, Waukesha
County, MDROffers Consulting

Projected Change in Number of Grade 6-8 Students, January 2025-2040

- Decrease (-20 to -6)
- Minor Change (-5 to +5)
- Increase (+6 to +29)

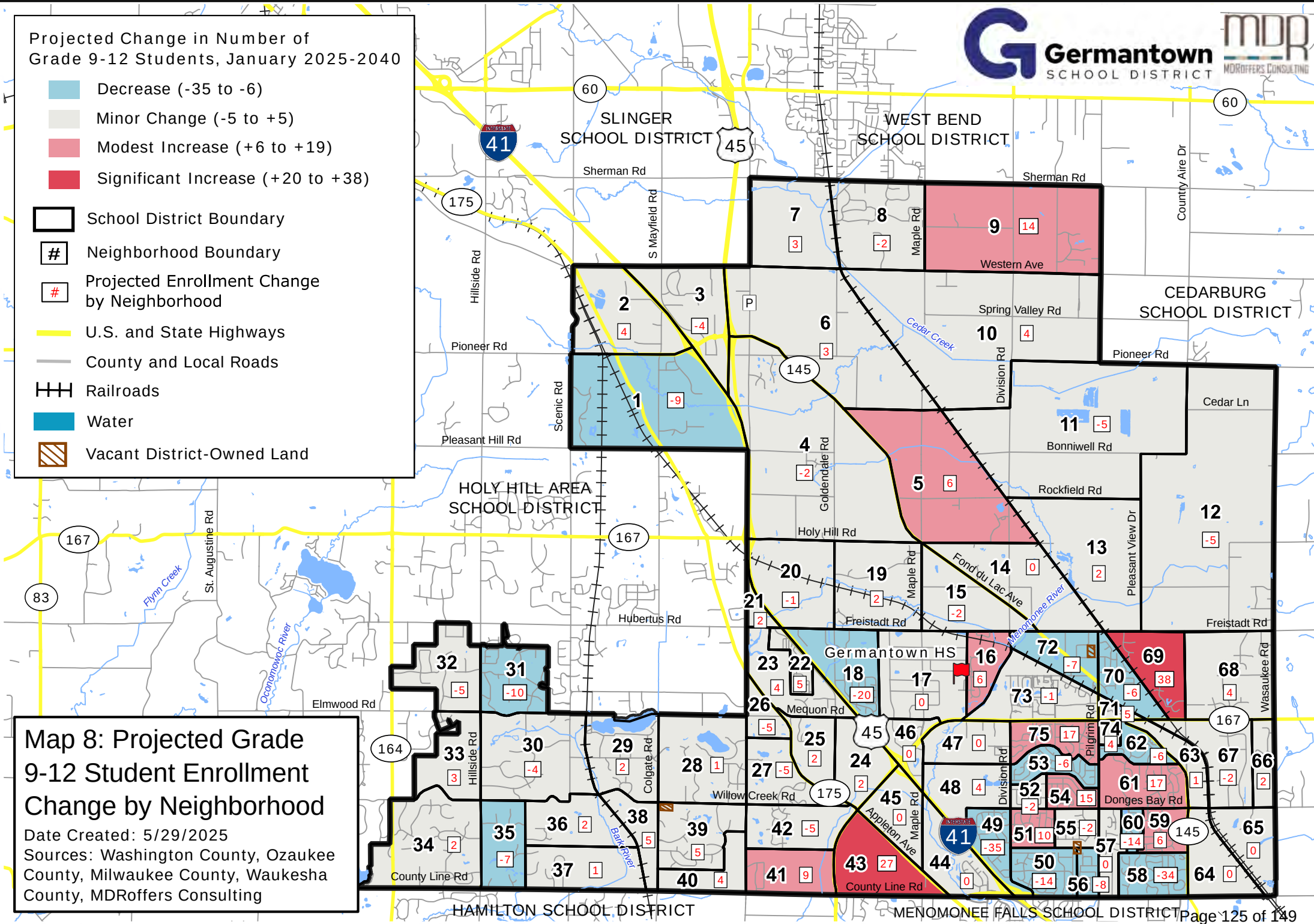
- School District Boundary
- Neighborhood Boundary
- Projected Enrollment Change by Neighborhood
- U.S. and State Highways
- County and Local Roads
- Railroads
- Water
- Vacant District-Owned Land



Projected Change in Number of
Grade 9-12 Students, January 2025-2040

- Decrease (-35 to -6)
- Minor Change (-5 to +5)
- Modest Increase (+6 to +19)
- Significant Increase (+20 to +38)

- School District Boundary
- Neighborhood Boundary
- Projected Enrollment Change by Neighborhood
- U.S. and State Highways
- County and Local Roads
- Railroads
- Water
- Vacant District-Owned Land



E. POTENTIAL IMPLICATIONS OF ENROLLMENT PROJECTIONS TO SCHOOL CAPACITIES

The GSD is advised to engage in a facility planning effort. Elementary school capacity is projected to become a concern over the projection period. Projected increases in elementary enrollment growth are mostly attributed to projected modest increases in housing development, particularly new single-family homes which are the main generators of new students for the GSD.

Several options—or a combination or progression of options—could be explored to address the projected capacity constraints at the elementary school level, including the following:

- Elementary attendance area shifts, which could forestall the need for new or expanded elementary schools. This being said, no shifts are particularly obvious given current school locations, enrollment, and capacities. Shifts of existing, developed neighborhoods are frequently also unpopular.
- Expansion of “flex” neighborhoods like current neighborhood 75 on the maps in this Report, within which the families can choose to send their children to different elementary schools, or the GSD could even make assignments based on capacity assessments. The opportunities and challenges, perhaps including bussing, of providing more “flex” neighborhoods would need to be explored.
- Expansion or replacement of one or more elementary schools to serve more students, potentially Rockfield and/or Amy Belle to match or approach the number of grade sections currently at County Line and MacArthur. However, these two schools are on relatively small sites and on well and septic systems, which may limit expansion or replacement potential. Accompanying attendance area changes would also be required, because with current areas Amy Belle in particular does not have projected capacity issues.
- Construction of the GSDs fifth elementary school, which would likely need to occur on a newly-acquired site given that all existing GSD lands are small and adjacent to existing GSD schools. Typically, a minimum of 15 acres is appropriate for the construction of a new, modern elementary school. For comparison, the GSD’s largest elementary school site today is Rockfield Elementary at 15 acres.
- Transition 5th graders to Kennedy Middle School to free space at the four GSD elementary school buildings. Such action may require expansion to the existing Middle School building—if it is determined suitable to house four transitional grades even with expansion.

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Further exploration of these and other options is beyond the scope of this Report. Comparing enrollment projections to current building capacities is one factor to consider in long-range facilities planning. Other factors include basic goals and parameters (e.g., maximum school and class sizes), interest and tolerances for attendance area or grade grouping changes, the suitability for older buildings to operate efficiently and serve modern educational needs, existing building expansion opportunities and constraints, the suitability of different potential sites for new or expanded schools, the relative costs of different options to address needs, and the GSD's financial picture including its borrowing capacity.

F. STUDENT ENROLLMENT PROJECTIONS UNDER ALTERNATIVE ASSUMPTIONS

As indicated earlier, the consultant's projections in this Report were prepared in a transitional period that includes evolving Village of Germantown policies related to new housing development. The consultant endeavored to prepare as accurate of projections as practical in this context. The consultant stands by the projections shared in Figure 12 and elsewhere above as representing the most likely scenario. In review, those projections suggest a GSD grade 4K-12 enrollment increase of 148 students by 2040.

The consultant's model allows consideration of what future enrollment might look like under two alternative assumptions. The first would assume no new housing development through 2040. The second assumes new housing development densities more closely aligned to the Village of Germantown's 2022 Comprehensive Plan than evolving policies now suggest.

The first alternative scenario is an academic but instructive exercise. In this "no new housing" scenario, the only factors affecting future enrollment would be demographic trends including births, immigration, and turnover of existing housing. Were these the only factors applied to the consultant's model, this first alternative scenario would result in a projected GSD grade 4K-12 enrollment *decrease* of 426 students. This decrease would be spread across all schools, but particularly those with attendance areas in which the consultant has in fact projected significant housing development.

The second alternative scenario reflects the consultant's initial understanding of possibilities under the Village of Germantown's 2022 Comprehensive Plan without modification and housing market conditions that suggest significant unmet demand in Germantown. In this second alternative scenario, around 2,675 new housing units would be constructed by 2040, compared to the 2,140 new housing units the consultant actually projected under evolving policies. About 80 percent of this difference would be in multiple-family housing. Under this second alternative scenario, projected GSD resident 4K-12 enrollment would have instead increased by around 280 students—or about 130 students more than the consultant's actual projection.

APPENDIX A: PROJECTION METHODOLOGY

Appendix A describes the consultant’s housing and enrollment projection methodology, which led to the projections in the body of this Community Growth & Projections Report and in Appendices B and C. The methodology is based upon a professional analysis of local and regional plans, the plans and subdivisions of private housing developers, and emerging housing policies and market conditions. The methodology also considers the dynamics within older, emerging, and future neighborhoods within the Germantown School District (GSD). Different neighborhoods generate students at different rates and at different times in their evolution. The methodology relies on computations of expected ratios of students-per-housing unit in each neighborhood and how the ratios may change over time. The methodology is described in the “steps” that make up the remainder of this Appendix A.

STEP 1 – DIVIDE DISTRICT INTO NEIGHBORHOODS

The consultant divided the GSD into 75 different neighborhoods (see Map 2). These neighborhoods became the basis for data collection and analysis, and for housing and enrollment projections. This approach enables understanding of not only *how many* students the GSD may be educating, but also *where* future students may live. This approach also has several future applications, which include identifying which schools may become the most crowded, which schools have the greatest excess capacity, and how attendance areas might be shifted or realigned in the future. Neighborhood delineations were based on several factors, including commonly understood neighborhoods or “subdivisions,” elementary attendance areas, major roads, rivers, other physical barriers, municipal limits, and planned municipal growth areas including Village of Germantown neighborhoods and districts,.

