

MEETING:	JOINT VILLAGE BOARD AND PLAN COMMISSION MEETING
DATE & TIME:	Monday, July 28, 2025 at 6:30 PM
LOCATION:	Germantown Village Hall Board Room N112 W17001 Mequon Road

NOTE: In the event that one of the two bodies scheduled to meet jointly fails to have a quorum, the other body will continue to hold the meeting and the members of the other body may remain subject to the Badke notice provided at the bottom of this agenda.

Any member of the body and/or citizen also attend the meeting virtually through the WebEx platform, Meeting #: **2554 467 8722** 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=m3ca1c7cde39dbb0b7ecceb43d7b7c185>

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_iCohyQ.

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:**
 - A. Village Board
 - B. Plan Commission
- III. **NEW BUSINESS:**
 - A. Multi-Family Housing Development Policy (DISCUSSION - CONTINUED FROM MAY 5 & MAY 12)
 - B. Status of Existing Village of Germantown Tax Increment Districts (TIDs) and Village Center Financing Options (PRESENTATION & DISCUSSION)
 - C. Village Center Property Redevelopment - Future Direction, Process, Responsibilities & Timeline for Creating Zoning Regulations & Proposal Guidelines (PRESENTATION & DISCUSSION)
- IV. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a 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.

PLAN COMMISSION AGENDA

July 28, 2025

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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.

BUSINESS OF THE PLAN COMMISSION

MEETING DATE: July 28, 2025

PLACEMENT: Presentation

ITEM TITLE: Multi-Family Housing Development Policy (DISCUSSION -
CONTINUED FROM MAY 5 & MAY 12)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. VB&PC-7-28-25-MF Policy Discussion
2. 1-June 23 2025 PC Meeting-SUMMARY & HIGHLIGHTS
3. 2-Housing Units & Occupancy Characteristics-Germantown Comparables-4-22-25
4. 3-Germantown village, Washington County, WI - Profile data - Census Reporter
5. 4-Germantown-Avg Age-Statistics-REVISED
6. 5-2050 Plan-Housing Element
7. 6-2050 Plan-Housing Objectives
8. 7-Tracy Cross-Germantown Residential Market Analysis-1-4-4
9. 8-Germantown Housing Affordability Report-2024

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

MULTI-FAMILY HOUSING DEVELOPMENT

Discussion



MULTI-FAMILY HOUSING ISSUES

- Housing Demand & Affordability
 - Changing generational attitudes & desires for type of housing
 - Aging population wants/needs smaller, less expensive & less maintenance in housing choices
 - Increasing housing costs contribute to shortage of “affordable” housing locally & throughout WI

HOUSING TYPE: HOW DOES GERMANTOWN COMPARE?

Housing Unit & Occupancy Characteristics
Village of Germantown, WI & Comparable Villages & Cities
(Municipalities sorted by "Multi-Unit" Percentage - Highest to Lowest)

Municipality	County	Population	Median Household Income	Total # Housing Units	Housing Unit Structure Type (%)			Occupancy Type (%)	
					Single	Multi	Mobile	Owner	Renter
Wauwatosa (City)	Milwaukee	47,718	\$93,859	22,976	58	42	0	60	40
Cudahy (City)	Milwaukee	17,964	\$66,717	8,866	59	40	1	62	38
Oak Creek (City)	Milwaukee	36,473	\$93,120	15,602	58	40	2	59	41
Grafton (Village)	Ozaukee	12,274	\$88,634	5,824	61	39	0	63	37
West Bend (City)	Washington	31,722	\$75,043	14,462	62	38	0	67	33
Brown Deer (Village)	Milwaukee	12,615	\$91,567	6,187	63	37	0	65	35
Menasha (City)	Winnebago	15,199	\$58,624	7,348	60	34	6	60	40
Jackson (Village)	Washington	7,882	\$95,960	3,518	60	33	7	70	30
Oconomowoc (City)	Waukesha	18,385	\$105,833	7,934	68	32	0	68	32
Hartford (City)	Washington	15,761	\$74,252	6,696	68	31	1	66	34
Sussex (Village)	Waukesha	11,795	\$112,031	4,732	70	30	0	69	31
Franklin (City)	Milwaukee	35,757	\$108,342	14,433	72	28	1	78	22
Menomonee Falls (Village)	Waukesha	38,963	\$98,460	16,945	71	28	1	75	25
Germantown (Village)	Washington	20,940	\$104,337	8,619	73	25	2	76	24
New Berlin (City)	Milwaukee	40,384	\$97,414	17,522	77	23	0	76	24
Muskego (City)	Waukesha	25,156	\$116,361	10,105	85	15	0	88	12
Mequon (City)	Ozaukee	25,259	\$147,391	9,922	86	14	0	84	16
	Avg	24,367	\$95,761	10,688	68	31	1	70	30

MULTI-FAMILY HOUSING ISSUES

- Is there a need for a policy that limits the amount of multi-family housing development in the V. of Germantown?
- Arguments FOR a Policy
 - Potential Community Impacts
 - Germantown School District capacity & enrollment management
 - Infrastructure Capacity (roads, water, sewer, EMS)
 - Community Character & Identity
 - Property Values
 - Demographic & Socio-Economic Changes

MULTI-FAMILY HOUSING ISSUES

- Is there a need for a policy that limits the amount of multi-family housing development in the V. of Germantown?
- Arguments AGAINST a Policy
 - Housing Shortage & higher housing costs; not enough supply of “affordable” and/or desirable housing to meet demand
 - Younger population unable to move into community combined with “aging out” existing population results:
 - shrinking student population & enrollment
 - Localized labor shortage
 - Decreasing community vitality & sustainability
 - Increased socio-economic differences
 - Increased sprawl in areas intended for rural preservation
 - Legal challenges (“fair housing” & discriminatory issues)
 - Missed economic opportunity

GERMANTOWN POPULATION TRENDS

Over the past two decades, the median age of residents in Germantown, Wisconsin, has steadily increased, reflecting broader demographic trends in the region.



Median Age Trends (2000–2023)

- **2000:** Approximately 36.4 years
- **2010:** Approximately 42.1 years
- **2020:** Approximately 40.6 years
- **2023:** Approximately 42.3 years [Census Reporter+2discoverhometown.com+2Wisconsin Demographics+2Wisconsin Demographics](#)

This upward trend mirrors the aging of the local population, with a notable 21% decrease in residents aged 20–44 between 2000 and 2017, compared to a 12% decrease in Washington County overall

[.discoverhometown.com](#)



Contributing Factors

- **Aging Population:** Long-term residents are aging in place, contributing to the rise in median age.
- **Population Growth:** While the village's population has grown by 9.8% since 2000, the increase is slower compared to the national average of 15.6% .
- **Youth Outmigration:** A significant number of younger residents, particularly those aged 20–44, have moved away, leading to a decrease in this age group within the community

[.BestPlacesdiscoverhometown.com](#)



Summary

Germantown's demographic profile is shifting towards an older population. This trend is influenced by aging residents, slower population growth, and the outmigration of younger individuals. These changes have implications for local services, housing, and community planning.

GERMANTOWN SCHOOL DISTRICT (GSD) CONSIDERATIONS

MD Roffers Study; June 2, 2025 Report Summary

- 2025-2040 New Housing Units in GSD
 - 2,140 new housing units in GSD
 - 44% Single-Family
 - 56% Multi-Family (townhomes, duplexes, apartments)

- 1,700 New Housing Units in V. of Germantown
 - 900 new housing units (53%) occur in (3) areas of Germantown
 - 275 units in SUTTON FARM (143 SF & 132 MF)
 - 350 units in BLACKSTONE CREEK & surrounding area (all MF)
 - 275 units in VILLAGE CENTER (all MF)
 - 757 MULTI-FAMILY new housing units out of 900 (84%)

GERMANTOWN SCHOOL DISTRICT CONSIDERATIONS

MD Roffers Study; June 2, 2025 Report Summary

- Student Generation Rates
 - SINGLE-FAMILY Housing
 - .61 students per new SF unit
 - .19 students per existing SF unit (decreases after 10 yrs)
 - MULTI-FAMILY Housing
 - .11 students per new MULTI-FAMILY unit
 - .16 students per existing MULTI-FAMILY unit
- Student Enrollment Changes 2025-2040
 - 148 total student INCREASE (4k-12)
 - 129 elementary student INCREASE (4K-5)
 - 21 middle school student INCREASE (6-8 grade)
 - -2 high school student DECREASE (9-12 grade)

GERMANTOWN SCHOOL DISTRICT CONSIDERATIONS

MD Roffers Study; June 2, 2025 Report Summary

- Impact of student enrollment changes by 2040
- 80% of max capacity reached for ALL SCHOOLS
- 88% of max capacity reached for ELEMENTARY SCHOOLS (90% MacArthur & Rockfield)
- 73% of max capacity reached for MIDDLE SCHOOL
- 76% of max capacity reached for HIGH SCHOOL

2050 COMPREHENSIVE PLAN: HOUSING

8: Implementation Plan

Housing

Objectives	Priority	Potential Action Step(s)
☐ 1 Ensure the compatibility of residential infill development with the scale and character of the surrounding landscapes.	Ongoing	A. Require new developments to follow the density guidelines in the 2050 Comprehensive Plan. B. Use the zoning ordinance to maintain the character of existing residential neighborhoods and periodically review for compatibility in the changing housing market.
☐ 2 Maintain a balanced housing mix and concentrate new multifamily development in walkable Village Center areas or other NDCs that provide connections to the regional transportation network (see NDC Table for areas supporting multi-family development).	Short term (1-3 years)	C. Amend appropriate zoning districts to allow for mixed-use commercial/residential buildings within Village Center, Freistadt District, Holy Hill Gateway and other NDCs that support mixed-use development. D. Initiate conversations with multifamily and conservation subdivision developers to gauge development interest in the Village Center District and Germantown.
☐ 3 Pursue a range of housing types, including smaller lot sizes, mixed use, and walkable Traditional Neighborhood Developments when reviewing new developments so that new homes are more affordable, and so that undeveloped and natural resource land is conserved.	Ongoing	E. Ensure that adequate review is being given to natural resource protection and that diverse housing types are encouraged at initial review of development and subdivision proposals. F. Conduct a Housing Affordability Analysis pursuant to Ch. 66.10013 of the Wisconsin State Statutes. G. Adopt a Traditional Neighborhood Development Ordinance pursuant to Ch. 66.1027 of the Wisconsin State Statutes.
☐ 4 Encourage and/or require the use of conservation subdivisions throughout the Village to preserve agricultural land and natural resources.	Short term (1-3 years)	H. Create a conservation subdivision ordinance to guide this type of residential development.

☐ 5 Ensure adequate access, drainage, open space, building layout, and community amenities at the time of development by requiring developers and landowners to master plan residential developments.	Short term (1-3 years)	I. Create an ordinance requiring applicants for residential subdivisions and minor land divisions to submit a sketch master plan illustrating the ultimate development of the property.
☐ 6 Ensure that there is market demand for newly created residential and mixed use lots and units.	Intermediate (3-5 years)	J. Require residential market studies as needed to ensure there is not an excessive amount of vacant or undeveloped residential housing units. K. Review housing trends and identify any opportunities to meet the needs of a changing housing market.
☐ 7 Ensure that existing housing stock remains attractive and functional by encouraging the rehabilitation of older housing stock, including the multifamily housing near the Village Center.	Intermediate (3-5 years)	L. Create an inventory of existing housing stock age and determine "priority areas" for targeted rehab. M. Identify new funding, regulatory, and organizational ways to facilitate housing rehab. N. Enforce the Property Maintenance Section of the Village Code.
☐ 8 Support regional housing initiatives that impact Germantown, including Washington County Next Generation Housing Initiative.	Ongoing	O. Maintain regular contact with regional agencies such as Washington County and SEWRPC.

2050 PLAN: Housing

Housing			8: Implementation Plan
Objectives		Priority	Potential Action Step(s)
☐ 1	Ensure the compatibility of residential infill development with the scale and character of the surrounding landscapes.	Ongoing	A. Require new developments to follow the density guidelines in the 2050 Comprehensive Plan. B. Use the zoning ordinance to maintain the character of existing residential neighborhoods and periodically review for compatibility in the changing housing market.
☐ 2	Maintain a balanced housing mix and concentrate new multifamily development in walkable Village Center areas or other NDCs that provide connections to the regional transportation network (see NDC Table for areas supporting multi-family development).	Short term (1-3 years)	C. Amend appropriate zoning districts to allow for mixed-use commercial/residential buildings within Village Center, Freistadt District, Holy Hill Gateway and other NDCs that support mixed-use development. D. Initiate conversations with multifamily and conservation subdivision developers to gauge development interest in the Village Center District and Germantown.
☐ 3	Pursue a range of housing types, including smaller lot sizes, mixed use, and walkable Traditional Neighborhood Developments when reviewing new developments so that new homes are more affordable, and so that undeveloped and natural areas are preserved.	Ongoing	E. Ensure that adequate review is being given to natural resource protection and that diverse housing types are encouraged at initial review of development and subdivision proposals. F. Conduct a Housing Affordability Study.

☐ 2	Maintain a balanced housing mix and concentrate new multifamily development in walkable Village Center areas or other NDCs that provide connections to the regional transportation network (see NDC Table for areas supporting multi-family development).	Short term (1-3 years)	C. Amend appropriate zoning districts to allow for mixed-use commercial/residential buildings within Village Center, Freistadt District, Holy Hill Gateway and other NDCs that support mixed-use development. D. Initiate conversations with multifamily and conservation subdivision developers to gauge development interest in the Village Center District and Germantown.
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☐ 8	Support regional housing initiatives that impact Germantown, including Washington County Next Generation Housing Initiative	Ongoing	N. Enforce the Property Maintenance Section of the Village Code. O. Maintain regular contact with...
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coffee shops, restaurants, boutique retail

Modern loft/living spaces that would attract a younger, but not necessarily lower income, resident.

Pairing that with shops restaurants and outdoor spaces.

[Go to Villages Website](#)

+3

A word cloud visualization of terms related to the 'Industrial Revolution'. The words are arranged in a circular pattern, with 'industrial' being the largest and most prominent word at the top. Other large words include 'germantown', 'community', 'village', 'build', 'rural', 'mequon', and 'people'. Smaller words scattered around include 'restaurants', 'residents', 'areas', 'property', 'shops', 'maple', 'neighborhood', 'using', 'local', 'years', 'fural', 'along', 'future', 'something', 'bright', 'golden', 'subdivisions', 'roads', 'needs', 'street', 'development', 'rockfield', 'downtown', 'apart', 'intersection', 'board', 'start', 'densely', 'enough', 'buildings', 'trails', 'please', 'assessment', and 'sidewalk'. The background is a dark, textured blue.

Q23 As the Village continues to grow and development occurs, what type of new residential housing do you think the Village should allow to develop?

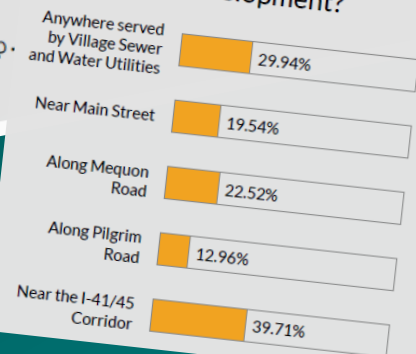


What type of residential housing do you think the Village should allow to develop?

- ✓ **Single-family Detached**
75% of respondents agree Single-family detached homes should be encouraged to develop.
- ✓ **Multi-family Condominium**
45% of respondents 65 years and older agree multi-family condominiums should be developed.
- ✓ **Conservation Subdivisions**
47% of respondents believe that more Conservation Subdivisions should be encouraged to develop.

- ✗ **Manufactured Homes**
65% of respondents disagree that additional manufactured homes should be developed.
- ✗ **Conventional Subdivisions**
10% of respondents believe that only more conventional subdivisions should be encouraged to develop.

Which areas of the Village are the most appropriate for multi-family development?



	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL
Housing for Seniors (assisted living & nursing facilities)	11.72% 183	31.90% 498	24.98% 390	17.94% 280	13.45% 210	1,561
Housing for Seniors (independent apartments or condos)	15.42% 240	34.51% 537	22.81% 355	14.27% 222	12.98% 202	1,556
Multi-family Apartments (rental)	2.92% 45	10.50% 162	16.33% 252	26.51% 409	43.75% 675	1,543
Multi-family Condominium (owner-occupied)	8.65% 134	28.84% 447	22.97% 356	16.84% 261	22.71% 352	1,550
Duplexes, Side-by-Sides and other Two-family Dwellings	6.25% 97	22.44% 348	24.82% 385	20.83% 323	25.66% 398	1,551
Manufactured Homes	1.95% 30	9.11% 140	23.81% 366	25.11% 386	40.01% 615	1,537
Single-family-Attached (townhouses or condos)	10.67% 165	33.44% 517	27.36% 423	13.52% 209	15.01% 232	1,546
Single-family-Detached (separate homes on separate lots)	38.43% 598	36.70% 571	16.65% 259	2.89% 45	5.33% 83	1,556

TOPIC #1: Germantown School District Enrollment Projection Report

Overview: Summary of long-term housing and student enrollment projection study completed on behalf of the Germantown School District and the potential impact of new SF & MF development on schools in the GSD

1) Nick Johnson, Project Manager, MD Roffers Consulting

- a) Municipal, Regional & School District Planning professionals w/ 30+ years' experience
- b) 2025 assessment of enrollment, demographic & housing trends in the Germantown School District (GSD) for purposes of projecting future housing and student enrollment and implications for facilities & operations
- c) Presented findings from June 2, 2025 Report, including:
 - i) MD Roffers projects a total of 2,140 new housing units in overall GSD by 2040
 - (1) 1,700 in the V of GERMANTOWN (avg 107/year)
 - (2) 210 in the V of Jackson
 - (3) 187 in the V of Richfield
 - ii) MD Roffers projects 44% of all new housing units in GSD will be SINGLE-FAMILY and 56% MULTI-FAMILY (townhomes, duplexes, apartments) due to market demand from local workforce, young family & senior population trends
 - iii) MD Roffers Report assumes 53% of all new SINGLE-FAMILY & MULTI-FAMILY development will occur in three specific areas of Germantown:
 - (1) 275 total units in SUTTON FARM (143 SF units & 132 MF units)
 - (2) 350 total units in BLACKSTONE CREEK & immediate surrounding area (all MF units)
 - (3) 275 total units in VILLAGE CENTER (all MF units)
 - iv) MD Roffers projects 4k-12 STUDENT GENERATION rates for housing units in GSD:
 - (1) SINGLE-FAMILY
 - (a) .61 students per new SINGLE-FAMILY unit
 - (b) .19 students per existing SINGLE-FAMILY unit (rate decreases >10-30 years)
 - (2) MULTI-FAMILY
 - (a) .11 students per new MULTI-FAMILY unit
 - (b) .16 students per existing MULTI-FAMILY unit
 - v) MD Roffers projects enrollment will:
 - (1) INCREASE 150 total students (4k-12) by 2040
 - (2) INCREASE 130 elementary students (4K-5) by 2040
 - vi) Impact of enrollment increase through by 2040:
 - (1) 80% of max capacity for ALL SCHOOLS
 - (2) 88% of max capacity for ELEMENTARY SCHOOLS (90% for MacArthur & Rockfield)
 - (3) 73% of max capacity for MIDDLE SCHOOL
 - (4) 76% of max capacity for HIGH SCHOOL

TOPIC #2: Market Overview: Village Center Residential & Commercial Study

Overview: Summary of market research conducted for the Germantown Village Center District and perspective on mixed-use development in the Village Center

2) Pete Moegenburg, Moegenburg Research, Commercial Real Estate Appraiser

- a) Full-service Real Estate Valuation & Consulting Firm since 1994
- b) Discussed Market Research done for Village Center in June 2023; concluded that 15-Ac site can support portion of 1,000+ housing unit demand in market area for MF
- c) Discussed current 80%/20% owner vs. renter-occupied split in Germantown vs. WI avg of 65%/35%
- d) Discussed examples of other communities where new MF housing is occupied by residents w/ HIGHER incomes than existing residents (EX: Norhardt Apartments in Ruby Isle area of Brookfield)
- e) Discussed “High Density” MF is 20 DU/acre and the “norm” in most new development in SE WI
- f) Opinion that there is a moderate demand for more retail in Germantown and only should be encouraged if it is part of a mixed-use project w/ higher density residential with rooftops to support; Cites current 20 sqft/person retail statistic in US vs. 7 sqft/person in Europe as evidence
- g) Cautioned against over-built condition where tenants play “musical chairs” and move from existing to new retail space

TOPIC #3: Residential Realtor Perspective: Germantown Housing Needs

Overview: Local realtor observations on the strengths and weaknesses in the Germantown residential housing market... with answers and opinions on the questions: What do residents like about Germantown? What are existing residents & potential buyers looking for but can't find in Germantown?

3) Pat Tasker, professional realtor w/ Shorewest

- a) 35+ years' experience of residential real estate; 20+ year resident of Germantown
- b) Discussed her informal, social media survey asking residents "*what they like about Germantown*":
 - i) School system
 - ii) Safe community reputation
 - iii) Variety of new & existing Single-Family housing options
 - iv) Small town, bedroom community feel (go elsewhere to work, shop, and recreate but able to come home and feel safe)
 - v) Library & Parks
- c) Discussed her informal, social media survey asking "*what residents would like to be different or want more of*" opinions:
 - i) More non-chain restaurants w/ patio dining
 - ii) "town center" meeting place and feel
 - iii) More local shops
 - iv) More housing choices
- d) Opinion that condo-style MF under \$500K can be made affordable AND attractive; Tasker cites examples including Ruby Isle Norhardt Apartments in Brookfield as good example

4) Kevin Nash, professional realtor w/ Shorewest

- a) 27+ year's experience; 20+ year Germantown resident
- b) Discussed how Germantown did NOT develop like Menomonee Falls and other "walkable" communities; historically an agriculture community
- c) Discussed his ideas why clients like Germantown:
 - i) Small town feel
 - ii) Police, Fire and Park Departments
- d) Opinion that Germantown needs more entry-level and affordable housing choices that enable existing residents to stay; suggests need more condo-style, duplex and multi-family buildings like Lake Park, Wrenwood 4-unit condos, but NOT 3+ story high-density like apartments by Costco in Menomonee Falls
- e) Indicates current avg sales price in Germantown is \$517K w/ new construction at \$680K
- f) Opinion that Germantown is Gateway to Washington County and developers who do not agree to provide affordable housing alternatives should not be allowed to bully (or develop in) Germantown
- g) Supports Sutton Farm proposal as a good alternative and mix of housing choices

5) Joey Carini, professional real estate agent, Keller-Williams

- a) 23+ years' experience; 7-year Germantown resident
- b) Discussed current market conditions where homes under \$400K sell in 4 days w/ 10-20 offers and homes over \$600K-800K will sell but at a slow pace and will not satisfy current demand for more affordable housing choices
- c) Opinion that townhouse concept w/ under \$500K per housing unit is acceptable alternative between SF and high-density MF housing; cites Cedarburg examples; opinion that Sutton Farm MAY be too expensive
- d) Opinion that whatever MF housing is developed, regardless of owner or renter-occupied, on-site management and attention to maintenance is critical

TOPIC #4: Developer Perspective: Multi-Family & Mixed-Use Experience

Overview: Experienced mixed-use developers share their experiences with public-private partnerships, balancing residential and retail with amenities that serve a community purpose, and lessons learned from other market developments

6) Matt Moroney, CEO, Wangard Partners

- a) Milwaukee-based full-service commercial real estate firm since 1992 that specializes in mixed-use & retail development across Wisconsin, Illinois, and Minnesota
- b) Discussed the developer's role as a "facilitator" working with the community to achieve a community vision
- c) Opinion that the public needs to be cognizant of and able to pivot where necessary with developers and market conditions

7) Cindy Shaffer, Founder & Owner, Shaffer Development LLC

- a) Real estate development firm in Ozaukee County with projects that include: Mequon Town Center, 1505 Apartments in Grafton, Spur 16 Mequon
- b) Lead off with question "*Who in the room has ever lived in an apartment?*" resulting in almost everyone in room raising a hand
- c) Discussed the Spur 16 14-acre "in fill" site development in Mequon; City bought land for \$1M and sold to her for only \$1, but development generates \$500K property tax revenue annually and serves as a multi-generational community w/ less owner maintenance and more amenities
- d) Discussed how public market is not viewed as a money-make, but more importantly provides community gathering spot for residents
- e) Opinion that 15-Ac Germantown site is in a similar position... it is unique and potentially a game-changer for the community

TOPIC #5: Retail Broker Perspective: What Makes a Successful Mixed-Use Development

Overview: Discussed current trends affecting “retail” or “storefront” development and provided his assessment on Village Center potential from a data-driven perspective and by comparison to other community developments in Grafton, Mequon and Menomonee Falls;

Kevin Schmoldt, Managing Director, Newmark

- f) Commercial real estate broker w/ 15+ years’ experience specializing in retail development, leasing & investment
- g) Mentioned he likes Plan Commission meetings more than most sporting events
- h) Discussed how tenants leasing is transitioning from “retail” to more service-oriented users like medical, wellness, fitness
- i) Quoted another retail expert who said “You can’t get a haircut from Amazon” as support for fact that retail tenancy is changing but not dying
- j) Summarized his own data-driven analysis of Pick N Save and Sendik’s market areas based on traffic, sales, population, HH income, etc. within 1-mile radius
- k) Summarized his own data-driven analysis of success potential for Mequon @ Pilgrim intersection by comparison to Mequon and Menomonee Falls markets; concluding that this CAN be a successful intersection for new retail development; cites vacancy rates in Germantown @ 3.9% vs. 4.8% in SE WI
- l) Discussed potential tenant mix in any new retail might include: café/coffee, brewery, salon & other aesthetics, wellness/medical, financial/bank
- m) Cautioned that Germantown needs to avoid creating too much retail, but current low vacancy rate should not be a problem
- n) Opinion that any retail needs to be part of a mixed-use development with higher density residential housing that can support it; opinion that 400 housing multi-family housing units would not be enough alone to support new retail, but cannot rely on existing residential development alone to support any new retail... conclusion: need additional residential development
- o) Opinion that Mequon Town Center & Spur 16 have created a buzz about Mequon area not heard before that is attracting younger residents

Housing Unit & Occupancy Characteristics
Village of Germantown, WI & Comparable Villages & Cities

(Municipalities sorted by "Multi-Unit" Percentage - Highest to Lowest)

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Oak Creek (City)	Milwaukee	36,473	\$93,120	15,602	58	40	2	59	41
Grafton (Village)	Ozaukee	12,274	\$88,634	5,824	61	39	0	63	37
West Bend (City)	Washington	31,722	\$75,043	14,462	62	38	0	67	33
Brown Deer (Village)	Milwaukee	12,615	\$91,567	6,187	63	37	0	65	35
Menasha (City)	Winnebago	15,199	\$58,624	7,348	60	34	6	60	40
Jackson (Village)	Washington	7,882	\$95,960	3,518	60	33	7	70	30
Oconomowoc (City)	Waukesha	18,385	\$105,833	7,934	68	32	0	68	32
Hartford (City)	Washington	15,761	\$74,252	6,696	68	31	1	66	34
Sussex (Village)	Waukesha	11,795	\$112,031	4,732	70	30	0	69	31
Franklin (City)	Milwaukee	35,757	\$108,342	14,433	72	28	1	78	22
Menomonee Falls (Village)	Waukesha	38,963	\$98,460	16,945	71	28	1	75	25
Germantown (Village)	Washington	20,940	\$104,337	8,619	73	25	2	76	24
New Berlin (City)	Milwaukee	40,384	\$97,414	17,522	77	23	0	76	24
Muskego (City)	Waukesha	25,156	\$116,361	10,105	85	15	0	88	12
Mequon (City)	Ozaukee	25,259	\$147,391	9,922	86	14	0	84	16
	Avg	24,367	\$95,761	10,688	68	31	1	70	30

Notes:

1. "Comparable" based on similar population and/or close-by geographically
2. "Single" includes detached & attached condominium units; "Multi" includes 2 or more apartments; "Mobile" includes mobile homes
3. "Owner" includes owner-occupied; "Renter" includes renter occupied

Source: "Census Reporter" summary reports using 2023 American Community Survey (ACS) data available from censusreporter.org

Prepared By: Village of Germantown, WI (Community Development Department)

Date Prepared: April 21, 2025

Germantown village, Washington County, WI

County Subdivision in: [Washington County, WI](#), [Wisconsin](#), [United States](#)

20,940

Population

34.4 square miles

609.1 people per square mile

Census data: ACS 2023 5-year unless noted

Richfield

Ashippun

© Mapbox © OpenStreetMap

Find data for this place

Search by table or column name...

Hover for margins of error and contextual data.

Demographics

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Age

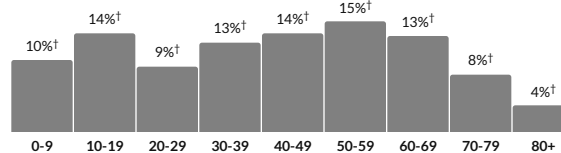
42.3

Median age

a little less than the figure in Washington County: 43.5

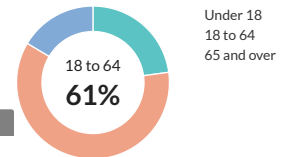
a little higher than the figure in Wisconsin: 40.1

Population by age range



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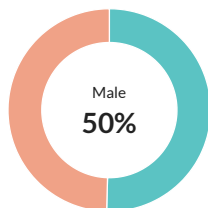
Population by age category



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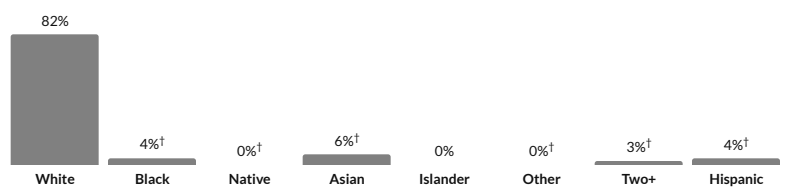
† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Sex



Male
Female

Race & Ethnicity



Show data / Embed

* Hispanic includes respondents of any race. Other categories are non-Hispanic.

Show data / Embed

Economics

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Income

\$52,888

Per capita income

about 10 percent higher than the amount in Washington County: \$48,255

about 25 percent higher than the amount in Wisconsin: \$42,019

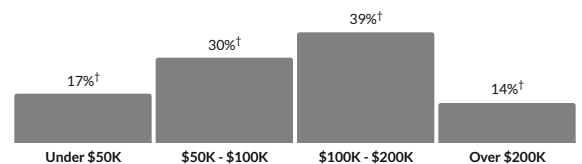
\$104,337

Median household income

about 10 percent higher than the amount in Washington County: \$95,851

about 1.4 times the amount in Wisconsin: \$75,670

Household income



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† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Poverty

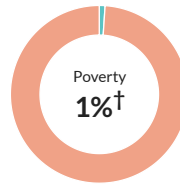
3.2%

Persons below poverty line

about three-fifths of the rate in Washington County: 5.3%[†]

about one-third of the rate in Wisconsin: 10.6%

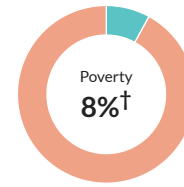
Children (Under 18)



Poverty
Non-poverty

Show data / Embed

Seniors (65 and over)



Poverty
Non-poverty

Show data / Embed

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Transportation to work

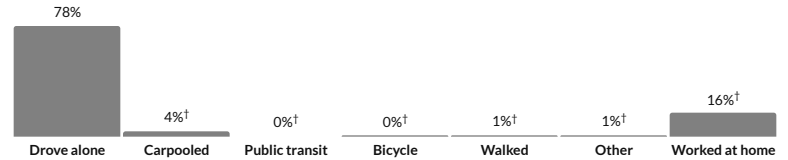
22.3 minutes

Mean travel time to work

about 90 percent of the figure in Washington County: 25.8

about the same as the figure in Wisconsin: 22.2

Means of transportation to work



* Universe: Workers 16 years and over

Show data / Embed

Families

Households

8,328

Number of households

Washington County: 56,482

Wisconsin: 2,446,028

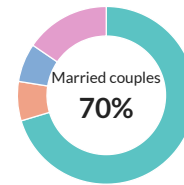
2.5

Persons per household

a little higher than the figure in Washington County: 2.4

a little higher than the figure in Wisconsin: 2.4

Population by household type

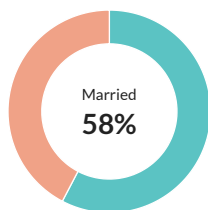


Married couples
Male householder
Female householder
Non-family

Show data / Embed

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Marital status

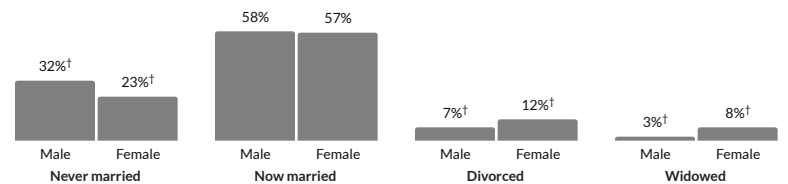


Married
Single

* Universe: Population 15 years and over

Show data / Embed

Marital status, by sex



Show data / Embed

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Fertility

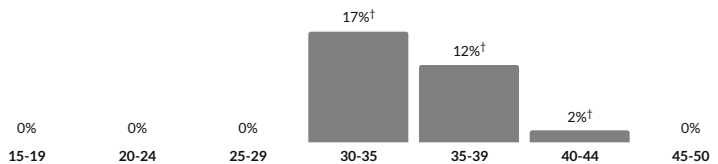
3.8%

Women 15-50 who gave birth during past year

about three-quarters of the rate in Washington County: 5%[†]

about three-quarters of the rate in Wisconsin: 5%

Women who gave birth during past year, by age group



* Universe: Women 15 to 50 years

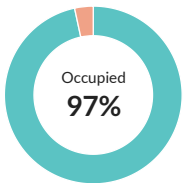
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Housing

Units & Occupancy

8,619
Number of housing units
Washington County: 58,766
Wisconsin: 2,750,750

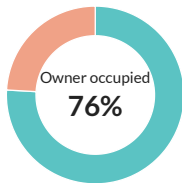
Occupied vs. Vacant



Occupied
Vacant

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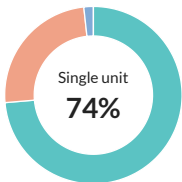
Ownership of occupied units



Owner occupied
Renter occupied

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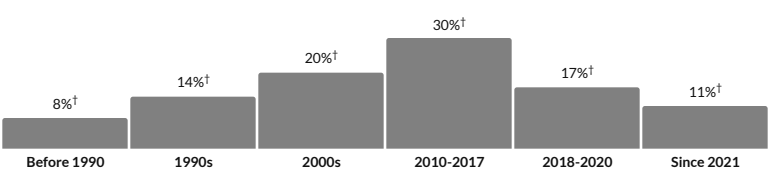
Types of structure



Single unit
Multi-unit
Mobile home
Boat, RV, van, etc.

Show data / Embed

Year moved in, by percentage of population



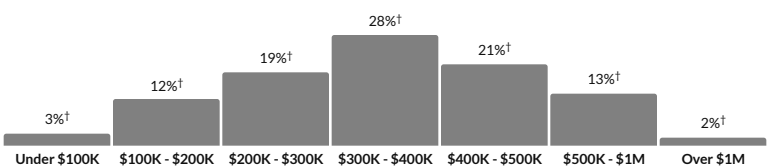
Show data / Embed

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Value

\$356,700
Median value of owner-occupied housing units
about 10 percent higher than the amount in Washington County: \$316,200
about 1.4 times the amount in Wisconsin: \$247,400

Value of owner-occupied housing units



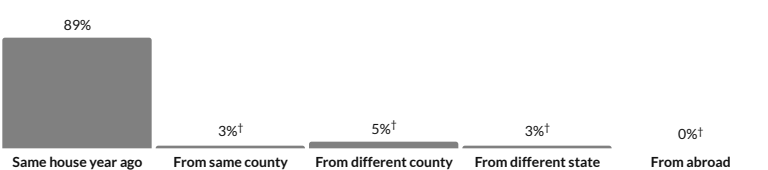
Show data / Embed

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Geographical mobility

10.7%
Moved since previous year
about 1.4 times the rate in Washington County: 7.9%†
about 90 percent of the rate in Wisconsin: 12.2%

Population migration since previous year



Show data / Embed

Social

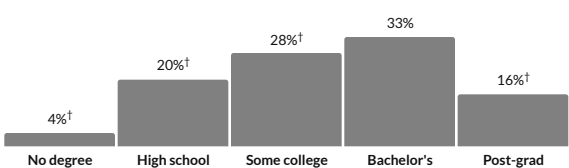
† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Educational attainment

95.9%
High school grad or higher
about the same as the rate in Washington County: 95.6%
a little higher than the rate in Wisconsin: 93.4%

48.3%
Bachelor's degree or higher
about 1.4 times the rate in Washington County: 34.8%
about 1.5 times the rate in Wisconsin: 32.8%

Population by highest level of education



* Universe: Population 25 years and over

Show data / Embed

Language

N/A
Persons with language other than English spoken at home

Language at home, children 5-17
No data available

Language at home, adults 18+
No data available

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

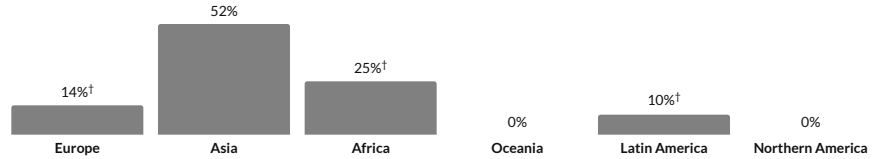
Place of birth

7.9%

Foreign-born population

more than double the rate in Washington County: 2.8%
about 1.5 times the rate in Wisconsin: 5.1%

Place of birth for foreign-born population



Show data / Embed

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

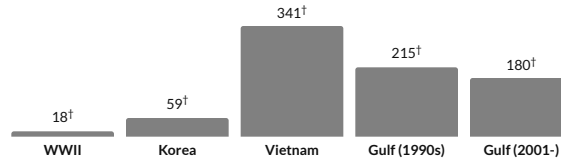
Veteran status

5.6%

Population with veteran status

about 80 percent of the rate in Washington County: 6.9%
about 90 percent of the rate in Wisconsin: 6.4%

Veterans by wartime service



* Civilian veterans who served during wartime only

Show data / Embed

902 Total veterans

842 Male

60 Female

Hover for margins of error and contextual data.

Citation: U.S. Census Bureau (2023). *American Community Survey 5-year estimates*. Retrieved from *Census Reporter Profile page for Germantown village, Washington County, WI* <<http://censusreporter.org/profiles/06000US5513128875-germantown-village-washington-county-wi/>>

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Trends in Germantown's Median Age

Over the past two decades, the median age of residents in Germantown, has steadily increased, reflecting broader demographic trends in the region.

Median Age Trends (2000–2023)

- **2000:** Approximately 36.4 years
- **2010:** Approximately 42.1 years
- **2020:** Approximately 40.6 years
- **2023:** Approximately 42.3 years¹

This upward trend mirrors the aging of the local population, with a notable 21% decrease in residents aged 20–44 between 2000 and 2017, compared to a 12% decrease in Washington County overall². The table below compares Germantown's aging trends to southeastern Wisconsin counties.

