



The Harvest at Pabst Farms



Joint Plan Commission & Village Board Meeting Conceptual Master Plan December 18, 2025

PROCESS ROADMAP

MOU dated October 15, 2025

- | | | |
|-------------------------------------|---------------------|-------------|
| ☒ | Project Team | November 14 |
| ☒ | Market Analysis | December 14 |
| ☐ | Master Plan | December 29 |
| ☐ | Financial Model | January 13 |
| ☐ | Implementation Plan | January 13 |



MOU STATUS

CONTEXT

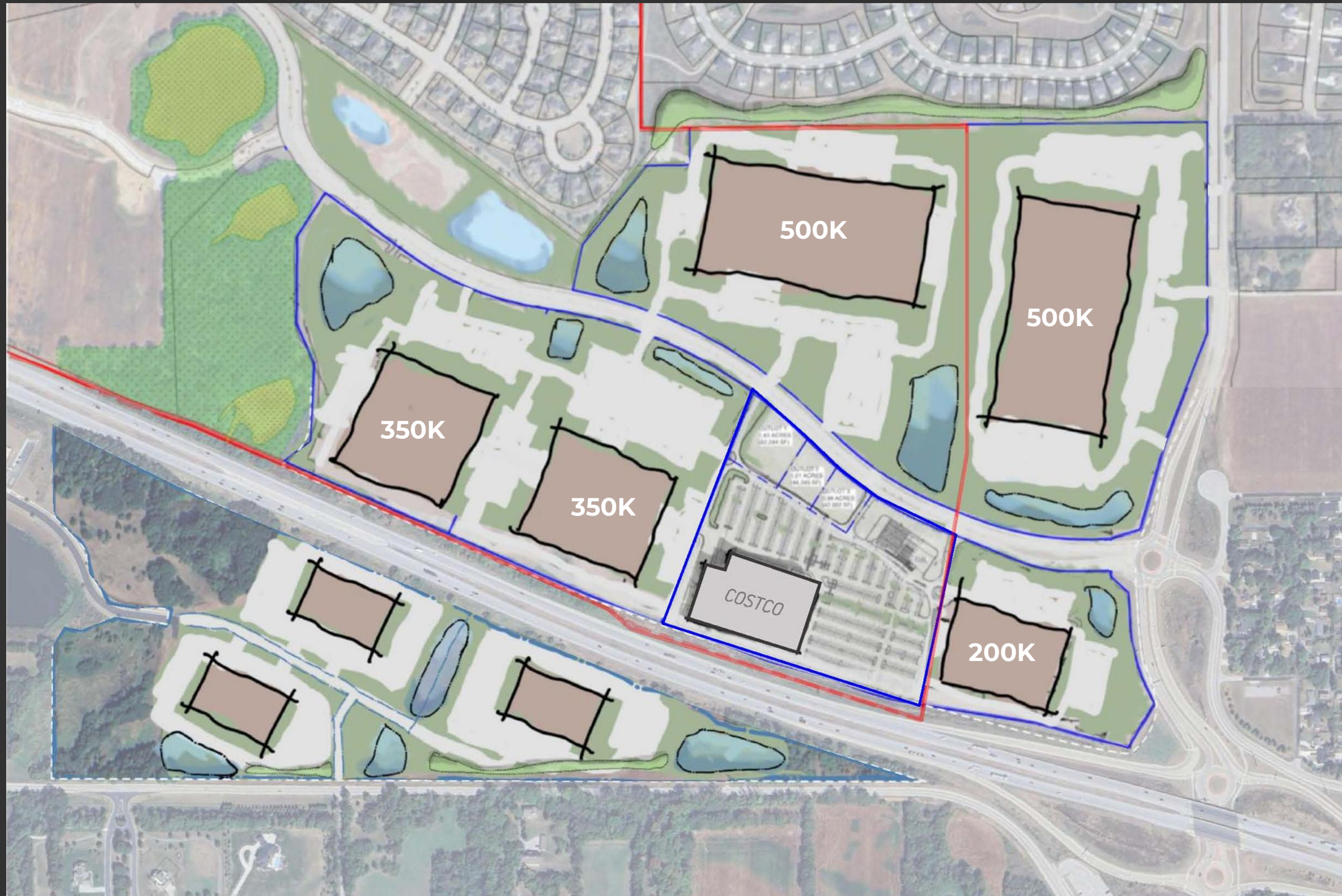
AS-OF-RIGHT ZONING

CONTEXT

AS-OF-RIGHT ZONING

- Oconomowoc Aldermanic Request (Not Developer Threat)
- Provides Context/Frames Analysis
- No Master Plan/Comprehensive Vision
- Limited/No Partnership or Community Benefit
- Without Regard to Strategic Plan

CONTEXT



CONTEXT

COMPREHENSIVE PLAN

OUR PROPOSAL

COMPREHENSIVE PLAN

Highest & Best Use. Collaborative. Controlled.

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COMPREHENSIVE PLAN

Highest & Best Use. Collaborative. Controlled.

*** Input from Staff & Elected Officials**

OUR PROPOSAL

CONCEPT MASTER PLAN

COMMUNITY GREEN



CELEBRATION OF HERITAGE
Outdoor "Museum" Opportunity
Agrarian Oriented Branding



OUTDOOR ACCESS
Communal "Back Yard"
Development around Nature



PEDESTRIAN ORIENTED
Trails and Paths
Neighborhood Connections



HOMEGROWN
Community Gardens,
Demonstration Plots,
Farm to Table



REVISED PLAN



DISCUSSION ABOUT USES

PROHIBITED USES

PROHIBITED USES

Self-Imposed with Purpose to:

- ✓ Support **High-Quality Retail, Dining, Services, Hospitality & Mixed-Use Environment**
- X Exclude **High Nuisance, Auto-Centric, Industrial, Distressed, or Low-Quality Uses**
