

Notice and Agenda
Hartford City Plan Commission

Date: January 13, 2020

Time: 5:30 p.m.

Common Council Chambers
Lower Level City Hall - 109 North Main Street

-
1. Call to Order
 2. Minutes of December 9, 2019
 3. Appearances
 4. Discussion and Consideration of Proposed Wall Signs in the Business Improvement District – WI Wear and Diamond Printing & Tees, 75 North Main Street
 5. Discussion and Consideration of Face-Change Sign Replacements and a Wall Sign Replacement, 116 W. Sumner Street
 6. Discussion and Consideration: Mixed-Use Redevelopment Opportunity, Hartford Plaza, 1201 – 1275 Bell Avenue
 7. Adjournment

“Persons with disabilities requiring special accommodations for attendance at the meeting should contact City Clerk at least one (1) business day prior to the meeting.”

“Members of the Common Council may attend the above meeting. Pursuant to State ex. rel. Badke v. Greendale Village Board, 173 Wis.2d 553, 494 N W 2d 408 (1993) such attendance may be considered a meeting of the Common Council. This notice is given so that members of the Common Council may attend the meeting without violating the open meeting law.”

PLAN COMMISSION
City of Hartford
December 9, 2019

PRESENT: Chairperson Timothy C. Michalak, Vice-Chairperson Dennis Regan, Members Tom Stapleton, Tony Anderek, Scott Henke and Ralph Kuepper; Alderperson Liaison Barry Wintringer

ALSO PRESENT: City Planner Justin Drew

Call to Order – Chairperson Michalak called the meeting to order at 5:30 p.m. in the Common Council Chambers of Hartford City Hall, 109 N. Main Street.

Minutes – Chairperson Michalak requested review of the minutes of November 11. Motion by Regan, second by Kuepper to approve minutes of November 11. Motion carried.

Appearances – Chairperson Michalak invited appearances. There were no appearances.

Discussion and Consideration of a Wall Sign in the Business Improvement District: Main Street Café, 48 N. Main Street

Executive Summary Review:

Vicente Flores has submitted an application for a wall sign at 48 N. Main Street, the location of his new restaurant. A sign above the main entrance door measuring 24 square feet was approved September 9, 2019. The current sign is proposed to be placed in the back of the building, facing Mill Street and utilizing a signbox already in place. It measures 4 feet by 6.5 feet, or 26 square feet. Together the signs remain within the allowable signage area for this location. The sign is composed of nylon and will fit within the box using clamps. The sign is similar in color and style to the sign in the front of the building, and all aspects of the installation appear to meet code requirements for size, placement, and color. Planning Staff recommended approval.

Plan Commission Discussion, Wall Sign, Main Street Café, 48 N. Main Street:

Mr. Drew reviewed the executive summary. Chairperson Michalak requested comments. There were no comments. Motion by Kuepper, second by Wintringer to approved wall sign. Motion carried. Chairperson Michalak complimented the new business for its food and service.

Discussion and Consideration of a Site Plan Review: Trade Tech Addition, 2231 Constitution Avenue

Executive Summary Review:

Brzozowski Brothers, LLC proposes an 18,012 square foot addition to the main building at 2231 Constitution Avenue. Trade Tech is a full service machine shop including CNC machining, large machining, welding, fabricating and project management. They are surrounded by industrial properties to the north, south and east and Town of Rubicon land to the west. The proposed addition would be erected south of the original building, which was approved in 2006 and completed in 2007. The proposed addition would be setback 98 feet from the south border of the property, 218 feet from the west property line (Goodland Road), and 162 feet from the east property line and meets all setback requirements (45-foot street yard, 25 foot side yard, 25 foot rear yard) of the M-4 district. The height of the proposed addition is 26.75 feet above grade, which meets the 45-foot maximum height allowed in the M-4 District. The addition would increase lot coverage to 23.6% of the property, below the 50% maximum lot coverage allowed by Code. The property is in Zone B of the Wellhead Protection Overlay District, which has a maximum allowable

impervious surface of 60%. After the addition and additional asphalt paving on the southeast side of the building, impervious surface would be 51.9% of the site. The addition would be composed of gray insulated metal panels. Five large garage doors and three man doors would be located on each exposed side of the addition. It would include a new shop bay, two new bathrooms, and a new welding and fabrication area. Given the location of the structure behind the existing building, Staff believes the metal siding is appropriate and meets Code requirements. Stormwater on this property drains to a regional pond and the addition will not materially impact the capacity and function of the pond. Water and electric service will be extended from the existing building to the addition. Given the location of the addition behind the existing building, and the presence of existing mature landscaping along Goodland Road, no additional landscaping or lighting is proposed or required. Planning Staff recommended approval.

Plan Commission Discussion, Trade Tech Addition:

Mr. Drew reviewed the Executive Summary. Chairperson Michalak requested comments. There were no comments. Motion by Henke, second by Wintringer to approved the site plan for the Trade Tech addition. Motion carried.

Planner's Report: 2020 Plan Commission Calendar

Chairperson Michalak requested comments from Mr. Drew regarding the two columns listing submittal deadlines. Mr. Drew explained that the calendar deadlines differed depending on requirements for the differing items, due to things like public hearing requirements. Mr. Drew further noted that annexations do not include deadlines due to the many factors that make up an annexation. Mr. Drew also noted that December might require a change in the Plan Commission date due to the Common Council only having one meeting in December. In 2020, the Common Council meeting date in December falls prior to the Plan Commission meeting date. No vote required.

Meeting adjourned by call of Chair at 5:38 p.m.

Respectfully submitted,
Justin Drew, City Planner

Compiled by Char Smelter, Planning Secretary

Executive Summary

Title: Discussion and Consideration of Proposed Wall Signs in the Business Improvement District – WI Wear and Diamond Printing & Tees, 75 North Main Street

Background: Timothy Neitzel has submitted an application for wall signage for his businesses, WI Wear and Diamond Printing & Tees, located at 75 North Main Street. Mr. Neitzel intends to place signage on frontage facing North Main Street.

The previous business, Lotus Be Well, had signage approved for the front of the building on October 12, 2015. Mr. Neitzel plans on placing the new signs in the same 'signable area' above the storefront. The other storefront in the building has a 60 square foot wall sign for Carpenter Technology, approved in September of 2016.

The signs represent the two businesses Mr. Neitzel operates out of the space, and are the same size: 3' x 7.5', for a total of 45 square feet. One sign will be placed above each store window. The building measures 60 feet long, and is therefore allowed 180 square feet of wall signage. All signage for the front of this building totals 105 square feet.

The signs are composed of aluminum with printed graphics and lamination. The WI Wear sign is white and black lettering on a blue background, with white lettering along a black stripe, and a cow logo. The Diamond Printing sign is white and green lettering on a black background with a divided green stripe, and a diamond logo.