Comparative Median Age Trends (2000–2023)

Area	2000 Median Age	2023 Median Age	Change
Germantown	~36.4 years	~42.3 years	+5.9 yrs
Milwaukee County	~34.4 years	~35.4 years	+1.0 yr
Washington County	~37.0 years	~42.3 years	+5.3 yrs
Waukesha County	~37.0 years	~41.0 years	+4.0 yrs
Ozaukee County	~39.0 years	~44.0 years	+5.0 yrs
Racine County	~34.7 years	~36.0 years	+1.3 yrs
Kenosha County	~36.0 years	~36.0 years	0.0 yrs

Contributing Factors

- **Aging Population:** Long-term residents are aging in place, contributing to the rise in median age.
- **Population Growth:** While the village's population has grown by 9.8% since 2000, the increase is slower compared to the national average of 15.6%.
- **Youth Outmigration:** A significant number of younger residents, particularly those aged 20–44, have moved away, leading to a decrease in this age group within the community³.

Summary

Germantown's demographic profile is shifting towards an older population. This trend is influenced by aging residents, slower population growth, and the outmigration of younger individuals. These changes have implications for local services, housing, and community planning.

¹ [Census Reporter+2discoverhometown.com+2Wisconsin Demographics+2Wisconsin Demographics](#)

² [discoverhometown.com](#)

³ [BestPlacesdiscoverhometown.com](#)

Housing

The Village of Germantown prides itself on its housing and neighborhoods. From leafy, historic subdivisions, to rural estates, to multifamily buildings closer to downtown, the Village has a lot to be proud of. However, Germantown's population is growing and changing. The community is affected by the same economic factors that have been impacting communities all over the country.

As of the writing of this plan, the housing market in the region is booming as the COVID-19 pandemic enters its third year. Demand for housing along with the increasing cost of materials is driving rent and home prices higher than ever before. Some of the dynamics of the current housing market may not be captured in the data presented here.

As the cost of housing increases, ensuring that housing is accessible and affordable to current and future Germantown residents also takes on new importance. Nationally, wages have been nearly stagnant for decades, which means that young professionals and families often cannot afford the same type of housing that their parents could at their age. Workers moving to Germantown's newly created industrial jobs may have a difficult time finding housing in the Village as well. As discussed previously in this plan, more housing development in Germantown will also come at the cost of open space and agricultural land.

The Village is re-examining its future housing growth with all of these factors in mind, placing an emphasis on creating housing options that are accessible to a range of households that also blend seamlessly with Germantown's existing neighborhoods and landscape. As Germantown considers future housing development, this chapter can be used as resource of information that captures some of the complex dynamics at play in the existing housing stock, housing market, and Germantown households.

Existing Housing Conditions

Housing Units Growth Rate

Based on U.S. Census data, in 1970, there were 1,787 housing units in Germantown, increasing to 7,075 in 2000 and 8,115 housing units in 2020. About 96% of those housing units are occupied and 4% remain vacant, mostly available for sale or rent, or only used seasonally.

Housing Tenure & Types

Of all the occupied housing units in Germantown, 23% are occupied by households that rent, while 77% are owner occupied. However, 83% of Germantown residents live in housing units that they own, indicating that renters typically live in households with fewer people. The median rent in Germantown was estimated at \$1,061 in 2020.

Of all of the housing units in Germantown, whether or not they are occupied, 63% are detached single family homes and 10% are attached single family homes, such as townhomes. The percentage of housing stock that consists of single family homes varies widely among the Village's peer communities. Germantown's rate of single family housing is similar to Cedarburg, Menomonee Falls, and the County as a whole, lower than Mequon and Richfield, and higher than Grafton. There is no one-size-fits-all ratio of multi-family to single-family housing. Rather, a mix of housing types can provide options to individuals and families with different incomes and preferences, which change overtime and in different stages of life.

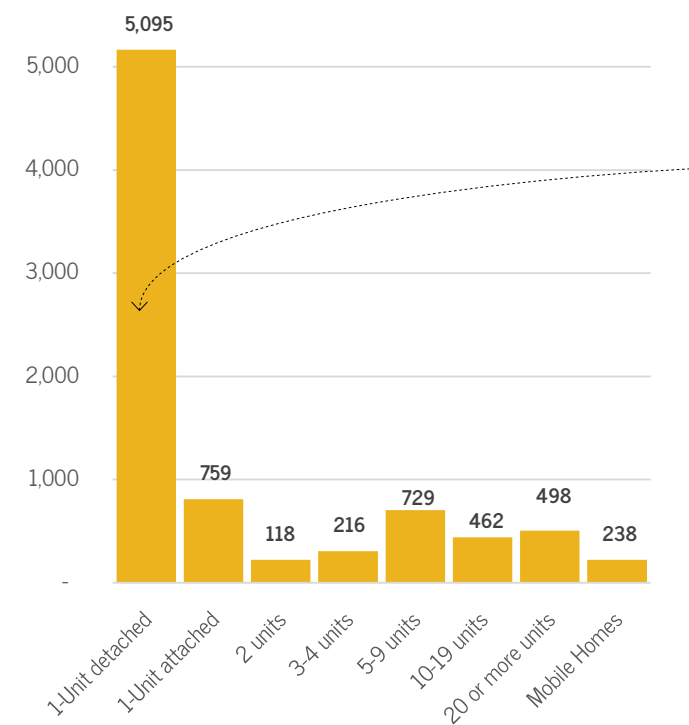
Housing Age & Price

The majority of Germantown's current housing stock was built between 1970 and 2009, with over 1/4 of the housing stock being built in the decade between 1990 and 1999. Only 8% of Germantown's housing stock was built before the 1950s.



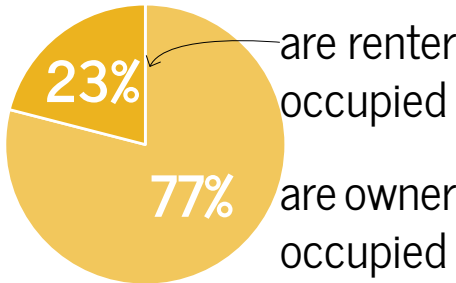
There are **8,115** housing units in the Village of Germantown. About **96%** of them are occupied, and 4% remain vacant.

Figure 7.1 – Germantown Housing Units by Type



▲ 2020 American Community Survey 5-year estimates

of all occupied housing units,



63% of the total housing units are detached single family homes

Table 7.1– Village of Germantown Household Projection, SEWRPC

	2035	2050
Household Projection	10,786	12,597

▲ SEWRPC Household Projections (2013)

Rates and Demand for Residential Development

While there have been occasional high peaks in the number of permits issued the past, mainly due to large multi-family unit developments in 1988, 1991 and 1995, a general trend in permit issuance can be seen. In the early to mid 1980s, the Village averaged 106.5 permits issued per year. This was followed by a sharp increase, to an average of 250.9 permits, issued between 1987 and 1995. From 1996 to 2000, the average number of permits issued had dropped to 170.4 permits per year. Between 1980 and 2000, the Village of Germantown averaged 177 total residential building permits issued per year.

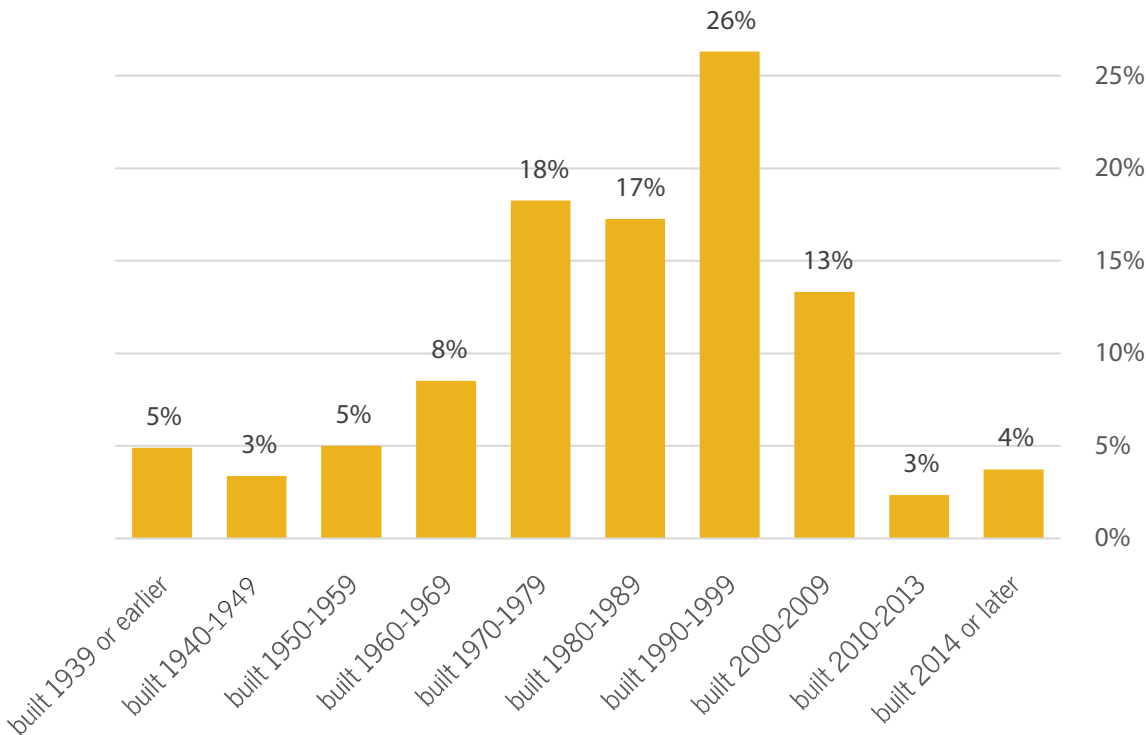
Demand for Dwellings and the Rate of Growth

Germantown’s population is expected to continue

to grow over the next thirty years. Table 7.1 shows that by 2035, SEWRPC projects that the Village of Germantown will have added nearly 3,000 households and over 4,000 households to the community by 2050. This projection is due to anticipated population growth in the Village, as well as an average household size that is trending down over time. As noted in Chapter 2: Community Profile, there are different agencies that project future population and household numbers. The numbers projected by SEWRPC are greater than the numbers projected by the WI DOA. It should also be noted that the SEWRPC projections are for the year 2050, where the WI DOA projections go out to 2040.

These projections represent the potential for housing growth in Germantown. The actual rate of housing development and growth in the Village is ultimately dependent on the amount of housing units that are developed each year and what types of units they are.

Figure 7.2 – Germantown Housing Units by Year Built



▲ 2020 American Community Survey 5-year estimates

Table 7.2 – Comparison of Housing Units by Number of Units Germantown and Peer Communities

	Germantown	Cedarburg	Grafton	Menomonee Falls	Mequon	Richfield	Washington County
Total # of housing units	8,115	5,102	5,533	15,982	9,414	4,692	57,155
1-Unit detached	63%	66%	55%	68%	74%	97%	69%
1-Unit attached	10%	6%	11%	4%	13%	2%	8%
2 units	2%	3%	5%	1%	2%	1%	4%
3-4 units	3%	4%	4%	2%	1%	0%	4%
5-9 units	9%	8%	11%	5%	0%	0%	6%
10-19 units	6%	2%	4%	3%	2%	0%	4%
20 or more units	6%	11%	10%	16%	7%	0%	5%
Mobile Homes	3%	0%	0%	0%	0%	0%	1%
Boat, RV, Van etc	0%	0%	0%	0%	0%	0%	0%
▲ 2020 American Community Survey 5-year estimates							

Table 7.3 – Comparison of Occupied Housing Units Tenure of Occupants Germantown and Peer Communities

	Germantown	Cedarburg	Grafton	Menomonee Falls	Mequon	Richfield	Washington County
Total # of occupied housing units	7,818	4,920	5,319	15,397	8,839	4,596	54,787
Owner Occupied	77%	71%	67%	75%	85%	98%	77%
Renter Occupied	23%	29%	33%	25%	15%	2%	23%
▲ 2020 American Community Survey 5-year estimates							

Accessible and Affordable Housing

Housing/Jobs Ratio

As outlined on page 24 of this plan, SEWRPC analyzed the relationship between anticipated job wages and housing costs in each municipality as part of the 2035 Regional Housing Plan for Southeastern Wisconsin. The report predicted that there is likely to be a deficit of moderate-cost housing in the future based on the Village's previous Future Land Use map and expected development pattern.

This Comprehensive Plan update takes this warning to heart, and the updated Future Land Use Map for Germantown takes a more place-based approach – one that incorporates a diversity of housing in neighborhoods throughout Germantown, including moderate - cost, higher-density single family housing. The regional housing plan defines moderate-cost housing as higher-density single family housing units, usually on lots of less than 20,000 square feet.

It is important to the Germantown community, and the region as whole, that the housing available in Germantown reflects the jobs available in the community so that the people who work in Germantown can live here as well. However, considering housing affordability in Germantown is not only about planning for future residents. The Village should also closely examine affordability for current Germantown residents.

Housing Cost Burden

Housing cost burden is defined as paying more than 30% of household income on housing costs including mortgage, taxes, and utilities, or gross rent. Generally, households that spend more than 30% of their income on housing costs are considered burdened by those costs. However, housing cost burden is not always an adequate measure of affordable housing in a community. High income households may spend more than 30% of their income on housing and still have enough left over to cover all of their other expenses

**Table 7.4 – Germantown:
Monthly Housing Costs as
a Percentage of Household
Income in the Past 12 Months**

Percent of income spent on housing	Income bracket	% Households
	Less than \$20,000	5%
	Less than 20 percent	0%
	20 to 29 percent	0%
	30 percent or more	5%
	\$20,000 to \$34,999	8%
	Less than 20 percent	0%
	20 to 29 percent	2%
	30 percent or more	6%
	\$35,000 to \$49,999	12%
	Less than 20 percent	3%
	20 to 29 percent	5%
	30 percent or more	4%
	\$50,000 to \$74,999	16%
	Less than 20 percent	8%
	20 to 29 percent	5%
	30 percent or more	3%
	\$75,000 or more	59%
	Less than 20 percent	42%
	20 to 29 percent	15%
	30 percent or more	1%
	Zero or negative income	1%
	No cash rent	0%

▲ 2020 American Community Survey 5-year estimates.

and savings. For lower income households, however, housing cost burden can accompany difficulty affording necessities such as food, clothing, transportation, and medical care.

47% of Germantown households that pay rent spend more than 30% of their income on rent. However, a more revealing number may be how many households whose income falls below 50% of the median income and also spend 30% or more of their income on housing costs, whether renters or owners.

Germantown's median income is \$89,111; half of this is \$45,556. According to 2020 American Community Survey estimates, somewhere between 11% - 15% of Germantown's households earn less than \$43,781 per year and pay more than 30% of their household income towards housing costs, regardless of whether they rent or own their homes.

In an effort to address the existing housing market void of high quality homes necessary to accommodate an expected 37% increase in the Washington County labor force that are attainable for young professionals seeking housing and a desire to live in the area, Washington County has created the Next Generation Housing Initiative, which is working to find successful, strategic and sustainable solutions to break down the barriers to homeownership.

This program is intended to kick-start and support investment in the housing stock and enhance the quality of housing and neighborhoods throughout the County. An initial investment of \$10 million created the Next Generation Housing Fund, providing housing opportunities for the next generation to live, work, and thrive in Washington County.

The Next Generation Housing Initiative will provide governmental services and support to participating municipalities in the County that will foster the creation of attainable mainstream housing options. The main goal of the Initiative is to provide 1,000 new, owner-occupied housing with 75% under \$300,000, and 25% under

\$400,000, including home and lot/site, by the year 2032. This program will work to overcome the barriers to homeownership for the next generation and work to satisfy the basic need of obtaining quality homes under 30% of household income.

The Village of Germantown is a participating municipality through Village staff involvement and membership in the Next Generation Housing (NGH) Committee. The Inventory Workgroup (a sub-group of the NGH Committee) ranked, prioritized, and selected the last of the three (3) pilot developments from a lengthy list of potential development sites scattered throughout the County that will be eligible to share a total of \$6.75 million for funding various development costs, e.g. engineering services, surveying, environmental due diligence, land acquisition, infrastructure development and direct developer incentives for residential developments that satisfy the NGH goals. The three (3) pilot sites are located within the Village of Jackson, the City of Hartford, and the Village of Slinger.

It is intended that the Village will participate in the NGH program and seek initial start-up funds totaling \$62,500 to complete preliminary steps toward the development of the Village's priority site(s).

“Community Voices”

Modern loft/living spaces that would attract a younger ... resident. Pairing that with shops restaurants and outdoor spaces.”

“It would be great to see Germantown value smaller single family lots that are more welcoming to younger families over creating large expensive ... neighborhoods that create physically segregated subdivisions.”

“...decent sized lots, not cookie-cutter homes packed tightly together”

Housing

Goals, Objectives, and Potential Action Steps

Goal:

Nurture existing neighborhoods and develop a variety of new housing types that are accessible and welcoming to a diversity of residents. New housing should contribute to Germantown's community character and build on the Village's assets.

Why is this important?

This goal is meant to affirm that developing and maintaining residential neighborhoods that are safe, attractive, and instill pride and a sense of identity and place in residents is an important part of quality of life in Germantown. Developing a diversity of housing choices is also an important part of community resiliency, allowing residents of all ages to grow up and stay in the community through all life's stages and encouraging inter-generational interaction and support. Diverse housing choices are also important for Germantown's economic development, allowing the workers that earn their livelihood in Germantown the opportunity to live in the village as well. Finally, a diverse housing stock can help ensure that living in Germantown is accessible to residents of various income levels and family sizes.

Preserving the character of the community and the close-knit community feel is also important, and the way that housing is designed and developed plays a key role in preserving these qualities and expanding the sense of what it means to live in Germantown. For instance, many community members have expressed their desire to maintain Germantown's rural character, especially in certain neighborhoods and parts of the village. However, others have expressed that developing smaller housing on smaller lots would make living in Germantown accessible to younger people and families.

Key Leadership:

Keeping housing development and maintenance aligned with the Comprehensive Plan will require coordination between Village department staff, citizen boards and elected officials, including:

- Community Development
- Plan Commission
- Village Board
- Germantown School District

Housing

Objectives		Priority	Potential Action Step(s)
☐	1	Ongoing	A. Require new developments to follow the density guidelines in the 2050 Comprehensive Plan. B. Use the zoning ordinance to maintain the character of existing residential neighborhoods and periodically review for compatibility in the changing housing market.
☐	2	Short term (1-3 years)	C. Amend appropriate zoning districts to allow for mixed-use commercial/residential buildings within Village Center, Freistadt District, Holy Hill Gateway and other NDCs that support mixed-use development. D. Initiate conversations with multifamily and conservation subdivision developers to gauge development interest in the Village Center District and Germantown.
☐	3	Ongoing	E. Ensure that adequate review is being given to natural resource protection and that diverse housing types are encouraged at initial review of development and subdivision proposals. F. Conduct a Housing Affordability Analysis pursuant to Ch. 66.10013 of the Wisconsin State Statutes. G. Adopt a Traditional Neighborhood Development Ordinance pursuant to Ch. 66.1027 of the Wisconsin State Statutes.
☐	4	Short term (1-3 years)	H. Create a conservation subdivision ordinance to guide this type of residential development.
☐	5	Short term (1-3 years)	I. Create an ordinance requiring applicants for residential subdivisions and minor land divisions to submit a sketch master plan illustrating the ultimate development of the property.
☐	6	Intermediate (3-5 years)	J. Require residential market studies as needed to ensure there is not an excessive amount of vacant or undeveloped residential housing units. K. Review housing trends and identify any opportunities to meet the needs of a changing housing market.
☐	7	Intermediate (3-5 years)	L. Create an inventory of existing housing stock age and determine "priority areas" for targeted rehab. M. Identify new funding, regulatory, and organizational ways to facilitate housing rehab. N. Enforce the Property Maintenance Section of the Village Code.
☐	8	Ongoing	O. Maintain regular contact with regional agencies such as Washington County and SEWRPC.

Residential Market Analysis -- Strategy Planning Guidelines -- Germantown, Wisconsin

Prepared on behalf of:

Village of Germantown
N112 W17001 Mequon Road
Germantown, WI 53022

January 4, 2024



TRACY CROSS & ASSOCIATES, INC.
REAL ESTATE MARKET ANALYSIS

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TRACY CROSS & ASSOCIATES, INC.
REAL ESTATE MARKET ANALYSIS

EXECUTIVE SUMMARY

At the request of the Village of Germantown, Tracy Cross & Associates, Inc. evaluated the market potential for residential development in Germantown, Washington County, Wisconsin. Specifically, this analysis provides a comprehensive evaluation of the housing market in and around Germantown, together with detailed conclusions regarding the demand/need for new construction housing. It also identifies opportunities that exist (or voids that need to be filled) for certain types of homes, along with the specific direction that should be taken to address/meet demand.

Based upon a thorough evaluation of all relevant economic, demographic, socio-economic and residential market conditions in the village of Germantown and surrounding areas (both today and going forward), it was concluded that the state of the new construction home market throughout the area shows a significant opportunity for the development of, primarily, mainstream or workforce housing (i.e., the middle of the market). The words *mainstream*, *workforce* or *middle of the market*, as used throughout the body of this report, refer to new housing units that target households earning between roughly 50 and 150 percent of the area's \$86,185 median income, or approximately \$40,000 to \$125,000+ annually).

The identified need for new mainstream housing is founded on the basis of supply deficiencies (both rental and for sale) that exist in the market, along with the extreme price disparity that can be found in the for sale sector between new construction alternatives and resale units. In other words, given current market conditions in both the rental apartment and for sale/ownership sectors, the potential or need for properly positioned housing targeting renters earning, primarily, between \$40,000 and \$125,000 annually and ownership households earning from \$75,000 to \$150,000+ is viewed as *significant*.

Because new/newer apartment developments throughout Germantown and surrounding areas are, for the most part, already offering product that targets the threshold of renter households earning between \$40,000 and \$125,000, the area simply needs more properly positioned rental product given the tightness of this market and only marginal new/newer supply.

In the for sale sector, however, the large disparity that exists between new construction price points and those incomes represented by the middle of the market (again, those earning between roughly 50 and 150 percent of median), reflects the reality that a different approach must be taken for the introduction of new for sale housing in the marketplace. This new approach will require discipline by all stakeholders and builders/developers as it relates to land planning, densities, product design, and most importantly, implementation. *Note: the rising cost of land, development, materials and labor is the primary reason new for sale housing prices have risen so dramatically, coupled with the lack of new product initiatives.*

As outlined in our full report, the introduction of **new apartment product** can occur within a reasonable time period simply by following our recommendations for three specific products, all of which are efficient to build from a construction cost standpoint and have proven successful throughout the Midwest and southeast Wisconsin. These products can be readily produced (with a manageable level of discipline) at rental rates generally consistent with the new/newer offerings in the market today.

As it relates to **new for sale housing**, our recommendations represent a departure from the status quo in the new construction ownership sector in and around Germantown and will require a *much greater* level of discipline to produce properly positioned new homes – homes that the workforce can afford, but still represent a comparable quality to that which Germantown is accustomed. To achieve this objective, it will be imperative for the Village of Germantown, and other stakeholders, to work closely with builders/developers so that our recommendations regarding four (4) very specific ownership product lines are understood and embraced. Specifically, builders/developers (and governing bodies) will need to think differently in terms of land planning, densities, development, approvals, product design (and possibly some

form of incentives) in order to *substantially reduce costs*, a key component to meeting the price requirements for the local workforce or middle of the market.

In addition to the disparity that exists between local area incomes and the current price alignment of new construction for sale housing, demand potentials for ownership housing over the next five years in the Germantown Primary Market Area (PMA), which includes Washington County, along with the neighboring areas of northeast Waukesha County, southern Ozaukee County and the northern edge of Milwaukee County, are expected to exceed supply given what is formally in the planning pipeline at this time. For example, a total of at least 2,975 for sale housing units could be absorbed in the Germantown PMA through 2028 (595 yearly), although just 1,139 for sale housing units are currently in the planning pipeline, many of which may never come to fruition. Likewise, demand for new rental housing in the Germantown PMA stands at 2,075 total units through 2028 (415 annually), yet only 1,271 units are in the pipeline, some of which may not move forward. *Moreover, not only is "derived demand" likely to outstrip supply near term, but the overall base of residential construction requirements could actually be much higher (i.e., double) during any given year where properly positioned supply is made available. This doubling of demand factors pent-up demand; upside household growth potentials if properly positioned development were actually to occur; the limited amount of new construction housing alternatives throughout the PMA (to be discussed later); and spillover potentials from areas outside the local market area.*

Focusing on the for sale/ownership sector, and to highlight the importance of working diligently in order to cost-effectively produce mainstream/workforce ownership housing units, the following text table outlines the qualitative distribution of annual for sale housing demand based solely on incomes, then cast against where new construction closings are occurring today. This table shows the need for new for sale housing largely concentrated at price points below \$400,000, which corresponds with the mainstream, workforce or middle of the market. Currently, the majority of new construction offerings in the market are concentrated at prices between \$400,000 and \$700,000, thus leaving workforce ownership households disenfranchised by the current alignment of new construction for sale product. *Note: single family closing prices in Germantown itself are currently 10 percent higher than those reflected throughout the PMA as a whole.*

**THE CURRENT DISCONNECT IN THE FOR SALE SECTOR OF THE NEW CONSTRUCTION HOUSING MARKET
GERMANTOWN PRIMARY MARKET AREA (PMA)**

Price Range	Annual For Sale Housing Demand (Based Upon Current Incomes)		Qualitative Distribution of New Construction Residential Closings ⁽¹⁾	
	Number	Percent	Number	Percent
Under 250,000	30	5.0	---	---
250,000 - 299,999	108	18.1	5	1.2
300,000 - 349,999	100	16.8	6	1.5
350,000 - 399,999	84	14.1	36	8.8
400,000 - 449,999	66	11.1	67	16.3
450,000 - 499,999	48	8.1	76	18.5
500,000 - 549,999	38	6.4	65	15.9
550,000 - 599,999	26	4.4	53	12.9
600,000 - 699,999	20	3.4	59	14.4
700,000 & Above	75	12.6	43	10.5
Total	595	100.0	410	100.0
Median	----- \$385,815 -----		----- \$511,634 -----	

⁽¹⁾ Reflects new construction townhome/duplex/condominium and single family closings recorded in 2023

Source: Tracy Cross & Associates, Inc. and Southeast Wisconsin Multiple Listing Service

**For Sale Housing Price Points Required for
Mainstream/Workforce/Middle Market
Households**

**Current Threshold of Homes Being Produced,
Which Cannot be Afforded by the Bulk of the
Market**

NEXT GENERATION HOUSING INITIATIVE – WASHINGTON COUNTY

With the village of Germantown situated within the boundaries of Washington County, the municipality is in a position to benefit from the county's *Next Generations Housing* initiative, which aims to assist communities, developers, builders, etc. in filling voids that exist in the market relative to ownership housing forms. As highlighted in this executive summary, and detailed throughout the full report, recent price escalation among virtually all new construction for sale developments throughout Germantown and surrounding areas has created a significant void for more properly positioned for sale housing. As such, our analysis, which independently and objectively identified this void, provides specific product/price recommendations in order to fill it – recommendations that conform to the goals of the Next Generation Housing initiative. With this said, and because several of Germantown's identified development/redevelopment properties are already being considered for Next Generation Housing, *the municipality should continue to consider this opportunity*. Note: our detailed recommendations can be found in Section I of the full report.

All told, the effort involved with bringing for sale housing product to market in Germantown (at the prices outlined in Section I), along with a variety of new rental products, will be rewarded by significant sales/absorption volumes per development, which will translate to increases in population and households and, in turn, foster economic growth locally that will have a measurable fiscal impact.





TRACY CROSS & ASSOCIATES, INC.
REAL ESTATE MARKET ANALYSIS

INTRODUCTION

At the request of the Village of Germantown, Tracy Cross & Associates, Inc. evaluated the market potential for residential development in Germantown, Washington County, Wisconsin – a northwest suburb of Milwaukee. Specifically focusing upon *new construction housing* opportunities throughout the village, this analysis establishes the following:

- ☐ Conclusions regarding the depth of the market (demand) for new construction residential development throughout Germantown based upon pertinent economic, demographic, and residential trends which define the marketplace.
- ☐ Conclusions regarding highest-and-best residential uses within the village over the next 5+ years. These conclusions are based upon factors associated with the location of Germantown, depth of market, demographic and socio-economic characteristics of existing and future households, and the alignment of residential developments, both existing and planned.
- ☐ Detailed recommendations regarding those housing forms viewed to hold measurable market support near- to mid-term. Investigative uses range from a variety of rental housing idioms to all forms of for sale housing such as condominiums, townhomes, villas/duplexes, single family, etc. These recommendations address specific product types, plan styles/sizes, features/amenities, etc., along with benchmark rent/pricing strategies necessary to achieve acceptable levels of absorption. Please note that these recommendations will focus on all segments of the conventional market ranging from younger (entry level) profiles to active adult (55+) households.
- ☐ A detailed development matrix summarizing the most marketable mix of residential uses (and their absorption/sales potentials) in order to facilitate/inform future planning efforts, architecture, financial modeling, approvals, marketing, builder/developer participation, etc.
- ☐ A geographic positioning strategy for the introduction of new housing development in Germantown.

WORK PLAN

The work plan for this assignment involved a series of inter-related research investigations as summarized below:

- ☐ A thorough investigation of Germantown and surrounding areas to determine geographic boundaries of the local market area; identify factors which may impact residential potentials within the municipality; and examine areas that may be suitable for residential development.
- ☐ A detailed analysis of all relevant employment, demographic, and residential trends/statistics including a comprehensive evaluation of key socio-economic and income variables of area households.
- ☐ A thorough assessment of both the *for rent* and *for sale* sectors of the local housing market (and adjoining areas as applicable).
- ☐ A demand forecast for residential development in and around Germantown over the next 5+ years.

- ☐ A case study evaluation of “like” residential initiatives throughout similar markets in the Midwest in order to assess trends, products, performance levels, etc.

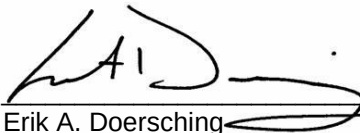
THE REPORT

This report is divided into four sections. Of particular importance is **Section 1** which forwards detailed conclusions and recommendations regarding the highest-and-best housing options for development in Germantown over the next several years. Not to be dismissed, however, are the remaining three sections which can be defined as *fundamentals*. **Section 2**, for instance, provides an outlook for future residential development in the market area based upon all demand-related variables, while **Sections 3 and 4** present a thorough analysis of market's current and future residential marketplace, i.e., both the rental and for sale.

CERTIFICATION AND SIGNATURE

This analysis represents our objective and independent opinion regarding the market potential for new construction housing development within Germantown, Washington County, Wisconsin as certified below:

TRACY CROSS & ASSOCIATES, INC.
An Illinois Corporation

By: 
Erik A. Doersching
Its: President & CEO

Date: January 4, 2024





1. A FRAMEWORK FOR PLANNING

The demand/need for **properly positioned** new construction housing product in the village of Germantown is considered *substantial*. In other words, future new construction housing potentials in the village of Germantown (and throughout Washington County and other adjoining areas to the south and east) are *ample* provided specific criteria can be met relative to product and price. Specifically, the market is showing a clear need for both *market rate and mainstream/workforce housing* ranging from additional rental idioms to various forms of conventional for sale offerings.

This favorable conclusion, which is supported in Sections 2, 3 and 4 of this report, is based upon: 1) more than adequate demand support for a variety of new construction housing alternatives; 2) notable supply-side constraints, especially for product that targets the mainstream of the market, i.e., those households earning between 50 and 150 percent of the market area's \$86,185 median annual income; 3) an ample base of existing (and future) households with strong demographic profiles; 4) tightness (and certain disjointedness) in both the rental and for sale sectors of the market; 5) an excellent localized environment characterized by in-place employment, transportation, shopping/services, entertainment and recreation, along with quality schools; and 6) the opportunity to introduce new and differentiated housing product in a market where such product is definitely needed.

Overall, the village of Germantown is in a unique position to help guide future residential development efforts in a direction of discipline and insight as it relates to specific products that meet the demands of the market relative to densities/lot sizes, product forms, unit types/styles, and most importantly, rent/price positioning. At the same, the village of Germantown has land available within its boundaries for multiple residential development initiatives.

A PLANNING STRATEGY: THE PRODUCT

Because supply-side issues throughout Germantown and adjoining areas are largely driven by the type of product being offered, together with current density allocations for such product idioms (and the cost to produce it), the village of Germantown must think *strategically* in order guide future development efforts to meet the demands/needs of the market, primarily as it relates to the rather large gap that exists between area incomes and new residential development, especially in the for sale sector.

With this said, the following bullet-point summary provides specific product guidelines for establishing the most practical and marketable hierarchy of conventional, mainstream and/or workforce housing – to serve as a guide for future planning and implementation efforts:

- ❑ Mirroring a number of successful mainstream rental housing communities throughout the Midwest, including southern Wisconsin, strong consideration should be given to the introduction of three different market rate rental housing series, one consisting of a two-story garden-style walkup idiom directed to all renter households; one representing a ranch villa rental program targeting the active adult aged 55-74, but not restricted to this segment since other profiles will find this product desirable; and one reflecting a single family detached alternative appealing to a cross-section of the market. Together, these three product forms, which are extremely efficient and cost effective to build, will allow for a broad and varied mix of unit types, sizes, and rents capable of penetrating the threshold of mainstream conventional renter households in the marketplace – and those emanating to Germantown in the years to come. In other words, the introduction of these three new construction product lines in Germantown would allow the full breadth of mainstream renter profiles to be targeted. These include Millennials, also known as Echo Boomers or Generation Y, along with Centennials, also known as Generation Z (i.e., younger singles and couples without

children), together with traditional and non-traditional households such as divorcees, middle-age singles, never-nested couples, singles living together as couples in a roommate condition, young families, etc., and, of course, the move-down empty-nester/active adult/pre-retiree/retiree aged 55 to 74 – a segment which shows substantial growth near term – many of which desire a rental alternative in lieu of home ownership.

- ❑ The **two-story garden apartment program** would consist of a “private entry” product with a component of attached, direct-access garages. In this regard, one of the most successful garden-style developments in the Midwest (and in other portions of southern Wisconsin) consists of a series of eight-unit buildings (each with four direct-access one-car garages) or 16-unit buildings (each with eight direct-access one-car garages). With just 50 percent direct-access garages suggested per structure, two different versions of the garden apartment building should be designed in order for each of the individual floorplans to be offered *with a direct access garage* in one of the two building types. By following this formula, each plan offering would have a 50 percent representation of direct-access one-car garages.



- ❑ Individual designs for the garden apartment product should be broad and varied consisting of eight (8) plan offerings including one-, two- and three-bedroom options ranging in size from 600 to 1,250 square feet. Please note that this product line would also be accompanied by buildings with optional detached garages. As such, renter profiles could elect either surface parking only; a detached garage; or a unit with an attached garage, thus giving future residents a full continuum of rental options to choose from as it relates to their choice of parking cast against their desired (or needed) monthly payment based upon income. This scenario will also provide competitive consistency with other developments in the market, current and future.
- ❑ The **ranch villa apartment program**, which would target households aged 55+, although not be restricted to this consumer segment, would consist of direct-entry single-level ranch-type townhome plans, most with one-car attached garages, but also including a two-car garage offering. Modeled, in part, after very successful empty nester ranches in other parts of Wisconsin and elsewhere throughout the Midwest, this product line would consist of four different plan designs ranging from a one-bedroom residence at 725 square feet to a three-bedroom unit with 1,275 square feet. This product line would be configured in 3-, 4-, 5- and 6-unit buildings (duplexed where necessary).



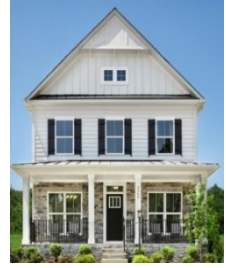
- ❑ Representing a compliment to both the garden apartments and attached ranch villa rentals, and as an extension of the overall continuum of rental housing product within Germantown, strong consideration should be given to introducing a **small-lot single family detached rental program**. Targeting a broad range of consumer profiles ranging from younger households to empty-nesters not interested in homeownership, but desirous of a new detached single family housing form, this product line would include one ranch plan at 1,300 square feet and three two-story offerings in the 1,500-1,700 square foot band (all with two-car garages).



- ❑ Mirroring competitive counterparts overall, size increments between floorplans (for all three rental products) should not exceed 200 square feet (and be narrower in many instances). This discipline will keep lease rate differentials between plans small and in concert with the gradual upward movement of mainstream (and workforce) household incomes.
- ❑ If elevated properly, the three rental housing products can exemplify tasteful suburban architecture and be very complimentary to other development initiatives (including for sale developments) both internal to an individual community and elsewhere throughout the municipality.
- ❑ Representing the first of four product lines in the “for sale” sector of the market, and in an effort to establish an overall hierarchy of ownership product starting with an alternative that should be able to achieve price points directly in-line with the lower-end of the qualitative distribution of mainstream/workforce incomes, is an efficiently designed mid-density **townhome/rowhome series**. This product line would include three separate three-story plan types, each with two main living areas configured over an integral two-car garage and a finished lower level, all with two-car garages. Plan sizes for this series, which will average 1,400 square feet, should range from 1,200 to 1,550 square feet including finished lower levels. This can be achieved in very efficient and cost effective 20' wide modules. With rear-entry garages, individual buildings are generally designed to face one another, thus allowing for a small pedestrian greenway between buildings, or they can be configured fronting a street. Combined, the three individual plan offerings will be capable of attracting a broad range of buyer profiles, with attentive focus directed toward young singles and couples without children, couples in their initial stages of family formation and young families.
- ❑ Architecturally, the townhome/rowhome product line can support either a traditional elevation scheme, or it can command something more contemporary/urban oriented, i.e., at the builder's discretion and dependent upon cost. Overall, this product line can achieve a density of 12+ units per acre, thus allowing builders to distribute land and development costs across more units – in an attempt to bring prices down from the current representation of condominium products (i.e., luxury duplexes/fourplexes) that dot the landscape throughout the market.
- ❑ Representing a more “cost conscious” or “value-oriented” age-targeted alternative to the highly stylized ranch duplex/fourplex condominiums currently found in Germantown and surrounding areas, yet still directed toward the more mature, move-down home purchasers aged 55-74+, a very efficient **attached ranch villa** for sale series is recommended. This product line, which could be configured in 3-, 4-, 5 and/or 6-unit linear buildings (duplexed only where necessary) would consist exclusively of single-level ranch plans, each with a front-load two-car garage and a small, but usable, back-yard or patio area. Ranging in size from 1,375 to 1,675 square feet, the average attached villa unit would carry 1,525 square feet of living space. These homes would be configured slab-on-grade, although a modicum of lots could/should be designated to accommodate optional basements. While directed toward the move-down consumer or empty-nester, this product line would be capable of attracting other segments of the market as well. Ultimately, the goal of creating a villa product slab on grade (as opposed to straight duplex or fourplex buildings with full basements) would be to achieve a higher-density and construction efficiencies which, again, would allow lower costs to be distributed across more units – ultimately leading to more competitive (and appropriate) prices.



