

About This Report

In accordance with a recommendation in the City's adopted land use plan, the Planning and Zoning Department annually prepares a report which summarizes development activities occurring in the City, and the activities accomplished by Staff. The annual report is intended to shed light on the growth and development occurring within the City and to identify the potential implications of such development.

To receive additional copies of this report, or to inquire about this report please contact:

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Report prepared by: Justin Drew, City Planner, with assistance from various City Staff

Message from the Planning Staff

City Administrator Gary Koppelberger, City Planner Justin Drew, and City Engineer William Ripp worked with the Plan Commission on a regular basis in 2009. The Planning Staff extends its thanks to Clerk/Typists Char Smelter and Pat Borlen, and numerous other City Staff members for their assistance and cooperation with various planning tasks throughout the year.

The City Staff extends special thanks to the citizens who serve on the Plan Commission and the City-Town Joint Planning Committees. Their service and dedication to the community help to assure that the long-term growth of the City of Hartford continues to contribute to the quality of life in the City of Hartford.

Introduction

This report focuses primarily on the notable developments occurring in 2009. However, development occurring in the past year should also be viewed in the larger context of past and future planning efforts. According to Department of Administration population estimates and the number of housing permits issued by the City, short-term growth remains slow. However, the City's growth rate has been one of the highest in the state during this decade. Elected Officials, Plan Commissioners, and City Staff have worked to ensure that growth contributes to true community development and preserves those characteristics that define the City of Hartford. Toward that end, City officials have worked continuously to revise development standards and apply these standards judiciously.

This report is divided into the following sections:

Community Growth and Development summarizes changes in population and major residential, commercial, industrial, institutional, and municipal developments occurring in 2009.

This section also identifies future development proposals that are likely to be submitted to the Plan Commission for review in 2009.

Extraterritorial Review and Planning summarizes the City's role in forging agreements with surrounding Towns and Municipalities, as well as the City's role in development occurring outside of the current Municipal limits, but having consequences for the City of Hartford.

Long Range Planning discusses recent and upcoming Plan Commission and Staff projects such as passage of the City's 2030 Smart Growth Plans, and the City's goal of developing a Comprehensive Zoning Ordinance for areas within the City's 3-mile extraterritorial review area.

Role of the Plan Commission and Role of the Planning Staff summarizes the ongoing contribution by these respective groups to ensure that the entire range of activities summarized in the preceding sections occur in a manner that meets the goals and standards set by the community.

COMMUNITY GROWTH AND DEVELOPMENT

POPULATION

The Wisconsin Department of Administration (DOA) estimates that the City's population rose to **13,900** by the start of 2009, which translates into a single year growth rate of **1.5%** from 2008. This rate is comparable to Staff's projections, which were based on the number of conditional and final occupancy permits issued in 2009. DOA population estimates for 1/1/2010 were not available as of this writing.

Staff anticipates a similar population increase for 2010. If this 1.5% increase occurs, the population of Hartford will be approximately 14,300 by the end of 2010.

Year	Population Estimate*
1970	6,599
1980	7,159
1990	8,188
2000	10,905
2001	11,077
2002	11,424
2003	11,719
2004	12,066
2005	12,732
2006	13,035
2007	13,550
2008	13,700
2009	13,900

Table 1: City of Hartford Population Estimates

Source: 1970 – 2000 figures provided by the U.S. Census Bureau; estimates for 2001 – 2009 provided by the Wisconsin Department of Administration

NEW RESIDENTIAL CONSTRUCTION

The growth in new residential construction often mirrors population growth, and recent construction is a strong indicator of short-term population growth trends:

RESIDENTIAL BUILDING PERMITS ISSUED CITY OF HARTFORD: 1995- 2009

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Single-Family Units	77	60	78	123	79	65	137	97	188	142	99	76	45	47	31
Two-Family Units	10	8	30	56	22	16	4	42	62	44	50	54	16	0	8
Multi-Family Units	0	66	52	54	16	50	8	74	80	45	16	124	32	64	0
Total	87	134	160	233	117	131	149	213	330	231	165	254	93	111	39

TABLE 2: Building Permit Activity 1995 – 2009

Source: Planning and Zoning Department

The 39 dwelling units receiving building permits in 2009 was well-below the average rate for the previous five and ten-year periods, and is the lowest one-year total in the past twenty years.

