

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

DATE & TIME: Tuesday, July 14, 2026 at 6:00 PM

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

Any member of the body and/or citizen may attend the meeting virtually through the WebEx platform, Meeting #: **2553 499 7080** Password: **nBNrkwyj267** which can be accessed by phone at 408-418-9388 or by clicking the link below: <https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m1666b64b10c3c10021fac1cb82ed04dd>

NOTICE: Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to comments@germantownwi.gov by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration.

Previously recorded meeting videos can be viewed at https://www.youtube.com/channel/UCOYp0EgELzTCa9X_iCohyhQ

AGENDA

- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*
- II. **ROLL CALL:**
- III. **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.*
- IV. **MEETING MINUTES:**
 - A. June 9, 2026, Meeting Minutes (ACTION)
- V. **UNFINISHED BUSINESS:**
 - A. Review of the Germantown Business Survey (DISCUSSION AND ACTION)
 - B. Discussion of Creating a Village of Germantown Development Process Guide (DISCUSSION AND POSSIBLE ACTION)
- VI. **NEW BUSINESS:**
 - A. Village Center District Community Engagement Program - Review and Discussion of Economic Development Potential of Village-Owned Properties (Flowersource, Ascension, Grosenick and Main Street Recycling Center Parcels). Presentation & Discussion with Mitch Brouse, SRF Consulting, and Village Staff. (DISCUSSION)
- VII. **NEXT MEETING:**
 - A. August 18, 2026
- VIII. **ADJOURNMENT:**

ECONOMIC DEVELOPMENT COMMISSION AGENDA

July 14, 2026

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

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

MEETING:	REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION
DATE AND TIME:	Tuesday, June 9, 2026 6:00 PM
LOCATION:	Germantown Village Hall Board Room N112 W17001 Mequon Road

MINUTES

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

Chairperson Trustee Scott Hefle called the Economic Development Commission meeting to order at 6:00 PM.

II. **ROLL CALL:**

Present: Trustee Scott Hefle, Trustee Patrick Kaiser, Member Jim Sedgwick, Member Joletta Kerpan, Member Jeffrey Voyer, Member Derek Arnold

Excused: Member Melanie Smythe, Member Joey Carini

Also Present: Deputy Clerk Maddy Laufenberg

- III. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a 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.*

No citizen input was given.

IV. **MEETING MINUTES:**

- A. May 19, 2026 Meeting Minutes (ACTION)

Motion: Approve as presented

Motioned By: Joletta Kerpan

Seconded By: Patrick Kaiser

Yes: Scott Hefle, Patrick Kaiser, Joletta Kerpan, Jeffrey Voyer, Derek Arnold

No: None

Abstain: Jim Sedgwick

Motion Carried by Voice Vote (Yes 5, No 0, Abstained 1)

V. UNFINISHED BUSINESS:

VI. NEW BUSINESS:

A. Foundational Document #1: Municipal Code 1.379 (DISCUSSION)

Commission members examined Germantown Municipal Code Chapter 1.379 (5) "Economic Development Commission Powers and Duties," and discussed which duties should be prioritized.

B. City of Eagan, MN, Business Survey Review (DISCUSSION)

Commissioners discussed the Business Survey from Eagan, MN, and began formulating a similar business outreach survey for the Village of Germantown.

C. Business Survey Development (DISCUSSION)

Commission members discussed the creation of surveys for Germantown business owners to gather data on specific business needs as well as satisfaction with current Germantown offerings (employee housing, schools, municipal services, etc.). A timeline, follow-up mechanisms, distribution tactics, and implementation were also discussed.

Member Voyer and Trustee Kaiser volunteered their time to start the survey process and report back to the Commission at the next meeting.

D. Prioritization of 2026 Goals and Initiatives (DISCUSSION AND ACTION)

Commissioners discussed the Strategic Platform provided by Economic Development Washington County (EDWC) in March 2023. It was decided that the forthcoming Business Survey falls into Pillar 4 — "Transparent Partnerships."

E. Development Process Guidelines (DISCUSSION)

At the request of Commissioner Smythe, Commissioners discussed the Village's current development process and the Economic Development Commission's place within that process.

VII. NEXT MEETING:

A. July 14, 2026

B. August 18, 2026

VIII. ADJOURNMENT:

Chairperson Trustee Hefle adjourned the Economic Development Commission at 6:58 PM.

