



Fee Must Accompany Application

- \$1,165 Paid Date 9/22/2023
- \$200 PC Consultation Only
Paid Date _____

COMPREHENSIVE PLAN AMENDMENT APPLICATION

Please read and complete this application carefully. All applications must be signed and dated. Attach additional sheets and/or include supplemental information in support of your application.

APPLICANT OR AGENT:

Briohn Building Corporation
c/o Caitlin LaJoie

Address: 3885 N Brookfield Rd
Brookfield, WI 53045

Phone: 262-307-8792

E-Mail: clajoie@briohn.com

PROPERTY OWNER(S):

Brian A. Kazmierczak

Address: W202N11420 Merkel Drive
Germantown, WI 53022

Phone: _____

E-Mail: kazfarm@sbcglobal.net

REQUEST TO AMEND LAND USE MAP

Current Land Use Map Designation(s):

Proposed Land Use Map Designation(s):

Address of Property, Parcel ID Number(s) or General Location (1/4 section 1/4 section):

East of Highway 41 / North of Holy Hill Road
BTVN_073995 and BTVN_073994

Legal Description of Property or Area (metes and bounds description):

Attach separate legal description if necessary

SW SW (EXC HWY & CSM 275) DOC 1308664 and S 1/2 NW SW (EXC CSM 51&V686 P194) DOC 1308664

Size of Property or Area: Acres: 36.8 Square Feet: 1,603,008

Comprehensive Plan Amendment Application

Page 2 of 3

Land Use and Zoning of Adjacent Properties (example: residential; Rs-2):

Adjacent Property Land Uses		Zoning
North	Holy Hill Gateway District - Industrial	A-1
South	Holy Hill Gateway District - Industrial	M1, A2, B5
East	Holy Hill Gateway District - Industrial	PDD-46
West	N/A - Highway 41	Hwy 41 & Richfield (Light Industrial, Biz Highway)

N/A **REQUEST TO AMEND PLAN TEXT****Section(s) of Comprehensive Plan to be Amended:****Proposed Text Amendment:**

Attach separate pages as necessary

Detailed Explanation and Justification for Proposed Amendment(s):

Required for both Land Use Amendment and Text Amendments
Attach separate pages as necessary

Please see attached narrative.

Comprehensive Plan Amendment Application

APPLICATION SUBMITTAL REQUIREMENTS (to be submitted at time of application):

All Amendment Applications:

- Complete Application Form (Affidavit of Understanding and signatures required)
- Application Fee
- Additional Sheet(s) for explanation of and justification for proposed amendment(s)

Land Use Plan Map Amendment Only:

- Legal Description of the land subject of map amendment in electronic/digital file format (e.g. Microsoft Word)
- Detailed Plat of Survey or Site Plan of the land subject to the map amendment at a scale of 1" = 50' or other suitable scale necessary to accurately present:
 - o Exterior boundary of the land subject of the map amendment
 - o Concept plan showing general size, shape and relative location of existing and future roads, lots, structures, wetlands, floodplain or other natural features, environmental etc. as may be necessary to further explain and/or support the proposed map amendment.

AFFIDAVIT OF UNDERSTANDING

Please read and indicate that you understand and agree to the following (initials in box):

I understand that Village Staff, the Plan Commission and/or the Village Board may request additional information to properly evaluate this application and failure to provide such information may be sufficient justification to deny this application;

I understand that, regardless of the justification and/or information provided in support of my application, the Village is under no obligation to approve my application nor amend the Comprehensive Plan as requested;

I am aware that the approval of an application to amend the Land Use Plan Map only amends the Land Use Map and does not otherwise revise or change the zoning of the land affected by the Map amendment, and, if I am applying for a Map amendment in order to pursue actual development of the land affected by the amendment, I may be required to obtain separate permits and/or approvals (e.g. rezoning, land division, site plan, etc.) from the Village or other agencies as a prerequisite to the development of such land.

I understand that Village Staff is required to post one or more signs along the street frontage of and/or on the property of this application that indicate to nearby property owners and the general public that a public hearing of my application will be held before the Village Plan Commission and/or Village Board prior to action being taken on this application; I hereby grant Village Staff permission to enter onto the property for the expressed purpose of installing said sign(s) provided Village Staff is responsible for installing, maintaining and removing said signs in a reasonable manner and timeframe.

ALL APPLICATIONS MUST BE SIGNED BY THE APPLICANT/AGENT AND PROPERTY OWNER(S)

Briohn Building Corporation / Caitlin LaJoie 9/22/2023
 Applicant/Agent Date
 DocuSigned by: Caitlin LaJoie
 AB31E8AA9F1E48E... Date

Brian Kazmierczak 9/22/2023
 Property Owner Date
 DocuSigned by: Brian Kazmierczak
 ADF17E054613431... Date



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c/o Caitlin LaJoie

Address: 3885 N Brookfield Rd
Brookfield, WI 53045

Phone: 262-307-8792

E-Mail: clajoie@briohn.com

PROPERTY OWNER(S):

Mark and Joann Stephan

Address: N132W21528 Rockfield Road
Richfield, WI 53076

Phone: _____

E-Mail: _____

REQUEST TO AMEND LAND USE MAP

Current Land Use Map Designation(s):

Proposed Land Use Map Designation(s):

Address of Property, Parcel ID Number(s) or General Location (1/4 section 1/4 section):

East of Highway 41 / South of Rockfield Road
BTVN_073993

Legal Description of Property or Area (metes and bounds description):

Attach separate legal description if necessary

Size of Property or Area: Acres: 15.92 Square Feet: 693,475

Comprehensive Plan Amendment Application

Land Use and Zoning of Adjacent Properties (example: residential; Rs-2):

Adjacent Property Land Uses		Zoning
North	Holy Hill Gateway District - Industrial	A-1
South	Holy Hill Gateway District - Industrial	A-1*
East	Holy Hill Gateway District - Industrial	PDD-46
West	N/A - Highway 41	Hwy 41 & Richfield (Light Industrial, Biz Highway)

* Site directly south submitted for rezone/comp plan amendment consistent with this application

N/A **REQUEST TO AMEND PLAN TEXT**

Section(s) of Comprehensive Plan to be Amended:

Proposed Text Amendment:

Attach separate pages as necessary

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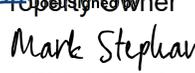
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Briohn Building Corporation / Caitlin LaJoie 9/22/2023
 Applicant/Agent Date

 Applicant/Agent Date

Mark Stephan 9/22/2023
 Property Owner Date

 Property Owner Date



FEES MUST BE PAID AT TIME OF APPLICATION

- \$200 Plan Commission Consultation
- \$1,085 Rezoning
- \$1,240 PDD < 5 acres
- \$2,095 PDD 5-20 acre site
- \$3,460 PDD > 20 acre site

Date Paid: _____ Received by: _____

REZONING & PDD APPLICATION

Pursuant to Section 17.51 of the Municipal Code

Please read and complete this application carefully. **All applications must be signed and dated.**

<p>1 APPLICANT OR AGENT</p> <p><u>Briohn Building Corporation</u></p> <p><u>c/o Caitlin LaJoie</u></p> <p><u>3885 N Brookfield Road, Suite 200</u></p> <p><u>Brookfield, WI 53045</u></p> <p><u>Phone (262) 307-8792</u></p> <p><u>E-Mail clajoie@briohn.com</u></p>	<p>PROPERTY OWNER</p> <p><u>Brian A. Kazmierczak</u></p> <p><u>W202N11420 Merkel Drive</u></p> <p><u>Germantown, WI 53022</u></p> <p><u>Phone ()</u></p> <p><u>E-Mail kazfarm@sbcglobal.net</u></p>
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2 PROPERTY ADDRESS OR GENERAL LOCATION	TAX KEY NUMBER
East of Highway 41 / North of Holy Hill Road	BTVN_073995 and 73994

3 REZONING REQUEST

FROM	TO
A-1	M-1

4 METES AND BOUNDS LEGAL DESCRIPTION OF PROPERTY – REQUIRED

Attach pages as necessary

SW SW (EXC HWY & CSM 275) DOC 1308664 and S 1/2 NW SW (EXC CSM 51&V686 P194) DOC 1308664

5

PURPOSE OF REZONING REQUEST

Briefly describe why the applicant is rezoning the property. Include a description of the proposed use, including any new construction and number of employees, if applicable.

Please review attached narrative.