- ✓ Protect **long-term value, traffic flow & customer service**

PROHIBITED USES

- Adult/Nuisance Uses
- Hazardous/Industrial
- Waste/Salvage
- Distressed/Low-Quality Retail
- Industrial/Storage
- Environmental/Heavy Impact
- Funeral/Burial
- Alcohol-Oriented
- Entertainment/Assembly
- Educational/Institutional
- Automotive-Oriented
- Truck/Parking Impacts

TYPICAL PERMITTED USES

TYPICAL PERMITTED USES

*** With PD Overlay**

TYPICAL PERMITTED USES

- Retail
- Food & Beverage
- Grocery/Wholesale
- Personal Services
- Hospitality
- Office/Professional
- Mixed-Use Residential
- Outdoor/Ancillary

*** With PD Overlay**

TYPICAL PERMITTED USES

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*** With PD Overlay**

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**Retail Context & State
of the Market**

*** With PD Overlay**



84SOUTH | GREENFIELD

± 475,000 of mixed-use of retail, dining & multifamily

48-acre mixed-use development positioned within the Southridge Mall Regional Trade Area. Features retail, restaurant, medical, and a luxury apartment complex along with multiple outparcels offering casual dining and specialty service-based uses.



THE CORNERS | BROOKFIELD

± 400,000 SF of retail, dining & entertainment

The Corners of Brookfield features over 400,000 SF of open-air premier retail and dining, 244 luxury residences and a central market square in a dynamic, upscale environment.



SHOPPES AT FOX RIVER | WAUKESHA

331,541 SF of retail, dining & entertainment

Waukesha's leading power center anchored by Target and Pick 'n Save. The center features mid-box and inline retail leasing opportunities, along with Ground Lease or Build to Suit development opportunities.



