

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: 2050 COMPREHENSIVE PLAN STEERING COMMITTEE
DATE AND TIME: Tuesday, June 18, 2019 at 6:30 p.m.
LOCATION: Germantown Village Hall Board Room

AGENDA

1. 2050 PLAN PROJECT LOGO/TAG LINE SELECTION
2. COMMUNITY-WIDE SURVEY
 - a. Format: on-line survey monkey or similar software
 - b. Proposed duration: Launch end of June, collect responses through September.
 - c. Content: (See attached example from GRAEF used in City of Muskego)
3. COMP PLAN VISION STATEMENT AND GOALS
 - a. Discuss relevance of existing Vision Statement and Goals
 - b. See attached Vision Statement and Goals from the existing Comprehensive Plan
4. SUB-AREA PLANNING
 - a. Strengths – Weaknesses – Opportunities – Threats/Challenges (SWOT)
 - i. 1-41/STH 45 Corridor
 - ii. Holy Hill Road/Gateway Corridor/TID #8
 - iii. Willow Creek Business Park/TID #6
 - iv. Historic Main Street
 - v. Country Aire Drive
5. COMMUNITY CONVERSATION #1
 - a. Date: Tuesday, July 23, 6pm-8pm at Village Library
 - b. Format
 - c. Draft Outline
6. QUESTIONS

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)250-4740 at least 2 days prior to the meeting. Notice is given that a majority of the Village Board may attend this meeting to gather information about an item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State ex rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

2050 COMPREHENSIVE PLAN STEERING COMMITTEE
May 22, 2019

The meeting began at 6:41 pm

Present at the meeting were Community Development Director/Village Planner Jeff Retzlaff, Associate Planner Emily Zandt, President Dean Wolter, Trustee David Baum, Public Works Director Larry Rataychak, Park & Rec Director Mark Schroeder, Germantown School District Superintendent Jeff Holmes, Plan Commissioners Bill Shadid and Peter Nilles, Scott Coulthurst, Park & Rec Commission, and Planning Assistant Lori Johnson. Representatives from Graef included Craig Huebner, Ben Block, Larry Witzling and Stephanie Hacker.

Introductions: Craig Huebner, Graef

Review Expected Meeting Outcomes:

Craig reviewed Steering Committee scope of responsibilities and meeting schedule.

Planner Retzlaff – Plan Commission will meet the 4th Monday of the month to discuss Comprehensive Plan matters coming out of the Steering Committee meetings. Guest speakers may be brought in to discuss key topics and to give information on trends that will come together on the plan. Village Board members will be invited to attend.

Review Communication Protocol:

Craig Huebner - Project Manager and main point of contact, Ben Block - right hand man to Craig, Tanya Fonseca - Community Engagement Specialist, Larry Witzling - Planning Expert, Stephanie Hacker - Urban Design Leader.

The Steering Committee should funnel through Planner Retzlaff, Project Liaison to Craig.

Review Scope of Work:

Craig reviewed the work plan and scope of services.

Planner Retzlaff said July 22nd is the official public kickoff meeting and will be held at the Germantown Library (THIS MEETING DATE HAS BEEN CHANGED TO **JULY 23rd**). The second Steering Committee meeting is scheduled for June 18th.

Chairman Wolter asked what the protocol is if a group starts to try to push their own agenda? Craig said the Village website will have information when public meetings are scheduled and when there are opportunities for public input, there will be a general comment email, and being clear about the multiple avenues for the public to contribute. Larger community information meetings will be set up to diffuse the us versus them mindset.

Discuss Vision:

Craig explained as part of the process they will be using an engagement software program called Poll Everywhere. It is a live, real-time interactive survey that allows participants to respond to questions and track live what the responses actually are. The Steering Committee participated in a trial session.

Discussion continued on the selection of a specific logo and/or tag line that can be used and posted on all the advertisements as part of the planning process. The Steering Committee will need to finalize a selection.

Craig indicated State Statutes require that the Community Engagement Plan be adopted. He proposed Plan Commission review the plan at the June 10th meeting and make a recommendation to the Village Board. Planner Retzlaff suggested some revisions to the Plan. He indicated he would like to create a more generic email address to receive comments and provide feedback. He also wants to have a web-based question of the month so people can check in, respond and be engaged.

The next meeting is tentatively scheduled for June 18th or June 19th.
The meeting was adjourned at 7:55 p.m.

Respectfully submitted,

Lori Johnson
Planning Assistant

DRAFT

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan
Community Wide Survey Draft Questions

BACKGROUND INFORMATION

Please take a few minutes to tell us who you are and to share your views and opinions about your neighborhood/city/place. Please do not include your name and feel free to leave any question blank. Thank you.

Please tell us who you are (check all that apply):

- Resident
- Business Owner
- Developer/building owner
- City official
- School official
- Environmental group or association
- Industry or business representative
- Other _____

How many years have you lived in Muskego?

- 0-5
- 6-10
- 11 to 20
- Over 20
- Own land, but don't live in Muskego

Resident status:

- Homeowner
- Renter

Number of children in your household:

- 0-2
- 3-5
- 6+

If you own property, please check all those that describe your ownership:

- Own commercial or industrial property
- Own and operate a business (type): _____

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan Community Wide Survey Draft Questions

- Own residential property
- Own rental property

In which residential building type do you live? (if applicable)

- Single-family/Town home?
- Two-family
- Multi-family (3-4 units)
- Multi-family (5+ units)
- Elderly housing
- Condominium
- Other _____

House location (check all that apply):

- Subdivision
- Lake
- Farmstead
- Other _____

Where do you work?

