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# DAILY NEWS

Washington County's Daily Newspaper

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Daily News - 10/16/2015

## **County considers ways to spend brownfield development grant**

\$600K from EPA to clean and revitalize contaminated sites

**By ALEX ZANK**

Daily News

About 20 Washington County residents and leaders gathered Thursday evening at the Moraine Park Technical College auditorium to give input on how a \$600,000 U.S. Environmental Protection Agency brownfield redevelopment grant should be used in the community.

A coalition of municipal and government officials, formed to determine where the EPA brownfields grant should go, met earlier in the fall to determine where the money should be invested.

The Site Redevelopment Committee then set this public hearing to gather input from residents on what they would like to see come out of projects associated with the grant.

“Cleaning up and reinvesting in these properties protects the environment, it reduces blights in the area and it takes development pressure off of green spaces,” said Deb Sielski, deputy administrator for the Washington County Planning and Parks Department and head of the SRC.

After an overview of the site redevelopment program’s objectives, attendees broke out into three groups to discuss what they wanted to prioritize as end products of the site developments.

After creating a top list for each site, event organizers put a list to the front of the auditorium. People then had five blue stickers to “vote” on their highest priorities from that list.

The top of the list included developing areas for recreational use, increased tourism, providing opportunities for youth and senior activities, creating jobs and quickly turning around blighted areas for development.

A few attendees during the breakout session drove home their desire to see more people utilizing Washington County as a destination for outdoor recreation.

Others, especially appointed municipal/county officials, saw opportunity in growing the tax base and bringing in new jobs.

The municipalities involved in the SRC identified priority sites that would receive a \$40,000 of the grant. This accounts for \$200,000 of the grant total.

The other \$400,000 will go toward redevelopment sites countywide. This includes taking inventory of brownfields sites, assessing and redeveloping them and engaging in community outreach.

A brownfield is an abandoned property with real or perceived contamination that prevents its reuse.

The SRC applied for the grant in January 2014, Sielski said. This marked the first time an entity in Wisconsin received the grant.

And committee members do not plan on this being the only grant they will receive to deal with brownfields.

Jolena Presti, principal planner with Vandewalle & Associates Inc. and who is working with the SRC, said she hopes this sparks more grants after the program gets rolling.

“So really you’re at the ground floor of this program with this grant,” she said to attendees Thursday evening.

Executive Director of Economic Development Washington County Christian Tscheschlok said a key point to emphasize is these sites are for redevelopment, meaning new investment and economic growth in the county.

The next SRC meeting is slated for 7:30 a.m. Nov 12, where members will dive into the inventory process.

*Reach reporter Alex Zank at [azank@conley.net](mailto:azank@conley.net).*



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# DAILY NEWS

Washington County's Daily Newspaper

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Daily News - 12/11/2015

## 3 more sites chosen for environmental exam

By **JOE VANDELAARSCHOT**

Daily News

A Washington County panel has agreed to fund environmental assessments of three suspected contaminated sites in the county. The work will be another phase in the possible cleanup and redevelopment of properties in West Bend, Slinger, Germantown and elsewhere in the county.

The Site Development Steering Committee, during its meeting Thursday at the county's Public Agency Center, approved spending federal grant money to assess the projects. The SRC is made up of representatives from the county: West Bend, Hartford, Slinger, Richfield and Jackson.

"The county received a \$600,000 grant last year," said Debora Sielski, Washington County Deputy Planning and Parks administrator. "Of that, \$200,000 was to be evenly divided between the five cities and villages. They'll each receive \$40,000 to conduct the required environmental assessment."

The Project Management Team spent several weeks using criteria to rank other sites and come up with a prioritized list that was presented Thursday. The projects selected by the SRC after discussion include:

- Site H in West Bend is in the area of Forest Avenue and Water Street. The property, near downtown, was home for the Gehl Co.
- Site B in Slinger is adjacent to the intersection of highways 60 and 175.
- Site K in Germantown includes three parcels totaling about 24 acres on Main Street. Each has different owners.

The committee hired Vandewaller and Associates to conduct an assessment of 115 brownfield parcels in the county for possible access to steering committee funds. Site H in West Bend was ranked the top property with 92 points — 10 points more than the second-ranked property, also in West Bend.

“The former Gehl property is vacant,” said West Bend Administrator T.J. Justice. “We would move on the third phase — coming up with a development plan. The city has already spent a significant amount of money on the other phases.” The city owns the property which has been vacant for several years. The main structure was demolished in 2011, but a small storage building remains east of Forest Avenue.

Slinger Village Administrator Jessi Balcom said the Site B project is important because it is a main corridor into the village.

“It’s a good place for possible development,” Balcom said. “At one time a portion of the property had been purchased as a possible Walgreen’s, but the plans fell through.”

Slinger Village Engineer Jim Haggerty said the site should be easier to develop, making it a high priority. Germantown Community Development Director Jeff Retzlaff called the Site K project in his village “lowhanging fruit.”

“It will be easy to pick,” Retzlaff said. “Contamination in the third parcel, farther from Main Street, probably came from the other two parcels.”

The SRC gave the go ahead earlier this year to five other higher priority brownfield projects at an earlier meeting. They were to share the initial 1/3 of the grant money. They include:

- West Bend officials moving ahead on a possible cleanup of the former Bermico property. An environmental assessment draft was completed as part of phase-1.
- In Hartford, the project is called the “Northern Bookends.” It includes about nine parcels north of highways 60 and 83 and of downtown.
- In Slinger, the project calls for the cleanup of the former Niphos site, which has already been the location of an emergency cleanup of dangerous chemicals by the Environmental Protection Agency.
- Richfield officials chose to focus on redevelopment of a specific area in the northwest corner of property adjacent to highways 41 and 167.
- Jackson officials are taking an approach similar to Richfield. They’re targeting a few sites for redevelopment.

Reach reporter Joe VanDeLaarschot at [jvan@conleynet.com](mailto:jvan@conleynet.com).

# County brownfield project taking shape

By **RALPH CHAPOCO**  
Daily News

Plans are moving forward to redevelop brownfield sites, areas officials believe are rundown throughout Washington County.

Members of the Site Redevelopment Steering Committee met Tuesday and voted to approve environmental assessments for sites in Slinger and two locations in West Bend — the former Bermico and Blaine buildings.

The county and its partners were awarded a \$600,000 grant in 2014 from the Environmental Protection Agency to evaluate and potentially remediate brownfield sites. Each municipal entity was provided \$40,000.

The committee conducted an inventory of locations they identified as potentially needing environmental evaluation and remediation. Additional locations could be added to the list if needed. All are eligible for funding through the grant.

According to a memo sent by Deputy Planning and Parks Administrator Debora Sielski to committee members, E.H. Wolf & Sons, a fuel and lubricant distribution company, wants to develop properties in Slinger.

The redevelopment area is located in the oldest industrial area of the village, said Village Administrator Jessi Balcom. She added some proposed areas are located on brownfield sites so they applied for funding to assist with Phase I and Phase II

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**We are already in Slinger, but we want to expand ... in another location in the village.**

— **Steve Kreuser**  
E.H. Wolf CFO

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environmental assessments.

“We are already in Slinger, but we want to expand and place a warehouse and office space in another location in the village,” E.H. Wolf Chief Financial Officer Steve Kreuser said. “Part of the reason is to keep us in the area, but also gives us another option in the future to transport materials because it is by the train tracks.”

“Phase I involves a lot of research,” Sielski said. “You look at what the past uses are and ask if there are any previous environmental assessments done. We could take a look at the research and testing that has been done.”

She said reference maps, resources from the Department of Natural Resources and aerial photos are used.

If there is cause for concern, then they move on to a phase II environmental assessment, which involves taking samples at the site for hazards, including asbestos.

The memo stated the grant money could also be applied toward predemolition surveys looking for hazardous material and clean-up planning. The

village of Slinger, acting as representative for the firm, requested \$31,000 in additional grant money. The memo stated \$10,000 would come from the \$40,000 the village was allocated.

The city of West Bend applied for and was approved by the committee for grant funding.

“There was a raze order for the former Bermico site issued last year in the late summer and early fall,” City Administrator T.J. Justice said. “A portion of the building was deemed unsafe and the city targeted it for state and federal dollars to conduct phase I and II environmental testing.”

According to the memo Sielski sent to committee members Tuesday, the city used \$36,000 of the \$40,000 it was allocated to the location. This was used for a phase I environmental assessment and an asbestos/hazardous material survey.