- ❑ In the single family sector, and representing a departure from the current larger-lot semi-custom/custom home development currently represented among new developments in and around Germantown, would be an urban/suburban detached product line with rear-load garages. Representing a derivation of the neo-traditional planning concept, i.e. Traditional Neighborhood Development (TND), this single family series, ideally, would be comprised of two single-level “ranch” plans, two traditional two-story units (with second floor master bedrooms) and one two-story unit with a first-floor master bedroom, all with optional basements. Ranging in size from 1,500 to 1,900 square feet, and averaging roughly 1,700 square feet across the group, homes in this series should be approximately 30'-35' wide configured on 40'-45' wide homesites. At the Harmony community in Westfield, Indiana, this particular product line has been extremely successful as it has allowed new construction single family housing (through density and unit sizes) to meet a mainstream or workforce price point – one not typically seen among more traditional counterparts on larger lots. In Madison, Wisconsin, Veridian Homes carries a similar style of homes, which allows the builder to offer more mainstream price points. Because of the escalation of new construction single family prices throughout the local market, a similar strategy is warranted. The TND single family product line will be able to attract a broad spectrum of mainstream detached home purchasers including young childless married couples, couples in their initial stages of family formation, and young families. And, with the incorporation of several ranch plans and a two-story master-down design, this program will be in a position to also appeal to the 55 and older empty-nester segment desirous of detached ownership housing.



- ❑ The second single family product line should consist of a smaller-lot, more traditional single family series with front-access, two-car garages and optional basements. This product line should be comprised of two single-level “ranch” plans and four traditional two-story units. Ranging in size from 1,750 to 2,400 square feet, and averaging roughly 2,050 square feet across the group, homes in this program should be configured on 50'-55" wide homesites. The smaller lot sizes would, once again, assist in reducing costs, thus allowing for a more competitive price position. Together, the six single family plans will also appeal to a broad spectrum of single family home purchasers including young childless married couples, couples in their initial stages of family formation, and first- and second-time move up families. And, with the inclusion of two ranch plans on small low-maintenance lots, this series will appeal to the 55 and older empty-nester segment as well. *While the price points for this product line align the upper end of mainstream incomes, they more closely align the resale sector. As such, this series will provide a reasonably priced move-up alternative in an effort to alleviate pressure among area resales and open up more options for the mainstream of the market or workforce in the existing home market as well.*



- ❑ It is important to note that with proper land planning and architecture, smaller single family lots (both TND and traditional) can still provide for aesthetically appealing community orientation and, most importantly, at the price points not widely represented in the new construction single family sector of the market – price points necessary for the bulk of the market.

For a detailed outline of each recommended mainstream housing idiom including individual product/plan criteria, unit sizes, *current dollar* rents/prices, features, etc., consult **Exhibits 1.1 through 1.7**. As depicted, plan offerings are broad and varied, and reflect some of the best-selling floorplan alternatives among successful “like” products throughout the Midwest.

It is important to note that the detailed planning guidelines and benchmark rent/price suggestions for the various housing products are not arbitrary, but rather *strategic*. Specially, these guidelines will allow five important goals to be met. First, the continuum of home types, styles and rents/prices will directly align mainstream household incomes in the market. Second, the for sale product lines (and their prices) will assist builders in bridging the rather large price gap that exists between area resales and new construction alternatives which, in turn, will provide for “above average” absorption/sales rates. Third, the suggested products (and their typical density allocations) will allow each home series to improve upon total unit counts per acre, which will help minimize raw land costs per unit. Fourth, each suggested product line and plan offering can be built in an efficient manner, which will assist in keeping direct construction costs at a minimum. Finally, the rents/prices assigned to each product line will allow each housing idiom to draw consumers from both the village of Germantown itself, as well as other areas throughout the Milwaukee region, primarily its north/northwest/west suburbs.

Because each product line has been positioned competitively (and strategically) relative to the market, absorption rates for the rental products and sales rates for the ownership offerings are expected to be “at” or “above the market average.” And, while absorption and sales are dependent upon other factors such as the scale of a development, i.e., number of total units; site location; community amenities, etc., the following text table offers a general outline of what an individual location would be capable of attaining per product series:

**ABSORPTION / SALES SUMMARY - A GUIDE
SUGGESTED HOUSING PRODUCTS: GERMANTOWN, WISCONSIN**

Product Line	Estimated Total Units For a Typical Development or Phase (of Relative Scale)	Annual Absorption/ Sales Potential (In Units) At Benchmark Rents/Prices	Marketing Life (In Years)
Two-Story Garden Apts	240	144	1.7 ⁽¹⁾
Ranch Villa Rentals	140	84	1.7 ⁽¹⁾
Single Family Rentals	100	60	1.7 ⁽¹⁾
Townhomes/Rowhomes	60	30	2.0
Attached Ranch Villas	60	30	2.0
TND Single Family	60	30	2.0
Conventional Single Family	40	20	2.0
⁽¹⁾ Marketing life will actually be slightly shorter to get to a stabilized occupancy level of 95 percent.			

Source: Tracy Cross & Associates, Inc.

The absorption/sales volumes outlined above are reflective of a series of residential product lines that will appeal to households earning incomes, generally, in the \$50,000 to \$125,000 range for the rental products and in the \$75,000 to \$150,000+ range for the ownership idioms. These income segments, which are some of the deepest in the village of Germantown and surrounding communities (including all of Washington County), have been disenfranchised of late relative to new construction alternatives.

PRODUCT CRITERIA AND BENCHMARK RENTS - TWO-STORY GARDEN APARTMENTS
-- CONVENTIONAL/MAINSTREAM HOUSING --
GERMANTOWN, WISCONSIN

1.1

Product Line Summary

Product Form:	Two-Story Garden Apartments (8- or 16-Unit Buildings with 4 or 8 Direct Access One-Car Garages Per Building)
Density in Units Per Acre:	20.0
Average Plan Size (Sq. Ft.):	925
Average Benchmark Base Rent w/50 % Garages:	\$1,716
Per Sq. Ft.:⁽¹⁾	\$1.86



Plan Detail

Plan Designation	A-1	A-2	A-3	B	C-1	C-2	C-3	D
Percent Distribution	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5
Plan Type	1BR	1BR	1BR	1BR DEN	2BR	2BR	2BR	3BR
Bedroom/Bath Mix	1/1.0	1/1.0	1/1.0	1+Den/1.0	2/2.0	2/2.0	2/2.0	3/2.0
Unit Size (Sq. Ft.)	600	700	775	875	975	1,075	1,150	1,250
Benchmark Base Rent w/o Garage: ⁽¹⁾	\$1,245	\$1,370	\$1,465	\$1,590	\$1,715	\$1,840	\$1,935	\$2,060
Per Sq. Ft.: ⁽¹⁾	\$2.08	\$1.96	\$1.89	\$1.82	\$1.76	\$1.71	\$1.68	\$1.65
Benchmark Base Rent w/ Garage:⁽²⁾	\$1,370	\$1,495	\$1,590	\$1,715	\$1,840	\$1,965	\$2,060	\$2,185
Per Sq. Ft.:⁽²⁾	\$2.28	\$2.14	\$2.05	\$1.96	\$1.89	\$1.83	\$1.79	\$1.75

Unit Features and Community Amenities

UNIT STANDARDS

- Painted Trim
- Plank Flooring in Living Areas
- "White" Interior Paint Finish
- Direct Wire Smoke Detectors
- Cable/Satellite Access
- High-Speed Internet Connectivity
- USB Ports
- Air Conditioning
- Quality Door Hardware
- Quality Lighting Package
- Private Balcony/Patio

CLOSETS, UTILITIES, AND STORAGE

- Walk-In MBR Closet (Per Plan)
- Wire Closet Shelving
- Full Size Washer/Dryer (Stacked or Side-by-Side)
- Storage Area (Either In-Unit or Separate)
- Linen Closet(s)
- Programmable Thermostat

KITCHEN FEATURES

- Quality Wood Cabinetry
- Plank Flooring
- Self Clean Range Oven
- Built-In Dishwasher
- Refrigerator with Ice-Maker
- Garbage Disposal
- Microwave with Vent
- Hard Surface Countertops
- Stainless Steel Sink

COMMUNITY FEATURES/AMENITIES (LARGE-SCALE DEVELOPMENTS)
(SHARED W/RANCH VILLA AND/OR SF RENTALS)

- Architecturally-enhanced Exteriors
- Secured Access Entry Per Unit
- Clubhouse w/ Community Room, Kitchen, Fitness Center, E-Lounge, Etc.
- Outdoor Fireside Lounge & Grilling Stations
- Outdoor Swimming Pool/Deck Area
- Dog Park & Dog Washing Station

BATH/POWDER ROOM STANDARDS

- Plank Flooring
- Hard Surface Vanity Tops
- Quality Cabinetry
- Ceramic Tub/Shower Surround
- Framed Glass Mirror Over Vanity

- Trail System
- Sport Courts/Playground
- Extensive Landscaping/Hardscaping
- Wi-Fi in all Common Areas
- Direct Access Garages at 50%
- Adequate Surface Parking
- Detached Garages @ \$65 Monthly Per Space

⁽¹⁾ Benchmark base monthly rents, which are presented in January 2024 dollars, reflect the posted base rents for units without direct access garages. They do not include potential premiums for corner units, floor or view. They also do not include application/administration fees, pet fees, storage rental, utilities, or detached garages.

⁽²⁾ Benchmark base monthly rents, which are presented in January 2024 dollars, reflect the posted base rents for units with direct access garages. They do not include potential premiums for corner units, floor or view. They also do not include application/administration fees, pet fees, storage rental, utilities, or detached garages.

PRODUCT CRITERIA AND BENCHMARK RENTS - RANCH VILLA RENTALS
-- CONVENTIONAL/MAINSTREAM HOUSING --
GERMANTOWN, WISCONSIN

1.2

Product Line Summary				
Product Form:		Single-Level Ranch Villas w/Attached Garages - Slab on Grade/No Basements (3-, 4-, 5- and/or 6-Unit Buildings-Duplexed Where Necessary)		
Density in Units Per Acre:		12.0		
Average Plan Size (Sq. Ft.):		1,000		
Average Benchmark Base Rent:		\$1,981		
Per Sq. Ft.:⁽¹⁾		\$1.98		
Plan Detail				
Plan Designation	A	B	C	D
Percent Distribution	25.0	25.0	25.0	25.0
Plan Type	1BR	1BR DEN	2BR	3BR
Garage Condition	1-Car	1-Car	1-Car	2-Car
Bedroom/Bath Mix	1/1.0	1+Den/1.0	2/2.0	3/2.0
Unit Size (Sq. Ft.)	725	925	1,075	1,275
Benchmark Base Rent: ⁽¹⁾	\$1,625	\$1,850	\$2,050	\$2,400
Per Sq. Ft.: ⁽¹⁾	\$2.24	\$2.00	\$1.91	\$1.88
Unit Features and Community Amenities				
UNIT STANDARDS ■ Painted Trim ■ Plank Flooring in Living Areas ■ "White" Interior Paint Finish ■ Direct Wire Smoke Detectors ■ Cable/Satellite Access ■ High-Speed Internet Connectivity ■ USB Ports ■ Air Conditioning ■ Quality Door Hardware and Lighting Package ■ Private Patio		KITCHEN FEATURES ■ Quality Wood Cabinetry ■ Plank Flooring ■ Self Clean Range Oven ■ Built-In Dishwasher ■ Refrigerator with Ice-Maker ■ Garbage Disposal ■ Microwave with Vent ■ Hard Surface Countertops ■ Stainless Steel Sink		BATH/POWDER ROOM STANDARDS ■ Plank Flooring ■ Hard Surface Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity
CLOSETS, UTILITIES, AND STORAGE ■ Walk-In MBR Closet (Per Plan) ■ Wire Closet Shelving ■ Full Size Washer/Dryer (Stacked or Side-by-Side) ■ Storage Area (Either In-Unit or Separate) ■ Linen Closet(s) ■ Programmable Thermostat		COMMUNITY FEATURES/AMENITIES (LARGE-SCALE DEVELOPMENTS) (SHARED W/GARDEN APARTMENTS AND/OR SF RENTALS) ■ Architecturally-enhanced Exteriors ■ Secured Access Entry Per Unit ■ Clubhouse w/ Community Room, Kitchen, Fitness Center, E-Lounge, Etc. ■ Outdoor Fireside Lounge & Grilling Stations ■ Outdoor Swimming Pool/Deck Area ■ Trail System ■ Dog Park ■ Dog Washing Station ■ Sport Courts/Playground ■ Extensive Landscaping/Hardscaping ■ Wi-Fi in all Common Areas ■ Direct Access Garages at 100% ■ Additional Surface Parking		
⁽¹⁾ Benchmark base monthly rents, which are presented in January 2024 dollars, reflect the posted base rents, each of which includes an attached garage. They do not include potential premiums for end units or view. They also do not include application/administration fees, pet fees, storage rental, or utilities.				

Source: Tracy Cross & Associates, Inc.

PRODUCT CRITERIA AND BENCHMARK RENTS - SINGLE FAMILY RENTALS
-- CONVENTIONAL/MAINSTREAM HOUSING --
GERMANTOWN, WISCONSIN

1.3

Product Line Summary

Product Form: *Single Family Rentals w/Attached Garages - Slab on Grade/No Basements
(35'-40' Wide Homes on 45'-50' Wide Homesites)*

Density in Units Per Acre: 8.0

Average Plan Size (Sq. Ft.): 1,525

Average Benchmark Base Rent: \$2,906
Per Sq. Ft.:⁽¹⁾ \$1.91



Plan Detail

Plan Designation	A	B	C	D
Percent Distribution	25.0	25.0	25.0	25.0
Plan Type	Ranch	2-Story	2-Story	2-Story
Garage Condition	2-Car	2-Car	2-Car	2-Car
Bedroom/Bath Mix	2+Den/2.0	3/2.5	3/2.5	3+Loft/2.5
Unit Size (Sq. Ft.)	1,300	1,500	1,600	1,700
Benchmark Base Rent: ⁽¹⁾	\$2,625	\$2,875	\$3,000	\$3,125
Per Sq. Ft.: ⁽¹⁾	\$2.02	\$1.92	\$1.88	\$1.84

Unit Features and Community Amenities

UNIT STANDARDS

- Painted Trim
- Plank Flooring in Living Areas
- "White" Interior Paint Finish
- Direct Wire Smoke Detectors
- Cable/Satellite Access
- High-Speed Internet Connectivity
- USB Ports
- Air Conditioning
- Quality Door Hardware and Lighting Package
- Private Patio

KITCHEN FEATURES

- Quality Wood Cabinetry
- Plank Flooring
- Self Clean Range Oven
- Built-In Dishwasher
- Refrigerator with Ice-Maker
- Garbage Disposal
- Microwave with Vent
- Hard Surface Countertops
- Stainless Steel Sink

BATH/POWDER ROOM STANDARDS

- Plank Flooring
- Hard Surface Vanity Tops
- Quality Cabinetry
- Ceramic Tub/Shower Surround
- Framed Glass Mirror Over Vanity

CLOSETS, UTILITIES, AND STORAGE

- Walk-In MBR Closet (Per Plan)
- Wire Closet Shelving
- Full Size Washer/Dryer (Stacked or Side-by-Side)
- Storage Area (Either In-Unit or Separate)
- Linen Closet(s)
- Programmable Thermostat

**COMMUNITY FEATURES/AMENITIES (LARGE-SCALE DEVELOPMENTS)
(SHARED W/GARDEN APARTMENTS AND/OR RANCH VILLA RENTALS)**

- | | |
|---|---|
| <ul style="list-style-type: none"> ■ Architecturally-enhanced Exteriors ■ Secured Access Entry Per Unit ■ Clubhouse w/ Community Room, Kitchen, Fitness Center, E-Lounge, Etc. ■ Outdoor Fireside Lounge & Grilling Stations ■ Outdoor Swimming Pool/Deck Area ■ Trail System | <ul style="list-style-type: none"> ■ Dog Park ■ Dog Washing Station ■ Sport Courts/Playground ■ Extensive Landscaping/Hardscaping ■ Wi-Fi in all Common Areas ■ Direct Access Garages at 100% ■ Additional Surface Parking |
|---|---|

⁽¹⁾ Benchmark base monthly rents, which are presented in January 2024 dollars, reflect the posted base rents, each of which includes an attached garage. They do not include potential premiums for end units or view. They also do not include application/administration fees, pet fees, storage rental, or utilities.

Source: Tracy Cross & Associates, Inc.

PRODUCT CRITERIA AND BENCHMARK PRICES - FOR SALE TOWNHOMES/ROWHOMES
-- CONVENTIONAL/MAINSTREAM HOUSING --
GERMANTOWN, WISCONSIN

Product Line Summary			
Product Form:	Townhomes/Rowhomes		
Garage Condition:	2-Car (Rear Load)		
Lower Level of Townhomes/Rowhomes	Finished		
Average Plan Size (Sq. Ft.):	1,400		
Average Benchmark Base Price: ⁽¹⁾	\$266,990		
Per Sq. Ft.:	\$190.71		
Average Anticipated Closing Price: ⁽²⁾	\$283,000		
Per Sq. Ft.:	\$202.14		
Plan Detail			
Plan Designation	A	B	C
Plan Style	3-Story	3-Story	3-Story
Bedrooms	2	2+Loft+Flex	3+Flex
Baths	2.5	2.5	2.5
Unit Size (Sq. Ft.)	1,200	1,450	1,550
Benchmark Base Price: ⁽¹⁾	\$254,990	\$269,990	\$275,990
Per Sq. Ft.:	\$212.49	\$186.20	\$178.06
Anticipated Closing Price: ⁽²⁾	\$270,300	\$286,200	\$292,500
Per Sq. Ft.:	\$225.25	\$197.38	\$188.71
Features and Amenities			
UNIT STANDARDS ■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Private Balcony CLOSETS, UTILITIES, AND LAUNDRY ■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat KITCHEN FEATURES ■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Granite or Quartz Countertops ■ Double Bowl Stainless Steel Sink BUILDING FEATURES/AMENITIES ■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Finished Lower Level (Note: Lower Level in the Smallest Unit is Limited to A Laundry Room, Closet, Etc.) BATH/POWDER ROOM STANDARDS ■ Ceramic Flooring ■ Granite or Quartz Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity Front-Oriented Sidewalks ■ Modest, But Desirable Community Amenities (Depends on Size of Development)			
⁽¹⁾ Benchmark base sales prices, which are presented in January 2024 dollars, do not include options, upgrades or premiums. ⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 6.0 percent above the base sales price.			

Source: Tracy Cross & Associates, Inc.

PRODUCT CRITERIA AND BENCHMARK PRICES - FOR SALE ATTACHED RANCH VILLAS
-- CONVENTIONAL/MAINSTREAM HOUSING --
GERMANTOWN, WISCONSIN

Product Line Summary				
Product Form:		Attached Ranch Villas (3-, 4-, 5 and 6-Unit Buildings - Duplexed Where Necessary)		
Garage Condition:		2-Car (Front)		
Average Plan Size (Sq. Ft.):		1,525		
Average Benchmark Base Price: ⁽¹⁾		\$288,990		
Per Sq. Ft.:		\$189.50		
Average Anticipated Closing Price: ⁽²⁾		\$309,200		
Per Sq. Ft.:		\$202.75		
				
Plan Detail				
Plan Designation	A	B	C	
Plan Style	Ranch	Ranch	Ranch	
Bedrooms	2	2+Den	3	
Baths	2	2	2	
Unit Size (Sq. Ft.)	1,375	1,525	1,675	
Benchmark Base Price: ⁽¹⁾	\$279,990	\$288,990	\$297,990	
Per Sq. Ft.:	\$203.63	\$189.50	\$177.90	
Anticipated Closing Price: ⁽²⁾	\$299,600	\$309,200	\$318,800	
Per Sq. Ft.:	\$217.89	\$202.75	\$190.33	
Features and Amenities				
UNIT STANDARDS		KITCHEN FEATURES		BATH/POWDER ROOM STANDARDS
■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Private Patio Area		■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Hard Surface Countertops ■ Double Bowl Stainless Steel Sink		■ Ceramic Flooring ■ Hard Surface Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity
CLOSETS, UTILITIES, AND LAUNDRY		HOME FEATURES/AMENITIES		
■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat		■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Basements Optional on Select Lots ■ Front-Oriented Sidewalks ■ Modest, But Desirable Community Amenities (Depends on Size of Development)		
⁽¹⁾ Benchmark base sales prices, which are presented in January 2024 dollars, do not include options, upgrades or premiums. ⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 7.0 percent above the base sales price.				

Source: Tracy Cross & Associates, Inc.

PRODUCT CRITERIA AND BENCHMARK PRICES - SMALL LOT TND FOR SALE SINGLE FAMILY
-- CONVENTIONAL/MAINSTREAM HOUSING --
GERMANTOWN, WISCONSIN

1.6

Product Line Summary					
Product Form:	Single Family				
Lot Dimensions:	40'-45" x 100'-110'				
Garage Condition:	2-Car (Rear Load) (Front-Load As Necessary)				
Average Plan Size (Sq. Ft.):	1,700				
Average Benchmark Base Price: ⁽¹⁾	\$329,990				
Per Sq. Ft.:	\$194.11				
Average Anticipated Closing Price: ⁽²⁾	\$353,100				
Per Sq. Ft.:	\$207.71				
					
Plan Detail					
Plan Designation	A	B	C	D	E
Plan Style	Ranch	Ranch	2-Story	2-Story	2-Story (1st Floor MBR)
Bedrooms	2 + Den	2 + Flex	3	3 + Flex	3 + Loft
Baths	2	2	2.5	2.5	2.5
Unit Size (Sq. Ft.)	1,500	1,600	1,700	1,800	1,900
Benchmark Base Price: ⁽¹⁾	\$311,990	\$320,990	\$329,990	\$338,990	\$347,990
Per Sq. Ft.:	\$207.99	\$200.62	\$194.11	\$188.33	\$183.15
Anticipated Closing Price: ⁽²⁾	\$333,800	\$343,500	\$353,100	\$362,700	\$372,300
Per Sq. Ft.:	\$222.53	\$214.69	\$207.71	\$201.50	\$195.95
Features and Amenities					
UNIT STANDARDS		KITCHEN FEATURES		BATH/POWDER ROOM STANDARDS	
■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Private Patio Area		■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Hard Surface Countertops ■ Double Bowl Stainless Steel Sink		■ Ceramic Flooring ■ Hard Surface Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity	
CLOSETS, UTILITIES, AND LAUNDRY		HOME FEATURES/AMENITIES			
■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat		■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Optional Basements		■ Front-Oriented Sidewalks ■ Modest, But Desirable Community Amenities (Depends on Size of Development)	
⁽¹⁾ Benchmark base sales prices, which are presented in January 2024 dollars, do not include options, upgrades or premiums. ⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 7.0 percent above the base sales price.					

Source: Tracy Cross & Associates, Inc.

PRODUCT CRITERIA AND BENCHMARK PRICES - CONVENTIONAL FOR SALE SINGLE FAMILY
-- CONVENTIONAL/MAINSTREAM/MOVE-UP HOUSING --
GERMANTOWN, WISCONSIN

Product Line Summary						
Product Form:	Single Family					
Lot Dimensions:	55'-60' x 120'					
Garage Condition:	2-Car (Front)					
Average Plan Size (Sq. Ft.):	2,050					
Average Benchmark Base Price: ⁽¹⁾ Per Sq. Ft.:	\$386,490 \$188.53					
Average Anticipated Closing Price: ⁽²⁾ Per Sq. Ft.:	\$413,600 \$201.76					
						
Plan Detail						
Plan Designation	A	B	C	D	E	F
Plan Style	Ranch	Ranch	2-Story	2-Story	2-Story	2-Story
Bedrooms	3	3	3+Flex	4	4 + Loft	4 + Den
Baths	2.0	2.0	2.5	2.5	2.5	2.5
Unit Size (Sq. Ft.)	1,750	1,850	1,950	2,100	2,250	2,400
Benchmark Base Price: ⁽¹⁾ Per Sq. Ft.:	\$359,990 \$205.71	\$368,990 \$199.45	\$377,990 \$193.84	\$390,990 \$186.19	\$403,990 \$179.55	\$416,990 \$173.75
Anticipated Closing Price: ⁽²⁾ Per Sq. Ft.:	\$385,200 \$220.11	\$394,800 \$213.41	\$404,400 \$207.38	\$418,400 \$199.24	\$432,300 \$192.13	\$446,200 \$185.92
Features and Amenities						
UNIT STANDARDS		KITCHEN FEATURES		BATH/POWDER ROOM STANDARDS		
■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Large Private Patio Area		■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Hard Surface Countertops ■ Double Bowl Stainless Steel Sink		■ Ceramic Flooring ■ Hard Surface Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity		
CLOSETS, UTILITIES, AND LAUNDRY		HOME FEATURES/AMENITIES				
■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat		■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Optional Basements ■ Modest, But Desirable Community Amenities (Depends on Size of Development)				
⁽¹⁾ Benchmark base sales prices, which are presented in January 2024 dollars, do not include options, upgrades or premiums. ⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 7.0 percent above the base sales price.						

Source: Tracy Cross & Associates, Inc.

Please keep in mind that the product recommendations outlined in the previous paragraphs (and in Exhibits 1.1 through 1.7) reflect the most strategic approach for filling the voids that exist in Germantown and surrounding areas and for penetrating the threshold or mainstream of the market. This is not to suggest that the higher-end of the new construction for sale home market (at price points of \$450,000 and above) will not still have its place locally (it will), but with lower sales volumes much akin to those currently being generated by area builders, i.e., 12 units annually per product line. Nevertheless, highly-stylized duplex/fourplex residences and larger-lot single family homes (with more square footage, three-car garages, etc.) will continue to reflect an important part of the hierarchy of new construction product in the market and should also be viewed as viable (at the appropriate scale).

MARKET POSITIONING

It is important to reiterate that the benchmark rents/prices outlined in Exhibits 1.1 through 1.7 have been *carefully* established so that each product line can penetrate the mainstream of the new construction housing market based, primarily, on incomes, while at the same time supporting a value position necessary to appeal to consumers from inside and outside the local area. For example, the three rental products will each occupy an appropriate (and competitive) rent/value variance when cast against some of the newer, most proximate apartment communities of scale, i.e., those developments of 100+ units introduced in the last 10 years within 4-5 miles of Germantown (see **Exhibits 1.8 and 1.9**).

The various for sale products, in turn, will occupy much lower/more competitive value positions in the market considering the higher price points currently represented in the new construction sector (see **Exhibits 1.10 and 1.11**). As such, these product lines can expect higher absorption rates than what is typically seen among area developments, especially considering the lack of competitive substitution at benchmark prices. In other words, the more value-oriented nature of the for sale products will allow for 20-30 sales annually per series – in a market where the typical annual sales rate hovers at 12 units annually *or lower*.

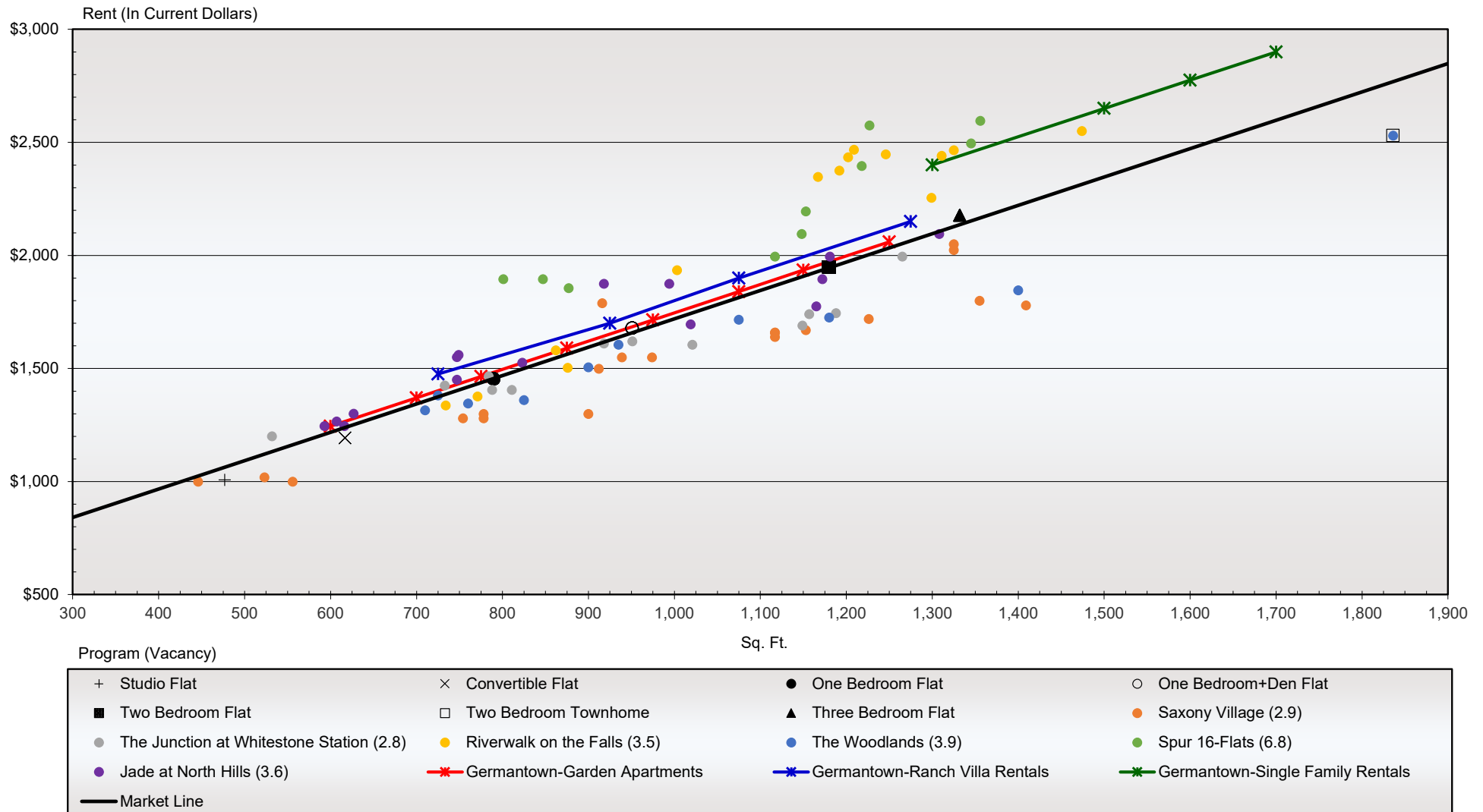
A DISCIPLINE APPROACH TO PRODUCT DEVELOPMENT

To achieve the rents/prices (and absorption) outlined for each product line, and apart from the requirement of higher densities, it will be imperative for the Village of Germantown, and other stakeholders, to work closely with builders/developers so that the recommendations are understood and embraced. Specifically, builders/developers (and governing bodies) will need to think differently in terms of land planning, development, and product design in order to *substantially reduce costs*, a key component to meeting the rent/price requirements. Provided below are number of guiding principles for bringing properly positioned conventional, mainstream and/or workforce housing to market, especially as it relates to the ownership products:

- ☐ Each product line must be efficient and cost effective to build from a design standpoint (value engineered). This can be achieved while still offering functional and desirable floorplan alternatives.
- ☐ The basis for design should be modeled after box-on-box/four-corner construction with no wasted space; however, exterior elevations should still be very appealing. Referencing the latter, a strong use of colors *not materials* is but one example of how quality can be portrayed to the consumer. This has been accomplished in numerous communities throughout the U.S. with specific reference made to re-development efforts at Stapleton Airport in Denver, among others. To reiterate, by creating value-oriented floorplans, we are not suggesting that quality be minimized, nor is there implication that overall curb appeal be comprised. It simply needs to be accomplished strategically “behind the scenes.”

1.8

Rent/Value Analysis Selected Rental Housing Communities Germantown Primary Market Area (PMA)



Rent/value analysis uses a scatter diagram to graphically represent a set of observations found in today's marketplace, specifically the square footage of units offered and their associated rent levels. Regression analysis is then used to fit a line through the set of market observations that represent the "best fit" or average market line. This market line can then be used to predict the performance of a new, untested product line or offer explanations regarding the occupancy/absorption rates of currently available product lines.

1.9

Rent/Value Analysis Selected Rental Housing Communities Germantown Primary Market Area (PMA)

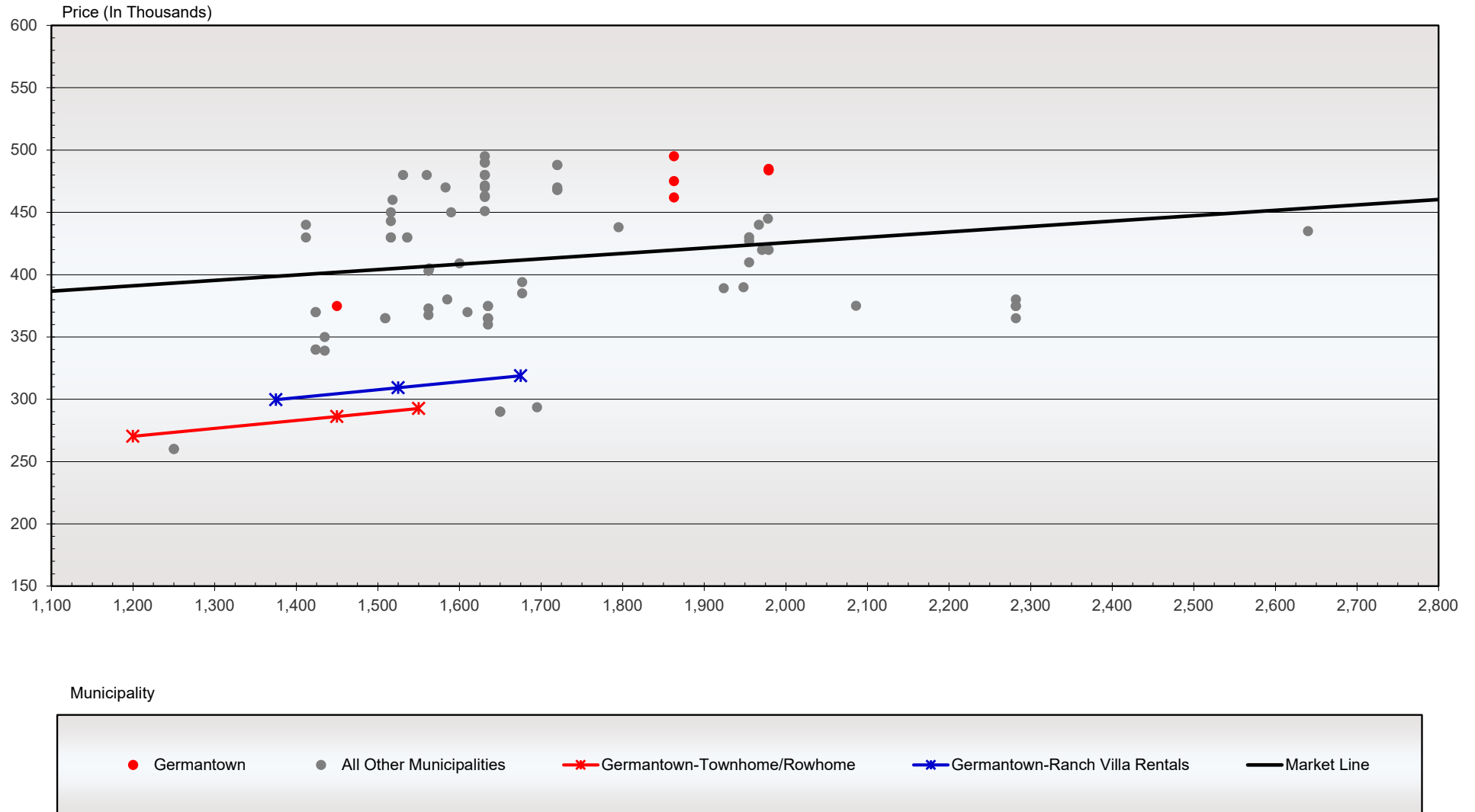
Plan Size (Sq. Ft.)	Average Market Rent	Program/Location	Year Built	Total Units	Average Plan Size (Sq. Ft.)	Average Posted Base Rent		Average Base Market Rent	Price Variance From Market	Vacancy Rate
						Dollars	Rent per Sq. Ft.			
300	\$844	Spur 16-Flats/Mequon	2019	146	1,163	\$2,257	\$1.94	\$1,923	+\$334	6.8
400	969	⁽¹⁾ Germantown-Single Family Rentals	---	---	1,525	2,681	1.76	2,375	+306	---
500	1,094	⁽¹⁾ Riverwalk on the Falls/Menomonee Falls	2018	114	1,057	1,973	1.87	1,791	+182	3.5
600	1,219	⁽¹⁾ Germantown-Ranch Villa Rentals	---	---	1,000	1,831	1.83	1,719	+112	---
700	1,344	Jade at North Hills/Menomonee Falls	2018	139	874	1,593	1.82	1,562	+31	3.6
800	1,469	⁽¹⁾ Germantown-Garden Apartments	---	---	925	1,653	1.79	1,625	+28	---
900	1,594									
1,000	1,719	---- Market Average ----	---	---	1,003	1,723	1.72	1,723	0	3.7
1,100	1,844									
1,200	1,969	⁽¹⁾ The Junction at Whitestone Station/Menomonee Falls	2016	318	954	1,589	1.67	1,662	-73	2.8
1,300	2,094	⁽¹⁾ Saxony Village/Germantown	2018	172	972	1,533	1.58	1,684	-151	2.9
1,400	2,219	⁽¹⁾ The Woodlands/Menomonee Falls	2015	153	1,066	1,649	1.55	1,802	-153	3.9
1,500	2,344									
1,600	2,469									
1,700	2,594									
1,800	2,719									
1,900	2,844									

Slope: \$1.25 per sq. ft.

⁽¹⁾ Development includes one enclosed parking space in some or all of its units. As such, an adjustment has been made (for analytical purposes only) so each development can be assessed as if garages were optional.

1.10

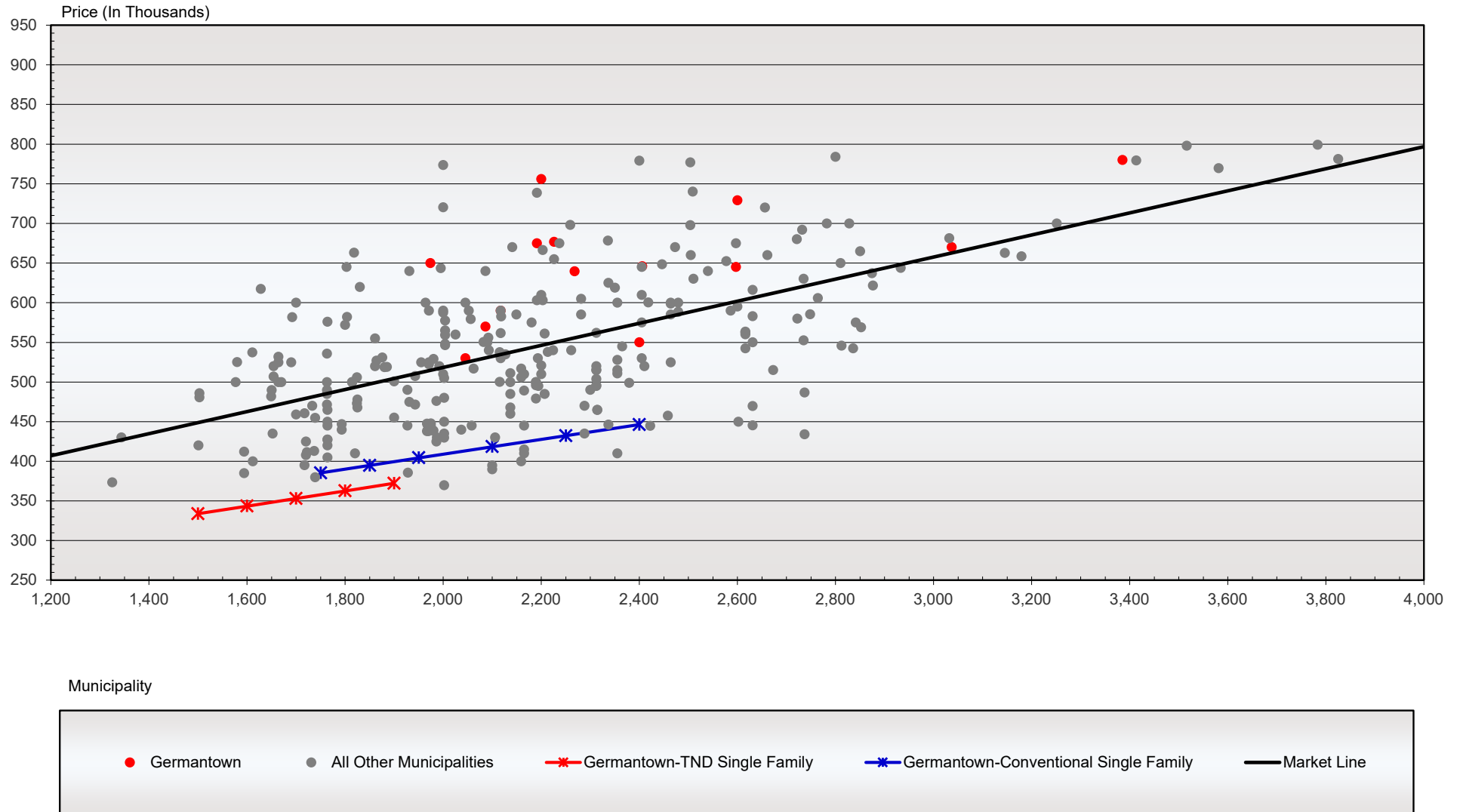
Price/Value Analysis New Construction Duplex/Fourplex/Condominium Closings (Priced from \$250,000 - \$499,999) Germantown Primary Market Area (PMA): Last 12 Months



Price/value analysis uses a scatter diagram to graphically represent a set of observations found in today's marketplace, specifically the square footage of models offered and their associated sales prices. Regression analysis is then used to fit a line through the set of market observations that represent the "best fit" or average market line. This market line can then be used to predict the performance of a new, untested product line or offer explanations regarding the sales rate of currently available product lines.

1.11

Price/Value Analysis New Construction Single Family Closings (Priced from \$350,000 - \$799,999) Germantown Primary Market Area (PMA): Last 12 Months



Price/value analysis uses a scatter diagram to graphically represent a set of observations found in today's marketplace, specifically the square footage of models offered and their associated sales prices. Regression analysis is then used to fit a line through the set of market observations that represent the "best fit" or average market line. This market line can then be used to predict the performance of a new, untested product line or offer explanations regarding the sales rate of currently available product lines.

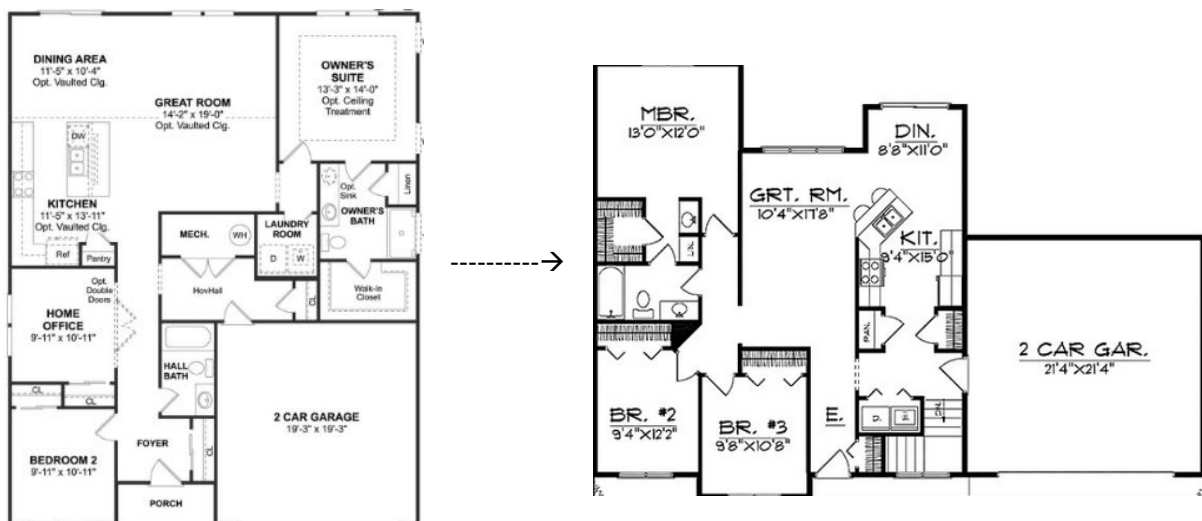
- ☐ Once value-engineering has taken place, and efficient/cost effective housing units/buildings are designed, these efficiencies must be conveyed to all subcontractors for bidding purposes.
- ☐ None of the product lines should offer standard (included) basements, although the option for a basement can be made available in certain series (as indicated).
- ☐ Additionally, outdoor living space for each residence (within each product line) is essential, but need not be extensive. Specifically, private balconies for both apartment series and the townhomes/rowhomes will be sufficient, along with private courtyards/patios/backyard areas for the attached ranch villas and most single family homes.

Provided below are a few floorplan examples that portray efficiency in design:

Efficient Three-Story Townhome/Rowhome Plan



Efficient Conventional SF Ranch Plan (Left) – As Opposed to Inefficient SF Ranch Plan (Right)



Finally, in achieving higher densities across the various product lines, strong consideration should be placed on “to the street” product, smaller lots, along with front-to-back living (i.e., narrower units). At the same time, the mixing of products within neighborhood areas will help improve densities, while also establishing a desirable architectural landscape. In reference to this latter point, in many instances, higher-density communities (with strong exterior elevations) can create an architectural landscape that is much more desirable in terms of community orientation compared to larger-lot developments with minimal landscaping and/or natural amenities.



PRODUCT CLARIFICATION

Please keep in mind that while our product guidelines are very specific, there are a number of derivatives to each of the recommended generic forms that could evolve through the design efforts of individual builders/developers – or through the overall implementation process. However, when considering any derivatives during the course of the planning process, it is still important to follow the general parameters outlined for each of the recommended products relative to unit types, bedroom counts, rents, prices, etc., in order to insure acceptable absorption and/or sales, and most importantly, the appeal to the mainstream or middle of the market.

In addition, consideration can certainly be given to the introduction of other generic forms on the basis of the imbalance that exists market-wide between supply and demand – but done so with the same general planning strategy in mind – that being differentiation, efficiency, tasteful architecture, and rent/price positioning.

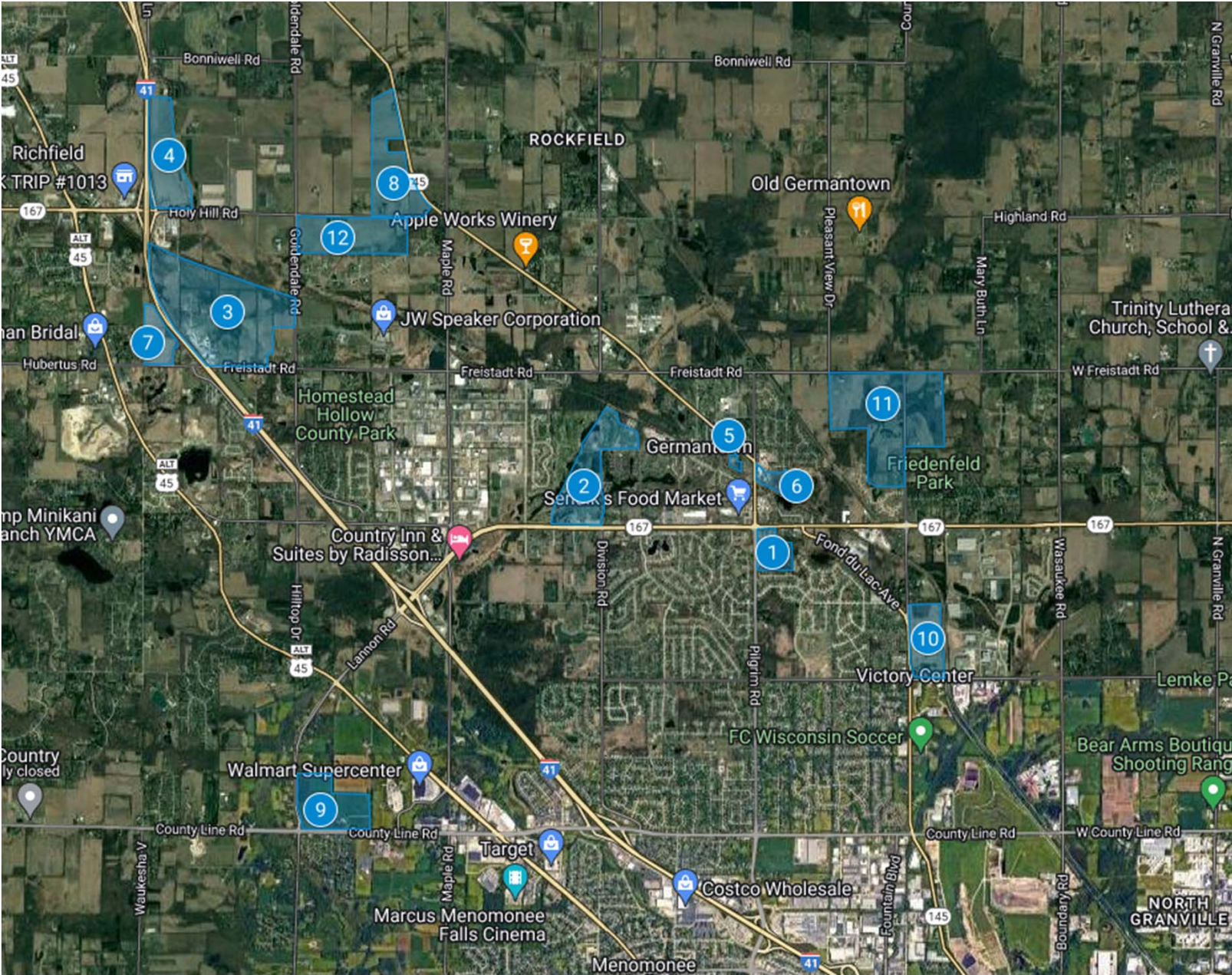
GEOGRAPHIC AND COMMUNITY POSITIONING

Given such severe supply-side constraints in the new construction housing market (i.e., deficiencies in supply for properly positioned product), practically any suitable location within Germantown could be considered for residential development or redevelopment. With this said, the Village of Germantown is in a position to move rather swiftly with its planning efforts considering the municipality has already identified 12 initial sites (both large and small) that could potentially contain a component (or components) of residential units (see **Exhibit 1.12**). In fact, with the Village getting close to securing the Grosenick parcel, which contains roughly five (5) total acres, the introduction of, say, the suggested for sale townhome/rowhome product line (as depicted earlier in Exhibit 1.4) could bring a much needed new construction price point to the village. In this regard, it is likely that 60+/- units could be configured within this parcel and, at the price points indicated earlier, a development of this scale could achieve full sellout in just two short years at 30 sales annually.

Most of the other properties identified by the Village could contain multiple product lines given their size (and the higher density allocations of each recommended home series). As a general guide, among the various larger assemblages that are proximate to Interstate 41 and/or align some of Germantown's most prominent business/industrial areas, communities offering a combination of the various rental products should be considered. For example, the Holy Hill Gateway District assemblage carries enough acreage for all three rental housing products to be introduced in a planned and be marketed concurrently. At the same time, larger assemblages on the east side of the municipality like the Country Aire North Neighborhood, which are more aesthetically appealing relative to surrounding residential uses and/or open space, should be earmarked for larger-scale ownership communities with multiple product lines/neighborhood areas.

GEOGRAPHIC DELINEATION OF POTENTIAL DEVELOPMENT / REDEVELOPMENT SITES GERMANTOWN, WISCONSIN

- Potential Development/Redevelopment Sites
- 1 Pilgrim Rd & Mequon Rd
 - 2 Blackstone Crk Golf Course
 - 3 Freistadt District-E of I-41
 - 4 Holy Hill Gateway District
 - 5 Grosenick Parcel
 - 6 Fond du Lac Ave & Pilgrim
 - 7 Freistadt District-W of I-41
 - 8 Dheinsville Neighborhood
 - 9 Lannon Rd & County Line Rd
 - 10 Victory Center Corridor
 - 11 Country Aire North Nghbrhd
 - 12 Isabelle Farms Nghbrhd



Source: Village of Germantown, Tracy Cross & Associates, Inc. and Google Maps

With this said, and again considering the size of many of the identified development/redevelopment sites, strong consideration should be given to the creation of a true master-planned community (or two) whereby multiple product lines would be introduced within an amenity enhanced environment. Such a community could become a **destination point development** whereby a full hierarchy of residential products are combined with heavy landscaping and hardscaping, together with amenities such as pocket parks, walking/jogging/biking trails, playgrounds, sport courts, open space areas, etc. – *representing a true lifestyle environment*. Such a development in the new construction sector is generally absent in northwest suburban Milwaukee, especially with the product and price points recommended, and would most certainly allow the village of Germantown to capture a *disproportionate share of market-wide demand*, while also inducing spillover from other areas.



Provided below are several items to consider if planning a destination-point master-planned community:

- ☐ To provide strong community infrastructure created around a theme of livability, functionality, walkability, and recreation/convenience.
- ☐ To create a community where emphasis is placed on all segments of the market ranging from younger childless singles and couples to families living, playing, and growing together; and where active adult residents can see and experience the vibrancy of youth. Establishing this reality includes the combination of all products with appropriate, but minimally expensive, amenities.
- ☐ To create a community in which a variety of densities are carefully combined with pocket parks and other recreational uses – and that all are highly integrated and exposed for everyone to enjoy. *Like the architecture and design of the homes, the land plan must be very efficient as well.*



OTHER CONSIDERATIONS

Even with a disciplined planning and design approach, it is possible that some incentives or concessions from the municipality might also be necessary to bring the *for sale products* (as positioned) to market, especially in larger-scale communities. While this will need to be determined through the planning process, it should be given due consideration. For the rental products, it is unlikely that incentives/concessions would be required at benchmark rents as they are more consistent with new/newer market comparables, although rising construction costs may also require some assistance in this regard.

Examples of the types of incentives being utilized by other municipalities to bring the gap between costs and “needed” housing prices include Tax Increment Financing (TIF) and/or land subsidies or land subordination, i.e., reducing the cost of land or eliminating the cost whatsoever.

Also, it is important to note that when considering parcels for the introduction of properly priced, mainstream housing throughout the village, vacant sites typically represent a stronger alternative as there are added costs associated with redevelopment sites including demolition and debris removal.

NEXT GENERATION HOUSING INITIATIVE – WASHINGTON COUNTY

With the village of Germantown situated within the boundaries of Washington County, the municipality is in a position to benefit from the county's *Next Generations Housing* initiative, which aims to assist communities, developers, builders, etc. in filling voids that exist in the market relative to ownership housing forms. As highlighted thus far in this report, and detailed more thoroughly in Sections 2, 3 and 4 that follow, the recent price escalation among virtually all new construction for sale developments throughout Germantown and surrounding areas has created a significant void for properly positioned for sale idioms. As such, our analysis empirically identified this void and made specific product/price recommendations to fill it – recommendations that conform to the goals of the Next Generation Housing initiative. With this said, and because several of Germantown's identified development/redevelopment properties are already being considered for Next Generation Housing, *the municipality should continue to consider this opportunity.*

One only has to look at the first Pilot program under the Next Generation Housing banner to see the impact it is having and the success in terms of sales. In Jackson, roughly eight miles north of Germantown, Harbor Homes and Hillcrest Builders recently introduced new construction single family homes starting in the low \$300,000s (in a market where this price point is virtually non-existent). Within the first six months, 14 homes have been sold with closings pending – a sales rate stronger than any other development locally.

All told, the effort involved with bringing for sale housing product to market in Germantown (at the prices suggested), along with the variety of new rental products, will be rewarded by significant sales/absorption volumes per development, which will translate to increases in population and households and, in turn, foster economic growth locally that will have a measurable fiscal impact.

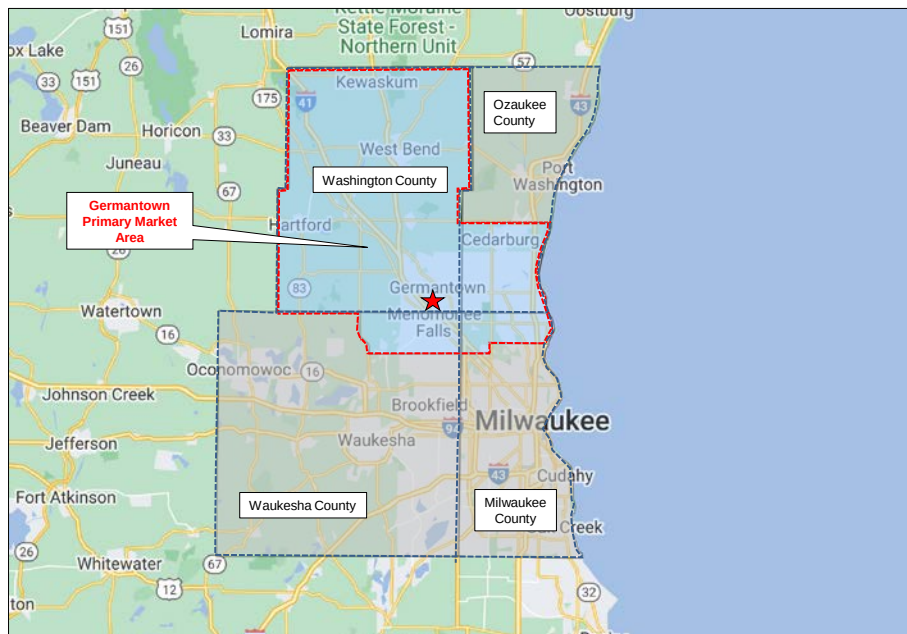




2. MARKET FUNDAMENTALS FOR NEW CONSTRUCTION HOUSING

Any new residential development within the village of Germantown will receive its primary demand support from its host county, Washington, along with several municipalities within the nearby areas of northeast Waukesha County, southern Ozaukee County, and the northern edge of Milwaukee County. Defined for the purposes of this analysis as the Germantown Primary Market Area (PMA), this combined area shares commonalities relative to household composition, commutation patterns to major concentrations of employment and/or the alignment of residential developments which will serve as sources of competitive influence, both direct and indirect. As illustrated below, the Germantown PMA is a component of the Milwaukee-Waukesha-West Allis, WI Metropolitan Statistical Area (MSA) which includes Milwaukee, Ozaukee, Washington and Waukesha counties in their entirety.

GEOGRAPHIC DELINEATION OF THE GERMANTOWN PRIMARY MARKET AREA



Source: Google Maps and Tracy Cross & Associates, Inc.

Note: while the Germantown PMA includes the whole of Washington County, 90 percent of its population is concentrated in the central and southern portions of the county (from West Bend south to the county line). As such, this portion of the county, combined with the adjoining areas of northeast Waukesha County, southern Ozaukee County and the northern tip of Milwaukee County, represents the heart of the PMA.

As summarized in this section of the report, new residential development in Germantown *can clearly be supported* by empirical evidence found in the key demand variables of population, household, incomes, employment, residential construction, etc. throughout both the Milwaukee region and the PMA.

POPULATION AND HOUSEHOLDS

During the 2010-2020 time period, household additions in the Germantown PMA were *healthy* totaling 7,836, or 784 yearly. And, while not immune to the impacts of the recent Covid-19 pandemic, the PMA added another 381 households annually between 2020 and 2023. The village of Germantown, too, has witnessed continual household growth moving from a base of 7,773 in 2010 to a current estimated level of

8,583. As highlighted in the following text table, the village of Germantown has seen its share of total households in PMA grow slightly from 6.9 percent in 2010 to 7.1 percent in 2023.

**POPULATION AND HOUSEHOLD TRENDS
GERMANTOWN PMA AND THE VILLAGE OF GERMANTOWN, WISCONSIN**

Area	2010	2020	2023 (Estimate)	2028 (Projected)	Average Annual Change		
					2010 - 2020	2020 - 2023	2023 - 2028
Population							
Germantown PMA	281,258	292,587	293,822	298,266	+1,133	+412	+889
Village of Germantown	19,783	20,917	21,054	21,424	+113	+46	+74
Percent of PMA	7.0	7.1	7.2	7.2	---	---	---
Households							
Germantown PMA	112,429	120,265	121,407	124,889	+784	+381	+696
Village of Germantown	7,773	8,472	8,583	8,839	+70	+37	+51
Percent of PMA	6.9	7.0	7.1	7.1	---	---	---

Source: U.S. Census Bureau, Environics Analytics and Tracy Cross & Associates, Inc.

According to recent estimates provided by Environics Analytics through its evaluation of the Census Bureau's annual American Community surveys, household growth in the Germantown PMA over the next five years will total another 3,480 new households, or 696 annually. As a result, the PMA will approach the 125,000-household mark by 2028.

HOUSEHOLD COMPOSITION

Relative to households by age group, not only is there a rather large base of existing households in each of the PMA's various age categories, but all segments show growth over the next five years – led by the 65-74 segment and the Under 35 group.

Likewise, the village of Germantown shows growth in each of its various household age classifications as highlighted in the adjacent text table.

**HOUSEHOLD GROWTH BY AGE GROUP
-- GERMANTOWN PMA AND THE VILLAGE OF GERMANTOWN, WISCONSIN --**

Age Range	Germantown PMA		Village of Germantown	
	2023	2028	2023	2028
Under 35	17,385	17,920	1,129	1,154
35-44	18,687	18,772	1,315	1,320
45-54	19,948	19,987	1,467	1,470
55-64	25,573	26,203	1,939	1,958
65-74	22,372	24,069	1,610	1,760
75 and over	17,442	17,938	1,123	1,177
Total	121,407	124,889	8,583	8,839

Source: Environics Analytics: 2023 Demographic Snapshot Report.

The current composition of area households lends support to the development of a variety of residential product forms at various locations throughout the PMA and the village of Germantown in particular. As highlighted in the adjacent table, there is an ample number of one- and two- person households (for rental apartments and for sale townhomes, duplexes and/or condominiums), and also a significant number of three-, four- and five-person households (for both attached for sale housing products and single family detached homes).

Most notable are one- and two-person occupied housing units which, together, comprise 64.4 percent of the PMA's household base and 64.5 percent in the village of Germantown.

**2023 COMPOSITION OF AREA HOUSEHOLDS:
GERMANTOWN PMA AND THE VILLAGE OF GERMANTOWN, WISCONSIN**

Attribute	Germantown PMA	Village of Germantown
Total Households	121,407	8,583
1-Person Household	31,776	2,114
2-Person Household	46,353	3,422
3-Person Household	17,908	1,231
4-Person Household	16,134	1,072
5-Person Household	6,313	574
6 or More Person Household	2,923	170
1 Person Households		
Percent	26.2	24.6
Number	31,776	2,114
2 Person Households		
Percent	38.2	39.9
Number	46,353	3,422

Source: Environics Analytics; 2023 Demographic Snapshot

INCOMES

Households in the Germantown PMA support higher incomes than the overall region as evidenced by an estimated 2023 median of \$86,185, a level 19.2 percent higher than the \$72,303 median noted for the entire Milwaukee-Waukesha-West Allis, WI MSA. *Market wide, 52.5 percent of all current households earn between \$40,000 and \$124,999 annually, which generally represents the mainstream or middle of the market (the workforce), i.e., those earning between 50 and 150 percent of the PMA's median. Another 30.9 percent of all households earn \$125,000 or more annually with the balance (16.6 percent) earning less than \$40,000 per year. Overall, the concentration of household incomes in the \$40,000-\$124,999 and \$125,000+ categories signifies significant income support locally for new construction mainstream/workforce and market rate housing development, both rental and for sale.*

**HOUSEHOLDERS BY AGE AND INCOME: 2023
-- GERMANTOWN PMA --**

Income Range	Number of Households by Age of Householder						
	Total Households	Under 35	35 - 44	45 - 54	55 - 64	65 - 74	75 and Over
Under \$15,000	6,389	1,196	549	466	989	1,380	1,809
15,000 - 24,999	6,227	635	457	381	703	1,616	2,435
25,000 - 39,999	7,821	1,403	640	654	970	1,829	2,325
40,000 - 49,999	12,842	2,104	1,426	1,333	2,012	3,090	2,877
50,000 - 74,999	19,602	3,258	2,778	2,487	3,330	4,437	3,312
75,000 - 99,999	16,779	2,789	3,070	2,610	3,421	3,195	1,694
100,000 - 124,999	14,558	1,827	2,727	3,062	3,539	2,278	1,125
125,000 - 149,999	11,043	1,525	2,318	2,310	2,774	1,383	733
150,000 - 199,999	12,144	1,672	2,603	2,886	3,274	1,233	476
200,000 and Over	14,002	976	2,119	3,759	4,561	1,931	656
Total	121,407	17,385	18,687	19,948	25,573	22,372	17,442
Median	\$86,185	\$75,926	\$103,674	\$116,392	\$109,412	\$67,776	\$46,023

Sources: U.S. Bureau of the Census; Environics Analytics; and Tracy Cross & Associates, Inc.

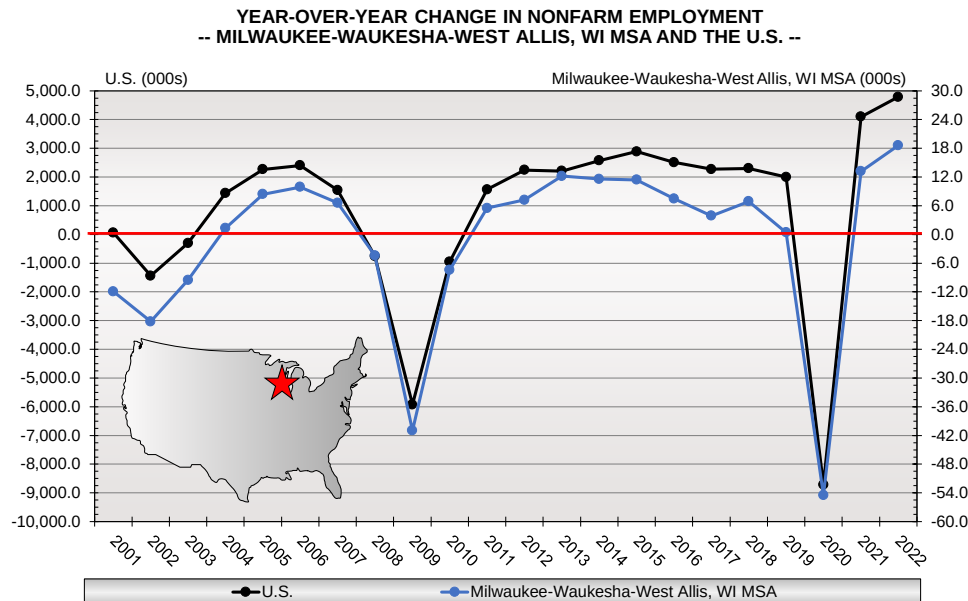
Note: The median household income in the host Washington County currently stands at \$84,794, generally consistent with the defined Germantown PMA.

EMPLOYMENT

Germantown, while supporting its own internal economy and concentrations of localized employment (i.e., the community's major business/industrial parks and standalone office buildings/retail centers), is also within a reasonable driving distance to employment clusters in other areas of the Milwaukee region given its immediate access to the US-45/I-41 expressway system, and their connection with other major arterials. Overall, employment sources throughout much of the Milwaukee metropolitan area are accessible to Germantown residents, especially those situated in the northwestern and western suburban areas including Menomonee Falls, Wauwatosa, and Brookfield.

While one cannot discount the effect that the Great Recession had on the region's economy, not to mention the more recent Covid-19 pandemic, employment growth throughout the four-county Milwaukee-Waukesha-West Allis, WI MSA had been on the positive side for nine years in a row through 2019. For example, after losing 6.1 percent of its total nonagricultural wage and salary employed workforce from 2007 through 2010 (during the heart of the Great Recession), the metropolitan area saw its job rosters grow by 66,600 workers during the subsequent 2011-2019 period, averaging 7,400 annually, and equal to a growth rate of approximately 1.1 percent.

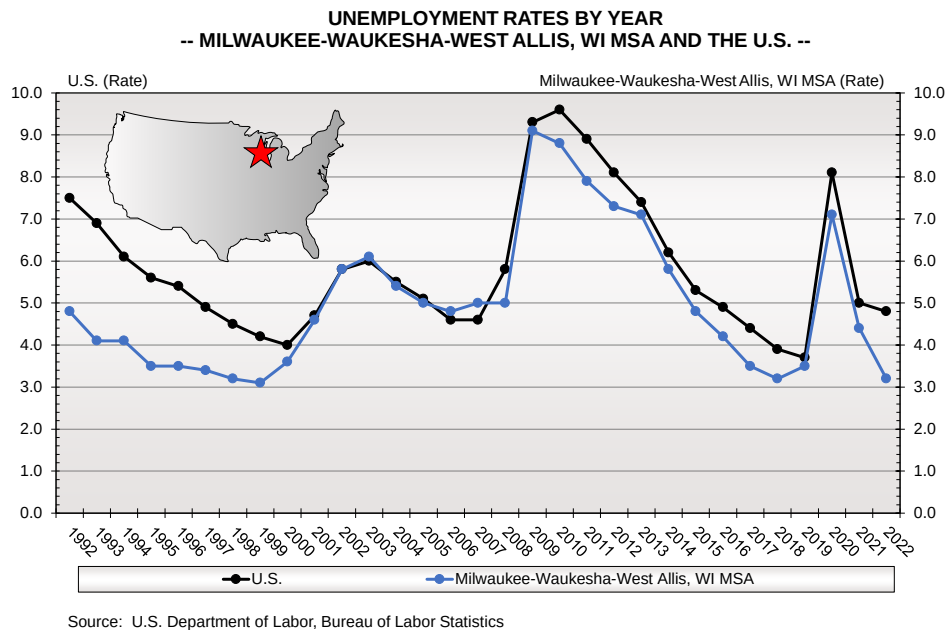
Most recently, and due entirely to the global/national pandemic and its impact on the economy, the MSA witnessed job losses of 54,500 in 2020 – erasing roughly 80 percent of the net gains witnessed during the 2011-2019 period. However, this severe loss of jobs is/was temporary, and primarily affected those sectors of the economy most impacted by the pandemic. Moreover, this most recent Covid-related downturn reversed course quickly – bolstering the economy. As illustrated in the following graphic, most of the employment losses in 2020 were replenished in 2021 and 2022.



Moreover, year-over-year employment gains during the January-November 2023 period totaled over 3,200 jobs. In addition, the Wisconsin Department of Revenue, the Job Center of Wisconsin, and the Wisconsin

Department of Workforce Development expect the Milwaukee region's employment rosters to increase by an average of 0.9 percent annually over the next five years. As such, the four-county MSA is expected to witness the addition of at least 38,000 total new jobs through 2028, once again supporting the development of new housing throughout the area.

During the Milwaukee region's economic growth period of 2011 through 2019 (prior to the pandemic), the area's unemployment rate had been dropping steadily. As highlighted in the following graphic, the Milwaukee area unemployment rate decreased from 8.8 percent in 2010 to just 3.5 in 2019. During this entire timeframe, the four-county MSA's unemployment rate remained at or *below* the nation as a whole. In addition, while unemployment in Milwaukee rose to 7.1 percent in 2020, i.e., the Covid-19 crisis, it remained lower than the 8.1 percent unemployment rate posted nationally. In addition, by 2022, Milwaukee's unemployment rate had already retreated to 3.3 percent compared to a national average of 4.8 percent during the same period.



Recently, the MSA's unemployment rate during the first 11 months of 2023 averaged just 3.1 percent.

RESIDENTIAL BUILDING ACTIVITY

Since 2000, the Germantown PMA has recorded an average of 1,020 residential building permits per year ranging from a recessionary-impacted low of 313 units in 2011 to a high of 1,839 units during the boom period of 2003 (see **Exhibit 2.1**).

Historically, single family permit authorizations have outpaced multifamily issuances at a ratio of roughly two-to-one. For example, between 2000 and 2022, single family permits, which include single-address duplex/townhome/villa units, averaged 696 units yearly, while multifamily volumes, which include both rental apartments and high-density condominiums, averaged 324 units per annum. More recently, and due to an increase in apartment construction over the last few years, primarily in Menomonee Falls and Mequon, the PMA's ratio between single family and multifamily permits narrowed to a level of less than two-to-one during the 2015-2022 timeframe.

RESIDENTIAL BUILDING PERMIT TRENDS
GERMANTOWN PMA
2000 - 2022

2.1

Year	Total	Single Family	Multi- Family
2000	1,445	977	468
2001	1,683	1,084	599
2002	1,530	1,054	476
2003	1,839	1,314	525
2004	1,709	1,284	425
2005	1,719	1,143	576
2006	1,453	905	548
2007	907	741	166
2008	506	414	92
2009	399	324	75
2010	436	348	88
2011	313	244	69
2012	386	346	40
2013	581	507	74
2014	660	472	188
2015	875	522	353
2016	1,213	616	597
2017	946	662	284
2018	854	627	227
2019	1,077	572	505
2020	1,033	621	412
2021	915	687	228
2022	983	542	441
Averages			
2000 - 2022	1,020	696	324

Source: U.S. Department of Commerce, Bureau of the Census: *C-40 Construction Reports*

From a regional capture rate perspective, between 2000 and 2022, the Germantown PMA accounted for a healthy 28.5 percent of all residential permit activity in the four-county Milwaukee metropolitan region, with the Washington County portion of the PMA accounting for a 17.1 percent share by itself. However, during the eight-year period from 2015 through 2022, as the PMA's regional capture rate jumped to 30.5 percent, the Washington County portion of the PMA dropped to 14.7 percent. In other words, residential development in areas of the PMA just outside of Washington County (i.e., Cedarburg, Grafton, Mequon, and Menomonee Falls) gained significant momentum relative to residential construction on a regional basis, while Washington County failed to keep pace with other portions of the PMA and the region. All told, as the four-county MSA moved upward in overall residential construction volumes during the last eight years (compared to the eight years prior), as did those areas of the PMA near Germantown outside of Washington County, municipalities in the host county (including the village of Germantown) did not increase proportionately (see **Exhibit 2.2**). This resulted, primarily, from supply-side constraints (not demand) – as will be discussed in more detail in Sections 3 and 4 of this report.

HOUSING DEMAND – AN OUTLOOK

During the 2023-2028 timeframe, construction requirements for new housing in the Germantown PMA will average 1,010 units annually. This forecast can be tied to household growth levels estimated at 696 per annum through 2026, along with 300+/- units representing the replacement of residences lost to demolition and abandonment and the need to provide a vacancy allowance for filtering or movement from one residence to another.

Of the 1,010 units expected to be constructed annually in the PMA during the five-year forecast period, 595 will occur among for sale housing forms with 415 represented in the rental housing sector. As detailed in the adjacent text table, for sale housing demand will be distributed among 395 single family detached homes and 200 in the attached sector, i.e., duplexes, fourplexes, and condominiums.

**RESIDENTIAL ABSORPTION POTENTIALS BY PRODUCT TYPE
-- GERMANTOWN PMA --
2023 - 2028**

Product Type	Annual	Total Through 2028
Total	1,010	5,050
For Sale	595	2,975
Single Family Detached	395	1,975
Duplex/Fourplex/Condominium	200	1,000
For Rent	415	2,075

Source: Tracy Cross & Associates, Inc.

Given the supply-side constraints throughout the PMA (which, again, will be discussed in the following sections of the report), it is highly likely that demand will exceed supply near term, especially in the for sale sector, but also among multifamily rental forms as well. This market reality bodes extremely well for housing initiatives in the village of Germantown, if properly planned and executed.

In addition, not only is “derived demand” likely to outstrip supply near term, but the overall base of residential construction requirements could actually be *much higher* (i.e., double) during any given year where properly positioned supply is made available. This *doubling of demand* factors pent-up demand; upside household growth potentials if properly positioned development were actually to occur; the limited amount of new construction housing alternatives throughout the PMA (again, to be discussed later); and spillover potentials from areas outside the defined primary market area.