- City of Muskego
- Adjacent Municipality
- Milwaukee
- Outside of Wisconsin
- Other

How do you get to work?

- Private automobile
- Car pool/van pool
- Bus
- Walk
- Train
- Other _____

Please describe the racial and ethnic diversity of your household (check all that apply):

- White
- Black or African American
- American Indian or Alaskan Native
- Hispanic or Latino
 - Mexican
 - Puerto Rican

GRAEF SURVEY EXAMPLE

*City of Muskego – 2035 Comprehensive Plan
Community Wide Survey Draft Questions*

- Cuban
- Other Hispanic or Latino
- Asian
 - Asian Indian
 - Chinese
 - Filipino
 - Japanese
 - Korean
 - Vietnamese
 - Other Asian
- Native Hawaiian and other Pacific Islander
 - Native Hawaiian
 - Guamanian or Chamorro
 - Samoan
 - Other Pacific Islander
- Other _____

RETAIL

What type(s) of new businesses or uses do you WANT to see in Muskego?

- Grocery
- Clothing
- Drug store
- Convenience
- Restaurants
- Specialty
- Recreation
- None
- Other: _____

What type(s) of new businesses or uses do you NOT want to see in Muskego?

- Grocery
- Clothing
- Drug store
- Convenience
- Restaurants
- Specialty
- Recreation
- None

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan
Community Wide Survey Draft Questions

Other: _____

LAND USE AND DEVELOPMENT

If a different type of residential structure was to be built next to yours, how important are the following in relation to the two properties?

	Somewhat Important	Important	Neutral	Somewhat Important	Not Important
Lighting levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance of new structure and property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffers and screens between properties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security fences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Besides retail, which of the following uses do you WANT to see on Janesville Road? (check all that apply)

- Single-family residential
- Two-family residential
- Multi-family residential
- Residential above retail
- Offices
- Park or open space
- Other _____

Please select whether you strongly agree, agree, disagree, strongly disagree, or have no opinion with respect to the following statements:

- A. The design and character of new buildings should match the design and character of existing buildings.

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan Community Wide Survey Draft Questions

- B. The City of Muskego has distinctly different neighborhoods that should be treated with different development standards.
- C. Muskego should protect its residential, suburban character.
- D. Muskego should encourage higher-density development.
- E. Muskego should discourage new development.

Please select whether you strongly agree, agree, disagree, strongly disagree, or have no opinion with respect to the following statements:

- A. Muskego should require developers to provide affordable housing.
- B. Muskego should provide incentives for developers to construct affordable housing units.
- C. Muskego’s existing regulations that allow accessory dwelling units (e.g., mother-in-law suites) are appropriate.

Attitude toward future growth in the amount of open space and natural environment areas.

- Generally in favor of more.
- Generally opposed to more.
- No opinion.

Attitude toward future growth of commercial development.

- Generally in favor of more.
- Generally opposed to more.
- No opinion.

Attitude toward future growth of industrial development.

- Generally in favor of more.
- Generally opposed to more.
- No opinion.

Degree of importance of types of open space and natural environment areas.

- a. Passive, natural parks, trails and walkways.
 - Very important
 - Important
 - Not important
 - No opinion
- b. Sports facilities and playing fields for organized sports (soccer baseball, etc.)
 - Very important
 - Important
 - Not important
 - No opinion

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan Community Wide Survey Draft Questions

- c. Overall landscape, views, and visual character of the community.
 - Very important
 - Important
 - Not important
 - No opinion
- d. Protection of wetlands, woodlands, waterways and key environmental features.
 - Very important
 - Important
 - Not important
 - No opinion

Importance of the following costs and benefits factors related to industrial and commercial development (not near your home).

- a. The cost for new roads and utilities
 - Very important
 - Important
 - Not important
 - No opinion
- b. An increase in tax revenues that can reduce your taxes.
 - Very important
 - Important
 - Not important
 - No opinion
- c. Additional pollution and congestion that will be created.
 - Very important
 - Important
 - Not important
 - No opinion
- d. How it affects your local economy in terms of more jobs and business.
 - Very important
 - Important
 - Not important
 - No opinion

Importance of the following regulation factors related to industrial and commercial development (near your home).

- a. Effective landscape buffers and controls for noise.
 - Very important
 - Important
 - Not important
 - No opinion
- b. Effective controls for air pollution.
 - Very important
 - Important
 - Not important
 - No opinion
- c. Effective controls for traffic congestion and safety.
 - Very important
 - Important
 - Not important

GRAEF SURVEY EXAMPLE

*City of Muskego – 2035 Comprehensive Plan
Community Wide Survey Draft Questions*

- No opinion
- d. Potential impact on your property values.
 - Very important
 - Important
 - Not important
 - No opinion

The *regulation* of new commercial buildings:

How important are these factors in increasing your acceptance of small commercial (office, retail) buildings near your home?

- a. Effective landscape buffers and controls for noise.
 - Very important*
 - Important*
 - Not important*
 - No opinion*
- b. Type of commercial development, i.e.) offices, retail, clinic.
 - Very important*
 - Important*
 - Not important*
 - No opinion*
- c. Effective controls for traffic congestion and safety.
 - Very important*
 - Important*
 - Not important*
 - No opinion*
- d. Potential impact on your property values.
 - Very important*
 - Important*
 - Not important*
 - No opinion*
- e. Location near existing infrastructure and commercial development
 - Very important*
 - Important*
 - Not important*
 - No opinion*

QUALITY OF LIFE

What would be the single BEST thing that could happen in Muskego?