West Bend is applying for an additional \$25,000 — \$21,000 from the Environmental Protection Agency grant funds for additional assessment and demolition costs, with another \$4,000 coming from the leftover funds from the \$40,000 the city was allocated.

West Bend also applied for a \$24,000 grant for the former Blaine site. The money will be used for Phase I and II environmental assessments.

“I know about the grant money and am looking to redevelop the site,” property owner John Bagley said.

*Reach reporter Ralph Chapoco at [rchapoco@conleynet.com](mailto:rchapoco@conleynet.com).*



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## Slinger eyes grant money for downtown redevelopment study

### *Officials hope to use Brownfield Grant funds to aid planning*

By Joe VanDeLaarschot

Dec. 5, 2018



**A pedestrian crosses Kettle Moraine Drive at Highway 175 in downtown Slinger on Tuesday morning. Village officials are moving ahead on having a consulting firm study the downtown and the possible redevelopment opportunities there.**

*Joe VanDeLaarschot/Daily News*

SLINGER — The village's participation in the Washington County EPA Brownfield Grant Coalition could aid plans for redevelopment of the downtown area.

The village must still make a formal application to the coalition to use about \$27,500 remaining in Slinger's \$40,000 share of the grant money, but they believe it should be just a formality. Each community in the coalition received a \$40,000 share of the money.

On Monday, village trustees approved having Vandewalle and Associates, at a cost not to exceed \$27,500, work with the village on issues related to downtown redevelopment. Contamination concerns have been raised in the past over some of the property in the downtown area and how redevelopment could proceed there.

"We want them to take a deeper look at the needs and wants for the village's downtown," Village Administrator Jessi Balcom said.

The village has already used grant money in the past to aid the cleanup of Brownfield sites and this could be used for doing the same in the downtown. The contract between the village and Vandewalle and Associates contains several objectives including:

- Conduct a property by property analysis of property conditions and rehabilitation potential.
- Gather and evaluate information regarding constraints to redevelopment such as topography, utility conditions and locations, easements, soil conditions and access limitations.
- Meet with area property owners and business owners to determine their thoughts and plans on the future of the downtown. They will also conduct a community visioning session for village residents.

They will draft a redevelopment vision and strategy for the for downtown.

"Through our preparation of the Economic Opportunity Analysis and Comprehensive Plan Update and the work Vandewalle and Associates has already conducted for the village over the last two years, we have gathered a tremendous amount of information and gained significant insight about downtown Slinger," Balcom said as part of the agreement. "Although general community conversations about the downtown have taken place the time has come to have a focused discussion on the future of the downtown and the village's role in bringing about redevelopment."

Vandewalle is expected to begin the work immediately with completion of all tasks expected to take about four months. Work on the effort is expected to be funded entirely by Slinger's allocation from the Washington County Site Redevelopment Program.

Also Monday night, the Village Board approved renewing a separate contract with Vandewalle and Associates for economic development and planning services — something the firm has already been performing for the

village. The cost for those services are not to exceed \$60,000 a year, but the costs could be significantly lower because the consultant will be paid by the hour for each project it is assigned by the village.

"Is there a way we could exit the contract if we needed to?" Village Trustee Dean Otte asked.

Balcom said the village could get out of the agreement via a seven-day written notice which is in the agreement. Otte asked the question because he said if Village Planner Marty Marchek decided to retire, the village might want to consider creating a position that combined his duties with those covered in the annual services agreement with Vandewalle.

"We know he (Marchek) has talked about retirement and we're happy to have him work for us as long as possible, but when he does wish to retire that could be an option," Otte said.

Otte then asked if the village might consider combining such services with nearby communities, similar to how it shares building inspection services.

Balcom said that discussion had taken place, but a conflict of interest could be possible because of the proximity of the communities involved and the competition between the communities to attract new business.

"That's something that we have been unable to come up with an answer to," Balcom said. "Building inspection services are different."

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For Immediate Release

May 7, 2020

Contact: Ethan Hollenberger (262) 335-7702  
Debora Sielski (262) 483-0382

**US Environmental Protection Agency Awards Washington County Site Redevelopment Program with Brownfields Revolving Loan Fund Grant**  
*Brownfield developments restore communities and preserve farmland*

West Bend, WI – Today, Washington County Executive Josh Schoemann announced receipt of US Environmental Protection Agency (EPA) funding for brownfield revitalization. An \$800,000 US EPA Coalition Revolving Loan Fund Grant will be used to advance the County's Site Redevelopment Program. In total, the County's site redevelopment program initiated the redeveloped 32 brownfield acres, constructed 262 new housing units, and invested over \$43 million in new construction.