6

SUPPORTING DOCUMENTATION:

- Plat of Survey (1:100)
- Site Plan and elevations for new construction (can be conceptual)

7

READ AND INITIAL THE FOLLOWING:

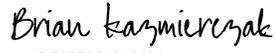
- I understand that the Village is under no obligation to rezone property and that density and lot coverages provided in the Zoning Code are maximums. Actual build out will depend on myriad factors including topography and other natural conditions, surrounding neighborhood context and the detailed design of a project.
- I understand that Village Staff, Plan Commission and/or Village Board may request additional information to properly evaluate this request and failure to provide such information may in itself be sufficient cause to deny the petition.
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8

SIGNATURES – ALL APPLICATIONS MUST BE SIGNED BY OWNER!

DocuSigned by:

 AB31E8AA9F1E48E...
 09/22/2023
 Applicant Date

DocuSigned by:

 ADF17E054613431...
 09/22/2023
 Owner Date



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- \$2,095 PDD 5-20 acre site
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REZONING & PDD APPLICATION

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1

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Briohn Building Corporation
c/o Caitlin LaJoie
3885 N Brookfield Road, Suite 200
Brookfield, WI 53045
Phone (262) 307-8792
E-Mail clajoie@briohn.com

PROPERTY OWNER

Mark and Joann Stephan
N132W21528 Rockfield Road
Richfield, WI 53076
Phone ()
E-Mail

2

PROPERTY ADDRESS OR GENERAL LOCATION

TAX KEY NUMBER

East of Highway 41 / South of Rockfield Road	BTVN_073993
--	-------------

3

REZONING REQUEST

FROM
A-1

TO
M-1

4

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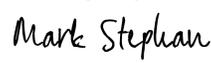
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 09/22/2023
 Applicant Date

DocuSigned by:

 3763D1G470D544C...
 09/22/2023
 Owner Date



BRIOHN BUILDING
CORPORATION

Caitlin LaJoie
Briohn Building Corporation
3885 N Brookfield Rd, Suite 200
Brookfield, WI 53045

September 22, 2023

Village of Germantown
N112W17001 Mequon Road
Germantown, WI 53022

RE: Request to Rezone and Amend the 2050 Comprehensive Plan for GBP

Dear Village Staff,

Briohn Building Corporation (“Briohn”) is pleased to present the following narrative on behalf of Green Bay Packaging (“GBP”) – Great Lakes Division to the Village of Germantown (“Village”) for consideration of rezoning and amendment to the comprehensive plan for a new facility (“Development”) at the northeast corner of Holy Hill Road and Highway 41.

Subject Site

The subject site (“Site”) is located immediately east of Highway 41 and north of Holy Hill Road extending north to Rockfield Road (Tax Keys GTVN_073995, GTVN_073994, and GTVN_073993) and is approximately 52.72 acres.

Site Selection

The Development is designed to accommodate a new facility for GBP – Great Lakes Division, a current business partner in the Village of Germantown for over 50 years. GBP is currently leasing approximately 160,000 square feet comprising of four properties on Carnegie Drive. Due to the company’s growth patterns and the inefficiency of operating out of four separate buildings, GBP is pursuing a new location to own, develop, and occupy long term to serve its clients. GBP hopes to maintain its longstanding partnership with the Village by continuing to be a corporate citizen following its relocation. Limited parcels are available within the Village suitable for new construction of light industrial developments on 50 acres or greater. Additionally, the proximity to Highway 41 is ideal for GBP’s logistics and reduces the amount of truck traffic traveling on the Washington County and Village of Germantown road network systems. Unlike other developments which have a negative impact on traffic circulation, the Development poses no detrimental impact on traffic.

DESIGN / BUILD
CONSTRUCTION

ARCHITECTURAL
DESIGN

DEVELOPMENT

PROPERTY
MANAGEMENT

As a reputable local company, GBP hopes to enhance the Village’s image with the addition of a prominent facility, with a visionary design, which we hope the Village will agree is the centerpiece to the Holy Hill Gateway District. GBP is making a substantial investment in the company and the Village.

Vision of Development

The Site is currently zoned A-1 Agriculture and tentatively master planned as mixed – commercial and high density residential within the Industrial District of Holy Hill Gateway. To entitle the Development, GBP anticipates obtaining rezone and comprehensive plan amendment approvals, followed by site and architectural plan approvals and creating a new CSM.

The Development will meet, and likely exceed, all M-1 bulk zoning requirements. A professional landscape architect will prepare the proposed landscape plan. The design will meet or exceed Village landscape and beautification ordinances and provide adequate screening. In consideration of Holy Hill Gateway District Comments, Appendix C of the 2050 Comprehensive Plan, GBP is cognizant of controlling light pollution, limiting road closures, planting meaningful landscape and berms, minimizing operational noise, and consideration of connectivity for a future trail system.

GBP has created a site plan that is considerate of surrounding parcels by incorporating substantial setbacks and buffering, although not required by the Village. This submission is the result of considered discussions between Briohn, GBP, and Village staff to advance a quality development to anchor the Holy Hill Gateway District.

Schedule

GBP appreciates the Village’s due diligence evaluating zoning and future land use. Based on GBP’s corporate mandate to improve its Germantown facility capacity, it is crucial for the success of this Development that the project schedule proceeds without delay in the proposed entitlement schedule. The current facility is not functional long-term and GBP must relocate by the summer of 2025 to continue serving its customers.

Task	Summary	Date
Rezone and Comp Plan Amendment Submittal	Submittal	9/22/2023
Plan Commission Recommendation - Rezone and Comp Plan Amendment	PC Meeting	11/13/2023
Village Board Approval - Rezone and Comp Plan Amendment	VB Meeting	12/4/2023
Certified Survey Map and Site Plan Submittal	Submittal	1/9/2024
Construction Documents Submittal	Submittal to Safebuilt	2/13/2024
Plan Commission Approval - Site Plan & Plan Commission Recommendation - CSM	PC Meeting	3/12/2024
Village Board Approval - CSM	VB Meeting	4/2/2024
MMSD and DNR Review/Approval	Public water and sewer approval	4/9/2024
Full Building Permit Issuance	All in-house via Safebuilt	4/9/2024
	Break Ground	April 2024
	Occupancy	July 2025

Green Bay Packaging

Company Overview

Green Bay Packaging Inc. is a family-owned business with 90 years of manufacturing history in Wisconsin. As one of the state's largest privately held companies, GBP employs 4,700 people across 38 nationwide locations. In Wisconsin alone, there are 1,600 active employees. At its core, GBP has remained dedicated to improving its employees' jobs and facilities where they work, proven by employee longevity averaging over ten years throughout the company.

Community

GBP's dedication to reinvesting in the communities where it operates includes providing jobs for local residents and supporting numerous charitable initiatives. GBP is proud to be a strong corporate citizen.

The GBP George Kress Foundation, founded in 1953, has a mission to care for the people in its community. The foundation's philanthropic focus contributes to programs serving young people, education, health, and cultural activities. It is dedicated to giving back with intentional actions that keep communities strong, diverse, and vibrant.

In 2018, before constructing a state-of-the-art recycled paper mill in Green Bay, WI, GBP set out to design a facility with the future in mind. The plan included complete automation for safety, environmental control, sustainability, and process quality. **GBP built this new facility on the property of its original mill to ensure that the existing mill's workforce could remain.** In 2021, GBP saw this plan come to life with the successful start-up of the new Green Bay Recycled Paper Mill, the first new mill to be built in over 35 years in the state of Wisconsin.

Sustainability in Action

GBP is the first in the world to be validated for its Net-Zero Circular Reclaimed Water System at the Green Bay Mill, and is also one of the most environmentally friendly recycled paper mills in North America. Green Bay Packaging continues to employ sustainable practices to reduce environmental impacts during paper production.

GBP's commitment to sustainability is a core value that the company stands on. As far back as 1957, GBP began collecting old corrugated containers (OCC) to produce corrugated medium in the Green Bay Paper Mill; this occurred 20 years before the concept of "recycling" was recognized. GBP strives to manufacture the most sustainable products, focusing on reducing waste and using renewable resources through initiatives like recycling water from its manufacturing plants.

Focusing on environmental stewardship has enabled GBP to have one of the lowest carbon footprints compared to other packaging companies. GBP's sustainability goals include:

- Reducing its greenhouse gas emissions by 20% per ton of paper production.
- Continuing to monitor and reduce its watershed impacts.
- Achieving a 90% landfill diversion by 2030.

Other New Developments

GBP has designed two new corrugated box 'Super-Plants' in Tulsa, OK (opened in 2021) and Fort Worth, TX (opening in fall 2023) which allow GBP to expand its operation with the latest production equipment for total efficiency and to keep all its existing employees.

GBP continues to invest in its employees and customers by opening new Super Plants. These operations house new innovations, hoping to draw new business opportunities to Oklahoma and Texas. As GBP continues to expand its footprint, it remains focused on driving the industry forward with advanced technology and excellent service.

