



Figure 5: Concept 1A

East Capitol Drive Redevelopment Area Master Plan
Village of Hartland



Figure 6: Concept 1B



Figure 7: Concept 3

FINAL DESIGN

Through the course of exploring potential site designs, it became clear that the three key design constraints for this site are: the sanitary sewer located between the US Bank building and the Cresthaven building; the location of the existing US Bank building; and the probable need to redevelop this site in two separate phases. The location and depth of the sanitary sewer main make it cost-prohibitive to relocate, which limits the ability to redevelop the Cresthaven property as part of the coordinated redevelopment of the overall site. Conversations with representatives of US Bank revealed that the company would prefer to keep the existing downtown location with a drive thru. Although bank representatives expressed willingness to consider participating in the redevelopment of the site, they indicated requirements for drive thru lanes, dedicated parking spots, and financial assistance that could make the total redevelopment of the bank property infeasible. The multiple property ownership on the southern half of this site, current economic conditions in the office and retail markets, and the two-year planning period required for US Bank make it unlikely that the southern half of the site can be redeveloped at the same time as the northern half.

For this reason, this plan includes two final concept plans – one that show redevelopment of the entire site with the exception of the Cresthaven building (Concept 1A), and one that shows both the US Bank and Cresthaven buildings remaining in their current locations with redevelopment of the parking lots (Concept 3). The more complete redevelopment concept would achieve more of the Village’s objectives for the site. However, if it is financial or otherwise infeasible to redevelop the US Bank building, the partial redevelopment of that property could achieve many of the same goals.

Both of these plans incorporate design concepts that are important to the Village as expressed in the Village Center Revitalization Plan. Both plans orient the multi-family buildings toward the river. Both plans include a recreational trail along the river linking Lawn Street/Oak Street to Capitol Drive, and via a pedestrian bridge, to the municipal parking lot and commercial area on the west side of the river. Both plans improve the orientation of buildings toward Capitol Drive, with parking behind the buildings. Both plans include a private connecting street between Capitol Drive and Lawn Street along the eastern edge of the site. This will provide access to the multi-family buildings from Capitol Drive, with the intent of reducing the amount of traffic on Lawn and Oak Streets. It will also free up the area along the riverfront for public and private greenspace and a pedestrian trail. Both plans include the placement of elements of interest at key view termini, from Capitol Drive looking north, looking south along Oak Street and looking east from the other side of the river.

MASTER PLAN AND IMPLEMENTATION

Phasing

As noted above, it is unlikely that the entire planning area will be redeveloped at the same time. The three properties adjacent to Lawn Street are owned by the Village and by the potential developer of proposed multi-family housing. This land could be developed in a relatively short time frame as soon as the revised floodplain boundaries are approved by FEMA. In contrast, the five properties facing Capitol Drive have three different property owners, not all of which are interested in redeveloping their properties in the near term. In addition, the current market for office and retail space will likely delay redevelopment of this part of the planning area.

Therefore, it is expected that the three properties adjacent to Lawn Street will be redeveloped first, with the residential units serving as a catalyst for future development of commercial, restaurant, retail and residential uses on the remainder of the site. Under either conceptual plan, therefore, the location of the buildings and the infrastructure improvements should be planned to accommodate a two-phase development. Table 1 shows a summary of the existing and planned land uses by phase for both of the final concept plans.

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**East Capitol Drive Redevelopment Area Master Plan
Village of Hartland**

**Table 1
Summary of Existing and Planned Land Uses - Concept 1A**

| | Phase 1 | | Phase 2 | | Total | |
|--|-------------------------|------------------------|-------------------------|------------------------|-------------------------|------------------------|
| | Existing ⁽¹⁾ | Planned ⁽²⁾ | Existing ⁽¹⁾ | Planned ⁽²⁾ | Existing ⁽¹⁾ | Planned ⁽²⁾ |
| Dwelling Units | 3 | 44 | 0 | 29 | 3 | 73 |
| Estimated Dwelling Unit Equivalents (DUEs) | 3 | 44 | 22 | 55 | 25 | 99 |
| Residential Building Footprint (SF) | 5,500 | 17,500 | 0 | 11,200 | 5,500 | 28,700 |
| Commercial Building Footprint (SF) | 0 | 0 | 19,600 | 19,300 | 19,600 | 19,300 |
| Impervious Area (SF) | | | | | | |
| