



VILLAGE OF THIENSVILLE
Plan Commission
MINUTES

DATE: Tuesday, October 14, 2025

LOCATION: 250 Elm Street, Thiensville, WI

TIME: 6:00 PM

I. CALL TO ORDER

Chairman Rosing called the meeting to order at 6:00 PM.

II. ROLL CALL

Chairman

John Rosing

**Director of Community
Services/Public Works**

Andy LaFond

Village Planner

Meredith Perks

Commissioners

Dan Daly

Rebecca Holyoke-
Odeja (Excused)

David Lange

Joe Nelson

M. Randy Pasternak

Jerry Schmitz (Excused)

III. CITIZENS TO BE HEARD

A. Open to any resident or taxpayer on items not subject to a public hearing: Please be advised per §19.84(2), information will be received from the public. Village policy limits a three (3) minute time period per person, with time extension by the presiding official's discretion or a vote of 2/3 of the Board or Committee; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. Written comments on agenda items are encouraged to be sent and addressed to the intended body by noon on the day of the meeting. Comments received timely will be forwarded to all members of the body. If you wish to speak, you must pre-register by emailing the Village Clerk at clandisch@thiensville.gov by 4:00 PM on the day of the meeting or by signing in immediately prior to the meeting.

None.

IV. APPROVAL OF MINUTES

A. September 9, 2025 (att)

MOTION to approve by Commissioner Lange **SECONDED** by Commissioner Nelson. **MOTION CARRIED UNANIMOUSLY.**

Aye: 5

No: 0

Abstain: 0

V. BUSINESS

A. Review and Action Regarding Shed Project at 315 Grand Ave (att)

Applicant Taylor Englund presented the shed project to the Commission and clarified that the shed's color would be charcoal.

MOTION to Approve Shed Project at 315 Grand Ave by Commissioner Nelson **SECONDED** by Commissioner Pasternak. **MOTION CARRIED UNANIMOUSLY.**

Aye: 5

No: 0

Abstain: 0

B. Review and Action Regarding a Certified Survey Map to Split the Parcel at 112 Ellenbecker Road (att)

Planner Perks explained the intention and reasoning behind the Certified Survey Map to the Commission and stated that the parcel split was recommended by staff.

The parcel owner, Jim Desmond, clarified that there are no current plans for the split parcel, but that the intention is to develop it in the future, within the requirements of R-2 residential zoning.

MOTION to Recommend a Certified Survey Map to Split the Parcel at 112 Ellenbecker Road by Commissioner Lange **SECONDED** by Commissioner Pasternak. **MOTION CARRIED UNANIMOUSLY.**

Aye: 5

No: 0

Abstain: 0

C. Presentation and Action Regarding Architectural and Site Plan for TIF #2 Development at 301 N Main Street - Heimat Capital, LLC (att)

Joe Lak and Jim Sedgwick of the Heimat Group presented the current site plan for 301 N Main

Street to the Commission.

Mr. Lak highlighted some details in the site plan. These details included the inclusion of roughly one parking space per bedroom, projected rental prices ranging from \$1,680 for studio units to \$2,900 for two-bedroom units, the materials to be used in the project, and a reduction of hard surfaces alongside an increase in green space at the site.

Mr. Lak noted that the original site plan oriented the building with the courtyard to the North, rather than the South, and the site plan has been updated to have an "L" shape rather than a "U" shape, as earlier iterations had.

Mr. Lak highlighted specific considerations that drove this change, namely the grade change on the site, a desire to bifurcate the parking between the residences, and the creation of a secondary access point for the commercial parking lot, which is now located closer to the retail space and shielded from immediate view from the Village Estates Condominiums to the North of the site.

The project timeline is estimated to be 14–15 months, with Spring 2027 as the target completion timeframe.

Commissioner Lange inquired if there were any additional easements that the Heimat Group needed to attain at this time. Mr. Lak answered that there are ongoing negotiations with We Energies regarding the parking area of the site.

Commissioner Pasternak inquired about the underground parking structure, specifically regarding the support beams and parking space size. Mr. Lak explained that the parking stall width was a standard 8 feet and that the structure had been designed in a modular fashion to ensure adequate turn radius and spacing.

Commissioner Lange questioned what the expectations were of the Village in terms of snow removal at the site. Heimat Group will be responsible for all snow removal.

Chairman Rosing inquired about the height of the finished structure in comparison to the neighboring condo development. Mr. Lak replied that the 301 N Main St structure would be within 3–5 feet of the height of the condo units.