STEP 2 – ALLOCATE 2025 HOUSING UNITS AND ENROLLMENT BY NEIGHBORHOOD

The consultant estimated the number of housing units in March 2025 for each of the 75 neighborhoods. The consultant began with 2020 U.S. Census housing unit counts by Census designated blocks, assigning them to the appropriate neighborhoods. Next, the consultant updated neighborhood-by-neighborhood housing unit totals to 2025 based on building permit data and aerial photo and Washington County map interpretation. The GSD provided Spring 2025 student enrollment data. The consultant used geographic analysis software to place each GSD resident 4K-12 student within one of the 75 neighborhoods. Using the above data, the consultant estimated March 2025 student-per-housing unit ratios for each neighborhood within each of the GSD’s current school grade groupings: 4K, 5K-5, 6-8, and 9-12.

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STEP 3 – ANALYZE COMMUNITY AND DEVELOPER PLANS FOR EACH NEIGHBORHOOD

The consultant reviewed and analyzed local government comprehensive, land use, neighborhood development, and utility system plans; evolving municipal policies that may or may not yet be reflected in local government plans; intergovernmental agreements and relationships; and private developer plats and plans as they affected each of the 75 neighborhoods. Already-platted yet unbuilt lots in each neighborhood were identified, which signaled the potential for new housing in the near future. Preliminary and conceptual plans and possibilities were also assessed for longer-term projections. Interviews, data sharing, document review, and past experience contributed to the consultant’s understanding of housing market dynamics and future development patterns in the GSD. See Section V and Appendix B of this Report for details.

STEP 4 – COMPLETE HOUSING UNIT PROJECTIONS BY NEIGHBORHOOD

The consultant projected the number of additional housing units within each of the 75 different neighborhoods for four periods: 2025-2027, 2028-2030, 2031-2035, and 2036-2040. These were added to March 2025 housing unit estimates to arrive at total projected 2027, 2030, 2035, and 2040 housing units by neighborhood. These preliminary projections tracked projected development of new major neighborhoods in the area and accounted for single-family, multiple-family, and other residential developments. The Appendix B table includes a column with factors expected to influence new housing unit growth in each neighborhood.

STEP 5 – ANALYZE FACTORS TO DETERMINE GSD STUDENT-PER-HOUSING UNIT RATIOS

As part of this Report, the consultant compared March 2025 student addresses to permit addresses of new single-family homes. This analysis suggests an average current student generation ratio of 0.61 GSD 4K-12 students per newer single-family home—or a little less than two new single-family homes required for each additional student. In the consultant’s experience, this ratio is typical for suburban Milwaukee school districts.

A significant portion of recently built and projected new housing in the GSD has been and is expected to take the form of multiple-family housing, such as apartments, townhomes, and condominiums. Therefore, understanding the rate of student generation from multiple-family housing is also critical. On average, the limited array of new multiple-family housing in the GSD generates about 0.11 GSD students-per-unit while older multiple-family housing generates about 0.16 GSD students-per-unit.

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Student-per-housing unit ratios for five unique multiple-family housing developments in the GSD, provided in Figure A-1, show how student generation ratios differ across the GSD by unit type, number of bedrooms, and location.

Figure A-1: Student-Per-Housing Unit Ratios in Existing Multiple-Family Complexes

Neighbor -hood	Multiple-Family Development	Number of Bedrooms	Housing Units	Student-Per-Housing Unit Ratio			
				4K-5	6-8	9-12	Total
71	Montgomery Square Apartments	2 beds	93	0.09	0.06	0.08	0.23
58	Seven Pines Condominiums	2-3 beds	28	0.06	0.04	0.04	0.14
73	Saxony Village Apartments	1-3 beds	172	0.03	0.04	0.06	0.13
69	The Reserve at Wrenwood	2 beds	24	0.00	0.04	0.00	0.04
61	Hillstone Apartments	1-2 beds	18	0.00	0.00	0.00	0.00
Totals ¹			2,011	0.07	0.04	0.04	0.15

Source: MDROffers Consulting. The figures listed in the "Totals" row are for all of the existing multiple-family housing units in the GSD, including but not limited to the five examples.

The biggest factor in student generation from existing multiple-family housing appears to be affordability of the multiple-family housing, with older, more affordable multiple-family housing generating more students than newer, more expensive multiple-family housing. Newer multiple-family units tend to generate fewer students than older multiple-family units, as most newer apartment buildings tend to be marketed towards young professionals, young Millennials, Generation Z, and other childless families. These new multiple-family developments tend to have amenities such as gyms and pools instead of playgrounds. Another major factor is the composition of units in the multiple-family development, with those having greater numbers of 3-bedroom units (such as Saxony Village Apartments) producing greater numbers of students than those with mostly 1- and 2-bedroom units.

Other suburban Milwaukee school districts have had more newer multiple-family housing developments. Examples include the Fox Run Apartments and Townhomes in the Cedarburg School District, Mequon Town Center in the Mequon-Thiensville School District, Velo Village in the Franklin Public School District, and Drexel Town Square in the Oak Creek-Franklin School District. Most of the over 1,000 combined units in these developments are studios, 1-bedroom units, and 2-bedroom units. The student-per-housing unit ratios from these newer multiple-family developments have been between 0.04 to 0.08, with a combined ratio of 0.06 student-per-housing unit. The consultant used this lower student-per-housing unit ratio of 0.06 for new multiple-family housing in the

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projections, with the understanding that newer, market-rate multiple-family housing will generate fewer students than older, established multiple-family housing.

Still, it is critical not to attach too much importance to the impact of *new* housing development on future student enrollment. The *existing* housing stock is much more impactful on future enrollment than new housing. There were approximately 11,653 housing units in the GSD in March 2025. The consultant projects 2,140 new housing units between March 2025 and 2040. This means that about 84 percent of the housing units projected to be on the ground in 2040 are already built. Still, older single-family homes in the GSD generate students at lower ratios than new single-family homes, at between 0.30 and 0.40 students-per-home.

STEP 6 – PROJECT GSD STUDENT-PER-HOUSING UNIT RATIOS BY NEIGHBORHOOD

The consultant then projected the number of GSD students-per-housing unit by neighborhood for 2027, 2030, 2035, and 2040 within each of the 4K, 5K-5, 6-8, and 9-12 grade groups. These projections were based on trends from projected demographic shifts in the region, community, and neighborhood; the projected mix of new single-family and multiple-family housing in each neighborhood; acquired data of student-per-housing unit ratios from recently built and more established housing within the GSD and within other similarly sized and positioned suburban school districts in the Milwaukee area; recent trends for birth rates and age 0-4 population; recent housing and residential subdivisions in the GSD; and the anticipated progression of students through the grade groups.

In general, the consultant projected that already existing housing units would have fewer students-per-unit than when they were newer, as described further in the body of this Report. The consultant projected stable to declining student ratios in many older neighborhoods. The GSD has several neighborhoods with developments of 1990s through 2000s vintage. These neighborhoods are projected to have relatively stable student-per-housing unit ratios through 2040, with some of them shifting from current high school dominated numbers to elementary school dominated before 2040.

STEP 7 – COMPLETE GSD ENROLLMENT PROJECTIONS BY NEIGHBORHOOD AND GRADE GROUP

The consultant multiplied the projected number of housing units by neighborhood by the projected GSD student-per-housing unit ratio for each grade grouping in 2027, 2030, 2035, and 2040. The result was GSD resident student enrollment projections by grade group for each of the 75 neighborhoods, for the 2027-28, 2030-31, 2035-36, and 2040-41 school years.

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The 2025 student-per-housing unit ratios for each neighborhood exclude those students residing in the GSD, but not attending GSD schools. These include students who open-enroll-out to other school districts, attend private schools, or are home-schooled. The projections assume home schooling and resident students open-enrolling-out remain at a constant rate as during the 2024-25 academic year. The projections assume a slight increase in the number of resident high school students attending local private schools, given the recent and expected enrollment increase in private high schools in and near the GSD, fueled by a planned expansion of Kettle Moraine Lutheran High School.

The projections assume a consistent distribution of grade 4K-5 students from neighborhood 75, a shared attendance area for County Line Elementary and MacArthur Elementary, as is currently occurring today. As of the 2024–25 school year, 55 percent of grade 4K-5 students from this shared neighborhood attend County Line, while 45 percent attend MacArthur.

The consultant included in the projections a 4 percent increase in class sizes as grades progress from grade 5 to grade 6 (elementary to middle) and an 8 percent increase from grade 8 to grade 9 (middle to high), based on average increases over the past decade.

APPENDIX B: HOUSING UNIT PROJECTIONS BY NEIGHBORHOOD, 2025-2040

Neighborhood (as depicted on Report maps)	Description and Rationale	Total Housing Unit Estimates/Projections					Projected Housing Unit Increase, 2025-2040
		March 2025	Sept. 2027	2030	2035	2040	
1	Includes Scenic Hill Run (1990s-2000s), Eagles Ridge (2000s), and Prairie Hollow (2000s). Also includes Endeavor Business Park. Neighborhood 1 is in a mixture of uses, with lands southwest of the Interstate 41 and Pioneer Road in employment and industrial uses while other lands in a combination of residential and agricultural uses. The Village of Richfield plans eastern areas of neighborhood 1, abutting Interstate 41, for business mixed-use while other lands are planned for single-family residential uses. ~100 developable acres across two sites in neighborhood 1 are planned for future single-family residential uses. The consultant projects one of the sites to develop before 2040, with 15 single-family homes between 2030 and 2040. Overall, enrollment is projected to decrease through 2030, then increase with new single-family development through 2040.	135	135	135	143	150	15
2	Neighborhood 2 is mostly built out, with a combination of residential uses in the eastern half, along Mayfield Court and Monica Lane and employment uses northwest of the Pioneer Road/Interstate 41 interchange as well as along Highway 175. The Town of Polk plans for most of neighborhood 2 for agricultural and residential uses, with a small area of commercial uses in the southeastern corner. There are two vacant lots along Monica Lane and Amanda Lane, which the consultant projects will develop by 2030. Otherwise, minimal other opportunities exist for large-scale residential development. Overall, stable student enrollment is expected from neighborhood 2.	75	76	77	77	77	2
3	Includes Wide Horizons (1980s). The southern half of neighborhood 3 contains employment uses while the northern half contains mostly residential uses. Neighborhood 3 is mostly built out. The Town of Polk plans for most lands in neighborhood 3 for future residential uses, except in the extreme southern part, where commercial uses are planned. A few vacant lots exist in northern parts of the neighborhood, which the consultant projects will be built on over the next handful of years. Enrollment is projected to decrease due to large current middle and high school-aged cohorts.	87	88	89	90	90	3
4	Includes Sunset Shadows (1970s) and Woodside Acres (1970s). Other lands in neighborhood 4 are predominately in agricultural use, with employment and industrial uses north of Holy Hill Road. Most lands in neighborhood 4 are planned by the Village of Germantown as part of its Holy Hill Gateway District, in which commercial, industrial, mixed-use, employment, and multiple-family residential uses are listed in the Village's Comprehensive Plan as "desirable" future uses. A utility extension is expected to provide sewer service to this general area by the late-2020s. The consultant projects neighborhood 4 to be a 2040+ development area for residential uses, given developable land that exists to the south, significant acreage owned by long-term agricultural producers, and areas owned by industrial entities for potential future expansion and non-residential development. The consultant projects generally steady enrollment from neighborhood 4 through the projection period.	122	122	122	122	122	-
5	Includes Rockfield Elementary School and Dheinsville Historic Park. Also includes the Rockfield hamlet. Lands north of Rockfield Road are mostly in agricultural use while lands south are in a combination of agricultural, residential, and employment uses. Lands in neighborhood 5 are planned by the Village of Germantown as part of the its Rural Preservation District, in which agricultural and open space uses are "desirable" future land uses, and new homes are permitted at a maximum density of 1 dwelling unit per 20 acres. The consultant projects a few new single-family homes here by 2040 in scattered locations. A large current elementary cohort will result in slightly increasing, then stabilizing, enrollment in neighborhood 5 through 2040.	146	146	147	149	150	4

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Neighborhood (as depicted on Report maps)	Description and Rationale	Total Housing Unit Estimates/Projections					Projected Housing Unit Increase, 2025-2040
		March 2025	Sept. 2027	2030	2035	2040	
6	Lands in neighborhood 6 are predominately in agricultural use, with wetlands and forested uses on the southeastern part of the neighborhood associated with Cedar Creek. Scattered rural residential and employment uses exist along neighborhood roads. Lands in neighborhood 6 are planned mostly for future agricultural uses, except the extreme western part, adjacent to Highways 145 and 45, planned for commercial uses. The consultant projects a handful of single-family homes in neighborhood 6 through 2040. Stable enrollment expected.	59	60	61	63	65	6
7	Neighborhood 7 is mostly in agricultural uses with scattered rural residences. The Town of Jackson plans for the northern quarter of neighborhood 7, on lands immediately south of Sherman Road, for future single-family residential uses (1 acre per dwelling unit) while the Village of Jackson plans for the same area for future medium-density residential uses of primarily single-family homes at a density of 5 homes per acre. Village plans are likely to prevail. The consultant projects ~60 single-family homes here in the mid-2030s, with 15 between 2030 and 2035 and 45 between 2035 and 2040. Enrollment is projected to be very low from neighborhood 7 through the early-2030s, then increase with more single-family housing development.	17	17	17	32	77	60
8	Includes Twin Creeks (2000s-2010s), Sherman Parc (2000s-2010s), Crosswind Farms (2010s), and Maple Fields (2020s). Northern half of neighborhood is in the Village of Jackson and is mostly built out with single-family homes. The southern half of the neighborhood is in the Town of Jackson, and besides the Crosswind Farms subdivision, is mostly in agricultural use. The Village does not plan any lands in neighborhood 8 for future development that isn't already developed or platted to be over the next couple of years. While the Town plans for remaining lands in neighborhood 8 for future agricultural uses, the Village plans for some additional housing development in neighborhood 8. Across existing subdivisions in neighborhood 8, there are 13 homes under construction and 9 vacant lots remaining. The consultant projects all to be built out and occupied by 2027. In a future phase of Maple Fields, 56 additional single-family lots are planned. The consultant projects a new phase to open over the next year, with building of 15 homes per year, and build out occurring before 2030. Most other lands in neighborhood 8 are owned by long-term agricultural entities, are projected to remain in the Town, and will not likely develop until after 2040. However, the consultant projects development of a smaller subdivision in the northern part of the neighborhood between 2035 and 2040 of 12 single-family homes. Overall, enrollment in neighborhood 8 is expected to remain stable, with enrollment increases due to development of new housing balanced by emerging enrollment decreases from existing single-family homes built in the 2010s and early-2020s.	249	286	327	327	339	90
9	Includes Prairie Meadow Estates (2000s), Camino Estates (1970s-1980s), and Jackson Town Hall. Neighborhood 9 is in a combination of rural residential and agricultural uses. Much of the eastern half and southwestern quarter of the neighborhood has been subdivided into single-family lots. The Village plans for 80 acres in the northwestern corner of neighborhood for mostly single-family homes at a maximum 5 home per acre density. The Town plans a similar area for future single-family uses at a density of 1 acre per dwelling unit. The consultant projects Village-based single-family development from neighborhood 8 to the west to extend eastward into neighborhood 9, with development beginning in the late-2020s and extending into the mid-2030s, with 20 single-family homes by 2030 and another 40 between 2030 and 2035. The consultant also projects a few other small Town-based divisions to occur in neighborhood 9, providing 10-15 additional single-family homes by 2040. Increasing enrollment is projected, due to expected turnover of 2000s-era housing and development of new single-family homes.	183	185	208	252	256	73
10	Includes Mockingbird Hill (1990s). The northeastern two thirds of neighborhood is in mostly agricultural uses while the southwestern third is in mostly forested and wetland uses associated with Cedar Creek. All local governments plan for these lands to remain mainly in agricultural and open space uses. The consultant projects a couple of new homes by 2040. Generally stable student-per-housing unit ratios and enrollment expected.	96	96	97	97	98	2

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Neighborhood (as depicted on Report maps)	Description and Rationale	Total Housing Unit Estimates/Projections					Projected Housing Unit Increase, 2025-2040
		March 2025	Sept. 2027	2030	2035	2040	
11	Neighborhood 11 is mostly in agricultural and forested uses, with scattered rural residential uses along neighborhood roads. Lands in neighborhood 11 are planned by the Village of Germantown as part of its Rural Preservation District, in which agricultural and open space uses are identified "desirable" future land uses, and homes are allowed at a maximum density of 1 dwelling unit per 20 acres. The consultant projects a few new single-family homes here by 2040. Larger middle school and high school-aged cohorts will result in slight enrollment decreases through 2040.	78	79	80	81	83	5
12	Includes West Wood Lane, Knollwood Drive, Crestwood Lane (all 1970s), and Germantown Wilderness Park. Northwestern areas of the neighborhood 12 are heavily forested, while the rest of the neighborhood is in mostly agricultural uses, except for rural residential uses in its southeastern corner. Most lands in neighborhood 12 are planned by the Village of Germantown as part of the its Rural Preservation District, in which agricultural and open space uses are "desirable" future land uses, and homes can be built at a maximum density of 1 dwelling unit per 20 acres. The southeastern quadrant is part of the Village's Woodlands Ponds-Harvest Hill Neighborhood. The consultant projects a 10-lot subdivision to develop there between 2030 and 2040 here, along with 1-2 other homes elsewhere in neighborhood 12 per projection period. The consultant projects slightly decreasing student-per-housing unit ratios in the neighborhood, even with the influx of small amounts of new single-family homes.	188	190	192	199	206	18
13	Neighborhood 13 contains large-lot homes in the southern half of the neighborhood and agricultural uses in the northern half. Areas of forests and wetlands extend from the northwest corner southeasterly along the railroad tracks, encompassing almost half of the land of neighborhood 13. Lands in neighborhood 13 are planned by the Village of Germantown as part of its Rural Preservation District, in which agricultural and open space uses are identified "desirable" future land uses, and homes are allowed at a maximum density of 1 dwelling unit per 20 acres. The consultant projects a few new single-family homes in various locations in neighborhood 13 by 2040. Generally stable enrollment projected from neighborhood 13.	35	36	37	37	38	3
14	Neighborhood 14 contains a mixture of uses, with scattered employment, rural residential, and agricultural lands across the neighborhood. The southern part of neighborhood 14 contains extensive wetlands. Lands in neighborhood 14 are planned by the Village of Germantown as part of its Rural Preservation District, in which agricultural and open space uses are identified "desirable" future land uses, and homes are allowed at a maximum density of 1 dwelling unit per 20 acres. The consultant projects a couple new homes by 2040. Generally low and stable enrollment projected.	47	47	48	48	49	2
15	Includes Little League Park. Lands in neighborhood 15 are mostly in agricultural use, except employment and rural residential uses along Fond du Lac Avenue and Freistadt Road. Lands in neighborhood 15 are planned by the Village of Germantown as part of its Lovers Lane Neighborhood, where predominately single-family housing is planned. However, this area is not in the Sewer Service Area (meaning utilities cannot yet be extended), and southern third of neighborhood is undevelopable due to extensive wetlands associated with the Menomonee River. Therefore, the consultant does not anticipate significant housing development here until after 2040. The current large middle school cohort living in neighborhood 15 will result in stable enrollment through 2030, then decreasing enrollment through 2040.	38	38	38	38	38	-
16	Neighborhood 16 includes The Glen at Blackstone Creek (2010s), The Cove in Germantown (2000s), and the western half of the Blackstone Creek Golf Course. Lands are mostly in single-family residential or parkland/open space uses, with a small industrial use in the north. Blackstone Creek Golf Course has had recent proposals for redevelopment, but redevelopment is concentrated in the eastern half of the golf course located in neighborhood 73. The portion of the golf course in neighborhood 16 is projected to remain in open space uses. Therefore, the consultant does not project any new housing here through 2040. Generally stable enrollment is projected as neighborhood 16 is expected to turn over to new families in the 2030s and also due to proximity to Germantown High School.	168	168	168	168	168	-