Recognitions

At the 2022 Wisconsin Manufacturer of the Year Awards, GBP received the Grand Award in the Mega Category. This award recognizes Wisconsin companies for their extraordinary performance, strength, and vibrancy in the manufacturing industry. As a backbone of Wisconsin's economy, manufacturing sustains high-wage, family-supporting careers and provides the tools and technology that ensure Wisconsin is a leader in innovation.

GBP was recently recognized on Deloitte's 2023 Wisconsin 75 list for its sustainability. As one of the largest privately held Wisconsin-based companies, GBP is a driving force in fueling the growth of the state's economy. GBP celebrates the success and impact of the company as it balances economic development, social equity, and sustainable initiatives.

As GBP continues to remain dedicated to its employees and the company's success, **Forbes has also recognized GBP as one of America's Best Mid-sized Employers of 2023.** This award highlights GBP's thriving work environment.

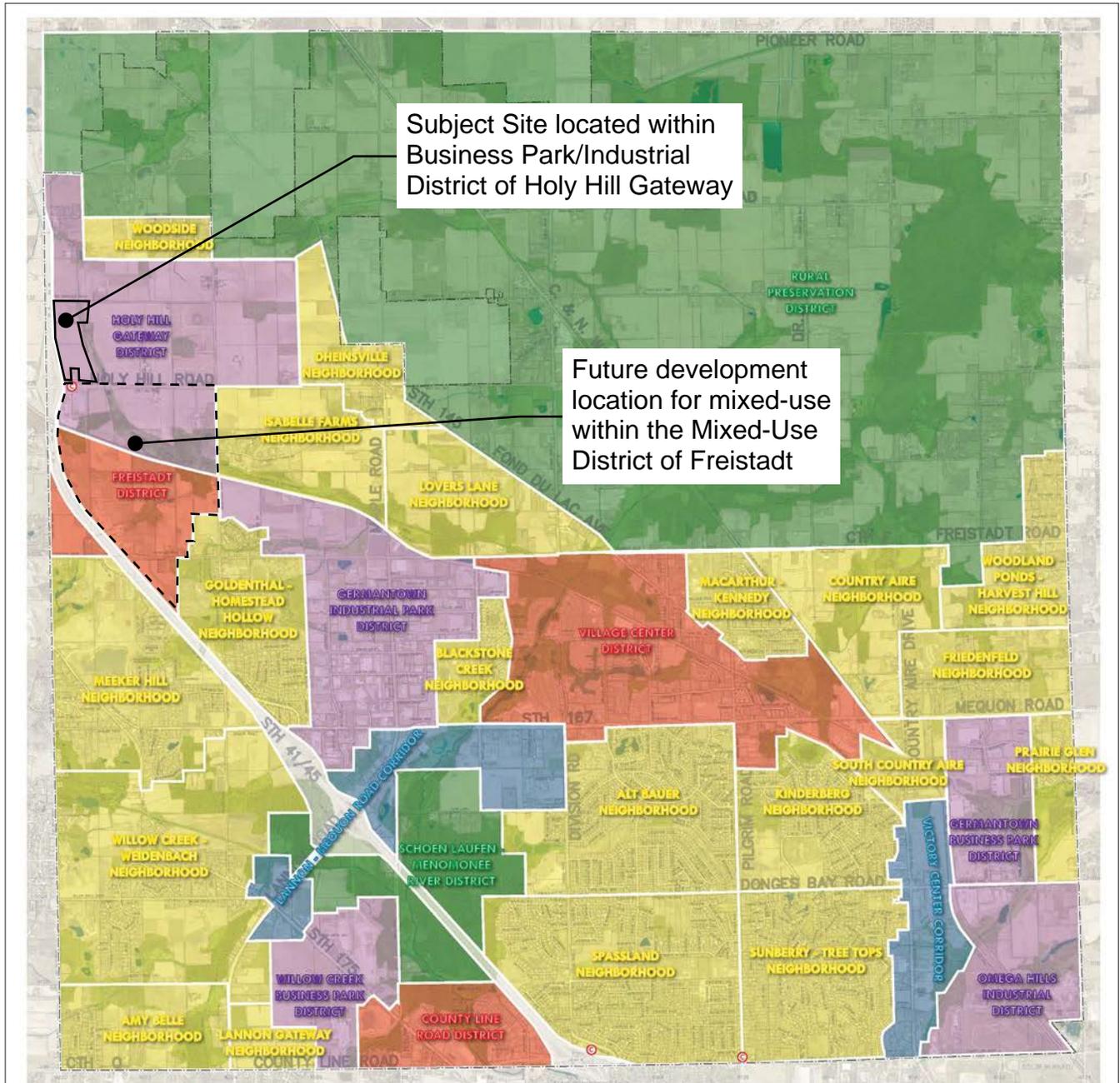
Like Forbes, Newsweek named GBP one of America's Greatest Workplaces for 2023. As a standout company and one of only 18 companies named in Wisconsin, Newsweek awarded GBP a 5-star ranking for substantial benefits and increased employee satisfaction.

Plan of Operations

The Development is approximately 233,450 SF consisting of a 20,000 square foot main office area which was thoughtfully planned to screen the loading docks. The balance of the building will provide space for light manufacturing of corrugated containers. The building is carefully designed for a potential addition, creating an attractive site with ample green space, generous landscaping, and amenity-like stormwater ponds. Anticipated trucking activity will be moderate with an estimated maximum of 45 total trucks entering/leaving the Development per day. Parking will be provided onsite. Additionally, a public road with a recreation trail may be installed to connect Holy Hill Road to Rockfield Road, improving access to the existing gas station and neighborhood to the north.

The facility's daily operations and finished product is consistent with the current GBP Germantown operation. This new facility provides GBP an opportunity to operate more efficiently with a streamlined receiving, manufacturing, and shipping process.

Map 5.3 – 2050 Future Land Use Map



*Note: This map is intended for use in combination with the Future Land Use Table

LEGEND:

NEIGHBORHOODS

- ALT BAUER
- AMY BELLE
- BLACKSTONE CREEK
- COUNTRY AIRE
- DHEINSVILLE
- FRIEDENFELD
- GOLDENTHAL - HOMESTEAD HOLLOW
- ISABELLE FARMS
- KINDERBERG
- LANNON GATEWAY

- LOVERS LANE
- MACARTHUR - KENNEDY
- MEEKER HILL
- PRAIRIE GLEN
- SOUTH COUNTRY AIRE
- SPASSLAND
- SUNBERRY - TREE TOPS
- WILLOW CREEK - WEIDENBACH
- WOODLAND PONDS - HARVEST HILL
- WOODSIDE

DISTRICTS

- MIXED-USE DISTRICTS**
- COUNTY LINE ROAD
- FREISTADT**
- VILLAGE CENTER
- BUSINESS PARK/INDUSTRIAL DISTRICTS**
- GERMANTOWN BUSINESS PARK
- GERMANTOWN INDUSTRIAL PARK
- HOLY HILL GATEWAY**
- OMEGA HILLS INDUSTRIAL DISTRICT
- WILLOW CREEK BUSINESS PARK