The number of single-family permits was 16 fewer than the number issued in 2008, and the 31 single-family permits is the lowest one-year total since at least 1993. Staff expects new single-family building activity to increase to 2007-2008 levels in 2010.

Permits for eight two-family units were issued in 2009, after none were issued in 2008. Staff expects new two-family building activity to remain steady in 2010.

No multi-family building permits were issued in 2009. As Staff has indicated in previous years, multi-family units tend to come in bunches, and it is difficult to make any projections on one or two years of data. However, Staff expects some multi-family activity in 2010.

Despite the very low housing activity numbers described above, anecdotal evidence suggests that growth was likely stronger here than in much of the Milwaukee area. City availability of several residential developments serving different segments of the housing market will ensure that at least some lots of each type will be available to meet future demand.

CONDITIONAL & FINAL OCCUPANCY PERMITS ISSUED

Conditional Occupancy Permits are issued when the structure passes a final building inspection, but sidewalks, driveways, or landscaping have not been installed. Final Occupancy Permits are issued after all improvement related matters are satisfied. In general, the number of Conditional Occupancy Permits issued most accurately reflects population growth in the City of Hartford. The City issued the following number of occupancy permits in 2009:

- *Conditional Occupancy Permits:* **40**
- *Final Occupancy Permits Issued:* **52**

CITY OF HARTFORD CURRENT HOUSING STOCK COMPOSITION

As of December 31 2009, the City of Hartford maintains a housing inventory of **6,100** dwelling units (both existing and under construction). The number of dwelling units by type is as follows:

UNIT TYPE	NUMBER OF UNITS	SHARE OF TOTAL
Single Family	3,402	55.77%
Two Family	918	15.05%
Multi Family (3-4 units)	413	6.77%
Multi Family (5+ units)	1,367	22.41%
TOTAL	6,100	100.00%

TABLE 3: Housing Stock by Type as of December 31, 2009
Source: Planning and Zoning Department.

The City of Hartford 2030 Smart Growth Plan, adopted by the Common Council in December, 2009, sets forth a goal of maintaining a mix of housing types composed of 55% single family, 15% two family, and 30% multi-family dwelling units. The ratios are intended to reflect an allowance for a range of housing types appropriate to community needs with an emphasis on maintaining single-family housing as the majority housing type. These ratios serve as a guide to decision makers when reviewing development proposals.

Table 3 reveals that the City of Hartford's Housing Stock is currently within 1.0 % of the stated mix for each type of housing. A continued shift toward single-family units will likely occur through 2010. Demand for this type of housing has been more consistent during the current housing slowdown. If all approved housing developments were built out, single-family housing would represent approximately 54.3% of the housing inventory, two-family housing would represent approximately 16.8% of the housing inventory, and multi-family housing would represent approximately 28.9% of the housing inventory.

RESIDENTIAL DEVELOPMENTS:

Residential Developments Receiving Final City and State Approvals: None.

Residential developments receiving preliminary approvals and expected to receive final approvals in 2010:

230 Hilldale Drive: The owner of Ridgedale Condominiums split their lot in two with the intent of selling the remaining lot for another party to develop rather than build the 36-unit condominium structure.

HOME / LOT SALES DATA IN NEW RESIDENTIAL DEVELOPMENT

One of the goals of City Staff is to address the issue of housing affordability with each new residential development. This is generally done by Development Agreement wherein the Developer agrees to offer a defined number of home and lot packages at a not-to-exceed price. This practice adheres to planning principles that neighborhoods should have a mix of income and housing prices in order to foster the creation of communities, not just subdivisions. In order to

track the range of housing and lot prices in the City, Staff has included a table to chart the average, minimum, and maximum new home and lot prices.

The table below shows that new developments in the City of Hartford offer housing at a wide range of prices. In 2009, the most expensive single-family home sale was 65% more than the least expensive single-family home sale. New single-family housing units in the City of Hartford ranged from \$189,000 to \$312,000. The median sale price for existing single family homes was 20% lower than the median sale price for new single family homes.