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan
Community Wide Survey Draft Questions

What has happened to the quality of life in your neighborhood over the past 5 years?

- Improved
- Declined
- Remained the same
- Have been in the neighborhood less than 5 years

In the next 5 years, what do you feel the quality of life in the neighborhood will be?

- Improved
- Somewhat improved
- Same
- Somewhat worse
- Worse

If you live in the neighborhood, why? (check all that apply)

- Born/raised in
- Community atmosphere
- Safety
- Proximity to employment
- Proximity to shopping
- Proximity to metro area
- Cost of living
- Taxes
- Schools
- Good services
- Good government
- Other: _____

Which issues have the greatest influence on the quality of life in your neighborhood?

	Somewhat Important	Important	Neutral	Somewhat Important	Not Important
Public services (fire/police)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Community events/activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of roads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of shopping	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Parks and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nearby schools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Low crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan Community Wide Survey Draft Questions

Quiet neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Property maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good neighbors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity of age	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity of race	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mix of uses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RESIDENTIAL

Attitude toward future growth in the overall amount of new housing in community.

- Generally in favor
- Generally opposed
- No opinion

Attitude toward the location of new housing in community.

- a. Most new housing should be located in areas with existing infrastructure.
 - OK
 - Not OK
 - No opinion
- b. Most new housing should be located in or adjacent to urban area.
 - OK
 - Not OK
 - No opinion

Attitude toward building types for new housing.

- a. Single-family detached
 - OK
 - Not OK
 - No opinion
- b. Duplexes
 - OK
 - Not OK
 - No opinion
- c. Townhouses
 - OK
 - Not OK
 - No opinion
- d. Apartments
 - OK
 - Not OK
 - No opinion
- e. Mixed types
 - OK
 - Not OK
 - No opinion

Attitude toward the amount of land used for new housing.

- a. Using more land (lower density, more spread out with more roads/utilities).
 - OK

GRAEF SURVEY EXAMPLE

City of Muskego – 2035 Comprehensive Plan Community Wide Survey Draft Questions

- Not OK
- No opinion
- b. Using less land (higher density, more compact with fewer roads/utilities).
 - OK
 - Not OK
 - No opinion

Attitude toward the site design for new housing.

- a. Spread out, less open space, more roads/utilities.
 - OK
 - Not OK
 - No opinion
- b. Concentrated, more open space, fewer roads/utilities.
 - OK
 - Not OK
 - No opinion

Attitude toward the size of new housing.

- a. Larger new units (bigger increase in assessed value, more taxes for public expenses).
 - OK
 - Not OK
 - No opinion
- b. Smaller new units (smaller increase in assessed value, less taxes for public expenses).
 - OK
 - Not OK
 - No opinion

Attitude toward the population contained in new housing.

- a. Fewer bedrooms (fewer school-age children, more singles, couples, elderly).
 - OK
 - Not OK
 - No opinion
- b. More bedrooms (more school-age children, fewer singles, couples, elderly).
 - OK
 - Not OK
 - No opinion

Future growth in the overall *amount of new housing* :

- Generally in *favor of more* housing in the City
- Generally *opposed to more* housing in the City
- No opinion / depends on circumstances

D) COMMUNITY VISION STATEMENT

Through various public input opportunities, Germantown stakeholders expressed their opinions of aspects of their community they were most proud of, the aspects they would like to see changed or improved, and finally, a comprehensive statement that they feel would summarize their goals for the community over the next twenty years. The following is the Community Vision Statement for the Village of Germantown:

Germantown's ethnic heritage, high quality of life based on both its rural and suburban character, and desirable location in the greater metropolitan area create our competitive advantage. Our people will work together, with respect for each other, to ensure that development is consistent with Germantown's future as a neighborly and safe place to live, work and play.

Guiding Principals:

1) Preserving and enhancing the environment.

- A) Preserve and enhance the unique identity of the Village
 - Historic and architecturally significant property
 - Mix of suburban and rural uses
 - Germanic architecture
 - Gateways
- B) Preserve and attract quality development that is visually attractive
 - TND ordinance
 - Cluster subdivision ordinance
 - Review and update existing development regulations where appropriate
 - Evaluate business assistance programs
- C) Protect natural resources and physical features
 - Encourage infill development
 - Review and update existing regulations where appropriate
 - Approve new regulations (e.g. cluster subdivision ordinance)
 - Coordinate with other agencies involved in activities (SEWRPC, MMSD, O-W Land Trust, Conservation Fund, etc.)

2) Investing in people, neighborhoods and communities.