- RURAL/OPEN SPACE DISTRICTS**
- RURAL PRESERVATION
- SCHOEN LAUFEN - MEMONONEE RIVER

CORRIDORS

- CORRIDORS**
- LANNON-MEQUON ROAD
- VICTORY CENTER

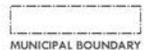
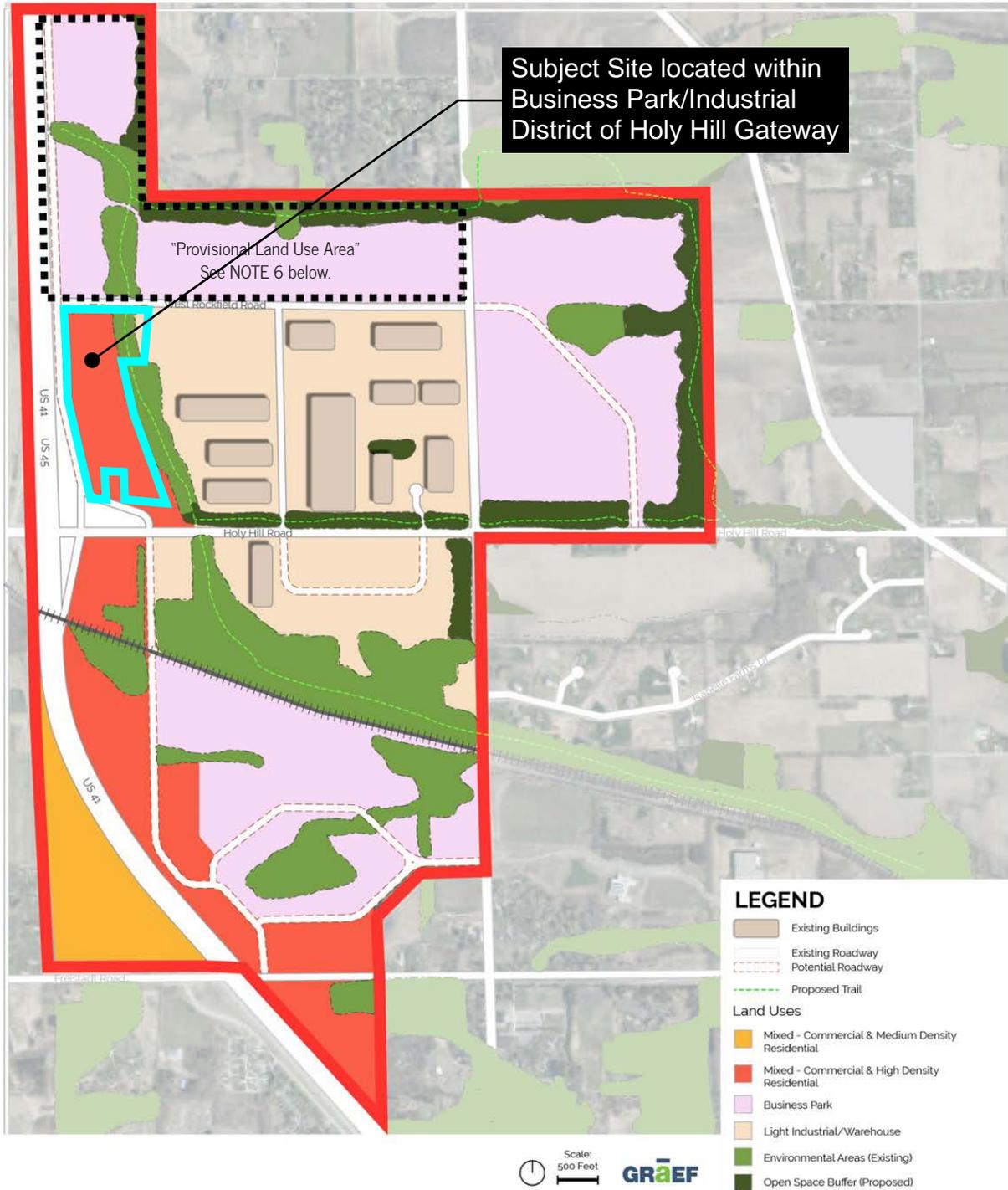


Figure 6.6 – Holy Hill Gateway & Freistadt District - Future Land Use Vision



NOTE 6: Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres. See Holy Hill Gateway District Profile in Chapter 5 for details on Master Planning.

Holy Hill Gateway District

The 2050 Comprehensive Plan, adopted on September 26, 2022, offers a guideline for the Village to use when evaluating proposed developments. **The Development is consistent with the overall intent of the Comprehensive Plan.** It was designed using “place based” methodology; this offers staff, Plan Commission and Village Board the flexibility to evaluate development proposals individually considering a possible range of uses and design criteria.

Although the master planning process of the Neighborhoods, Districts and Corridors is underway, it is important to note that the Holy Hill Gateway District is categorized within the Industrial district type, further outlined on page 100 of the 2050 Comprehensive Plan.

“The Holy Hill Gateway District is predominately undeveloped but intended to be an industrial and mixed-use commercial district comprised predominantly of light industrial uses, warehouse, corporate office uses, and service-commercial uses.” (2050 Comprehensive Plan, page 100)

During public planning sessions, neighboring residents suggested industrial development should not extend north of Rockfield Road, or east of Goldendale Road; this Development complies with this request as it is south of Rockfield Road and west of Goldendale Road. Additionally, it will not have a negative impact on property values. The adjacent current property uses are newly constructed industrial buildings further assuring that the Development will not impact the use or enjoyment of the neighboring properties. The Development is consistent with surrounding properties and will cause no significant noise, light, activity, or other operations which are non-compliant with the anticipated uses of the Holy Hill Gateway District.

As noted in 2050 Comprehensive Plan – Section 6: Economic Development/Opportunity Areas, the next step is engaging with the local development community. GBP has been incorporated for over 90 years and within the Germantown community for 50 years. The company is eager to make a significant investment in the Village and continue to provide over 80 jobs locally with expectations to increase this number over the upcoming years.

Similarly, Briohn has been designing and building quality facilities in Germantown and the surrounding communities for over 40 years, including recent developments on Goldendale Road for several prominent industrial companies.

Developing the Site as industrial is consistent with the Preferred Future Land Use Table, derived from the 2050 Comprehensive Plan. Industrial is a desirable use as it is consistent with, supports, and enhances the desired characteristics of the area.

PREFERRED FUTURE LAND USE

Holy Hill Gateway 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	u	u	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	25 units/acre

Figure 1: Future Land Use Table identifying "Industrial" as a desirable use within Holy Hill Gateway District

See Exhibit C for the Holy Hill Gateway District future land use characteristics per the 2050 Comprehensive Plan.

Throughout the many meaningful conversations Briohn, GBP and the Village have had, staff has referenced this area being developed similarly to White Stone Station in Menomonee Falls or 84South in Greenfield.

White Stone Station was developed on 65 acres and 84South was developed on 48 acres. Within the Holy Hill Gateway & Freistadt Districts, there is approximately 146 acres available for consideration of Mixed – Commercial & High Density Residential development. Reducing this area by 52 acres to accommodate Green Bay Packaging, a reputable manufacturing company with longevity in Germantown, leaves 94 acres of land that is guided for a mixed-use development.

There is ample room to accommodate a potential development in the future, such as White Stone Station or 84South, in addition to the present-day proposed GBP development.

Connectivity & Environmental Features

2050 Comprehensive Plan – Map 7.3: Village-wide Bicycle & Pedestrian Connectivity Map (Exhibit D) identifies the proposed Menomonee River Trail and Goldendale Creek Loop Trail. The Goldendale Creek Loop Trail is adjacent to the Freistadt District, providing the safest connectivity for pedestrians and cyclists. This trail also provides safer connectivity to the Village Center. It is important to recognize the existing truck traffic while considering potential pedestrian routes on the newly proposed pathways. By approving the proposed rezone and comprehensive plan amendment, GBP's truck traffic will be immediately diverted off Holy Hill Road, away from the Village and the proposed trail.

The proposed Development site is clear of significant wetlands and woodlands, rendering it ideal for the proposed corporate industrial use. By contrast, the southern portion of the Holy Hill Gateway District and Freistadt District contain pockets of wetland and woodlands (Exhibit E). These environmental features are challenging for industrial-scale buildings to plan around without potential mitigation. However, these areas can be better protected with smaller-scale mixed-use retail, commercial, and multifamily developments. Additionally, the wetlands and woodlands become a sought after amenity that enhances the surrounding uses when combined with a mixed use development. Thus, industrial development should be positioned north of Holy Hill Road and mixed-use developed south of Holy Hill Road.

Utilities

As of 2022, the Site falls within the existing sanitary sewer area. GBP will work diligently to ensure adequate capacity for the proposed Development which is a light user of water, sewer, and other utilities. Furthermore, the area from Holy Hill Road south to Freistadt Road is anticipated to be annexed into the sanitary sewer area. This future annexation provides a more marketable location for a mixed-use development to consider creating a retail corridor when engaging with retail developers.

Materials and Image

GBP has reviewed and understands the architectural design elements required by the Village. It is committed to create a quality development, which reflects its existing relationship with the Village. **In collaboration with the Village, GBP has revised the elevations to enhance the design and aesthetic appeal by creating architectural interest via glazing, steel beams, and material accents.** The layout of the building has been optimized to highlight the visually attractive areas and screen the truck courts and other related views. The proposed design incorporates a complimentary color palette, as requested by local neighbors. GBP is excited to continue collaboration with the Village to refine architectural elements to create a design that is highly desirable in the Gateway District. Please reference Exhibit B attached hereto for proposed renderings.

The proposed renderings deeply reflect the Village's vision for unique industrial building design.

Holy Hill & Freistadt Inspiration



▲ The Village envisions unique industrial building design that stands apart from traditional, warehouse look and feel

Rendering of Proposed Elevations



Figure 2: Rendering of proposed elevations.

Economic Development

Economic development is crucial to any municipality's livelihood as it increases the capacity and supply of public goods. This is an important vehicle to capitalize on to increase local revenue while relieving the burden on individuals. The 2050 Comprehensive Plan encourages industrial business to expand with the Village boundaries. Further, the Site is truly unique, in that it fulfills GBP's relocation objectives. Those objectives are specific to manufacturing end users, and after extensive relocation due diligence efforts, GBP has concluded there is a scarcity of land which could accommodate the industrial development which is the subject of the pending applications.