The average home (*single-family, two-family, and multifamily units*) sold for \$175,000 in 2009, an 8% decrease from 2008. There were not enough lot sales in 2009 to extrapolate the data. Housing and lots remain relatively affordable compared to the Metro Milwaukee Market as a whole, which likely contributes to the City’s higher growth rate compared to the growth rate of the Metro Milwaukee Area.

40 single-family, two-family, and multi-family homes were foreclosed on in 2009. This number does not include homes where the foreclosure process is ongoing, which is likely much higher. Foreclosed homes were not included in the home sale price data, since they tended to sell at a much lower price than a comparable arms-length transaction.

New Single-Family Home Sales Data

	2006	2007	2008	2009
Median	\$ 238,800	\$ 222,650	\$ 220,000	\$ 215,000
Minimum	\$ 176,656	\$ 157,587	\$ 175,000	\$ 189,000
Maximum	\$ 295,000	\$ 314,900	\$ 350,000	\$ 312,000
Number of Sales	45	32	33	27

Existing Single-Family Home Sales Data

	2006	2007	2008	2009
Median	\$ 193,950	\$ 185,225	\$ 185,000	\$ 171,500
Minimum	\$ 73,400	\$ 51,000	\$ 80,000	\$ 86,000
Maximum	\$ 394,000	\$ 291,500	\$ 325,000	\$ 293,100
Number of Sales	168	166	125	110

All Residential Units Sales Data

	2006	2007	2008	2009
Median	\$ 193,000	\$ 185,500	\$ 190,000	\$ 175,000
Minimum	\$ 73,400	\$ 51,000	\$ 80,000	\$ 86,000
Maximum	\$ 394,000	\$ 350,000	\$ 350,000	\$ 312,000
Number of Sales	314	309	221	175

TABLE 4: 2006 - 2009 Lot & Home Sales Data
Source: Planning and Zoning Department.

AVAILABLE INVENTORY OF RESIDENTIAL PARCELS

As of December 31, 2009 the City of Hartford maintained the following supply of buildable lots. These numbers indicate approved units for which building permits have not been issued, and do not necessarily indicate the number of lots or units available for sale. These lots, by housing classification, are as follows:

<i>Single family:</i>	<i>437 lots</i>	<i>(437 potential dwelling units)</i>
<i>Two family:</i>	<i>133 lots</i>	<i>(266 potential dwelling units)</i>
<i>Multi-family:</i>	<i>39 sites</i>	<i>(335 potential dwelling units)</i>

Based on the recent (five-year) rates of residential construction, the Planning and Zoning Department estimates that the following supply of housing types is currently available:

- At least a **7 - year supply** of single-family residential lots is available.
- At least a **9 - year supply** of two-family residential lots is available.
- At least a **7 - year supply** of multi-family residential lots/units is available.

These vacant and improved parcels are located in the developments listed in Table 5 on the next page.

INVENTORY OF APPROVED LOTS / UNITS AS OF December 31, 2009

Single Family Lots

Subdivision Name	SF Lots Approved	SF Lots Remaining	% of Lots Remaining
Autumn Ridge Phase 1	29	20	69%
Borlen Farms	201	136	68%
Gateway Estates	43	14	33%
Kissel Ridge Phase I & Addition #1	64	7	11%
Mount Vernon	5	5	100%
Northview Highlands	53	7	13%
Partridge Hollow Phases I, II, & III	85	13	15%
Red Oaks Phase I & Addition #1	40	32	80%
Scenic Point	2	2	100%
Schwendimann Hills	36	33	92%
Simon's Pleasant Valley	40	4	10%
Skyway Park	9	7	78%
Summerwind	105	17	16%
Sunrise - Sunset	2	2	100%
Western Hills (Both Phases)	105	10	10%
Western Hills West Phases I, II, & III	145	109	75%
Zeeba Hills	14	14	100%
Certified Survey Map	11	5	45%
Total Lots (Units) Remaining	989	437	44%

Two Family Lots

Subdivision Name	TF Lots Approved	TF Units Approved	TF Lots Remaining	TF Units Remaining	% of Units Remaining
Black's	18	36	8	16	44%
Bridlewood	17	34	11	22	65%
Hartford Square II	41	82	26	52	63%
Mount Vernon	11	22	9	18	82%
Red Oaks Phase I & Addition #1	17	34	11	22	65%
Scenic Pointe	8	16	8	16	100%
Simon's Pleasant Valley	8	16	1	2	13%
Skyway Park	30	60	27	54	90%
Sunrise - Sunset	1	2	0	0	0%
Sunnyslope	55	110	1	2	2%
Windsong Crossing	34	68	31	62	91%
Total Units Remaining		480		266	55%