"Every brownfield redeveloped allows us to revitalize our communities with new workforce housing, hotel accommodations, commercial properties or other job creating businesses while preserving farmland and eliminating eyesores", said Washington County Executive Josh Schoemann. "Due to the perceived risks and added sunk costs of these sites, brownfield redevelopment likely would not happen without assistance. For this reason, \$800,000 will go a long way to transforming our communities in ways that matter to local residents. We look forward to continuing our successful redevelopment work with our local governments, the US EPA, Wisconsin DNR and Economic Development Washington County."

The grant will continue to provide our County and its Coalition partners with a wide range of economic benefits, which include an increased tax base and employment opportunities for area residents. Coalition members include the cities of Hartford and West Bend and the villages of Jackson, Richfield, Slinger, Kewaskum and Germantown. The grant will be used to capitalize a revolving loan fund from which loans and subgrants will be provided to support brownfield cleanup activities.

Initially, the grant will focus on revitalization in the northern downtown area of the City of Hartford, and the north Milwaukee River area and south Eisenbahn Trail area of the City of West Bend. The funds may also be used in other municipalities which have priority sites that were identified as part of redevelopment inventories.

Christian Tscheschlok, Executive Director of Economic Development Washington County (EDWC) is part of the project team working to make redevelopment successful, "The County's Site Redevelopment Program has resources now to not only assess sites for environmental risk, but also get the toughest ones cleaned up and primed for development. This third award from USEPA indicates the high level of confidence both funders and developers have in our collective capacity to get deals done and achieve impactful results for communities."

More information on the site redevelopment program is available at [co.washington.wi.us/srp](https://co.washington.wi.us/srp). More information on the program's redevelopment projects is [available here](#).

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## BALANCING ACT

*Washington County emerges as a place for development*



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REVITALIZATION OF DOWNTOWN WEST BEND WAS DECADES IN THE MAKING 20

The Milwaukee skyline is visible from the corner of Fond du Lac Avenue and Country Aire Drive on the east side of Germantown.

# BALANCING ACT

*Washington County emerges as a place for development*

BY ARTHUR THOMAS, staff writer

**THERE'S A CURVE IN THE ROAD** where Fond du Lac Avenue meets Country Aire Drive on the east side of Germantown. When the weather is right, you can see downtown Milwaukee as you head south. At that point, you are less than two miles from being in the city, but making out Milwaukee's skyline on the horizon it feels like a lot more than 15 miles to the heart of the Marquette Interchange.

For many, proximity to Milwaukee and the commercial amenities of the entire metro area are among the draws of living in Washington County. It can be just a 20- or 30-minute drive to restaurants in Wauwatosa or Brookfield and just a little longer to get downtown for a Milwaukee Bucks game.

On the other hand, even though much of the county's population lives in suburban-style subdivisions, it takes just a few minutes to reach a rural country road, a hiking trail or a view of the Kettle Moraine's colors in fall.

In the 1990s, Washington County's population boomed, growing more than 23%, and the growth continued into the 2000s, increasing another 12%. It has since slowed, but with a 3.1% increase from

2010 to 2019, it is still growing faster than Wisconsin as a whole.

Washington County has seen a different kind of increased development activity at the edge of Germantown in recent years. Anchored by a Briggs & Stratton distribution center, the area along Holy Hill Road, just east of the interstate, is now home to several new industrial buildings and companies.

Bringing sewer and water to the area to serve those projects opens the possibility of more development, not just in Germantown but also in neighboring Richfield where a roughly 300-acre area along the interstate is seen to have great potential.

"I believe we're poised for some very significant economic growth during the next decade or two and because of that I believe strongly that we need to have a plan for how we're going to address that growth," said Josh Schoemann, who was elected as the first Washington County executive in April.

The potential for circumstances similar to the Holy Hill interchange exists at other locations around the county. If there is access to infrastructure, there is plenty of open space – around 45%

of the county is farmland – and with an interstate and a U.S. highway running through it, Washington County has easy access to Milwaukee, Chicago, Madison and Green Bay.