DRAFT

BUSINESS OF THE ECONOMIC DEVELOPMENT COMMISSION

MEETING DATE: July 14, 2026

PLACEMENT: Action Item

ITEM TITLE: Review of the Germantown Business Survey (DISCUSSION AND ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. EDC Survey Questions

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

EDC Survey Questions

1. What is your current business footprint in our community?

- We currently operate here and want to expand
- We operate elsewhere but are looking to relocate/expand
- We are brand new looking to open our first location

2. What are the primary barriers preventing you from expanding/moving here? (select all that apply)

- Availability of suitable commercial/industrial real estate.
- Cost of land, rent, construct
- Difficulty finding qualified skilled labor
- Property taxes are too high
- Outdated or missing infrastructure (roads, utilities, internet, cell reception)
- Too many hurdles with Zoning and Permitting
- Lack of access to Capitol, Grants, Incentives
- Other_____

3. If Germantown could offer one specific form of support, what would be the most impactful for your business?

- Permitting and Zoning
- Financial assistance (TIF, Grants, Low interest loans)
- Infrastructure cost sharing, Property tax abatements

-Workforce development or recruitment programs with local schools

-Improved infrastructure (select all that apply)

-Cell service

-Utilities

-Roads

-Internet

4. What specific type of space or infrastructure does your operation require?

-Lot size_____

And/or

-Building sq. ft. _____

-Property type

-Office

-Retail

-Light

-Industrial/Warehouse

-Mixed-Use

5. Contact information (optional)

Name:

Title:

Company:

Email:

Phone:

BUSINESS OF THE ECONOMIC DEVELOPMENT COMMISSION

MEETING DATE: July 14, 2026

PLACEMENT: Action Item

ITEM TITLE: Discussion of Creating a Village of Germantown Development
Process Guide (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

M E M O R A N D U M

TO: Scott Hefle, Chairperson
Economic Development Commissioners

FROM: Jeff Retzlaff, Community Development Director

DATE: July 7, 2026

RE: Village Center District – Community Engagement Program
Re-Development of Village-Owned Properties

On behalf of Mitch Brouse, SRF Consulting, I want to thank you for giving us the opportunity to appear before the Commission to review and discuss the ongoing “Village Center District” community engagement program initiated by the Village Board.

Specifically, the purpose for our appearance is to solicit feedback from the Commission concerning re-development of the following four Village-owned properties located within the Village Center District:

- Flowersource Property
- Ascension Property
- Grosenick Property
- Recycling Center Property

I’m attaching a brief “property profile” sheet for each that contains some general information about each property that may prove useful to our discussion.

Since the Commission’s purpose is to stimulate and encourage economic development in the Village, we feel it is important to ask what the Commission envisions for these properties in terms of their economic (re)development potential. At this time, we would like the Commission to consider itself a “focus group” with feedback from the commissioners included in the overall engagement effort and basis for the consultant’s final report and recommendations.

We are not asking the Commission to give directions, interpret survey results, or make decisions. We are simply asking for the Commission to provide its own collective vision about the re-development of these parcels given its advisory role to the Village Board. As such, the Commission will likely have a more focused and unique economic development perspective about these properties.

Additional attachments that may help frame our discussion include the following:

- 2050 Plan: “Village Center District” Future Land Use Table
- 2050 Plan: Economic Development Chapter Village Center “Opportunity Areas” Summary

PROPERTY PROFILE

Name/Reference:

Flowersource Property

Owner:

Village of Germantown

Parcel(s):

GTVN 262-983 (15 acres)

GTVN 262-340 (1 acre)

Address:

W156 N1116 Pilgrim Road

Total Size/Area:

16 acres

Zoning District(s):

B-1: Neighborhood Business

A-2: Agricultural

Current/Past Uses(s):

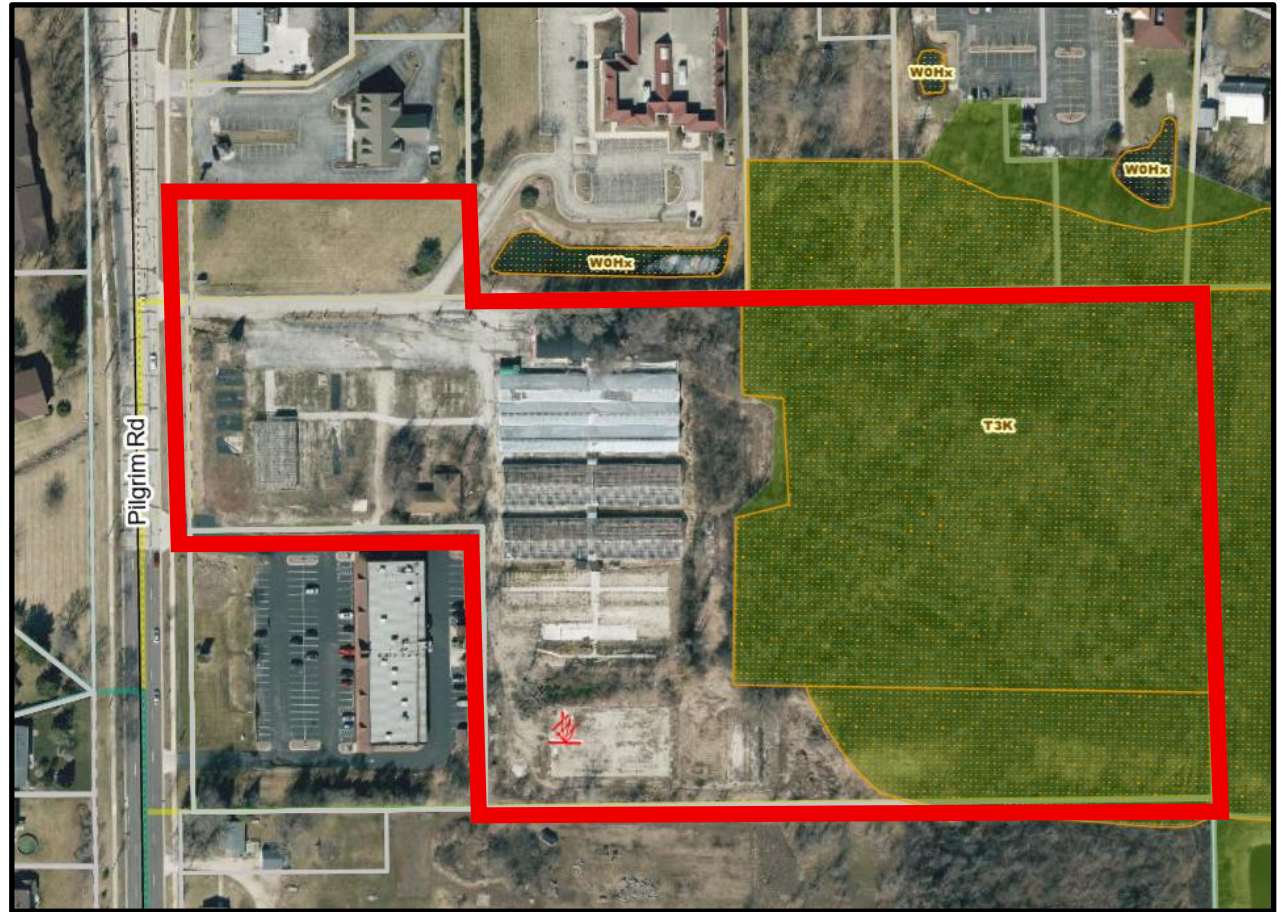
Plant Nursery (retail)

Public Utilities:

Water, Sewer, Gas, Electric

Barriers to Development:

Wetland (approx. 8 acres)



2050 Plan Land Use:

“Village Center District” – see attached “Preferred Land Use Table” and “Opportunity Area” portion of 2050 Plan

Other Facts/Considerations:

Two (2) parcels purchased March 5, 2025, total cost of \$2,641,160 (\$1,870,580 for 15-ac & 770,580 for 1-ac) included in June 2025, \$8.6M General Obligation Bond issuance; 2027 annual debt service levy approximately \$451K increasing annually to \$818K through 2045

PROPERTY PROFILE

Name/Reference:

Ascension Property

Owner:

Village of Germantown

Parcel(s):

GTVN 262-341

Address:

N112 W15415 Mequon Road

Total Size/Area:

3.6 acres

Zoning District(s):

B-1: Neighborhood Business

Current/Past Uses(s):

Medical Offices

Public Utilities:

Water, Sewer, Gas, Electric

Barriers to Development:

Wetland (unregulated storm basin)



2050 Plan Land Use:

“Village Center District” – see attached “Preferred Land Use Table” and “Opportunity Area” portion of 2050 Plan

Other Facts/Considerations:

Parcel purchased June 30, 2025, total cost of \$5.0M; cost included in June 2025, \$8.6M General Obligation Bond issuance; 2027 annual debt service levy approximately \$451K increasing annually to \$818K through 2045; Current lease with Ascension/Columbia St. Mary’s Hospital through July 2028 with annual rent payment of \$434K in 2027 & \$442K in 2028; Tenant option to extend lease in 3 or 5-year increments after July 2028.

PROPERTY PROFILE

Name/Reference:

Grosenick Property

Owner:

Village of Germantown

Parcel(s):

GTVN 224-965 (5.2 acres)

GTVN 224-009 (.42 acres)

Address:

N116 W15843 Main Street (5.2 acres)

W157 N11593 Fond du Lac Ave (.42 acres)

Total Size/Area:

5.62 acres

Zoning District(s):

B-3: General Business

Current/Past Uses(s):

Professional office

Auto repair, orchard

Public Utilities:

Water, Sewer, Gas, Electric

Barriers to Development:

Wetland (approx. .51 acres)

2050 Plan Land Use:

“Village Center District” – see attached “Preferred Land Use Table” and “Opportunity Area” portion of 2050 Plan

Other Facts/Considerations:

Two (2) parcels purchased June 7, 2024, total cost of \$1.18M; cost paid in cash from General Fund



PROPERTY PROFILE

Name/Reference:

Recycling Center Property

Owner:

Village of Germantown

Parcel(s):

GTVN 221-999

Address:

N116 W17230 Main Street

Total Size/Area:

5.6 acres

Zoning District(s):

I: Institutional

Current/Past Uses(s):

Yard waste compost/recycling

Waste water treatment plant

Public Utilities:

Water, Sewer, Gas, Electric

Barriers to Development:

Wetland (approx. .3 acres)

Floodplain (approx. 1.9 acres)