2.2

RESIDENTIAL BUILDING PERMIT TRENDS
MILWAUKEE-WAUKESHA-WEST ALLIS, WI METROPOLITAN STATISTICAL AREA (MSA)
2000 - 2022

Year	Milwaukee-Waukesha-West Allis, WI MSA			Milwaukee County, WI			Ozaukee County, WI			Washington County, WI			Waukesha County, WI		
	Total	Single Family	Multi-Family	Total	Single Family	Multi-Family	Total	Single Family	Multi-Family	Total	Single Family	Multi-Family	Total	Single Family	Multi-Family
2000	5,631	3,581	2,050	1,750	736	1,014	502	360	142	931	637	294	2,448	1,848	600
2001	5,879	3,564	2,315	1,524	671	853	737	335	402	890	736	154	2,728	1,822	906
2002	5,936	3,456	2,480	2,061	645	1,416	502	353	149	1,006	682	324	2,367	1,776	591
2003	6,467	3,939	2,528	2,138	742	1,396	596	406	190	1,226	929	297	2,507	1,862	645
2004	5,902	3,840	2,062	2,117	773	1,344	380	302	78	1,205	921	284	2,200	1,844	356
2005	5,444	3,361	2,083	1,697	785	912	406	277	129	1,371	850	521	1,970	1,449	521
2006	4,290	2,624	1,666	1,436	550	886	304	256	48	995	609	386	1,555	1,209	346
2007	3,266	2,082	1,184	1,230	378	852	252	232	20	661	501	160	1,123	971	152
2008	2,444	1,234	1,210	1,032	247	785	166	142	24	356	270	86	890	575	315
2009	1,443	891	552	584	160	424	163	107	56	263	233	30	433	391	42
2010	1,941	967	974	1,006	178	828	121	105	16	328	242	86	486	442	44
2011	1,593	915	678	802	231	571	132	110	22	202	133	69	457	441	16
2012	1,793	1,064	729	654	164	490	123	113	10	242	206	36	774	581	193
2013	2,000	1,326	674	411	154	257	279	181	98	383	309	74	927	682	245
2014	2,416	1,318	1,098	795	138	657	264	176	88	337	291	46	1,020	713	307
2015	3,048	1,416	1,632	1,269	128	1,141	170	170	0	444	315	129	1,165	803	362
2016	4,055	1,671	2,384	1,721	146	1,575	443	213	230	585	356	229	1,306	956	350
2017	3,693	1,588	2,105	1,579	101	1,478	376	230	146	504	360	144	1,234	897	337
2018	3,791	1,734	2,057	1,535	127	1,408	260	221	39	416	344	72	1,580	1,042	538
2019	2,440	1,509	931	548	170	378	452	234	218	460	294	166	980	811	169
2020	2,753	1,586	1,167	749	218	531	396	219	177	407	345	62	1,201	804	397
2021	2,981	1,811	1,170	371	145	226	298	247	51	520	410	110	1,792	1,009	783
2022	3,127	1,603	1,524	882	167	715	345	293	52	461	232	229	1,439	911	528
Averages 2000 - 2022	3,580	2,047	1,533	1,213	337	876	333	230	104	617	444	173	1,417	1,036	380

Source: U.S. Department of Commerce, Bureau of the Census: *C-40 Construction Reports*



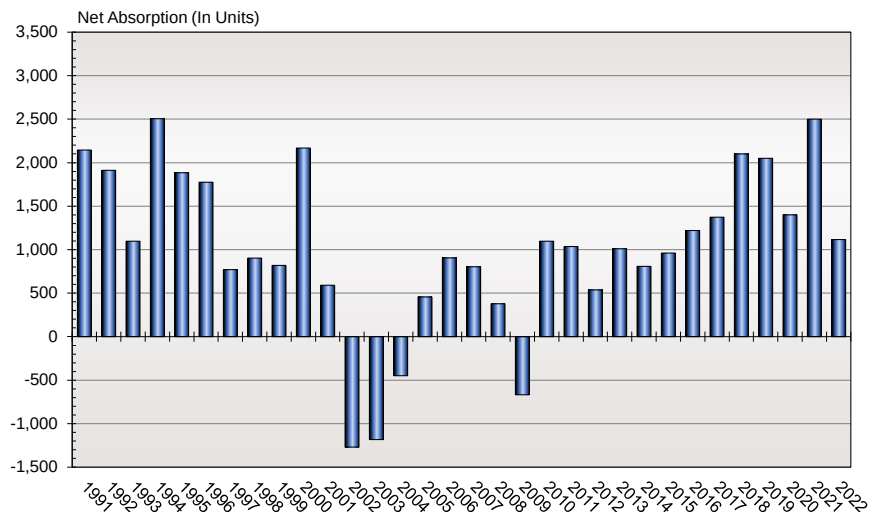
3. THE RENTAL HOUSING MARKET

The current condition of the rental housing market in and around Germantown *lends full support* to the development of additional units throughout the area and within the village of Germantown in particular. Specifically, given the overall strength of this sector of the market (as highlighted in the following bullet-point summary), the introduction of additional *for rent* housing product is *definitely warranted*.

THE REGIONAL APARTMENT MARKET

- ❑ Serving as a backdrop to rental housing potentials within the Germantown PMA is the overall health of the market in the greater Milwaukee region. For example, according to Moody's Analytics, among all asset classifications of apartments in the two core counties of the greater Milwaukee region, i.e., Milwaukee and Waukesha, a vacancy rate of 3.6 percent was reported at the close of the 3rd Quarter 2023, reflecting tight market conditions. For reference, in a normal (or balanced) market, vacancies of 5.0 to 6.0 percent are typically required for filtering, or movement between developments. In addition, the overall 3.6 percent vacancy rate includes new “un-leased” units among those developments still undergoing their initial absorption periods. When these communities are excluded, the vacancy rate in Milwaukee and Waukesha counties drops to an even tighter 3.1 percent.
- ❑ At the same time, net rental absorption in the two core counties of the Milwaukee region has averaged over 1,400 units annually during the last 12 years – reaching or exceeding the 2,000-unit mark in three of the last five including 2,500 units in 2021. For perspective, during the 11-year period from 1990 through 2000, Waukesha and Milwaukee counties saw their occupied apartment stock, among all asset classifications, increase by a total of 19,191 units, or an annual average of 1,745. Following this period of positive absorption, the 2001-2009 timeframe saw net absorption drop into negative territory for four of the eight years during the period due to recessionary overtones during the first part of the decade, a dramatic increase in home ownership at the time, and a fair amount of rental-to-condominium conversion activity.

RENTAL APARTMENT ABSORPTION TRENDS: 1991-2022
-- MILWAUKEE & WAUKESHA COUNTIES, WI --



Source: Moody's Analytics

THE LOCAL APARTMENT MARKET

- ❑ Not only are vacancies among all asset classifications of apartments in nearby Milwaukee and Waukesha counties in a relatively tight condition at 3.6 percent (3.1 percent excluding new/unabsorbed units), but vacancies are *even tighter* in the Germantown PMA. For example, among 40 conventional rental housing communities that have been constructed market-wide in the last 10 years, i.e., since 2013, 35 developments (containing 3,587 total units) have reached stabilized occupancy and reported a vacancy rate of just 2.1 percent at the time of our December 2023 survey.
- ❑ In Washington County alone, newer stabilized developments in the communities of Germantown, Hartford, Jackson, Slinger and West Bend reported a vacancy rate of only 1.3 percent.
- ❑ The five communities in the Germantown PMA still undergoing their initial lease-up periods at the time of our recent survey have performed well. These developments, which include Fox Run-Flats and Fox Run-Townhomes in Grafton; Creekside Crossing and Highlands/Aero Park-Flats-AA in Menomonee Falls; and The District-Lithia Lofts in West Bend, are absorbing units at an average per-project rate of 10.0 monthly.
- ❑ While 40 market rate apartment communities have opened in the Germantown PMA since 2013, only two developments were constructed from 2000-2012 in this broad geographic area. Given the lack of supply during this timeframe, which has led to significant levels of pent-up demand for new apartment product throughout the area, the 40 developments that have been introduced in the market area over the last ten years have all been well received. In fact, despite the introduction of the 40 newest developments, vacancies remain *extremely tight* among stabilized communities. In other words, the amount of new development activity in the PMA over the past 10 years has not been sufficient enough to provide balance in the market and satisfy both pent-up and net-new demand.
- ❑ In Germantown itself, only two apartment communities with a combined 190 total units have been introduced in the last 10 years, i.e., Hillstone (18 units) and Saxony (172 units). These apartments were all absorbed quickly and are currently at a collective occupancy level of nearly 98.0 percent.
- ❑ As highlighted in **Exhibit 3.1**, the average posted base rent level among new/newer apartment communities in the Germantown PMA, not including premiums or extras, currently stands at \$1,779 monthly which includes a typical 1,104 square foot apartment. This translates to a value ratio of \$1.61 per square foot. The effective rent is nearly the same as only a handful of developments were offering any type of incentive or concession at the time of our survey. Base rents are the highest in the highly desirable Cedarburg, Mequon and Menomonee Falls areas where rents approach or exceed the \$2.00 per-square-foot mark in several instances.

FUTURE SUPPLY

- ❑ It is important to note that the *demand for rental housing in the Germantown PMA will likely exceed supply* near term given the fact that just six communities (1,271 total units) are currently in the planning pipeline or under construction and not yet leasing. This compares with net-new demand of 2,075+ units through 2028 as highlighted earlier in Section 2. *In Germantown itself, there are currently no multifamily developments formally in the pipeline.*



3.1

COMPOSITE RENTAL SUMMARY: APARTMENT COMMUNITIES CONSTRUCTED IN 2013 OR AFTER
GERMANTOWN PMA
DECEMBER 2023

Development	Municipality	Year Built	Total Units	Number Vacant	Percent Vacant (Absorption Rate in Units)	Average Unit Size (Sq. Ft.)	Average Posted Base Monthly Rent	
							\$	\$/Sq. Ft.
The Bevy	Brown Deer	2020	175	0	0.0	979	\$1,608	\$1.64
Arabelle	Cedarburg	2019	69	3	4.3	1,147	2,358	2.06
Cedar Place	Cedarburg	2019	192	4	2.1	1,102	1,739	1.58
Fox Run-Flats ⁽¹⁾	Cedarburg	2023	160	154	96.3 (12.0/Mo)	1,110	2,118	1.91
Fox Run-Townhomes ⁽¹⁾	Cedarburg	2023	44	40	90.9 (8.0/Mo)	2,040	3,084	1.51
Hillstone	Germantown	2015	18	0	0.0	1,211	1,802	1.49
Saxony Village	Germantown	2018	172	5	2.9	972	1,583	1.63
1505	Grafton	2017	130	5	3.8	889	1,640	1.84
2185 On Wisconsin-THR	Grafton	2023	18	0	0.0	1,424	2,495	1.75
Birch Crossing	Hartford	2017	84	1	1.2	1,152	1,539	1.34
Oriole Pond	Hartford	2017	156	0	0.0	1,051	1,130	1.08
Rincon 225	Hartford	2020	82	1	1.2	804	1,326	1.65
Wilson Heights	Hartford	2017	82	1	1.2	1,305	1,493	1.14
Cranberry Creek	Jackson	2013	16	1	6.3	1,269	1,550	1.22
Rosewood Commons	Jackson	2021	72	2	2.8	1,088	1,531	1.41
Sherman Heights	Jackson	2020	36	0	0.0	1,280	1,488	1.16
Rock Pointe Village	Lannon	2021	264	1	0.4	972	1,559	1.60
Creekside Crossing ⁽¹⁾	Menomonee Falls	2022	120	13	10.8 (11.6/Mo)	1,409	2,123	1.51
Highlands/Aero Park CO-AA	Menomonee Falls	2021	32	0	0.0	1,384	2,938	2.12
Highlands/Aero Park Flt-AA ⁽¹⁾	Menomonee Falls	2023	95	56	58.9 (9.2/Mo)	1,177	2,178	1.85
Jade at North Hills	Menomonee Falls	2018	139	5	3.6	874	1,593	1.82
Junction at Whitestone Stn	Menomonee Falls	2016	318	9	2.8	954	1,639	1.72
Riverwalk on the Falls	Menomonee Falls	2018	114	4	3.5	1,057	2,023	1.91
Tamarack Springs	Menomonee Falls	2021	152	6	3.9	1,429	2,094	1.47
The Woodlands	Menomonee Falls	2015	153	6	3.9	1,066	1,699	1.59
Artesa	Mequon	2017	33	3	9.1	1,215	2,114	1.74
Encore	Mequon	2015	28	0	0.0	1,733	2,931	1.69
The Reserve	Mequon	2017	81	4	4.9	1,200	2,202	1.84
Spur 16-Flats	Mequon	2019	146	10	6.8	1,163	2,257	1.94
Spur 16-THs	Mequon	2019	10	0	0.0	2,368	4,995	2.11
West House at Foxtown-Apt	Mequon	2020	96	0	0.0	1,245	2,146	1.72
West House at Foxtown-TH	Mequon	2023	42	1	2.4	1,751	2,662	1.52
Ridge View Terrace	Slinger	2019	48	0	0.0	1,220	1,369	1.12
Stonefield Terrace	Slinger	2021	80	3	3.8	1,224	1,481	1.21
Mammoth Springs-Ph 1	Sussex	2014	153	0	0.0	976	1,521	1.56
Mammoth Springs-Ph 2	Sussex	2017	107	2	1.9	1,285	2,018	1.57
Mammoth Springs-Ph 3	Sussex	2020	40	0	0.0	855	1,498	1.75
Cast Iron (Conversion)	West Bend	2016	129	0	0.0	950	1,288	1.36
The District-Lithia Lofts ⁽¹⁾	West Bend	2022	46	6	13.0 (8.9/Mo)	1,046	1,766	1.69
Trails Edge	West Bend	2022	120	0	0.0	912	1,500	1.64
Total/ Weighted Average	---	---	4,052 / 3,587 ⁽²⁾	346 / 77 ⁽²⁾	8.5 / 2.1 ⁽²⁾	1,104	\$1,779	\$1.61

⁽¹⁾ Community is still undergoing its initial absorption period.

⁽²⁾ Excludes communities still undergoing their initial absorption periods.



4. THE FOR SALE HOUSING MARKET

New construction for sale development throughout the Germantown PMA is generally characterized by smaller- to moderate-scale broker- or builder-represented communities reflecting single family and duplex/fourplex/condominium subdivisions directed to both primary and lifestyle consumer segments which (in many cases) have been marketed in phases over extended periods of time, although some larger-scale communities of 100+ units have been developed in recent years, primarily in areas of Menomonee Falls and Cedarburg (outside of Washington County). Overall, however, there has been a limited number of recently introduced developments of *significant scale* actively marketing new units in proprietary communities throughout the PMA, yet some scattered site/lot sale development and/or larger-scale, more custom-oriented product is also evident.

In the entirety of the PMA, single family building permits which, again, include single family detached homes as well as single-address duplexes, fourplexes and condominium/villa units, has generally ranged from 450 to 675 units annually over the last ten years *in this very broad geographic area*, despite “upside” demand potentials being stronger. This current level of new construction for sale development activity is due, in large part, to the higher price points that now accompany newly built for sale developments which, in turn, has resulted in more modest per-project sales volumes. In fact, most proprietary subdivisions throughout the county are generating sales volumes at or below 12 homes per year – a rate viewed as modest by most standards, i.e., a typical builder, in most instances, desires 18-24+ sales annually per product series.

In Germantown itself, active for sale development currently includes just a few condominium and single family communities priced in the higher ranges and generating sales volumes viewed as moderate. As highlighted in the following table, notable new construction for sale communities in Germantown generated a total of 17 sales/closings over the last 12 months, or roughly 4-5 per development during the period, on average.



NOTABLE NEW CONSTRUCTION FOR SALE RESIDENTIAL DEVELOPMENTS
-- GERMANTOWN, WISCONSIN --

Development / Builder(s)	Product Type	Number of Sales/Closings (Last 12 Months)	Average Plan Size (Sq. Ft.)	Average Sales/Closing Price	Average Price Per Sq. Ft.
The Reserve at Wrenwood / Harbor	Fourplex/Condo	7	1,921	\$484,267	\$252.09
Wrenwood North / Tim O'Brien & Aspen	Single Family	5	2,320	740,175	319.04
Prairie Glen / Bielinski	Single Family	3	2,393	767,900	320.89
Heritage Park North / Stepping Stone	Single Family	2	2,209	675,858	305.96

Source: Tracy Cross & Associates, Inc.

Note: Not included in the above table are a few recently completed developments such as Veridian Homes' Kinderberg Estates community, i.e., single family homes priced primarily in the \$600,000s, along with smaller-scale attached projects such as Stepping Stone's Seven Pines condominiums.

SINGLE FAMILY DETACHED ACTIVITY – GERMANTOWN PMA

In the entirety of the Germantown PMA, new construction *single family* closing activity has been generally steady over the last three years, with little improvement, mainly because of the overall limited number of new developments entering the market—and, most importantly, *escalating prices*. As highlighted in the

following text table, roughly 300 new single family detached homes are sold/closed annually in the PMA (through the local multiple listing service), at price points now supporting a median above \$500,000. In fact, with the median closing price of a new construction single family home in the PMA approaching \$550,000 in 2023, and considering a less-than-favorable interest rate environment, the average marketing time of a new single family home (days on market) rose precipitously between 2022 and 2023.

**NEW CONSTRUCTION SINGLE FAMILY CLOSINGS
GERMANTOWN PMA
2021-2023**

Price Range	2021		2022		2023	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$250,000	---	---	---	---	---	---
250,000 - 299,999	1	0.3	---	---	---	---
300,000 - 349,999	10	3.3	---	---	---	---
350,000 - 399,999	43	14.1	20	6.8	10	3.2
400,000 - 449,999	47	15.4	47	15.9	45	14.4
450,000 - 499,999	63	20.7	46	15.6	48	15.3
500,000 - 549,999	29	9.5	57	19.3	60	19.2
550,000 - 599,999	40	13.1	36	12.2	48	15.3
600,000 - 699,999	35	11.5	51	17.3	59	18.8
700,000 & Above	37	12.1	38	12.9	43	13.8
Total	305	100.0	295	100.0	313	100.0
Median	----- \$490,820 -----		----- \$530,310 -----		----- \$544,530 -----	
Avg. Days on Market	----- 45 -----		----- 41 -----		----- 67 -----	

Source: Southeast Wisconsin Multiple Listing Service

Please note that new construction closings recorded by the multiple listing service, while representing the majority, do not include all proprietary subdivision activity among single family developments, especially where individual lots are sold directly to the end consumer, who in turn, builds a semi-custom or custom home.

While the overall limited amount of new single family development (of scale) is keeping volumes in the more modest ranges, especially when demand could be stronger, so, too, is the overall higher price position of the new construction homes being built (as mentioned earlier). In fact, with the median price of a new/newer single family closing (as recorded through the multiple listing service) standing at \$544,530 in 2023, there is a disconnect with the distribution of household incomes, which is putting extreme pressure on the existing home market, i.e. the resale sector. For example, the median closing price among new construction units in the PMA is now almost \$150,000 higher than that of a resale counterpart. As a result, prices in the existing home market have been increasing even more rapidly and the average “days on market” in the resale sector are extremely low. Moreover, the volume of resale closings has dropped each year since 2021 as inventory continues to wane.

As highlighted in the following text table, the average market time of an older-stock single family resale closing in 2023 period stood at just 15 days, down from an already-low 16 days in 2022 and 20 days in 2021. For reference, the typical marketing time for a single family detached resale in the Midwest ranges from 72-90 days. *In the village of Germantown, the average market time of a single family resale during the last six months stood at just 11 days, and at closing prices 10 percent higher than to those reflected throughout the PMA as a whole.*

**SINGLE FAMILY RESALE CLOSINGS
GERMANTOWN PMA
2021-2023**

Price Range	2021		2022		2023	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$200,000	200	6.6	68	2.8	39	2.0
200,000 - 249,999	310	10.3	233	9.7	129	6.6
250,000 - 299,999	536	17.8	332	13.8	228	11.7
300,000 - 349,999	478	15.9	382	15.9	288	14.7
350,000 - 399,999	337	11.2	310	12.9	298	15.3
400,000 - 449,999	244	8.1	290	12.1	216	11.1
450,000 - 499,999	204	6.8	166	7.0	175	9.0
500,000 - 549,999	169	5.6	127	5.3	118	6.0
550,000 - 599,999	126	4.2	106	4.4	75	3.8
600,000 - 699,999	165	5.5	147	6.2	151	7.7
700,000 & Above	242	8.0	237	9.9	237	12.1
Total	3,011	100.0	2,398	100.0	1,954	100.0
Median	----- \$348,112 -----		----- \$380,232 -----		----- \$399,019 -----	
Avg. Days on Market	----- 20 -----		----- 16 -----		----- 15 -----	

Source: Southeast Wisconsin Multiple Listing Service

DUPLEX/FOURPLEX/CONDOMINIUM ACTIVITY

In the **duplex/fourplex/condominium** sector, a similar condition exists in the Germantown PMA relative to pricing differentials between new construction units and resales. As highlighted in the adjacent table, there are currently roughly 100 new attached units being sold annually market-wide, again a relatively modest volume because of limited supply in this sector, coupled with a median price point that now exceeds \$425,000.

**NEW CONSTRUCTION DUPLEX/FOURPLEX/CONDOMINIUM CLOSINGS
GERMANTOWN PMA
2021-2023**

Price Range	2021		2022		2023	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$100,000	---	---	---	---	---	---
100,000 - 149,999	---	---	---	---	---	---
150,000 - 199,999	1	0.9	---	---	---	---
200,000 - 249,999	13	11.6	1	1.0	---	---
250,000 - 299,999	22	19.6	17	17.7	5	5.1
300,000 - 349,999	29	25.9	12	12.5	6	6.2
350,000 - 399,999	16	14.3	22	22.9	26	26.8
400,000 - 449,999	15	13.4	28	29.2	22	22.7
450,000 - 499,999	7	6.3	6	6.3	28	28.9
500,000 & Above	9	8.0	10	10.4	10	10.3
Total	112	100.0	96	100.0	97	100.0
Median	----- \$334,555 -----		----- \$391,047 -----		----- \$426,210 -----	
Avg. Days on Market	----- 99 -----		----- 54 -----		----- 80 -----	

Source: Southeast Wisconsin Multiple Listing Service

Again, the higher price position found in the new construction attached sector is putting tremendous pressure on the existing home market as evidenced by duplex/fourplex/condominium resale closings averaging just 12 days on market in 2023, down from 18 and 16 days in 2021 and 2022, respectively. As highlighted in the following text table (compared to the table on the previous page), the difference in price between typical resale and new construction attached sector units is approximately \$175,000.

**DUPLEX/FOURPLEX/CONDOMINIUM RESALE CLOSINGS
GERMANTOWN PMA
2021-2023**

Price Range	2021		2022		2023	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$100,000	73	9.3	39	5.4	31	5.1
100,000 - 149,999	116	14.9	69	9.7	60	9.9
150,000 - 199,999	173	22.2	179	25.0	92	15.2
200,000 - 249,999	156	20.1	140	19.6	119	19.6
250,000 - 299,999	91	11.7	113	15.8	93	15.3
300,000 - 349,999	72	9.3	65	9.1	63	10.4
350,000 - 399,999	35	4.5	40	5.6	57	9.4
400,000 - 449,999	25	3.2	28	3.9	39	6.4
450,000 - 499,999	20	2.6	17	2.4	22	3.7
500,000 & Above	17	2.2	25	3.5	30	5.0
Total	778	100.0	715	100.0	606	100.0
Median	----- \$208,954 -----		----- \$225,254 -----		----- \$250,653 -----	
Avg. Days on Market	----- 18 -----		----- 16 -----		----- 12 -----	

Source: Southeast Wisconsin Multiple Listing Service

The moderate amount of *new construction* product in the overall market, especially at price points more in-line with typical “new versus resale” differentials, is also having an impact on overall inventory levels among both newly built homes and resale units. For example, among all residential activity in the PMA (both detached and attached, and including both new construction and resales), *inventory levels are low*. With only 429 single family listings reported at the beginning of January 2024, and with overall closing activity totaling 2,267 units in 2023, single family inventory levels in PMA stand at just 2.27 months, which falls below the typical three-month inventory period that exists in more normal, or balanced, home markets. In the attached sector, a similar level of inventory exists at just 2.30 months (see **Exhibit 4.1**). *The most notable areas of imbalance in the detached sector can be found at price points below \$500,000, and in the attached sector, below \$400,000 where little (if any) new construction listings are represented. In fact, at the higher price points (where new construction listings are concentrated), inventory levels exceed three months in all instances.*

FUTURE FOR SALE COMPETITION

According to planning and zoning officials throughout the PMA’s constituent municipalities, just a modicum of for sale housing communities are in the pipeline, i.e., less 1,139 units market-wide. These proposed developments, which consist of various single family and duplex/fourplex/condominium projects, appear to be very similar to other new construction products that exist today. Overall, future “known” supply further indicates a clear imbalance relative to underlying demand potentials.



4.1

**RESIDENTIAL INVENTORY ANALYSIS IN MONTH'S SUPPLY
GERMANTOWN PMA**

Price Range	Closings 2023	Current Listings As of 1/1/2023	Months of Inventory
Single Family Detached			
Under \$200,000	39	6	1.85
200,000 - 249,999	129	18	1.67
250,000 - 299,999	228	32	1.68
300,000 - 349,999	288	42	1.75
350,000 - 399,999	308	32	1.25
400,000 - 449,999	261	28	1.29
450,000 - 499,999	223	37	1.99
500,000 - 549,999	178	46	3.10
550,000 - 599,999	123	42	4.10
600,000 - 699,999	210	56	3.20
700,000 & Above	280	90	3.86
Total	2,267	429	2.27
Duplex/Fourplex/Condominium			
Under \$100,000	31	1	0.39
100,000 - 149,999	60	3	0.60
150,000 - 199,999	92	13	1.70
200,000 - 249,999	119	17	1.71
250,000 - 299,999	98	11	1.35
300,000 - 349,999	69	12	2.09
350,000 - 399,999	83	16	2.31
400,000 - 449,999	61	17	3.34
450,000 - 499,999	50	18	4.32
500,000 & Above	40	27	8.10
Total	703	135	2.30

Source: Southeast Wisconsin Multiple Listing Service

GENERAL LIMITING CONDITIONS

Tracy Cross & Associates, Inc. has made extensive efforts to confirm the accuracy and timeliness of the information contained in this study. Such information was compiled from a variety of sources, including interviews with developers/property managers and their agents, government officials, and other third parties. Although Tracy Cross & Associates, Inc. believes all information in this study is correct, it does not warrant the accuracy of such information and assumes no responsibility for inaccuracies in the information provided by third parties.

Conclusions and recommendations established in this analysis represent a professional opinion and are based upon forecasts into the future which could be significantly altered by outside occurrences. These include, among others, the possible interplay of unforeseen social, economic, physical/environmental, and governmental actions. In this regard, Tracy Cross & Associates, Inc., its owners, and its employees shall be held harmless of changes in conditions that may materially result from these occurrences.



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VILLAGE OF GERMANTOWN HOUSING AFFORDABILITY REPORT: 2024

**WASHINGTON COUNTY
WISCONSIN**

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Chapter 1

INTRODUCTION

1.1 PURPOSE OF THE REPORT

In 2018, the Wisconsin Legislature enacted legislation that requires cities and villages with populations of 10,000 people or more to prepare a housing affordability report. Per Section 66.10013 of the *Wisconsin Statutes*, the report needs to include data regarding development activity in the municipality and an analysis of how the municipality's land use regulations impact the cost of housing. The report must be posted on the municipality's website by 2020 and updated annually no later than January 31. The Village of Germantown, with a population of nearly 21,000, received an extension from the Wisconsin Department of Administration through 2024 to complete a report because it was preparing a 10-year update to its comprehensive plan, which was adopted in 2022.

The housing affordability report relates to implementing the housing element of a municipality's comprehensive plan. Wisconsin's comprehensive planning law, set forth in Section 66.1001 of the *Wisconsin Statutes*, requires cities, villages, towns, and counties that engage in land use regulation to adopt a comprehensive plan with nine elements, including a housing element. Comprehensive planning law requires the housing element to include a compilation of goals, objectives, policies, and programs intended to provide an adequate housing supply that meets the community's existing and forecasted housing demand; this includes policies and programs that promote the development of a range of housing choices for people of all income levels, age groups, and needs. The comprehensive planning law also requires the housing element to include a wide range of data regarding the community's housing stock.

As part of assessing the housing element implementation, Section 66.10013 of the *Statutes* requires the affordability report to include the following data:

- The number of subdivision plats, certified survey maps (CSM), condominium plats, and building permit applications approved in the prior year;
- The total number of new residential dwellings units proposed in all subdivision plats, CSMs, condominium plats, and building permit applications approved in the prior year;
- A list and map of undeveloped parcels zoned for residential development;
- A list of all undeveloped parcels that are suitable for, but not zoned for, residential development, including vacant sites and sites that have the potential for redevelopment.

The *Statute* also requires the affordability report to include an analysis of the municipality's residential development regulations, such as land use controls, site improvement requirements, fees and land dedication requirements, and permit procedures. The analysis needs to assess the financial impact of regulations on the cost of developing a new residential subdivision. The analysis also needs to identify ways the municipality can modify its construction and development regulations, approval processes, and related fees to meet existing and forecasted housing demand and reduce the time and cost necessary to approve and develop a new subdivision by 20 percent.

The Village has requested that the Southeastern Wisconsin Regional Planning Commission (Commission) assist with the analyses required by *Statute*. The Commission used regional housing plan¹ recommendations for the required analyses, where applicable. In addition to the analyses required by the *Statute*, Commission staff also analyzed the Village's residential development regulations related to multifamily housing. The Commission also used regional housing plan recommendations for the multifamily housing analysis. In addition, the Commission staff provided household and employment forecasts and analyses from the regional housing plan (such as the regional job/housing balance analysis) to assist with determining existing and forecast housing demand.

1.2 COMMUNITY OVERVIEW

The Village of Germantown was incorporated in 1927 and annexed the majority of the Town of Germantown in 1964. The Village is in the southeast corner of Washington County, northwest of Milwaukee and south of West Bend.

The 2020 census reports a population of 20,917 people and 8,115 occupied housing units in the Village. The Village of Germantown is growing. As Germantown grows and households get smaller, the need for additional housing options also increases. The Village includes a mix of residential uses with significant agricultural lands and industrial development areas. As of 2021, the Village of Germantown was home to 891 businesses, comprised largely of service, retail trade, and manufacturing businesses.

¹ *The regional housing plan is documented in SEWRPC Planning Report No. 54, A Regional Housing Plan for Southeastern Wisconsin: 2035, March 2013.*

Chapter 2

EXISTING CONDITIONS

Note: Map and tables are presented at the end of the Chapter.

2.1 INTRODUCTION

Information regarding existing conditions with respect to land use, housing stock, and the demographic and economic base is essential to determining the existing and forecast demand for housing in the Village of Germantown. This chapter presents a summary of existing land use data developed by the Commission and demographic and economic data compiled from the U.S. Census.

2.2 EXISTING LAND USE INVENTORY

The land use inventory is one of the regional inventories completed by SEWRPC to monitor urban growth and development in the Region. The inventory places all land and water areas of the Region into one of 65 discrete categories, providing a basis for analyzing specific land uses at the regional and community levels. The most recent regional inventory carried out was based on aerial photography taken in 2020. Existing land use for the Village of Germantown is shown on Map 2.1 and presented in Table 2.1.

Developed Land

The Village of Germantown encompasses an area of about 34 square miles. Only 33 percent of the land has been developed with urban land uses such as residential, commercial, industrial, and governmental and institutional development, and the transportation and utility land uses that serve this development.

Single-family residential land uses encompass most of the developed land in Germantown at nearly 15 percent of the Village. Most of the residential land consists of single-family homes, although there is some two-family and multifamily development in the Village, which is found primarily in the central portion of the Village. Commercial and industrial land account for about two and three percent of the Village, respectively, while governmental and institutional land accounts for one percent. About two percent of the total Village land is in recreational uses.

Undeveloped Land

The majority of the land in Germantown is currently undeveloped in agricultural and open space uses. About 67 percent of the land in Germantown is undeveloped, including 23 percent in natural resource areas (including wetlands and woodlands). Agricultural land comprises 7,713 acres, or 35 percent of the Village. As shown on Map 2.1, part of the Village is within a planned sanitary sewer service area (SSA); open lands without natural resource features within the SSA could potentially be suitable for residential or other urban development.

2.3 INVENTORY OF EXISTING HOUSING STOCK

The characteristics of the Village's existing housing stock have been inventoried to help determine the number and type of housing units that will best suit the current and future needs of Germantown's residents per the requirements of Section 66.10013 of the *Wisconsin Statutes*. The inventory was compiled using 2018-

2022 American Community Survey (ACS)² data from the U.S. Census Bureau. Data presented in this report for Washington County, the Southeastern Wisconsin Region,³ and Wisconsin allow for comparisons to other geographic areas. The inventory includes:

- Total housing units by tenure
- Vacancy rate by tenure
- Value of owner-occupied housing units
- Monthly housing costs by tenure
- Structure type
- Number of bedrooms
- Year built
- Subsidized housing units

Total Housing Units

The number and tenure (owner- and renter-occupied) of existing housing units is a necessary baseline inventory item in determining existing housing demand and forecasting the future housing demand in the Village. According to the ACS data, there are a total of 8,582 housing units in the Village. About 76 percent of the units are owner-occupied, about 21 percent are renter-occupied, and nearly 4 percent are vacant. As shown in Table 2.2, Germantown has a higher owner-occupancy rate, and a corresponding lower renter-occupancy rate, than Washington County, the Region, or the State.

Vacancy

Another key housing supply inventory item is the vacancy rate of owner- and renter-occupied housing units. Some vacancies are necessary for a healthy housing market. The standard historically used by the U.S. Department of Housing and Urban Development (HUD) recommends that an area have a minimum overall vacancy rate of 3 percent to ensure adequate housing choices, and further recommends that an area have a homeowner housing unit vacancy rate of between 1 and 2 percent and a rental housing unit vacancy rate of between 4 and 6 percent.

Homeowner and rental vacancy rates for Germantown, Washington County, the Region, and the State are presented in Table 2.3. As noted in the previous section, the overall vacancy rate in the Village is about four percent, which is slightly higher than the HUD standard. Most of the vacant housing units in the Village are reported to be for sale or rent, with the remainder only used seasonally. The homeowner vacancy rate for the Village (1.2 percent) is in line with the range recommended by HUD, while the rates for the County, Region, and State are lower than the recommended range. The rental vacancy rate in the County of two percent is lower than the HUD standard, while the rental vacancy rates in the Village, Region, and State meet the HUD standard.

² The ACS is intended to be a nationwide, continuous survey designed to provide communities with a broad range of timely demographic, housing, social, and economic data not available in the decennial census; however, the data may have a relatively large margin of error due to limited sample size. Data presented for the Village is based on the 2018-2022 ACS five-year estimate.

³ The Southeastern Wisconsin Region includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

Value of Owner-Occupied Housing Units

The value of owner-occupied housing units for the Village, County, Region, and State are presented in Table 2.4. The median value of owner-occupied housing units in Germantown is \$333,200 according to the ACS data, which is higher than the median values in the County, Region, and State. About 11 percent of total owner-occupied homes in the Village are valued below \$150,000—a smaller percentage than in the County, Region, and State—although there are still 693 homes valued in this range, which may provide options for some moderate-income households to purchase a home in the Village.

Monthly Housing Costs by Tenure

Monthly housing costs for owner-occupied and rental housing units were inventoried as another indicator of whether there is an adequate supply of housing that may be affordable to a wide range of households in the Village. Tables 2.5 through 2.7 present information regarding monthly housing costs for homeowners with a mortgage, homeowners without a mortgage, and renters in the Village, County, Region, and State. The median monthly costs for homeowners with a mortgage (\$2,035) and renters (\$1,263) in the Village are both somewhat higher than in the County, with monthly homeowner costs exceeding the County by about \$197, and monthly rental costs about \$190 higher than the County. The median monthly costs for homeowners with a mortgage and for renters in Germantown also exceed those in the Region and State.

Along with comparatively higher median costs, about 21 percent of homeowners with a mortgage in the Village pay below \$1,500 a month for housing and 18 percent of renters pay below \$1,000 a month for housing. The range of housing costs for homeowners and renters could be an indicator of a need for more workforce housing in the Village. The job/housing balance prepared by SEWRPC for the regional housing plan estimates that there could be a deficit of housing for moderate-wage workers in the future, based on the Village's previous Future Land Use Map and expected development pattern. The job/housing balance will be discussed in more detail in Chapter 3 of this report.

Structure Type

Structure type, or residential building type, is one of the most important considerations in providing market-rate housing that may be more affordable to a wider range of households. The most affordable market-rate housing tends to be multifamily housing, such as apartment buildings, while single-family homes tend to be less affordable. Table 2.8 presents the number of units by structure type in the Village, County, Region, and State. About 76 percent of the housing units in the Village are single-family homes (including mobile homes and attached single-family homes),⁴ two percent are in two-family units, and about 22 percent are in multifamily buildings.

Germantown has about the same percentage of multifamily units as the State, a slightly higher percentage than the County, and a lower percentage than the Region (26 percent). Although rental costs in the Village are higher than in the County, Region, and State, they are still considerably lower than costs for homeowners with a mortgage. This makes multifamily buildings—which are more likely to be rental units than single-family homes—an important source of housing for those working in the Village.

Number of Bedrooms

The number of bedrooms in a housing unit is an important consideration in providing housing that is best suited for the Village's current and future housing needs. Table 2.9 presents housing units by the number of bedrooms for the Village, County, Region, and State. Most of the housing units in the Village (48 percent) have three bedrooms, and 22 percent have four or more bedrooms. These housing units could provide housing choices for households with children or multi-generational households. Only about 6 percent of

⁴ *Single-family attached structures include duplexes, row houses, and houses attached to nonresidential structures where the dividing or common wall goes from ground to roof with no units located above or below, and each unit has its own utilities.*

the housing units in the Village have fewer than two bedrooms, which is the same as in the County, and a lower percentage than in the Region (14 percent) or State (12 percent). A limited supply of one-bedroom housing units in the Village could limit the housing choices for aging households and households without children.

Year Built

The age of the housing stock provides some insight into the character and condition of the existing units in the Village. It can be assumed that more housing units may need to be rehabilitated or replaced as the overall housing stock of the Village ages. Most of the current housing stock in the Village was built between 1970 and 2009, with over a quarter of the housing stock being built in the decade between 1990 and 1999. This indicates that the Village's housing stock should generally be in good condition for some time.

Subsidized Housing

Germantown has higher housing costs than Washington County and the Region. Ensuring an adequate amount of workforce housing is a key consideration in meeting existing and forecast housing demand in the Village.

The Low Income Housing Tax Credit (LIHTC) Program has become the primary source of government assistance for new subsidized housing units. The LIHTC Program is an indirect subsidy that is used to provide an incentive for developers to construct or rehabilitate affordable rental housing for low- and moderate-income households. LIHTC developments typically reserve a number of units for households with incomes of about 60 percent of the County median income. Currently, there is one LIHTC development in Germantown with a total of 110 low-income units designed to provide affordable housing to senior residents.⁵ Family LIHTC developments could be an important source of affordable workforce housing in the future.

The U.S. Department of Housing and Urban Development (HUD) Section 8 Housing Choice Voucher Program is a major source of government assistance for very low-income households; however, there is typically a much greater demand for vouchers than supply.

2.4 DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS

This section includes information regarding the population, household, and economic characteristics of the Village of Germantown, which, along with the existing housing stock data presented in Section 2.3, are crucial for understanding housing demand. Like the existing housing stock data, the population, household, and economic information was compiled using the 2018-2022 ACS. The information includes:

- Total population
- Age distribution
- Race/ethnicity composition
- Household size
- Household type

⁵ *The Prairie Meadows Apartments received three separate tax credit awards for its three separate phases of development. While it is effectively a single development, the Wisconsin Housing and Economic Development Authority (WHEDA) categorizes each phase as a separate development for their records.*

- Group quartered population
- Employment status
- Occupation
- Household income
- Poverty status
- Housing cost burden
- Affordability based on county median income

Demographic Characteristics

Understanding the demographic characteristics of the Village's population such as age, household size, and household type is important in determining the types of housing that will best suit the Village's current and future residents.

Total Population

Table 2.10 presents historical data regarding the Village's population since 1970. Most of its growth occurred in the 1970s, 1980s, and 1990s, followed by more modest growth in the 2000s and 2010s. There is significant potential for future population growth in the Village, as discussed further in Chapter 3. Washington County has experienced a similar population growth pattern. The Region and State have been experiencing modest population growth since 1970, with the State growing at a faster pace than the Region. The population totals presented in Table 2.10, which are from the 2020 Decennial Census, differ slightly from population totals based on 2018-2022 ACS data.

Age Distribution

The age distribution of the Village's population has important implications on housing. Table 2.11 presents the current age distribution of the Village's population. About 16 percent of the Village's population is aged 65 and above, which is similar to Washington County, the Region, and the State.