- A) Ensure compatibility between land uses
 - Compliance with the Comprehensive Plan
 - Review and update existing regulations where appropriate
 - Encourage infill development
 - Encourage new development to be consistent with "New Urbanist" and "Smart Growth" principles
- B) Provide a balanced mix of uses
 - More housing options, esp. higher quality multi-family

- Identify appropriate locations for new commercial
- Agricultural preservation
- Reserve space for future needs
- C) Encourage cooperation with adjacent communities and affected agencies
 - Future land use
 - Transportation planning
 - Sewer extension
- D) Provide for diverse and efficient public facilities
 - Schools and parks to meet the needs of current and future residents
 - Address needs of seniors and youth
 - New Fire Station
- E) Provide for safe and efficient transportation
 - Improve inter- and intra-village pedestrian and bicycle facilities
 - Evaluate commuter rail
 - Freistadt Road interchange
 - Review design standards and update where necessary
 - Encourage cooperation with affected agencies
- F) Implement effective and responsive administrative practices
 - Implement Comprehensive Plan and coordinate with new and existing development regulations
 - Broaden involvement in community life by engaging residents, businesses and institutions

3) Building a strong economic base.

- A) Provide diverse array of goods, services and employment opportunities within the community
 - Identify appropriate locations for new commercial development
 - Renew the focus on economic development (oversight, business retention, recruitment)
 - Support manufacturing base and identify new market opportunities
- B) Provide diverse array of goods, services and employment opportunities within the community
 - Evaluate business assistance programs
 - Encourage business/school partnerships
- C) Promote the community's fiscal well being
 - Encourage infill development
 - Identify opportunities for increasing tourism (bike trails and Village heritage)

D) COMPREHENSIVE GOALS, OBJECTIVES, AND POLICIES

HOUSING

GOAL 1) Develop and maintain high quality residential neighborhoods that are safe, attractive, and instill pride and a sense of identity and place in residents.

Objective A - Require developers and land owners to master plan residential developments so that there is adequate access, drainage, park and recreation facilities, and amenities available to residents at the time of development.

Policy 1: Amend Village ordinances to require all applicants for residential subdivisions or land division to submit a sketch master plan illustrating the ultimate development of their property.

Policy 2: Allow applicants for residential subdivisions or land divisions to meet with the Village staff to discuss the options available for the ultimate development of their property prior to the property owner submitting a formal application.

Objective B - Require residential development to be compatible with the scale and character of the existing neighborhood.

Policy 1: Amend the Village zoning ordinance to require all residential development applicants to identify the architectural types, building heights, and lot dimension characteristics of all existing residential structures within 500 feet of their property and require compatibility with the existing adjacent residential structures.

Policy 2: Create a Residential Character Map, which generally identifies the various architectural and dimensional characteristics of structures within the various neighborhoods of the Village, and make the map available to residential developers.

Objective C - Encourage developers and land owners to consider Traditional Neighborhood Developments (TND) that utilize smaller lots, include mixed uses, foster pedestrian use, and promote neighborhood interaction.

Policy 1: Review State model TND ordinance and modify it to include a detailed approval process and specific design/building layout regulations. The TND approval process should have as few or fewer approval steps than the current residential development approval process.

Policy 2: Amend the Village zoning ordinance to create a new TND zoning district and adopt the modified TND ordinance regulations from Policy 1.

Policy 3: Contact regional TND promoters/developers and indicate the Village's readiness to consider TND developments based on the adoption of the TND district and ordinance.

Objective D - Encourage the use of cluster or conservation subdivisions in areas where environmentally sensitive lands should be protected.

Policy 1: Review State model conservation/open space ordinance and modify it to include a detailed approval process and specific layout and preservation regulations.

Policy 2: Indicate the Village's readiness to consider such developments based on the adoption of the conservation/open space ordinance.

GOAL 2) Provide a diversity of housing opportunities.

Objective A - Encourage rehabilitation and reuse of older housing stock.

Policy 1: Create a procedure within the Village administration, which determines and records the year in which a structure was built and allows for the efficient distribution of the information to any Village department.

Policy 2: Create a procedure within the Village administration, which determines the physical condition of a structure on a regular basis and allows for the efficient distribution of the information to any Village department.

Policy 3: Monitor the age and condition of the Village housing stock based on the information created as a result of Policies 1 and 2.

Policy 4: Identify Federal, State, and County resources which home owners can utilize to economically maintain and rehabilitate the homes identified by the Village or home owners as needing to be rehabilitated.

Objective B - Maintain a balanced housing mix throughout the Village with approximately 20% multi-family housing, to exclude elderly housing zoning.

Policy 1: Monitor the percentage of housing units which are rental versus owner-occupied.

Objective C - Encourage developers and land owners to provide a range of housing types within large developments.

Policy 1: Amend the Village zoning ordinance to allow for a variety of housing types within all zoning districts where the appropriate utilities are provided or planned.

GOAL 3) Coordinate timing of subdivision creation and housing developments so that there is a balance between the market demand for housing and the supply of available housing in the Village.

Objective A – Regulate the creation and approval of residential units within the Village to insure there is not an excessive amount of vacant or undeveloped residential housing units.

Policy 1: Amend Village ordinances to restrict the total amount of approved residential development units waiting to begin construction to no more than a 3 year back load (540 units).

GOAL 4) Assure that housing development in the Village does not outpace the capacity of public services, including roads and the public school system.

Objective A - Locate housing development in areas where utilities and public facilities services are available.

Policy 1: Do not consider sewered developments that require site plan approval in areas beyond the 2010 sanitary sewer service area boundary until 2010.

Policy 2: Adopt a Village resolution stating that sewered development will only occur within the proposed sanitary sewer service extension area after 2010.

Objective B - Encourage developers and land owners to phase the construction of new housing so that public infrastructure can keep pace with the increased demand.

Policy 1: Amend the Village zoning ordinance to require a phasing plan for any development at the request of the Village Planner, Planning Commission, or any other entity given the authority by the Village Board.