BAYSHORE | MILWAUKEE

± 750,000 SF of mixed-use of retail, dining & entertainment

Premier shopping and dining destination. Bayshore features a spacious open-air community with Art Walk & Year-round entertainment.



MADISON YARDS AT HILL FARMS | MADISON

± 80,000 SF of mixed-use of retail, dining & entertainment

Anchored by Whole Foods, Madison Yards at Hill Farms will feature Full-Service Luxury Hotel, Medical, Office, upscale residential units, and state-of-the-art retail tenants.



DREXEL TOWN SQUARE | OAK CREEK

Mixed-use of retail, civic, commercial, dining & multi-family

Oak Creek's retail, commercial, residential, and civic development located on Drexel and Howell Avenues. The Town Square is surrounded by a 192,000 SF Meijer Store, over 43,000 SF of retail, restaurants, and 400+ luxury apartments.



The Corners of Brookfield

Brookfield, WI

20 ACRES

MULTIFAMILY:

244 Units | 20 AC

COMMERCIAL/RETAIL:

400,000 SF | 20 AC

*Acreage cannot be delineated as
project is true vertical mixed use.*

0.61 Residential units per 1,000 SF
of Commercial / Retail

Whitestone Station

Menomonee Falls, WI

54 ACRES

MULTIFAMILY (20%)

318 Units | 11 AC

COMMERCIAL/RETAIL (50%)

261,000 SF | 27 AC

HEALTH/WELLNESS (20%)

11 AC

HOSPITALITY (9%)

5 AC

1.22 Residential units per 1,000 SF
of Commercial / Retail

84South

Greenfield, WI

48 ACRES

MULTIFAMILY (15%)

267 Units | 7 AC

COMMERCIAL/RETAIL (77%)

300,000 SF | 37 AC

MEDICAL (8%)

11 AC

0.89 Residential units per 1,000 SF
of Commercial / Retail

Mayfair Collection

Wauwatosa, WI

59 ACRES

MULTIFAMILY (8%)

394 Units | 5 AC

COMMERCIAL/RETAIL (75%)

390,000 SF | 44 AC

OFFICE/FLEX (12%)

7 AC

HOSPITALITY (5%)

3 AC

1.01 Residential units per 1,000 SF
of Commercial / Retail



The Prairie Development

Oak Creek, WI

115 ACRES

90 AC (78%)

25 AC (22%)

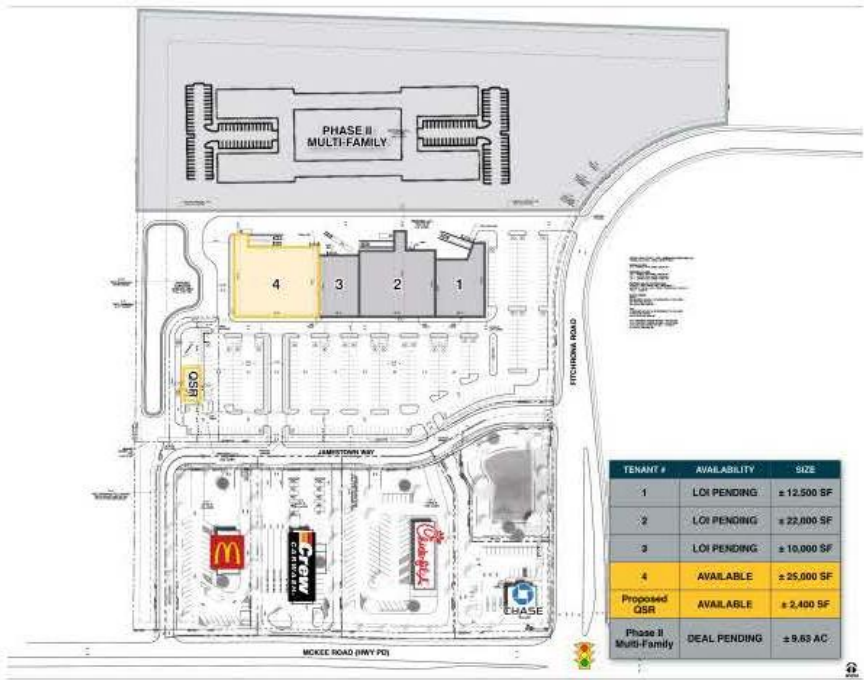
Multifamily /
Duplex /
Single Family

Commercial /
Retail

538 Units

100,000 SF

5.38 Residential Units Per 1,000 SF
of Commercial/Retail



Jamestown Quarry

Fitchburg, WI

32 ACRES

17 AC (53%)

15 AC (47%)

Multifamily

Commercial /
Retail

550 Units

90,000 SF

6.11 Residential Units Per 1,000 SF
