



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

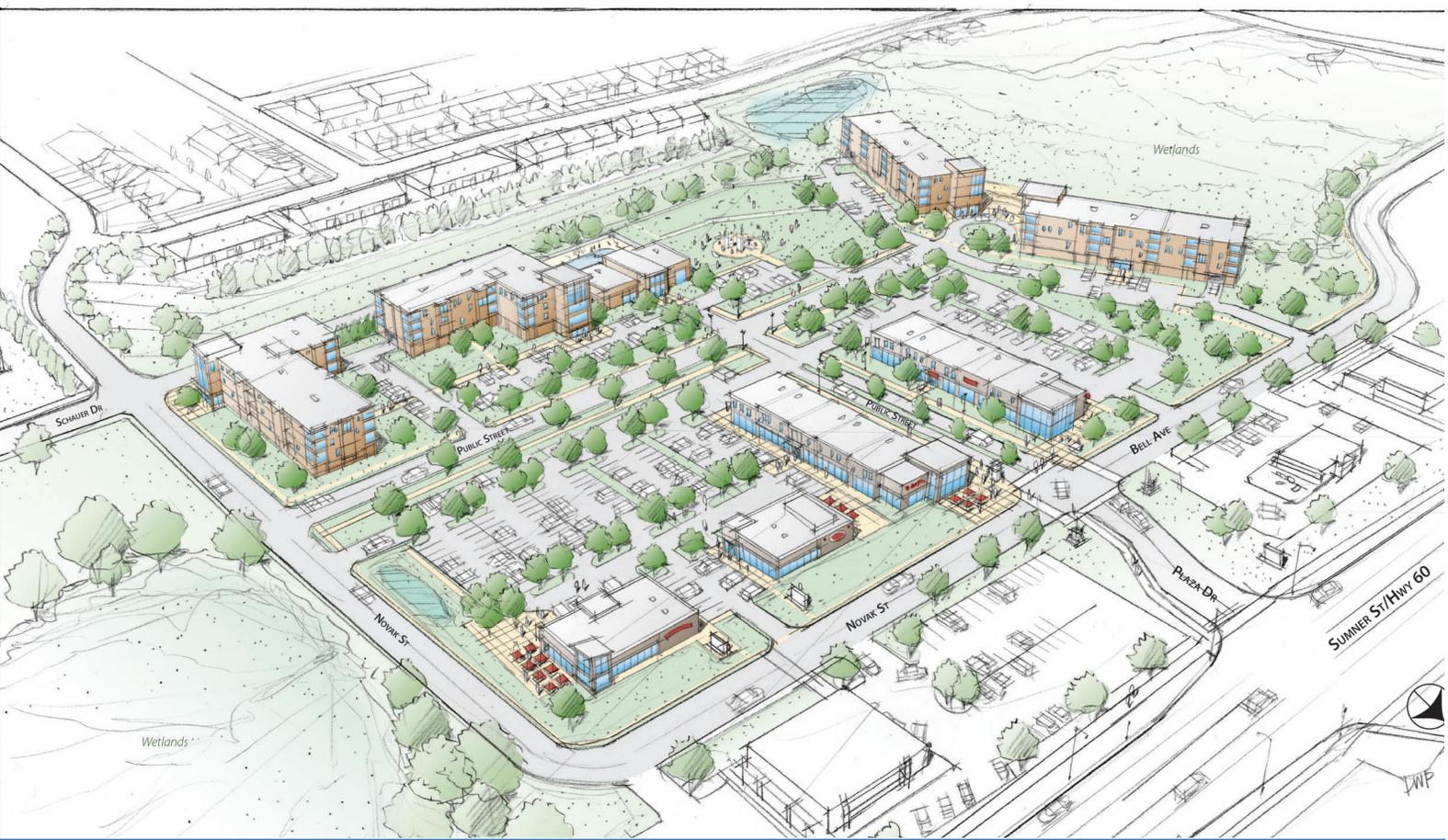
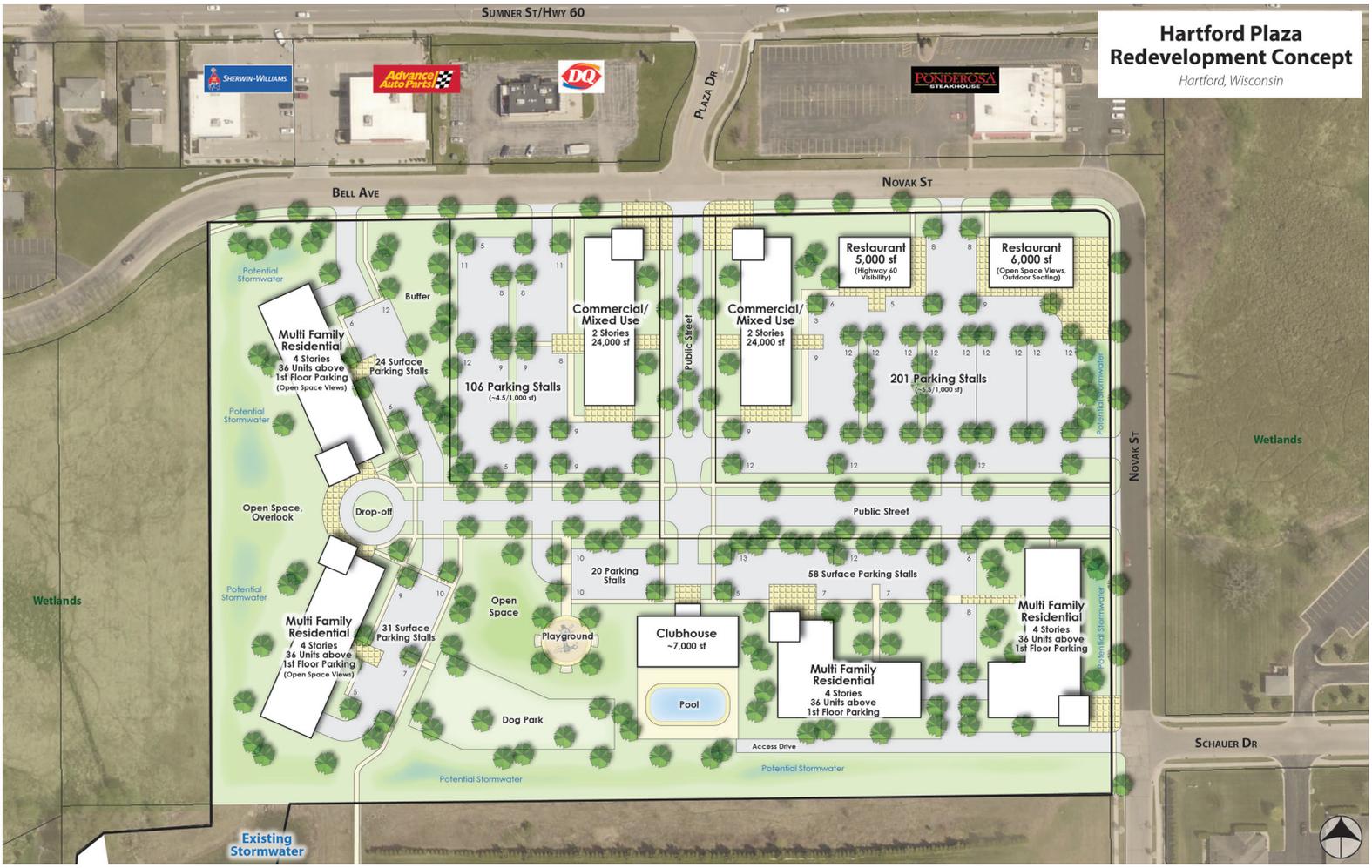
The City of Hartford desires a vibrant mix of uses for the site, including new retail, office, restaurant and residential projects that would replace existing structures and/or fill outlots near the Highway 60 frontage. The following graphics depict one potential layout that meets the stated needs and 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.