Commissioner Lange inquired whether water connections had been made to the site, and Director LaFond explained that water connections had already been extended to the site.

MOTION to Approve Architectural and Site Plan for TIF #2 Development at 301 N Main Street - Heimat Capital, LLC, with Staff Conditions Outlined in Planner's Memo by Commissioner Lange **SECONDED** by Commissioner Daly. **MOTION CARRIED UNANIMOUSLY.**

Aye: 5

No: 0

Abstain: 0

D. Review and Action Regarding a Request to Change the Zoning of Parcel Numbers 120500224001, 120500224002, 120500224003, and 120500224005, from B-4 Highway Business District to CMU Central Mixed Use for TIF #2 Development at 301 N Main Street

- Heimat Capital, LLC (att)

MOTION to Recommend a Request to Change the Zoning of Parcel Numbers 120500224001, 120500224002, 120500224003, and 120500224005, from B-4 Highway Business District to CMU Central Mixed Use for TIF #2 Development at 301 N Main Street - Heimat Capital, LLC by Commissioner Nelson **SECONDED** by Commissioner Pasternak. **MOTION CARRIED UNANIMOUSLY.**

Aye: 5

No: 0

Abstain: 0

VI. STAFF REPORT

A. October, 2025 (att)

VII. ADJOURNMENT

MOTION to Adjourn at 6:55 PM by Commissioner Lange **SECONDED** by Commissioner Pasternak. **MOTION CARRIED UNANIMOUSLY.**

Aye: 5

No: 0

Abstain: 0

Submitted by,

Ben Honeck
Deputy clerk

Signed by,

Colleen Landisch-Hansen
Village Administrator/Clerk

HEIMAT

Revised submittal – October 1, 2025

Mr. Andy Lafond
Director of Community Services
Village of Thiensville
250 Elm Street
Thiensville, WI 53092

RE: Zoning and Development Application, Plan Commission Application – 301 N. Main Mixed-Use Redevelopment

Mr. Lafond,

On behalf of The Heimat Group and its subsidiary Heimat Capital LLC, we are seeking consideration from the Village of Thiensville and the Plan Commission for the proposed redevelopment of the approximately two-acre site located at the northwest corner of N. Main Street and W. Freistadt Road. Our request has been developed in close coordination with Village staff and following community input shared earlier this year. This proposal seeks to address important needs of the community while retaining the historic charm of the Village.

The site previously consisted of four legal parcels recently joined by Certified Survey Map - all of which are zoned Central Mixed-Use District - with the prior addresses of: 301 N. Main Street, 305 N. Main Street, 102 W. Freistadt and 122 W. Freistadt. The now combined parcel is owned by the Village of Thiensville, with a Memorandum of Understanding executed between the Village of Thiensville and Heimat Capital LLC for their intended redevelopment.

The 301 property most recently operated as a gas station. Site records indicate that some degree of previous tank removal and remediation activities occurred such that the site was deemed “closed” by the Wisconsin Department of Natural Resources. The parcel was purchased by the Village in 2021 and the prior structure subsequently razed.

The 305 property most recently operated as a restaurant with similar prior uses dating to the 1960's. The parcel was purchased by the Village in 2021 and the prior structure subsequently razed.

The 102 property was most recently home to a mixed-use retail center with multiple apartment residences above. The parcel was purchased by the Village in 2022 and the prior structure subsequently razed.

The 122 property was most recently a single-family home site. The parcel was purchased by the Village in 2024 and the prior residence subsequently razed.

Through the thoughtful acquisition and assemblage of the parcels noted above, the Village of Thiensville has created an opportunity for a catalytic development in the heart of TID #2, one consistent with the intended use contemplated in the Village of Thiensville's 2035 Comprehensive Plan.

HEIMAT

Proposed Project Plan

Following the Villages' effort to combine the four legal parcels into one, we intend to develop a mixed-use building featuring first floor commercial retail, along with market-rate apartment homes. The "L-shaped" building will feature an entrance gateway along W. Freistadt Road providing access to an interior courtyard for retail visitors and an additional, separate parking access lane for the residents who call 301 N. Main home, highlighting a sense of place and providing approximately 10-20 additional surface parking spaces for those residents and their guests alike. The building will have approximately 80 total residential units, consisting of approximately 3 studios, 51 one-bedroom units ranging in size from approximately 700 sf to 800 sf, 26 two-bedroom units ranging in size from 1100 sf to 1400 sf, along with approximately 85 underground parking spaces and 30 additional visitor/commercial spaces.