of Commercial/Retail



Shoppes at River View

Pleasant Prairie, WI

95 ACRES

65 AC (68%)

30 AC (78%)

Multifamily /
Senior Housing

Commercial /
Retail

460 Units

125,000 SF

3.68 Residential Units Per 1,000 SF
of Commercial/Retail

CONCEPT MASTER PLAN

COMMERCIAL / RETAIL



CONCEPT MASTER PLAN

THE COMMONS



PUBLIC GREEN SPACE > 64 ACRES



CONCEPT MASTER PLAN

THE COMMONS



CONCEPT MASTER PLAN

SINGLE-FAMILY ZONE



CONCEPT MASTER PLAN

CONDOMINIUM ZONE



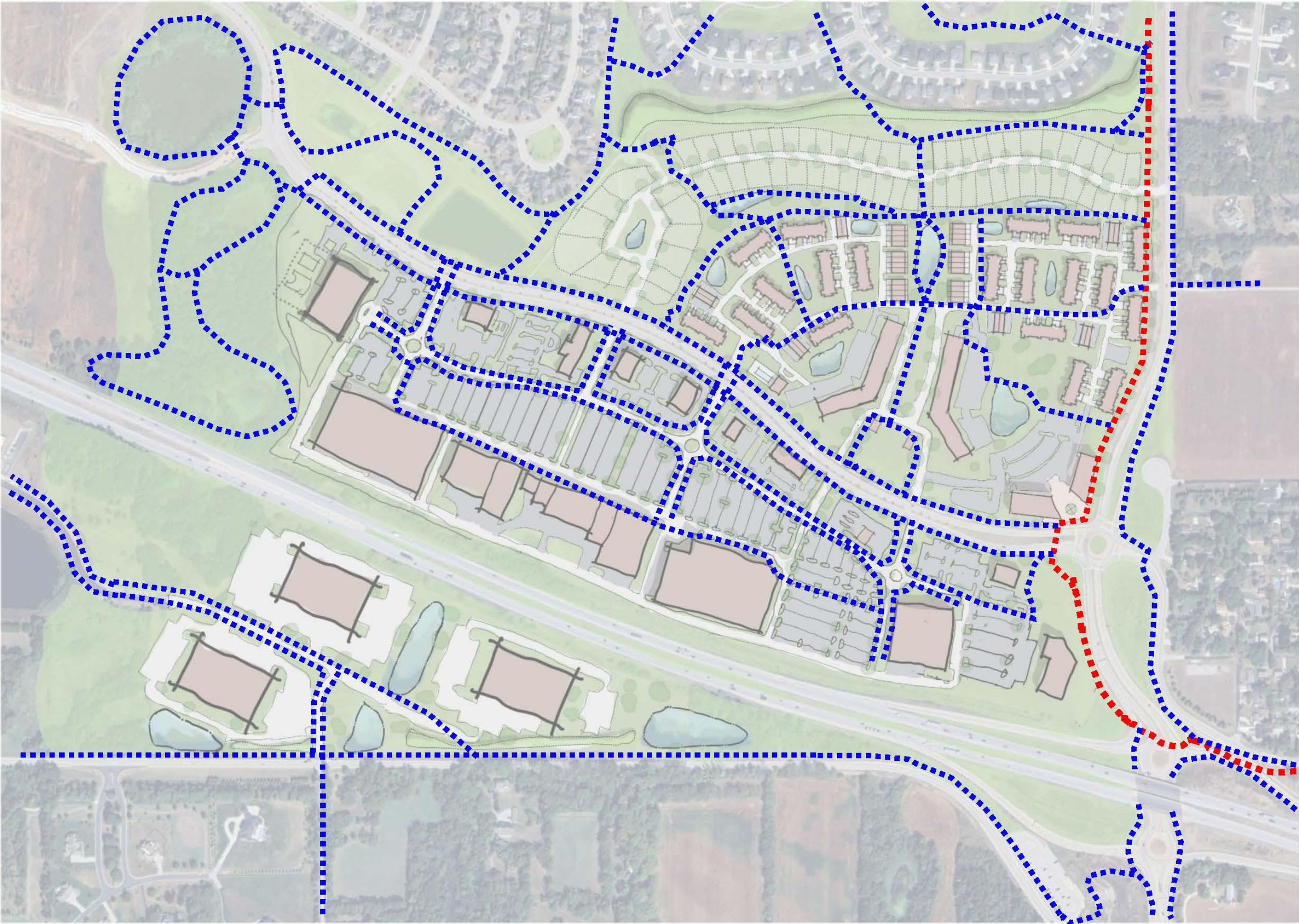
CONCEPT MASTER PLAN

MULTI-FAMILY ZONE



CONCEPT MASTER PLAN

PEDESTRIAN NETWORK

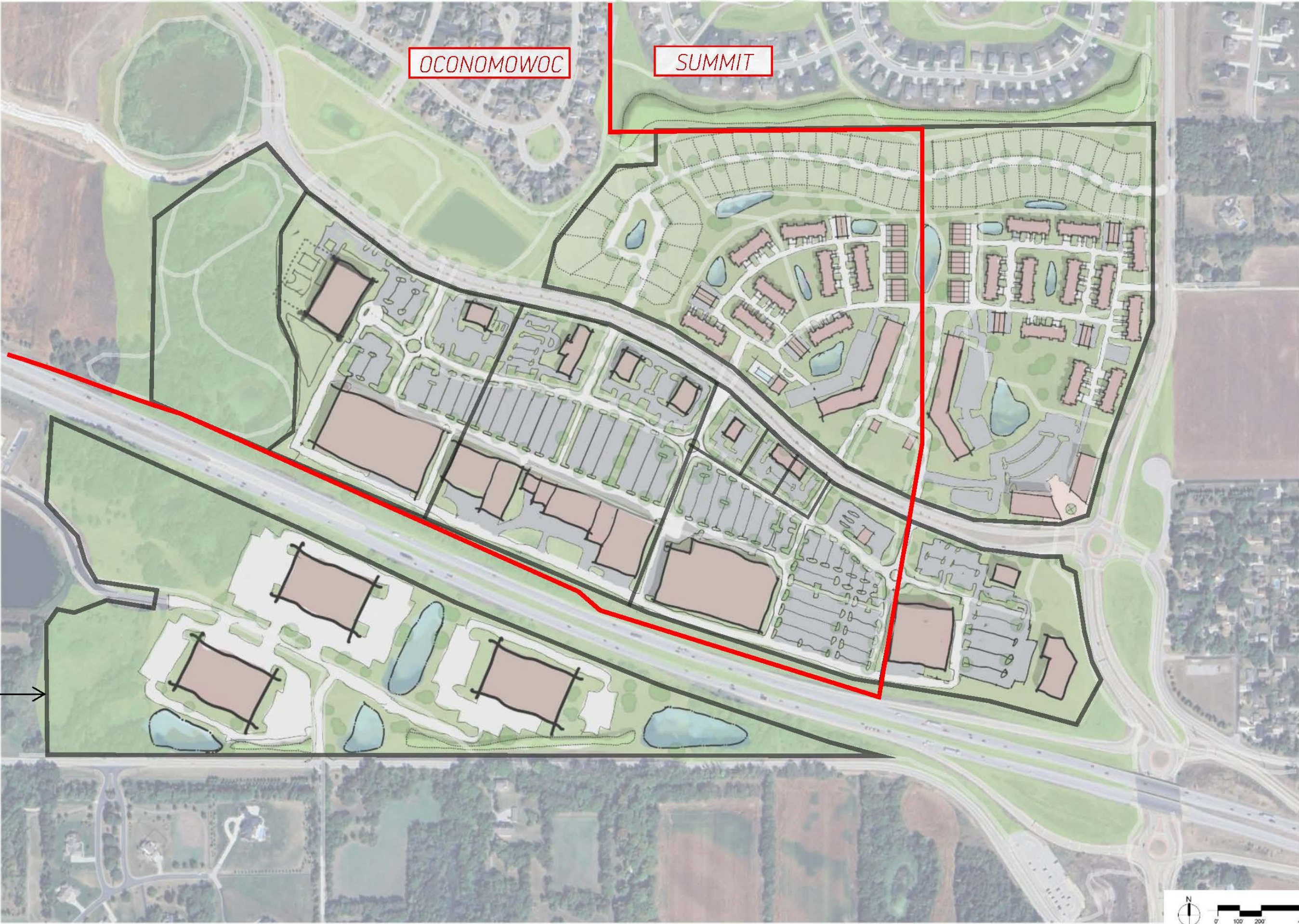


CONCEPT MASTER PLAN



CONCEPT MASTER PLAN
DEVELOPMENT SUMMARY

EXISTING PARCEL
BOUNDARIES

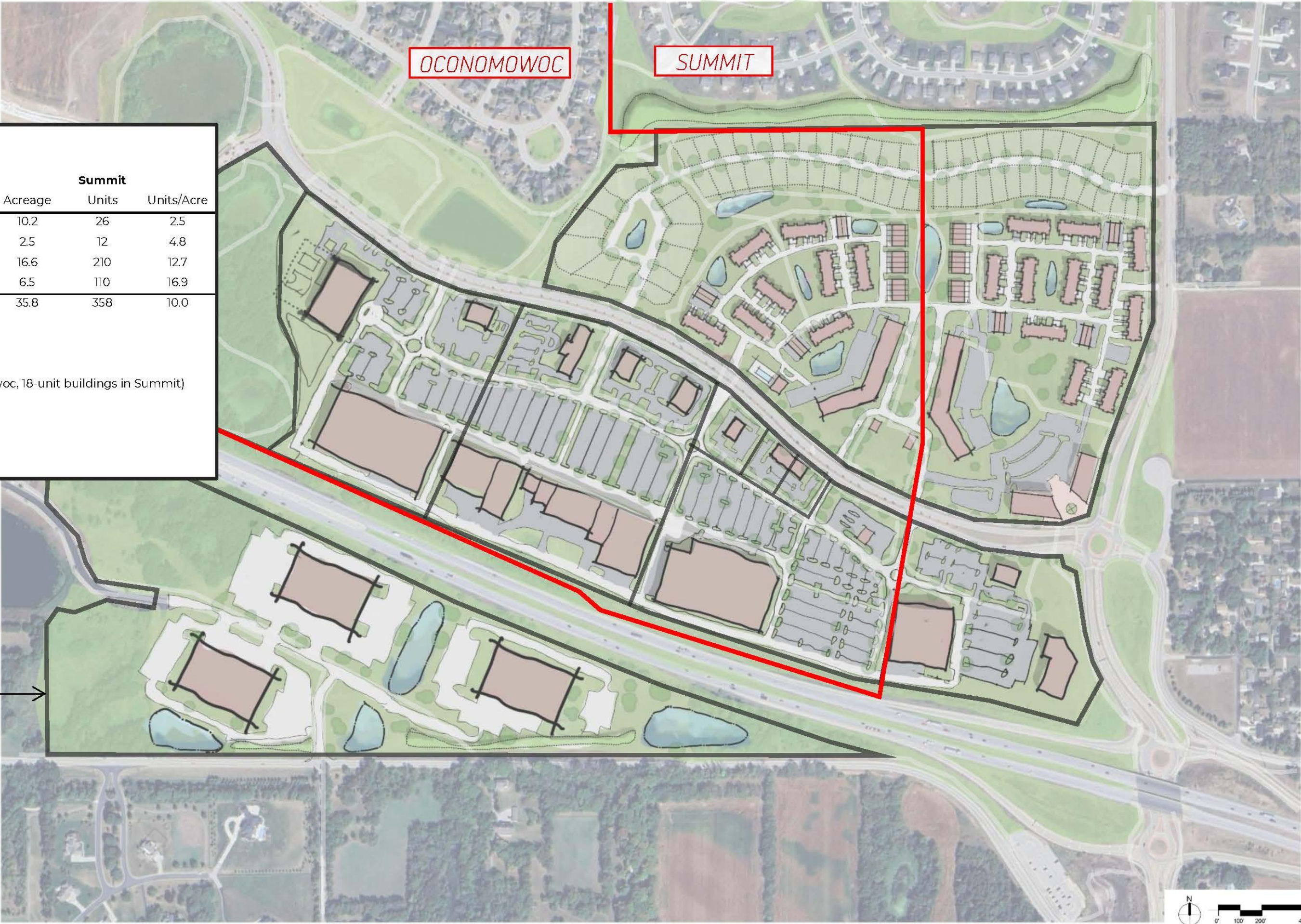


CONCEPT MASTER PLAN

DEVELOPMENT SUMMARY

Pabst Farms Development Summary						
	Oconomowoc			Summit		
	Acreage	Units	Units/Acre	Acreage	Units	Units/Acre
Single-Family Detached	19.5	42	2.2	10.2	26	2.5
Single-Family Attached	1.7	12	7.1	2.5	12	4.8
Garden Style	13.9	216	15.5	16.6	210	12.7
3 over 1 Apt	6.3	110	17.5	6.5	110	16.9
Total	41.4	380	9.2	35.8	358	10.0
Single-Family Detached Units	68 (1/4-acre lots approximately)					
Single-Family Attached	24 (Townhomes)					
Garden Style Total Units	426 (24-unit buildings in Oconomowoc, 18-unit buildings in Summit)					
3 over 1 Apt Total Units	220					
Total Units	738					
Total Res. Acreage	77.2					
Total Unit Density	9.6					