As presented, the signage for WI Wear and Diamond Printing does not fit well within the guidelines for the HAPEO (Historic Architecture Preservation and Enhancement Overlay) District. Chapter 14 of the Municipal Code, Historic Preservation, notes: 'Signs convey necessary information, and, if harmonious, add to the visual character of place. They should be easy to read and unobtrusive. Signs should not obscure architectural details of a building. Each sign should be integrated with the building's facade, and requires individual attention to design. Multiple signs intended for the same structure should be designed as a unified scheme.' In the past, City Staff have worked with business owners and sign companies to modify signs submitted for review, to more appropriately blend in with the Downtown Historic District (for instance, requesting a color change to remove a neon shade).

In the case of these two signs, they are the established visual representation of the businesses, and Staff believes that this should be taken into consideration in this review. Taken together, the fonts, colors and logos do not present a cohesive, or unobtrusive, appearance. They do, however, appropriately represent the two businesses in the space. In addition, the basic design of each sign (line and printing along the lower portion of the sign with printing and logo above) is similar.

Recommendation: The Planning Staff recommends approval of the wall signs for WI Wear and Diamond Printing & Tees, 75 North Main Street, based on the similarity of the basic designs and the established branding of the businesses.

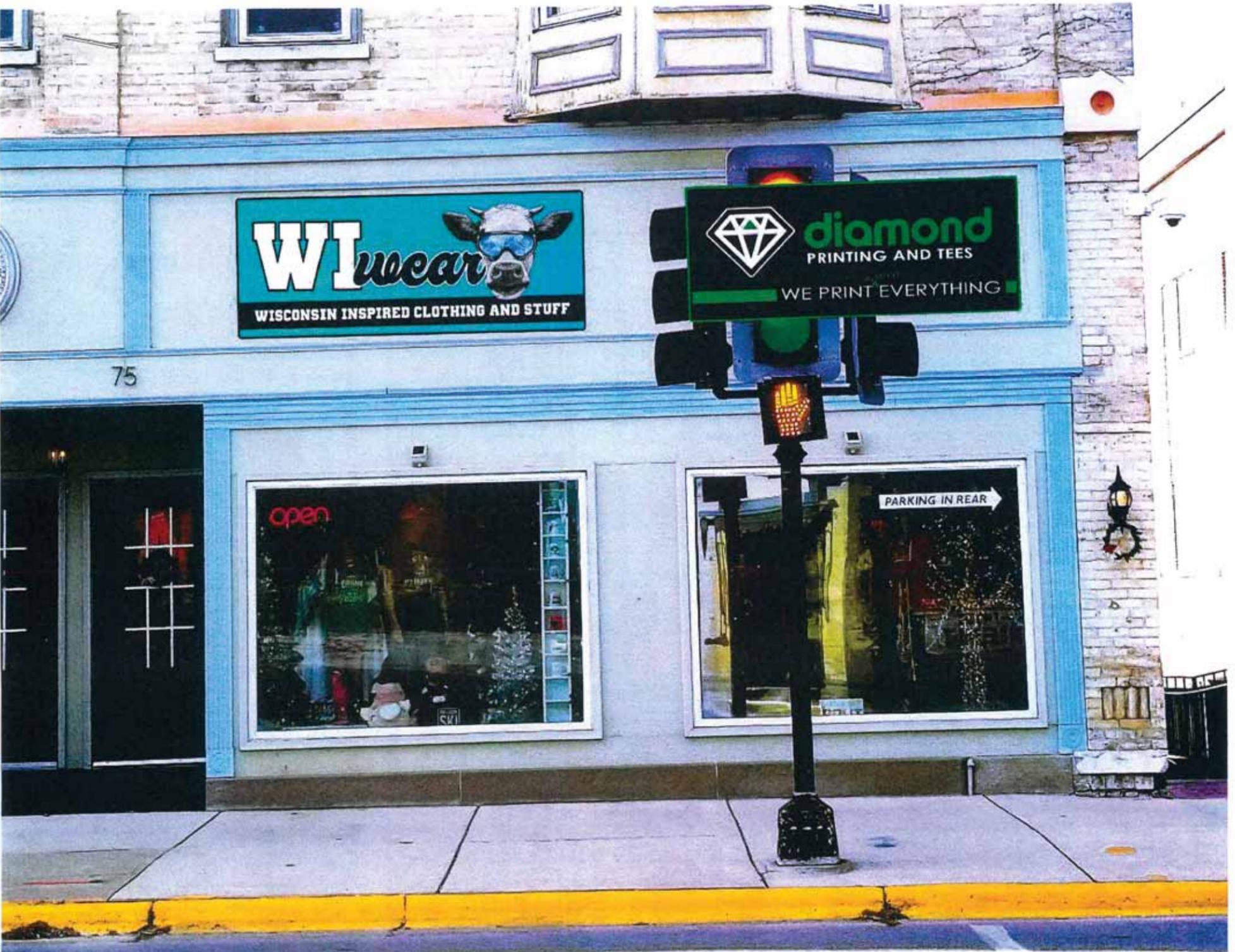
Prepared By: Justin Drew 1/8/10
Justin Drew, Date
City Planner