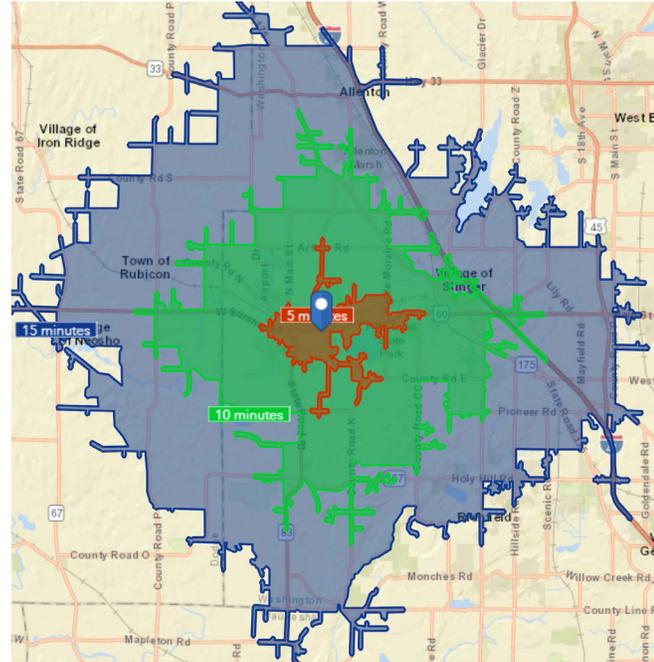
Zoning changes may be considered to accommodate multifamily residential development of sufficient density. Local development incentives may also be available for qualifying redevelopment proposals. Please contact City Planner Justin Drew at (262) 673-8272 or jdrew@ci.hartford.wi.us for more information.