Objective C - Require developers and land owners to pay for or finance all on-site improvements and contribute proportionately to off-site improvements, such as street improvements and regional stormwater facilities.

Policy 1: Create an Off-Site Improvements Impact Schedule, which calculates the improvement costs incurred as a direct result of the construction of new development and its proximity to other new or potential developments.

Policy 2: Amend Village ordinances to require developers to contribute to the improvement costs incurred as a direct result of their development based upon the Village Off-Site Impact Schedule.

TRANSPORTATION

GOAL 1) Provide a street circulation system that offers efficient access to and from all parts of the Village.

Objective A - Encourage the use of proven innovative street and highway design techniques.

Policy 1: Contact Washington County Highway Department (WCHD) and the Wisconsin Department of Transportation (WisDOT) and indicate the Villages willingness to consider the construction of new, proven, innovative traffic management techniques.

Policy 2: Allow for the use of the newest traffic management and road design techniques under the direction of WCHD, WisDOT and the Village Board.

Objective B - Require developers and subdividers to coordinate street design and layout with adjoining property owners.

Policy 1: Amend the Village zoning ordinance to require developers and land division applicants to conform to any existing road layout, or to create a master road layout for the area in coordination with adjacent property owners as a requirement of approval.

GOAL 2) Maintain the efficiencies of regional arterials that carry both local traffic and through-traffic.

Objective A - As planned areas are developed, upgrade existing roads to higher capacity standards consistent with the Village's street design standards. The cost of such upgrades should be assessed proportionately amongst those developers who directly benefit from such upgrades. Such upgrades shall be developer driven projects shall be assessed.

Policy 1: Create a Road Improvements/Reconstruction Map, which prioritizes the improvement or reconstruction of existing, and future roads based on existing conditions, future land use designations and recent developments within the area.

Policy 2: Review and amend Village ordinances and policies, which regulate road design to insure the creation of curb cuts onto arterials throughout the Village is limited.

Objective B – Insure efficient residential street layout so that traffic is not funneled onto a limited number of collector and arterial corridors.

Policy 1: Amend Village ordinances to require developers and subdividers to plan and design efficient through streets within new developments as a requirement for approval.

GOAL 3) Plan, design and construct transportation facilities that create the safest conditions for the residents of Germantown.

Objective A – Identify and encourage techniques, which promote safety and reduce vehicular speed on through streets in residential neighborhoods.

Policy 1: Research the use of “traffic calming” devices such as landscaped islands and their applicable use in Germantown.

Policy 2: Consult with WCHD and WisDOT about techniques they promote for traffic calming in residential areas.

GOAL 4) Participate in the creation of a safe and efficient regional vehicular transportation network to allow Germantown residents convenient access to destinations in the metropolitan area.

Objective A - Coordinate transportation facility planning for the Village with the regional transportation efforts of the Wisconsin Department of Transportation, Southeastern Wisconsin Regional Planning Commission, Washington County Department of Highways and adjacent local municipalities when appropriate.

Policy 1: Work with WisDOT and Washington County to install traffic signals at key intersections as warranted by predetermined guidelines.

Policy 2: Authorize the extension or expansion of major roads only when circulation improvements and traffic volumes warrant and based upon the SEWRPC Regional Arterial Street and Highway Plan.

Objective B – Encourage innovative programs that attempt to provide various commuting options for employers and employees.

Policy 1: Work with the Germantown Chamber of Commerce and local businesses on an employee car pool program.

GOAL 5) Provide transportation facilities and services for those individuals who do not rely on private automobiles as their primary source of transportation.

Objective A - Encourage the use of pedestrian and bicycle facilities not only for recreation purposes but also as a means of transportation within the Village.

Policy 1: Develop standards for non-motorized pathways (sidewalks, bicycle trails, etc.) within the public street right-of-ways in planned locations.

Policy 2: Require land owners along designated non-motorized pathways to dedicate the existing right-of-way to the appropriate management authority.

Policy 3: Amend the Village zoning ordinance to require land developers to provide pedestrian connections between proposed uses and the existing or future non-motorized pathways as a condition of development approval.

Policy 4: Amend the Village zoning ordinance to require residential subdivisions to install sidewalks throughout the development and require maintenance to be provided by the homeowners association as a condition of approval.

Objective B - Preserve options for future commuter rail service to the Milwaukee area.

Policy 1: Contact WisDOT to determine the most appropriate location for a future commuter rail service to insure the right-of-way is controlled by an authorized regional transportation entity.

UTILITIES AND COMMUNITY FACILITIES

GOAL 1) Facilitate the provision of reliable utility service to existing and future residents in a way that balances utility needs with public concerns over safety and health, respect for the natural environment, and aesthetic compatibility with surrounding land uses.

Objective A - Encourage development of all available property within the 2010 Sewer Service Area prior to allowing development into any expanded sewer service area.

Policy 1: Do not consider sewered developments that require site plan approval in areas beyond the 2010 sanitary sewer service area boundary until 2010.

Policy 2: Adopt a Village resolution stating that sewered development will only occur within the proposed sanitary sewer service extension area after 2010.

Objective B - Coordinate with the Milwaukee Metropolitan Sewerage District as it prepares its 2020 Plan so that the new plan may reflect the proposed Sanitary Sewer Area Expansion of the Germantown Comprehensive Plan.