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Neighborhood (as depicted on Report maps)	Description and Rationale	Total Housing Unit Estimates/Projections					Projected Housing Unit Increase, 2025-2040
		March 2025	Sept. 2027	2030	2035	2040	
17	Includes Germantown High School. Also includes the Germantown Industrial Park. Neighborhood 17 is built out with industrial and institutional uses. The consultant does not anticipate any new housing here through 2040. However, the area will continue to be attractive to existing and future employers, and increasing job opportunities in this neighborhood could help attract new housing and families to the Germantown area. No enrollment projected due to minimal housing in neighborhood.	2	2	2	2	2	-
18	Includes Woodland Manor (1960s), Rosewood (1990s), Shadow Wood (1990s). Neighborhood 18 also includes Homestead Hollow County Park. The southern half of neighborhood 18 contains residential uses while the northern half contains parkland and forested lands and scattered residential and employment uses. Neighborhood 18 is essentially built out - most undeveloped land has environmental constraints and is low and wet. Neighborhood currently has larger elementary and middle school-aged cohorts, given that most of neighborhood 18 has already experienced its first significant turnover to new households. Decreasing enrollment expected as students age through 2040.	244	244	244	244	244	-
19	Includes Isabelle Farms (2010s) and Neuland (1960s). Neighborhood 19 also includes JW Speaker Corporation's headquarters. Neighborhood 19 is about half undeveloped, with agricultural and forested uses, with residential uses in the northern part southwestern corner and employment uses in the southern part. The Village of Germantown includes the northern parts of neighborhood 19 in its Isabelle Farms Neighborhood and southern portions as part of its Germantown Industrial Park District. The consultant projects a handful of homes in neighborhood 19 through 2040, given planned areas for non-residential development. Generally stable enrollment is expected from neighborhood 19.	77	78	79	80	80	3
20	Lands in neighborhood 20 are mostly in agricultural use, except for a large warehousing operation in the northern part of the neighborhood and a landscaping company in the southwestern corner. Lands south of the railroad tracks are planned by the Village as part of its Freistadt District while lands north are planned as part of its Holy Hill Gateway District. Mixed-uses and multiple-family uses are listed in the Village's Comprehensive Plan as "desirable" future uses in both districts. The type and density of future development is dependent on a railroad crossing approval for High Point Pass that will provide direct frontage road between Freistadt Road and Holy Hill Road. Crossing approvals are notorious arduous. A large area of wetlands encompasses around half of the lands north of the railroad tracks. In the mid-2020s, a project to extend sewer through the neighborhood to areas west of the GSD boundary in the Village of Richfield, is anticipated to begin. However, water services would still need to be extended to neighborhood 20 before large-scale residential uses could develop. The southwestern quarter of neighborhood 20 is owned by a large landscaping company, which recently made significant investments. The south central portion of the neighborhood contains some wetlands while the southeastern portion of neighborhood 20 appears more readily developable in the nearer term. The consultant projects development here between 2030 and 2040, with ~40 condominium units split between the two projection periods. The consultant does not project additional housing development in neighborhood 20 until after 2040, once all utility and access issues are resolved and more owners become interested in developing or selling their lands. Enrollment is projected to remain very low and stable through 2040.	12	12	12	32	52	40
21	Neighborhood 21 is in agricultural use. Lands are almost entirely in ownership by one family, who recently submitted a proposal for The Farm—a mixed-use development providing multiple-family housing, a farming component, a farm-to-table restaurant, and other retail and commercial uses. Neighborhood 21 is in the Freistadt District of the Village of Germantown, where the Village's Comprehensive Plan envisions higher-density uses, including residential uses. However, the area is not currently serviced by water or in the sewer service area. The consultant anticipates utility extension to this area in the late-2020s, providing the opportunity for development to begin in the 2030s. The consultant projects 150 multiple-family units here between 2030 and 2035. Neighborhood 21 will then be built out. Enrollment is projected to slightly increase due to development of new housing in that period.	3	3	3	153	153	150

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		March 2025	Sept. 2027	2030	2035	2040	
22	Includes American Mobile Home Community and Brookside Meadows, two manufactured home communities. Neighborhood 22 is built out. The consultant does not project any new housing here through 2040. However, neighborhood 22 generates fairly large numbers of students, which the consultant projects will continue through 2040, as is typical from manufactured home communities.	280	280	280	280	280	-
23	Includes Bavarian Woods (2010s) and Golden Meadows (1960s). Neighborhood 23 is mostly built out, with a large former quarry operation in the western two thirds, and rural residential subdivisions in the southeastern third. Neighborhood 23 is part of the Village of Germantown's Meeker Hill Neighborhood, in which single-family homes are the desired use per the Village's Comprehensive Plan. The consultant projects modest single-family home development near the quarry, with a few homes by 2030, and another few homes by 2040. Additionally, the consultant projects single-family housing development to occur across 40 developable acres spread across three landowners in the southeastern corner of the neighborhood between 2030 and 2040, totaling ~20 single-family homes. Increasing enrollment is projected due to new housing development.	63	65	66	78	89	26
24	Neighborhood 24 is in forested and agricultural uses, with scattered residential uses. Neighborhood 24 is in the Village's Willow Creek-Weidenbach Neighborhood, in which the Village's Comprehensive Plan lists single-family residential uses as "desirable". The southern half of neighborhood 24 is in wetlands and undevelopable. The northern half that is developable encompasses ~90 acres, is under single ownership, but not located in the sewer service area. The consultant projects single-family housing development here to begin around 2030, with 12 single-family homes between 2030 and 2035. Alternatively, some of this projected housing could occur in neighborhood 25 to the south, depending on landowner interest and other factors. Current enrollment is low, and projected to remain low and stable through 2030. Increasing enrollment is projected through the 2030s due to new single-family housing development.	17	17	17	29	29	12
25	Includes Mountbrooke (1970s). Residential uses are located in the northwestern quadrant and southern edge of neighborhood 25. Otherwise, the rest of neighborhood 25 is predominately in agricultural and forested uses. Neighborhood 25 is in the Village of Germantown's Willow Creek-Weidenbach Neighborhood, in which the Village's Comprehensive Plan intends mostly single-family residential uses. The consultant projects a small subdivision in the late-2030s. Generally stable enrollment is also projected.	70	70	70	70	75	5
26	Includes Country Belle Manor (2010s). North of Mequon Road, neighborhood 26 is built out with residential uses. South of Mequon Road, lands contain scattered residential uses, wetlands, forested areas, and small ponds. Neighborhood 26 is part of the Village's Meeker Hill Neighborhood, in which single-family homes are the desired use per the Village's Comprehensive Plan. The consultant does not project any new housing here through 2040. A slight enrollment decrease is projected over the next few years due to large high school-aged cohort, with enrollment remaining stable then through 2040.	43	43	43	43	43	-
27	Southeastern one-third contains rural residential uses, central third is mostly in agricultural uses, and northern third is in forested and wetland uses. Neighborhood 27 is in the Village's Willow Creek-Weidenbach Neighborhood, in which the its Comprehensive Plan intends mostly single-family residential uses. The consultant does not anticipate any new housing here through 2040 though. The consultant projects generally stable enrollment.	101	101	101	101	101	-

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Neighborhood (as depicted on Report maps)	Description and Rationale	Total Housing Unit Estimates/Projections					Projected Housing Unit Increase, 2025-2040
		March 2025	Sept. 2027	2030	2035	2040	
28	Includes Beechwood (1940s), Lake Highlands (1970s), Stonegate (1990s), Stonegate 2 (2000s), Stonegate North (2000s). Also includes Amy Belle Elementary School, YMCA Camp Minikani, and Amy Belle Lake. Neighborhood 28 is mostly built out with single-family residential uses, except for some scattered forested and agricultural areas. The Village of Richfield plans single-family residential uses for remaining developable lands in the neighborhood, but only a couple areas have development potential. The consultant projects a 10-15 unit subdivision to develop between 2035 and 2040. Slightly increasing enrollment projected, due to this new housing development and proximity to Amy Belle Elementary School.	183	183	183	183	195	12
29	Includes Kettle Moraine Highlands (1970s), Ridge Wood (1970s), Lakeview Ridge (2010s-2020s), Becker's Bark Lake Heights (1970s), Kletsch's Beach (1970s), Bark Lake Sunny Shore (1950s), Wierl's Bark Lake Park (1950s), and Neuburg's Bark Lake (1950s). Also includes Bark Lake. Neighborhood 29 is mostly built out with single-family residential uses, except for some scattered forested and agricultural areas. The Village of Richfield plans for single-family residential uses for the neighborhood. The consultant projects 10 single-family homes scattered around the neighborhood through 2040. Slightly increasing enrollment projected, due to this new housing development and proximity to Amy Belle Elementary School.	218	220	221	224	228	10
30	Includes Wooded Ridge Estates (1990s), Meadow View Estates (2000s), and Windemere (2000s). Neighborhood 30 is built out with rural residential uses. Undeveloped lands near its north edge have environmental restrictions associated with the Bark River. A large quarry operation exists in the eastern part of the neighborhood. The Village plans for single-family residential uses for the majority of the neighborhood, where development is possible. The consultant projects a small division between 2030 and 2035, and otherwise 1-2 additional scattered single-family homes per projection period through 2040. Slightly decreasing enrollment is projected as this neighborhood ages and turnover concludes.	167	168	169	176	178	11
31	Includes Timber Stone (2010s), Elmwood Hills (1990s), Sunset View Estates (1970s), Maple Grove Addition (1960s), and Maple Grove Addition 1 (1960s-1970s). Neighborhood 31 is built out with single-family homes. 1 vacant lot exists in this neighborhood; consultant projects its development by 2027. Decreasing enrollment is projected as fewer students are generated from 2010s housing as neighborhood (and students) age, and more of the housing is populated by empty-nesters by 2040. The consultant projects turnover to occur at a greater magnitude after 2040.	191	192	192	192	192	1
32	Includes Whispering Meadows (1990s), Dakota Fields (2010s), Kingswood of Kettle Moraine (1970s), and Cherokee Highlands (1980s-1990s). Neighborhood 32 is mostly built out with residential uses, except for scattered agricultural, and developable, lands in the western and southeastern portions of the neighborhood. 4 vacant lots exist in neighborhood, which the consultant projects will develop by 2030. Slightly decreasing student-per-housing unit ratios expected as students and housing age, and given proximity to private schools and distance from GSD schools.	149	151	153	153	153	4
33	Includes Ravine Ridge Estates (1990s-2000s). Neighborhood 33 contains scattered residential uses in the north and along Hillside Road and Monches Road, with a large agricultural operation spanning almost the entire neighborhood. The Village of Richfield plans for single-family residential uses for the neighborhood. The consultant projects a development of ~15 single-family homes at the end of the 2020s, with other parts of neighborhood 33 having potential for significant future single-family residential development, but projected to be after 2040. Enrollment is currently low and stable. The consultant projects increasing enrollment with infusion of new single-family homes and turnover in Ravine Ridge Estates.	46	46	56	61	61	15