2050 Plan Land Use:

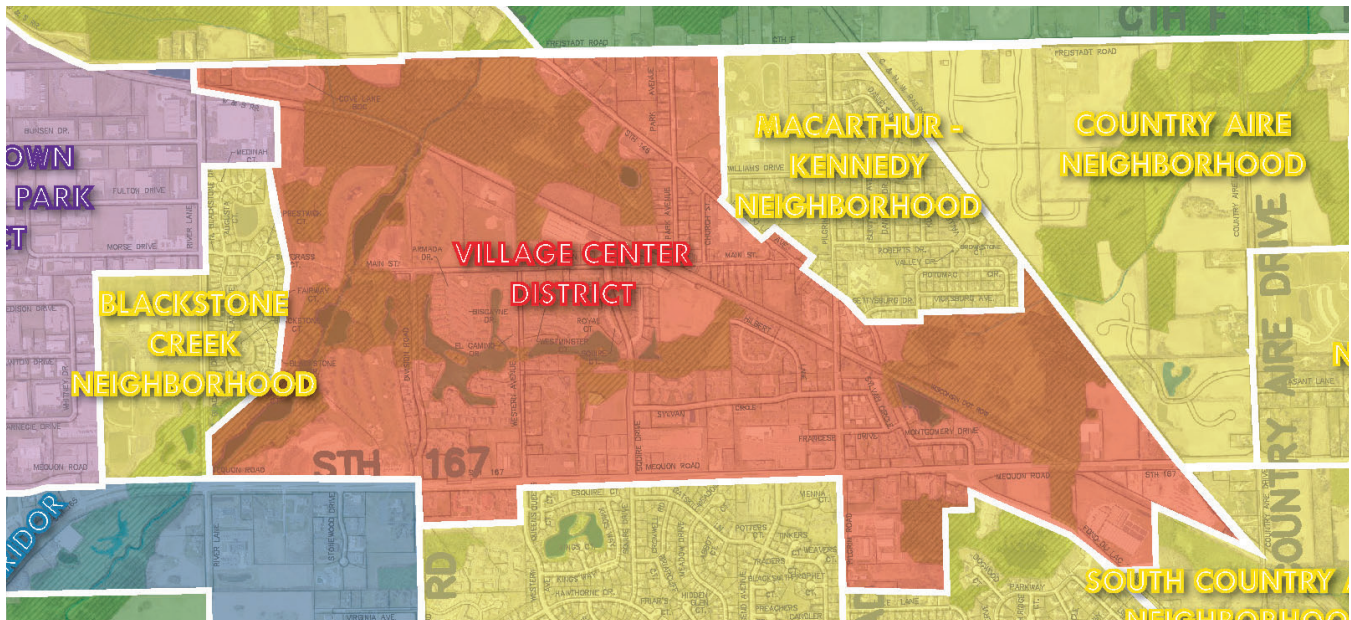
**“Village Center District” – see attached
“Preferred Land Use Table” and “Opportunity Area”
portion of 2050 Plan**

Other Facts/Considerations:

None



Village Center DISTRICT



GENERAL CHARACTER

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

SPECIAL FEATURES

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

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

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

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

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

PREFERRED FUTURE LAND USE

Village Center District

Preferred Future Land Uses											Enviro Corr.	SSA	Preferred Site Design			Maximum Density (residential uses)	
Existing Uses (+ existing non-conforming zoning) See NOTE 5 for details	Residential: Single Family	Residential: Two to Four Family	Residential: Multi-family / Senior	Mixed-Use: Commercial / Residential	Mixed-Use: Commercial / Industrial	Commercial (includes "Activity Centers")	Institutional	Open Space & Recreational	Mineral Extraction	Industrial	Agricultural / Hobby Farming / Agribusiness	Contains an Environmental Corridor?	Sewered? (Y/N/Partial)	Traditional Neighborhood	Suburban Subdivision	Conservation Subdivision**	Dwelling Units / Acre See NOTE 4 for details
A	A	A	D	D	u	D	A	D	u	u	u	Yes	Yes	D	A	U	SF:2.9 units/ac 2-4F: 6 units/ac 25 units/acre

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

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

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

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

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

The Village has intentions to adopt a new "Village Center" zoning district to guide development within the district consistent with the parameters in Section 6, "Opportunity Areas", and the 2018 "Saxony Village Connectivity Plan".
See all notes on page 42.

Village Center District

Germantown's Village Center has historically served as the heart of the community - a central place for gathering, shopping, and living close to amenities. Over the past years, development in this area has separated the historic main street area from the primary transportation corridors, and very little pedestrian infrastructure exists to connect residents to walkable destinations. The future vision for the Village Center district is to better connect Main Street with Mequon Road through pedestrian and bicycle infrastructure improvements along roadways and the addition/enhancement of multi-use paths.

Village residents and stakeholders have also identified the need for new mixed-use, walkable development patterns in the Village Center District. Redevelopment at any of the intersections along Mequon road could be designed with new housing options and outdoor gathering spaces in mind. Possible redevelopment nodes are identified for the area as well as more detail about a public-private partnership that could bring mixed use housing, retail, and active open space development to Germantown's Village Center.

Finally, residents and stakeholders have clearly identified another overarching goal of development and infrastructure improvements in the Village Center: to better connect to the Menomonee River and the surrounding environmental areas, and to ensure that the river remains accessible for recreation and education as well as protected for long-term sustainability.