Policy 1: Contact MMSD after the adoption of the Village of Germantown 2020 Smart Growth Plan with the proposed 2020 Sanitary Sewer Service Expansion Area and maintain a dialogue as the 2020 MMSD Sanitary Sewer Plan is created.

Objective C - Encourage additions to and improvements of all utility facilities at a time and in a manner sufficient to serve planned growth within the Sanitary Sewer Service Area in an environmentally sensitive, aesthetically compatible, safe and reliable manner.

Policy 1: Monitor volumes of potable water and storm water sewer service to determine if the growth rate will out pace capacity.

Policy 2: Based on land use designations and area of the 2020 Future Land Use Plan, calculate the potential demand for potable water and storm water sewer service within the Sanitary Sewer Service Area and determine if existing facilities will meet the 2020 demand.

Policy 3: Develop a capital improvement program, which most efficiently meets the future needs of the sanitary sewer service area expansion area.

Policy 4: Encourage participation in Wisconsin Focus on Energy Program

Objective D - Encourage additions to and improvements of electrical and communication utilities outside the Sanitary Sewer Service Area to insure residents are provided adequate service in an environmentally sensitive, aesthetically compatible, safe and reliable manner.

Policy 1: Contact electrical and communication utilities providers to determine their future plans for providing service outside the Sanitary Sewer Service Area.

Objective E - Facilitate continual application and necessary modification to applicable health and inspection requirements for private septic and well systems to insure the public health, safety and welfare of those residents utilizing such features are protected.

Policy 1: Contact the Washington County Health Department to insure the Village residential lot requirements outside the Sanitary Sewer Service Area are in keeping with the requirements established by the County Health Department.

Policy 2: Bring any proposed modifications to the requirements experienced as a direct result of practical application and/or by input from residents to the attention of the County Health Department.

Objective F - Work with the MMSD and other public and private organizations to coordinate acquisition of sites identified as targets for protection from development in the MMSD Conservation Plan.

Policy 1: Contact MMSD and indicate the Village's willingness to help facilitate the acquisition of property targeted for preservation by the MMSD Conservation Plan.

Policy 2: Research available Federal and State programs, which would provide funding for the acquisition of property targeted for preservation within Germantown.

Objective G - Discourage development within the environmental corridors of the Village as a component of stormwater management, provision of recreation opportunities and to protect the rural character of the Village.

Policy 1: Amend the Village ordinances to discourage development within the environmental corridors of the Village.

GOAL 2) Provide municipal public facilities to all residents in a manner that protects investment in existing facilities, maximizes the use of existing facilities, expands facilities in a cost efficient manner and promotes orderly growth.

Objective A – Promote the orderly development of Village parks and recreation resources to meet the demands of the Village residents.

Policy 1: Update the Village Comprehensive Recreation Plan with an emphasis on the implementation of previously uncompleted projects, acquiring neighborhood park land in the necessary areas and the creation of recreation/open space corridors between the various park and open space resources of the Village.

Objective B – Have recreation resources in the Village focus on active recreation while not losing an overall emphasis on natural feature preservation.

Policy 1: Amend Village ordinances to strengthen Village policy on the preservation of existing natural resources on all property within the Village.

Objective C – Provide greater coordination of Village resources to maximize the ability of the Village to continue to provide the highest quality of public services to residents as the community grows.

Policy 1: Revise the Capital Facilities Plan to coordinate land acquisition, land use and the financial resources of the Village for all community facilities reflected in the Plan.

Objective D – Promote the orderly development of Village community facilities to meet the demands of the Village residents.

Policy 1: Conduct a joint analysis between the Village and library of community facilities usage every five years to insure that the level of service provided to residents does not diminish.

Policy 2: Expand the Police Department into the neighboring Duerrwaechter Memorial Library building.

Policy 3: Secure a site for a third fire station in the new eastern industrial park before property values rise.

GOAL 3) Cooperate with other private and public organizations that provide services to Village residents in order to help them accomplish their capital improvement objectives and which will help facilitate resident access to a wide variety of services.

Objective A - Support and encourage the coordination of use and development of community facilities with other governmental or community organizations in areas of mutual concern and benefit.

Objective B - Encourage the site locations of other public and private community facilities in a manner, which supports economic activities, mitigates environmental impacts, provides amenities, and minimizes public costs.

Objective C - Work with the Germantown School District to evaluate growth trends based on the Germantown 2020 Smart Growth Plan and identify sites for new schools or means to expand new schools as needed.

Policy 1: Provide the Germantown School District with build-out calculations based on the 2010 and 2020 Future Land Use plans to facilitate the planning of resources to meet the future educational needs of the Village.

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

GOAL 1) Promote the preservation of existing natural features of the Village which add to the community identity, historic ways of life, economic base, and unique character of Germantown.

Objective A – Promote the preservation of all environmental corridors including those corridors along the Menomonee River and its tributary creeks within the Village.

Policy 1: Amend the Village land development review and approval process by discouraging development within the environmental corridor areas.

Policy 2: Amend the Village non-motorized pathway plan to include the use of environmental corridors as local and regional trail connections.

Objective B - Discourage site development that would remove or reduce the extent of quality wetlands and woodlands within the Village.

Policy 1: Amend the Village zoning ordinance to provide developers a bonus for the preservation of greater than 50% of the existing significant woodlands on site.

Objective C - Discourage development on slopes with more than a 12 % grade or on areas with high soil loss potential or highly erodible soils.