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		March 2025	Sept. 2027	2030	2035	2040	
34	Includes Grand View Hills (1990s), Lake Five Hills (1970s), Lake Five Hills South (1970s), Country Squire Estates (1960s), Timber Ridge Estates (1970s), Debby Lane (1960s), Hillside Manor Estates (1980s), and Bridlewood Estates (2020s). Neighborhood 34 is mostly built out with single-family homes, except for the southwestern quadrant, which is in a combination of agricultural and commercial uses. Undeveloped areas are planned by the Village of Richfield for mostly single-family homes, except for the area northeast of the Hillside Road/County Line Road intersection, which is planned as a Neighborhood Activity Center. The consultant projects a 5-8 lot subdivision between 2027 and 2030 in neighborhood 34. The consultant also anticipates an ~40-unit development including duplexes, with half of these units between 2030 and 2035 and remaining units shortly after 2035. The consultant anticipates such developments will be attractive to empty nesters and seniors. Overall stable enrollment is projected in neighborhood.	298	298	305	325	345	47
35	Includes Whispering Ridge (2010s), Whispering Ridge 1st Addition (2010s), Woodridge West (2000s), and Scenic Springs (1970s-1980s). Neighborhood 35 is mostly built out with single-family homes, with scattered agricultural and wooded areas. There are minimal areas for development, but the consultant projects a handful of new homes through 2040. The consultant also projects slightly decreasing enrollment as large 4K-5 age cohort ages through school system by the late-2030s.	91	92	92	94	95	4
36	Includes Scenic Grove and the Final Plat of Woodridge East (both 2000s). The western half of neighborhood 36 is built out with single-family homes. The eastern half contains significant wetlands associated with the Bark River. The consultant projects a few new single-family homes through 2040. Generally, enrollment is projected to remain stable.	35	35	36	37	38	3
37	Includes Scenic Ridge (2000s), Nob Hill Estates (1960s), and Nob Hill West (1970s). The west part of neighborhood 37 is built out with single-family homes while the eastern part is mostly undevelopable due to wetlands associated with the Bark River. In the central part of the neighborhood, a landowner owns 100 acres of which 80 are developable, but the consultant does not anticipate this land developing until after 2040. Stable enrollment is projected.	103	103	103	103	103	-
38	Neighborhood 38 contains significant environmental constraints associated with the Bark River and wetlands, comprising two-thirds of the neighborhood. The remaining one-third is in agricultural use along Colgate Road. The Village of Richfield plans for single-family residential uses on the developable areas in neighborhood 38. One landowner owns ~80 acres in the neighborhood, of which ~40 acres are developable. These are the only really developable parts of neighborhood 38. These ~40 acres could provide for ~30 single-family homes. The consultant projects such development beginning in the early-2030s, with ~20 single-family homes between 2030 and 2035 and the remaining ~10 homes between 2035 and 2040. Very low enrollment is projected through 2030, then increasing in the 2030s with development of the new single-family homes.	9	9	9	29	39	30
39	Includes Willowgate (1980s-1990s), Willowgate Addition No. 1 (1990s), Hunters' Hills (1980s-1990s), and Woodland View Highlands (1970s). Neighborhood 39 is mostly built out with single-family homes. The consultant projects a few new single-family homes through 2040 resulting from small divisions. A 33-acre vacant site in the northwestern part of the neighborhood is not anticipated to develop until after 2040. Generally stable student-per-housing unit ratios are expected to continue.	136	137	138	138	139	3
40	Includes Basse's Farms. Neighborhood 40 contains mostly agriculture and woodland. The Village of Richfield plans these lands for Neighborhood Activity Center land uses. The consultant projects two vacant, estate-sized lots near the east edge of neighborhood 40 to develop by 2030. The consultant also projects some or all of the 80 undeveloped acres in the southeastern corner of the neighborhood to develop with ~30 single-family homes between 2030 and 2040. Increasing enrollment projected due to this new single-family housing development.	6	7	8	23	38	32

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		March 2025	Sept. 2027	2030	2035	2040	
41	Includes Happy Hollow Estates (1970s). The western one-third of neighborhood 41 contains rural residential uses. The remaining parts of neighborhood 41 are in a combination of agricultural, residential, forested, and wetland uses. Neighborhood 41 is in Village of Germantown's the Amy Belle Neighborhood, in which the Village's Comprehensive Plan lists single-family homes as "desirable". The eastern one-third of neighborhood 41 is not developable due to wetlands and other lands in the western half have already been subdivided. A 40-acre developable parcel exists in the northern part of neighborhood 41, but has access challenges. The consultant projects its development beginning in the mid-2030s, as development and access extends from neighborhood 42 to the north. The consultant projects 5-10 single-family homes here between 2035 and 2040. Neighborhood 41 contains a large elementary aged-cohort today, which together with expected housing results in an expected increase in student-per-housing unit ratios and slightly increasing enrollment.	68	68	68	68	76	8
42	Includes Willow Creek Heights (1960s-1970s) and Weidenbach Park. The western half of neighborhood 42 contains residential uses. The remaining parts of neighborhood 42 are in a combination of agricultural, residential, forested, and wetland uses. Neighborhood 42 is in the Village of Germantown's Willow Creek-Weidenbach Neighborhood, in which the Village's Comprehensive Plan expresses a desire for mostly single-family residential uses. Neighborhood 42 is presently outside of the sewer service area and as such can develop at a maximum density of one home per 5 acres. The consultant projects ~10 single-family homes here between 2030 and 2035. The current large high school-aged cohort will lead to decreasing enrollment over the next few years, stabilizing afterwards through 2040.	96	96	96	106	106	10
43	Includes Germantown Power Plant and retail and commercial uses along Appleton Avenue and County Line Road, encompassing the southeastern half of neighborhood 43. The northwestern half is mostly in agricultural use, with scattered residential uses. Different parts of neighborhood 43 are planned for several uses by the Village of Germantown. The southwestern portion is part of the Village's Lannon Gateway Neighborhood, in which single-family, multiple-family, and senior housing are listed in the Village's Comprehensive Plan as "desirable" future uses. The central and northern portions of the neighborhood is in the Village's Willow Creek Business Park District, in which the Village's Comprehensive Plan lists employment uses as "desirable" and residential uses as "undesirable". The eastern portion is in the County Line Road District, in which multiple-family and mixed-uses are listed in the Village's Comprehensive Plan as "allowable" uses. Finally, the northern edge of neighborhood 43 is in the Village's planned Lannon-Mequon Road Corridor, in which residential uses are "allowed" per the its Comprehensive Plan. In the mid-2020s, Home Path proposed a large development in the southwestern part of neighborhood 43, proposed to provide 275 total housing units including 143 single-family homes, 28 paired homes/duplex units, and 104 "attached" housing units (rowhouses). The consultant anticipates approval of this development, with 20 single-family homes and 20 rowhouse units built and occupied by 2027; 75 single-family homes, 14 paired homes/duplexes, 30 rowhouses built and occupied by 2030; and all remaining housing units built and occupied by 2035. The consultant does not project any other residential development in neighborhood 43 through 2040. Very low current enrollment from this neighborhood is projected to increase significantly with new housing development. Generally, a blended student-per-housing unit ratio of 0.30 students-per-unit is expected in the neighborhood, due to the varying housing types and sizes projected.	26	66	185	301	301	275
44	Includes Riversbend Townhomes, commercial, and retail uses in the eastern half of neighborhood 44. The western half is undeveloped, but contains significant wetlands associated with the Menomonee River, limiting its potential for development. The Village plans the northern part of neighborhood 44 for future open space/parkland uses, and the southern portion as part of its County Line Road District, in which multiple-family and mixed-uses are listed as "allowed" in its Comprehensive Plan. In reality, minimal opportunities for development/redevelopment appear to exist. Therefore, the consultant does not project any new housing here through 2040. The current Large middle school aged cohort will keep enrollment stable through 2027, with enrollment expected to slightly decrease thereafter.	236	236	236	236	236	-

