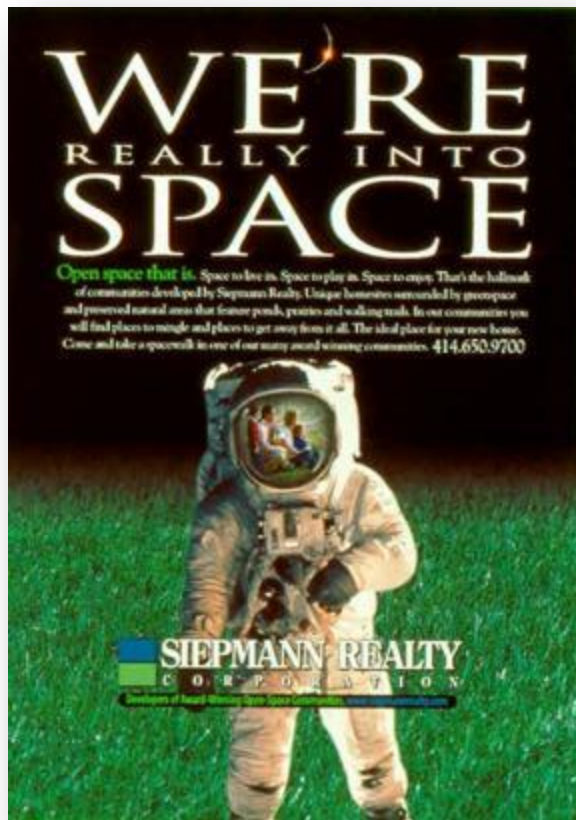


Attachment 2



# A different approach



**WE'RE  
REALLY INTO  
SPACE**

Open space that is. Space to live in. Space to play in. Space to enjoy. That's the hallmark of communities developed by Siepmann Realty. Unique homesites surrounded by green space and preserved natural areas that feature ponds, streams and walking trails. In our communities you will find places to mingle and places to get away from it all. The ideal place for your new home. Come and take a spacewalk in one of our many award winning communities. 414.650.9700

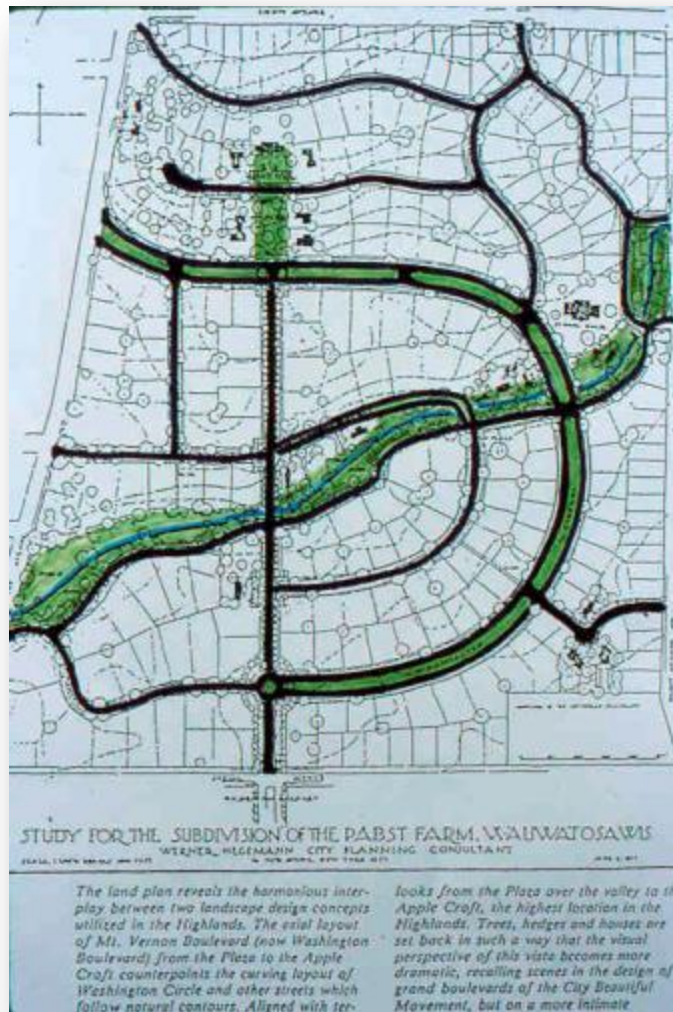
**SIEPMANN REALTY  
CORPORATION**  
Developers of Award Winning Open Space Communities



**Our Artistic Approach to  
CREATIVE Land Planning...**

...IS THE HALLMARK OF ALL SIEPMANN DEVELOPMENTS. Each of our communities is unique, featuring generous amounts of open space, beautiful landscaped common areas, welcoming entryways, architecturally controlled homes and a meticulous attention to detail. Each of these features will enhance the value of your investment now and in the future.

Your home will be surrounded with acres of permanent open space yet you will live just close enough to your neighbors - THE BEST OF BOTH WORLDS. Walk on the paths that meander through meadows and woods. Watch children play in areas designed especially for them. Sit beside a pond. Relax and enjoy nature and your neighbor's company. There's plenty of room to build the home you've been dreaming of in a special community designed by Siepmann Realty.



## ***Washington Highlands***

- 1911
- Original Pabst Farms
- Master Planned
- Urban Green Space



## In the Beginning...



- ***180 Acres***
- ***35 Acres  
Wooded***

# Site Inventory Includes

- Floodplains
- Topography & Drainage
- Primary Environmental Corridors
- Woodlands & Treelines
- Wildlife Habitats
- Historic, Archeological & Cultural Features
- Scenic Viewsheds
- Soils

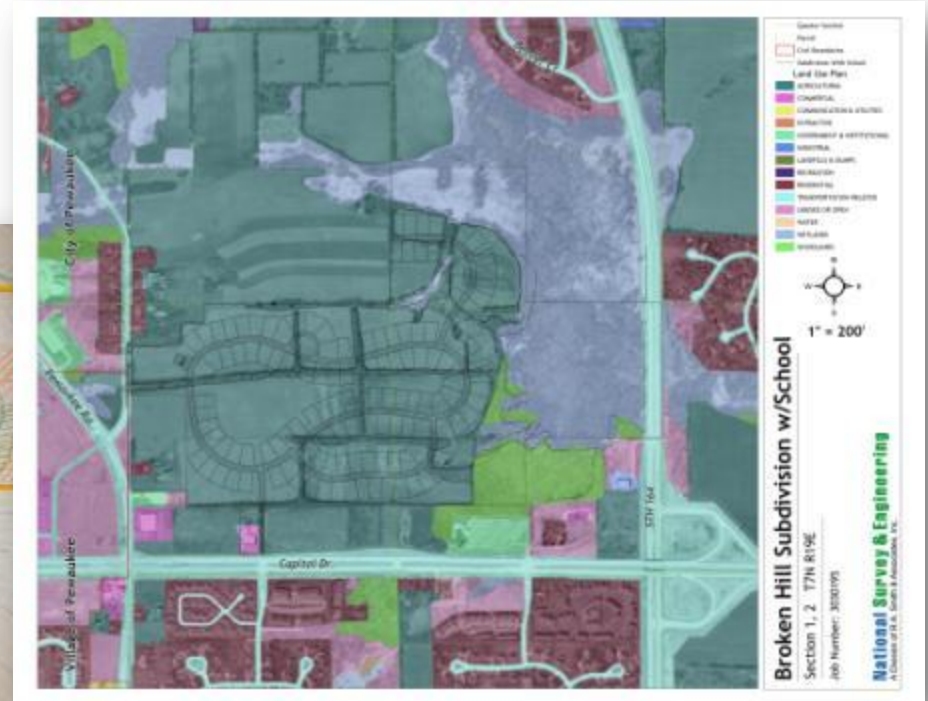




# Conservation!



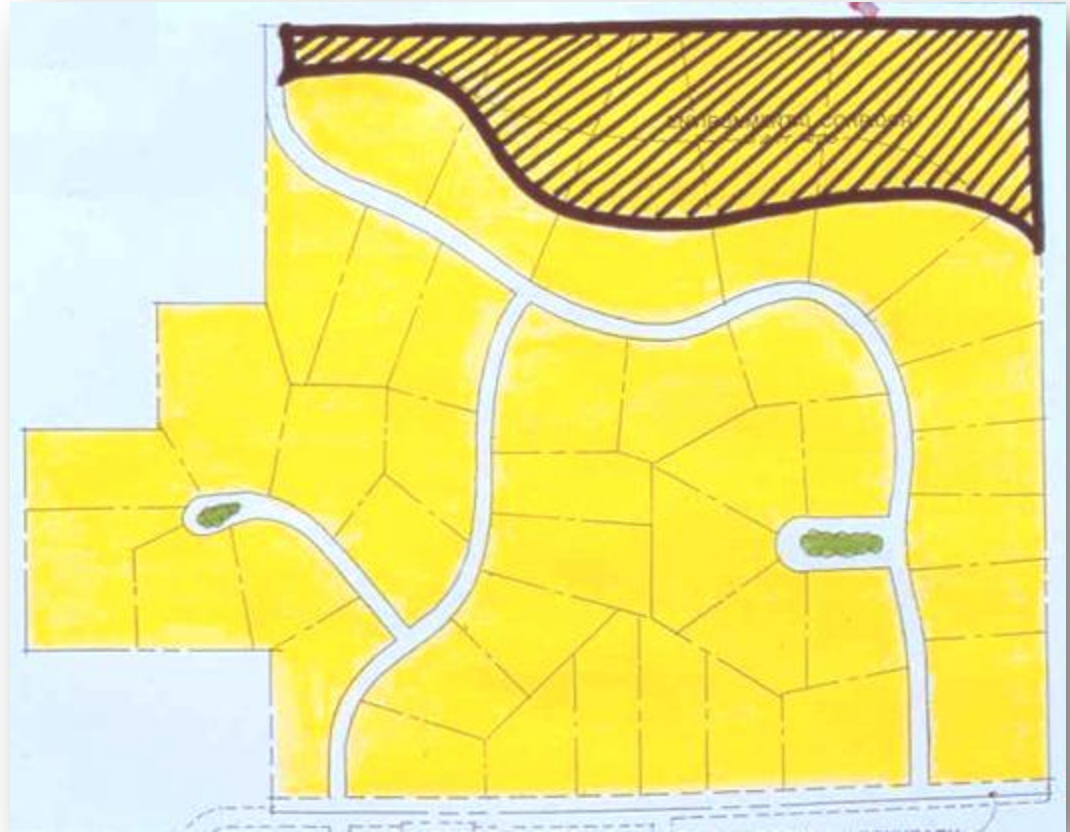
# Resource Inventories





## ***Yield Plan***

- **Two Acre Density**
- **71 Two-Acre Homesites**
- **No Open Space**
- **No Ice Age Trail**
- **No Stormwater Management Space**





# *Conservation Plan*

- Two Acre Density
- 71 One-Acre Homesites
- 75 Acres of Open Space – 42%
- 35 Acre Woods Preserved
- Provides Areas for Stormwater Management
- Preserves Treelines & Topography





**Before**



**After**





# Important Features of Conservation Subdivisions

- Respect for Topography & Drainage
- Natural Landscaping & Preservation of Wetlands, Woodlands & Treelines
- Enhance Wildlife Habitat
- Preserve Historic, Archeological & Cultural Features and Scenic Viewsheds
- Social Gathering Areas & Parks = less burden for Municipality
- Establish Recreational Trail Corridors
- Stormwater Management Areas
- Protect Rural Character



# Natural Landscaping





# Historic Preservation

Before



After



# Gathering Areas





## Clusters & Cul-de-Sacs

- Effective exposure to open spaces = VALUE