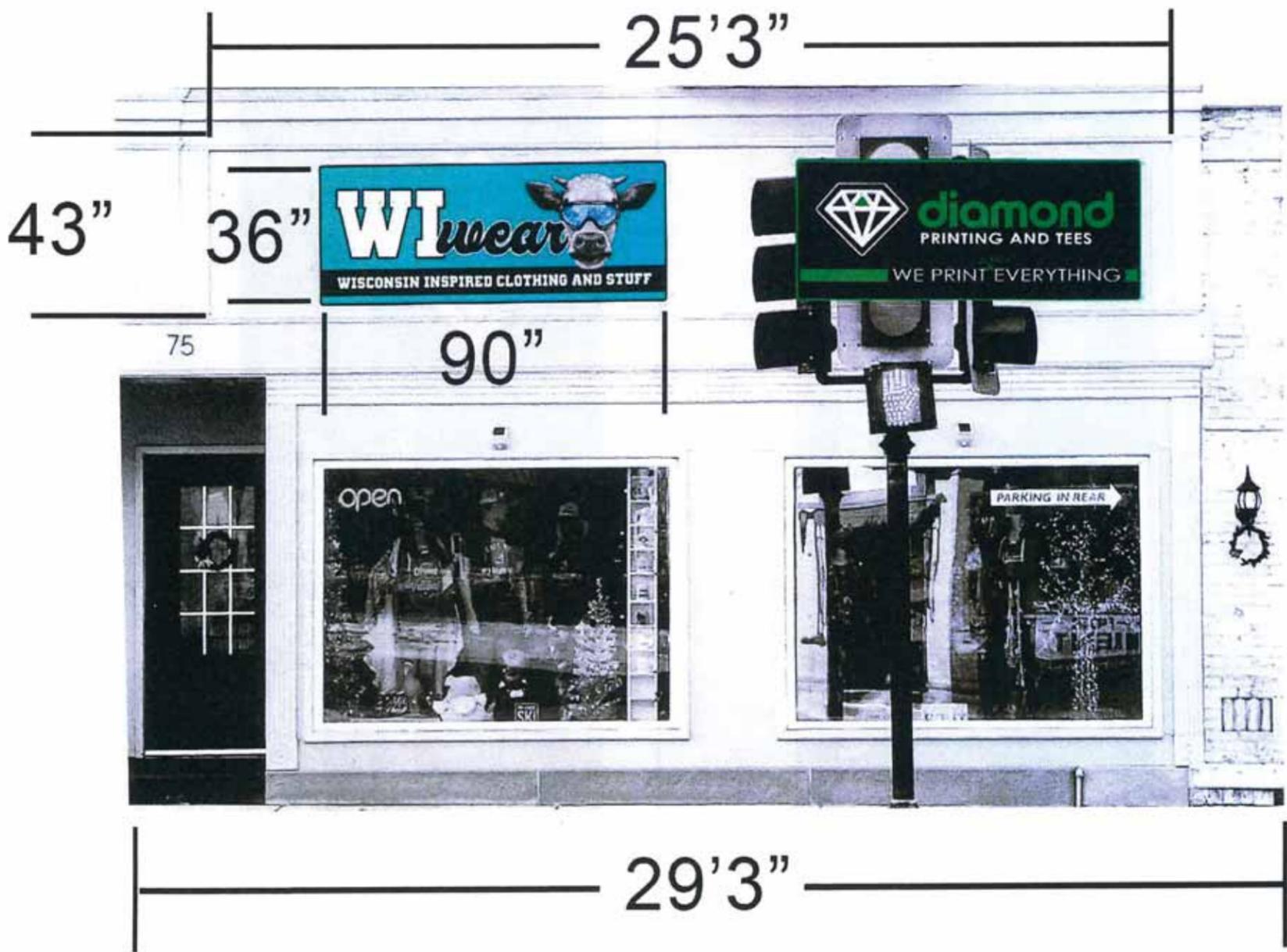
ROUTING: PLAN COMMISSION January 13, 2020

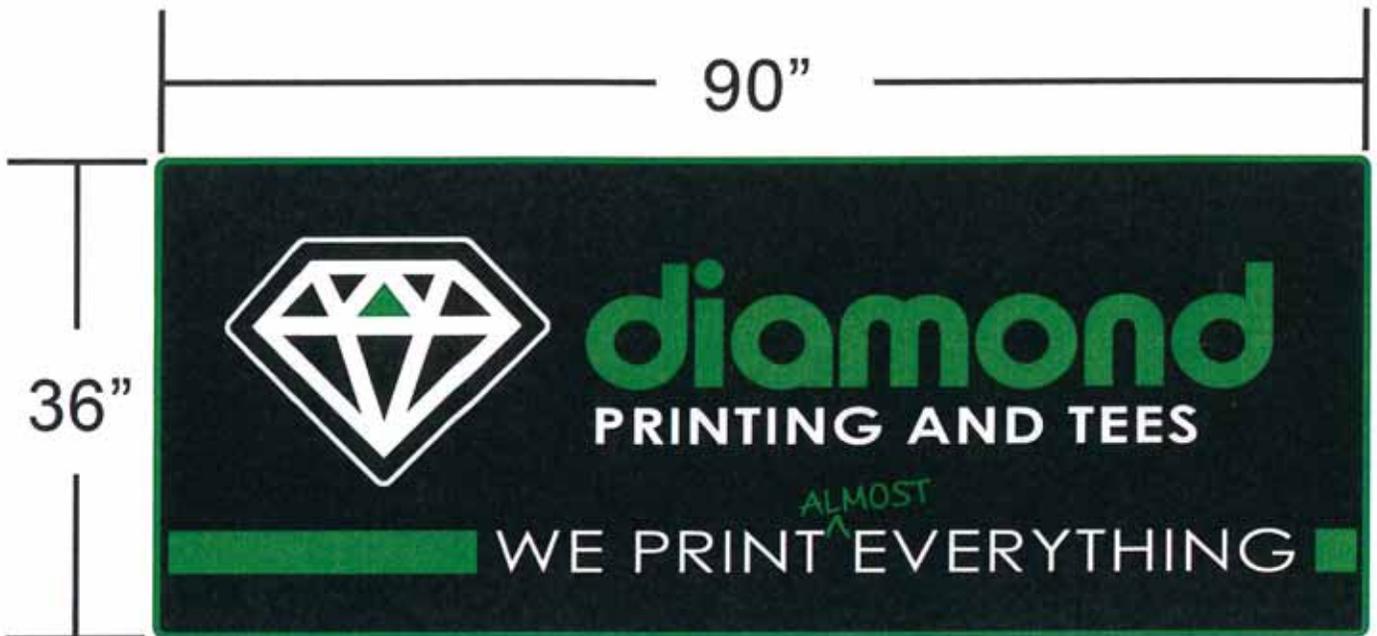
WI wear
WISCONSIN INSPIRED CLOTHING AND STUFF