Multi family Lots

Subdivision Name	MF Lots Approved	MF Units Approved	MF Lots Remaining	MF Units Remaining	% of Units
Autumn Ridge Phase 1	6	24	0	0	0%
Bridlewood	19	144	15	112	78%
Gateway Estates	9	72	0	0	0%
Hartford Square II	22	88	11	44	50%
Hunter's Ridge	2	64	2	64	100%
Red Oak Condominiums	2	48	2	48	100%
Ridgedale Condominiums	2	72	1	36	50%
The Gardens RCAC	1	48	0	0	0%
Zeeba Hills	8	31	8	31	100%
Total Units Remaining		591	39	335	57%

TABLE 5: Housing Inventory by Type as of December 31, 2009
Source: Planning and Zoning Department

COMMERCIAL DEVELOPMENT

The Plan Commission approved a few commercial projects in 2009. Activity in the Downtown Historic Preservation District dealt primarily with new tenants in existing structures. Many of the sign reviews were for new businesses in the Downtown area:

Sign reviews in the Historic Preservation District: **12 Sign Reviews**

The Plan Commission approved the following commercial developments in the City:

Affiliated Clinical Services: The Plan Commission gave approval for a 120 square foot expansion of the office building located at 38 Sell Drive.

Wal-Mart Outlot: The Plan Commission gave approval for a 23,252 square foot commercial center located at 1180 West Sumner Street. The developers have not gone forward with the project at this point.

The Plan Commission gave conceptual approval to the following commercial developments in the City:

Mini Storage: The Plan Commission gave conceptual approval for a mini storage project north of Goeman's Rapid Mart on Kettle Moraine Road.

The Plan Commission and Planning Staff approved changes to the Land Use Plan in recent years that will allow for additional commercial, residential and institutional development to serve both local neighborhoods and the community as a whole. These changes were based in part on planning principles that the City should encourage numerous pedestrian scale neighborhood commercial developments at intersections of minor arterial and major collector streets in predominantly residential areas.

Given the population growth the City has experienced this decade, Staff expects interest in commercial development to increase in the coming years.

The City of Hartford is not located along a highway or interstate, limiting its retail potential. However, the City does serve many of the surrounding towns and villages. Many large-scale retail businesses expect one of their stores to draw population from 5 – 10 miles in each direction. This would result in a potential Hartford Area Retail Market of approximately 40,515 people. The actual market size is probably smaller, but this market has grown by almost 13% since 2000. The Hartford Retail Market is likely large enough at this point to interest numerous large-scale retailers.

INDUSTRIAL DEVELOPMENT

The Plan Commission approved one Site Plan for a new industrial building in 2009. The annual totals for new industrial construction (*both new buildings and expansions*) from 1990 – 2009 are listed in the table below.

Total New Construction (in Square Feet)	
1990	300,555
1991	37,399
1992	232,330
1993	279,350
1994	83,590
1995	504,764
1996	218,177
1997	5,500
1998	205,250
1999	1,925
2000	621,267
2001	759,904
2002	36,496
2003	170,772
2004	118,123
2005	304,112
2006	145,594
2007	53,400
2008	0
2009	1,700

TABLE 6: Industrial Construction as of December 31, 2009
Source: Planning and Zoning Department

In the Dodge Industrial Park, the following site plan approvals were given:

NONE

The manufacturing sector of Hartford has obviously been impacted by the deep recession, which has dramatically reduced the building of new industrial facilities as well as the expansion of existing facilities. However, manufacturing remains stronger in Hartford than in many other communities in Southeast Wisconsin, and Staff anticipates industrial expansion to again resume after the recession.

At the end of 2009, 26 acres of the 540-acre Dodge Industrial Park remain in City ownership. Of these, all need grading before the site would be ready for immediate sale and development. As the amount of improved and undeveloped industrial sites in the City continues to decrease, the City will need to reassess its economic development policies. The City has emphasized the availability of developable sites since the creation of the Dodge Industrial Park, and many of the

City's industrially zoned properties are in Tax Incremental Financing District #4. With the vigorous pace of development this decade, Staff projects that the municipal debt incurred to create industrial sites will be paid off in the next five years.