The following pages include a summary of key issues that exist within the Village Center as it exists today, as well as guiding principles that the Village should apply to any future redevelopment proposed for the area. To assist the Village in evaluating development proposals, two redevelopment scenarios are included. These scenarios should be considered as illustrations, not a mandated regulation. The scenarios have a very clear illustration of a desired outcome, but the Village must also allow changes to accommodate the desires of specific developers and investors.

Figure 6.2 – Village Center Planning Boundary



Creating A Village Center

An analysis of the existing Village Center identified the following key issues:

- The existing land uses are destination-driven uses and include little-to-no synergies with adjacent uses.
- Existing residential development is disconnected from Village Center destinations.
- It is difficult or unpleasant to walk or bike from one business to the next, thus people who use this area will generally only visit one business and leave.
- There isn't a sense of arrival or central identity to Village Center.
- Main Street lacks connection to adjacent uses and is in need of streetscape enhancements.
- A number of uses exist that are not typically present in "downtown" areas and do not contribute to the attractiveness of the Village Center.

The Village Center recommendations focus on three guiding principles or elements to address the above issues: Making a Neighborhood, Making a Place, and Making Connections.

Making a Neighborhood

While the Village Center primarily caters to auto-oriented commercial uses today, the future vision looks to create a neighborhood: compact, pedestrian-friendly, and mixed-use. Traffic and visits drive success of commercial and retail centers, and providing high-density housing offers additional market, visibility and dynamics to a neighborhood.



Making a Place

Public spaces must be flexible in their design. Placemaking is a collaborative process where community members, business partners, property owners, and the Village work together to reimagine public spaces through urban design, events, and programs. The goal of placemaking projects is to help people feel more connected to places: more excited to walk to lunch, shop locally, and stay/play for extended periods of time.



Making Connections

Great Village Centers are walkable, drivable, and bike-able and include a variety of civic spaces, such as complete streets, plazas, greens, and parks. The future vision looks to better connect Main Street, the Menomonee River, and Mequon Road through a combination of private sector development and public realm improvements.



Village Center Circulation: Future Vision

(see map following page)

- 1 Division Road**
Painted/stripped bike lanes and sidewalk to be added.



- 2 Sylvan Cir**
Shared lane markings, on street parking with differentiated pavement, and sidewalks to be added.



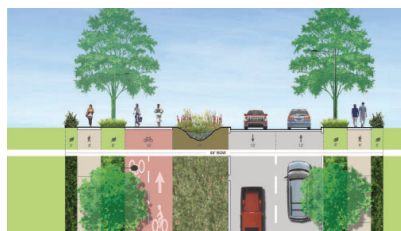
- 3 Main Street (Downtown)**
Highly designed street with pedestrian focus.



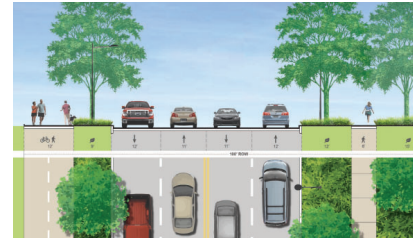
- 4 Western Ave**
Sidepath and sidewalks to be added.



- 5 Squire Drive**
Sidepath and sidewalks to be added.



- 6 Pilgrim Road**
Sidepath and sidewalks to be added.



- 7 Mequon Road**
On-street, separated (buffered) bike lanes
NOTE: Dimensions not specific to Mequon Road