 **diamond**
PRINTING AND TEES
WE PRINT EVERYTHING

75







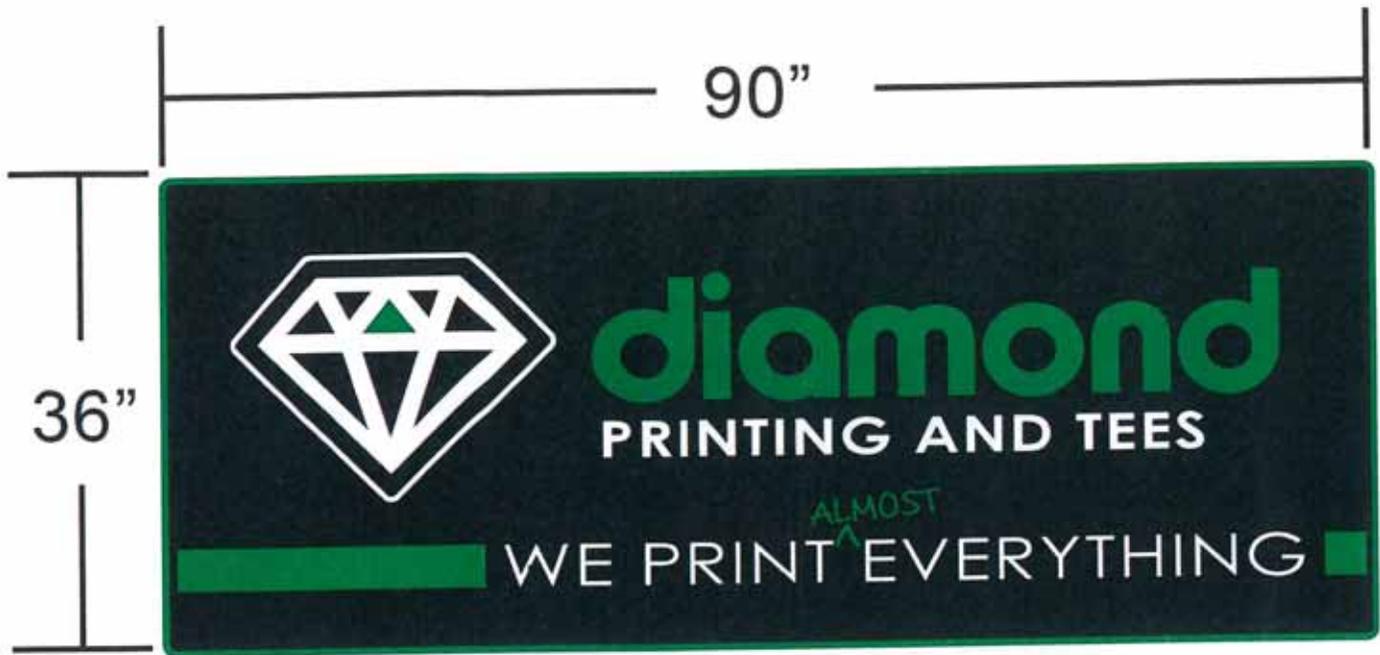
Sign Info

Both are the same size:

36x90 inches

1/16 inch aluminum sign with printed graphics and final lamination

Sign will be secured to building with 3 1/2 inch long fasteners to be used every 24 of sign.



Sign Info

Size: 36x90 inches

Primary Colors: green, black and white

1/16 inch aluminum sign with printed graphics and final lamination

Sign will be secured to building with 3 1/2 inch long fasteners to be used every 24 of sign.





Sign Info

Size: 36x90 inches

Primary Colors: teal, black and white

1/16 inch aluminum sign with printed graphics and final lamination

Sign will be secured to building with 3 1/2 inch long fasteners to be used every 24 of sign.



DEC 2
NKT

CITY OF HARTFORD
SIGN PERMIT APPLICATION
(PLEASE PRINT OR TYPE)

For official use only	
Account #100.240.440000.44430(#79)	
Fee:	
<input type="checkbox"/> Ground or Wall Sign	\$100.00
<input type="checkbox"/> Ground or Wall Sign, Changeable Copy	\$150.00
PLUS: Processing Fee (Account #100.125.461100.46112) \$15.00	
Date Paid: _____	Total Paid: <u>115-</u>

Address of Subject Property: 75 N. MAIN ST.

Tax Key Number: _____ Zoning: _____

Historic District? Yes No Estimated Cost: _____

Applicant Name: TIMOTHY NEITZEL

Address: 75 N. MAIN ST

City: HARTFORD **State:** WI **Zip:** 53027

Daytime Phone: 262-297-2528 **Fax:** _____ **Other:** _____

Owner Name: LIZ PUSCIT - TEN PROPERTIES

Address: 62 N JOHNSON ST.

City: HARTFORD **State:** WI **Zip:** 53027

Daytime Phone: 414-313-1352 **Fax:** _____ **Other:** _____

Contractor Name: STEVEN NEITZEL CONSTRUCTION

Address: 1931 N WATERVILLE RD #1

City: SUMMIT **State:** WI **Zip:** 53086

Daytime Phone: 262-623-2071 **Fax:** _____ **Other:** _____

Sign Permit Application
Supporting Information Required

1. Scale drawing of the proposed sign indicating dimensions, materials to be used, type of illumination (if applicable) and methods of construction and attachment. Include size and types of letters and logos, and information regarding colors to be used.
2. Scale drawings of existing signs to be retained. ↻ Continues on next page

Sign Permit Application, Supporting Information Required, Continued

- 3. Scale drawing indicating position of proposed sign in relation to building(s), other signs, and property lines, including dimensions.
- 4. Illustration of the building façade, showing location of proposed and existing signs.

Signature of Applicant: _____ Date: Dec 6 2019

Signature of Owner (if different): [Signature] Date: 12-6-19
(note: if owner is other than applicant and is unable to sign, please attach Power of Attorney or other written authorization.)

LED SIGN APPLICANTS:

Please review the following code information:

Restrictions on Changeable Copy Signs: The changeable copy portion of a ground sign shall not exceed 33% of the total area of the ground sign for all business, institutional, and industrial districts. Changeable Copy Wall signs shall be subject to district restrictions on wall sign area. Changeable copy signs are prohibited in the HAPEO Overlay District.

The display on each side of a changeable sign:

- 1) cannot change more frequently than once every six (6) seconds;
- 2) must change as rapidly as technologically practicable; the message must simply appear;
- 3) shall not be animated or flashing;
- 4) time and temperature signs are permitted so long as the display changes no more frequently than once every six (6) seconds.

As an LED Sign applicant, I understand that I must fully comply with the code restrictions described in City of Hartford Municipal Code Section 13.0613 and summarized above. I further understand that violation of the ordinance may subject me to citation and/or revocation of this sign permit.

Signature of Applicant: _____ Date: _____

Signature of Owner: _____ Date: _____

For Official Use Only

Is sign appropriate with respect to each of the following?

- Area
- Height
- Setbacks
- Spacing
- Location
- Design

Will the proposed work detrimentally change, destroy cover, or otherwise adversely affect any exterior architectural feature? _____

Will the proposed work adversely affect or not harmonize with external appearance of other neighboring improvements? _____

Is property located in the Hartford Historic Preservation District, or zoned B-3? _____

Plan Commission Review Date, if applicable: _____

Approval: Yes No

Approved by: _____

Conditions of Approval: _____

Executive Summary

Title: Discussion and Consideration of Face-Change Sign Replacements and a Wall Sign Replacement, 116 W. Sumner Street

Background: Forte Bank (previously First National Bank) has submitted an application for face-change sign replacements and a wall sign replacement at 116 W. Sumner Street, due to a business name change.