"In 2022, the WI Department of Revenue reported that the Village's \$3.5 billion tax base of equalized value was primarily residential (67.17%), but has a sizable commercial (22.91%) and manufacturing (7.89%) presence. This indicated there is significant room for growth to diversify the tax base and relieve pressure from residential sector by encouraging commercial and industrial business operations to locate or expand in Germantown." (2050 Comprehensive Plan, page 119)

"Manufacturing is a key economic sector in Germantown."

Manufacturing is Germantown's second largest sector of employment for residents, coming in at 18.7%, creating a significant job and economic base.

"Of note, in 2019 only 25.6% of Germantown residents worked in Washington County, while 74.4% worked outside of the County. This signals an important opportunity for economic development if the Village can keep more residents working within the Village's borders." (2050 Comprehensive Plan, page 121). **This is an excellent opportunity to retain and expand an important employer in Germantown.**

Tax Base

The Development will not propose that a new tax incremental district be created. Therefore, the Village will immediately begin collecting tax dollars from the time of occupancy. Occupancy is expected in the summer of 2025 and will generate approximately \$500,000 in property tax revenue. This money can be used to directly fund services in dire need, such as the police force, fire department, emergency medical response team members, and road improvements.

The Village police department continues to grow and will outgrow the already-expanded facility. It is vital to community safety, as addressed in July 2022 by the Public Safety Committee, that the police department has access to adequate resources as call numbers increase, as well as crime. The receipt of tax revenue generated by GBP will directly influence the Village's ability to provide the necessary tools, technology, and sworn officers to ensure the community remains a safe place to reside.

The Public Safety Committee also voiced concern over the Germantown Fire Department at the July 2022 meeting. Nationally, citizens are less likely to volunteer personal time forcing the Village to recruit

more full-time employees. Similar to the police department, there is an increase in calls due to residential and commercial growth throughout the Village.

Notably, the corporate and industrial uses place a much lower demand on police and fire resources than retail, commercial, and residential uses. GBP will have a positive economic impact without increasing the burden on public safety resources.

Appendix A of the 2050 Comprehensive Plan states the three most important factors on quality of life for those in Germantown are public safety (police/fire), low crime, and good neighbors. **Approving the Development will immediately benefit the community by creating additional tax revenue not currently generated on the agricultural land, allowing the Village to consider applying funds towards increasing staff.**

Development Benefits to the Village and Surrounding Community

The Development will provide an attractive, efficient facility for GBP to remain in the Village, continuing its 50-year legacy as an exemplary corporate citizen. The new facility will provide additional employment opportunities in the local community for skilled laborers and office professionals. It will be constructed using high-quality materials to raise the area's quality and the appearance of its industrial developments. This prominent building design and construction will aid Germantown in increasing architectural standards throughout the Village.

Conclusion

Thank you for reviewing the application in consideration of approving a rezone and comprehensive plan amendment.

With four manufacturing sites in Southeast Wisconsin, GBP has a strong interest in continued business success in the area. The GBP location has been a part of the Germantown community for over 50 years. The new state-of-the-art facility will continue GBP's technology innovation and expansion in the corrugated manufacturing industry while proposing significant property tax revenue upon occupancy.

Based on several factors, including enhanced architectural elements, proximity of complementary business, distance from residential neighborhoods, wetland and woodland areas, and timing of the proposed development, we suggest the Village approve the industrial use for GBP to build a corporate facility north of Holy Hill Road.

This provides the Village an opportunity to focus efforts south of Holy Hill Road on the desired mixed-use development which organically offers excellent pedestrian connectivity to adjacent residential neighborhoods and the Village center.

There are approximately a combined 145 acres of land between the Holy Hill Gateway and Freistadt Districts. Permitting GBP to develop 50 acres of land leaves an excellent opportunity to develop 95 acres suitable for a mixed-use development.

We look forward to continuing the approval process with the Village. Should you have any further questions, please do not hesitate to contact me.

Sincerely,

Caitlin LaJoie, Director of Land Development
Briohn Building Corporation
clajoie@briohn.com
262-307-8792

Exhibit A – Aerial and Street View



Figure 3: 1 mile radius from Subject Site





Exhibit B – Preliminary Site Plan and Renderings

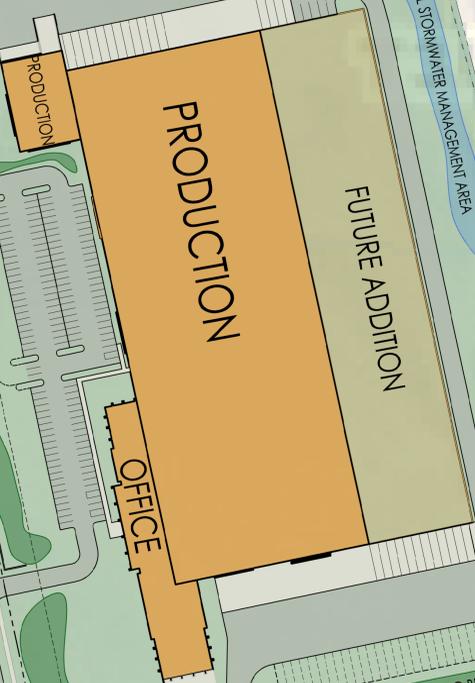
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ROCKFIELD ROAD

TOTAL PROPOSED PROPERTY AREA
2,303,738 SF / 52.887 ACRES

100' ROW (FUTURE DEDICATED PUBLIC ROAD)

SIDEWALK/BIKEPATH CONTINUATION



FUTURE ADDITION

POTENTIAL STORMWATER MANAGEMENT AREA

LANDSCAPED SCREENING BERM

SIDEWALK/BIKEPATH CONTINUATION

100' ROW (FUTURE DEDICATED PUBLIC ROAD)

LANDSCAPED SCREENING BERM

LANDSCAPED SCREENING BERM

HOLY HILL ROAD

GATEWAY CROSSING

SITE PLAN
Scale: 1" = 100.0'



WEST LINE OF THE SOUTHWEST 1/4 OF SEC. 7-4-20 N 02°03'04" W 2053.23'

SOUTH LINE OF THE SOUTHWEST 1/4 OF SEC. 7-9-20 S 89°48'11" E 2593.06'

HOLY HILL ROAD















Exhibit C – Holy Hill Gateway & Freistadt Road Districts

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Holy Hill Gateway District/ Freistadt District