"In the next 20 years between here and Lomira, I think you're going to see some real economic development," said Jim Healy, village administrator in Richfield.

The challenge will be in finding the right balance. Mixing new development with the county's history of agriculture. Blending the rural character of many areas with the housing and population needed to support new businesses. Growing while not losing what has attracted people to the area in the first place.

"With economic development, either you manage it or it manages you," Schoemann said. "Eventually that farmer gets squeezed out and gets the right number from developer 'X' and is going to sell. It's pretty difficult not to allow that to happen."

† Lynn Grgich, executive director of the Germantown Area Chamber of Commerce, said she understands the perspective of those living in the



Above: Germantown village president Dean Wolter said there has been development interest in land south of Holy Hill Road.

Below: The West Bend Theatre in downtown West Bend.



for them, it's an opportunity."

Scott Henke, executive director of the Hartford Area Chamber of Commerce, said across the county if land is best suited to be agriculture then leaders should think of it as its own business park.

"We have to treat it like it is a business, because it is a business, and not keep thinking of it as this mom and pop, 'Oh, that's so and so's farm,'" Henke said. "No, it's really so and so's business, and if they decide that they want to tear that business down as an individual and sell it to a developer that is going to put homes or industrial land on it, well that's their choice, but we as a community have to help that business succeed before they come to that point."

Christian Tscheschlok, executive director of Economic Development Washington County (EDWC), the county's economic development organization, said the "super-heated" growth in Kenosha County — and, more recently, Racine County — has created a situation in which developers and companies are now looking to other areas, helping fuel interest in Washington County.

"With all the development they've had there, it's become very saturated for a lot of the manufacturing-type positions, and workforce availability is a challenge," Tscheschlok said.

He added that Waukesha County has limited space available for new developments and Ozaukee County doesn't have the same access to workforce. Meanwhile, Washington County has the right mix of available land and ability to draw from multiple labor pools, Tscheschlok said.

"That's one of the reasons we've really popped on the radar of a lot of business opportunity and growth projects," he said.

Within manufacturing, Washington County wages have increased 1.4% since 2015, while in Kenosha County manufacturing wages are up 3.3%. Across all private sector jobs, Washington has slightly higher wage growth than Kenosha County — 8.6% versus 8.5%. Washington County

is also second in southeastern Wisconsin, only behind Kenosha County, in private sector job growth rate since 2015.

Jim Paetsch, vice president of corporate relocation, attraction and expansion at Milwaukee 7, said his regional economic development organization has seen an uptick in interest from companies wanting to look at sites in Washington County.

"They like the idea of maybe competing a little bit less for labor," Paetsch said. "The other thing that the county is known for is a loyal workforce, a highly-skilled, dedicated workforce. There are just fewer of them than a lot of companies would want."

He said planning for the future is important, but once a plan is in place, communities need to be in the competition for projects.

"It's a low-batting-average business," Paetsch said of economic development.

He said for every ribbon cutting, there might be 10 projects a community lost out on, but being in the competition allows communities to learn what is important to companies and how companies view a community.

"We all tell ourselves certain things we think are assets," Paetsch said, noting the market may not agree or could see something of value a community is not emphasizing.

To the outside world, it might be hard to distinguish Washington County from its suburban Milwaukee neighbors. But there are indeed differences. Waukesha County has three times the number of people and five times the GDP as Washington County. Ozaukee County, on the other hand, boasts miles of lakeshore and tends to be more affluent with more than double the percentage of households making more than \$200,000 and a median income around 10% higher at \$81,100.

It can also be hard to move beyond viewing Washington County's communities, Richfield and Germantown especially, as bedroom communities.

"Richfield is a bedroom community, it's always going to be a bedroom community, there's no changing that," Healy said.

By its literal definition of living in the community but not working there, Washington County has moved more towards being a bedroom community. In 1990, more than 54% of residents worked in the county, a figure that dropped to 50.4% by 2000 and 48.8% in 2015, according to U.S. Census Bureau data.

The shift has been driven primarily by more residents working in Waukesha County, even as the proportion working in Milwaukee County declines. In 1990, 22.1% of Washington County residents worked in Milwaukee and just 13.8% in Waukesha. By 2015, the two were nearly equal at 19.5% and 19.2% respectively.