The changes requested are for the following locations:

- Ground sign, southeast
- Wall sign, southwest
- Logo and lettering, north entrance
- Directional signage

The ground sign was originally approved by variance in 1981. The variance allowed a larger sign with the agreement that less wall sign square footage be used, and that the sign concentrate on public service and time/temp messaging. In 1993, with Plan Commission approval, the sign was removed and reinstalled as part of an expansion. The conditions attached to the 1993 approval included: the sign was to be no less than 13 feet above the sidewalk and no more than 35 feet in height from grade; the bank accepts responsibility to pay for removal of the sign in the event of construction on West Sumner Street; and the bank assumes liability for damages which may occur as a result of the location of the sign. In 2015, a replacement of the block (non-post) portion of the sign was approved with the condition that the new changeable copy area conform to code requirements prohibiting flashing, etc. The current request is for a face change only. Approval of this most recent request should be based on adherence to all previous approvals and conditions.

The southwest wall sign was approved as part of a site plan review in 2004. The current proposal is for a face change only and does not affect square footage.

In the City's planning files, the logo and lettering at the north entrance appear in renderings of the building as far back as 2003. An actual approval was not located in the planning file, although it should be noted that there is a history on the part of bank officials of careful compliance with City codes. The submitted rendering shows a logo/channel letter sign measuring just over 42 square feet, smaller than the sign it is replacing. The minimal square footage devoted to wall signs on this building indicates continued adherence to the variance requirement for less wall sign square footage than normally allowed.

The directional signage was approved during the summer of 2018 during the bank's parking lot reconfiguration, which was approved as a site plan in April of 2018. The current proposal is for a face change only and does not affect square footage.

Logos and colors are consistent throughout the proposal, with a combination of white and plum for background and lettering, and a logo consisting of a square made of triangles in

plum, blue, green and gray. Panels are composed of lexan (polycarbonate resin) with vinyl graphics.

There is no change requested for the changeable-copy sign located in the drive-through teller area. This sign, approved in 2014, has had occasional issues with non-compliance regarding graphics and movement. As the bank transitions to new signage, a reminder to adhere to code requirements for both changeable copy signs is in order as part of this review.

Recommendation: The Planning Staff recommends approval of the proposed face changes and sign replacement at 116 W. Sumner Street, continuing to be subject to the terms of the variance approved in 1981, the review of 1993, and adherence to the restrictions of the changeable copy portion of the code.

Prepared By: Justin Drew 1/8/20
Justin Drew, Date
City Planner

ROUTING: PLAN COMMISSION January 13, 2020



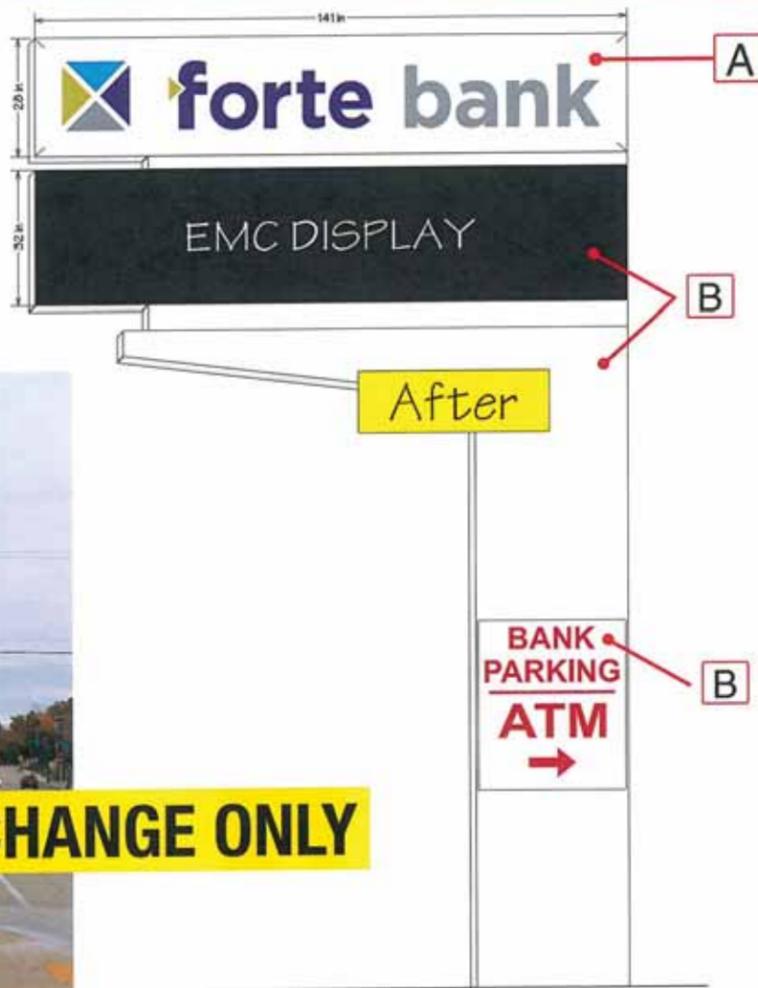
SIGNworks
A SIGN OF QUALITY SINCE 1985
CUSTOM SIGNS & DIGITAL GRAPHICS

signworkswi.com 262-673-7318

Hwy 60 Sign Panels - Hartford

ITEM
2

34
years
1985 - 2019



JOB DETAILS:

Item A:
 NEW Lexan Sign Panels
 - Qty One
 - Double Sided Sign
 - Translucent Vinyl Graphics

-  UC900-837
Pantone 430C
-  3M 3630-12B
Plum Purple
-  UC900-619
Pantone 321C
-  Digitally Printed
Color TBD

Item B:
 Existing Sign Pieces
 - No Change

- Customer Pickup
- Signworks Deliver
- Signworks Install
- Other _____
- Ship To _____

FINAL 12/19/19

Quote Number:
17640

Customer Name: Forte Bank - Tim Purman	Sales Representative: Jim/Lisa	Designer: Lisa
Customer Address: 116 W Sumner St, Hartford, WI	Job Location: 116 W Sumner St, Hartford, WI	
File: Sketches-By Name/FNB of Hartford/Hartford/Hwy 60 Sign Panels - Hartford		

These conceptual designs are the property of Signworks of Wisconsin, Inc. The drawing is for presentation only - actual colors may vary on the finished sign.



SIGNworks
A SIGN OF QUALITY SINCE 1985
CUSTOM SIGNS & DIGITAL GRAPHICS

signworkswi.com 262-673-7318

Corner Sign - Hartford

ITEM
3

34
years
1985 - 2019

Before



After



FACE CHANGE ONLY

JOB DETAILS:

Remove Existing Glass Panels, Peel Existing Copy Reletter as Sketched.