The building will consist of a three-story structure with first floor retail anchoring the hard corner of Freistadt and Main and two full floors of residential above. The balance of the building along N. Main Street will feature residential units offering large exterior balconies and first floor direct access units in efforts to activate the streetscape and provide a subtle transition to the neighboring residential uses to the North.

The Village of Thiensville's 2035 Comprehensive Plan identifies objectives including but not limited to: creating additional housing within the Village – of varying types – while working to actively promote the growth of downtown, activating the Ozaukee Interurban Trail and maintaining the traditional characteristics of a small town. It is our strong belief that the proposed plan furthers each of those objectives.

Approvals Sought

Please note that our request is consistent with the Central Mixed-Use zoning, adopted in May 2025.

In order to pursue this redevelopment project, our project team will work with the Village of Thiensville to seek architectural reviews, engineering and construction approvals and permits as well as Village support via pay-go Tax Incremental Financing within the existing TID #2 to help create an economically viable project.

Tax Incremental Financing - TID #2

This site provides an opportunity to substantially improve the aesthetic, economic and social value of downtown Thiensville and the community as a whole. However, given the existing site conditions and economic constraints beyond our control, there will be substantial costs associated with redevelopment. Fortunately, the State of Wisconsin recognizes TIF as a valuable economic development tool, developed specifically to address situations such as this. We propose to work with the Village of Thiensville to utilize the existing TID #2 which will leverage the substantial increase in future assessed value to finance costs necessary to make this project economically feasible. Without this support, costs of redevelopment would make the redevelopment of this site financially unfeasible.

HEIMAT

This project presents a once in a generation opportunity to achieve the following goals/objectives as noted in the 2035 Village of Thiensville Comprehensive Plan:

- Land Use: To be a community offering single and multi-family residential, commercial, and public land uses which complement and enhance one another.
- Land Use: Encourage the development of undeveloped land to be consistent with the surrounding land uses. This should be done while still maintaining a diversity of land uses
- Land Use: Encourage development of the Village in such a way as to encourage pedestrian travel, utilization of the Ozaukee Interurban Trail, and other traditional characteristics of a small town.
- Economic Base: To be a community with a healthy, thriving business district complemented by attractive, well-maintained housing.
- Housing: To be a community in which the housing stock is well maintained, an adequate supply of single-and multi-family housing exists, and the broad range of housing values which currently exists is maintained.
- Community Resources and Public Facilities: Preserve Thiensville's positive features – cultural heritage, community health, safety, enjoyment – while encouraging development and redevelopment that will insure the Village's continued independence and quality of life.
- Natural Environment and Community Restoration: To be a community in which the public health, safety, beauty, small town atmosphere, historic heritage, natural amenities, and overall community identity are preserved and actively maintained while keeping an open mind about developments which will enhance the Village

Revisions to Submittal

Please note the following updates to the original submittal package:

1. **Parking:** Residential parking needs are accommodated via 85 underground spaces and 19 surface spaces for a total of 104 dedicated on-site resident parking spaces. With a total of 80 residential units, comprised of 3 – Studio Residences, 51 – 1 Bdrm Residences and 26 – 2 Bdrm Residences there are a total of 106 bedrooms within the project and nearly a 1:1 ratio (1 space to 1 bedroom) before consideration is given to the 8 on street spaces and 30 commercial/public/guest spaces within the adjacent surface lot. Furthermore, in light of the unit mix which leans heavily towards 1 bedroom residences, we believe that a parking ratio of nearly 1 space per 1 bedroom is a pragmatic way to ensure sufficient parking is available for residents.
2. **Corner Feature:** Landscape stone shall be added within the easement area located at the corner of W. Freistadt and N. Main to anchor the corner and provide a defined sense of place.
3. **Loading:** A Temporary Loading area is depicted on the site plan and shall be created to accommodate the loading/unloading needs of residential and commercial tenants alike.

HEIMAT

We have worked to understand the desires of Thiensville residents & staff alike and believe our project proposal addresses community objectives in a thoughtful manner. We are excited to bring this project to fruition and welcome your questions, comments, feedback and support as we work together to mutually achieve our project goals.

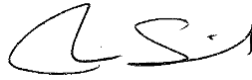
Sincerely,

THE HEIMAT GROUP INC.



Joseph F. Lak II

Principal



Jim Sedgwick

Principal