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		March 2025	Sept. 2027	2030	2035	2040	
45	The southern half of neighborhood 45 is in a mixture of industrial and commercial uses while the northern half is mostly in woodland and wetland. Neighborhood 45 is planned by the Village for a mixture of parkland/open space uses and also as a part of the Willow Creek Business Park District, in which the Village's Comprehensive Plan lists employment uses as "desirable" and residential uses as "undesirable". The far western portion of the neighborhood 45 is planned by the Village as part of the Lannon-Mequon Road Corridor, in which residential uses of all types are allowed. Additionally, the State of Wisconsin owns 65 acres in the central part of the neighborhood. The consultant does not project any new housing in neighborhood 25 through 2040. The consultant projects very low enrollment to continue.	8	8	8	8	8	-
46	Neighborhood 46 includes industrial uses south of Mequon Road associated with the Germantown Industrial Park, plus scattered employment uses east in the Interstate 41/Lannon Road interchange. The Village plans for northwestern half of neighborhood 46 as part of the Germantown Industrial Park District, in which residential uses are listed by the Village as "undesirable". Neighborhood 46 is essentially built out, except for a vacant 2.5-acre site near Mequon Road, a 4-acre site off Maple Road, a 3-acre site off Commerce Circle, and a 5-acre site off Kleinmann Drive. The area including these vacant parcels is planned as part of the Village’s Lannon-Mequon Road Corridor, in which non-residential uses are generally desired but residential uses are listed as "allowed". The consultant anticipates that all of these vacant sites to develop with non-residential uses, given this planning preference; existing industrial and commercial uses nearby; and proximity to Interstate 41, Highway 45, and Mequon Road. Enrollment is projected to remain very low due to very few housing units in neighborhood.	3	3	3	3	3	-
47	Includes Stonewood Corporate Center (1990s-2000s). Neighborhood 47 also includes Schoen Laufen Park and Frontida Assisted Living of Germantown. South of Mequon Road/Lannon Road, lands are mostly built out with a mixture of uses. The southern half of neighborhood 47 is used for senior housing, parkland, and agricultural uses. Areas outside of parkland are planned by the Village as part of its Lannon-Mequon Road Corridor, in which residential uses of all types are listed as "allowed" per the Village's Comprehensive Plan. In the mid-2020s, Faith Lutheran Church proposed a residential development (Carillion) on lands south of the church. The consultant anticipates ~13 units in this development by 2027 and another ~13 by 2030. The consultant projects additional multiple-family housing in neighborhood 47 in the mid-2030s, with ~100 multiple-family units, some of which could be restricted or attractive to seniors. Stable enrollment projected.	20	33	46	86	146	126
48	Includes Willow Wood (1990s-2000s). Neighborhood 48 is mostly in woodland. The western two-thirds of this neighborhood are planned by the Village for future parkland and open space uses, while the eastern third is part of its Alt Bauer Neighborhood, in which single-family homes are listed as "desirable" uses up to four-family homes are listed as "allowed" uses. The consultant projects single-family housing development in neighborhood 48 commencing in the mid-2030s, with ~10 single-family homes between 2030 and 2035 and an additional ~12 between 2035 and 2040. Stable enrollment is projected through the early-2030s, with increasing enrollment due to anticipated single-family home development in the late-2030s.	33	33	33	43	55	22
49	Includes Lone Oaks (1990s-2000s), Lone Oaks Addition No. 1 (1990s-2000s), Meadow Creek Crossing (2000s), Washington Hills (1950s), and Washington Hills No. 2 (1960s-1970s). Neighborhood 49 is built out with single-family homes and a small commercial area near its south edge along County Line Road. The consultant does not anticipate new housing here through 2040. Enrollment is projected to decrease through 2030, due to the current large high school-aged cohort, which is almost twice as large as current middle school and elementary school-aged cohorts. Enrollment is then projected stabilize in the 2030s as new students are generated from home sales and turnover to some young families.	247	247	247	247	247	-

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		March 2025	Sept. 2027	2030	2035	2040	
50	Includes Rustic Meadows (1970s-1980s), Rustic Meadows Addition No. 1 (1970s-1980s), Hilltop View (1960s-1970s), Indian Hills (1980s), Navajo Hill (1950s), and Pilgrim Heights (1950s). Neighborhood 50 is built out. Neighborhood 50 has had turnover recently, with a large elementary school aged cohort. The consultant projects slightly decreasing enrollment through 2040 as the neighborhood’s current children age.	404	404	404	404	404	-
51	Includes Country Meadows (1990s), Country Meadows West (1990s), Kosterman's Garden (1990s), Heritage Park (2020s), Heritage Park North (2020s), and Pebblebrook Estates (2000s). Heritage Park North has 8 homes under construction and 15 vacant lots remaining. The consultant projects all to be built and occupied by 2027. Then, neighborhood 51 will be built out. Generally increasing enrollment is projected through 2030, due to recent and continued single-family home development. Then, between 2030 and 2040, slightly decreasing enrollment is projected.	186	209	209	209	209	23
52	Includes Old Farm at Germantown (1970s). Neighborhood 52 also includes part of Alt Bauer Park. Neighborhood 52 is built out. Slightly decreasing student-per-housing unit ratios are expected.	144	144	144	144	144	-
53	Includes southwestern portion of Legend Acres (1970s), Cedar Hills (1980s-1990s), southern portion of Cedar Hills 2 (1990s), southern and western portions of Hawthorne Meadows Addition No. 1 (1980s), most of Hawthorne Meadows 2 (1980s-1990s), Hawthorne Meadows 3 (1990s), Hawthorne Meadows 4 (1990s), northern portion of Old Farm Annex No. 1 (1970s-1980s), northern portion of Brook Hollow (1990s), Brook Hollow 2 (1990s), and northern portion of Yorktowne Estates (1970s). Neighborhood 53 also includes part of Alt Bauer Park. Neighborhood 53 is built out. Attributable to its mixed housing vintage, neighborhood 53 has generally similar numbers of students across the grade groups. The consultant projects stable enrollment to continue as homes turn over and new students are generated to replace students aging out of the school system.	355	355	355	355	355	-
54	Includes Hawthorne Meadows 2 (1980s-1990s), southern portion of Old Farm Annex No. 1 (1970s-1980s), Old Farm Annex No. 2 (1980s), southern portion of Brook Hollow (1990s), and southern portion of Yorktowne Estates (1970s). Neighborhood 54 is built out. Very large 4K and 5K-5 age cohorts will result in increasing enrollment through the early-2030s, with enrollment projected to remain stable thereafter.	278	278	278	278	278	-
55	Includes Spooner Estates (1990s), Yorktowne South (1990s), and Park View Hills (1970s). Neighborhood 55 includes Spassland Park south of Santa Fe Drive. Neighborhood is built out with residential and institutional uses. Generally stable enrollment is projected as 1990s housing continues to turn over and generate new students for the next several years.	172	172	172	172	172	-
56	Includes County Line Elementary School, Hickory Hills (1960s), Hickory Hills Addition No. 1 (1990s), Glenwood Park (1960s-1970s), and Ardell Homesites (1990s). Neighborhood 56 is built out. The consultant projects stable enrollment due in part to proximity to County Line Elementary but also due to neighborhood turnover.	104	104	104	104	104	-
57	Includes Starlite Subdivision (1950s-1960s) and Donges Bay Village (1990s). Neighborhood 57 is built out. Variety of housing ages and proximity to County Line Elementary is projected to keep enrollment stable.	172	172	172	172	172	-

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		March 2025	Sept. 2027	2030	2035	2040	
58	Includes Seven Pines Condominiums (2000s-2020s, 28 units built, with 4 additional under construction), Tree Tops (2000s), Tree Tops Addition No. 1 (2000s), Tree Tops Addition No. 2 (2000s), Tree Tops Addition No. 3 (2000s), Deer Ridge Estates (1990s), and Autumn Ridge (1990s-2000s). The Village of Germantown includes most of neighborhood 58 in its Sunberry-Tree Tops Neighborhood, in which single-family homes are listed in the Village's Comprehensive Plan as "desirable" future uses and two- to four-family homes are listed as "allowed" future uses. The east edge of neighborhood 58 is in the Village's Victory Center Corridor, in which the Village's Comprehensive Plan lists all types of residential uses as "allowed". A vacant 7-acre site in the eastern part of neighborhood 58, along Fond du Lac Avenue, was recently proposed for 66 multiple-family units in a combination of 6 to 12 unit buildings (Victory Place). However, the Village rejected this proposal due to density concerns. The consultant anticipates the development to return and be approved with fewer units, with construction and occupancy around 2027. The consultant projects a separate 5-acre site in the eastern part of the neighborhood to redevelop between 2035 and 2040, with ~20 duplex or similar units. After this, neighborhood 58 will be entirely built out. Neighborhood 58's current high school-aged cohort is more than twice as large as its middle school-age cohort, as is common for neighborhoods where most housing was built in the 2000s. The consultant projects decreasing enrollment through 2030, as the large high school-aged cohort ages out of the schools, with enrollment generally stable between 2030 and 2040 as housing turns over to some new families.	391	425	455	455	475	84
59	Includes Sunberry Downs (1990s), Sunberry Downs South (1990s), Sunberry Downs Addition No. 1 (1990s), Sunberry Woods (2000s), and Berrywood (2000s). Neighborhood 59 is built out with residential uses. The western two-thirds of neighborhood 59 is within the Village of Germantown's Sunberry-Tree Top Neighborhood, in which single-family homes are listed in the Village's Comprehensive Plan as "desirable" future uses and two- to four-family homes are listed as "allowed" future uses. The eastern one-third of neighborhood 59 is in the Village's Victory Center Corridor, in which the Village's Comprehensive Plan allows all residential uses. In the early-2020s, a 4-unit townhome development was approved in the northeastern corner of the neighborhood, but that development may have been stalled due to financing issues. The consultant projects this or a similar development on this suite by 2027. The consultant does not project any additional housing in neighborhood 59 through 2040. Neighborhood 59 seems to have turned over to new families, with current large 4K and 5K-5 age cohorts. The consultant projects generally increasing enrollment here through 2040.	203	207	207	207	207	4
60	Includes Windsong At Germantown (1990s). Neighborhood 60 is built out. The large current high school age cohort in neighborhood 60 will result in slightly decreasing enrollment through 2030, with enrollment projected to remain stable in the 2030s.	110	110	110	110	110	-
61	Includes southern portion of Bel Aire Subdivision (1990s), southern portion of The Preserve (1990s), Kinderberg Estates (2020s), Heritage Hills (1990s), Heritage Hills Addition No. 1 (1990s), Wooded Hills (1990s), and Hillside View (2000s-2010s). Neighborhood 61 also includes Kinderberg Park. The eastern three-quarters of neighborhood 61 is built out with mostly single-family homes, but also includes parkland uses and scattered employment uses along Fond du Lac Avenue. The western one-quarter is in a mixture of institutional, wooded, and wetland uses. The western three-quarters of neighborhood 61 are within the Village's Kinderberg Neighborhood, in which single-family homes are listed in the Village's Comprehensive Plan as "desirable" future uses and two- to four-family homes are listed as "allowed" future uses. The eastern one-quarter is in the Village's Victory Center Corridor, in which the Comprehensive Plan allows all types of residential uses. 55 acres in the western part of neighborhood 61 (~40 developable) are owned by one landowner and intended for lower-density residential development. This parcel is attractive for future development, with proximity to Village parks and GSD schools. The consultant projects development to begin in the early 2030s, with ~10 single-family homes between 2030 and 2035 and ~30 single-family homes between 2035 and 2040. The consultant also projects increasing enrollment through 2040, due to a combination of 1990s/2000s era housing turning over to new families through 2040 and the development of this new housing in the neighborhood.	355	355	355	365	395	40