Policy 1: Amend the Village land development review and approval process by restricting development on slopes with more than a 12 % grade or on areas with high soil loss potential or highly erodible soils.

Objective D - Encourage the use of any organization that promotes the preservation of natural features.

Policy 1: Contact regional land trusts and other non-profit organizations that protect and preserve natural areas and open spaces such as the Conservation Fund or Washington-

Ozaukee Land Trust, to determine the availability of funds and the ways in which they can promote preservation within Germantown.

GOAL 2) Provide Village residents with access to natural areas and open spaces.

Policy 1: Amend the Village non-motorized pathway plan to include the use of environmental corridors as local and regional trail connections, where appropriate as determined by the Village Board.

GOAL 3) Promote the preservation and general knowledge of the cultural resources within Germantown.

Objective A - Preserve and promote the registration of historic structures and farmsteads, which contribute to the cultural heritage of the Germantown area.

Policy 1: Contact the State historical registry and determine which sites within the Village meet the criteria for historical designation.

Policy 2: Contact any eligible land owners about the possibility of historical designation and the benefits associated with such a designation.

GOAL 4) Preserve and enhance historic, archeological and cultural resources that symbolize Germantown's unique cultural identity.

Objective A – Continue efforts to implement the Historic Preservation Ordinance.

Policy 1: Complete and maintain a thorough inventory of the Village's potentially historic structures and significant cultural / archeological sites.

Policy 2: Create incentives such as reduced permit fees to encourage property owners to seek the highest level of local, State or National historic designation appropriate for their property.

Policy 3: Encourage and support organizations that promote the preservation of Germantown's historic and cultural resources.

Policy 4: Prepare a long range preservation / development plan for the Dheinsville Settlement to encourage the continued growth and preservation of the resource as well as guide future road improvements that may affect the viability of the area.

Policy 5: Prepare design guidelines to encourage appropriate infill development on Main Street and Rockfield Road.

Objective B – Identify and preserve important scenic vistas that contribute to the authenticity of the Village's historic farmsteads and settlements.

Policy 1: Explore the creation of a special zoning overlay for the Village's historic areas to encourage mixed use and historically appropriate land use.

Policy 2: Create scenic vista map of the Village.

GOAL 5) Promote the preservation of agricultural land use in those areas where the most favorable environmental features will prolong the use of the land for agriculture.

Objective A - Explore and promote the use of any techniques which facilitate the preservation of agricultural land uses and unprotected natural features from development pressure by creating a viable economic option for land owners.

Policy 1: Research and determine the characteristics of Purchase of Development Rights (PDR), Transfer of Development Rights (TDR) ordinances and conservation easements which are the most effective.

Policy 2: Research the existence of enabling legislation for the adoption of PDR, TDR or conservation easements ordinances within Wisconsin.

Policy 3: Conduct a Village public meeting to provide residents information regarding PDR and TDR ordinances and determine their willingness to participate in either program.

Policy 4: Create and adopt a PDR, TDR ordinances and/or conservation easements based on the input from the public.

Policy 5: Encourage farmers to participate in Wisconsin's Farm Link program, which identifies available farm transfer options.

ECONOMIC DEVELOPMENT

GOAL 1) Maintain a balanced community with a mixture of agricultural, residential, commercial and industrial/office development.

Objective A – Discourage development projects that are inconsistent with the growth strategies of the Village and require amending the Comprehensive Plan.

Policy 1: Require all development projects to be consistent with the Comprehensive Plan.

Policy 2: Update the Comprehensive Plan after ten years or as needed to reflect changing conditions within the Village and region.

GOAL 2) Attract businesses and industries that create well-paying jobs, contribute substantially to the tax base and whose long term goals create a stability that will allow them to remain in the community for an extended period of time.

Objective A - Improve coordination and collaboration between the Village, the County the private sector and business organizations to maximize business development, support, and retention efforts.

Policy 1: Encourage business and Village representatives to participate in the Washington County Economic Summit.

Objective B - Expand the tools the Village may use to encourage economic development beyond TIF.

Policy 1: Encourage manufacturing, distribution and service businesses to apply for the Washington County Revolving Loan Fund.

Policy 2: Encourage high-technology businesses that are located or plan to locate in Germantown to participate in the Metropolitan Milwaukee Technology Zone Tax Credit Program.

Objective C – Consider the creation of an Economic Development Coordinator position in the Village.

Policy 1: Coordinate efforts between the appropriate Village departments and Village Board to create and fill an Economic Development Coordinator position.

Policy 2: Seek outside funding sources will be sought to help share the costs of this position, including the Chamber of Commerce, Milwaukee Area Technical College, businesses, utilities, etc.

GOAL 3) Develop the Main Street area to create a unique destination that services adjacent residents and creates a regional tourism destination increasing the amount of outside dollars coming into Germantown.

Objective A - Provide guidelines and incentives for the development and redevelopment of land and structures within the Main Street area, including the conversion of residential structures into commercial storefronts.

Policy 1: The Village will work with business representatives and the Chamber of Commerce to fund and prepare a separate subarea plan for the Main Street area that focuses on appropriate business mix, business location, parking issues, commercial area amenities, marketing program and incentives.

Policy 2: The Village and Chamber of Commerce will support Washington County's initiative to expand the revolving loan program to include retail businesses

Objective B – Create a central landmark, gathering place, and symbol of Germantown’s historic traditions.

Policy 1: Encourage the development of a “Village Square” along Main Street.