Smaller single-family homes on smaller lots may be better suited for the Village's aging households than homes on large lots because they require less maintenance. In addition, multifamily housing may be beneficial for the older population in the Village as it requires less up-keep than single-family housing, the units are typically one level, and Federal and State fair housing laws require that most multifamily housing units built after the early 1990s include basic accessibility features for people with disabilities. This may be particularly beneficial for Village residents aged 65 and over because the likelihood of having a mobility related disability increases as a person ages.

Race/Ethnicity Composition

Table 2.12 presents the racial and ethnic composition of Germantown, Washington County, the Region, and the State. The non-Hispanic White population share of the Village's total population is about 86 percent. Germantown is similar to Wisconsin in racial and ethnic diversity, while the County and Region have a greater share of people of color than the Village.

Total Households

An understanding of household data is critical because households are the unit of consumption for housing units and relate directly to the demand for housing in the Village. A household includes all people who

occupy a housing unit. A housing unit is defined by the U.S. Census Bureau as a house, apartment, mobile home, group of rooms, or single room occupied or intended for occupancy as separate living quarters. According to ACS data, currently there are 8,281 households in the Village.

Household Size

Table 2.13 presents information on average household size as well as number of people per household by tenure. The average household size in the Village is 2.5 people, which is similar to the County, Region, and State (each have 2.4 people per household). The average household size in Germantown is significantly smaller for renter-occupied housing (2.0 people per household) than for owner-occupied housing (2.7 people per household). Following County, Region, and State trends, the average household size in the Village of Germantown has been declining for decades. Among homeowners, 59 percent of households have only one or two people, indicating a possible demand for smaller houses with fewer bedrooms.

Household Type

Table 2.14 presents information on household type in Germantown. About 72 percent of the households are family households (those households with at least one household member related to the head of household), and 33 percent of households have children, both of which are slightly higher than Washington County, the Region, and the State. Single-family homes or multifamily units with multiple bedrooms may be best suited for those households with children, and one-bedroom or two-bedroom multifamily units or smaller single-family homes may be housing options for households without children.

Group Quartered Population

In addition to people living in traditional housing units, Germantown has about 118 residents living in group quarters. Group quarters include such places as nursing homes and college dorms that provide services to their residents.

Economic Characteristics

Similar to understanding the demographic characteristics of the Village's population, understanding the economic characteristics of the Village's population is necessary to determining the types of housing that will be best suited to the Village's current and future residents.

Employment Status

The 2018-2022 ACS reports that the unemployment rate in Germantown was about 2 percent, similar to Washington County, the Region, and the State. About 30 percent of the Village's working age residents (16 years of age and older) are not participating in the labor force, comparable to about 31 percent of Washington County working age residents and about 34 percent of Region and State working age residents.

Occupation

Along with employment status, the occupational makeup of the Village's population is a determining factor in household income and the ability of Germantown's residents to afford housing in the Village. A significant number of Village residents have occupations with moderate wages. As shown in Table 2.15, the sales and office; production, transportation, and materials moving sectors—both of which have midrange wages—comprise about 34 percent of the Village workers. Overall, about 45 percent of Village workers work in midrange occupations, and about 41 percent work in the higher-wage occupations such as computer, engineering, and science and protective service sectors. About 15 percent of workers are in lower-wage occupations such as food preparation and serving and personal care and service, for whom affordable housing may be a concern.

Household Income

Ultimately, the household incomes of those living in Germantown should be considered when determining the demand for various types of housing in the Village. The number of households in the Village by income range are presented in Table 2.16. The median annual household income in Germantown is \$101,554, higher than that of Washington County, the Region and the State. While half of the Village's households have an annual income over \$101,554, it is important to understand how other households may benefit from more affordable housing as development decisions are made moving forward.

Table 2.16 shows households by salary range in the Village. Based on the results of a cost housing development analysis completed for the regional housing plan, that 1,960 households, or 24 percent of households in the Village, have annual incomes below \$60,000. According to the results of a cost of housing development analysis completed for the regional housing plan (adopted by SEWRPC in 2013), households with incomes below \$60,000 (approximately \$45,000 in 2013 when the housing plan was completed) could benefit from additional multifamily housing. Another 2,114 households (25 percent) in the Village have incomes between \$60,000 and \$100,000 (approximately between \$45,000 and \$75,000 in 2013). The regional housing plan analysis found that households with incomes in this range could benefit from modest single-family homes on lots of 10,000 square feet or less. Village land use regulations allow for these types of development, and there are significant developable areas for single- and multifamily housing located in the Village.

Poverty Status

There are about 90 families with income below the federal poverty level in the Village according to the ACS data. This represents about 1.5 percent of the Village's population, which is lower than the poverty rate in the County (about 3.0 percent), the Region (about 8.2 percent), and the State (about 6.6 percent). Individuals and families experiencing poverty would benefit from housing assistance; however, obstacles to assistance exist as identified under the Affordability Based on County Median Income discussion at the end of this section.

Housing Cost Burden

Table 2.17 presents ACS data regarding households with a high housing cost burden in the Village, County, Region, and State. A household is considered cost burdened when monthly housing costs exceed 30 percent of gross household income. Table 2.17 shows that the percentage of homeowners with a cost burden in the Village (about 14 percent) is lower than Washington County, the Region, and State. The percentage of renters with a cost burden in the Village (about 36 percent) is also lower than that of the County, Region, and State. Renters are more likely to be cost burdened than homeowners, whether it is at the Village, County, Region, or State level.

Affordability Based on County Median Income

A number of Germantown's low-income households may benefit from housing assistance programs. Low-income households are typically defined as households with incomes of 80 percent or less of area median income (AMI), and can be further defined as extremely low-income households (30 percent or less) or very low-income households (30 to 50 percent). When discussing eligibility for various housing assistance programs, AMI typically refers to the median income of the County where a community is located.

Using the Washington County median household income of about \$91,915 as the basis for AMI, about 13.8 percent of households in Germantown that have annual incomes of 50 percent or less of AMI (a common eligibility requirement for many housing assistance programs). The Section 8 Housing Choice Voucher Program is one the most common forms of assistance; however, there is typically a much greater demand for vouchers than supply. As a result, future LIHTC development could be an important source of affordable

housing for low-income households, although LIHTC units may not be affordable for extremely low- and very low-income households.

2.5 CONCLUSIONS

This chapter presents baseline information regarding Germantown's existing land use, housing stock, and demographic and economic base for use in determining existing and forecast housing demand in the Village as required by Section 66.10013 of the *Wisconsin Statutes*. Key conclusions that can be drawn from the information follow.

Land Use

- Only 33 percent of the Village of Germantown has been developed in urban uses. Part of the Village is within the planned public sanitary sewer service area, the open lands without natural resource features are potentially suitable for residential or other urban development.
- While a relatively small portion of the Village is currently dedicated to commercial and industrial land uses, the Village's land use plan map includes a significant increase in land planned for both residential and business/industrial uses. The potential for residential and commercial growth in the Village may create a demand for workforce housing.

Housing Stock

- There is a limited supply of smaller housing units in the Village; this could limit the housing choices for aging households and households without children. The supply of single-family homes with three or more bedrooms provides choice for households with children.
- Monthly homeowner and rental costs are somewhat higher in the Village than in the County, Region, and State.
- Most of the current housing stock in the Village was built between 1970 and 2009, with over a quarter of the housing stock being built in the decade between 1990 and 1999, indicating that the Village's housing stock should generally be in good condition for some time.

Demographic and Economic Characteristics

- The Village's aging population will have implications on the type and size of housing that may best suit current and future Village residents.
- The Village has a higher proportion of family households and households with children than the County, Region, and State.
- Household income in the Village is higher than the County, Region, or State; however, there are a number of households that could benefit from new multifamily housing and modest single-family housing based on their income.

These conclusions are key elements of the existing and forecast housing demand analyses, which are presented in Chapter 3.

Map 2.1
Existing Land Uses in the Village of Germantown: 2020

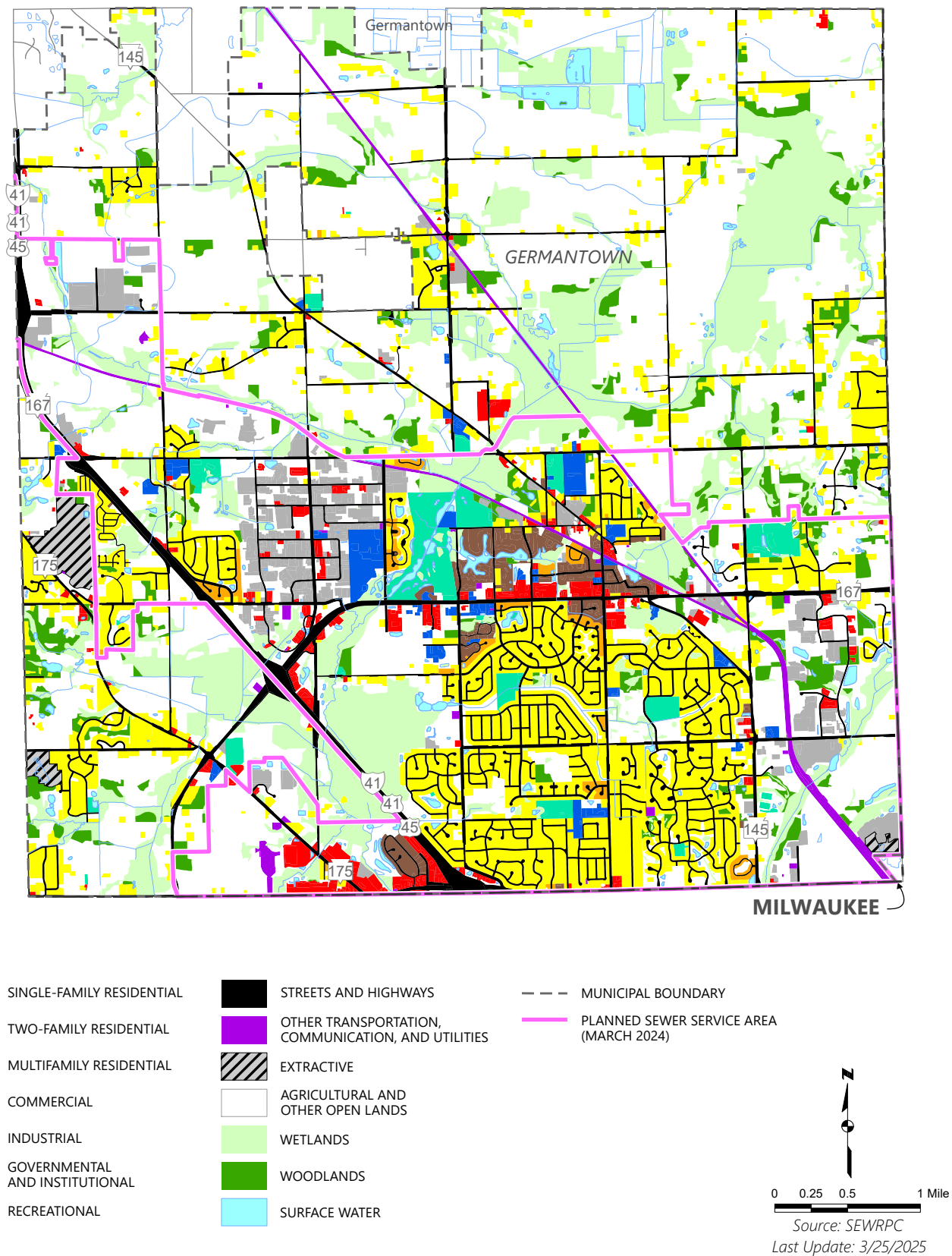


Table 2.1
Existing Land Use in the Village of Germantown: 2020

Land Use Category	Acres	Percent of Total
Developed Land		
Residential		
Single-Family	3,191	14.5
Two-Family	109	0.5
Multifamily	247	1.1
Mobile Homes	27	0.1
Residential Subtotal	3,574	16.2
Commercial	395	1.8
Industrial	738	3.4
Transportation, Communications, and Utilities	2,065	9.4
Government and Institutional	222	1.0
Recreational	346	1.6
Developed Land Subtotal	7,340	33.4
Undeveloped Land		
Agricultural	7,713	35.0
Natural Resource Areas		
Woodland	798	3.6
Wetlands	3,835	17.4
Surface Water	318	1.5
Natural Resource Areas Subtotal	4,951	22.5
Unused and Other Open Lands	2,009	9.1
Undeveloped Land Subtotal	14,674	66.6
Total	22,014	100.0

Note: Off-street parking is included with the associated use.

Source: Southeastern Wisconsin Regional Planning Commission

Table 2.2
Number of Housing Units and Tenure in the Village, County, Region, and State

Area	Owner-Occupied		Renter-Occupied		Vacant ^a		Total	
	Housing Units	Percent of Total	Housing Units	Percent of Total	Housing Units	Percent of Total	Housing Units	Percent of Total
Village of Germantown	6,490	75.6	1,791	20.9	301	3.5	8,582	100.0
Washington County	43,485	74.5	12,794	21.9	2,112	3.6	58,391	100.0
Region	520,000	57.5	316,721	35.1	66,961	7.4	903,682	100.0
Wisconsin	1,641,590	60.0	783,898	28.7	309,023	11.3	2,734,511	100.0

Note: Data is based on the 2018-2022 American Community Survey (5-year estimate).

^a Types of vacant housing units include for rent; rented, not occupied; for sale only; sold, not occupied; for seasonal, recreational, or occasional use; for migrant workers; and other vacant housing units.

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.3
Housing Vacancy Rates in the Village, County,
Region, and State

Area	Homeowner (percent)	Rental (percent)
Village of Germantown	1.2	5.1
Washington County	0.5	2.3
Region	0.7	5.3
Wisconsin	0.7	4.7

Note: Data is based on the 2018-2022 American Community Survey (five-year estimate).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.4
Value of Owner-Occupied Housing Units in the Village, County, Region, and State

Value	Village of Germantown		Washington County		Region		Wisconsin	
	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total
Less than \$50,000	155	2.4	1,072	2.5	16,369	3.1	66,191	4
\$50,000 to \$99,999	147	2.3	1,008	2.3	27,787	5.3	117,725	7.2
\$100,000 to \$149,999	391	6	2,103	4.8	49,867	9.6	211,786	12.9
\$150,000 to \$199,999	354	5.5	4,896	11.3	77,602	14.9	274,669	16.7
\$200,000 to \$299,999	1,558	24	13,660	31.4	144,056	27.7	439,017	26.7
\$300,000 to \$499,999	2,990	46.1	15,220	35	144,861	27.9	384,325	23.4
\$500,000 to \$999,999	774	11.9	4,749	10.9	50,917	9.8	126,793	7.7
\$1,000,000 or more	121	1.9	777	1.8	8,541	1.6	21,084	1.3
Total	6,490	100.0	43,485	100.0	520,000	100.0	1,641,590	100.0
Median Value	\$333,200		\$293,300		\$258,900		\$231,400	

Note: Data is based on the 2018-2022 American Community Survey (five-year estimate).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.5
Monthly Costs of Owner-Occupied Housing Units with a Mortgage in the Village, County, Region, and State

Monthly Cost	Village of Germantown		Washington County		Region		Wisconsin	
	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total
Less than \$500	--	--	52	0.2	1,149	0.3	5,582	0.5
\$500 to \$999	405	9.1	2,130	7.5	26,634	7.8	129,499	12.7
\$1,000 to \$1,499	519	11.7	5,927	20.9	91,081	26.7	313,071	30.7
\$1,500 to \$1,999	1,224	27.5	8,818	31	99,269	29.1	274,492	26.9
\$2,000 to \$2,499	1,052	23.7	5,886	20	58,313	17.1	148,782	14.6
\$2,500 to \$2,999	817	18.4	3,094	10.9	30,914	9.1	72,454	7.1
\$3,000 or more	428	9.6	2,493	8.8	33,319	9.8	76,973	7.5
Total	4,445	100.0	28,400	100.0	340,679	100.0	1,020,853	100.0
Median	\$2,035		\$1,838		\$1,759		\$1,602	

Note: Data is based on the 2018-2022 American Community Survey (five-year estimate).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.6
Monthly Costs of Owner-Occupied Housing Units Without a Mortgage in the Village, County, Region, and State

Monthly Cost	Village of Germantown		Washington County		Region		Wisconsin	
	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total
Less than \$250	--	--	227	1.5	3,041	1.7	19,924	3.2
\$250 to \$399	51	2.5	754	5	8,687	4.8	66,838	10.8
\$400 to \$599	550	26.9	4,992	33.1	46,183	25.8	200,351	32.3
\$600 to \$799	684	33.4	5,516	36.6	59,663	33.3	172,056	27.7
\$800 to \$999	422	20.6	2,280	15.1	31,779	17.7	85,820	13.8
\$1,000 or more	338	16.5	1,316	8.7	29,968	16.7	75,748	12.2
Total	2,045	100.0	15,085	100.0	179,321	100.0	620,737	100.0
Median	\$719		\$652		\$700		\$624	

Note: Data is based on the 2018-2022 American Community Survey (five-year estimate).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.7
Monthly Costs for Renters in the Village, County, Region, and State

Monthly Cost	Village of Germantown		Washington County		Region		Wisconsin	
	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total
Less than \$500	0	--	485	3.9	19,685	6.4	55,359	7.4
\$500 to \$999	314	18	4,867	39	120,389	39	327,566	43.6
\$1,000 to \$1,499	1,012	58.2	4,722	37.8	114,789	37.2	258,461	34.4
\$1,500 to \$1,999	246	14.1	1,842	14.7	38,944	12.6	79,264	10.5
\$2,000 to \$2,499	104	6	351	2.8	9,462	3.1	18,391	2.4
\$2,500 to \$2,999	48	2.8	116	0.9	2,943	1	6,093	0.8
\$3,000 or more	16	0.9	112	0.9	2,627	0.9	6,905	0.9
Total ^a	1,740	100.0	12,495	100.0	308,839	100.0	752,039	100.0
Median	\$1,263		\$1,073		\$893		\$992	

Note: Data is based on the 2018-2022 American Community Survey (five-year estimate).

^a Excludes rental units with no rent paid.

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.8
Residential Structure Types in the Village, County, Region, and State

Structure Type	Village of Germantown		Washington County		Region		Wisconsin	
	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total
1-Unit, Detached	5,484	63.9	39,577	67.8	522,553	57.8	1,818,114	66.5
1-Unit, Attached ^a	857	10.0	4,815	8.2	46,110	5.1	116,442	4.3
2 Units	167	1.9	2,181	3.7	90,947	10.1	168,357	6.2
3 or 4 Units	288	3.4	2,560	4.4	41,526	4.6	96,643	3.5
5 to 9 Units	580	6.8	3,097	5.3	54,619	6.0	133,649	4.9
10 to 19 Units	477	5.6	2,109	3.6	33,848	3.7	96,680	3.5
20 or More Units	535	6.2	3,353	5.7	105,784	11.7	218,065	8.0
Mobile Homes	194	2.3	699	1.2	7,960	0.9	85,538	3.1
Boat, RV, Van, etc.	-- ^b	-- ^b	-- ^b	-- ^b	335	-- ^b	1,023	-- ^b
Total	8,582	100.0	58,391	100.0	903,682	100.0	2,734,511	100.0

Note: Data is based on the 2018-2022 American Community Survey (five-year estimate).

^a 1-unit attached structures include duplexes, row houses, and houses attached to nonresidential structures where the dividing or common wall goes from ground to roof and each unit has its own utilities, with no units located above or below.

^b Less than 0.05 percent.

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.9
Housing Units by Number of Bedrooms in the Village, County, Region, and State

Number of Bedrooms	Village of Germantown		Washington County		Region		Wisconsin	
	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total	Number of Units	Percent of Total
One or Fewer	504	5.9	3,191	5.5	123,013	13.6	324,234	11.9
Two	2,092	24.4	14,548	24.9	256,972	28.4	764,980	28.0
Three	4,095	47.7	28,046	48.0	353,802	39.2	1,103,602	40.4
Four or More	1,891	22.0	12,606	21.6	169,895	18.8	541,695	19.8
Total	8,582	100.0	58,391	100.0	903,682	100.0	2,734,511	100.0

Note: Data is based on the 2018-2022 American Community Survey (five-year estimates).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.10
Historic Resident Population Levels in the Village, County, Region, and State: 1970-2020

Year	Village of Germantown			Washington County			Region			Wisconsin		
	Population	Change from Preceding Census		Population	Change from Preceding Census		Population	Change from Preceding Census		Population	Change from Preceding Census	
		Absolute	Percent		Absolute	Percent		Absolute	Percent		Absolute	Percent
1970	6,974	--	--	63,839	--	--	1,756,083	--	--	4,417,731	--	--
1980	10,729	3,755	53.8	84,848	21,009	32.9	1,764,796	8,713	0.5	4,705,767	287,821	6.5
1990	13,658	2,929	27.3	95,328	10,480	12.4	1,810,364	45,568	2.6	4,891,769	186,127	4.0
2000	18,260	4,602	33.7	117,496	22,168	23.3	1,931,165	120,801	6.7	5,363,675	471,906	9.6
2010	19,749	1,489	8.2	131,887	14,391	12.2	2,019,970	88,805	4.6	5,686,986	323,311	6.0
2020	20,142	393	2.0	135,529	3,642	2.8	2,048,087	28,117	1.4	5,893,718	206,732	3.6

Note: Historic resident population levels are provided starting with the first decennial census following the incorporation of the Village of Germantown.

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.11
Age Distribution of Residents in the Village of Germantown

Age	Population	Percent of Total
Under 5 Years	1,122	5.4
5 to 9 Years	980	4.7
10 to 14 Years	1,726	8.3
15 to 19 Years	1,281	6.1
20 to 24 Years	956	4.6
25 to 29 Years	927	4.4
30 to 34 Years	1,067	5.1
35 to 39 Years	1,742	8.3
40 to 44 Years	1,436	6.9
45 to 49 Years	1,378	6.6
50 to 54 Years	1,541	7.4
55 to 59 Years	1,781	8.5
60 to 64 Years	1,665	8.0
65 to 69 Years	821	3.9
70 to 74 Years	815	3.9
75 to 79 Years	858	4.1
80 to 84 Years	354	1.7
85 Years and Over	435	2.1
Total	20,885	100.0

Note: Data is based on the 2018-2022 American Community Survey (five-year estimates).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.12
Race and Ethnicity Composition of Residents in the Village, County, Region, and State

Race or Ethnicity	Village of Germantown		Washington County		Region		Wisconsin	
	Population	Percent of Total	Population	Percent of Total	Population	Percent of Total	Population	Percent of Total
Not Hispanic								
White Alone	17,918	85.8	125,172	91.5	1,371,195	67.2	4,698,967	79.9
Black or African American Alone	467	2.2	1,766	1.3	281,650	13.8	356,150	6.1
American Indian and Alaskan Native Alone	44	0.2	182	0.1	4,880	0.2	36,369	0.6
Asian Alone	1117	5.3	1,954	1.4	68,798	3.4	167,512	2.8
Native Hawaiian and Other Pacific Islander Alone	-- ^a	-- ^a	18	-- ^a	654	-- ^a	1,902	-- ^a
Some Other Race Alone	-- ^a	-- ^a	286	0.2	6,458	0.3	14,661	0.2
Two or More Races	628	3.0	2,776	2.0	63,420	3.1	175,591	3.0
Subtotal	20,174	96.6	132,154	96.6	1,797,055	88.1	5,451,152	92.7
Hispanic	711	3.4	4,688	3.4	242,773	11.9	430,976	7.3
Total	20,885	100.0	136,842	100.0	2,039,828	100.0	5,882,128	100.0

Note: Data is based on the 2018-2022 American Community Survey (five-year estimate).

^a Less than 0.05 percent

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.13
Household Size in the Village of Germantown

Size	Households					
	Owner-Occupied	Percent of Total	Renter-Occupied	Percent of Total	Total	Percent of Total
1-Person Household	1,057	16.3	733	40.9	1,790	21.6
2-Person Household	2,780	42.8	607	33.9	3,387	40.9
3-Person Household	944	14.5	301	16.8	1,245	15
4-Person Household	1,143	17.6	73	4.1	1,216	14.7
5-Person Household	508	7.8	14	0.8	522	6.3
6-Person Household	32	0.5	63	3.5	95	1.1
7-or-More-Person Household	26	0.4	--	--	26	0.3
Total	6,490	100.0	1,791	100.0	8,281	100.0
Average Household Size	2.65		1.99		2.51	

Note: Data are based on the 2018-2022 American Community Survey (five-year estimates).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.14
Household Types in the Village of Germantown

Household Type	Number	Percent of Subtotal	Percent of Total
Owner Occupied			
Family Households	5,070	78.1	61.2
With Children	(2,281)	(35.2)	(27.6)
Nonfamily Households	1,420	21.9	17.2
Owner Occupied Subtotal	6,490	100	78.4
Renter Occupied			
Family Households	892	49.8	10.8
With Children	(232)	(13.0)	(2.8)
Nonfamily Households	899	50.2	10.9
Renter Occupied Subtotal	1,791	100	21.7
Total Occupied			
Family Households	5,962	--	72.0
With Children	(2,513)	--	(30.4)
Nonfamily Households	2,319	--	28.0
Total	8,281	--	100.0

Note: Data are based on the 2018-2022 American Community Survey (five-year estimates).

Figures in parentheses (family households with children) are a subset of family households and are not included in the subtotals or totals of the number or percentage of households.

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.15
Occupation of Residents in the Village of Germantown

Occupation	Number	Percent of Total	Average Annual Wages (\$) ^a
Management, Business, and Financial	2,278	19.8	86,578
Computer, Engineering, and Science	1,087	9.5	84,910
Education, Legal, Community Service, Arts, and Media	1,252	10.9	52,011
Healthcare Practitioners and Technical	1,122	9.8	71,685
Healthcare Support	331	2.9	27,898
Protective Service	168	1.5	67,540
Food Preparation and Serving Related	278	2.4	12,518
Building and Grounds Cleaning and Maintenance	286	2.5	29,336
Personal Care and Service	240	2.1	20,481
Sales and Office	2,614	22.7	45,315
Farming, Fishing, and Forestry	15	0.1	45,438
Construction and Extraction	256	2.2	56,134
Installation, Maintenance, and Repair	314	2.7	56,186
Production, Transportation, and Material Moving	1,260	11.0	47,776
Total	11,501	100	37,759

Note: Data are based on the 2018-2022 American Community Survey (five-year estimate).

^a Wages are based on Washington County workers.

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.16
Household Income in the Village of Germantown

Income	Households	Percent of Total
Less than \$10,000	154	1.9
\$10,000 to \$14,999	122	1.5
\$15,000 to \$19,999	60	0.7
\$20,000 to \$24,999	182	2.2
\$25,000 to \$29,999	122	1.5
\$30,000 to \$34,999	132	1.6
\$35,000 to \$39,999	190	2.3
\$40,000 to \$44,999	177	2.1
\$45,000 to \$49,999	224	2.7
\$50,000 to \$59,999	597	7.2
\$60,000 to \$74,999	844	10.2
\$75,000 to \$99,999	1,270	15.3
\$100,000 to \$124,999	1,002	12.1
\$125,000 to \$149,999	1,045	12.6
\$150,000 to \$199,999	1,015	12.3
\$200,000 or More	1,145	13.8
Total	8,281	100.00
Median Household Income	\$101,554	

Note: Data are based on the 2018-2022 American Community Survey (five-year estimate).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Table 2.17
Housing Cost Burden in the Village, County, Region, and State

Tenure	Number of Households			
	Village of Germantown	Washington County	Region	Wisconsin
Owner-Occupied				
Total Owner-Occupied	6,490	56,279	520,000	1,641,590
Housing Costs More Than 30 Percent of Household Income	933	6,668	101,844	298,419
Percent with Cost Burden	14.4	11.8	19.6	18.2
Renter-Occupied				
Total Renter-Occupied	1,791	12,794	316,721	783,898
Housing Costs More Than 30 Percent of Household Income	637	5,173	141,441	317,983
Percent with Cost Burden	35.6	40.4	44.7	40.6
Total	8,582	58,391	903,682	2,734,511

Note: Data are based on the 2018-2022 American Community Survey (five-year estimate).

Source: U.S. Bureau of the Census and Southeastern Wisconsin Regional Planning Commission

Chapter 3

EXISTING AND FORECAST HOUSING DEMAND

Note: Maps and tables are presented at the end of the Chapter.

3.1 INTRODUCTION

This chapter presents information used in conjunction with information presented in Chapter 2, Existing Conditions, to determine existing and forecast housing demand in the Village of Germantown. Key information presented in this Chapter includes development activity that has occurred in the Village during the past year, areas of the Village that have potential for residential development or redevelopment, and household and employment forecasts. This chapter also includes a discussion of the impacts the Village's land use regulations may have on meeting housing demand.

3.2 DEVELOPMENT ACTIVITY

Section 66.10013 of the *Wisconsin Statutes* requires that housing affordability reports present information regarding development activity in the municipality during the previous year. To meet this requirement, this section presents information for calendar year 2023 regarding the number of subdivision plats, certified survey maps, condominium plats, and building permits approved by the Village and the number of proposed housing units that could result from these approvals.

Subdivision Plats

There was one subdivision plat approved/recorded by the Village in 2023.

Certified Survey Maps

There were three new residential certified survey maps (CSM) approved by the Village during the last year, and the physical development has not yet been completed.

Condominium Plats

There were no condominium plats approved by the Village during the last year.

Building Permits

The Village issued 38 residential building permits in 2023 for new single-family homes.

3.3 DEVELOPMENT POTENTIAL

Section 66.10013 of the Statutes also requires that housing affordability reports present information regarding development potential in the municipality. To meet this requirement, this section presents information regarding undeveloped parcels zoned for residential development and undeveloped parcels not zoned for residential development, but which may be suitable for residential development. The majority of development sites within the Village are planned to have urban services such as public sanitary sewer service and water supply service.

Undeveloped Parcels Zoned for Residential Development

Undeveloped parcels zoned for residential development in the Village are listed in Appendix A and shown on Map 3.1. There are 221 vacant parcels, totaling about 624 acres, located in the Village that are zoned for

residential development. Most of the vacant parcels are zoned R-3 (single-family with 43,560 square foot minimum lot size), R-4 (single-family with 20,000 square foot minimum lot size), R-5 (single-family with 15,000 square foot minimum lot sizes), or RS-5 & RM-2 (mixed residential zoning allowing single-family with 15,000 square feet minimum lot sizes and multiple-family developments at 5.8 dwelling units per net acre). Vacant parcels in single-family zoning districts that allow for smaller lot sizes include three parcels in district R-6 (12,000 square foot minimum lots). Parcels in the R-6 zoning district and the multifamily zoning districts would be best suited for developing housing that may be affordable to a wider range of households.

Undeveloped Parcels Not Zoned for Residential Development

Undeveloped parcels in the Village that are not zoned strictly for residential development are listed in Appendix B and shown on Map 3.2. There are 544 vacant parcels, totaling about 10,539 acres, located in the Village that are not zoned for residential development. These parcels may have potential for future residential development.

3.4 EXISTING DEMAND

The information presented in Chapter 2 regarding the demographic and economic characteristics of the Village provides insight into the housing needs of current residents.

An important consideration regarding existing demand for housing is the percentage of current residents aged 65 and over. Smaller single-family homes and multifamily units may be best suited for the Village's aging households because they require less maintenance. In addition, Federal and State fair housing laws require many multifamily units constructed after the early 1990s to include basic accessibility features. This may be particularly beneficial for Village residents 65 and over because the likelihood of having a mobility related disability increases as a person ages.

Household type is another indicator of existing housing demand in the Village. Single-family homes with three or more bedrooms may be best suited for family households with children, while multifamily units and smaller single-family houses may be best suited for smaller households. About 63 percent of the households in the Village are one- and two-person households, and 33 percent of the households have children.

Housing cost compared to income is another important consideration regarding existing housing demand in the Village. The data presented in Chapter 2 show Germantown's median household income is higher than the County, and housing costs are also higher than in the County. Housing cost burden in the Village for homeowners is in line with that of the County, Region, and State and housing cost burden for renters in the Village is lower than in the County, Region, and State. Nearly half of the workers in the Village work in moderate-paying occupations, for whom affordable housing may be in demand. About 24 percent of the housing units in the Village are in multifamily structures and about 11 percent of owner-occupied housing is valued under \$150,000, while homeowner and rental vacancy rates are relatively low.

When analyzing the potential impacts of the Village's development regulations on meeting existing housing demand, it is important to consider the information above and existing land use in the Village. There is a significant amount of undeveloped land in the Village that is zoned for residential development, both single-family and multifamily. Only a small amount of undeveloped land is zoned to allow for single-family residential lots of 12,000 square feet or smaller, which would help meet the demand for moderate-cost workforce housing in the Village.

3.5 FORECAST DEMAND

This section discusses Germantown's forecast housing demand based on the household and employment forecasts developed by the Commission for the Washington County Multi-Jurisdictional Comprehensive Plan; the regional land use and transportation plan (VISION 2050); demographic, economic, and land use data presented in Chapter 2; and the job/housing balance analysis prepared by SEWRPC for the regional housing plan.

Population, Household and Employment Forecasts

As previously discussed, there is significant development/redevelopment potential in the Village of Germantown. This is reflected in the household and employment forecasts presented in the Village comprehensive plan, which was adopted by the Village in 2022, as well as the forecasts developed for the Village as part of VISION 2050, which was adopted by the Commission in 2016.

Long-range planning efforts, such as the Village's comprehensive plan and VISION 2050, require forecasts of future conditions that affect plan design and implementation. Based on projects prepared by the Wisconsin Department of Administration, the Village is projected to see its population grow from around 20,917 in 2020 to 24,110 by 2040, with the rate of growth leveling off between 2035 and 2040. The number of households is expected to increase from 7,818 to about 10,147 under the DOA projections. Looking out to the year 2050, the Commission projects a population of about 31,500 residents and almost 13,000 households. The Commission also projects that the Village will be home to just over 21,000 jobs in 2050. The Village's comprehensive plan is designed to accommodate increasing population and economic activity over the coming decades.

Demographic, Economic, and Land Use Characteristics

The factors discussed under the Existing Demand section are likely to remain valid for the Village in the future. The aging of the population is a trend that is forecast to continue not only within the Region, where the population age 65 and older is expected to increase from 13 percent to 21 percent by 2050, but across the State and the Nation. It should be noted that 19 percent of Germantown's population is already aged 65 or older. The aging of the population could cause both a need for smaller housing and a turnover in households resulting in more households with children in the future. If this does occur, the current mix of housing stock in the Village would likely be able to accommodate the need for families, but may present a shortage of housing for the elderly, based on the structure type and number of bedrooms data presented in Chapter 2.

The projected job/housing balance analysis prepared for the regional housing plan shows that the Village's workers will continue to create demand for housing in the Village. The basis of the analysis was local government comprehensive plans, including the Comprehensive Plan for the Village of Germantown: 2020 (the regional housing plan was adopted in 2013, prior to the latest generation of the Village comprehensive plan). It should be noted that the projected job/housing balance analysis was conducted at a necessarily general, regionwide scope, which was appropriate for use in the developing housing recommendations at a regional level. The regional housing plan recommends that communities identified as having a projected job/housing imbalance conduct a more detailed analysis based on specific conditions in their community as part of a comprehensive plan update. If the local analysis confirms an imbalance, it is recommended that the local government consider changes to their comprehensive plan that may provide more lower-cost housing (generally defined as multifamily housing) for lower-wage workers or more moderate-cost housing (generally defined as smaller single-family homes on lots of 10,000 square feet or less) for moderate-wage workers, depending on the need.

The regional analysis compares the percentage of lower- and moderate-wage jobs and multifamily and modest single-family housing that could be accommodated by the comprehensive plan. Percentages were used in the regional analysis because in almost all cases, the number of jobs that could be accommodated exceeds the number of housing units that could be accommodated by local comprehensive plans.

The regional job/housing balance analysis findings indicated a projected balance between lower-wage jobs and lower-wage housing in the Village of Germantown, meaning there is a fairly equal percentage of lower-wage jobs and lower-cost housing. The analysis also shows a projected imbalance between moderate-wage jobs and moderate-cost housing, meaning there is a higher percentage of moderate-wage jobs in the Village than moderate-cost housing. In addition, Table 3.1 shows that the number of jobs in lower- and moderate-wage/cost levels that could be accommodated significantly exceeds the planned housing capacity.

Future commercial and industrial development in the Village may create more workforce housing demand that could be addressed with construction of a full spectrum of housing types and sizes to best meet the housing demands of the Village's residents and potential workers. Village residents in high wage occupations and growing families may create a demand for larger homes on larger lots that provide privacy and space for family recreation, and the Village's aging population and lower-wage and moderate-wage workers may benefit from multifamily housing or modest single-family homes that tend to be more affordable and require less upkeep.

The demand for a full spectrum of housing for the Village's residents and workforce was considered in the recent comprehensive plan updates. The plan addresses future needs by incorporating diverse housing options including moderate-cost and higher-density units across several neighborhoods in the sewered portion of the Village to ensure a more balanced housing market.

3.6 SUMMARY OF RESIDENTIAL MARKET ANALYSIS

An evaluation of the housing market in the Village of Germantown was conducted by Tracy Cross & Associates, Inc. in 2024. Their evaluation and report highlights a significant opportunity for the development of mainstream or workforce housing (i.e., middle-market housing). The study identifies a gap in the availability of new construction housing that is affordable to households earning between approximately \$40,000 and \$125,000 annually.