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

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

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

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

Community Voices

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

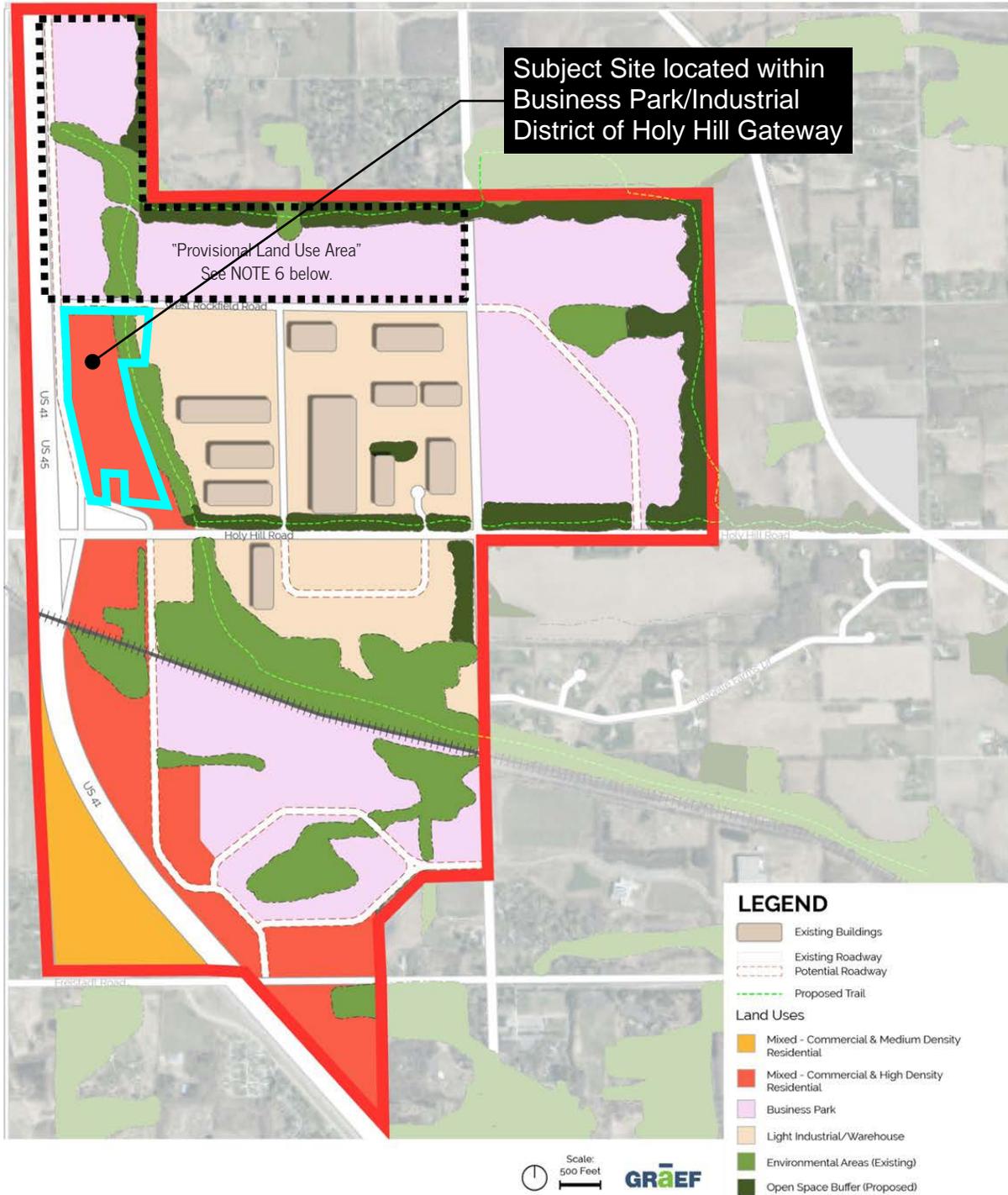


Next Steps

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

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

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



NOTE 6:

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

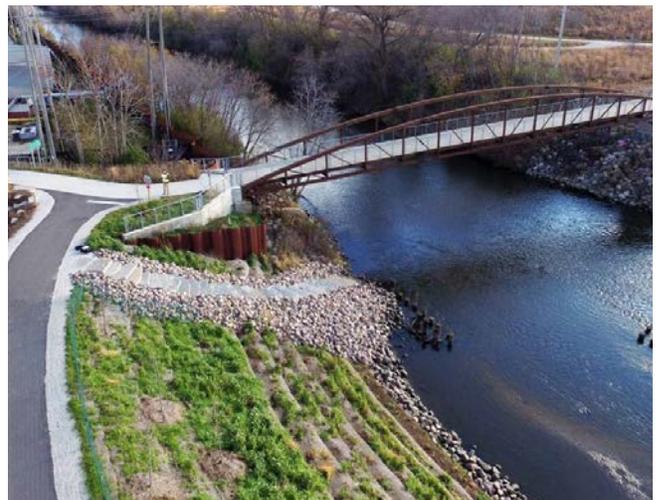
Holy Hill & Freistadt Inspiration



- ▲ The Village envisions unique industrial building design that stands apart from traditional, warehouse look and feel

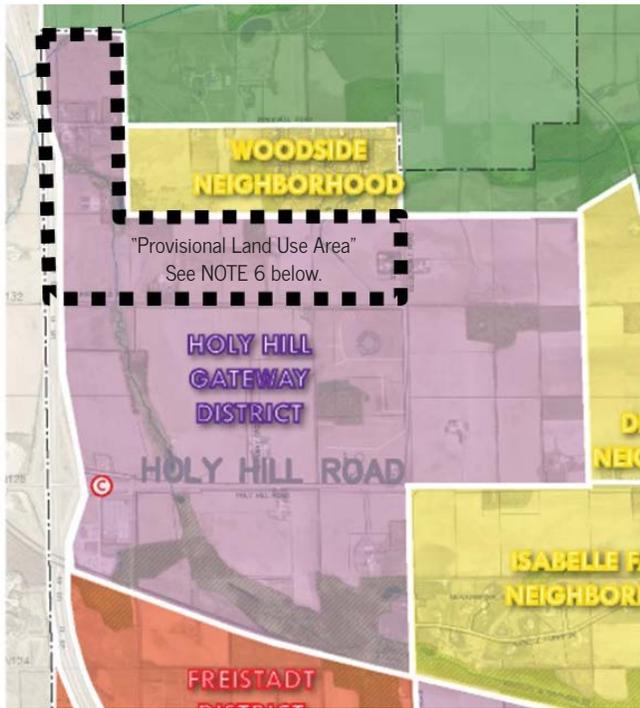


- ▲ The high visibility of lands adjacent to I-41 could accommodate mixed-use commercial destinations similar to Whitestone Station in Menomonee Falls.



- ▲ Stormwater and Open Space: Industrial areas should be required to set aside public easements for regional trails and stormwater features should be designed as a natural amenity along with the functional purpose.

Holy Hill Gateway DISTRICT



WSOR railroad to the south.

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

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

PREFERRED LAND USE

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

GENERAL CHARACTER

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

SPECIAL FEATURES

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

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

PREFERRED FUTURE LAND USE

Holy Hill Gateway District

Preferred Future Land Uses											Enviro 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	u	u	D	D	D	A	A	A	u	D	u	Yes	Yes	-	-	-	25 units/acre

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

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.

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

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

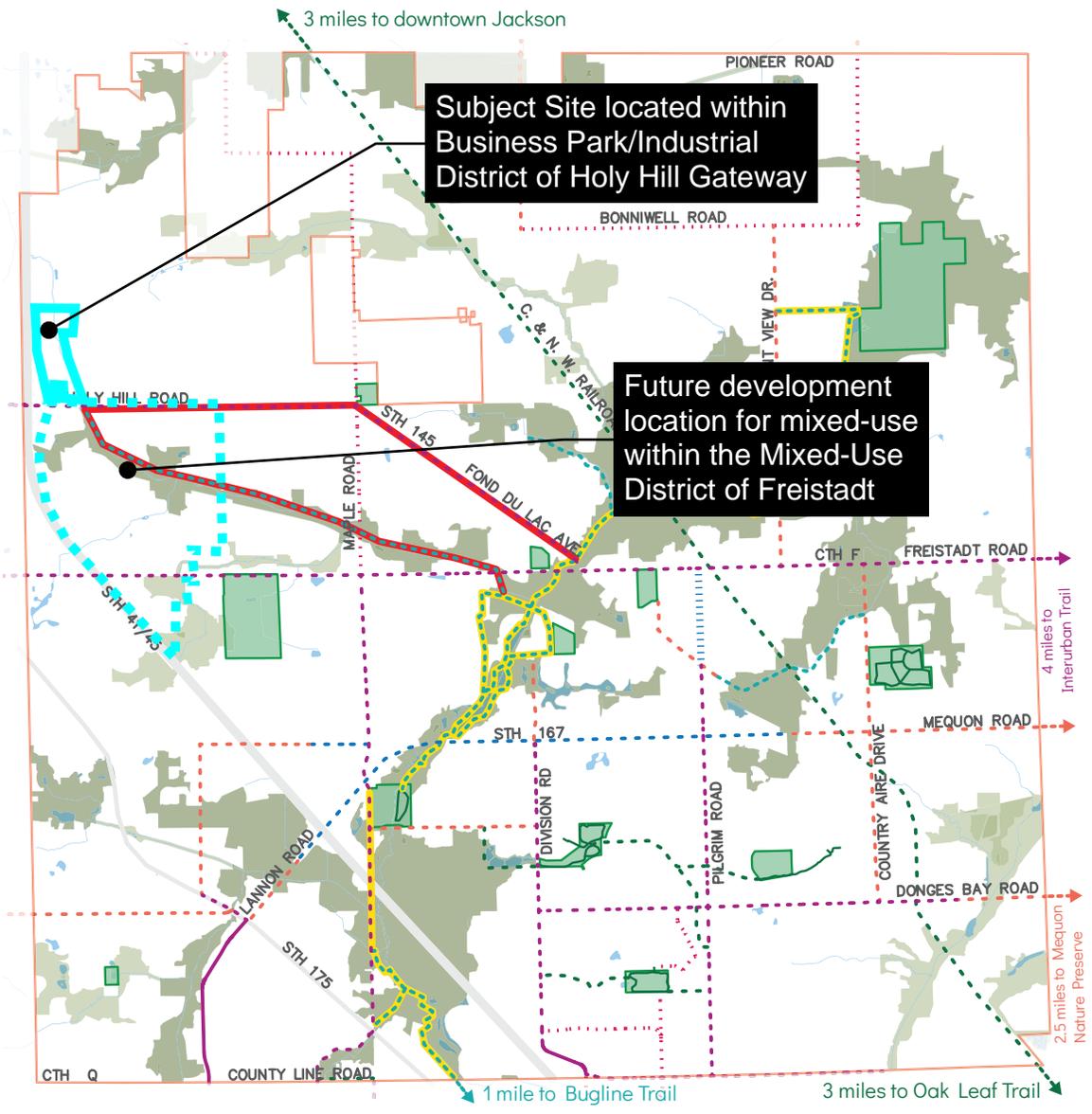
NOTE 6:	Land use within the "Provisional Land Use Area" shall be consistent with the former 2020 Land Use Plan "Agricultural/Conservation Residential" designation that allows agricultural use and single-family residential use with a maximum density and minimum lot size of 1 dwelling per 5 acres.
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See all notes on page 42.

