



Village Center District – Community Preference Survey

INTRODUCTION

The purpose of this survey is to gather public input on the future of the Village Center District and understand stakeholder preferences. This survey is part of a larger [Public Engagement Program](#) regarding the Village Center District.

What is the Village Center District?

The “Village Center District” has historically served as the heart of the community - a central place for gathering, shopping, and living close to amenities. Over the years, development both within and outside this area has separated the historic main street area from the primary transportation corridors with very little pedestrian infrastructure to connect residents to destinations within the District.

Under the Village’s 2050 Comprehensive Plan, 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 and improved connections between Main Street, Mequon Road and beyond through pedestrian and bicycle-friendly improvements including new or enhancement of multi-use paths.

Opportunities for new development within the District should continue to emphasize the conversion of existing and addition of new buildings for entertainment, retail, and higher density residential uses that will bring more people to the District as well as draw visitors from throughout the region.

Today, there are redevelopment opportunities that exist that could help fulfill this vision for the Village Center District, including a number of Village-owned properties in the District. The purpose of this survey is to collect your thoughts and ideas about what the Village Center District should be overall, and, with respect to specific privately-owned and publicly owned properties, in terms of future use and types of development.



GENERAL QUESTIONS

1. What is the primary reason that you visit the Village Center District?

- I live in the district
- I work and/or own a business in the district
- I shop in the district
- I recreate or worship in the district
- None of these descriptions apply to me

2. In 5 words or less, describe the Village Center District:

3. In 5 words or less, describe your vision for the Village Center District:

LAND USE QUESTIONS

4. Does the Germantown Village Center District need more, less, or the same amount of the following commercial uses?

Description	Less	Same Amount	More
Restaurants and Cafes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bars and Taverns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Retail Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotels and Motels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daycare Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Institutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Arts Venues and Theaters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical and Veterinary Clinics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____			

5. Does the Germantown Village Center District need more, less, or the same amount of the following recreational uses?

Description	Less	Same Amount	More
Places of Worship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gyms or Athletic Clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Game Courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dog Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____			

6. If not listed above, please list any other commercial or recreational uses that you believe the Village Center District needs more of:

7. Does the Germantown Village Center District need more, less or that same amount of the following residential uses?

Description	Less	Same Amount	More
Single-Family (detached or attached)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Two-Family (duplex or townhouse)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-Family (ownership/condominium)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-Family (rental)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____			

TRANSPORTATION QUESTIONS

8. How do you typically travel to the Village Center District?

- In a personal vehicle
- Bicycling
- Walking or using a mobility device
- Rideshare service or taxi
- Germantown Senior Van Service
- Other: _____






9. How do you typically travel between locations within the Village Center District?



- In a personal vehicle
- Bicycling
- Walking or using a mobility device
- Rideshare service or taxi
- Germantown Senior Van Service
- Other: _____

10. How safe do you feel using the following modes of transportation in the Village Center District?

Mode	I feel unsafe traveling this way	I feel safe traveling this way	I don't travel this way in the Village Center District
Walking or using a mobility device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driving/Carpooling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using a rideshare service or taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. What transportation improvements does the Village Center District need more of?

Infrastructure	We need less of this	We have the right amount of this	We need more of this
<p>Sidewalks</p> 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Crosswalks</p> 			
<p>Bike lanes</p> 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Shared-use paths</p> 			
<p>Dedicated vehicle turn lanes</p> 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Infrastructure	We need less of this	We have the right amount of this	We need more of this
On-street parking 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Off-street parking 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____			





BUILDING STYLE AND ACCESS QUESTIONS

12. What should the maximum number of stories in the Village Center District be?

- 2 stories
- 3-4 stories
- 5-6 stories
- Other: _____

13. Please select an option for each access style with regards to future development in the Village Center District.

Style	I Like This	I'm Neutral	I Dislike This
Buildings accessed from the sidewalk with street parking and offsite parking available 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Style	I Like This	I'm Neutral	I Dislike This
<p>Buildings accessed from the sidewalk with parking in the rear of the building</p> 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Buildings accessed from parking lots in front of the buildings</p> 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Residential buildings with front door facing the street and vehicular access from alleys in the rear of the buildings</p> 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Residential buildings accessed by a driveway connected to the street</p> 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Other (please specify): _____</p>			

14. What types of materials and styles would you like to see on the front of buildings in the Village Center District?

White exterior with wooden accents



Stone



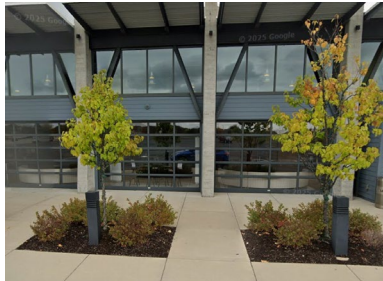
Wood Paneling/Siding



Brick



Glass Walls



Vinyl Siding/Paneling



Concrete



Metal Siding/Paneling



Stucco



Other: _____

15. Historically, the Village has encouraged new commercial development along Mequon Road to include architectural features and design elements with our own version of a “Germanic theme”. Should the village continue to encourage “Germanic themed” architecture?

- a. Yes
- b. No

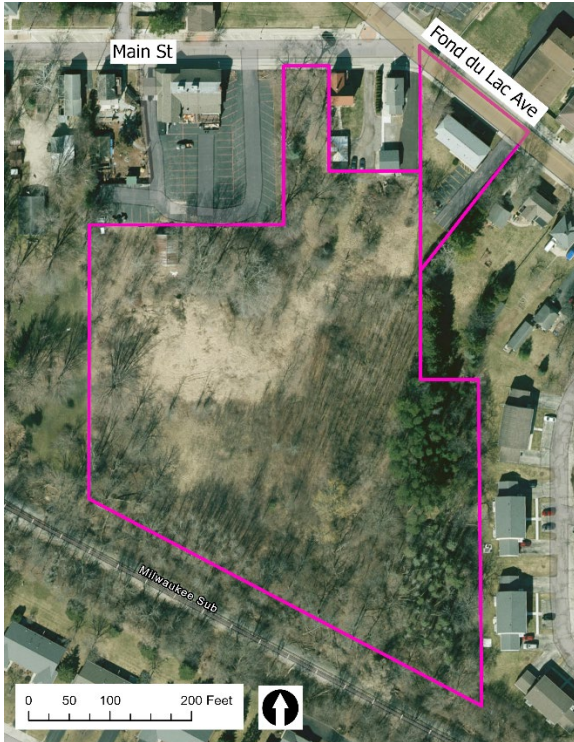
PROPERTY SPECIFIC QUESTIONS



16. The Village borrowed a total of \$7.4M to purchase the Ascension property (2 parcels totaling 4.6 ac) and the Flower Source property (15 ac). At this time, the Village uses the \$426K annual lease payment from Ascension to pay down the debt (Ascension lease expires in 2008 and may be renewed).

The Ascension and Flower Source properties, pictured in the map to the left, is owned by the Village and is a candidate for redevelopment within the Village Center District. What land uses would you like to see on the Ascension and Flower Source properties? Select up to three.

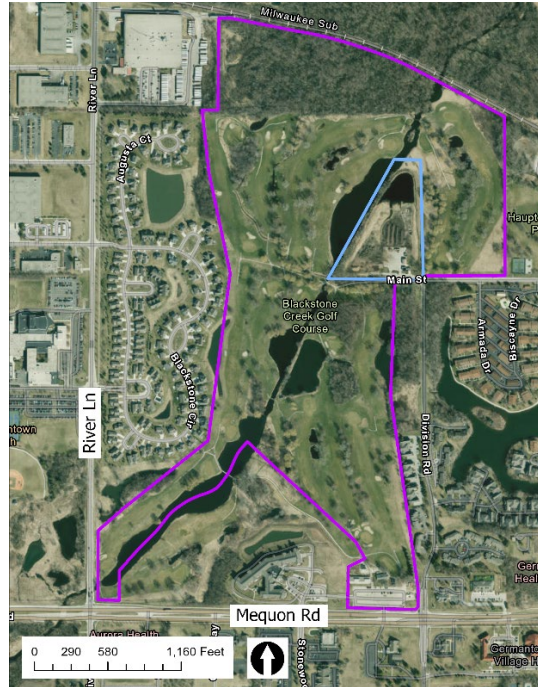
- Low-density residential (single-family homes, 2-4 unit buildings)
- Medium-density residential (4-8 unit buildings, including townhomes and apartments)
- High-density residential (9+ unit buildings)
- Low-density mixed-use development (residential and commercial uses)
- Medium-density mixed-use development (residential and commercial uses)
- High-density mixed-use development (residential and commercial uses)
- Small-scale retail commercial (shops, restaurants)
- Office commercial (office space, medical buildings, financial institutions)
- Lodging (hotel and motels)
- Daycare facilities
- Outdoor recreation facilities (game courts, recreational trails, parks)
- Indoor recreation facilities (gyms and athletic clubs, community centers, indoor sports)
- Public gathering spaces for outdoor events
- Parking
- Other (please specify): _____



17. The Village acquired the Grosenick property for \$1.78M taken from the General Fund balance (two parcels totaling 5.62 ac).

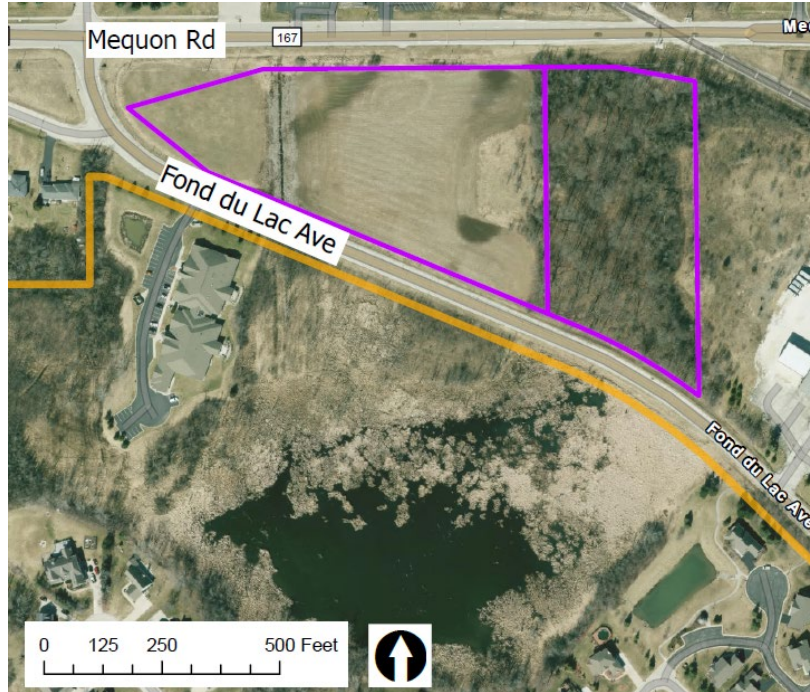
The Grosenick property, pictured in the map to the left, is owned by the Village and is a candidate for redevelopment within the Village Center District. What land uses would you like to see on this property? Select up to three.

- Low-density residential (single-family homes, 2-4 unit buildings)
- Medium-density residential (4-8 unit buildings, including townhomes and apartments)
- High-density residential (9+ unit buildings)
- Low-density mixed-use development (residential and commercial uses)
- Medium-density mixed-use development (residential and commercial uses)
- High-density mixed-use development (residential and commercial uses)
- Small-scale retail commercial (shops, restaurants)
- Office commercial (office space, medical buildings, financial institutions)
- Lodging (hotel and motels)
- Daycare facilities
- Outdoor recreation facilities (game courts, recreational trails, parks)
- Indoor recreation facilities (gyms and athletic clubs, community centers, indoor sports)
- Public gathering spaces for outdoor events
- Parking
- Other (please specify): _____



18. The former Village Recycling Center and Blackstone Creek Golf Course properties, pictured in the map above, are candidates for redevelopment. What land uses would you like to see on these properties? Select up to three.

- Low-density residential (single-family homes, 2-4 unit buildings)
- Medium-density residential (4-8 unit buildings, including townhomes and apartments)
- High-density residential (9+ unit buildings)
- Low-density mixed-use development (residential and commercial uses)
- Medium-density mixed-use development (residential and commercial uses)
- High-density mixed-use development (residential and commercial uses)
- Small-scale retail commercial (shops, restaurants)
- Office commercial (office space, medical buildings, financial institutions)
- Lodging (hotel and motels)
- Daycare facilities
- Outdoor recreation facilities (game courts, recreational trails, parks)
- Indoor recreation facilities (gyms and athletic clubs, community centers, indoor sports)
- Public gathering spaces for outdoor events
- Parking
- Other (please specify): _____



19. The Gierach-Wyer properties, pictured in the map above, are candidates for redevelopment. What land uses would you like to see on these properties? Select up to three.

- Low-density residential (single-family homes, 2-4 unit buildings)
- Medium-density residential (4-8 unit buildings, including townhomes and apartments)
- High-density residential (9+ unit buildings)
- Low-density mixed-use development (residential and commercial uses)
- Medium-density mixed-use development (residential and commercial uses)
- High-density mixed-use development (residential and commercial uses)
- Small-scale retail commercial (shops, restaurants)
- Office commercial (office space, medical buildings, financial institutions)
- Lodging (hotel and motels)
- Daycare facilities
- Outdoor recreation facilities (game courts, recreational trails, parks)
- Indoor recreation facilities (gyms and athletic clubs, community centers, indoor sports)
- Public gathering spaces for outdoor events
- Parking
- Other (please specify): _____



20. The former Wright Auto Repair property, pictured in the map above, is a candidate for redevelopment. What land uses would you like to see on these properties? Select up to three.

- Low-density residential (single-family homes, 2-4 unit buildings)
- Medium-density residential (4-8 unit buildings, including townhomes and apartments)
- High-density residential (9+ unit buildings)
- Low-density mixed-use development (residential and commercial uses)
- Medium-density mixed-use development (residential and commercial uses)
- High-density mixed-use development (residential and commercial uses)
- Small-scale retail commercial (shops, restaurants)
- Office commercial (office space, medical buildings, financial institutions)
- Lodging (hotel and motels)
- Daycare facilities
- Outdoor recreation facilities (game courts, recreational trails, parks)
- Indoor recreation facilities (gyms and athletic clubs, community centers, indoor sports)
- Public gathering spaces for outdoor events
- Parking

Other (please specify): _____

ADDITIONAL QUESTIONS (OPTIONAL)

21. Please share any additional comments you have about the future of Germantown's Village Center District:

22. How long have you lived in the Village of Germantown?

- | | |
|--------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> 0-5 years | <input type="checkbox"/> 20+ years |
| <input type="checkbox"/> 5-10 years | <input type="checkbox"/> I don't live in the Village of Germantown |
| <input type="checkbox"/> 10-20 years | <input type="checkbox"/> Other: _____ |

23. Please select your age:

- | | |
|------------------------------------------|------------------------------------------|
| <input type="checkbox"/> 0-19 years old | <input type="checkbox"/> 45-64 years old |
| <input type="checkbox"/> 20-34 years old | <input type="checkbox"/> 65-84 years old |
| <input type="checkbox"/> 35-44 years old | <input type="checkbox"/> 85+ years old |

24. Which of the following best describe you?

- | | |
|---------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Student | <input type="checkbox"/> Stay at-Home Caretaker |
| <input type="checkbox"/> Employed Full-Time | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Employed Part-Time | <input type="checkbox"/> Other: _____ |

25. Which of the following best describe your race? (select all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White