Schoemann acknowledged that in the past,

vicinity of new development who may have had a vision of open land and farm fields but added that for the village the development potential was probably always in the back of people's minds.

"Those farmers, they aren't able to make a go of their farms as they did in years past, so for them ... all of this is kind of coming together," she said. "The want is out there for commercial sites, they have the land that these site directors might be looking for, and the timing in their lives might be such that,



Washington County was largely satisfied being out of the limelight in the metro Milwaukee area.

"For a long time, Washington County has kind of been this afterthought and largely an unknown," he said.

But he also said the tenor and attitude of the county has changed.

"We want to be a thought leader in the M7," he said, noting that will require the county to start acting like one. "I think we're ready and willing to start stepping up to be at the table with regional conversations. We know that people are going to start looking our way and we're excited for the opportunity."

Schoemann said the county is positioned to help smaller towns handle development, suggesting the shift is less about turning from agriculture to manufacturing than it is acknowledging the county has a strong manufacturing base – around 27% of its GDP comes from the sector – and then building on that base.

"There's an economic identity in that county that really does set them apart compared to some other places, and that's manufacturing," Paetsch said.

Tscheschlok and Schoemann also both touted the county's Site Redevelopment Program, which has landed \$2 million in U.S. Environmental Protection Administration grants, including \$800,000 this year for a revolving loan fund.

The funding has supported site inventory and prioritization, creation of redevelopment plans, environmental assessments, site investigation and

other activities. Through early this year, those efforts have supported the redevelopment of 32 brownfield acres and the construction of 262 new housing units. They also supported more than \$46 million in additional investment.

"For every development we can pull off within these brownfield sites ... that's one less farm field we have to tear up and gives us more time to do that planning," Schoemann said.

Tscheschlok said the program requires upfront commitment and investment from communities but also benefits from collaboration across municipalities and putting existing infrastructure assets back to use.

"All of the communities are coming together in Washington County, making decisions about how to allocate scarce redevelopment resources," he said. "The market has already said, 'We can't handle these properties on our own,' and therefore they sit and become increasingly blighted, either through perception of the potential of environmental contamination or real environmental contamination. Either way, the result is the same: there's no movement."

One of the brownfield projects supported by the program is Rincon 225, a six-story, 82-unit apartment building set to open this year in downtown Hartford. The property was previously used for grain distribution, malt processing, a creamery, meat processing, offices and grocery stores over the years and included six blighted residential and commercial buildings when the project started.

**1. The Rincon 225 apartment project was supported by Washington County's Site Redevelopment Program.**

**2. Downtown West Bend has seen several new developments in recent years and is attracting additional investment.**

**3. A new Briggs & Stratton distribution center anchors several new industrial developments along Holy Hill Road in Germantown.**

It's just one of the kinds of developments that helped put Hartford among the region's fastest-growing municipalities a few years ago. For the decade, the city's population is up 8.6%, the 28th largest increase among Wisconsin's 150 biggest municipalities.

A marketing flyer for the city pitches Hartford as "a vibrant city masquerading as a small town." Henke noted that even with just over 15,000 residents, the city has a 600-seat theater, indoor and outdoor water parks and major employers with global reach.

He said Hartford has benefited from strong collaboration among the chamber, the Hartford Area Economic Development Corp. and the Hartford Business Improvement District in downtown. For the county to continue to grow, he said communities will need to continue to collaborate.

"Economic development is a dirty business, we're all in it for ourselves and our communities," Henke said before adding that bringing development anywhere in the county benefits everyone.

The challenge for Hartford, Henke said, is to



ARTHUR THOMAS

Farm land in western Washington County with Holy Hill on the horizon.

continue its growth by making sure current and potential future residents are aware of its amenities.

"Maybe not always at the pace that we're at, but I think a good steady growth is always good. If you stay stagnant, you're probably going downhill soon," he said.

To the east in West Bend, the city and developers are also investing in amenities for the community, adding a 68-room TownePlace Suites Marriott and multi-tenant office building on the former Gehl Co. manufacturing site downtown. The city has also seen several new apartment and mixed-use projects along with the rehabilitation of the historic West Bend Theatre. (See special report story for more details.)

According to Tscheschlok, someone visiting the community even just three or four years ago "would have seen a very different community."