Objective C - Improve pedestrian and bicycle access between the Main Street area and the surrounding residential and commercial areas.

Policy 1: Construct and upgrade bicycle and pedestrian improvements on Mequon road, Division Road, Western Avenue, Squire Drive, Fond du Lac Avenue, Park Avenue, Pilgrim Road, and Main Street.

GOAL 4) Maintain and enhance the visual attractiveness of the commercial districts and corridors in Germantown.

Objective A – Limit the amount of single-site and strip commercial development.

Policy 1: Encourage commercial development at appropriate commercial activity centers or nodes.

Policy 2: Minimize the number of curb cuts on arterial and collector roadways.

Policy 3: Amend the Village zoning ordinance to allow for the shared use of parking facilities when appropriate.

Objective B - Expand the tools the Village may use to encourage economic development beyond TIF.

Policy 1: Coordinate efforts between the Village and Chamber of Commerce to support Washington County’s initiative to expand the revolving loan program to include retail businesses.

Policy 2: Create a business improvement district for the Mequon Road commercial center that would create a funding pool for shared service benefiting all businesses in the area, such as advertising, special events, identification and directional signage, additional streetscape improvements, etc.

GOAL 5) Reserve areas for future commercial and light industrial/office park development in the Village

Objective A – Encourage well designed, master-planned business parks

Policy 1: Require adequate, well-designed circulation and drainage systems.

Policy 2: Require protective covenants to assure quality buildings and sites.

Policy 3: Encourage a conference with Village staff prior to submittal of plans and drawings for formal review.

Objective B – Provide public infrastructure in business parks.

Policy 1: Utilize Tax Increment Financing (TIF) for the provision of public infrastructure in planned business parks.

Objective C – Provide adequate stormwater facilities.

Policy 1: Incorporate regional stormwater management facilities into business parks at the time they are initially developed.

Policy 2: Encourage a conference with Village staff prior to submittal of plans and drawings for formal review.

Objective D – Create attractive entrances and amenities within business parks.

Policy 1: Amend the Village zoning ordinance to require developers of business parks to submit drawings for review and approval that detail entry features, signage, bicycle and pedestrian amenities, landscaping within the public right-of-way, etc., that will help promote the parks to higher value businesses.

Policy 2: Require developers to provide pedestrian and bicycle circulation systems within business parks.

Objective E - Reserve portions of the areas in the northeast quadrant of County Line and Lannon Roads, north of the existing Maple Road Industrial Park, and the Holy Hill Interchange with Interstate 41/45 for future industrial/office expansion.

Policy 1: Require infill of land planned for industrial/office in the 2010 Sewer Service area prior to allowing development within the proposed 2020 Sewer Service Area.

LAND USE

GOAL 1) Locate future land uses in the Village in a logical and coherent pattern, which maximizes the resources of the Village.

Objective A – Locate auto-oriented uses, such as commercial, office, and industrial in proximity to established transportation corridors.

Policy 1: Base all rezoning applications on the 2010 and/or 2020 Future Land Use maps to insure auto-oriented uses are located along major roads.

Policy 2: Deny the expansion of non-conforming non-residential land uses which would result in increasing traffic on roads incapable of handling increased traffic volume.

Objective B – Locate residential land uses in close proximity to community services and amenities that are typically utilized by Village residents, such as parks, schools, and retail uses.

Policy 1: Encourage the development of residential future land uses on vacant land in close proximity to parks and schools prior to allowing the development of outlying vacant land.

Policy 2: Every three years, re-evaluate and amend, if necessary, residential future land uses to minimize residential expansion if economic conditions cause a downturn in the development market.

GOAL 2) Promote compatibility between all existing and future land uses.

Objective A - Promote Village policies that insure the compatibility of adjacent land uses and amend when necessary.

Policy 1: Consider the creation of a Design Sub-committee, which will evaluate all architectural and design standards and create new design standards for all land uses to insure new land uses are compatible with existing Village design patterns.

Policy 2: Deny all rezonings that attempt to locate incompatible land uses in proximity to each other and is contrary to the land use designations of the 2010 and/or 2020 Future Land Use maps.

Objective B – Minimize to the greatest extent feasible the negative impacts any non-residential uses may have on all adjacent residential land use areas.

Policy 1: Administratively review all nuisance ordinances, determine the effectiveness of existing regulations and propose amendments to the ordinances, which will improve compliance with all ordinances.

GOAL 3) Plan the intensity of future land uses in keeping with the existing land use types of the Village.

Objective A – Require all Village land use regulations to be in keeping with the height, bulk and space recommendations of the Germantown 2020 Smart Growth Plan.

Policy 1: Administratively review all zoning districts' schedule of regulations and propose amendments, which will bring the zoning ordinance in line with the recommendations of the Germantown 2020 Smart Growth Plan.

Policy 2: Administratively create new land use regulations that will promote creativity in use of land within the Village, including Open Space Residential Development, Mixed Use Planned Development, and Traditional Neighborhood Development. Propose amending the Village zoning ordinance to include the newly created regulations.

Objective B – Promote preservation and mitigation land use control techniques, which will minimize the impact suburban land uses have on existing natural features.

Policy 1: Evaluate existing Village wetland, woodland and floodplain regulations to determine their effectiveness at preservation and mitigation.

Policy 2: Create and propose amendments to the Village ordinances, which will more effectively require the preservation and mitigation of existing natural resources.