Exhibit D – Village-wide Bicycle & Pedestrian Connections Map

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Map 7.3 – Village-wide Bicycle & Pedestrian Connections Map



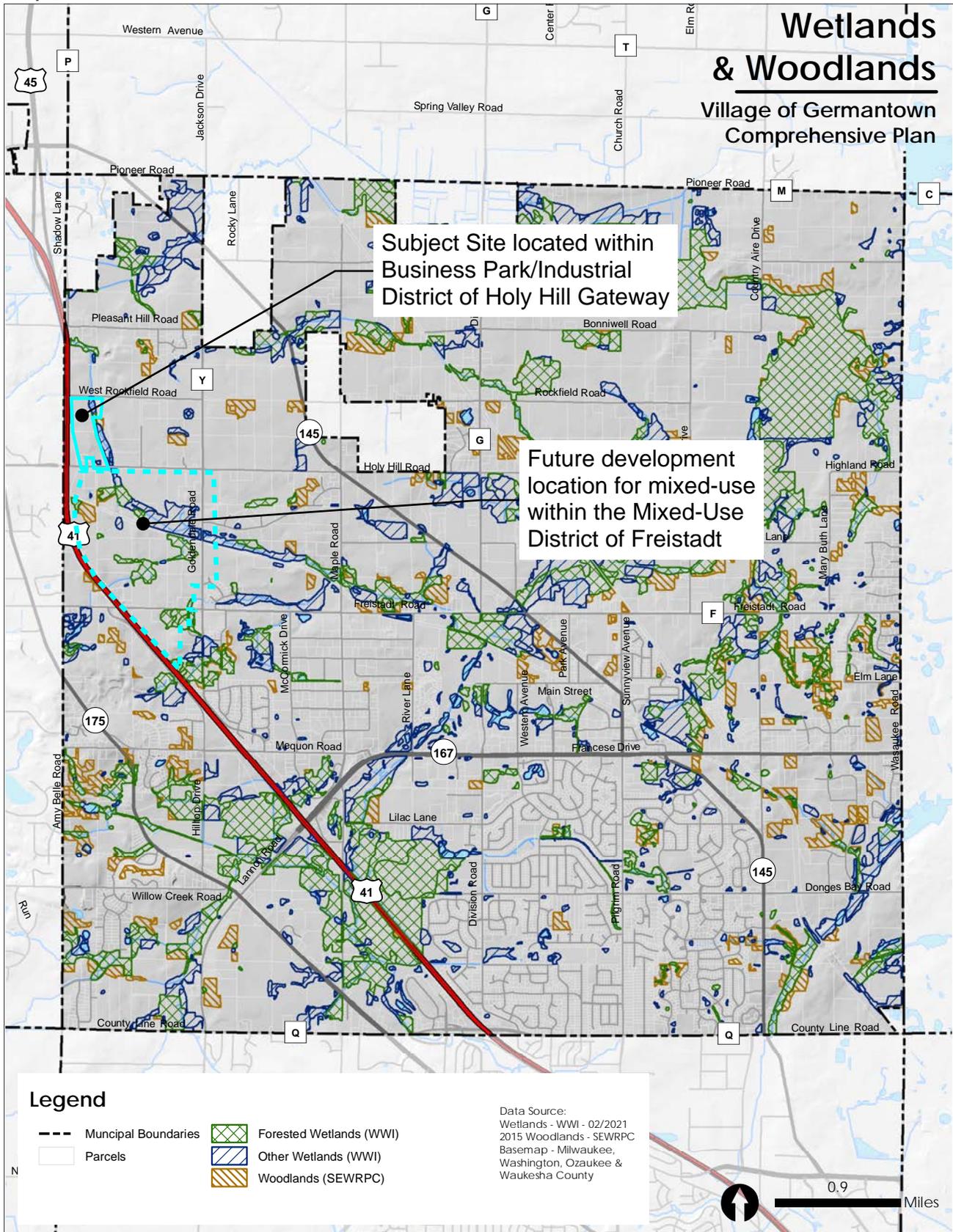
PROPOSED BIKEWAY + TRAIL NETWORK

Municipal Boundary	Primary Environmental Corridor	Water
Park	Secondary Environmental Corridor	
Existing Shared Use Path	Potential Shared Use Path	Potential Bike Lane
Existing Sidepath	Potential Sidepath	Potential Minor Enhancements
Potential River Trail	Potential Paved Shoulder	Potential Traffic Calming
Proposed Menomonee River Trail	Proposed Goldendale Creek Loop Trail	

Exhibit E – Wetlands and Woodlands

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Map 7.6 – Wetlands & Woodlands



Wetlands & Woodlands

Village of Germantown
Comprehensive Plan

Subject Site located within Business Park/Industrial District of Holy Hill Gateway

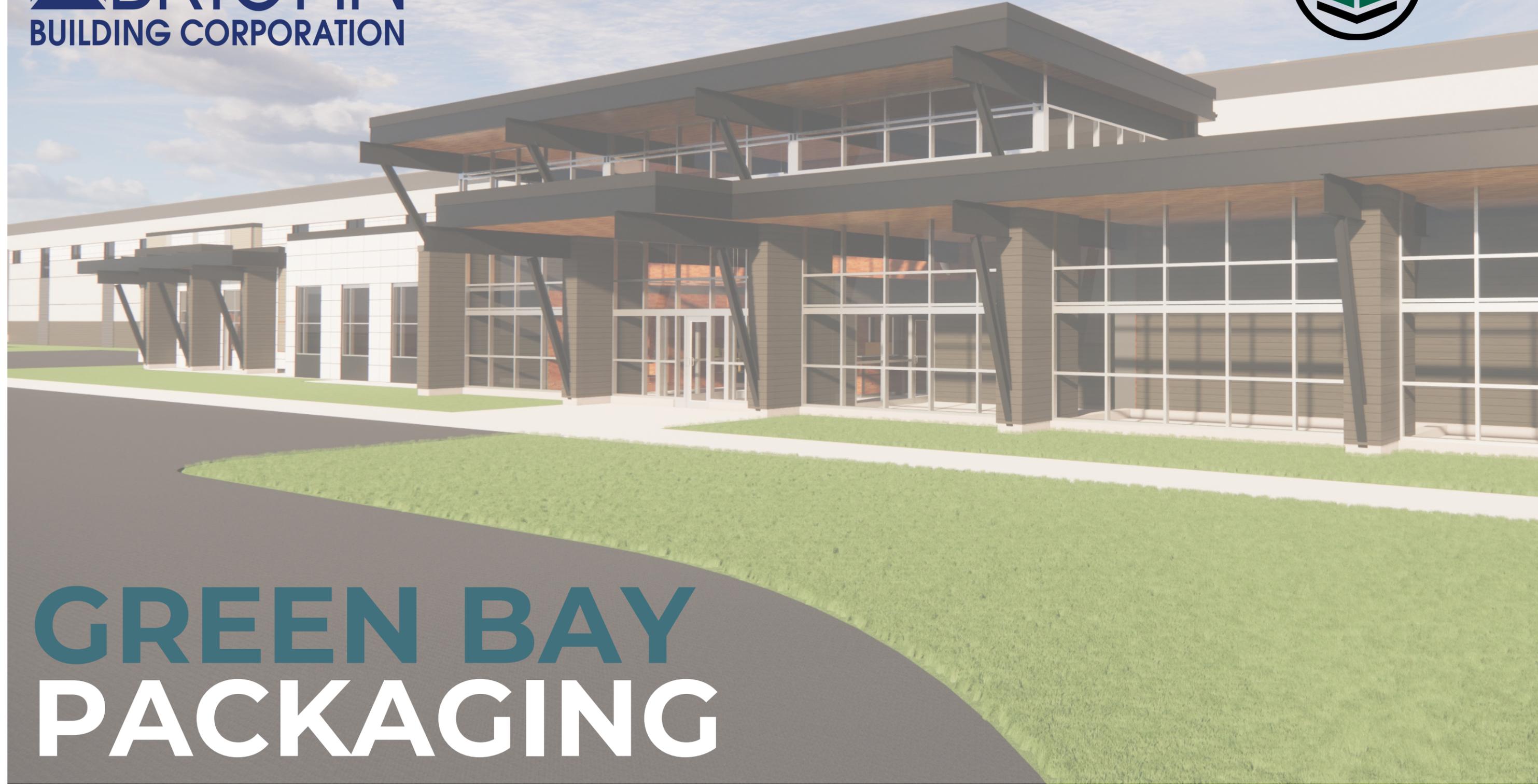
Future development location for mixed-use within the Mixed-Use District of Freistadt