South of downtown West Bend, the city landed Milwaukee Tool as the first company that plans to build a facility in its 216-acre industrial park. The project could create up to 100 jobs by 2025.

Paetsch said the project is a good example of the benefits of having a user identified and a building adjacent to existing infrastructure in expanding a development area.

"It's expensive to bring water, sewer, roads, telecommunications, all that stuff is expensive to do," he said.

Back down Highway 45, Richfield is eyeing the possibility of developing around 300 acres located just north of the Kwik Trip store on Holy Hill Road. After determining that the cost of building its own sewer and water system to serve the site would be "astronomical," the village is now in talks with Germantown to extend service across the interstate, Healy said, adding it would cost around \$2 million to extend service, but development won't happen on the site without it.

"Bringing in sewer and water, is that going to change the landscape of our community? I don't

think so, but I think there will be people who are concerned that our residential lots will eventually someday become sewer and water," Healy said.

He noted that the village would have to go to a public referendum to extend sewer and water west of Highway 175, and it likely wouldn't be feasible because of the engineering needed to navigate the rolling Kettle Moraine hills of the community.

Dean Wolter, Germantown village president, said the two communities are still exploring the possibilities of extending service.

"We don't want to try and purge business away from one another; we really want to create a cohesive development out there that works well, not only for each of our residents but also just for the area in general," he said. "It's still in its infancy, but we have a very good, open dialogue, and so far all the communications have been very positive."

For Germantown, just extending the sewer and water infrastructure to the Briggs site was a new frontier.

"For years, Freistadt Road was kind of the demarcation line where no sewer and water ... no big development, no concentrated, high-density residential communities went north of Freistadt Road," Wolter said. "There still is a group of residents who I think would like to see it that way."

After the Briggs building, the Holy Hill Road area has seen a 204,400-square-foot building for Smart Warehousing, a 100,000-square-foot industrial facility as the new headquarters for Dielectric Corp., a 240,000-square-foot headquarters building for Illing Co. and multiple spec buildings built or proposed.

Wolter said there has also been some interest on the south side of Holy Hill Road, and as the need to manage more traffic increases there is an opportunity for frontage roads to connect to Highway 145 to the north and Freistadt to the south.

As that development opportunity emerges, Wolter said he would like to see some smaller in-

dustrial and manufacturing buildings, but not to the point "where you see a wall of warehousing or a wall of large buildings as you travel the freeways."

He said some additional services like a small restaurant chain, medical service, a gym or other amenities for the area's workforce would be good.

But, like many things for Washington County, any commercial development would be a balancing act.

"I don't want to see another large commercial development in that area like we have along County Line Road," Wolter said. "It would detract and take business away from our commercial areas."

He also said it would be good to see some higher density residential areas near the new developments in the northwest part of the village, transitioning to one- and two-acre lots moving east. The northeast portion of the village, on the other hand, will likely stay more rural in nature, Wolter said.

"I think our community very distinctly knows areas or likes areas where they would like to see growth and they're very outspoken as to where they don't want to see growth," he added.

Tscheschlok said the county benefits from an understanding of where residents want to see development.

"We are not arguing in Washington County about where development should take place or how it should take place," he said, adding he has worked in other states and countries where that is not the case.

The formula for continuing to strike the right balance is to invest in places where assets already exist through efforts like the brownfield program, direct new investment to places where infrastructure suggests it should take place and pay attention to the existing supply chain in the county to support existing businesses, according to Tscheschlok.

"If you don't pay attention to that and you don't actively and proactively develop policies, programs and procedures around those three, then you would have unmitigated growth," he said.

Tscheschlok pointed out that not managing growth can lead to haphazard development and the loss of unique assets. For Washington County, a balanced approach to growth is one of the key selling points to the potential workforce of the future.

"If one of the unique elements that's allowed us to attract and grow ... is that we've struck that balance historically, the only way that we're going to continue to accelerate having that quality workforce here is by continuing that balance," Tscheschlok said.

At the same time, he'd also like to see Washington County move beyond its current perceptions.

"In 10 to 15 years, you won't see the county specializing as a bedroom county or a collar county," Tscheschlok said. "What you're seeing being built out today, and I anticipate will be all the more manifest in 10 to 15 years from now, is that we are creating a destination spot in our own right." ■