- Translucent Vinyl Graphics

-  UC900-837
Pantone 430C
-  3M 3630-128
Plum Purple
-  UC900-619
Pantone 321C
-  Digitally Printed
Color TBD

- Customer Pickup
- Signworks Deliver
- Signworks Install
- Other _____
- Ship To _____

FINAL 12/19/19

Quote Number:
TBD

Customer Name: Forte Bank - Tim Purman	Sales Representative: Jim/Lisa	Designer: Lisa
Customer Address: 116 W Sumner St, Hartford, WI	Job Location: 116 W Sumner St, Hartford, WI	
File: Sketches-By Name/FNB of Hartford/Hartford/Corner Sign - Hartford		

These conceptual designs are the property of Signworks of Wisconsin, Inc. The drawing is for presentation only - actual colors may vary on the finished sign.



SIGNworks
A SIGN OF QUALITY SINCE 1985
CUSTOM SIGNS & DIGITAL GRAPHICS

signworkswi.com 262-673-7318

Directional Signs - Hartford

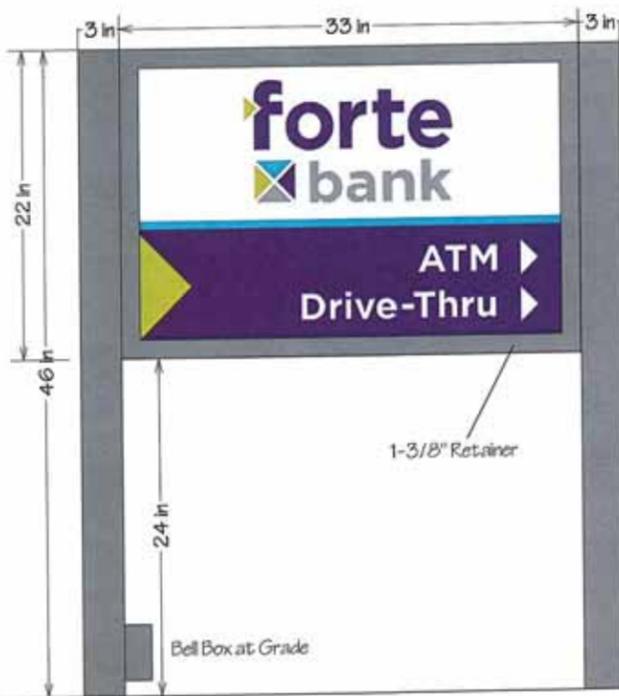
ITEM
4A

34
years
1985 - 2019

FACE CHANGE ONLY

SIGN #1 - Side A

SIGN #1 - Side B



JOB DETAILS:

NEW Lexan Sign Faces
Letter as Sketched:

- Translucent Vinyl Graphics

- UC900-837
Pantone 430C
- 3M 3630-128
Plum Purple
- UC900-619
Pantone 321C
- Digitally Printed
Color TBD

- Customer Pickup
- Signworks Deliver
- Signworks Install
- Other _____
- Ship To _____

FINAL 12/19/19

Quote Number:
TBD

Customer Name: Forte Bank - Tim Purman	Sales Representative: Jim/Lisa	Designer: Lisa
Customer Address: 116 W Sumner St, Hartford, WI	Job Location: 116 W Sumner St, Hartford, WI	
File: Sketches-By Name/FNB of Hartford/Hartford/Directional Signs - Hartford		

These conceptual designs are the property of Signworks of Wisconsin, Inc. The drawing is for presentation only - actual colors may vary on the finished sign.



SIGNworks
A SIGN OF QUALITY SINCE 1985
CUSTOM SIGNS & DIGITAL GRAPHICS

signworkswi.com 262-673-7318

Directional Signs - Hartford

ITEM
4B

34
years
1985 - 2019

FACE CHANGE ONLY

SIGN #2 - Side A & B



JOB DETAILS:

NEW Lexan Sign Faces
Letter as Sketched.

- Translucent Vinyl Graphics

-  UC900-837
Pantone 430C
-  3M 3630-128
Plum Purple
-  UC900-619
Pantone 321C
-  Digitally Printed
Color TBD

- Customer Pickup
- Signworks Deliver
- Signworks Install
- Other _____
- Ship To _____

FINAL 12/19/19

Quote Number:
TBD

Customer Name: Forte Bank - Tim Purman	Sales Representative: Jim/Lisa	Designer: Lisa
Customer Address: 116 W Sumner St, Hartford, WI	Job Location: 116 W Sumner St, Hartford, WI	
File: Sketches-By Name/FNB of Hartford/Hartford/Directional Signs - Hartford		

These conceptual designs are the property of Signworks of Wisconsin, Inc. The drawing is for presentation only - actual colors may vary on the finished sign.

FACE CHANGE ONLY

SIGN #3 - Side A

SIGN #3 - Side B



JOB DETAILS:

NEW Lexan Sign Faces
 Letter as Sketched.

- Translucent Vinyl Graphics

- UC900-837
Pantone 430C
- 3M 3630-128
Plum Purple
- UC900-619
Pantone 321C
- Digitally Printed
Color TBD

- Customer Pickup
- Signworks Deliver
- Signworks Install
- Other _____
- Ship To _____

FINAL 12/19/19

Quote Number:
TBD

Customer Name: Forte Bank - Tim Purman	Sales Representative: Jim/Lisa	Designer: Lisa
Customer Address: 116 W Sumner St, Hartford, WI	Job Location: 116 W Sumner St, Hartford, WI	
File: Sketches-By Name/FNB of Hartford/Hartford/Directional Signs - Hartford		

These conceptual designs are the property of Signworks of Wisconsin, Inc. The drawing is for presentation only - actual colors may vary on the finished sign.



SIGNworks
A SIGN OF QUALITY SINCE 1985
CUSTOM SIGNS & DIGITAL GRAPHICS

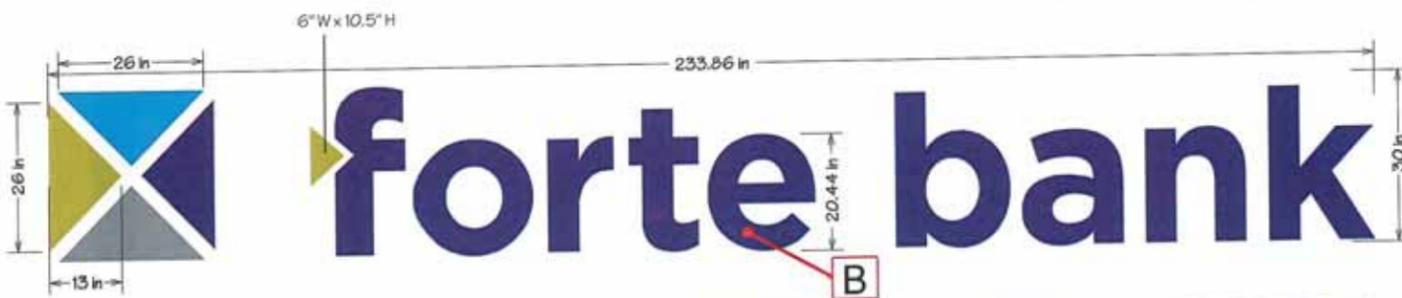
signworkswi.com 262-673-7318

Rear Channel Letters - Hartford

ITEM
5

34
years
1985 - 2019

NEW SIGN



JOB DETAILS:

A) Remove Existing Direct Mount Channel Letters.