The City has planned for possible additional industrial sites in the adopted City of Hartford 2030 Smart Growth Plan, notably the area between the eastern terminus of Western Drive and the Dodge Industrial Park. The Hartford Area Development Corporation (HADC) acquired 68 acres of land in this area earlier this year. This was an important step to insure an adequate supply of developable industrial land within the City.

In the late 1990s, the need for qualified labor became a higher priority than the availability of developable land for many industries. The City of Hartford has consistently emphasized the need to provide a range of housing types affordable to workers in the community. However, the need for first-time homebuyer and rental housing designed for families with annual incomes at or below the County's median household income will remain strong. The strong real estate market of recent years has made construction of affordable housing an ongoing challenge, albeit one that has been temporarily curtailed by the recession. If industry does not have access to a reliable pool of workers who can afford to live in the City, the City is likely to lose one of its locational advantages relative to other communities in the region.

Another key to successful economic development is reliable and efficient transportation. The City remains committed to constructing an extension of Independence Avenue to Arthur Road as part of a northern transportation route. Washington County analyzed potential layouts for a Northern Transportation Route in 2005. After significant public input, the county Highway & Transportation Committee approved a layout for the transportation route and recommended that the County approve funding for the design of the proposed transportation route. The County Board voted against approving the design funding. As a result, the timetable for providing this important alternative to STH 60 has been extended.

The City of Hartford must also continue to pay attention to the quality of life incentives it provides and community-wide improvements it makes. This is a large part of the product mix cities will bring to market in the future. Building a sense of community in places people live but do not work will be increasingly difficult in the future. Bedroom communities and large lot subdivisions challenge social engagement. High-end community services depend on a population large enough to economically support them. This translates to a stable work force concentrated in the community and with a stake in the community.

Future business and industry will be more intellectual, less resource dependent, and therefore much more mobile. The skilled work force, whether it is an intellectual work force or a technical one, will hold more influence over the location and expansion of major business and industry. Workers will go where quality, affordable housing can be found, and where a myriad of municipal services are efficiently provided.

This type of economic development strategy focuses on quality of life issues, particularly public services, schools, recreation, parks, and, to an increasing extent, conveniently located and quality shopping areas. Viewed through this prism, the ongoing library project should be viewed as an economic development strategy. The breadth and depth of financial support of the new library from the local business community underscores the importance of high-quality municipal services to industry and commerce.

INSTITUTIONAL & MUNICIPAL DEVELOPMENTS

Water Tower #4: The Plan Commission gave approval for a new 750,000 gallon water tower at 1211 West Sumner Street.

Snow Removal Equipment Building: The Plan Commission gave approval for a 3,500 square foot Snow Removal Equipment Building at the Hartford Municipal Airport.

ANNEXATIONS

The City of Hartford approved the following annexation petitions in 2009:

Ordinance Number	Location	Total Area (in acres)
1216	6093 STH 60	0.48
1218	CTH N & Innovation Way (HADC Property)	39.70
1219	Fairview & Walker Way (Golf Club Property)	5.53
	Total	45.71

TABLE 7: Approved Annexation Petitions 2009
Source: Planning and Zoning Department

The total land area of Hartford at the end of 2009 was 5,094 acres (7.96 square miles). This represents a 1.4 % increase in land area from 2008.

ECONOMIC DEVELOPMENT

With the amendment of the State Tax Increment Finance Law in 2004, the City of Hartford was again able to consider Tax Increment Finance Districts as a viable tool to attract economic development. The City last approved a TID with the creation of TID #6 in 2008, and capacity to create additional Tax Incremental Finance Districts remains.

EXTRATERRITORIAL REVIEW & PLANNING

EXTRATERRITORIAL PLAT REVIEW

In 2002, the City Administration and Common Council recognized that increased interest in unsewered, low-density residential, commercial, and industrial development in unincorporated areas immediately around the City threatened the City's ability to grow in a controlled, compact, and efficient manner. In July of 2006, the Common Council voted to exercise its extraterritorial zoning powers under 66.23 of the State Statutes. The zoning "freeze" expired in July, 2008.