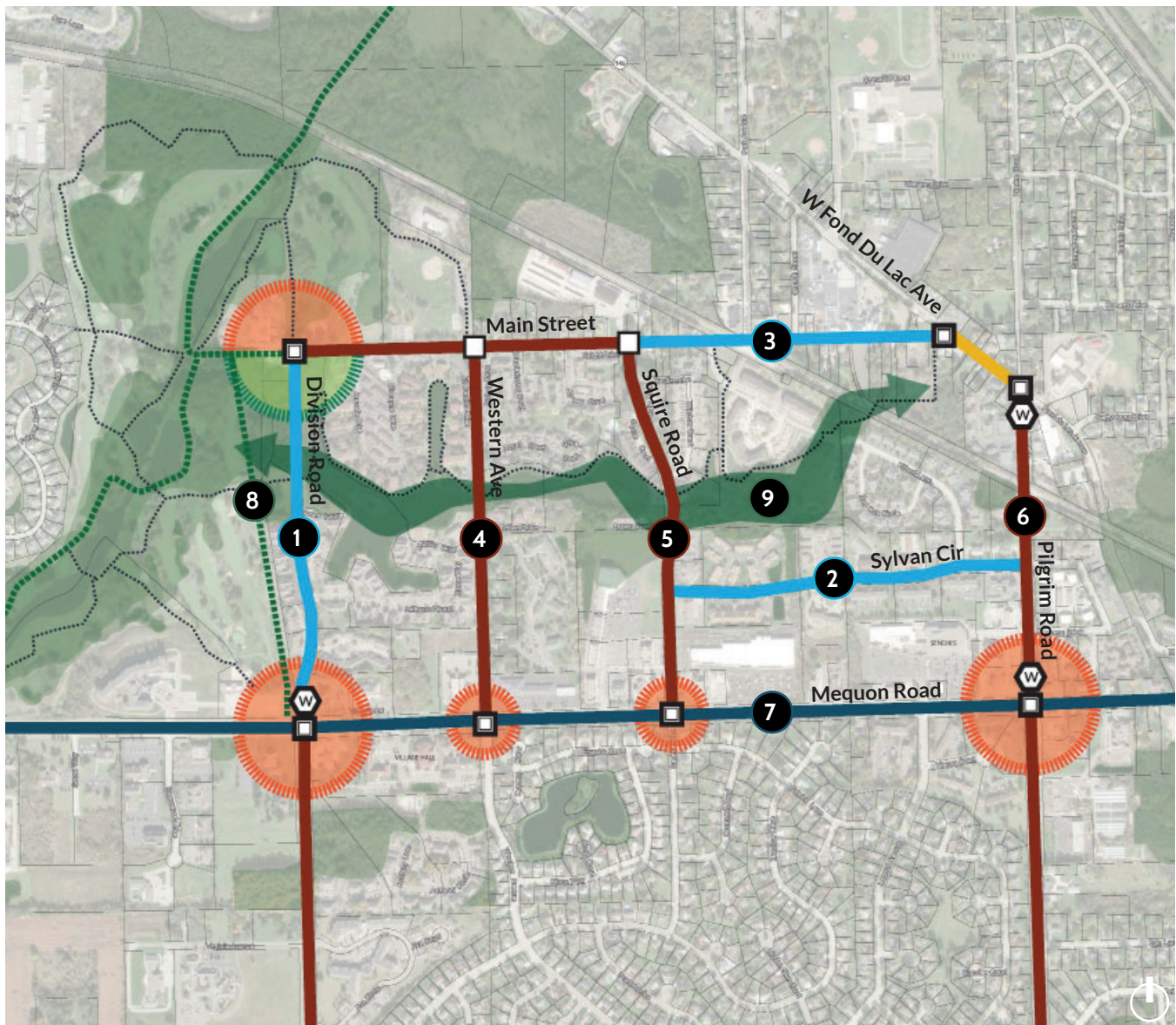
- 8 Allee**
Tree-lined multi-use trail that connects mixed-use development on Mequon Road to park and recreation uses to the north.



- 9 Secondary Trails**
Combination of paved and unpaved paths that connect existing and new residents to retail and recreation destinations throughout Village Center.



Figure 6.3 – Village Center - Circulation and Nodes



- Sidepath
- Separated Bike Lanes or Sidepath
- Paved Shoulder with Sidewalk
- Shared Lane Marking or Bike Lane
- Paved Multi-use Trail
- Secondary Trail (paved & unpaved)



Major Intersection Improvement/Enhancement

Minor Intersection Improvement/Enhancement

Wayfinding/Gateway Signage

Redevelopment Node

NOTE: All streets shall include sidewalks

NOTE: Dimensions are for planning
purposed only

Village Center - Blackstone Development Node

The Blackstone Development Node, named for the existing golf course, is a critical redevelopment opportunity site. The site has high visibility and frontage on Mequon Road, it serves as the terminus or western end cap to the Historic Main Street, and it is home to the incredible natural asset that is the Menomonee River. The physical size of this area along with its location have made this site attractive for redevelopment proposals from the private sector. The Village understands the market attractiveness of this site, and the development illustration on the following page includes a desired vision that balances private sector development, community enjoyment, conservation of natural environment, and access to the Menomonee River.

Key design elements shown in Figure 6.4:

- A walkable, mixed-density development with majority multi-family housing stock (apartments & townhomes).
- Active retail/hospitality uses with residential above in the area visible from Mequon Road.
- Highly-design plaza (splashpad, ice rink, etc) and outdoor seating areas adjacent to retail.
- Transition from tall, mixed-use buildings (south) to mid-rise townhomes (north).
- Duplex or single-family lots to the west.
- An intentional, linear path runs from south to north with a variety of outdoor passive and active recreation amenities. The

critical site design element of this site is connecting Mequon Road to Historic Main Street. This can only be achieved through an intentional combination of built and natural environment.

- Current Village recycling center site (to be relocated) serves as a terminus point to both Historic Main Street and the proposed N-S pathway. The site should be designed to embrace this location and draw people from both directions. Housing along with community-focused retail/institutional uses should be encouraged (nature center, community center, recreation equipment rental, etc.).
- A proposed Menomonee River Trail runs through the site and includes multiple connections to existing roadways and new development
- Additional active recreational activities should be further examined depending on supply of such features elsewhere in the village.



Community Voices

The current sidewalk network in this area is discontinuous and requires crossing Division multiple times and using the neighborhood to access the CTH Q sidewalk system. Would like to see the remainder of the sidewalk along Division connected in the future.

Figure 6.4 – Village Center - Blackstone Development Node

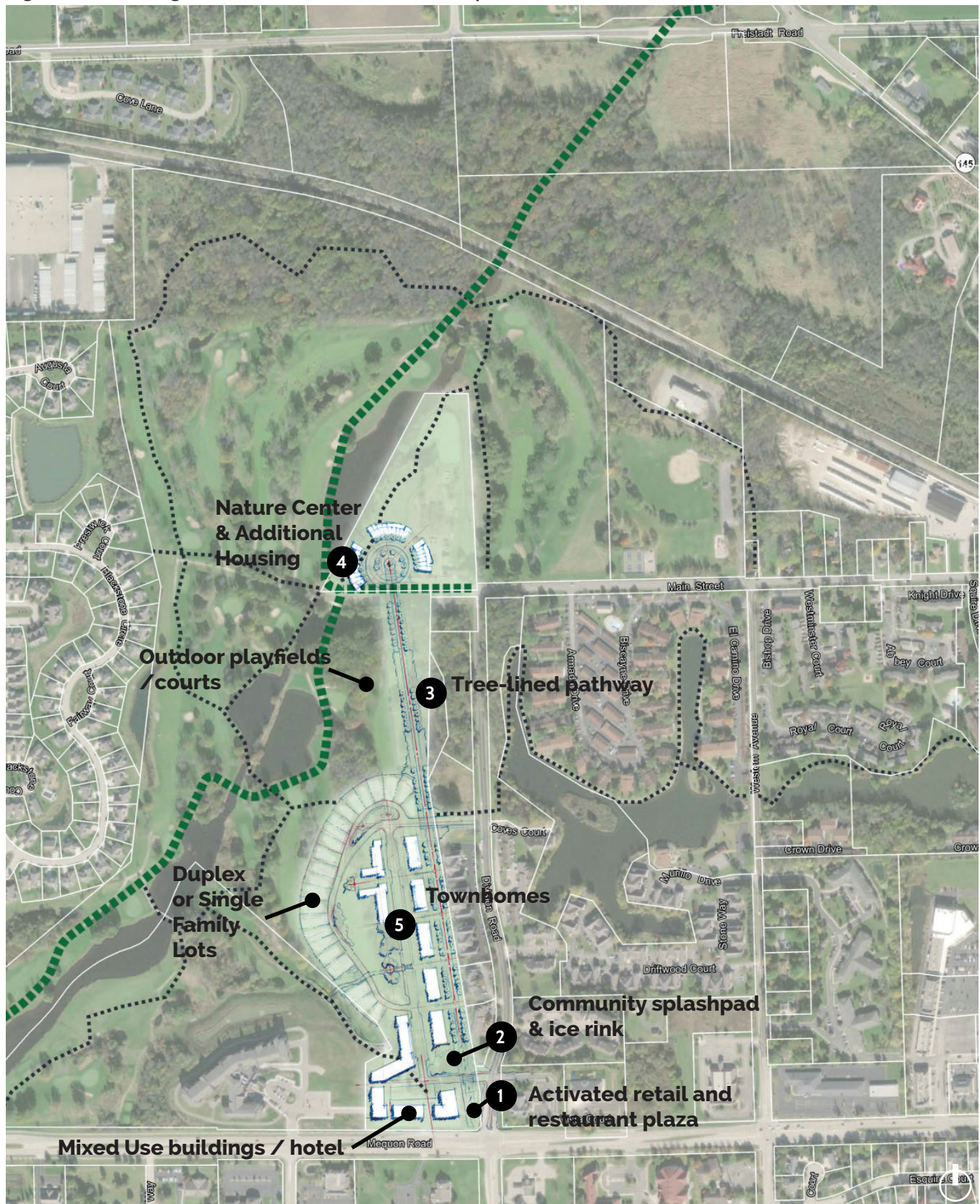
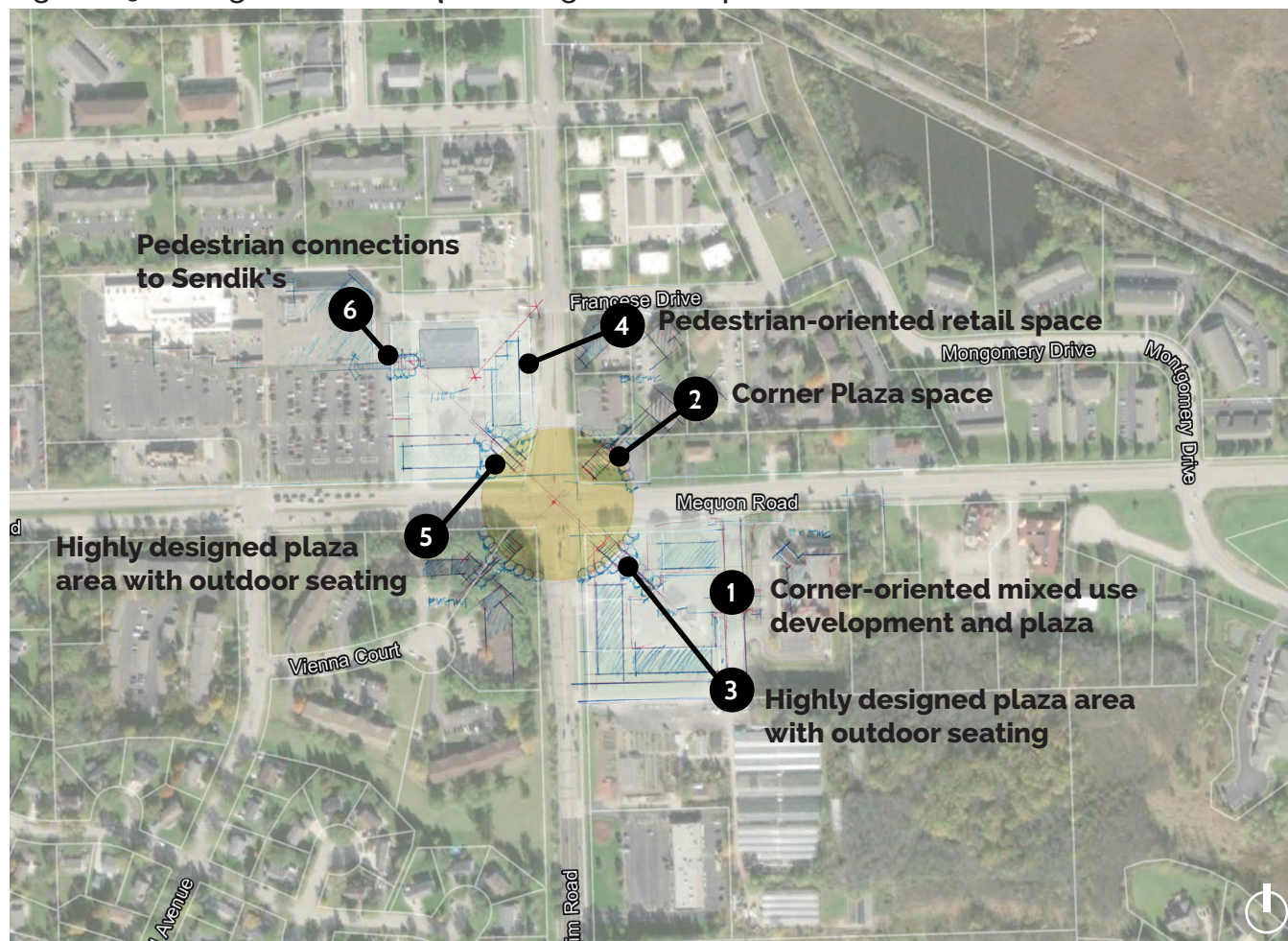


Figure 6.5 – Village Center - Mequon & Pilgrim Development Node



Traditional suburban retail centers are in need of a refresh. A reorientation from “auto-only” to “place-based, pedestrian-friendly” design is the model that thriving retail centers are embracing across the nation. Every major intersection within the Village Center along Mequon Road should look for ways to strategically place buildings that frame outdoor spaces, introduce intentional green/landscaping (vs. left-over 9’ wide parking lot islands), and allow for mixed-use buildings with residential above.



Village Center: Next Steps

In order to realize the vision for Germantown's Village Center, the Village should undertake the following:

1. **Identify key “first project” parcels for development and describe/illustrate multiple opportunities for each:** The more opportunities that can be defined as starting points for development, the more the Village can lower the risk for investors. Overly ambitious plans and visions can discourage developers as unrealistic. Investors prefer communities that show an interest in high quality development but, at the same time, show flexibility and pragmatism in the types of projects they consider desirable. Put another way, investment proposals invariably differ from predetermined community-based “visions”. When such differences occur, the community must express a willingness to negotiate in order to help investors maintain financial success and still meet the Village's long-term vision.
2. **List the key existing conditions (constraints and opportunities) for each parcel:** Key parcel attributes might include traffic counts, current zoning (and the ability to modify zoning), environmental conditions that may be problematic, utilities and access points, transit, other proximity to other local features (both advantages and disadvantages).
3. **Create a phasing plan for infrastructure improvements:** Prioritize infrastructure enhancements that will better connect Main Street with the Menomonee River and Mequon Road.
4. **Document current available subsidies as well as additional subsidies the Village could pursue:** Typically, this includes current TIF districts and the willingness to create new TIF districts as needed. Additional programs and incentives should be explored with an emphasis on mixed-use redevelopment and active pedestrian spaces.
5. **Describe what the Village wants in terms of both short-term and long-term missions:** The key point to emphasize with investors is that the Village's mission is broader and long-term. Consequently, any initial proposals will be evaluated in terms of how easily they support both initial success as well as future long-term options that can be adapted to fit the Village's long-term vision.
6. **Conduct one-on-one meetings with property owners to determine interest in sale or redevelopment of their land:** Create a simple, easy-to-review executive summary that can be used in emails and hard copy handouts. Staff/consultants conducting the interview should have a portfolio of additional information concerning examples and possibilities the Village would like to see.
7. **Evaluate existing regulations and design guidelines:** Amend existing zoning districts, or develop an overlay zoning district, that provides specific regulations and expectations for future development in this area (ex. updated design guidelines with an emphasis on pedestrian space design, prohibit uses such as gas stations that are against desired vision for the area, etc.)