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		March 2025	Sept. 2027	2030	2035	2040	
62	Includes northern portion of Bel Air Subdivision (1990s), northern portion of The Preserve (1990s), The Preserve II (2000s), The Preserve III (2000s), Pilgrim Estates (1980s), and High Pointe (1990s). Neighborhood 62 is built out. The consultant projects generally stable enrollment.	164	164	164	164	164	-
63	Neighborhood 63 is mostly in agricultural use, except for small industrial uses to the north and the Germantown School District office along Donges Bay Road. ~60 acres in the southern part of the neighborhood (Frenz) has received several proposals for multiple-family housing, with the latest proposing over 500 multiple-family units. This area is in the Village’s Victory Center Corridor, in which the Village's Comprehensive Plan lists all types of residential uses as "allowed" but lists commercial and employment uses as "desirable" future uses due to proximity to railroads and the Germantown Business Park in neighborhood 67 to the east. Based on the Village’s preferred uses and challenges with larger-scale multiple-family housing, the consultant does not anticipate any new housing here through 2040. Low and stable enrollment is anticipated from neighborhood 63.	19	19	19	19	19	-
64	Neighborhood 64 includes FC Wisconsin Soccer Park. Neighborhood is mostly undevelopable due to employment and industrial land on its north side and a large landfill in its southern half. Neighborhood 64 is divided between the Village’s Victory Center Corridor and Omega Hills Industrial District, in which employment uses are desired. The consultant does not project any new housing here through 2040. Low enrollment projected to continue.	11	11	11	11	11	-
65	Neighborhood 65 includes the Village of Germantown Public Works site. Neighborhood is mostly built out, containing mainly industrial and institutional uses. The neighborhood is part of the Village’s Omega Hills Industrial District, in which employment uses are desired. The consultant does not project any new housing here through 2040. Low enrollment is projected to continue.	5	5	5	5	5	-
66	Includes Prairie Glen (2000s-2010s) and Prairie Glen II (2010s-2020s). Neighborhood 66 contains a residential subdivision in its northern half with mostly agricultural uses in the southern half. Neighborhood 66 is part of the Village’s Prairie Glen Neighborhood, in which single-family homes are listed in the Village's Comprehensive Plan as "desirable" future uses and two- to four-family homes are listed as "allowed" future uses. The consultant projects that the ~30 undeveloped, developable acres in the southern half of neighborhood 66 will develop with 15-20 single-family homes between 2035 and 2040. Increasing enrollment is projected in neighborhood 66, as the 2000s housing turns over to new families in the 2030s and new housing is built.	54	54	54	54	72	18
67	Neighborhood 67 includes the Germantown Business Park, and is mostly built out, except for its northwest corner identified by the Village as part of its South Country Aire Neighborhood, in which single-family homes are listed in the Village's Comprehensive Plan as "desirable" future uses and two- to four-family homes are listed as "allowed" future uses. The consultant projects a few single-family homes in this corner by 2040, but most of this land has already been subdivided. Low enrollment is projected to continue.	9	9	10	12	12	3
68	Includes Harvest Hills (2020s, has 5 homes under construction and 3 vacant lots remaining), Forest Heights (1960s), Forest Heights East (1960s), Forest Heights West (1960s), Forest Heights North (1960s-1970s), Woodland Ponds (2000s-2010s), and Woodland Ponds Estates (2020s). Neighborhood 68’s northeast and southwest quadrants are built out with single-family residential and parkland uses, including Friedenfeld Park. Its two other quadrants are mostly undeveloped and in agriculture and woodland, but also contain scattered rural residential uses on larger lots. Neighborhood 68 is split between the Village’s Friedenfield Neighborhood and Woodland Ponds/Harvest Hill Neighborhood, in which single-family homes are listed in the Village's Comprehensive Plan as "desirable" future uses and two- to four-family homes are listed as "allowed" future uses. The consultant projects remaining homes in Harvest Hills to be built by 2027 plus 1-2 additional homes per year in neighborhood 68 through 2040. Stable student-per-housing unit ratios are expected, with increasing enrollment projected due to new housing development.	144	152	157	165	173	29

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		March 2025	Sept. 2027	2030	2035	2040	
69	Includes Wrenwood (2020s) and Wrenwood North (2020s, has 0 homes under construction and 24 vacant lots remaining). Neighborhood 69 has been steadily developing with single-family homes in the 2020s, consistent with the Village’s Comprehensive Plan. The consultant projects all improved lots within Wrenwood Norh, plus all lots in an additional expected 23-lot phase, to be occupied with homes by 2027. The northeastern part of neighborhood 69, between Wrenwood North and Wrenwood “South”, remains mostly in agriculture and woodland and owned by three different entities with uncertain development interest. In the near term, some of this land may be parceled off for larger rural homesites. Beyond this, the consultant projects single-family housing development in neighborhood 69 to recommence in the early 2030s, and is projecting 50-60 single-family homes between 2030 and 2035 and a similar number between 2035 and 2040. Student-per-housing unit ratios are expected to remain around 0.60 student-per-home, with total enrollment projected to significantly increase due to significant new housing development.	125	192	192	247	307	182
70	Includes MacArthur Elementary School, Green Meadow (1960s), Brownstone (1990s), Kuhns Pleasant View (1950s), Kuhns Pleasant View Addition No. 1 (1950s-1960s), Kuhns Pleasant View Addition No. 2 (1950s-1960s), and The Woodlands (2000s). Neighborhood 70 is essentially built out—its northern half contains single-family residential homes and institutional uses while its southern half contains mostly wetlands and wooded areas. While the Village’s plans would technically allow more lower-density housing in neighborhood 70, as a practical matter new housing of any significance is unlikely. The consultant does not project any new housing here through 2040. Slightly decreasing enrollment is projected from established housing in the area, but proximity to MacArthur Elementary should limit the extent of the decrease.	235	235	235	235	235	-
71	Neighborhood 71 is built out with multiple-family residential uses. Entire neighborhood is part of the Village Center District, in which the Village's Comprehensive Plan lists multiple-family and mixed-use developments as "desirable", while other residential housing types are listed as "allowed". Still, the consultant does not project any new housing here through 2040. Stable enrollment is projected.	273	273	273	273	273	-
72	Includes Kennedy Middle School and Firemens Park. Subdivisions include Firemans Park (1940s-1950s), H.V. Schwalbach's Addition (pre-1940s), Walterlin's Addition (pre-1940s), and Pleasant Hill Estates (1990s). Neighborhood 72 is built out with a mixture of uses, including residential uses, institutional uses, and commercial and employment uses. The western one-third is undeveloped but heavily forested and contains significant wetlands associated with the Menomonee River. The eastern one-third of neighborhood 72 is within the Village’s Macarthur-Kennedy Neighborhood, in which single-family homes are listed as "desirable" and two- to four-family homes are listed as "allowed" in the Village's Comprehensive Plan. The rest of neighborhood 72 is part of the Village Center District, in which multiple-family and mixed-use developments are list in the Village’s plan as “desired”.. A 5-acre, Village-owned parcel in neighborhood 72 is now intended to be sold and developed for commercial use. Due to this intent and environmental constraints, the consultant projects no new housing in neighborhood 72 through 2040. Stable enrollment is projected, due to proximity to MacArthur Elementary and Kennedy Middle Schools.	191	191	191	191	191	-

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Neighborhood (as depicted on Report maps)	Description and Rationale	Total Housing Unit Estimates/Projections					Projected Housing Unit Increase, 2025-2040
		March 2025	Sept. 2027	2030	2035	2040	
73	Neighborhood 73 includes Haupt Strasse Park and the eastern half of the Blackstone Creek Golf Club. Neighborhood 73 contains a mixture of uses, but generally commercial and employment uses along Mequon Road and multiple-family residential uses elsewhere. Existing multiple-family developments in neighborhood 73 vary by age and by renter vs. owner occupancy. Neighborhood 73 is within the Village Center District, Village's Comprehensive Plan lists commercial, multiple-family, and mixed-use developments as "desirable". Lands in the western part of neighborhood 73 are part of the Blackstone Creek Golf Club, which has had redevelopment proposals for the last 20 or so years. The most recent concepts include residential redevelopment concentrated in eastern portions of the golf course that are at a higher elevation. The consultant projects, within this area, ~100 apartment units and ~50 townhome units between 2030 and 2035 and another ~100 apartment units and ~50 townhome units between 2035 and 2040. The consultant projects a separate redevelopment project along Mequon Road between 2035 and 2040, including ~50 multiple-family units. Student-per-housing unit ratios are expected to remain stable and typical of an established multiple-family area in Germantown (0.15 student-per-unit), with enrollment totals projected to increase slightly with added housing development expected.	1,699	1,699	1,699	1,849	2,049	350
74	The western half of neighborhood 74 is contains a mix of older commercial and employment uses while the eastern half is wooded. The Village places neighborhood 74 within its Village Center District, in which the Village's Comprehensive Plan lists multiple-family and mixed-use developments as "desirable". The Village currently owns much of neighborhood 74 and has proposed a tax incremental district (TID 10) to promote development of a Town Center/Village Plaza, with commercial, mixed-use, and multiple-family components. The consultant projects this proposal to move forward for multiple reasons, including Village plans supporting for this type of development here; Village ownership and redevelopment efforts to date; the site's location in the center of the Village, along busy Mequon and Pilgrim Roads and in proximity to municipal and commercial services; utilities readily available; low value of current uses; and heaving market demand for different housing types in the area. The consultant project housing development to begin in the late-2020s, with ~100 market-rate multiple-family units anticipated between 2027 and 2030, another ~75 between 2030 and 2035, and another ~100 between 2035 and 2040 (perhaps as part of a later phase designation). Enrollment is projected to increase with new housing development, but with under 20 students anticipated at buildout due to low anticipated student-per-housing unit ratios.	-	-	100	175	275	275
75	Includes most of Legend Acres (1970s), Legend Acres Vienna Court (1970s-1980s), Hawthorne Meadows (1980s), northern and eastern portions of Hawthorne Meadows Addition No. 1 (1980s), northern portion of Hawthorne Meadows 2 (1980s-1990s), Esquire Estates (1980s-1990s), and northern portion of Cedar Hills 2 (1990s). Neighborhood 75 also includes the Village Hall and the Community Library. Lands in neighborhood 75 are predominately in single-family use, but contain institutional and multiple-family residential uses in the western third and northeastern corner. Majority of neighborhood 75 is planned is within the Village's Alt Bauer Neighborhood, in which single-family homes are listed as "desirable" uses, per the Village's Comprehensive Plan and two- to four-family homes are listed as "allowed". Still, no additional housing is projected here through 2040. Neighborhood 75 seems to have recently turned over, with a large number of recent home sales and a large 4K and 5K-5 age cohort. The consultant projects slightly increasing enrollment in neighborhood 75, due to aging of elementary students to the secondary level, proximity to schools, central location in the Village, proximity to jobs.	846	846	846	846	846	-
Totals		11,653	11,900	12,268	13,092	13,793	+2,140

