

|                         |                                                                       |
|-------------------------|-----------------------------------------------------------------------|
| <b>MEETING:</b>         | <b>REGULAR MEETING OF THE PLAN COMMISSION</b>                         |
| <b>DATE &amp; TIME:</b> | <b>Monday, July 27, 2026 at 6:30 PM</b>                               |
| <b>LOCATION:</b>        | <b>Germantown Village Hall Board Room<br/>N112 W17001 Mequon Road</b> |

Any member of the body and/or citizen also attend the meeting virtually through the WebEx platform, Meeting #: **2553 216 2843** Password: **qRNIKJrY345** 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=m3e60c9657945a5ad89155bdbfd3c356f>

Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to [comments@germantownwi.gov](mailto:comments@germantownwi.gov) by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration. Previously recorded Village Board Meeting Videos can be viewed at [https://www.youtube.com/channel/UCOYp0EgELzTCa9X\\_iCohyhQ](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/PUBLIC APPEARANCE:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*
- IV. **MEETING MINUTES:**
  - A. PC Minutes 7-13-26 (ACTION)
- V. **NEW BUSINESS:**
  - A. Holy Hill Gateway District Master Plan - Project Kick-off Meeting; Presentation by and Discussion with MSA Professional Services Inc., Project Consultant and Community Development Department Staff (DISCUSSION & POSSIBLE ACTION)
- VI. **ADJOURNMENT:**

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

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

|                       |                                                                       |
|-----------------------|-----------------------------------------------------------------------|
| <b>MEETING:</b>       | <b>REGULAR MEETING OF THE PLAN COMMISSION</b>                         |
| <b>DATE AND TIME:</b> | <b>Monday, July 13, 2026 6:30 PM</b>                                  |
| <b>LOCATION:</b>      | <b>Germantown Village Hall Board Room<br/>N112 W17001 Mequon Road</b> |

### 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.*  
Chairman Soderberg called the meeting to order at 6:30pm.
  
- II. **ROLL CALL:**  
Committee Members Soderberg, Warren, Henk, Tarantino, Fisher and Ewert were present. Also present were Community Development Director Retzlaff, Associate Planner Yanke and Planning Assistant Deb Remich (via Webex). Committee Member Williams was absent excused.
  
- III. **CITIZEN INPUT/PUBLIC APPEARANCE:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*  
No residents came forward to speak.
  
- IV. **MEETING MINUTES:**
  - A. PC Minutes 6-8-26 (ACTION)  
**Motion:** Approve as presented  
**Motioned By:** Bridget Henk  
**Seconded By:** Robert Warren  
**Yes:** Bob Soderberg, Robert Warren, Bridget Henk, Josh Tarantino, Russell Ewert, Brian Fisher  
**No:** None  
**Abstain:** None  
**Motion Passed (Yes 6, No 0, Abstained 0)**
  
- V. **NEW BUSINESS:**
  - A. Emily Abel/Barrel & Bottle, LLC, Agent for HJ Development, Property Owner. Conditional Use Permit application for a 10,540 sqft liquor store that includes a tasting bar and non-distilling operation from property located at N96W18768 County Line Road (former Pier 1 Imports). (PUBLIC HEARING & ACTION)  
Associate Planner Yanke went over the proposal and stated that a liquor store/tasting bar is an allowed use in the B-1 district with a CUP.

Staff recommends approval of the Conditional Use Permit for a 10,540 sqft liquor store that includes a tasting bar (“tavern”) and non-distilling operation from property located at N96W18768 County Line Road, subject to the following conditions:

1. The uses and activities allowed on the property shall be limited to those uses and activities specified in the Conditional Use Permit (CUP) application and supporting documents received May 12, 2006. Days and hours of operation shall be limited to those specified in the CUP supporting documents submitted to the Village.
2. The owner/operator is responsible for reporting any significant changes in the type, intensity, amount, or location of the land uses and activities, days and hours of operation, size or location or other operational characteristics of said uses and activities authorized under this CUP to the Village Zoning Administrator.
3. If the use, activities and/or operation subject of this permit falls out of conformity with the conditions herein, or, where there is a change in the nature, character, intensity or extent of the activities or uses which causes problems or harmful effects that were not anticipated at the time of approval of this CUP, the Conditional Use Permit (CUP) may be modified or terminated by the Village Board by the amendment to or addition of conditions after public hearing thereon.
4. All temporary and permanent exterior signs require a permit and shall comply with all current sign regulations. Off-premises advertising and directional signage is regulated by the Village and requires a permit if/when allowed.
5. All future site improvements, including all building, parking area, landscaping, storm water management facilities, signage, exterior lighting, and any other improvements made to or on the property that are necessary for the land uses and activities authorized under this CUP shall be submitted for review and approval by the Village through the Zoning Permit or Site Plan application process as determined by the Village Zoning Administrator. If required, Site Plan review and approval will include Plan Commission review and approval.
6. State agency (DSPS) approved plans and a \$20,000 occupancy bond are required by Inspection Services. The Village of Germantown is an authorized delegated agent of DSPS and may be used as an alternative to provide all commercial plan review and inspection services through SAFEBuilt of WI and the Village of Germantown.
7. The owner/operator shall be responsible for obtaining any/all liquor license(s) required under State statutes and/or Village ordinances, and, complying with same for the facility. The owner/operator is responsible for contacting the Village Clerk’s Office to initiate any license applications separate from the Conditional Use Permit approval process, as deemed necessary/required.
8. Pursuant to Section 17.47 of the Zoning Code, if the Village observes and/or receives complaints regarding negative impacts associated with and/or created by business-related activities conducted on the property, including but not limited to noise, dust or other airborne materials, the Property

Owner/Operator shall work with the Village to identify the source of such impact(s), evaluate alternative mitigation measures, and implement a mutually-agreeable solution to mitigating the impact(s).

9. This Conditional Use Permit (CUP) shall be non-transferable. In the event there is a change in the owner/operator of the facility for which this CUP was issued, this CUP shall become null and void. If a new owner/operator wants to operate a liquor store with a tasting bar ("tavern"), a new CUP would have to be obtained pursuant to Sections 17.28 and 17.42 of the Zoning Code to operate said business from this property.

Chairman Soderberg opened the public hearing at 6:35pm.

No residents came forward to speak.

Chairman Soderbert closed the public hearing at 6:36pm.

**Motion:** Approve as presented

**Motioned By:** Robert Warren

**Seconded By:** Brian Fisher

**Yes:** Bob Soderberg, Robert Warren, Bridget Henk, Josh Tarantino, Russell Ewert, Brian Fisher

**No:** None

**Abstain:** None

**Motion Passed (Yes 6, No 0, Abstained 0)**

- B. Jessica Poppert/Poppert Preschool North, Agent for Lindsay Mongoven and West Pointe Capital, LLC, Property Owner. Conditional Use Permit application for a change of ownership for an existing daycare center/preschool located at W164N11310 Squire Drive. (PUBLIC HEARING & ACTION)

Associate Planner Yanke stated that this CUP is for a change of ownership due to a non-transferable condition in the original CUP. This operation is in a B-1 district and is an allowed use with a CUP and the only change is an increase from 148 to 170 children maximum.

Staff recommends approval of the Conditional Use Permit for the operation of a child care, daycare, or preschool center at W164N11310 Squire Drive, subject to the following conditions:

1. The uses and activities allowed on the property shall be limited to those uses and activities specified in the Conditional Use Permit (CUP) application documents received June 16, 2026.
2. The total number of children allowed on site shall not exceed 170. Hours of operation shall be Monday to Saturday 6:30AM – 6:00PM.
3. The owner/operator and daycare facility shall remain in continuous compliance with all applicable State and Federal regulations and licensing, allowing that they may be more restrictive than local Village regulations.
4. The owner/operator is responsible for reporting any significant changes in the type, intensity, amount, or location of the land uses and activities, days and hours of operation, size or location or other operational characteristics of said uses and activities authorized under this CUP to the Village Zoning Administrator.

5. If the use, activities and/or operation subject of this permit falls out of conformity with the conditions herein, or, where there is a change in the nature, character, intensity or extent of the activities or uses which causes problems or harmful effects that were not anticipated at the time of approval of this CUP, the Conditional Use Permit (CUP) may be modified or terminated by the Village Board by the amendment to or addition of conditions after public hearing thereon.
6. All temporary and permanent exterior signs require a permit and shall comply with all current sign regulations. Off-premises advertising and directional signage is regulated by the Village and requires a permit if/when allowed.
7. All future site improvements, including all building, parking area, landscaping, storm water management facilities, signage, exterior lighting, and any other improvements made to or on the property that are necessary for the land uses and activities authorized under this CUP shall be submitted for review and approval by the Village through the Zoning Permit or Site Plan application process as determined by the Village Zoning Administrator. If required, Site Plan review and approval will include Plan Commission review and approval.
8. Pursuant to Section 17.47 of the Zoning Code, if the Village observes and/or receives complaints regarding negative impacts associated with and/or created by business-related activities conducted on the property, including but not limited to noise, dust or other airborne materials, the Property Owner/Operator shall work with the Village to identify the source of such impact(s), evaluate alternative mitigation measures, and implement a mutually-agreeable solution to mitigating the impact(s).
9. This Conditional Use Permit (CUP) shall be non-transferable. In the event there is a change in the owner/operator of the daycare/preschool center for which this CUP was issued, this CUP shall become null and void. If a new owner/operator wants to operate a daycare/preschool center, a new CUP would have to be obtained pursuant to Sections 17.28 and 17.42 of the Zoning Code to operate said business from this property.

Chairman Soderberg opened the public hearing at 6:40pm.

No residents came forward to speak.

Chairman Soderberg closed the public hearing at 6:41pm.

**Motion:** Approve as presented

**Motioned By:** Robert Warren

**Seconded By:** Josh Tarantino

**Yes:** Bob Soderberg, Robert Warren, Bridget Henk, Josh Tarantino, Russell Ewert, Brian Fisher

**No:** None

**Abstain:** None

**Motion Passed (Yes 6, No 0, Abstained 0)**

- C. Keller, Inc., Agent for F Street Germantown LLC, Property Owner N104 W12631 Donges Bay Road. Site Plan application for a 142,295 sqft multi-tenant light industrial building. (ACTION)

Director Retzlaff went over the proposed site plan and stated that the site is zoned M-1 and is part of the larger 37 acre F Street property. This building is very similar to the existing building in the development.

Staff recommends approval of the site development and building plans for a 142,295 sqft multi-tenant, light industrial building on the 13.25-acre F Street parcel located in the Town 9 Business Park (TID#9) subject to the following conditions:

1. This approval is subject to all the conditions and requirements set forth herein and adopted by the Plan Commission. Approval is granted for the following plans unless superseded by subsequent plan sheets approved by Village Staff pursuant to revisions required herein and/or by the Plan Commission:
  - a. *Architectural plans w/ revision date May 1, 2026;*
  - b. *Civil Engineering plans w/ revision date July 7, 2026;*
  - c. *Landscaping plans w/ revision date July 7, 2026;*
  - d. *Lighting plans (photometric plan) w/ revision date June 3, 2026;*
  - e. *Storm Water Management Report w/ revision date July 6, 2026*

If revised plan sheets are necessary, each revised sheet shall contain the date of said revision clearly stamped in the lower right corner.

2. All landscaping, screening, grading, and paving improvements shown on the approved site plans shall be installed as proposed prior to issuance of an occupancy permit unless a cash bond or letter of credit in an amount equal to 120 percent of the estimated installation and material costs reviewed and approved by the Village is submitted to the Village as necessary to ensure that installation of the proposed features and improvements will be completed within one (1) year after issuance of the occupancy permit for the shell building.
3. All exterior doors (except primary entrance) shall be clearly marked with reflective 5" or larger letters/numbers to aid emergency personnel access as required by the Police Department.
4. All outstanding items and issues identified by Village Staff in the following review memos shall be resolved and reflected in additional information and/or revised plans submitted to Staff for further review, comment and approval prior to commencing construction or issuance of building permits (excluding "early start" site clearing and footing/foundation work approved by the Village and/or WI DSPS):
  - a. June 26, 2026, memo from Tim Zimmerman, Public Works Director
5. The building will require a separate sanitary sampling manhole installed per Village Code with no direction change in manhole.
6. State agency (DSPS) approved plans and a \$20,000 occupancy bond are required by Inspection Services at the time of building permit application.

The Village of Germantown is an authorized delegated agent of DSPS to provide all commercial plan review and inspection services through SAFEBuilt of WI and the Village of Germantown.

7. Dumpster enclosures shall be designed to meet the Village's dumpster enclosure guidelines. Future tenants shall be required to provide proposed dumpster enclosure plans for review and approval by the Village Planner prior to issuance of an occupancy permit for the tenant.
8. Future tenants shall provide a roof plan with the location of all roof-mounted HVAC units and any other roof-mounted equipment along with sightline diagrams as part of all future building "build out" plans. RTU's shall be screened from view by line of sight at 5' above grade from all property lines around the building and the centerline of the adjacent roadways (Donges Bay Road, Wasaukee Road and Town 9 Parkway). If RTU's cannot be hidden from view, screen walls or other mutually acceptable features intended to shield the view of said RTU's shall be submitted to the Village Planner (or Plan Commission if determined necessary by the Village Planner) for review and approval prior to build-out construction and tenant occupancy.
9. The Village's minimum street tree requirements (1 per 50 feet of road frontage) require a minimum of (24) deciduous street trees along Donges Bay Road and (26) along Wasaukee Road. Street trees along both Donges Bay Road and Wasaukee Road were installed as part of Phase 1/Building #1 construction. However, most of the street trees (29 out of 54) are either dead or were not installed as presented on the landscape plan Sheet L9.0. All of the dead and missing trees identified on sheet L9.0 shall be replaced in accordance with the Village's Comprehensive Tree Plan and street tree requirements. Also, all of the shrubs installed during Phase 1 construction on the east side of the future parking lot on the east side of Building #2 are also dead and shall be replaced in accordance with the landscape plan.
10. The Planting Schedule on Sheet L9.0 of the landscape plan shall be revised to include the size of plantings at the time of installation, similar to the schedule on sheet L1.3. The minimum sizes at time of planting shall be not less than the following: 2" caliper for deciduous canopy trees; 1.5" for ornamental understory trees; 6'-8' for evergreen trees; and #5 gal. for all shrubs.
11. Right-of-way permits are required for any/all construction conducted in the Donges Bay, Wasaukee Road and Town 9 Parkway rights-of-way. Contact the Public Works Department/Highway Superintendent for permit submittal requirements.
12. All permanent signage, including any wall signage and monument/ground signage will require separate sign permit review and approval by the Plan Commission.

Discussion Followed. Committee members wanted to know the timing of the replacement of the existing dead trees and Retzlaff stated that will happen before the Certificate of Occupancy Bond is returned to the developer, potentially in spring.

**Motion:** Approve with conditions as listed in the revised staff report as presented

**Motioned By:** Brian Fisher

**Seconded By:** Robert Warren

**Yes:** Bob Soderberg, Robert Warren, Bridget Henk, Josh Tarantino, Russell Ewert, Brian Fisher

**No:** None

**Abstain:** None

**Motion Passed (Yes 6, No 0, Abstained 0)**

- D. Melissa & Dan Mulcahy, Property Owners - N106W14764 Harrison Circle. Request for a variance from the architecture and exterior materials requirement under Section 17.41(2a) of the Zoning Code for a detached accessory building. (ACTION)

Director Retzlaff went over the proposal which would allow for a metal roof and an alternate architecture than required.

Staff recommends denial of the requested variance to allow the proposed "high barn" architecture with a gambrel-style roof (in favor of the contemporary architecture with gable-style roof as shown in the application materials).

Staff recommends approval of the requested variance to allow a metal roof.

Discussion followed. Committee members were concerned about making changes to Mulcahy's requested variance for architecture without the resident being present. Yanke read aloud an email from the applicant that stated they would like a decision made tonight with or without the changes they would like so they can move forward with their purchase.

**Motion:** Approve gable style shed as presented and allow variance for a metal roof

**Motioned By:** Brian Fisher

**Seconded By:** Josh Tarantino

**Yes:** Bob Soderberg, Robert Warren, Bridget Henk, Josh Tarantino, Russell Ewert, Brian Fisher

**No:** None

**Abstain:** None

**Motion Passed (Yes 6, No 0, Abstained 0)**

- E. Sign & Lines by Stretch, Agent for Van Meter and Zilber Property Group, Property Owner. Sign Review application for Van Meter at W210N12805 Gateway Crossing. (ACTION)

Staff recommends approval of the proposed sign package for Van Meter for property located at W210N12805 Gateway Crossing.

**Motion:** Approve as presented

**Motioned By:** Robert Warren

**Seconded By:** Bridget Henk

**Yes:** Bob Soderberg, Robert Warren, Bridget Henk, Josh Tarantino, Russell Ewert, Brian Fisher

**No:** None

**Abstain:** None

**Motion Passed (Yes 6, No 0, Abstained 0)**

F. Bill Numrich, Agent for Eastern Kettle Moraine Moose Lodge 1238, Property Owner. Zoning Permit application to construct a detached accessory storage building (24' x 30') on property located at W198N10217 Appleton Avenue. (ACTION)

Associate Planner Yanke went over the proposal for a new accessory storage building and stated that the removal of the shipping container onsite within 6 months was a condition of their recently approved CUP. Due to the plain metal materials and lack of landscaping, staff is looking for feedback from the Plan Commission as the Architectural Review Board for this type of building as far as architecture and landscaping requirements.

Staff recommends Tabling/Postponing the Zoning Permit application submitted by Eastern Kettle Moraine Moose Lodge 1238, for a new detached accessory storage building (24' x 30') on property located at W198N10217 Appleton Avenue. This action is recommended unless/until a revised set of building plans showing enhancements to the architectural appearance/materials of the building are submitted by the applicant, in addition to a proposed landscape plan, as deemed satisfactory by the Plan Commission.

Discussion followed. Committee members discussed different options including; adding a metal panel between the doors to break up the front facade; add architectural interest including wainscoting to the same facade; roof and door colors should match. Also include landscape screening of deciduous or evergreen trees to screen along the eastern property line going south from the parking lot. The screening would run from the corner of the parking lot to the southeast to the last RV parking stall which would make the site look better and also be cost-effective.

**Motion:** Table until revised site plan is submitted addressing recommended changes by PC.

**Motioned By:** Russell Ewert

**Seconded By:** Josh Tarantino

**Yes:** Bob Soderberg, Robert Warren, Bridget Henk, Josh Tarantino, Russell Ewert, Brian Fisher

**No:** None

**Abstain:** None

**Motion Passed (Yes 6, No 0, Abstained 0)**

**VI. COMMUNITY DEVELOPMENT DIRECTOR'S REPORT:**

Director Retzlaff went over a few updates on proposed development projects.

**VII. NEXT MEETING DATE:**

July 27th, 2026 at 6:30pm.

**VIII. ANNOUNCEMENTS:**

None.

**IX. ADJOURNMENT:**

Chairman Soderberg adjourned the meeting at 7:28pm.

## **BUSINESS OF THE PLAN COMMISSION**

MEETING DATE: July 27, 2026

PLACEMENT: Presentation

ITEM TITLE: Holy Hill Gateway District Master Plan - Project Kick-off Meeting; Presentation by and Discussion with MSA Professional Services Inc., Project Consultant and Community Development Department Staff (DISCUSSION & POSSIBLE ACTION)

SUBMITTED BY: Jeff Retzlaff, Community Dev. Director

### SUMMARY EXPLANATION:

As discussed previously with the Plan Commission, the Holy Hill Gateway District project is one of the more important neighborhood "master plans" specified in the Implementation Chapter of the 2050 Comprehensive Plan. With that in mind, the Plan Commission revised the short list of priorities late last fall and directed staff to begin work on the Holy Hill Gateway District master plan in 2026. In May, the project consultant, MSA Professional Services Inc., (MSA) met with Village staff for a team "kick-off" meeting to begin gathering "existing conditions" data, conducting an overall market study specific for the District, and preparing a timeline for the community engagement activities and future public meetings.

Tonight's meeting will serve as the "official" kick-off meeting for the Plan Commission to reacquinte them with the purpose, project scope, community engagement activities, and project schedule. According to the agenda, status of the market study will also be discussed along with an exercise to help the PC identify what it feels are existing issues & opportunities within and affecting the District.

### ATTACHMENT:

1. Holy Hill Gateway District MP-PC Kickoff Mtg Agenda Packet7-21-26
2. Holy Hill Gateway District MP-Project Schedule-REVISED June 2026
3. 2050 Plan-Holy Hill Gateway District Profile & Future Land Use Vision

### STAFF RECOMMENDATION:

### ACTION BY COMMITTEE:



## MEETING AGENDA

### **Germantown Holy Hill Gateway District Master Plan, Kick-off Meeting**

Village of Wrightstown, WI

**July 27, 2026 @ 6:30pm**

#### ***Meeting Purpose:***

This meeting will serve as the official kick-off for the Village of Germantown Holy Hill Gateway District Master Plan.

#### **1. Introductions**

- a. MSA Project Team
  - i. Olivia Bolton – Assistant Planner, Project Lead
  - ii. Laurie Miller-Facey – Project Manager
  - iii. Stephen Tremlett – Team Leader & Urban Design
  - iv. Brian Wiedenfeld – Associate Planner, Market Study Lead

#### **2. Overview of Project Scope & Schedule**

- a. **June & July 2026** – Project Preparation & Existing Conditions
  - i. Data Collection & Site Visit
  - ii. PC Meeting #1 (Today!)
- b. **August 2026** – Visioning & Market Conditions
  - i. Launch Online Mapping Tool
  - ii. Development Focus Group (Review Market Conditions)
  - iii. Stakeholder Interviews (Visioning)
  - iv. Detailed Market Study
  - v. Public Open House #1 (Visioning)
- c. **September & October 2026** – Preliminary Land Use Concepts
  - i. Neighborhood Workshop for Issues & Opportunities
  - ii. Development Focus Group (Concept Review)
  - iii. Public Open House #2 (Concept Review)
  - iv. Pop Up Booth Event
  - v. Online Survey
  - vi. PC Meeting #2
- d. **November & December 2026** – Master Plan Drafting
  - i. PC Meeting #3
- e. **January 2027** – Full Draft Plan
  - i. Public Open House #3 (Full Draft Review)
  - ii. PC Meeting #4

f. **February 2027** – Plan Approval

- i. PC Meeting #5
- ii. Village Board Adoption

3. **Initial Planning Efforts / Today's Meeting Activities**

a. **Planning for Public Engagement**

- i. Early August: Focus Group 1 & Interviews with key Stakeholders & Landowners
- ii. Open House Thursday, August 27<sup>th</sup> @ Germantown Library

b. **Market Study**

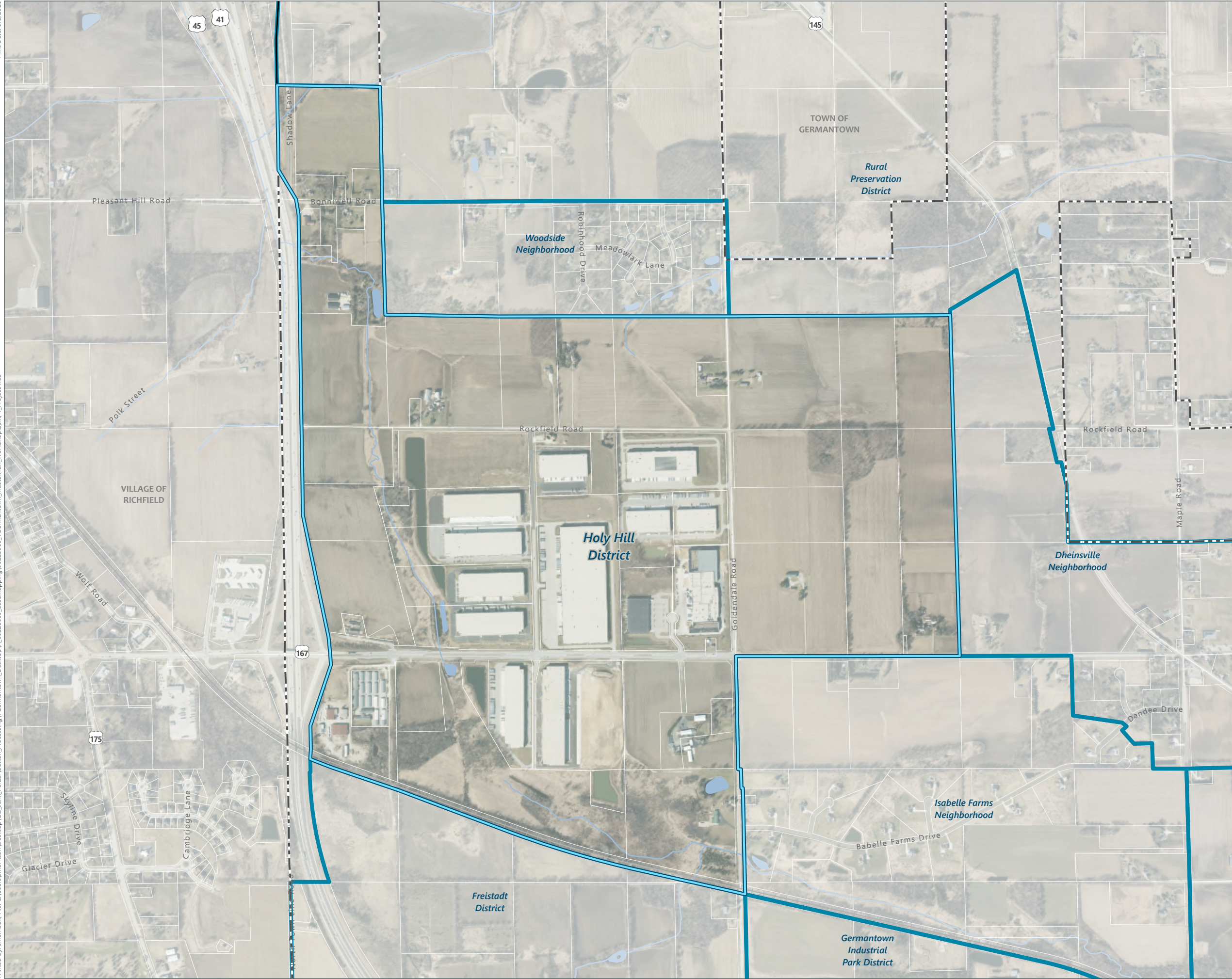
- i. Preliminary Findings

c. **Existing Conditions**

- i. Community Data & Mapping
- ii. Planning Area Identification
- iii. Activity: Identifying Issues & Opportunities

4. **Next Steps / Action Items**

- a. Finalize Drafts for Existing Conditions Chapters
- b. Prep for Public Open House, Focus Group, and Interviews
- c. Preliminary Land Use Concepts
- d. Next Meeting **October 26<sup>th</sup> @ 6:30 pm**
  - i. Public Engagement Results
  - ii. Detailed Market Study Report
  - iii. Preliminary Land Use Concepts
- e. Any other questions concerns?

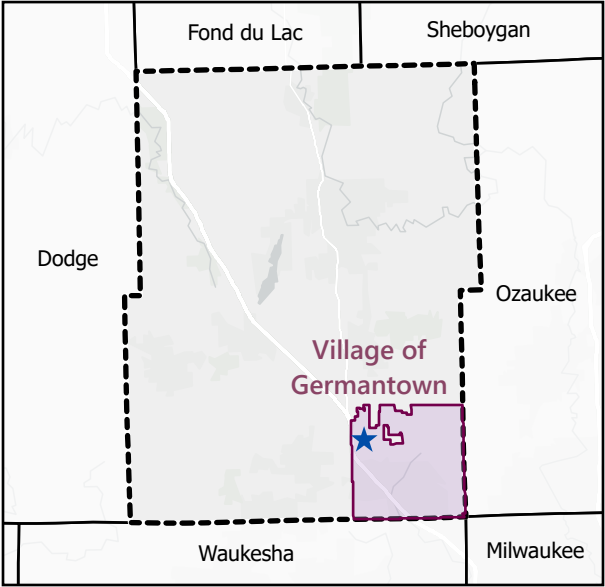


# Project Area

## Holy Hill Gateway District Master Plan

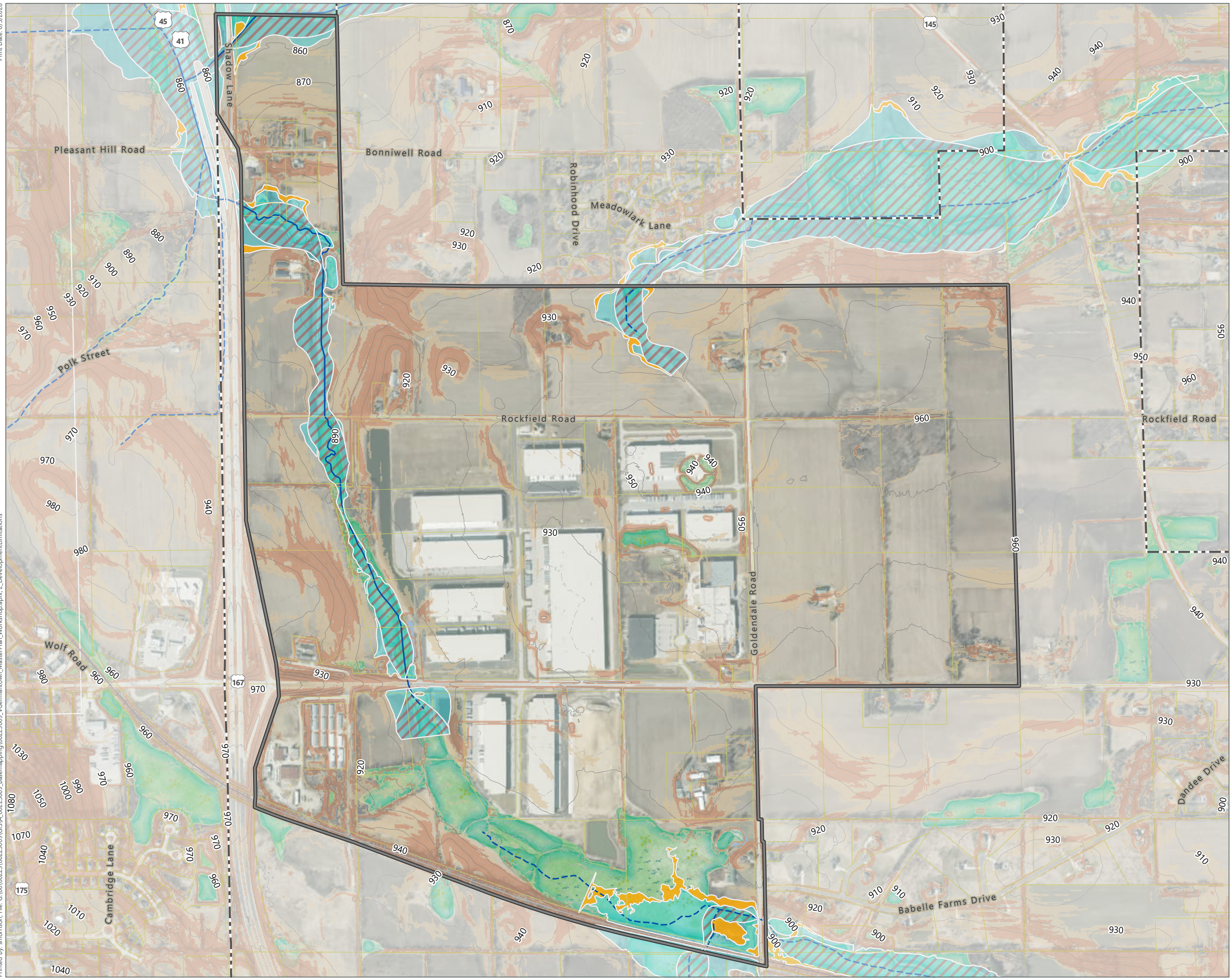
### Village of Germantown Washington County, Wisconsin

-  Holy Hill District
-  Surrounding District
-  Village of Germantown
-  Surrounding Municipality



Data Sources:  
Wisconsin State GIS Data (Streaming, 2026)WisDOT (Streaming, 2026)Wisconsin Department of Transportation (WisDOT), Walworth County Land Information Office, Wisconsin DOT, Product of the Version 11 Statewide Parcel Map Database Project (V11). Created by: The Wisconsin State Cartographer's Office, Administrated by: The Wisconsin Land Information Program (WLIP) at the Department of Administration (DOA), Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community





# Development Limitations

Holy Hill Gateway District  
Master Plan

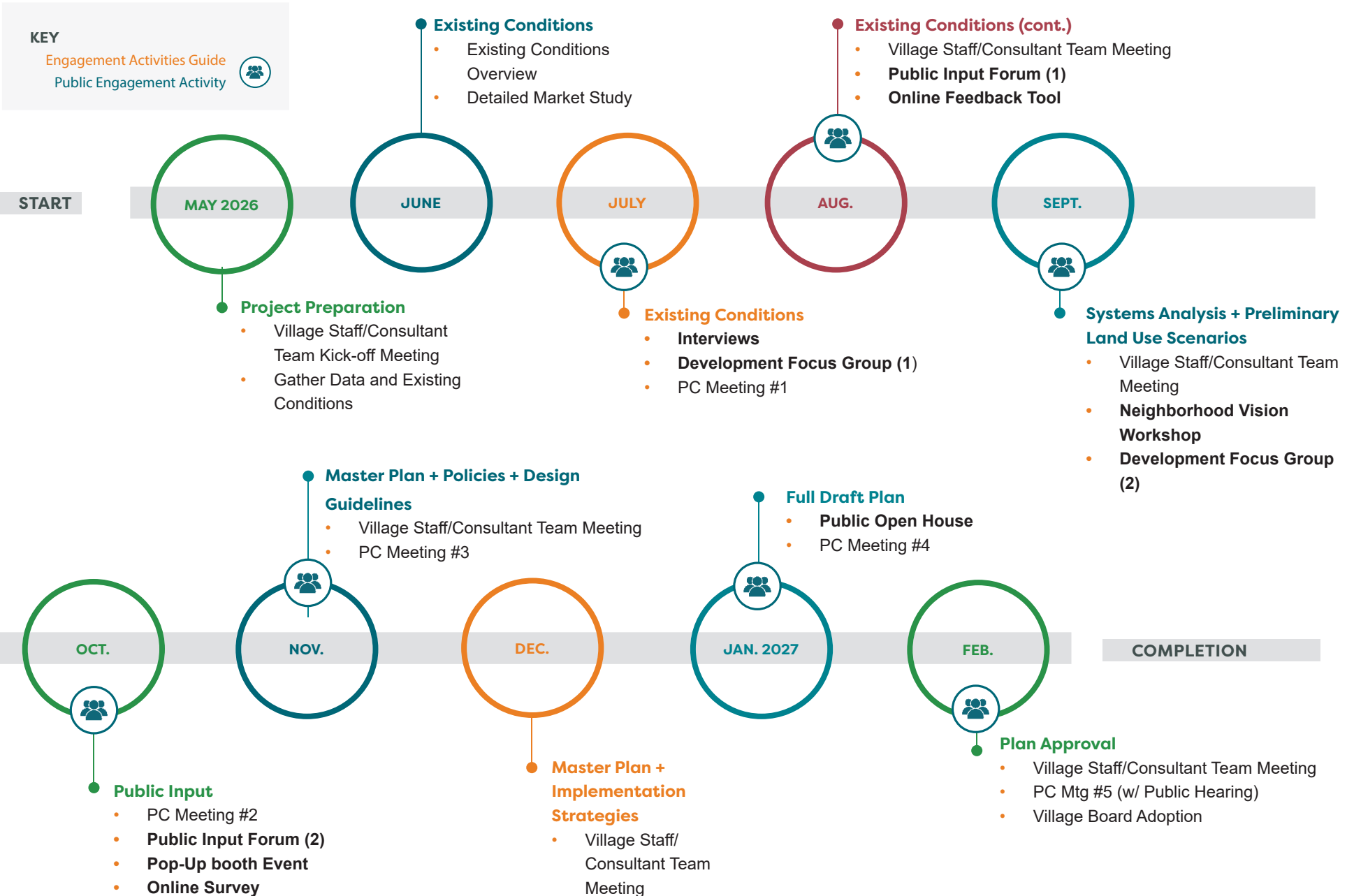
**Village of Germantown**  
**Washington County, Wisconsin**

- Holy Hill District
- Village of Germantown
- Parcel Boundary
- Perennial/Primary Waterway
- Intermittant/Fluctuating Waterway
- Flood Hazard Zone Line
- 5-ft Contour
- 10-ft Contour
- Wetland Area (DNR)
- Steep Slopes**
  - 12-20% Slope
  - >20% Slope
- Flood Zone Designation**
  - 1% Annual Chance Flood Hazard
  - Regulatory Floodway
  - 0.2% Annual Chance Flood Hazard

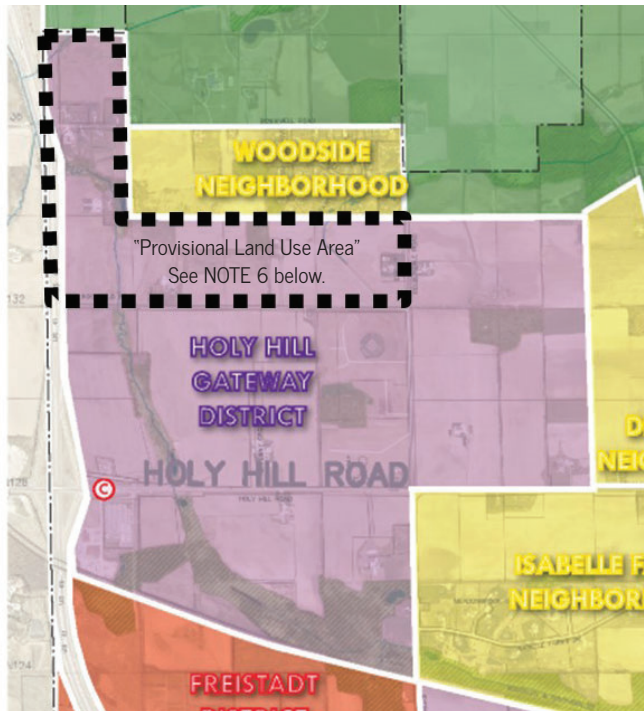
*Data Sources:*  
Wisconsin State GIS Data (Streaming, 2026), WDNR (2026)  
Washington County GIS (2026), DEM/Steep Slopes (LiDAR, 2017),  
Washington County Aerial (2024), WisDOT (Streaming, 2026)  
Wisconsin Department of Transportation (WisDOT), Walworth County  
Land Information Office, Wisconsin DOT, Product of the Version 11  
Statewide Parcel Map Database Project (V11). Created by: The Wisconsin  
State Cartographer's Office, Administrated by: The Wisconsin Land  
Information Program (WLIP) at the Department of Administration (DOA)

## PROPOSED TIMELINE

MSA anticipates the following estimated project schedule to meet the ten-month proposed timeline:



# Holy Hill Gateway DISTRICT



## GENERAL CHARACTER

The Holy Hill Gateway District is predominantly undeveloped but intended to be an industrial and mixed-use commercial district comprised predominantly of light industrial uses, warehouse, corporate office uses, and service-commercial uses. A portion of the district lies within Tax Incremental District (TID) No. 8. Existing development includes personal storage and highway-oriented commercial uses at the Holy Hill road interchange, a trucking and warehouse operation at the Holy Hill @ Goldendale Road intersection, and light industrial and warehousing uses in the Gateway Corporate Park north of Holy Hill Road and west of Goldendale Road. The existing zoning of the currently undeveloped parcels in the district is predominantly A-1: Agricultural.

## SPECIAL FEATURES

**Transportation** The Holy Hill Gateway District is located at the Holy Hill Road interchange with I-41. The district is generally bounded by I-41 to the west, the Woodside neighborhood to the north, the Dheinsville Neighborhood to the east, and the

WSOR railroad to the south.

**Environmental, Natural & Agricultural** Goldendale Creek, a tributary to the Menomonee River, and associated environmental corridor runs along the north side of the WSOR railroad in the southern part of the district. Rockfield Creek, a separate tributary to Little Cedar Creek, runs north-south through the district parallel to I-41.

**Public Park, Education, Safety & Utility** Village sewer and water currently serves a portion of the Holy Hill Gateway District. The system has capacity to serve the entire district upon further extension.

## PREFERRED LAND USE

The Holy Hill Gateway District is intended to develop as an industrial, warehousing and mixed-use commercial district with light industrial, warehouse, hospitality, corporate office uses. Community-scale retail and service-related commercial uses are intended to locate at the Holy Hill Road interchange (except for “big box” retail) and neighborhood-type commercial uses at the Holy Hill Road/Frontage Road intersection. The potential for mixed-use commercial with high-density is desirable for land adjacent to and along the I-41 corridor. See the Economic Development Section of this Plan for more information on future land uses within the Holy Hill Gateway District.

**Industrial and Warehousing** Development in the Holy Hill Gateway District created potentially negative impacts on the surrounding rural areas. Residents and property owners demand that future industrial, warehousing, and commercial development not expand beyond Rockfield Road to the North and Goldendale Road to the East. In addition, residents have requested that regardless of where the ultimate district boundary is established, the Village needs to develop specific and substantial setback and buffering requirements for future development of the land within the district that is

## PREFERRED FUTURE LAND USE

### Holy Hill Gateway District

| Preferred Future Land Uses                                                  |                            |                                 |                                    |                                     |                                    |                                          |               |                           |                    |            |                                             | Enviro<br>Corr.                     | SSA                    | Preferred<br>Site Design |                      |                            | Maximum<br>Density<br>(residential uses)        |
|-----------------------------------------------------------------------------|----------------------------|---------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------------|---------------|---------------------------|--------------------|------------|---------------------------------------------|-------------------------------------|------------------------|--------------------------|----------------------|----------------------------|-------------------------------------------------|
| Existing Uses ( + existing non-conforming zoning)<br>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<br>See NOTE 4 for details |
| A                                                                           | u                          | u                               | D                                  | D                                   | D                                  | A                                        | A             | A                         | u                  | D          | u                                           | Yes                                 | Yes                    | -                        | -                    | -                          | 25 units/acre                                   |

adjacent to the Rural Preservation District, Woodside Neighborhood, Dheinsville Neighborhood, and Isabelle Neighborhood. The Village intends to develop and adopt specific setback, buffering, lighting, noise, and other development requirements in the Zoning Code to mitigate potential negative impacts associated with future development in this and other districts.

**Master Planning** A detailed master plan will be developed for the Holy Hill Gateway District (see Implementation Plan: Economic Development Objective #1). Until the master plan is prepared and incorporated into the Future Land Use component of the 2050 Comprehensive Plan, the preferred land uses allowed in and future development of the area bounded by Rockfield Road, Goldendale Road, the Woodside Neighborhood, the Town of Germantown,

|     |                                                                                                                                                                                                                            |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| D = | <b>Desirable</b> – These uses should be encouraged because they are consistent with, support, and enhance the desired character of the area.                                                                               |
| A = | <b>Allowable</b> – 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 = | <b>Undesirable</b> – These uses should not be encouraged but may still be acceptable for the area under special circumstances.                                                                                             |

and I-41 shall be limited to only the land uses and development allowed under the "Agricultural/Conservation Residential" land use designation in the former 2020 Comprehensive Plan (see "Provisional Land Use Area" as shown on the Future Land Use Map). The "Agricultural/Conservation Residential" designation allows agricultural uses and single-family residential uses with a maximum density and minimum lot size of 1 dwelling per 5 acres.

**NOTE 6:**

Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres.

See all notes on page 42.

## Holy Hill Gateway District/ Freistadt District

The land surrounding Holy Hill Road to the north and south has been in demand for new industrial development and growth in the Village. New businesses in this area include the Gateway Corporate Park, Capstone 41 Business Park, Dielectric Manufacturing, and Illing Packaging, which are located north of Holy Hill Road and west of Goldendale Road. It is anticipated that this demand will continue, and that more development and land conversion from agricultural to industrial land use will take place as a result. However, the exact areas that should be developed as part of the emerging industrial park is in question, as well as the design of those industrial buildings themselves.

As the Village plans future land use in this area, important considerations include the existing residential development to the southeast of the industrial development, the fact that much of the area already falls within the Village's sewer service area, and the desired character of the Holy Hill and Goldendale Road corridors, both for vehicles and for cyclist and pedestrians.

Through the comprehensive planning process, the Village has determined that the land in this area should be developed as a combination of Light Industrial, Commercial Warehousing, and High Density Multi-family Residential, primarily. Commercial development, potentially including multifamily housing if it is developed alongside community amenities and with a walkable format, is also a potential use along I-41. Medium Density Residential areas are envisioned as conservation subdivisions, which allow clustering of residential lots around areas of environmental areas. These districts are also deemed suitable for potential "next generation" housing opportunities provided that the Village qualifies under the Washington County's regional affordable housing ownership initiative. These subdivisions will allow a transition in development intensity between the industrial uses and the more rural and agricultural residential areas in this part of the Village.

Additionally, the area includes a vision for a regional trail network along existing environmental corridors and newly created regional stormwater corridors. This trail network will serve as an amenity to existing and future uses and serve as a physical connection for residents and businesses to the Village Center.



### Community Voices

I understand the Holy Hill area is designated industrial...which is fine. I think it can be more thoughtful when looking at architectural styles, green space setbacks and parking in the rear of the buildings off the road. Include water features and walking paths in the front of the buildings in the green space. It would make a much more desirable area for all.

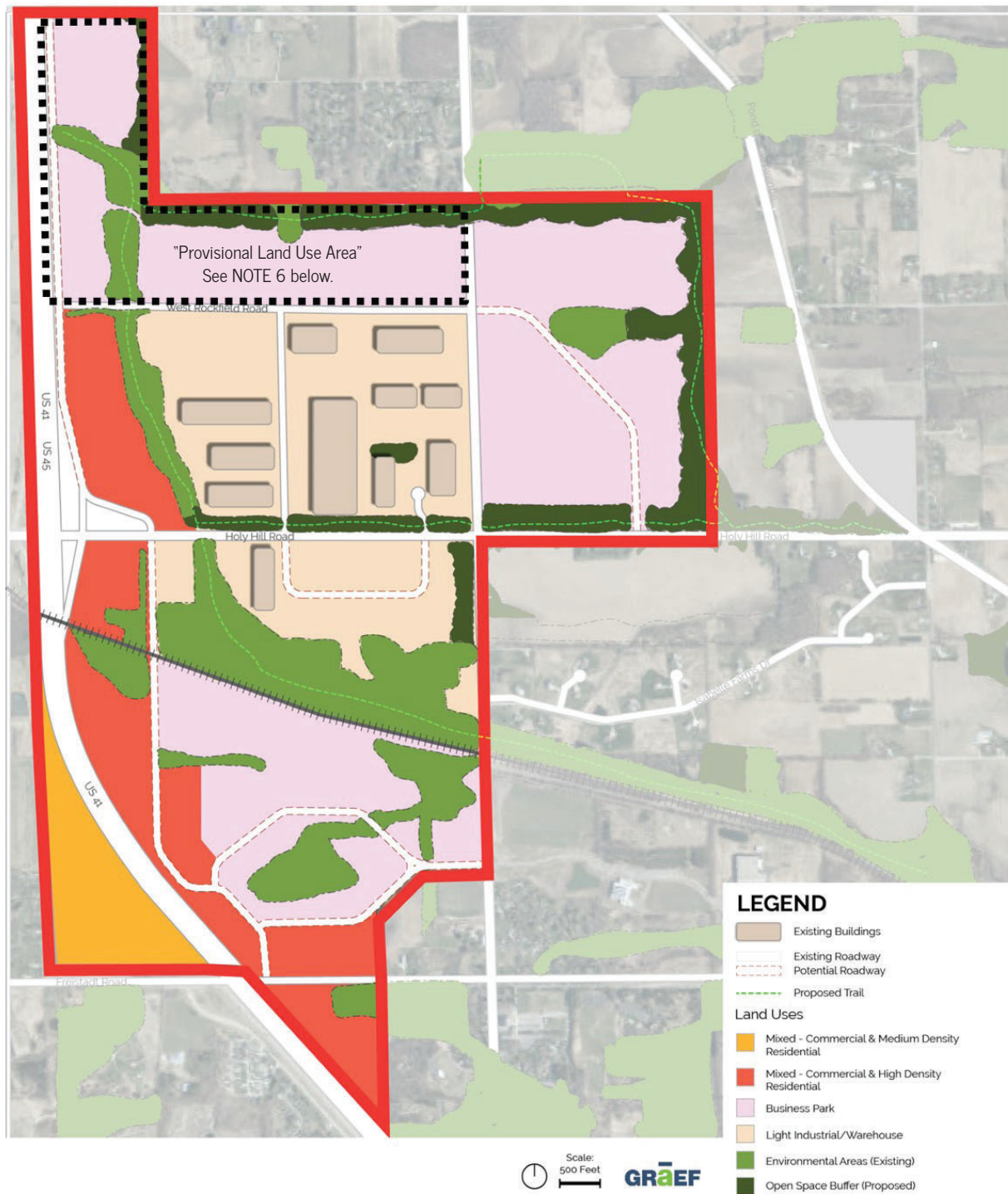


**Next Steps**

In order to realize the vision for this area of Germantown, the Village should undertake the following:

1. Develop a master plan for the Holy Hill/Freistadt Road area that includes the following elements:
  - Street and Block framework
  - Preferred Future Land Use
  - Regional stormwater concept plan
  - Trail and Open Space plan
  - Regulations and Design Guidelines
  - Funding & Incentives
2. Adopt the master plan as an amendment to the Comprehensive Plan.
3. Re-zone. Develop a new zoning district, or develop an overlay zoning district with design guidelines that will provide specific regulations and expectations for future development in this area, based on the master plan.
4. Engage with the development community to determine interest in the area and further refine proposed development patterns in response to specific needs of tenants.

Figure 6.6 – Holy Hill Gateway & Freistadt District - Future Land Use Vision



**NOTE 6:**

Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres. See Holy Hill Gateway District Profile in Chapter 5 for details on Master Planning.