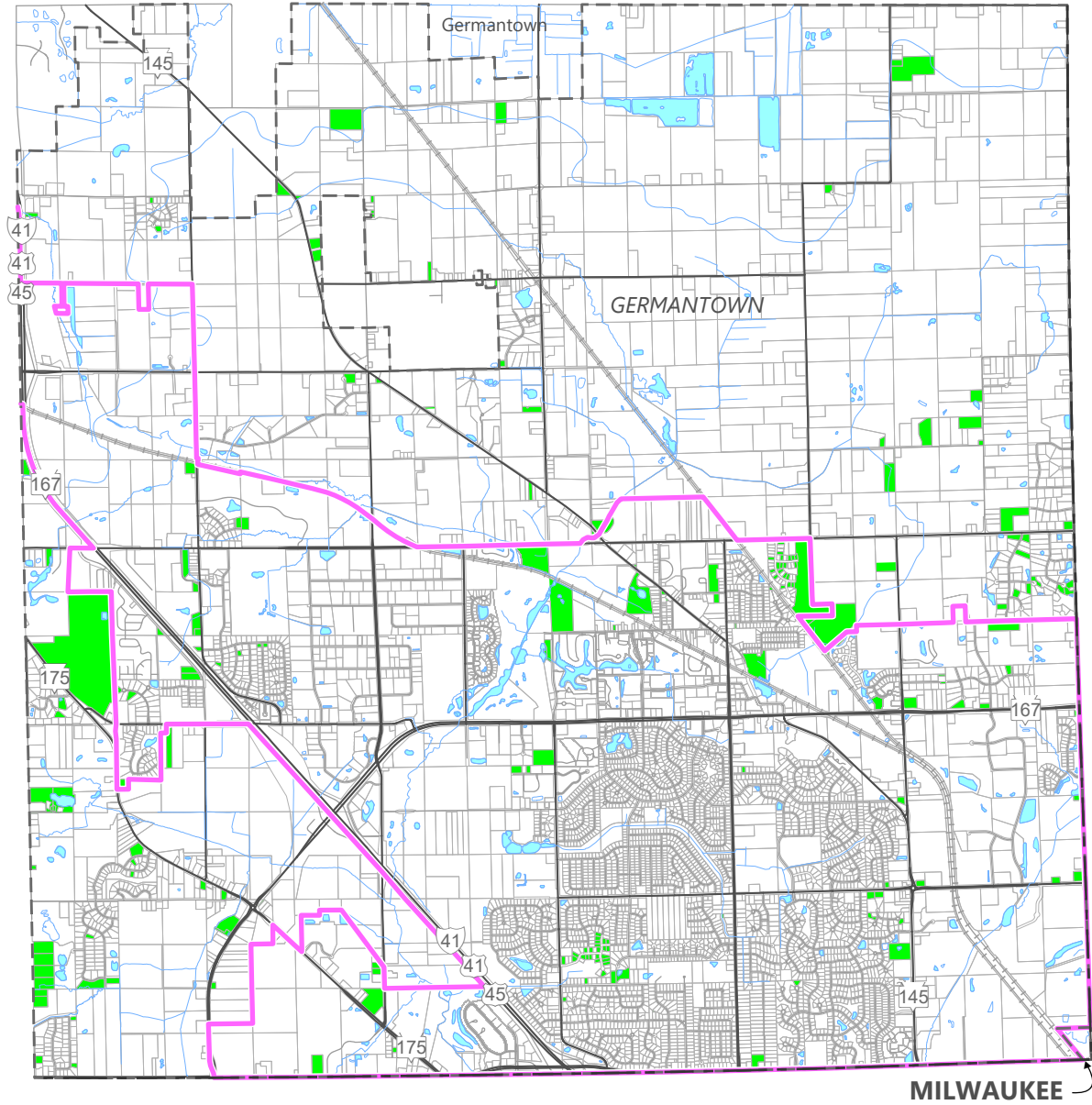
The findings indicate a mismatch between the housing price points required by the majority of potential buyers and the price points of newly constructed homes currently available. This underscores the need for more attainable housing options to meet demand.

3.7 CONCLUSIONS

This chapter presents information used in conjunction with information presented in Chapter 2, Existing Conditions, to determine existing and forecast housing demand in the Village as required by Section 66.10013 of the *Wisconsin Statutes*. This chapter also includes a discussion of the impacts the Village's land use regulations and comprehensive plan may have on meeting housing demand. Key conclusions that can be drawn from the Chapter follow:

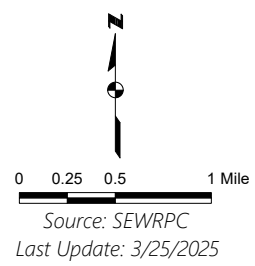
- The Village is projected to experience an increase in households from 7,818 in 2020 to 10,147 by 2040 by the DOA. The Village's comprehensive plan is designed to accommodate this growth.
- VISION 2050 envisions over 21,000 jobs in the Village by the year 2050, which may increase the demand for workforce housing for lower- and moderate-wage workers in the Village.
- A full spectrum of housing types and sizes would best meet the housing demands of the Village's current and future residents, including all income levels, age groups, and household sizes.

Map 3.1
Undeveloped Parcels Zoned for Residential Development

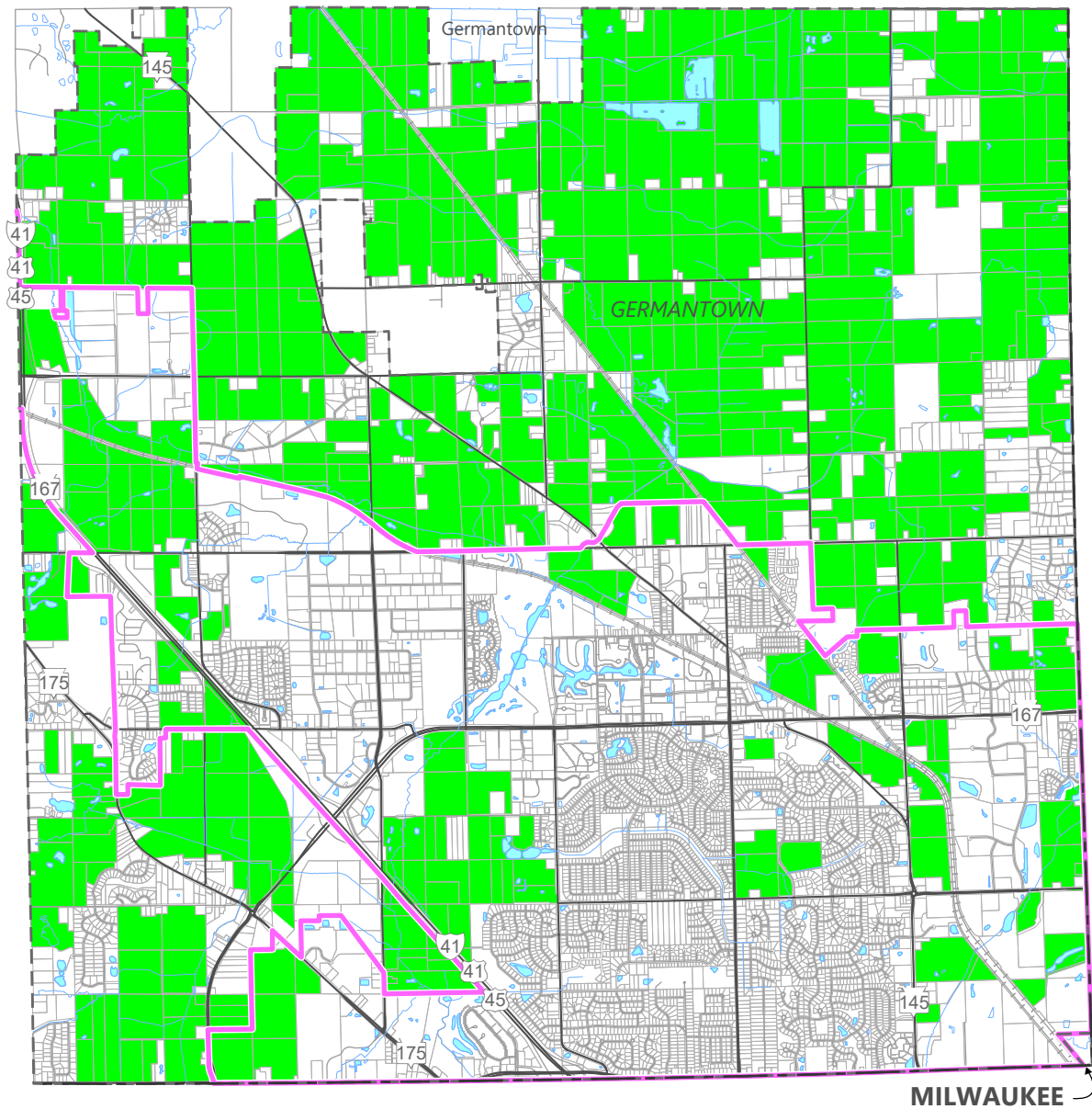


- UNDEVELOPED PARCELS ZONED FOR RESIDENTIAL DEVELOPMENT
- PARCELS
- MUNICIPAL BOUNDARY
- PLANNED SEWER SERVICE AREA (MARCH 2024)

Note: This map does not incorporate or account for restrictions aside from zoning designations, such as floodplain and wetlands.



Map 3.2
Undeveloped Parcels Not Zoned for Residential Development



- UNDEVELOPED PARCELS NOT ZONED FOR RESIDENTIAL DEVELOPMENT
- PARCELS
- MUNICIPAL BOUNDARY
- PLANNED SEWER SERVICE AREA (MARCH 2024)

Note: This map may include parcels viable for a zoning change to allow residential development in the future.

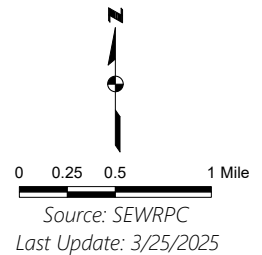


Table 3.1
Regional Housing Plan Projected Job/Housing Balance
Analysis as it Applies to the Village of Germantown

Job/Housing Balance	Village of Germantown
Lower-Wage/Cost	
Jobs	8,121
Percent of Total Jobs	24.8
Housing Units	2,745
Average Number of Workers Per Household	1.48
Housing Capacity	4,063
Percent of Total Housing Capacity	24.0
Difference (percentage points)	-0.8
Moderate-Wage/Cost	
Jobs	20,304
Percent of Total Jobs	62.0
Housing Units	4,231
Average Number of Workers Per Household	1.48
Housing Capacity	6,262
Percent of Total Housing Capacity	37.1
Difference (percentage points)	-24.9
Higher-Wage/Cost	
Jobs	4,323
Percent of Total Jobs	13.2
Housing Units	4,447
Average Number of Workers Per Household	1.48
Housing Capacity	6,582
Percent of Total Housing Capacity	38.9
Difference (percentage points)	25.7
Projected Imbalance Type(s)	Moderate-Cost

Note: The analysis is based on the average workers per household and the percentage of lower-, moderate-, and higher-wage jobs in the Village. The projected number of jobs and housing units in the Village is based on an analysis in a SEWRPC document titled *Description of Job/Housing Balance Analysis, Year 2035 Regional Housing Plan for Southeastern Wisconsin*, October 2013, which was prepared prior to the latest generation of the Village's comprehensive plan. The document is available on the SEWRPC website.

Source: Southeastern Wisconsin Regional Planning Commission

Chapter 4

ANALYSIS OF RESIDENTIAL DEVELOPMENT REGULATIONS

Note: The tables are presented at the end of the chapter.

4.1 INTRODUCTION

This chapter presents analyses regarding the financial impact of Village of Germantown residential development regulations on the cost of developing single-family housing and multifamily housing. The analyses also identify ways in which Germantown could modify its regulations to encourage housing affordability.

Analyses and recommendations presented in this Chapter are based on recommendations set forth in the regional housing plan. The regional housing plan was adopted by the Regional Planning Commission in 2013. The vision of the plan is to provide “financially sustainable housing for people of all income levels, age groups, and needs throughout the entire Southeastern Wisconsin Region.” To support this vision, the regional housing plan includes extensive analyses regarding affordable housing and several recommendations that can be implemented by local governments to encourage the development of affordable housing throughout the Region.

4.2 RESIDENTIAL DEVELOPMENT REGULATIONS RELATED TO SINGLE-FAMILY HOUSING

Section 66.10013 of the Statutes requires housing affordability reports to include an analysis of the financial impacts of regulations such as land use controls, site improvement requirements, fees and land dedication requirements, and permit procedures on the cost of new subdivisions. This section discusses how the Village’s regulations relate to applicable regional housing plan recommendations and includes discussion of any modifications that could be considered by the Village to encourage affordability. It should be noted that only the Rs-4, 5, 6, and 7 Single Family Residential Zoning District are served by public sanitary sewer service, which is typically required to support higher-density single-family housing that may be more affordable to a wider range of households.

Subdivision Ordinance

Regional housing plan recommendations related to subdivision regulations for single-family housing include recommendations regarding minimum street right-of-way and pavement widths, and landscaping requirements.

The Village’s subdivision ordinance requires a minimum street right-of-way width of 60 feet and a minimum pavement width of 30 feet for urban minor streets and 24 feet for rural minor streets. Reducing street pavement width decreases long-term capital and maintenance costs, including lower costs for snow removal, street repairs, and street construction. The regional housing plan does not recommend narrower pavement widths than the minimum dimensions identified in the Village subdivision ordinance.

The regional housing plan also recommends limiting subdivision landscaping to planting street trees. Landscaping plans for residential developments are approved during the platting process. The Village’s minimum landscaping standards require two trees and/or shrubs per dwelling unit and new developments must either plant such trees or pay in lieu of planting.

Zoning Ordinance

Key regional housing plan recommendations related to zoning regulations for single-family housing include recommendations regarding minimum lot size, minimum home size, flexible zoning regulations, and accessory dwelling units.

Minimum Lot Size

The regional housing plan recommends that local governments with public sanitary sewer service and other urban services provide areas within the community for development of new single-family homes on lots of 10,000 square feet or less. In Germantown, single-family residential zoning districts RS-7 Single-Family Residential District permit a minimum lot size of 10,000 square feet.

Smaller lot sizes can accommodate the construction of more affordable single-family housing. At a consistent cost per square foot, the land cost of a smaller lot would be less than that of a larger lot. In addition, smaller lot sizes typically decrease the frontage, or width, of each lot along the street. Minimum lot frontage setback in the Village ranges from 300 feet in the RS-1 Single-Family Residential District, which has a minimum lot size of 5 acres, to 110 feet in the Rs-4 Single-Family Residential District, which has a minimum lot size of 20,000 square feet, and 80 feet in the Rs-7 Single-Family Residential District, which has a minimum lot size of 10,000 square feet. Narrower lot widths decrease the length of streets, sidewalks, and water and sewer mains for each dwelling unit, resulting in lower costs to install and deliver services.

Minimum Home Size

The regional housing plan also recommends that local governments with public sanitary sewer service and other urban services provide areas within the community for the development of new single-family homes of less than 1,200 square feet in size. All residential zoning districts in the Village permit minimum home sizes of 1,200 square feet; however, only one bedroom would be allowed in a home of this size in the Rs-1, 2, 3, 4, and 5 districts. Two bedrooms would be allowed in the Rs-6 district and three bedrooms would be allowed in the Rs-7 district.

Data provided by RSMeans shows that while the cost per square foot of single-family construction increases as home sizes decrease, the overall construction cost of a smaller home is still lower than that of a larger home. Based on data for the Milwaukee Metropolitan area supplied by RSMeans, Table 4.1 presents costs for economy and average single-family homes at 800 square feet, 1,000 square feet, 1,200 square feet, and 1,400 square feet.

Flexible Zoning Districts

The regional housing plan recommends that communities with urban services include flexible zoning regulations intended to encourage a mix of housing types within neighborhoods. Examples include Planned Unit Development (PUD), Traditional Neighborhood Development (TND), density bonus, and adaptive reuse of buildings.

The zoning ordinance permits planned development through the PDD Planned Development Districts. While residential density and permitted uses must be consistent with the underlying basic use district, PDDs are intended to permit greater flexibility, creativity, and imaginative design for the development of a site than is possible under conventional zoning regulations.

Accessory Dwelling Units

The regional housing plan recommends that all communities permit accessory dwelling units in single-family residential zoning districts as a source of affordable housing. The Village zoning ordinance does not

allow accessory dwelling units.⁶ In order to provide greater opportunities for the development of accessory dwelling units, the zoning ordinance could be amended to allow accessory dwelling units and fewer restrictions regarding residents. Greater flexibility in zoning of accessory dwelling units in single-family residential zoning districts is a way to encourage affordable housing and housing that may benefit the Village's aging population.

Job/Housing Balance

The regional job/housing balance analysis shows that the Rs-7 zoning district meets regional housing plan recommendations for developing single-family housing that may be more affordable to moderate wage workers; however, all of the areas designated as Rs-7 are already developed. Designating undeveloped areas of the Village with existing or planned public sewer service as Rs-7 could provide additional housing that may be more affordable for moderate wage workers. Reducing minimum lot sizes in other zoning districts as well as the restrictions on the number of bedrooms for smaller homes in other zoning districts could also provide additional housing that may be more affordable for moderate wage workers. In addition, relaxing the zoning restrictions on accessory dwelling units in single-family residential zoning districts may also be an effective method of encouraging the development of workforce housing.

Comprehensive Plan

As discussed in Chapter 1, the Wisconsin legislature enacted legislation in 1999 that expanded the scope and significance of comprehensive planning in the State. The law, set forth in Section 66.1001 of the *Wisconsin Statutes*, requires consistency between important Village land use regulations, such as the zoning ordinance, with the comprehensive plan. The comprehensive planning law also requires the comprehensive plan to include a housing element with goals, objectives, policies, and programs intended to provide an adequate housing supply that meets the community's existing and forecast housing demand. This includes policies and programs that promote the development of a range of housing choices for people of all income levels, age groups, and needs. This makes the comprehensive plan an important long-range housing policy tool for the Village. As previously mentioned in this report, the Village of Germantown recently prepared a 10-year update to their comprehensive plan, with an emphasis on updating the housing element.

The projected job/housing balance analysis prepared for the regional housing plan found that there was likely to be a deficit of moderate-cost housing in the future based on the Village's previous Future Land Use plan. The updated comprehensive plan takes a place-based approach that incorporates more diverse housing in neighborhoods throughout the Village, including higher-density single-family housing.

Impact Fees

In 1994 the Wisconsin Legislature adopted statutory provisions that authorize local governments to impose impact fees on developers as a way of allocating a portion of the cost of public facilities created by new development to new development. The impact fee law is set forth in Section 66.0617 of the *Wisconsin Statutes*. Examples of public facilities under the impact fee law include sanitary sewer, water supply, and stormwater management facilities; new recreational facilities; fire protection, emergency medical, and law enforcement facilities; solid waste and recycling facilities; and roads and other transportation facilities. Any person who seeks to develop within the Village of Germantown is required to pay an impact fee. Table 4.2 shows the manner and amount set forth in the Village ordinances. The Village could consider reducing or waiving impact fees for new single-family developments that meet affordability thresholds for lot and home size. A list of other single-family residential development fees, such as utility connection and plat fees, are listed in the Village of Germantown New Housing Fee Report, which is posted on the Village's website.

⁶ *The Village of Germantown does not allow accessory dwelling units, but may allow a "mother-in-law suite" subject to the granting of a conditional use permit by the Village Board. For more information on "mother-in-law suites," see the Village of Germantown Zoning Code, Section 17.08(51a); Cr. Ord. #12-08.*

Building Code

The Wisconsin Uniform Dwelling Code applies to all single-family dwellings within the Village. Because the dwelling code requirements are uniform across the State, building codes do not affect the cost of construction differently between local governments.

4.3 RESIDENTIAL DEVELOPMENT REGULATIONS RELATED TO MULTIFAMILY HOUSING

While not specifically required by Section 66.10013 of the Statutes, this section presents analyses of how the Village's land use and development regulations relate to applicable regional housing plan recommendations for new multifamily housing development. This section also includes discussion of any modifications to Village ordinances and plans that could be considered by the Village to encourage affordability.

Zoning Ordinance

Key regional housing plan recommendations related to zoning regulations for multifamily housing include recommendations regarding maximum density, minimum unit size, flexible zoning regulations, parking requirements, and landscaping requirements.

Maximum Density, Minimum Unit Size, and Flexible Zoning Regulations

The regional housing plan recommends that local governments with urban services provide areas within the community for the development of multifamily housing at a density of at least 10 units per acre, and 18 units or more per acre in highly urbanized communities. The housing plan also recommends that communities allow modest apartment sizes and flexible zoning regulations to encourage affordability.

The Village zoning ordinance identifies three multifamily residential districts. The Rm-1 Multiple-Family Residential District is zoned for a maximum of six dwelling units per net acre served by sewer. The Rm-2 Multiple-Family Residential District is zoned for a maximum of eight dwelling units per net acre served by sewer. The Rm-3 Multiple-Family Residential District is zoned for a maximum of 10 dwelling units per net acre served by sewer. All three of the multifamily residential districts have the same permitted uses.

Minimum square footage per unit in multiple-family housing is based on the number of bedrooms. Efficiency units range from 350-400 square feet, one-bedroom units range from 525 to 650 square feet, two-bedroom units range from 650 to 800 square feet, and three-bedroom and larger units range from 850 to 1,000 square feet. The Rm-3 district meets the regional housing plan density recommendation and all three districts meet the unit size recommendation.

The Planned Development District (PDD), which may be applied to the multiple-family residential districts in the Village, is intended to provide zoning flexibility and diversity of building types, location, and uses, including those consistent with traditional neighborhoods, such as residential, business, civic and open spaces in a walkable neighborhood. The maximum densities allowed under a PDD must not exceed the density permitted in the underlying existing zoning district, unless approved by the Village Board.

Parking and Landscaping Requirements

An adequate amount of parking is important to ensuring a multifamily development will be attractive to prospective residents. A lack of parking may also create opposition to a project from neighboring residents and property owners. However, parking is also very costly to provide and can have a negative impact on the affordability of a multifamily development. Surface parking stalls can cost between \$5,000 and \$10,000 to construct, and underground parking can cost more than \$50,000 per stall to build, which can lead to increased rental costs for residents. Landscaping and exterior building materials are also important

considerations in ensuring that multifamily developments are attractive, compatible with the surrounding community, and less likely to create opposition from neighboring residents and property owners.

The regional housing plan recommends that communities review parking, landscaping, and exterior building material requirements for multifamily housing set forth in local zoning ordinances to determine if amendments could be made to reduce the cost of housing to the consumer while preserving safety, functionality, and aesthetic quality. The Village could work with a qualified consultant to perform the reviews, such as an architect with experience designing affordable multifamily housing. The current requirement in the Village of two parking spaces per unit is an example of a requirement that could potentially be modified to reduce the cost of constructing multifamily housing. In addition, the use of shared parking agreements, which may be compatible with a mixed-use setting, could be encouraged to reduce the demand for parking stalls in new multifamily developments.

Job/Housing Balance

The regional job/housing balance analysis shows that the Rm-3 zoning district meets regional housing plan recommendations for developing multifamily housing that may be more affordable to lower wage workers; however, all of the areas designated as Rm-3 are already developed. Designating undeveloped areas of the Village with existing or planned public sewer service as Rm-3 could provide additional housing that may be more affordable to lower wage workers. Increasing densities in other zoning districts could also provide additional housing that may be more affordable for lower wage workers.

Comprehensive Plan

The projected job/housing balance analysis prepared for the regional housing plan shows a balance between lower-cost housing (generally defined as multifamily housing units) and the lower-wage jobs that could be accommodated through implementation of the Village's land use plan. The Village recently prepared a 10-year update to the comprehensive plan, with an emphasis on updating the housing element, including a focus on increasing multifamily housing and increased housing density. Future commercial and residential development in the Village may alter the demand and supply of lower-cost housing.

Impact Fees

Any person who seeks to develop within the Village of Germantown is required to pay an impact fee. Table 4.2 shows the manner and amount set forth in the Village ordinances. The Village could consider reducing or waiving impact fees for new multiple-family developments that meet affordability thresholds for density and apartment size. A list of other multiple-family residential development fees, such as utility connection and plat fees, are listed in the Village of Germantown New Housing Fee Report, which is posted on the Village's website.

Building Code

The Wisconsin Uniform Building Code applies to all multifamily buildings within the Village. Because the building code requirements are uniform across the State, building codes do not affect the cost of construction differently between local governments.

Tax Increment Financing District (TID) Extension

Tax increment financing (TIF) could be used as a mechanism for affordable housing in the Village. Wisconsin TIF law (Section 66.1105(6)(g) of the *Wisconsin Statutes*) allows municipalities to extend the life of a TID for one year after paying the TID's project costs. In that year, at least 75 percent of any tax revenue received from the value of the increment must be used to benefit affordable housing in the municipality and the remainder must be used to improve the municipality's housing stock. The Village of Germantown has multiple active TIDs which are scheduled to close between 2034 and 2042.

4.4 CONCLUSIONS

This chapter presents analyses regarding the financial impact of Village regulations on developing single-family housing and multifamily housing. The chapter also identifies ways in which the Village could modify its regulations to encourage housing affordability. Key conclusions that can be drawn from the analyses follow.

- Section 66.10013 of the Statutes requires the housing affordability report to include analyses of the financial impacts of Village regulations on the cost of new subdivisions. Land is available in the Village for the potential development of new subdivisions. The analyses presented in Section 4.2 of this chapter shows that the smaller minimum lot sizes allowed in the Rs-7 Single-Family Residential District can reduce the cost of developing new subdivisions.
- Current regulations in the Village allow for smaller lot and housing unit sizes, which could help make single-family housing construction more affordable. Regulations regarding density and unit size could also support multifamily housing that may be affordable to a wide range of households.
- Based on potential commercial and industrial development, the Village could see increased demand for workforce housing. The Village of Germantown recently prepared a 10-year update to the comprehensive plan, with an emphasis on updating the housing element.
- Modifying zoning regulations to allow accessory dwellings in single-family residential zoning districts could be an important source of housing that would benefit those who work in the Village as well as the Village's aging population.
- The Village could consider reducing or waiving impact fees for new housing developments that meet affordability thresholds.
- Extending the life of a TID could produce revenue for the benefit of affordable housing.
- The housing-unit-to-parking stall ratio is an example of a requirement that could potentially be modified to reduce the cost of developing multifamily housing.
- The Village could consider developing an expedited review process for single-family and multifamily residential development proposals that incorporate the affordable housing recommendations discussed in this chapter.
- Designating undeveloped areas that are served by public sewer as Rs-7 supports affordable single-family housing, while Rm-3 zoning encourages the development of multifamily housing.

Table 4.1
Single-Family Residential Construction Costs in the Milwaukee Metropolitan Area: 2024^a

Living Area (Square Feet)	Economy ^b (with unfinished basement)					
	1 Story		1.5 Story		2 Story	
	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)
800	181.17	144,934	188.08	150,467	--	--
1,000	167.34	167,340	169.16	169,156	172.07	172,068
1,200	155.38	186,451	160.00	192,005	156.05	187,262
1,400	145.08	203,112	153.40	214,760	148.41	207,771

Living Area (Square Feet)	Economy ^b (no basement)					
	1 Story		1.5 Story		2 Story	
	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)
800	167.34	133,869	177.94	142,355	--	--
1,000	154.49	154,492	159.64	159,640	163.96	163,956
1,200	143.52	172,224	151.01	181,210	148.46	178,152
1,400	134.00	187,606	144.77	202,675	141.18	197,652

Living Area (Square Feet)	Average ^c (with unfinished basement)					
	1 Story		1.5 Story		2 Story	
	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)
800	212.52	179,682	217.20	183,426	--	--
1,000	195.78	205,443	194.79	204,453	198.12	207,783
1,200	181.84	227,876	183.92	230,372	179.50	225,068
1,400	170.14	247,865	176.18	256,309	170.56	248,447

Living Area (Square Feet)	Average ^c (no basement)					
	1 Story		1.5 Story		2 Story	
	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)	Cost (dollars per square foot)	Total Cost (dollars)
800	195.31	165,913	204.78	173,484	--	--
1,000	179.56	189,219	183.04	192,703	188.08	197,747
1,200	166.61	209,593	172.64	216,831	169.99	213,649
1,400	155.74	227,699	165.26	241,021	161.41	235,634

^a Economy residences include one full bathroom and stucco on wood frame exterior. Average residences include two full bathrooms and stucco on wood frame exterior. An additional full bathroom adds \$7,755 to the cost of an economy-grade residence and \$9,663 to the cost of an average-grade residence. An additional half bathroom adds \$4,245 to the cost of an economy-grade residence and \$5,307 to the cost of an average-grade residence.

^b An economy class residence is usually built from stock plans. The materials and workmanship are sufficient to satisfy building codes. Low construction cost is more important than distinctive features.

^c An average class residence is a simple design and built from standard plans. The materials and workmanship are average, but often exceed minimum building codes. There are frequently special features that give the residence some distinctive characteristics.

Source: RSMears, a division of the Gordian Group, and Southeastern Wisconsin Regional Planning Commission

Table 4.2
Impact Fees in the Village of Germantown

Type of Facility	Fee per Residential Unit	Additional Fee per \$1,000.00 of Building Costs
Facilities for pumping and storing water	\$832	--
Park, playgrounds, and land for athletic facilities	\$736	--
Fire protection facilities	\$171	\$0.63549
Law enforcement facilities	\$148	\$0.2809
Library facilities	\$281	--

Source: Village of Germantown Code of Ordinances and Southeastern Wisconsin Regional Planning Commission

Appendix A

VACANT PARCELS ZONED FOR RESIDENTIAL DEVELOPMENT IN THE VILLAGE OF GERMANTOWN

Table A.1

Address	Parcel Size (acres)	Zoning District
AMY BELLE RD	0.22	RS-1
AMY BELLE RD	0.28	RS-1
AMY BELLE RD	8.25	RS-1
AMY BELLE RD	10.27	RS-1
AMY BELLE RD	4.98	RS-1
AMY BELLE RD	4.97	RS-1
AMY BELLE RD	4.98	RS-1
AMY BELLE RD	4.99	RS-1
AMY BELLE RD	3.18	RS-2
AMY BELLE RD	1.99	RS-2
AMY BELLE RD	1.08	RS-4
APPLETON AVE	0.05	RS-4
BARK LAKE RD	1.90	RS-3
BEECH DR	1.52	RS-3
BERRYWOOD CT	0.56	RS-4
BONNIWELL CT	1.22	RS-3
BONNIWELL RD	1.13	RS-3
BONNIWELL RD	0.46	RS-4
CEDAR LN	5.02	RS-1
CEDAR LN	13.60	RS-1
CENTURY LN	5.39	RS-2
COUNTRY AIRE DR	16.81	RS-1
COUNTRY AIRE DR	1.47	RS-3
COUNTRY AIRE DR	1.00	RS-3
CREEK VIEW LN	1.00	RS-3
CRESTVIEW DR	0.98	RS-3
CTY HWY Y	4.93	RS-1
CTY HWY Y	0.98	RS-1
DEPPERT RD	3.49	RS-3
DIVISION RD	2.10	RM-2
DIVISION RD	6.70	RS-1
DIVISION RD	0.34	RS-5
FAWN CT	0.78	RS-4
FOND DU LAC AVE	10.00	RM-2
FOND DU LAC AVE	0.43	RS-2
FOND DU LAC AVE	2.04	RS-2
FOND DU LAC AVE	2.35	RS-2
FOND DU LAC AVE	0.11	RS-2
FOND DU LAC AVE	1.36	RS-3
FOND DU LAC AVE	0.53	RS-5
FOREST DR	1.03	RS-3
FREISTADT RD	13.26	EH
FREISTADT RD	9.03	RS-1
FREISTADT RD	2.37	RS-2

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
FREISTADT RD	1.54	RS-3
GATEWOOD CT	0.73	RS-4
GOLDENDALE RD	3.37	RS-2
GOLDENDALE RD	1.00	RS-3
HICKORY DR	4.34	RS-2
HICKORY DR	0.63	RS-4
HILLTOP DR	0.75	MHP
HILLTOP DR	2.60	RS-2
HILLTOP DR	2.01	RS-2
JOSEPHINE DR	1.18	RS-4
LANCELOT DR	0.76	RS-4
LANNON RD	0.21	RS-4
LOVERS LN	6.39	RS-1
LOVERS LN	6.89	RS-1
LOVERS LN	0.52	RS-6
MAIN ST	0.29	RS-5
MAPLE RD	8.81	RS-1
MAPLE RD	0.48	RS-3
MAPLE RD	1.50	RS-3
MAPLE RD	1.50	RS-3
MAPLE RD	0.25	RS-4
MAPLE RD	0.25	RS-4
MARTIN DR	1.59	RS-3
MARY BUTH LN	5.56	RS-1
MARY BUTH LN	3.00	RS-2
MEQUON RD	21.82	RD-2
MEQUON RD	5.01	RS-1
MEQUON RD	2.91	RS-2
MEQUON RD	0.37	RS-3
MERKEL DR	0.43	RD-2
N101W16921 TANGLEWOOD DR	0.36	RS-5
N104W12408 DONGES BAY RD	2.00	RS-2
N104W12668 DONGES BAY RD	1.24	RS-3
N104W13956 DONGES BAY RD	1.10	RS-4
N109W15482 LYLE LN	0.47	RS-5
N112W14343 MEQUON RD	0.04	RS-3
N115W19888 WOODLAND DR	0.69	RD-2
N116W13107 ELM LN	5.75	RS-1
N117W12460 FOREST HILL RD	1.00	RS-3
N117W12483 FOREST HILL RD	1.06	RS-3
N117W12525 FOREST HILL RD	1.00	RS-3
N117W12928 HAZEL HTS	1.04	RS-3
N118W12786 TAYLOR TRL	1.00	RS-3
N118W12831 TAYLOR TRL	1.12	RS-3
N120W14051 FREISTADT RD	3.75	RS-1
N121W19996 DALEBROOK DR	1.84	RS-3
N96W15478 COUNTY LINE RD	2.86	RS-4
N96W19418 COUNTY LINE RD	4.62	RS-1
OAK LN	0.46	RS-4
ORCHARD DR	0.51	RS-4
PARK AVE	0.27	RS-6
PARK HILL LN	0.50	RS-4
PARK HILL LN	2.72	RS-4
PILGRIM RD	0.14	RS-4
REVERE LN	1.37	RS-4
REVERE LN	2.89	RS-4

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
REVERE LN	0.43	RS-5
ROCKFIELD RD	1.50	RS-4
ROCKFIELD RD	0.37	RS-7
SCHILLER DR	1.17	RS-3
SCHILLER DR	1.06	RS-3
TOWN LINE RD	1.64	RS-3
VALLEY DR	0.05	RS-5
VALLEY DR	0.21	RS-5
VIRGINIA AVE	1.65	RS-1
VIRGINIA AVE	0.66	RS-4
W124N10787 WASAUKEE RD	0.77	RS-4
W129N11914 HARVEST RDG	1.62	RS-3
W129N11980 HARVEST RDG	1.14	RS-3
W129N11981 HARVEST RDG	1.30	RS-3
W130N11671 HARVEST RDG	1.13	RS-3
W140N10111 FOND DU LAC AVE	7.32	RS-1
W154N11492 FOND DU LAC AVE	0.20	RS-5
W162N11716 PARK AVE	0.07	RS-4
W163N11861 FOND DU LAC AVE	15.00	RS-4
W172N12629 DIVISION RD	2.40	RS-1
W204N10008 LANNON RD	0.65	RS-3
W204N11569 GOLDENDALE RD	0.60	RS-4
W204N12377 GOLDENDALE RD	2.33	RS-2
W211N10838 APPLETON AVE	2.00	RD-2
W220N10550 AMY BELLE RD	0.46	RS-5
WHITE HORSE DR	0.52	RS-4
WHITE HORSE DR	0.48	RS-4
WILLIAMS DR	5.53	RS-1
WILLIAMS DR	1.00	RS-3
WILLOW CREEK RD	1.03	RS-3
WOODCREST CT	0.58	RS-5
--	0.50	RD-2
--	0.41	RS-5 & RM-2
--	0.35	RS-5 & RM-2
--	0.35	RS-5 & RM-2
--	0.34	RS-5 & RM-2
--	0.39	RS-5 & RM-2
--	0.34	RS-5 & RM-2
--	0.39	RS-5 & RM-2
--	0.39	RS-5 & RM-2
--	0.39	RS-5 & RM-2
--	0.39	RS-5 & RM-2
--	0.53	RS-5 & RM-2
--	0.38	RS-5 & RM-2
--	0.40	RS-5 & RM-2
--	0.37	RS-5 & RM-2
--	0.52	RS-5 & RM-2
--	0.44	RS-5 & RM-2
--	0.36	RS-5 & RM-2
--	0.37	RS-5 & RM-2
--	0.35	RS-5 & RM-2
--	0.36	RS-5 & RM-2
--	33.41	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
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--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	27.42	RS-5 & RM-2
--	2.58	RS-5 & RM-2
--	0.86	RM-2
--	2.37	RS-2
--	2.00	RS-2
--	125.26	RS-2
--	1.01	RS-3
--	1.07	RS-3
--	0.30	RS-3
--	0.22	RS-3
--	0.41	RS-4
--	0.07	RS-4
--	1.06	RS-4
--	0.07	RS-4
--	1.09	RS-4
--	1.10	RS-4
--	0.05	RS-4
--	0.42	RS-5
--	0.36	RS-5
--	0.42	RS-5
--	0.39	RS-5
--	0.63	RS-5
--	0.56	RS-5
--	0.52	RS-5
--	0.54	RS-5
--	0.36	RS-5
--	0.37	RS-5
--	0.36	RS-5
--	0.43	RS-5
--	0.63	RS-5
--	0.56	RS-5
--	0.50	RS-5
--	0.40	RS-5
--	0.40	RS-5
--	0.44	RS-5

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
--	0.41	RS-5
--	0.40	RS-5
--	0.49	RS-5
--	0.50	RS-5
--	0.28	RS-5
--	0.49	RS-6
--	0.09	RS-7
--	0.03	RS-7

Note: (--) Refers to vacant parcels with no assigned address.