EXISTING PARCEL
BOUNDARIES



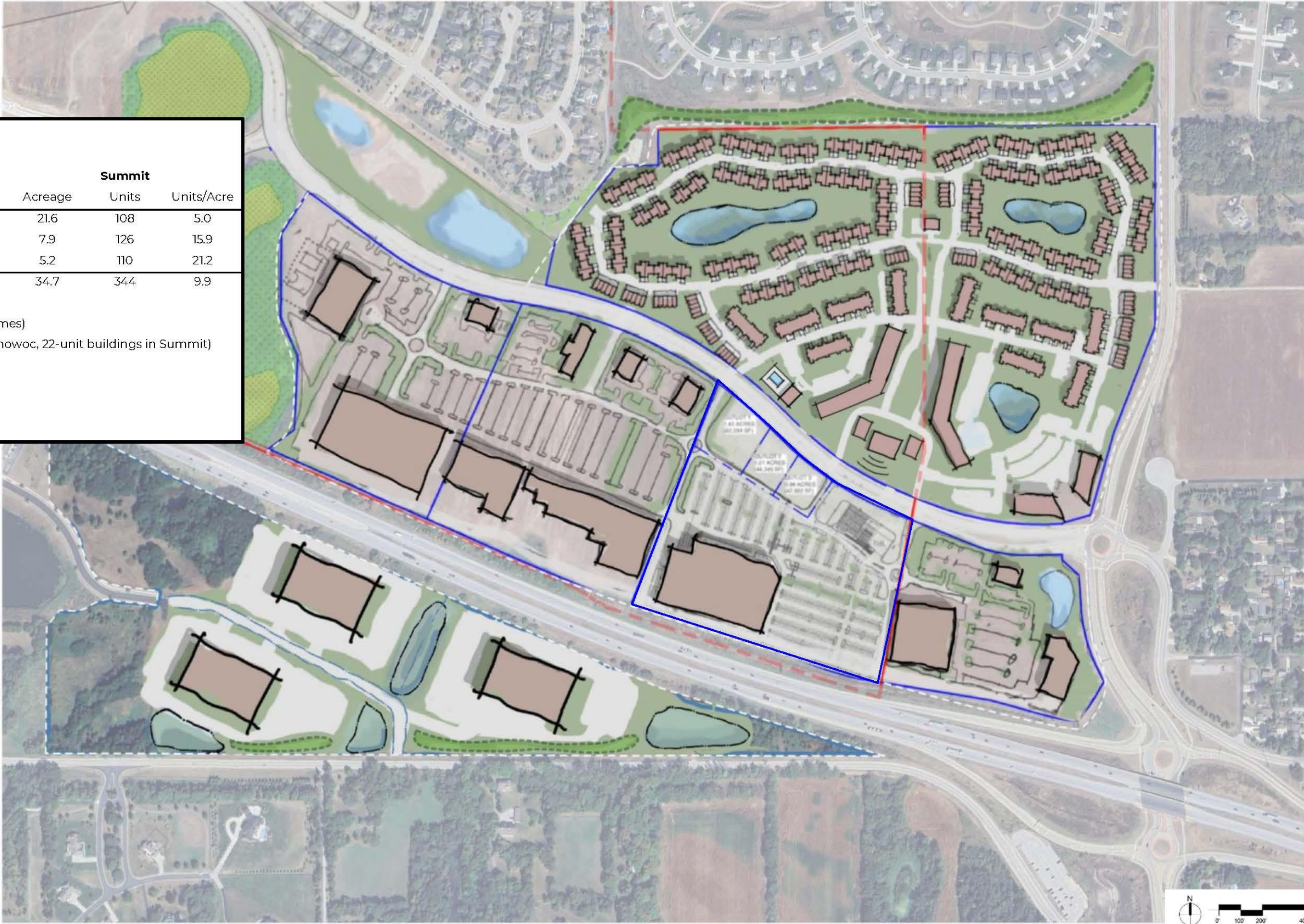


Thank You!

CONCEPT MASTER PLAN

DECEMBER 2ND PROPOSAL

Pabst Farms Development Summary						
	Oconomowoc			Summit		
	Acreage	Units	Units/Acre	Acreage	Units	Units/Acre
Single-Family Attached	29.1	142	4.9	21.6	108	5.0
Garden Style	5.7	120	21.1	7.9	126	15.9
3 over 1 Apt	5.7	110	19.3	5.2	110	21.2
Total	40.5	372	9.2	34.7	344	9.9
Single-Family Attached Units	250 (182 side-by-side, 70 townhomes)					
Garden Style Total Units	246 (24-unit buildings in Oconomowoc, 22-unit buildings in Summit)					
3 over 1 Apt Total Units	220					
Total Units	716					
Total Res. Acreage	75.2					
Total Unit Density	9.5					



CONCEPT MASTER PLAN
DECEMBER 16TH PROPOSAL