B) Fabricate and Install New Front Lit. Direct Mount Channel Letters. Translucent Vinyl Colors

-  UC900-837
Pantone 430C
-  3M 3630-128
Plum Purple
-  UC900-619
Pantone 321C
-  Digitally Printed
Color TBD

 Returns: Black
Trim Cap: White

- Customer Pickup
- Signworks Deliver
- Signworks Install
- Other _____
- Ship To _____



Customer Name: Forte Bank - Tim Purman	Sales Representative: Jim/Lisa	Designer: Lisa
Customer Address: 116 W Sumner St, Hartford, WI	Job Location: 116 W Sumner St, Hartford, WI	
File: Sketches-By Name/FNB of Hartford/Hartford/Channel Letters - Hartford		

FINAL 12/19/19

Quote Number:

These conceptual designs are the property of Signworks of Wisconsin, Inc. The drawing is for presentation only - actual colors may vary on the finished sign.

CITY OF HARTFORD
SIGN PERMIT APPLICATION
(PLEASE PRINT OR TYPE)

For official use only

Account #100.240.440000.44430(#79)
Fee:
 Ground or Wall Sign \$100.00
 Ground or Wall Sign, Changeable Copy \$150.00

PLUS: Processing Fee (Account #100.125.461100.46112) \$15.00

Date Paid: _____ Total Paid: _____

Address of Subject Property: 116 W Sumner Street
Tax Key Number: _____ Zoning: _____
Historic District? Yes No Estimated Cost: \$5,500.00

Applicant Name: ~~Bank~~ Forte Bank - Tim Purman
Address: 116 W. Sumner Street
City: Hartford State: WI Zip: 53027
Daytime Phone: 262-673-5800 Fax: _____ Other: _____

Owner Name: Same as above
Address: _____
City: _____ State: _____ Zip: _____
Daytime Phone: _____ Fax: _____ Other: _____

Contractor Name: Signworks of Wisconsin, Inc
Address: 501 W. Sumner Street
City: Hartford State: WI Zip: 53027
Daytime Phone: 262-673-7318 Fax: 673-0718 Other: _____

Sign Permit Application
Supporting Information Required

1. Scale drawing of the proposed sign indicating dimensions, materials to be used, type of illumination (if applicable) and methods of construction and attachment. Include size and types of letters and logos, and information regarding colors to be used.
2. Scale drawings of existing signs to be retained. ↻ Continues on next page

Sign Permit Application, Supporting Information Required, Continued



MIXED-USE REDEVELOPMENT OPPORTUNITY

HARTFORD PLAZA

The City of Hartford and the property owner are seeking one or more developers for a dynamic mixed-use redevelopment project with potential to revitalize Hartford's east side.

LOCATION

1201-1275 BELL AVENUE, HARTFORD, WISCONSIN 53027

HARTFORD PLAZA SITE STATISTICS

- 17.46 acre site with existing 150,000 sq. ft. multi-tenant shopping center formerly anchored by Kmart and Sentry Foods and 850 surface parking stalls
- Bank owned property for sale - asking price \$3,400,000
- Can be subdivided for phased or multiple development projects
- B-2 (Community Business District) zoning, high capacity utility lines and on-site stormwater detention pond offer immediate redevelopment potential
- Natural views of protected wetlands on east and west property lines
- Excellent visibility from State Highway 60, featuring 29,300 average daily traffic count (2019)
- Quick 1 mile (3-minutes) drive east of Downtown Hartford and 6 miles (10-minutes) to Interstate 41
- 2.5 miles to major employers in Hartford's Dodge Business Park, and less than 30 minutes to other regional employment centers in north suburban Milwaukee such as West Bend, Germantown, and Menomonee Falls



REDEVELOPMENT VISION

The City of Hartford desires a vibrant mix of uses for the site, including new retail, office, restaurant and residential projects that would replace existing structures and/or fill outlots near the Highway 60 frontage. The following graphics depict one potential layout that meets the stated needs and goals of this growing community, including local residents, employers and visitors, though **all development proposals and users (including those retaining some or all structures) will be considered.**

This redevelopment concept depicts the following uses, which are considered feasible based on a growing market and existing community development standards:

- **Subdivision & Phasing Potential.** An enhanced internal street grid with opportunities for parcel subdivision and phased development
- **Residential.** Up to four (4) low-rise residential towers with potential for up to 150 units, ample parking, on-site greenspace and clubhouse amenities, and outstanding views of adjacent protected wetlands
- **Commercial.** Two (2) mixed commercial/retail buildings of approximately 24,000 square feet each, suitable for professional offices, service-oriented business and boutique shopping.
- **Outlots.** Two standalone outlots desired for fast-casual restaurant development, such as a brew pub, sports bar, or popular chains, each offering high visibility to Highway 60 and outdoor seating potential.

Zoning changes may be considered to accommodate multifamily residential development of sufficient density. Local development incentives may also be available for qualifying redevelopment proposals. Please contact City Planner Justin Drew at (262) 673-8272 or jdrew@ci.hartford.wi.us for more information.