Source: Village of Germantown & Southeastern Wisconsin Regional Planning Commission

Appendix B

VACANT PARCELS NOT ZONED FOR RESIDENTIAL DEVELOPMENT IN THE VILLAGE OF GERMANTOWN

Table B.1

Address	Parcel Size (acres)	Zoning District
APPLETON AVE	14.60	A-1
APPLETON AVE	0.43	A-2
APPLETON AVE	15.34	A-2
BONNIWELL RD	11.46	A-1
BONNIWELL RD	20.01	A-1
BONNIWELL RD	41.70	A-1
BONNIWELL RD	41.66	A-1
BONNIWELL RD	41.27	A-1
BONNIWELL RD	3.52	A-1
BONNIWELL RD	0.51	A-1
BONNIWELL RD	32.63	A-1
BONNIWELL RD	17.36	A-1
BONNIWELL RD	19.96	A-1
BONNIWELL RD	19.87	A-1
BONNIWELL RD	20.04	A-1
BONNIWELL RD	47.85	A-1
BONNIWELL RD	57.18	A-1
BONNIWELL RD	28.61	A-1
BONNIWELL RD	19.98	A-1
BONNIWELL RD	7.93	A-1
BONNIWELL RD	19.88	A-1
BONNIWELL RD	27.41	A-1
BONNIWELL RD	40.03	A-1
BONNIWELL RD	20.01	A-1
BONNIWELL RD	20.00	A-1
BONNIWELL RD	20.09	A-2
BONNIWELL RD	14.01	A-2
BONNIWELL RD	25.92	A-1
BONNIWELL RD	40.51	A-1
BONNIWELL RD	41.24	A-1
BONNIWELL RD	0.37	A-1
CEDAR LN	8.41	A-1
CEDAR LN	26.05	A-1
CEDAR LN	15.68	A-1
CEDAR LN	2.61	A-1
CEDAR LN	28.10	A-1
CEDAR LN	40.33	A-1
CEDAR LN	7.24	A-1
CEDAR LN	30.24	A-2
CEDAR LN	32.19	A-2
CEDAR LN	11.08	A-2
CEDAR LN	0.49	A-2
CEDAR LN	17.64	A-2
CENTURY LN	49.40	A-1

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
CENTURY LN	15.73	A-2
CONEFLOWER CIR	4.17	A-1
COUNTRY AIRE DR	34.59	A-1
COUNTRY AIRE DR	15.59	A-1
COUNTRY AIRE DR	18.58	A-1
COUNTRY AIRE DR	9.99	A-1
COUNTRY AIRE DR	30.12	A-1
COUNTRY AIRE DR	5.04	A-1
COUNTRY AIRE DR	40.43	A-1
COUNTRY AIRE DR	28.81	A-2
COUNTRY AIRE DR	9.56	A-2
COUNTRY AIRE DR	12.92	A-2
COUNTY LINE RD	35.07	A-1
COUNTY LINE RD	34.03	A-1
COUNTY LINE RD	15.74	A-2
COUNTY LINE RD	27.18	A-2
COUNTY LINE RD	1.93	A-1
COUNTY LINE RD	12.33	A-1
CTY HWY G	3.74	A-1
CTY HWY G	17.96	A-1
CTY HWY G	19.97	A-1
CTY HWY G	8.05	A-1
CTY HWY G	18.33	A-1
CTY HWY G	16.10	A-2
DIVISION RD	21.09	A-1
DIVISION RD	34.67	A-1
DIVISION RD	6.08	A-1
DIVISION RD	16.62	A-1
DIVISION RD	20.46	A-1
DIVISION RD	19.99	A-2
DIVISION RD	19.13	A-2
DONGES BAY RD	0.93	A-1
DONGES BAY RD	15.06	A-2
DONGES BAY RD	24.51	A-2
DONGES BAY RD	10.02	A-2
DONGES BAY RD	10.01	A-2
FOND DU LAC AVE	7.92	A-1
FOND DU LAC AVE	33.56	A-1
FOND DU LAC AVE	11.17	A-1
FOND DU LAC AVE	6.02	A-1
FOND DU LAC AVE	2.36	A-2
FOND DU LAC AVE	32.56	A-2
FOND DU LAC AVE	12.13	A-2
FREISTADT RD	16.01	A-1
FREISTADT RD	19.55	A-1
FREISTADT RD	18.87	A-1
FREISTADT RD	20.21	A-1
FREISTADT RD	13.16	A-1
FREISTADT RD	24.59	A-1
FREISTADT RD	34.59	A-1
FREISTADT RD	14.75	A-1
FREISTADT RD	8.68	A-1
FREISTADT RD	14.34	A-1
FREISTADT RD	34.48	A-2
FREISTADT RD	20.24	A-2
FREISTADT RD	14.03	A-2

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
GOLDENDALE RD	16.49	A-1
GOLDENDALE RD	20.22	A-1
GOLDENDALE RD	1.55	A-1
GOLDENDALE RD	11.06	A-1
GOLDENDALE RD	18.88	A-1
GOLDENDALE RD	5.19	A-1
GOLDENDALE RD	19.67	A-1
GOLDENDALE RD	19.36	A-1
GOLDENDALE RD	19.72	A-1
GOLDENDALE RD	19.73	A-1
GOLDENDALE RD	19.72	A-1
GOLDENDALE RD	19.71	A-1
GOLDENDALE RD	9.86	A-1
HIGHLAND RD	40.47	A-1
HIGHLAND RD	38.48	A-1
HIGHLAND RD	68.34	A-1
HILLTOP DR	39.75	A-1
HILLTOP DR	29.48	A-1
HOLY HILL RD	51.53	A-1
HOLY HILL RD	24.43	A-1
HOLY HILL RD	36.52	A-1
HOLY HILL RD	20.33	A-1
HOLY HILL RD	16.75	A-1
HOLY HILL RD	34.14	A-1
HOLY HILL RD	19.75	A-1
HOLY HILL RD	33.01	A-1
HOLY HILL RD	19.43	A-2
HOLY HILL RD	10.00	A-2
HOLY HILL RD	21.56	A-2
HOLY HILL RD	19.88	A-2
HOLY HILL RD	7.22	A-2
LANNON RD	19.17	A-1
LANNON RD	2.16	A-1
LANNON RD	40.55	A-1
LANNON RD	0.96	A-1
LANNON RD	1.00	A-1
LANNON RD	37.22	A-1
LANNON RD	43.26	A-1
LANNON RD	4.45	A-1
LANNON RD	16.61	A-2
LANNON RD	3.65	A-2
LANNON RD	0.85	A-2
LILAC LN	39.21	A-1
LILAC LN	6.14	A-2
LILAC LN	11.39	A-2
LILAC LN	32.10	A-2
LOVERS LN	10.09	A-1
LOVERS LN	39.23	A-1
LOVERS LN	40.09	A-1
LOVERS LN	23.41	A-2
MAIN ST	19.50	A-2
MAPLE LN	20.25	A-1
MAPLE LN	15.54	A-2
MAPLE RD	7.05	A-1
MAPLE RD	16.59	A-1
MAPLE RD	11.62	A-1

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
MAPLE RD	3.87	A-1
MAPLE RD	3.84	A-1
MAPLE RD	27.41	A-1
MAPLE RD	15.73	A-1
MAPLE RD	22.98	A-1
MAPLE RD	2.50	A-1
MAPLE RD	17.87	A-1
MAPLE RD	17.40	A-1
MAPLE RD	0.15	A-1
MAPLE RD	20.16	A-1
MAPLE RD	29.60	A-1
MAPLE RD	26.31	A-1
MAPLE RD	7.52	A-1
MAPLE RD	7.18	A-2
MAPLE RD	10.96	A-2
MAPLE RD	5.28	A-2
MAPLE RD	2.99	A-2
MAPLE RD	28.44	A-2
MAPLE RD	6.69	A-2
MAPLE RD	11.16	A-2
MAPLE RD	4.24	A-2
MAPLE RD	19.71	A-2
MAPLE RD	35.42	A-2
MAPLE RD	0.11	A-2
MARY BUTH LN	10.12	A-1
MARY BUTH LN	7.55	A-2
MEQUON RD	7.10	A-1
MEQUON RD	10.02	A-2
MEQUON RD	0.38	A-2
MEQUON RD	17.13	A-2
MERKEL DR	2.64	A-2
N104W14950 DONGES BAY RD	22.93	A-2
N104W20659 WILLOW CREEK RD	37.36	A-1
N104W21494 WILLOW CREEK RD	11.75	A-2
N104W21677 WILLOW CREEK RD	30.54	A-2
N108W17855 LILAC LN	19.99	A-2
N108W18201 LILAC LN	9.79	A-2
N108W18301 LILAC LN	9.78	A-2
N108W18445 LILAC LN	19.28	A-2
N112W13635 MEQUON RD	12.22	A-2
N112W13757 MEQUON RD	6.58	A-2
N112W18025 MEQUON RD	20.00	A-2
N112W20115 MEQUON RD	36.60	A-1
N112W20266 MEQUON RD	16.52	A-2
N112W20708 MEQUON RD	20.47	A-2
N112W21591 MEQUON RD	20.98	A-2
N112W21751 MEQUON RD	12.63	A-2
N114W15201 POTOMAC CIR	0.51	A-1
N116W12535 ELM LN	14.72	A-2
N116W12738 ELM LN	10.00	A-2
N116W13480 ELM LN	24.16	A-2
N120W13596 FREISTADT RD	20.73	A-2
N120W13645 FREISTADT RD	38.40	A-1
N120W13950 FREISTADT RD	12.98	A-2
N120W14051 FREISTADT RD	10.16	A-2
N120W14368 FREISTADT RD	0.21	A-1

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
N120W14700 FREISTADT RD	10.00	A-2
N120W14709 FREISTADT RD	37.76	A-1
N120W15170 FREISTADT RD	9.99	A-2
N120W15241 FREISTADT RD	10.30	A-2
N120W16706 FREISTADT RD	21.49	A-2
N120W17580 FREISTADT RD	9.38	A-2
N120W17740 FREISTADT RD	10.00	A-2
N120W17996 FREISTADT RD	19.42	A-2
N120W20860 FREISTADT RD	19.78	A-1
N120W21066 FREISTADT RD	18.93	A-1
N120W21671 FREISTADT RD	28.89	A-1
N124W12590 LOVERS LN	10.17	A-2
N124W12600 LOVERS LN	10.42	A-2
N124W13503 LOVERS LN	40.53	A-1
N124W16826 LOVERS LN	19.13	A-2
N124W17116 LOVERS LN	18.26	A-2
N124W17781 LOVERS LN	37.04	A-1
N124W18588 LOVERS LN	35.59	A-1
N128W12610 HIGHLAND RD	17.52	A-2
N128W12900 HIGHLAND RD	10.00	A-2
N128W12950 HIGHLAND RD	2.06	A-1
N128W13218 HIGHLAND RD	2.00	A-1
N128W16338 HOLY HILL RD	20.36	A-1
N128W16655 HOLY HILL RD	25.00	A-2
N128W17741 HOLY HILL RD	13.25	A-2
N128W19229 HOLY HILL RD	13.61	A-2
N128W19434 HOLY HILL RD	39.45	A-1
N128W19734 HOLY HILL RD	19.54	A-1
N128W19858 HOLY HILL RD	19.73	A-1
N128W20158 HOLY HILL RD	39.39	A-1
N132W15209 ROCKFIELD RD	19.98	A-2
N132W15599 ROCKFIELD RD	10.00	A-2
N132W15820 ROCKFIELD RD	38.71	A-1
N132W16611 ROCKFIELD RD	44.08	A-1
N132W16799 ROCKFIELD RD	15.67	A-2
N132W16881 ROCKFIELD RD	20.96	A-2
N132W16951 ROCKFIELD RD	2.01	A-2
N132W18350 ROCKFIELD RD	52.60	A-1
N132W21188 ROCKFIELD RD	19.85	A-1
N132W21200 ROCKFIELD RD	19.68	A-1
N132W21528 ROCKFIELD RD	38.67	A-1
N136W13835 BONNIWELL RD	29.91	A-2
N136W13975 BONNIWELL RD	10.02	A-2
N136W14327 BONNIWELL RD	13.87	A-2
N136W14330 BONNIWELL RD	22.48	A-2
N136W15020 BONNIWELL RD	18.65	A-1
N136W15119 BONNIWELL RD	13.18	A-1
N136W15282 BONNIWELL RD	37.61	A-1
N136W16657 BONNIWELL RD	41.51	A-1
N136W16911 BONNIWELL RD	35.30	A-1
N136W17154 BONNIWELL RD	18.23	A-1
N136W17795 BONNIWELL RD	15.59	A-1
N136W17795 BONNIWELL RD	10.08	A-1
N136W17798 BONNIWELL RD	36.11	A-1
N136W17798 BONNIWELL RD	2.45	A-1
N136W21238 BONNIWELL RD	47.94	A-1

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
N136W21285 BONNIWELL RD	20.76	A-2
N136W21445 BONNIWELL RD	33.66	A-2
N136W21801 BONNIWELL RD	21.52	A-2
N140W12553 CEDAR LN	20.16	A-2
N140W12735 CEDAR LN	20.11	A-1
N140W12881 CEDAR LN	39.20	A-1
N140W13006 CEDAR LN	30.29	A-1
N140W13204 CEDAR LN	42.50	A-1
N140W17740 CEDAR LN	20.01	A-2
N140W17938 CEDAR LN	17.98	A-2
N140W17975 CEDAR LN	2.75	A-2
N140W18316 CEDAR LN	20.10	A-1
N140W18489 CEDAR LN	15.61	A-1
N140W18726 CEDAR LN	15.13	A-1
N140W18726 CEDAR LN	3.06	A-1
N140W19542 CEDAR LN	9.99	A-2
N144W12531 PIONEER RD	37.77	A-1
N144W14221 PIONEER RD	10.00	A-2
N144W14315 PIONEER RD	19.43	A-1
N144W15455 PIONEER RD	10.00	A-2
N144W15639 PIONEER RD	43.18	A-1
N144W16547 PIONEER RD	57.28	A-1
N144W20527 PIONEER RD	13.44	A-2
N96W20978 COUNTY LINE RD	10.58	A-2
N96W21156 COUNTY LINE RD	19.11	A-2
N96W21392 COUNTY LINE RD	21.80	A-2
N97W21601 CAREFREE DR	14.80	A-2
PILGRIM RD	36.34	A-1
PILGRIM RD	16.52	A-1
PIONEER RD	40.11	A-1
PIONEER RD	12.69	A-1
PIONEER RD	7.83	A-1
PIONEER RD	6.83	A-1
PIONEER RD	11.71	A-1
PIONEER RD	30.39	A-1
PIONEER RD	39.00	A-1
PIONEER RD	49.49	A-1
PIONEER RD	49.26	A-1
PIONEER RD	20.37	A-1
PIONEER RD	20.18	A-1
PIONEER RD	32.45	A-1
PIONEER RD	19.56	A-1
PIONEER RD	12.69	A-2
PIONEER RD	4.31	A-2
PIONEER RD	18.79	A-2
PIONEER RD	19.05	A-2
PIONEER RD	15.73	A-2
PIONEER RD	18.34	A-2
PIONEER RD	12.30	A-1
PLEASANT VIEW DR	14.26	A-1
PLEASANT VIEW DR	28.49	A-1
PLEASANT VIEW DR	20.06	A-1
PLEASANT VIEW DR	15.36	A-1
PLEASANT VIEW DR	16.84	A-1
PLEASANT VIEW DR	15.17	A-1
PLEASANT VIEW DR	19.80	A-1

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
PLEASANT VIEW DR	24.11	A-1
PLEASANT VIEW DR	14.81	A-1
PLEASANT VIEW DR	24.03	A-1
PLEASANT VIEW DR	20.08	A-1
PLEASANT VIEW DR	39.43	A-1
PLEASANT VIEW DR	20.25	A-1
PLEASANT VIEW DR	19.95	A-1
PLEASANT VIEW DR	19.85	A-1
PLEASANT VIEW DR	19.84	A-1
PLEASANT VIEW DR	0.20	A-1
PLEASANT VIEW DR	39.56	A-1
PLEASANT VIEW DR	5.40	A-2
PLEASANT VIEW DR	17.66	A-2
PLEASANT VIEW DR	0.89	A-2
PLEASANT VIEW DR	24.56	A-2
PLEASANT VIEW DR	0.70	A-2
PLEASANT VIEW DR	17.51	A-2
PLEASANT VIEW RD	23.01	A-1
PRESERVE PKWY	6.76	A-2
PRESERVE PKWY	0.12	A-2
RIVER LN	14.06	A-2
ROCKFIELD RD	20.29	A-1
ROCKFIELD RD	20.23	A-1
ROCKFIELD RD	19.62	A-1
ROCKFIELD RD	16.31	A-1
ROCKFIELD RD	17.32	A-1
ROCKFIELD RD	5.38	A-1
ROCKFIELD RD	15.97	A-1
ROCKFIELD RD	8.31	A-1
ROCKFIELD RD	26.28	A-1
ROCKFIELD RD	41.19	A-1
ROCKFIELD RD	35.99	A-1
ROCKFIELD RD	38.39	A-1
ROCKFIELD RD	19.93	A-1
ROCKFIELD RD	10.01	A-1
ROCKFIELD RD	1.00	A-1
ROCKFIELD RD	19.44	A-1
ROCKFIELD RD	40.74	A-1
ROCKFIELD RD	19.75	A-1
ROCKFIELD RD	36.64	A-1
ROCKFIELD RD	29.04	A-1
ROCKFIELD RD	15.26	A-2
SHADOW LN	23.67	A-1
SPRINGHILL LN	20.19	A-1
STATE HWY 145	23.96	A-1
STATE HWY 145	9.56	A-1
STATE HWY 145	19.70	A-1
STATE HWY 145	14.09	A-2
STATE HWY 145	9.95	A-2
STATE HWY 145	8.07	A-2
STATE HWY 145	25.73	A-2
STATE HWY 145	31.64	A-1
STATE HWY 145	13.68	A-1
STATE HWY 145	12.76	A-1
STATE HWY 175	40.59	A-1
STATE HWY 175	0.35	A-1

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
STATE HWY 175	8.15	A-2
STATE HWY 175	10.30	A-2
STATE HWY 175	12.71	A-2
STATE HWY 175	12.92	A-2
STATE HWY 41	18.20	A-1
STATE HWY 41	3.69	A-2
STATE HWY 41	7.14	A-2
TOWN LINE RD	9.39	A-1
TOWN LINE RD	32.61	A-1
VICKSBURG AVE	54.69	A-1
W124N10485 WASAUKEE RD	2.00	A-1
W124N11385 WASAUKEE RD	19.09	A-2
W124N11419 WASAUKEE RD	0.15	A-2
W124N12525 WASAUKEE RD	10.16	A-2
W124N13405 WASAUKEE RD	20.13	A-1
W124N13423 WASAUKEE RD	13.00	A-2
W124N13577 WASAUKEE RD	19.54	A-2
W124N13585 WASAUKEE RD	12.55	A-2
W124N13685 WASAUKEE RD	10.08	A-2
W124N13725 WASAUKEE RD	10.08	A-2
W124N18109 LOVERS LN	66.57	A-1
W130N11414 EQUINE TRL	23.90	A-2
W132N12083 MARY BUTH LN	20.51	A-2
W132N12130 MARY BUTH LN	17.75	A-2
W132N12480 MARY BUTH LN	9.58	A-2
W132N12551 MARY BUTH LN	13.73	A-2
W132N12703 MARY BUTH LN	29.98	A-2
W140N10022 FOND DU LAC AVE	49.52	A-1
W140N10840 COUNTRY AIRE DR	0.17	A-2
W140N10940 COUNTRY AIRE DR	13.08	A-2
W140N11445 COUNTRY AIRE DR	35.00	A-1
W140N11675 COUNTRY AIRE DR	39.24	A-1
W140N13914 COUNTRY AIRE DR	5.73	A-2
W140N13921 COUNTRY AIRE DR	40.15	A-1
W140N14250 COUNTRY AIRE DR	22.77	A-2
W140N14315 COUNTRY AIRE DR	10.01	A-2
W140N9900 FOND DU LAC AVE	9.23	A-2
W147N11100 FOND DU LAC AVE	18.53	A-2
W148N12181 PLEASANT VIEW DR	9.99	A-2
W148N12340 PLEASANT VIEW DR	9.58	A-2
W148N12411 PLEASANT VIEW DR	17.73	A-2
W148N12455 PLEASANT VIEW DR	15.12	A-2
W148N12469 PLEASANT VIEW DR	10.24	A-2
W148N12470 PLEASANT VIEW DR	19.61	A-1
W148N12534 PLEASANT VIEW DR	15.33	A-2
W148N12615 PLEASANT VIEW DR	34.44	A-2
W148N12696 PLEASANT VIEW DR	39.36	A-1
W148N12919 PLEASANT VIEW DR	50.58	A-1
W148N13004 PLEASANT VIEW DR	39.22	A-1
W148N13302 PLEASANT VIEW DR	20.09	A-1
W148N13303 PLEASANT VIEW DR	22.14	A-2
W148N13314 PLEASANT VIEW DR	10.77	A-2
W148N13372 PLEASANT VIEW DR	10.36	A-2
W148N13428 PLEASANT VIEW DR	10.36	A-2
W148N13468 PLEASANT VIEW DR	10.32	A-2
W148N13530 PLEASANT VIEW DR	11.15	A-2

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
W156N11116 PILGRIM RD	12.72	A-2
W164N11897 FOND DU LAC AVE	15.40	A-2
W168N12338 CENTURY LN	13.93	A-2
W168N12340 CENTURY LN	16.59	A-2
W172N10415 DIVISION RD	15.00	A-2
W172N12125 DIVISION RD	26.42	A-2
W172N12389 DIVISION RD	14.39	A-1
W172N13903 DIVISION RD	18.35	A-2
W175N12305 FOND DU LAC AVE	11.29	A-2
W176N12452 FOND DU LAC AVE	10.57	A-1
W179N12536 FOND DU LAC AVE	10.82	A-2
W188N10106 MAPLE RD	8.77	A-2
W188N12150 MAPLE RD	14.77	A-2
W188N12369 MAPLE RD	10.00	A-2
W188N12403 MAPLE RD	9.98	A-2
W188N13488 MAPLE RD	11.43	A-2
W188N13751 MAPLE RD	3.24	A-1
W188N14023 MAPLE RD	40.08	A-1
W192N13163 FOND DU LAC AVE	4.99	A-2
W194N10009 APPLETON AVE	41.17	A-1
W194N13369 FOND DU LAC AVE	31.29	A-1
W197N10340 APPLETON AVE	6.77	A-2
W199N10398 APPLETON AVE	17.38	A-2
W204N10002 LANNON RD	9.52	A-2
W204N10003 LANNON RD	38.88	A-1
W204N10714 HILLTOP DR	37.41	A-1
W204N11011 HILLTOP DR	43.21	A-1
W204N11073 HILLTOP DR	11.40	A-2
W204N11425 HILLTOP DR	19.79	A-2
W204N11670 GOLDENDALE RD	10.95	A-2
W204N11785 GOLDENDALE RD	25.03	A-2
W204N12079 GOLDENDALE RD	18.02	A-1
W204N12333 GOLDENDALE RD	0.28	A-1
W204N12541 GOLDENDALE RD	34.53	A-2
W204N13164 GOLDENDALE RD	19.38	A-1
W204N13296 GOLDENDALE RD	39.45	A-1
W204N13781 GOLDENDALE RD	39.20	A-1
W204N13781 GOLDENDALE RD	0.61	A-1
W204N13851 GOLDENDALE RD	40.46	A-1
W204N14005 GOLDENDALE RD	19.94	A-2
W204N9767 LANNON RD	36.69	A-1
W204N9886 LANNON RD	9.60	A-2
W204N9901 LANNON RD	17.38	A-2
W205N11943 DEPPERT RD	17.12	A-2
W210N10738 APPLETON AVE	51.46	A-2
W212N10687 APPLETON AVE	26.01	A-1
W212N10805 APPLETON AVE	15.32	A-1
W212N10845 APPLETON AVE	18.93	A-2
W212N10889 APPLETON AVE	1.72	A-2
W216N11718 APPLETON AVE	39.08	A-1
W218N10549 OAK LN	7.67	A-2
W220N10520 AMY BELLE RD	55.31	A-1
W220N10796 AMY BELLE RD	17.52	A-2
WASAUKEE RD	31.40	A-1
WASAUKEE RD	20.09	A-1
WASAUKEE RD	20.10	A-1

Table continued on next page.

Address	Parcel Size (acres)	Zoning District
WASAUKEE RD	19.24	A-2
WASAUKEE RD	21.18	A-2
WASAUKEE RD	15.47	A-2
WASAUKEE RD	0.65	A-1
WASHINGTON RD	37.37	A-1
WHITETAIL RUN	1.32	A-2
WHITETAIL RUN	19.58	A-2
WILDFLOWER LN	16.05	A-2
WILLOW CREEK RD	36.01	A-1
--	1.52	A-1
--	38.88	A-1
--	0.12	A-1
--	13.49	A-1
--	0.72	A-1
--	0.19	A-1
--	5.28	A-1
--	1.20	A-1
--	1.26	A-1
--	1.14	A-1
--	19.48	A-1
--	30.37	A-1
--	16.37	A-1
--	23.26	A-1
--	19.84	A-1
--	25.29	A-1
--	58.33	A-1
--	0.22	A-1
--	26.28	A-1
--	36.66	A-1
--	4.51	A-2
--	10.04	A-2
--	5.84	A-2
--	23.08	A-2
--	8.76	A-2
--	16.99	A-2
--	26.50	A-2
--	10.64	A-2
--	29.67	A-2
--	10.08	A-2
--	23.32	A-2
--	3.42	A-2
--	10.15	A-2
--	28.62	A-2
--	4.74	A-1
--	29.59	A-1
--	15.18	A-2
--	6.16	A-1
--	4.38	A-2
--	0.95	A-2
--	39.46	A-2
--	0.41	A-1
--	0.11	A-2

Note: (--) Refers to vacant parcels with no assigned address.

Source: Village of Germantown & Southeastern Wisconsin Regional Planning Commission

BUSINESS OF THE PLAN COMMISSION

MEETING DATE: July 28, 2025

PLACEMENT: Action Item

ITEM TITLE: Status of Existing Village of Germantown Tax Increment Districts (TIDs) and Village Center Financing Options (PRESENTATION & DISCUSSION)

SUBMITTED BY: Steve Kreklow, Administrator

SUMMARY EXPLANATION:

The Village's financial advisor, Ehlers, will be presenting an overview of the status of the Village's active tax increment districts and will review Village Center financing options. This presentation is intended to provide the Village Board and Plan Commission with the background on the financial information needed for decisions on the future of development in the area around the intersection of Pilgrim and Mequon roads.

ATTACHMENT:

1. Ehlers Presentation to Village Board 250728

STAFF RECOMMENDATION:

This item is for discussion only.

ACTION BY COMMITTEE:



Village of Germantown Existing TIDs & Village Center Update

July 28, 2025

Existing Tax Increment Districts

- The following information is from 2024. We will be updating the TIDs once new TID valuations are released by the DOR on August 1st.
- Existing TIDs:
 - ✓ TID No. 6 was created on 5-19-14 as a Mixed-Use District. The maximum life is 20 Years.
 - Current Incremental Value is: \$55,123,800
 - Positive Cashflow with a projected closure in 2032, impacting budget year 2033.
 - ✓ TID No. 7 was created on 12-18-17 as an Industrial District. The maximum life is 20 Years.
 - Current Incremental Value is: \$44,225,900
 - Positive Cashflow with a projected closure in 2032, also impacting budget year 2033.

Existing Tax Incremental Districts – cont.

- Existing TIDs:
 - ✓ TID No. 8 was created on 7-2-18 as an Industrial District. The maximum life is 20 Years.
 - Current Incremental Value is: \$200,559,000
 - Positive Cashflow with a projected closure in 2033, impacting budget year 2034.
 - ✓ TID No. 9 was created on 6-6-22 as an Industrial District. The maximum life is 20 Years.
 - Current Incremental Value is: \$23,552,000
 - Positive Cashflow. It's too early in the life of the TID to accurately project a closure but with what we know, it looks to be around 2041.

STAFF NOTE: When TIDs 6,7 and 8 are closed the cumulative impact allow the Village Board to either increase spending on programs by \$491,000 or decrease property taxes by approximately \$454 on an average home.

Village Center Options

- Option 1:
 - ✓ Proceed with the creation of TID 10 as presented in February-April 2025
 - This would include all three phases of proposed and future development
 - Continue with higher density of residential to offset the Market Platz and Retail/Commercial
- Option 2:
 - ✓ Proceed with the creation of TID 10 for Phase 1
 - This includes the Flower Source parcels
 - This would require the Village to sell the Ascension property and not pursue the acquisition of BP or BMO Properties
 - The TID could be amended in the future, if a future Boards wanted to pursue additional development.

Village Center Options – Cont.

- Option 2a:
 - ✓ Proceed with the creation of TID 10 for Phase 1 and the Ascension Parcels
 - This includes the Flower Source parcels
 - This would have the Village retain the Ascension property for future development and direct access to Mequon Rd.
 - The TID could be amended in the future, if a future Boards wanted to pursue additional development.
- Option 3:
 - ✓ No TID Creation
 - Sell the land to a Developer and work with that Developer on a plan that fits the Village Board criteria
 - Sell the Ascension parcel(s) for potentially more than \$5 million purchase price with extended lease.
 - This may require the Village's debt levy to absorb some previously incurred costs (starting in 2028), if property cannot be sold at a price high enough to recover costs. (\$365,000)

Capital Project List

Capital Improvement Plan & Funding Uses

Village of Germantown, WI

Projects	Purpose/Dept	Plan Issue	Funding	2025	2026	Totals
Windows 11 Upgrade	Information Technology	2025 G.O. Notes	G.O. Debt	80,000		80,000
IDEMIA Replacement	Police	2025 G.O. Notes	G.O. Debt	40,000		40,000
4 Squad Cars	Police	2025 G.O. Notes	G.O. Debt	280,000		280,000
PD Security Upgrades	Police	2025 G.O. Notes	G.O. Debt	15,000		15,000
2025 Road Program	Engineering	2025 G.O. Notes	G.O. Debt	1,560,000		1,560,000
Storm Water Feasibility	Engineering	2025 G.O. Notes	G.O. Debt	75,000		75,000
Pond Improvement Projects	Engineering	2025 G.O. Notes	G.O. Debt	25,000		25,000
Tree replacement	Highway	2025 G.O. Notes	G.O. Debt	30,000		30,000
2025 Patrol Truck	Highway	2025 G.O. Notes	G.O. Debt	295,000		295,000
VH Fire Panel Replacement	Buildings & Grounds	2025 G.O. Notes	G.O. Debt	30,000		30,000
Radio Tower UPS Replacement	Buildings & Grounds	2025 G.O. Notes	G.O. Debt	22,000		22,000
Library Fire Panel Replacement	Buildings & Grounds	2025 G.O. Notes	G.O. Debt	18,000		18,000
Library Remot Door Access	Buildings & Grounds	2025 G.O. Notes	G.O. Debt	55,000		55,000
Library AHU Damper	Buildings & Grounds	2025 G.O. Notes	G.O. Debt	15,000		15,000
Truck 437 Replacement	Parks	2025 G.O. Notes	G.O. Debt	71,000		71,000
Friedstadt/Haupt Improvements	Recreation	2025 G.O. Notes	G.O. Debt	43,000		43,000
Kinderberg Improvements	Recreation	2025 G.O. Notes	G.O. Debt	40,000		40,000
Firemans Park Improvements	Recreation	2025 G.O. Notes	G.O. Debt	40,000		40,000
Division Road Prep & Design	Recreation	2025 G.O. Notes	G.O. Debt	500,000		500,000
PD/FIRE Building	Police	2025 G.O. Notes	G.O. Debt	500,000		500,000
TID Planning	Village Center	2025 G.O. Notes	G.O. Debt	355,755		355,755
Flower Source #1	Village Center	2025 Taxable G.O. Notes	G.O. Debt	1,700,000		1,700,000
Flower Source #2	Village Center	2025 Taxable G.O. Notes	G.O. Debt	700,000		700,000
Ascension	Village Center	2025 Taxable G.O. Notes	G.O. Debt	5,000,000		5,000,000
Closing Costs	Village Center	2025 Taxable G.O. Notes	G.O. Debt	591,700		591,700
Demo of Flower Source	Village Center	2025 Taxable G.O. Notes	G.O. Debt	100,000		100,000
Actual CIP Costs				12,181,455	0	12,181,455
Sources of Funding						
G.O. Debt				12,181,455	0	12,181,455
Total				12,181,455	0	12,181,455
Debt Obligations						
2025 Taxable G.O. Notes				8,091,700	0	8,091,700
2025 G.O. Notes				4,089,755	0	4,089,755
Total				12,181,455	0	12,181,455

2024-25 Village Center Costs

- Summary of Costs Incurred – Detail on Following Page
 - ✓ \$4,165,000 General Obligation Notes, Series 2025A
 - Finances \$3,800,000 in 2025 budgeted capital and equipment expenses (Table 3)
 - Finances \$365,000 in Village Center planning expenses
 - 10 – Year amortization with relatively level P & I payments on the general capital projects and a 3-year delay in principle on the TID 10 portion
 - ✓ \$8,600,000 Taxable General Obligation Notes, Series 2025B
 - Finances \$7,791,700 in eligible Village Center expenses including but not limited to land acquisition, demolition and related professional services costs. \$5M of the \$7.8M was for Ascension
 - The remaining amounts due in 2026 for the Flower Source and Ascension vacant land was borrowed
 - 20 – Year amortization with relatively level P & I payments starting in 2029. This is to time the anticipated TID revenues with payments on this Taxable Note

Financial Summary of Each Option

- Option 1 (TID Created)
 - ✓ Minimum Value Required for Phase 1 & 2
 - The preliminary estimates in the Draft PP dated 3-17-25, required that \$85M of new taxable development be created by 2032.
 - To achieve \$85M in taxable development, significant residential density will be needed. The original financial models showed 300 units of residential on the Flower Source Properties, 90 units of residential on the Ascension Property, and 48 units of residential on the BMO Property. This level of development helped to offset the Market Platz and Commercial Development.
 - The amount of new taxable development could be reduced if the Village receives grants and/or has the developer purchase land and pay a portion of the infrastructure to serve the development.
 - Phase 3 would need to stand on its own. Meaning the revenues generated from the Phase 3 area would need to offset costs related to that development.

Financial Summary of Each Option

- Option 2 & 2a (TID Created for Smaller Area)
 - ✓ Minimum Value Required for Phase 1
 - Existing costs - \$3.5M in costs (\$2.4 land acquisition for the Flower Source, \$100K in demolition, \$400K in Professional Services Costs, and \$600K in closing costs)
 - This would require the Village sell the ascension property for \$5M. Anything short of that would add to the \$3.5M in costs.
 - The Village will need to realize \$17.5M in new taxable development over the next 5 years to offset the \$3.5M in existing costs.
 - Options 2a - If the Ascension parcel(s) was retained, an additional \$20M in new taxable development would need to be realized.

Financial Summary of Each Option

- Option 3
 - ✓ No TID Created
 - Existing costs - \$3.5M in costs (\$2.4 land acquisition for the Flower Source, \$100K in demolition, \$400K in Professional Services Costs, and \$600K in closing costs)
 - This would require the Village sell the ascension property for \$5M. Anything short of that would add to the \$3.5M in costs.
 - The Village will need to sell the Flower Source property to offset some costs and absorb the remaining costs in the annual debt service.
 - Tax Impact Analysis:
 - Option 1 – Sell No Properties:
 - » Annual Impact on Average Property Owner - \$60 per year over the 20-year debt.
 - Option 2 – Sell Ascension for \$5M:
 - » Annual Impact on Average Property Owner - \$36 per year over the 20-year debt.
 - Option 3 – Sell Ascension for \$5M and Flower Source for \$2M:
 - » Annual Impact on Average Property Owner - \$28 per year over the 20-year debt.

Benefits of Development & Ascension Current Impact

- Development
 - ✓ Net New Construction
 - Under Levy Limits, the only way a community can increase their operating budget to offset inflationary cost increases is through development.
 - Without growth the Village will eventually need to cut services to live within levy limit restrictions.
 - ✓ Ascension Current Lease
 - Triple Net. So, Ascension is paying the Village approximately \$425K per year through 2028 with the ability to extend the lease up to 5 years.



<u>Taxing District</u>		<u>2024 Tax Bill</u>
Washington County	\$	9,756.19
Village of Germantown	\$	29,380.71
GTSD	\$	42,816.34
MATC	\$	5,164.76

Summary of Risks

- To be completed

Questions?

BUSINESS OF THE PLAN COMMISSION

MEETING DATE: July 28, 2025

PLACEMENT: Action Item

ITEM TITLE: Village Center Property Redevelopment - Future Direction, Process, Responsibilities & Timeline for Creating Zoning Regulations & Proposal Guidelines (PRESENTATION & DISCUSSION)

SUBMITTED BY: Steve Kreklow, Administrator

SUMMARY EXPLANATION:

The Village Board has requested further recommendations from Bailey Copeland and Village staff on the future direction, processes, responsibilities and timing of plans for redevelopment of the area around the intersection of Pilgrim and Mequon Roads in general and the Flower Source property is specific. Bailey Copeland will deliver the attached presentation with lays out those recommendations.

ATTACHMENT:

1. Copeland Presentation to Village Board 250728

STAFF RECOMMENDATION:

This item is for discussion only.

ACTION BY COMMITTEE:

Village of



Germantown

**JOINT MEETING –
Village Board & Planning Commission
July 28, 2025**

Village Center District: *Conceptual Redevelopment Process Outline*



VILLAGE OF GERMANTOWN



Establish Process Order:

Confirm that zoning decisions will precede the issuance of a Request for Proposals (RFP).



Define Governance Roles:

Clarify responsibilities and decision-making process between the Planning Commission and the Village Board.

Village of



Germantown

Recommended Approach: Zoning Adoption Before RFP

✓ Pros:

- **More clarity for developers:** Developers know exactly what's allowed, encouraging more/better responses.
- **Reduces entitlement risk:** Helps attract developers who are risk averse.
- **Enables full master planning:** Can align infrastructure, design guidelines, phasing, and public benefits in a more cohesive way.
- **Stronger negotiating position:** You can negotiate from a place of certainty on value and development parameters and have a more apples to apples comparison.

✗ Cons:

- **Delays start of development:** Entitlement and zoning processes can be lengthy.
- **Carries political risk:** Zoning approvals could face delays or opposition, creating uncertainty for all parties.

Key Actions Moving Forward

1. JOINT MEETING: Village Board & Planning Commission

5

FINANCING STRATEGY

Date: July 28th (Today)

Presented By: Ehlers Public Finance Advisors

Discussion Focus:

- Presentation and discussion of financing tools and strategy for the Village Center
- Alignment of financial framework with zoning and density goals

1. JOINT MEETING: Village Board & Planning Commission

DIRECTION ON ZONING AND RFP PROCESS

Date: July 28 (Today)

Discussion Focus:

- Establish Process Order
- Define Governance Roles

2. PLANNING COMMISSION

VILLAGE CENTER ZONING REGULATIONS

Date: August 11th

Presented By: RINKA & von Briesen & Roper

Discussion Focus:

- Resume discussion from March 10 (Sam's prior presentation)
- Evaluate proposed framework in relation to:
 - Village goals
 - Prior planning presentation
 - Community and Commissioner input

Draft Zoning Standards to Address:

- **Density Ranges:** Define acceptable range; include visuals **Building Heights:** Provide visual examples of maximum height allowances
- **Setbacks:** Discuss how setbacks relate to building height and density
- **Permitted Uses:** Identify appropriate uses within the zoning district

Engagement Approach:

- Utilize a high-level visual preference discussion to gather feedback from Commissioners

3. PLANNING COMMISSION

COMMUNITY ENGAGEMENT

Date: August 25th

Presented By: RINKA

Discussion Focus:

- Utilize a visual preference survey to gather feedback from the community and Commissioners

**Community Engagement includes keeping open survey online for an additional week after meeting, option to keep open longer is Board desires to which will push back the rest of the schedule.*

4. PLANNING COMMISSION

[ACTION]

VILLAGE CENTER ZONING REGULATIONS FRAMEWORK FINALIZATION

Date: September 8th

Presented By: RINKA

Discussion Focus:

- Refine and finalize the zoning framework based on feedback from the previous meeting
- Planning Commission to issue formal recommendation to the Village Board [ACTION]

5. VILLAGE BOARD

[ACTION]

POTENTIAL ZONING ADOPTION & RPF SCOPE

Tentative Date: September 15th

Presented By: RINKA, CopeLand, von Briesen & Roper
(tentative)

Discussion Focus:

- Board action on adoption of zoning ordinance
- Define Next Steps:
 - Develop and issue the RFP
 - Define RFP Scope (e.g., include full or partial Flower Source site)
 - Conduct developer selection process
 - Establish planning design guidelines
 - Define financial structure

6. VILLAGE BOARD

FINANCIAL ALTERNATIVES DISCUSSION

Tentative Date: TBD

Presented By: TBD

Discussion Focus:

- Presentation and discussion of financing tools and strategy for the Village Center
- Alignment of the financial framework with the Village's zoning and density goals
- Direction on whether the creation of a TID is needed to support project feasibility and desired outcomes

Conceptual Redevelopment Process Schedule



**Community Engagement includes keeping open survey online for an additional week after meeting, option to keep open longer is Board desires to which will push back the rest of the schedule.*

VILLAGE BOARD MEETING

DIRECTION ON ZONING AND RFP PROCESS

Date: July 28th (Today)

Discussion Focus:

1. Establish Process Order

- Confirm sequencing: Zoning before RFP issuance
- Review overall timeline and key remaining steps
- Is the Board comfortable with the proposed (aggressive) timeline?
Note: this can be adjusted

2. Define Governance Roles

- Does the Board support the process flow:
Planning Commission → Village Board?

COMMENTS & QUESTIONS