The City also exercises land division authority within 3-miles of the City of Hartford boundary through its subdivision ordinance. With the aid of the City's extraterritorial zoning control and extraterritorial land division authority, the City has been able to reach agreements with numerous surrounding communities. The City and the Village of Slinger reached an Intermunicipal

Agreement in 2002, and The City and the Town of Erin reached an Intermunicipal Agreement in 2004.

In 2006, through joint planning by the Town of Rubicon and the City of Hartford, a Comprehensive Zoning Ordinance (CZO) was created. The CZO was adopted by both the Town and the City in 2006 after many years of discussion between both municipalities. The CZO will help plan for orderly growth in the Town and City, provide orderly boundaries between the City and Town, and will prevent unplanned development that leads to sprawl. The City regulates the eastern part of the Town of Rubicon through this CZO.

In 2008, the City of Hartford entered into negotiations with the Town of Addison with the goal of creating an Intermunicipal Agreement. These negotiations are currently on hold.

In 2009, the City reviewed and approved one extraterritorial Certified Survey Map, and one final plat that met the requirements of the City's subdivision ordinance. Both of these were approvals to facilitate development in the Town of Rubicon.

JOINT CITY-TOWN PLANNING

The Joint Planning Committee was created to provide a forum for discussion between the Town of Hartford and the City of Hartford. The Committee is comprised of three members from each community plus (in theory) one ex-officio member from the Washington County Land Use and Parks Department. The City of Hartford is represented by Dennis Regan (Plan Commission representative), Alderperson Wayne Rusniak (Common Council Representative) and Mayor Scott Henke (citizen-at-large). The Committee met once in 2009.

LONG RANGE PLANNING

CITY OF HARTFORD 2030 SMART GROWTH PLAN

Throughout 2009, the Plan Commission considered and recommended for approval the state mandated Smart Growth Plan. Comprised of nine elements (Issues & Opportunities, Housing, Transportation, Utility & Community Facilities, Agricultural-Natural-Cultural Resources, Intergovernmental Cooperation, Economic Development, Land Use, Implementation), the City of Hartford 2030 Smart Growth Plan serves as both an agglomeration of many of the plans and activities of the City, as well as an overarching goal for how we see ourselves developing and growing in the future. Staff anticipates that the Plan Commission will periodically review and recommend tweaks to the Plan to ensure that it continues to serve as a useful guide.

ROLE OF THE PLAN COMMISSION

The Plan Commission makes reports and recommendations relating to the planning and development of the City to public officials, agencies, and citizens. The Common Council refers to the Plan Commission for its consideration and report on the following matters:

- All Major and Minor Subdivisions within the City
- Annexations of land to the City

- Amendments to the Master Plan
- Amendments to the Municipal Code related to planning and zoning
- Changes in zoning districts and land uses
- Proposed public improvements and funding for said improvements
- Extraterritorial Platting and Zoning

In addition, the Plan Commission is given authority to perform the following actions:

- Review and approve Site Plans within commercial, industrial, institutional, multifamily residential and historic preservation overlay districts.
- Review and approve Signage Plans within the B-3 zoning district and historic preservation overlay districts.
- Review and approve Conditional Use Permits.

ROLE OF THE PLANNING STAFF

The City of Hartford's adopted budget states the following goals and objectives for the Planning and Zoning Department:

GOALS:

- To assure compliance with laws and ordinances.
- Oversee services essential in the review of all plans, petitions, and development proposals.
- To provide support to the Zoning Board of Appeals.
- To provide short and long term land use recommendations to the City-Town Planning Committee, Planning Commission, and Common Council.

OBJECTIVES:

- Maintain an annual inventory of housing and demographic data.
- Continue development of plan for northern transportation route.

BUILDING INSPECTION SERVICES

The City's Building Inspection Division has been under the direction of the Planning and Zoning Department since 1995. During that time there has been increased coordination between development approvals, initial grading and development plans, zoning review, permit issuance, follow-up inspections and enforcement. This coordination will remain important as the City continues to grow, zoning ordinances are updated, and numerous Development Agreements are implemented.

Respectfully submitted: Planning & Zoning Department, March, 2010