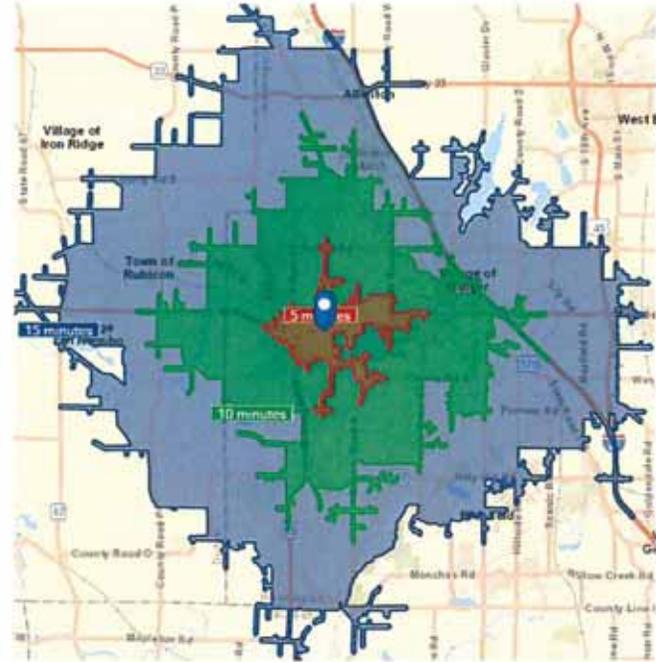


**Hartford Plaza
Redevelopment Concept**
Hartford, Wisconsin

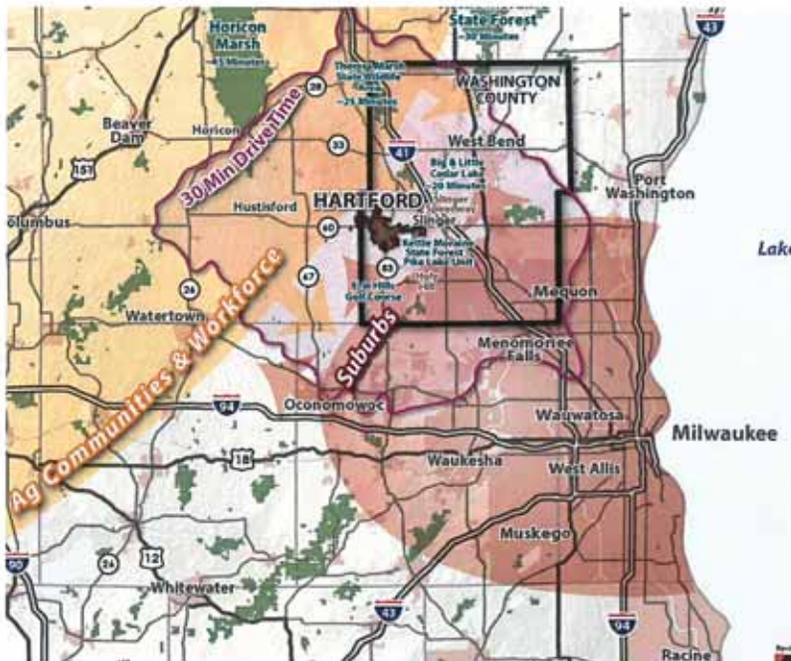


MARKET DEMAND

This Redevelopment Vision is supported by local and regional demand. Local rental housing vacancy rates are at approximately 5%, a healthy figure that may continue to decline as existing job openings are filled in the community and additional growth creates new jobs. The successful lease-up of several larger (90+ unit) apartment complexes in the City over the past three years – at rates well above the local median rent – suggests that “workforce” housing for individuals and families at or below area median income (AMI) would be a welcome addition to the Hartford housing market. Moreover, according to ESRI Business Analyst, the 40,000 people and 16,000 households within a 15-minute drive of the Hartford Plaza site offers above-average potential to support regional, mid-market dining options, similar to chains such as Red Robin, Olive Garden, Texas Roadhouse, Buffalo Wild Wings, and many others. ESRI’s largest estimated “retail gaps” for the same drive time areas include additional opportunities for new locations in home furnishings, building materials & hardware, clothing and shoes, specialty foods, pharmacy/health and personal care stores.



HARTFORD - A HARDWORKING HOMETOWN AT MILWAUKEE'S EDGE



Located 45 minutes northwest of Milwaukee, 40 minutes south of Fond du Lac, and 75 minutes from Madison and Appleton, the City of Hartford is situated in a unique geographic location allowing the community to self-identify apart from the edge suburbs of Metropolitan Milwaukee. Hartford is able to capitalize on the immense labor resources and ingenuity of the agriculture communities to the northwest, the pool of professional talent in the Milwaukee Metropolitan area, and executive leadership living in the Lake Country area around Pewaukee, Delafield, Hartland, and Dousman.

HARTFORD PLAZA REDEVELOPMENT OPPORTUNITY / HARTFORD, WI



COMMUNITY ASSETS

The City maintains significant assets that can be capitalized upon as part of strategic redevelopment and investment activities, including:

- Regional Position between Metropolitan Milwaukee and the agriculture heartland
- Major industrial employers, with a commitment to long term growth in Hartford
- Skilled workforce with skilled labor to the north and west and professional talent to the south and east
- High quality historic building stock, infrastructure, and industrial history throughout the City
- Natural and recreational assets including Kettle Moraine State Forest, Erin Hills, and Little Switzerland Ski Area
- Unique shops and regional destinations at the core of a traditional downtown with a small-town feel. Local cultural assets include the Schauer Center, Chandelier Ballroom, Wisconsin Automotive Museum, Jack Russell Library, Hartford Recreation Center, and Holy Hill Basilica
- Full-service Aurora Healthcare hospital and specialty clinics

HARTFORD BY THE NUMBERS*

- **A growing community.** As of 2019, Hartford's estimated population is 15,578, an increase of more than 1,300 persons since 2010. Most of this population growth has occurred since 2015 and is projected to continue over the next several years.
- **Family-oriented.** Based on data from the American Community Survey, in 2017 there were 6,180 households in the city, with an average size of 2.45 people per household. The overall median age is 38.2 years, and about 25% of residents are under 18 years old.
- **Stable, affordable housing market.** The homeowner vacancy rate was 0.6% and rental vacancy rate 5.2%, with a median rent of \$785/month. Approximately two-thirds of all housing units are owner-occupied, with a median home value of \$173,800.
- **Blue-collar and middle class.** The median income for households is \$55,438, while the mean household income is \$67,950.
- **More than just a bedroom community.** The City is home to nearly 40 industrial employers and accounts for 16% (10,097 jobs) of the total employment base in Washington County despite a population of just over 15,000 residents (11.3% of the County total).

*Sources: American Community Survey 5-Year Estimates, 2013-2017; 2018 U.S. Census Bureau Population Estimates Program; ESRI Business Analyst; WEDC/Locate In Wisconsin; Applied Geographic Solutions, 2019



HARTFORD PLAZA REDEVELOPMENT OPPORTUNITY / HARTFORD, WI



READY TO WORK IN PARTNERSHIP WITH YOU

We are looking to engage with developers as partners to bring about quality, lasting projects. To do it, we are applying all the economic development tools we have available, and a deep understanding of the challenges for a redevelopment project of this magnitude. The City is ready to engage you by offering:

- An outstanding track record of expediting development agreements and zoning approvals
- Realistic market and costs assumptions
- Ability to find creative solutions to financial gaps
- Capacity to meet and make decisions quickly



CONTACTS

For information about this exciting redevelopment opportunity and the Hartford community, please contact:

Justin Drew

City Planner, City of Hartford
(262) 673-8272
jdrew@ci.hartford.wi.us

Tom Hostad

Hartford Area Development Corporation
(262) 673-7009
thostad@hadc.org

John Dyke or Paul Rucinski

Encore Real Estate Brokerage
(262) 366-2526 / (414) 899-3537
Sales@EncoreWisconsin.com