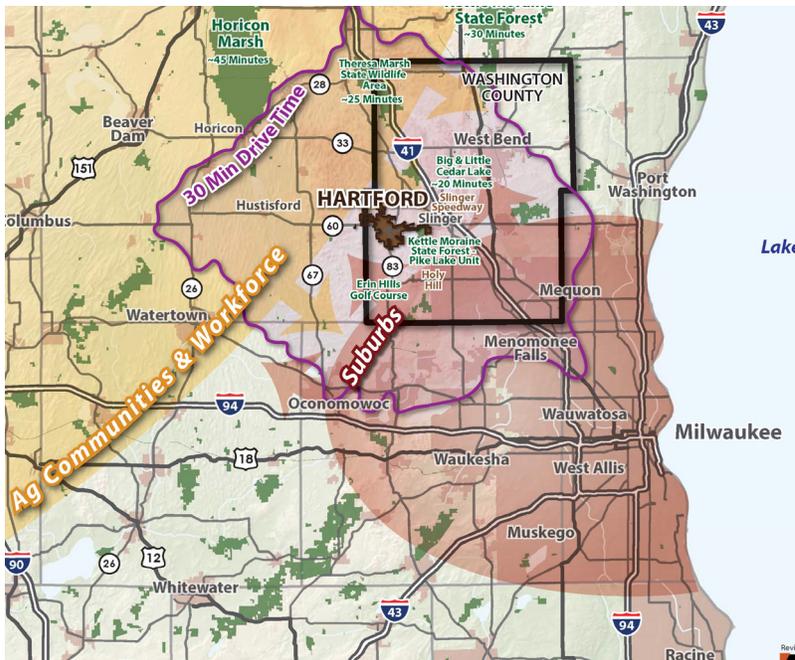


MARKET DEMAND

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

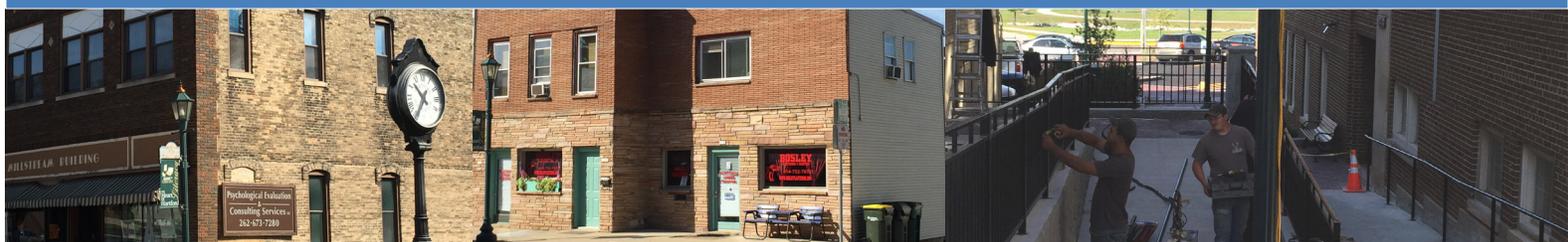
HARTFORD BY THE NUMBERS*

- **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



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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:

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