APPENDIX C: GSD 4K-12 RESIDENT ENROLLMENT PROJECTIONS BY GRADE GROUP AND NEIGHBORHOOD, 2025-2040

Neighborhood	Grades 4K-5 ²					Grades 6-8 ²					Grades 9-12 ²					Grades 4K-12 ²				
	2025 ¹	2027	2030	2035	2040	2025 ¹	2027	2030	2035	2040	2025 ¹	2027	2030	2035	2040	2025 ¹	2027	2030	2035	2040
1	15	17	19	24	25	13	7	8	9	12	26	22	14	14	17	54	46	41	48	55
2	12	9	9	8	8	6	6	5	4	4	2	7	9	6	6	20	23	22	18	17
3	18	15	15	15	15	15	9	7	7	7	14	20	15	10	10	47	44	37	33	32
4	18	23	20	18	18	5	8	11	10	9	15	9	11	15	13	38	40	42	43	40
5	23	26	26	23	22	9	10	12	12	11	11	12	14	18	17	43	49	52	53	49
6	6	4	4	5	5	2	3	2	2	2	0	2	4	3	3	8	10	10	10	11
7	0	0	0	5	20	0	0	0	1	6	2	1	0	1	5	2	1	0	7	31
8	54	59	68	67	69	50	33	35	33	34	50	73	61	48	48	154	164	164	149	152
9	21	23	30	43	45	4	9	12	17	20	12	8	14	21	26	37	41	56	81	91
10	13	11	10	9	8	1	6	6	5	4	2	2	7	8	6	16	19	23	21	19
11	8	5	6	9	10	9	4	2	3	4	10	12	8	3	5	27	21	16	15	20
12	29	23	21	24	29	17	15	11	10	12	23	24	22	18	18	69	62	55	52	58
13	9	6	5	6	4	3	5	3	3	3	2	4	6	4	4	14	14	15	12	11
14	6	8	8	7	6	2	3	4	4	3	5	3	4	5	5	13	14	16	16	15
15	5	4	4	4	4	9	3	2	2	2	5	11	6	3	3	19	18	12	9	9
16	27	28	28	27	24	10	12	13	13	13	13	14	17	19	19	50	55	58	59	55
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	25	23	24	25	29	25	13	12	11	11	36	36	23	16	16	86	72	59	53	56
19	23	26	27	24	22	7	11	13	13	11	15	11	14	18	17	45	48	54	55	51
20	1	1	1	3	4	0	1	0	1	2	3	1	1	1	2	4	2	2	5	8
21	0	0	0	5	4	0	0	0	1	2	0	0	0	0	2	0	0	0	5	8
22	40	38	37	34	33	16	19	18	18	16	19	22	26	26	24	75	79	81	77	73
23	18	19	19	22	24	8	9	9	10	11	12	12	12	14	16	38	40	41	46	50
24	3	5	4	9	10	0	1	2	3	3	1	0	1	2	3	4	6	8	14	15
25	12	13	11	9	12	5	5	6	5	4	5	7	7	8	7	22	24	23	22	24
26	9	9	9	9	9	2	4	4	4	4	11	5	6	6	6	22	18	19	19	18
27	12	9	10	10	10	4	6	4	4	4	11	7	9	6	6	27	23	22	20	21
28	20	20	21	23	27	10	9	9	10	11	15	15	14	14	16	45	44	44	47	54
29	14	17	19	20	18	7	6	8	9	10	11	10	9	12	13	32	34	36	41	42
30	18	14	15	17	18	17	9	7	7	8	15	22	15	10	11	50	45	37	35	37
31	35	31	30	26	27	23	18	16	15	13	30	33	27	22	20	88	82	73	63	60
32	29	24	23	21	20	11	15	12	11	10	21	17	21	17	16	61	56	56	49	46
33	3	2	4	8	6	3	2	1	2	4	1	3	3	2	4	7	7	8	12	15
34	37	38	41	39	38	14	17	18	17	16	21	20	24	23	23	72	75	83	79	76
35	19	22	24	26	22	16	7	10	11	12	24	24	14	16	17	59	53	48	53	52
36	15	15	12	12	12	4	7	7	6	6	6	6	9	9	8	25	27	28	27	26
37	11	11	10	10	10	6	5	5	5	5	6	8	8	7	7	23	24	23	22	22
38	2	1	1	6	8	2	1	1	2	5	1	2	2	4	6	5	4	3	12	18
39	18	22	20	19	14	7	7	10	9	10	9	10	10	14	14	34	39	41	43	37

Germantown School District
Community Growth & Projections Report

Neighborhood	Grades 4K-5 ²					Grades 6-8 ²					Grades 9-12 ²					Grades 4K-12 ²				
	2025 ¹	2027	2030	2035	2040	2025 ¹	2027	2030	2035	2040	2025 ¹	2027	2030	2035	2040	2025 ¹	2027	2030	2035	2040
40	1	2	2	8	11	0	0	1	2	5	1	0	0	2	5	2	2	2	11	21
41	24	22	20	18	20	5	11	10	10	10	6	7	14	14	15	35	40	45	42	45
42	10	8	8	8	9	3	5	4	4	4	11	6	7	6	6	24	19	19	19	18
43	1	8	31	42	37	3	2	10	23	21	4	5	10	20	31	8	14	52	85	89
44	3	2	2	2	2	7	2	1	1	1	2	8	4	2	2	12	12	7	5	5
45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
46	2	1	1	1	1	1	1	1	0	0	0	1	1	0	0	3	3	3	1	2
47	2	3	4	3	4	1	2	2	1	2	2	3	3	2	2	5	7	8	7	8
48	3	2	2	5	8	2	2	1	1	3	0	2	2	1	4	5	5	5	7	15
49	38	32	35	37	36	37	19	15	16	17	59	55	34	23	24	134	106	84	76	78
50	63	57	53	51	50	25	30	27	25	24	49	39	42	37	35	137	126	123	113	109
51	35	40	38	35	30	12	19	19	18	16	15	19	25	26	25	62	77	81	79	71
52	24	19	18	18	18	12	12	9	8	9	14	16	17	13	12	50	47	44	39	39
53	57	68	69	65	59	26	25	31	32	31	51	41	38	46	45	134	134	138	143	135
54	52	55	55	50	44	20	24	26	26	24	21	27	33	37	36	93	106	113	113	103
55	22	20	17	19	20	10	11	10	8	9	14	14	16	13	12	46	46	43	40	41
56	10	14	15	15	14	8	4	6	7	7	18	13	8	9	10	36	31	29	31	30
57	23	26	26	24	23	9	10	12	12	11	17	14	15	18	17	49	51	53	55	52
58	50	47	47	47	46	33	26	23	22	23	67	57	45	32	33	150	130	115	101	102
59	57	65	63	65	55	25	25	30	29	31	37	37	37	43	43	119	128	130	137	129
60	21	16	14	17	17	6	10	8	7	8	24	12	14	10	10	51	39	36	33	35
61	87	89	89	93	102	51	41	41	43	47	49	67	61	62	66	187	196	191	198	215
62	29	27	27	26	27	13	15	13	13	13	24	20	21	19	18	66	61	61	58	58
63	7	4	3	3	3	2	4	2	2	1	1	2	5	2	2	10	10	10	7	6
64	2	1	1	0	0	0	1	1	0	0	0	0	1	1	0	2	2	2	1	0
65	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
66	14	21	20	17	22	5	6	10	9	10	13	9	8	14	15	32	35	38	41	47
67	0	0	0	0	0	2	0	0	0	0	2	3	1	0	0	4	3	1	0	0
68	25	25	26	29	33	15	13	12	13	14	18	22	21	21	22	58	60	60	63	70
69	28	55	56	68	80	8	21	25	31	37	11	17	29	39	49	47	92	110	139	167
70	55	49	50	49	48	35	27	24	24	23	40	48	41	34	34	130	124	115	107	105
71	19	22	23	23	20	11	8	10	11	11	10	14	13	15	15	40	44	45	48	46
72	12	14	13	13	13	2	5	6	6	6	16	6	7	9	9	30	25	27	28	27
73	126	132	133	134	139	68	58	58	63	64	97	98	87	91	96	291	288	278	289	300
74	0	0	3	4	8	0	0	1	3	4	0	0	0	2	4	0	0	4	10	17
75	99	106	111	104	97	34	42	48	52	49	56	51	58	72	73	189	199	217	228	218

Notes:

¹ 2025 totals in this figure are March 2025 GSD resident student enrollment.
² These numbers in this figure do not include non-resident students who open-enroll-in to GSD schools from other districts.

BUSINESS OF THE PLAN COMMISSION

MEETING DATE: June 23, 2025

PLACEMENT: Presentation

ITEM TITLE: Speakers: Pat Tasker, Shorewest
Kevin Nash, Shorewest
Joey Carini, Keller Williams Realty

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

STAFF RECOMMENDATION:

ACTION BY Committee: