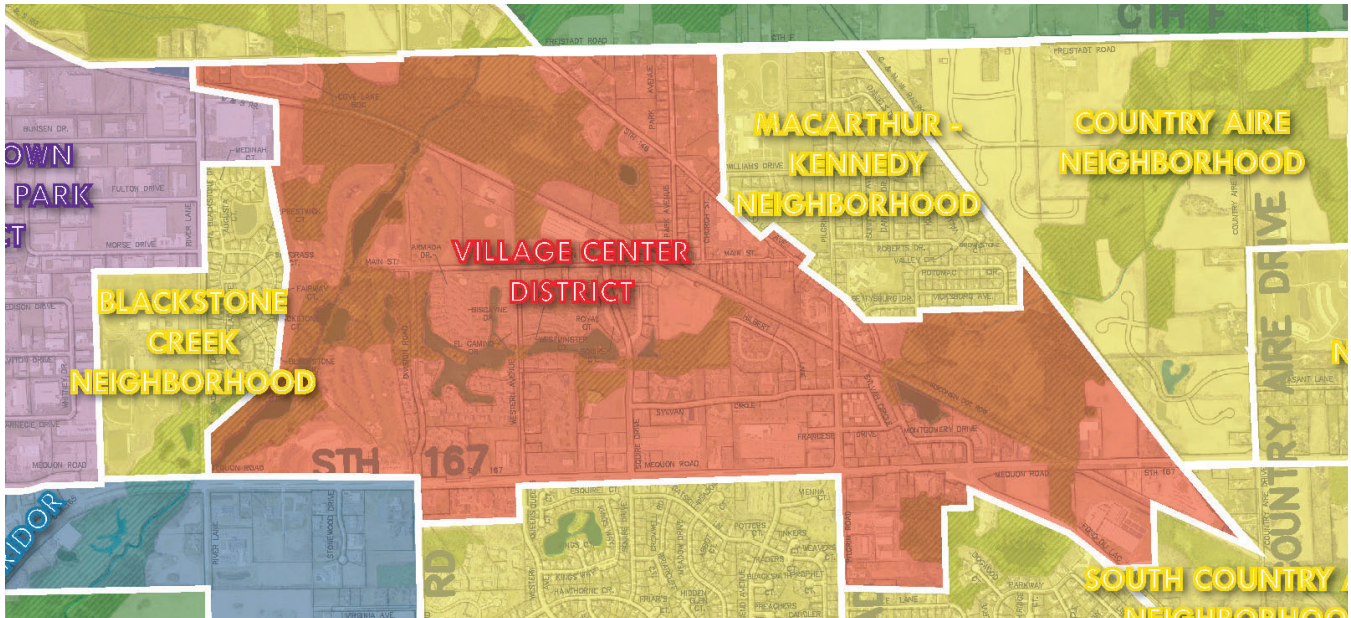


Village Center DISTRICT



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 placed-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

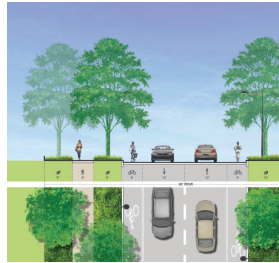
Great Village Centers are walkable, drivable, and bike-able and include a variety of civic spaces, such as complete streets, plazas, greens, and parks. The future vision looks to better connect Main Street, the Menomonee River, and Mequon Road through a combination of private sector development and public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



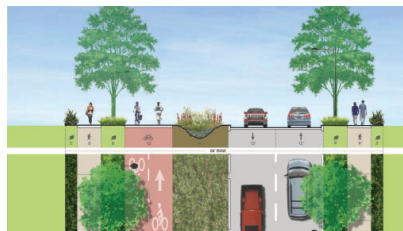
- 3 Main Street (Downtown)**
Highly designed street with pedestrian focus.



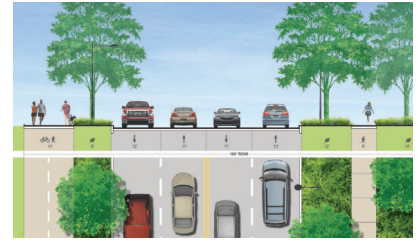
- 4 Western Ave**
Sidepath and sidewalks to be added.



- 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.

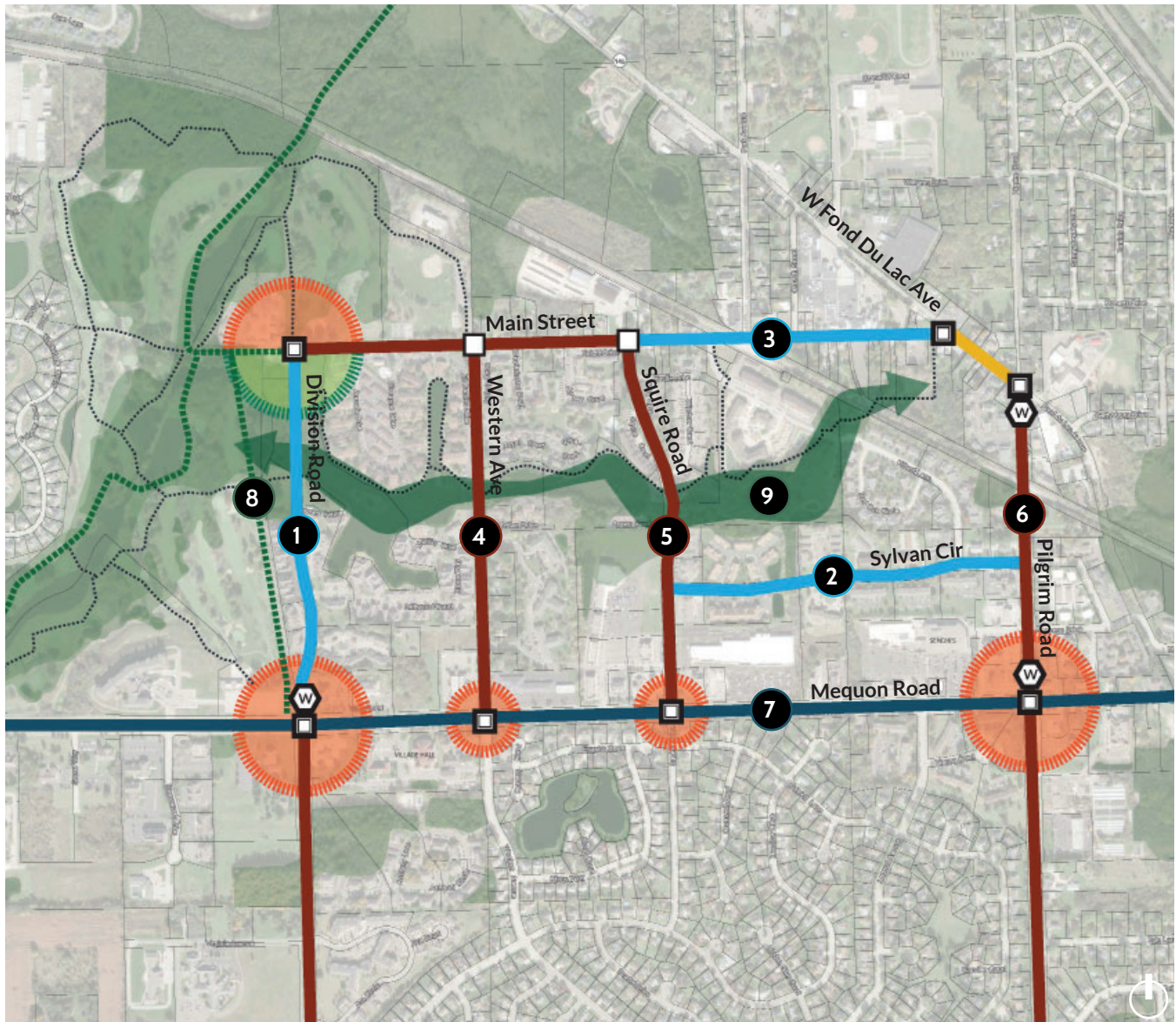












- 9 Secondary Trails**
Combination of paved and unpaved paths that connect existing and new residents to retail and recreation destinations throughout Village Center.



▲ Cross sections taken from the 2018 Village Master Plan: Connecting Saxony Village

Figure 6.3 – Village Center - Circulation and Nodes



	Sidepath		Major Intersection Improvement/Enhancement
	Separated Bike Lanes or Sidepath		Minor Intersection Improvement/Enhancement
	Paved Shoulder with Sidewalk		Wayfinding/Gateway Signage
	Shared Lane Marking or Bike Lane		Redevelopment Node
	Paved Multi-use Trail		
	Secondary Trail (paved & unpaved)		

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

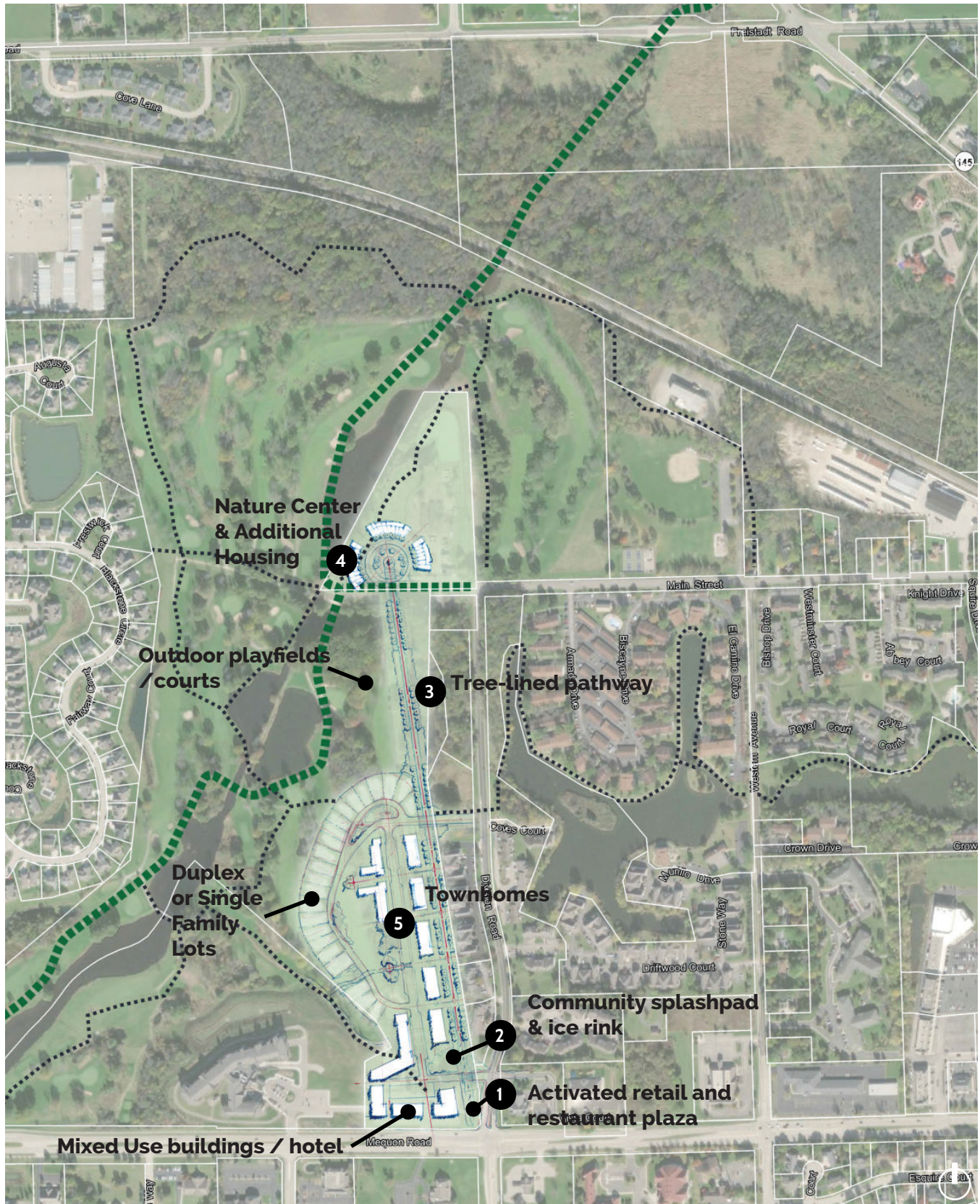
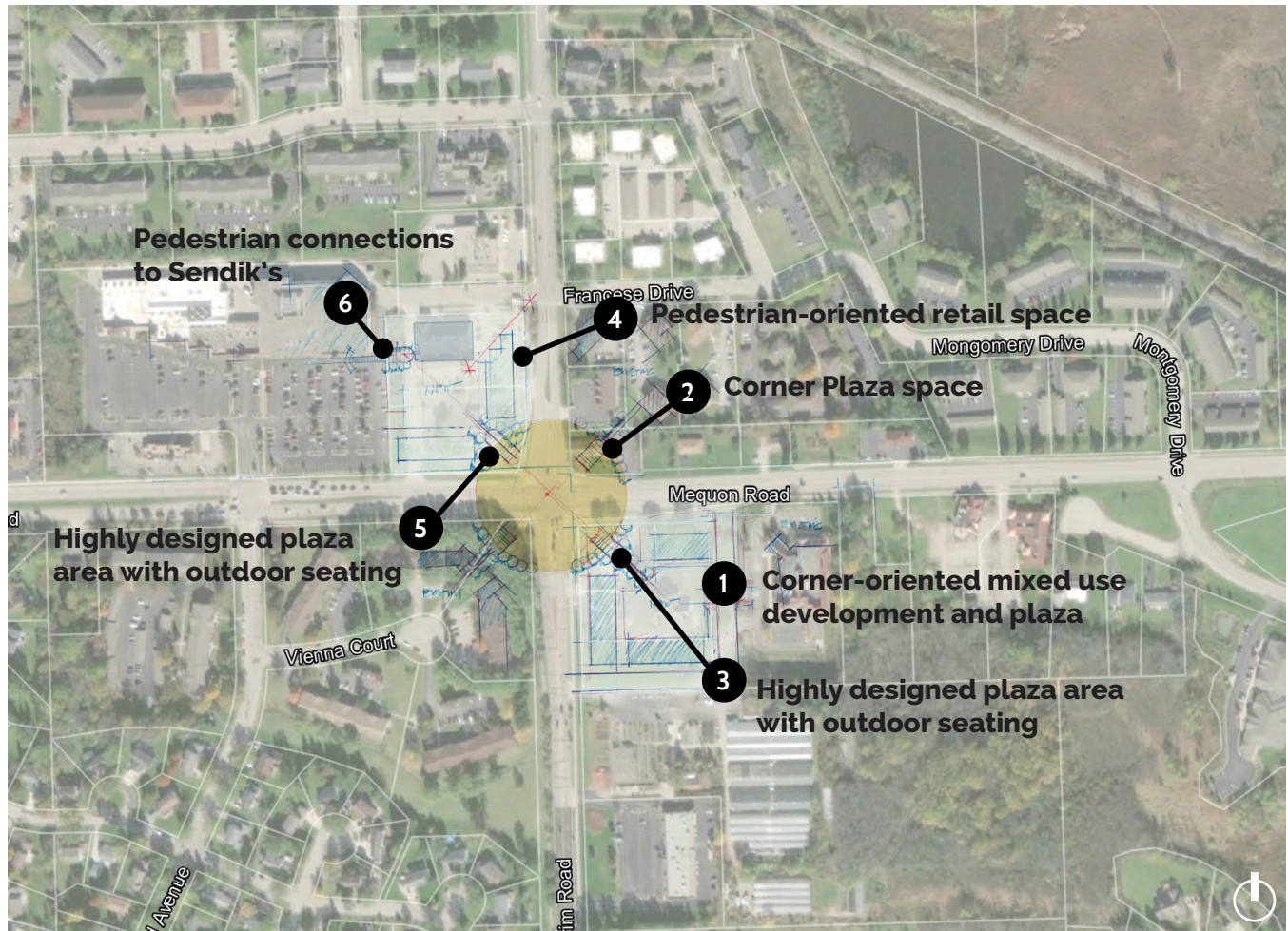


Figure 6.5 – Village Center - Mequon & Pilgrim Development Node



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.)

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.