Legend

- Municipal Boundaries
- ▭ Parcels
- ▨ Forested Wetlands (WWI)
- ▨ Other Wetlands (WWI)
- ▨ Woodlands (SEWRPC)

Data Source:
Wetlands - WWI - 02/2021
2015 Woodlands - SEWRPC
Basemap - Milwaukee,
Washington, Ozaukee &
Waukesha County





GREEN BAY PACKAGING

**REZONING + COMPREHENSIVE
PLAN AMENDMENT**



**Green Bay Packaging's
newly proposed facility at
the intersection of
Highway 41 / Holy Hill Road**

GREEN BAY PACKAGING



Who Are We?

- Family-owned business with 90 years of manufacturing history in Wisconsin
- Employs 4,700 people nationally across 38 locations with 1,600 active employees in Wisconsin
- Industry leader in recycling
- Proud to focus on sustainable products, reducing waste, and using renewable resources

Retention

- Proud Germantown business partner since 1970
- Currently employs over 80 people in Germantown, with growth expected in the new building
- Newsweek named Green Bay Packaging one of America's Greatest Workplaces for 2023

COMMUNITY IMPACT



Community Support

- Philanthropic values focused on serving young people, education, health, and cultural activities
- As a backbone of Wisconsin's economy, manufacturing sustains high-wage, family-supporting careers and provides the tools and technology that ensure Wisconsin is a leader in innovation
- Reconstructed original mill into a state-of-art-facility to ensure that current employees could remain working at the existing location

Recent Accomplishments

- Designed two new corrugated box "Super Plants" in Tulsa, OK and Forth Worth, TX
- Recipient of the Grand Award in the Mega Category at the 2022 Wisconsin Manufacturer of the Year Awards
- Recognized in Deloitte's 2023 Wisconsin 75 for sustainability
- Recognized by Forbes as one of America's Best Midsized Employers of 2023

PROJECT IMPACT



Holy Hill Gateway District

- Attractive new building to enhance the visual appeal, welcoming visitors and residents to the Village of Germantown
- Appropriately locates corporate and industrial uses north of Holy Hill Road and south of Rockfield Road
- Opportunity for future mixed use development south of Holy Hill Road

Enhanced Tax Base

- \$60 million project investment with \$35 million in real estate value
- Generates over \$500,000 in annual property taxes
- Additional tax dollars can be used for police force, firefighters and other community resources

COMMUNITY AWARENESS



Surrounding Neighborhood

- Unlike other developments, this development poses no detrimental impact on traffic
- Development will not have a negative impact on property values
- Development is consistent with surrounding properties and will cause no significant noise, light or other operational nuances

Community Impact

- Significant room to grow and diversify the tax base relieving pressure from the residential sector
 - \$3.5 Billion Current Tax Base
 - Residential 67.17%
 - Commercial 22.91%
 - Industrial 7.89%
- Provides more jobs in the Village
 - In 2019 25.6% of Germantown residents worked in Washington County, 74.4% worked outside the county



Current Facilities Inefficient Operations

LOCATION

Total Site Area

52.9 Acres

Building Footprint

233,450 SF

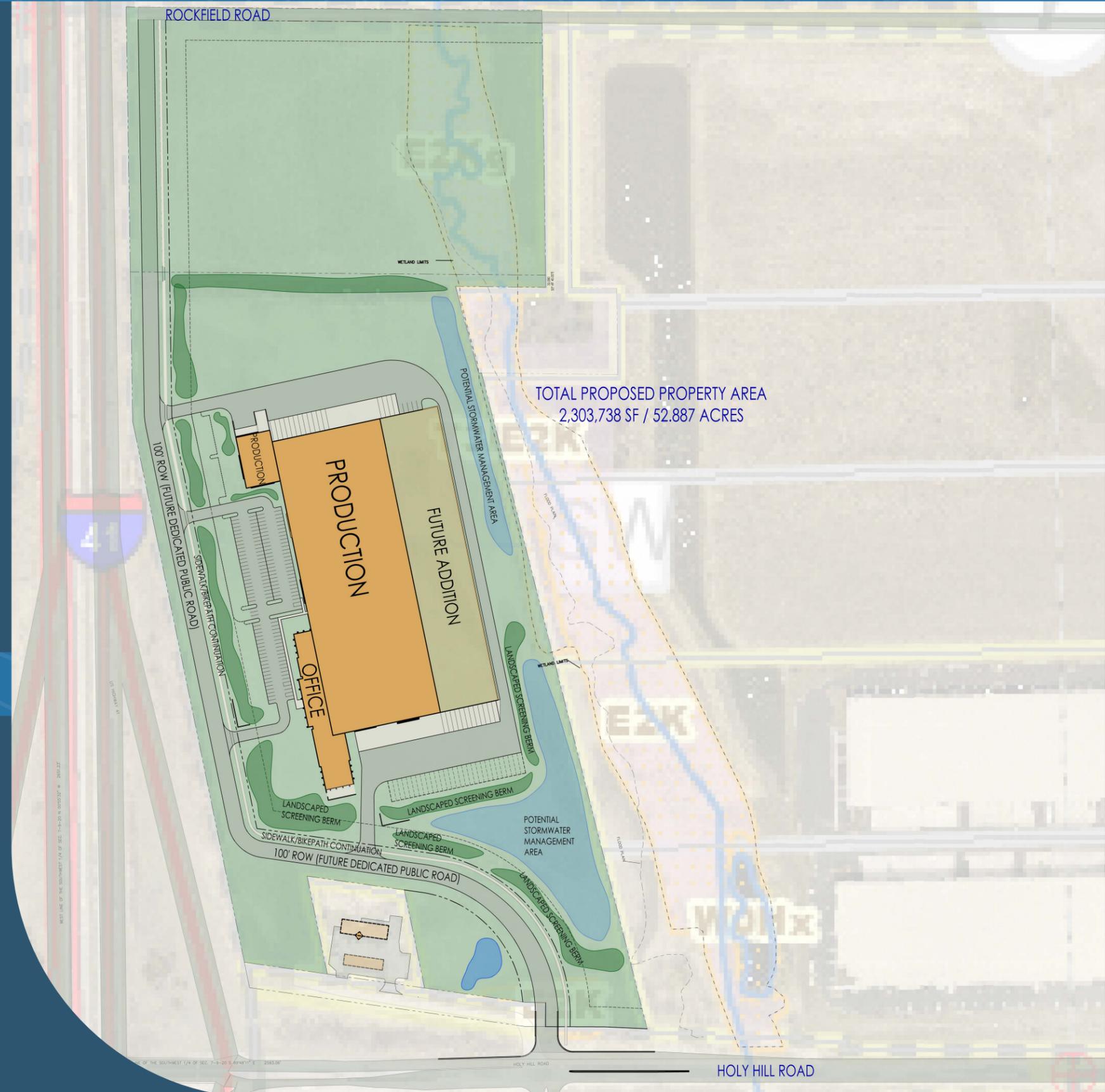


Northeast Quadrant of Holy Hill Road and Highway 41

SITE MAP

- Gateway to Germantown
- Raising the bar for new architectural standards
- New public road connecting Holy Hill Road to Rockfield Road
- Creates significant tax increment

- Building Footprint
 - 233,450 SF
- Office Area
 - 20,000 SF
- Potential Future Addition
 - 112,500 SF





**Employee and customer
welcome center facing
west / visible from Highway 41**



**Aerial perspective looking
Northeast**

ROCKFIELD ROAD

TOTAL PROPOSED PROPERTY AREA
2,303,738 SF / 52.887 ACRES



WEST LINE OF THE SOUTHWEST 1/4 OF SEC. 7-4-20 N 92°03'04" W 2053.23'

SOUTH LINE OF THE SOUTHWEST 1/4 OF SEC. 7-9-20 S 89°48'11" E 2593.06'

HOLY HILL ROAD

HOLY HILL ROAD

GATEWAY CROSSING

SITE PLAN
Scale: 1" = 100.0'