- Gathering points
- Social Aspects
- Compatible Home placement



# Recreation Trails

**Lots & Acreage**  
Original Lot Price: \$75,000

**HARTLAND/Delafield  
HAWKS NEST SUB.**  
1.3 acres, wooded, on  
Cul de Sac. \$125K Joins  
Ice Age Trail on ridge.  
Call: 414-475-5588

Value!





# Stormwater Management Areas



# Randall Arendt's 4 Step Design Process

1. **Context Map:** aerial photographs, USGS topo maps, FEMA floodplain maps, tax maps, and SEWRPC wetlands maps
2. **Resource Inventory**
3. **Site Walk** with Municipal Staff, Elected officials & Regulators
4. **Sketch Plan**





# How can you encourage Conservation Development?

## *Make the process Easier!*

- Conservation Development by Right
- Public Hearings for all development
- Sketch Conceptual Plans
- Official Site Visit
- Density Bonus
- Relaxed street widths
- Allow cul-de-sacs & clusters
- Relaxed Lot Coverage Ratios (FAR)
- Proactive approach to Buffers & Setbacks
- Level the playing field with other types of land development



# Advantages to Conservation Subdivisions

- Density Neutral
- Less is More: Less land to maintain, more to enjoy
- Less chemicals from lawns
- Less grass to cut = more time for other things
- Meadow areas = better stormwater infiltration/filtration
- Narrower streets = less maintenance for municipality
- Less burden on municipalities to purchase park and recreation lands
- Less impact on wildlife, wetlands, waterways and woodlands
- Potential to preserve farmland
- Interconnected greenspace?





# Challenges of Conservation Development

- Not an antidote to Sprawl but a softer option
- Affordable housing & higher densities pose challenges
- Uneven playing field & increased public scrutiny
- Not necessarily “cheaper”
- Predominantly rural land use





***[www.siepmannrealty.com](http://www.siepmannrealty.com)***

***[info@siepmannrealty.com](mailto:info@siepmannrealty.com)***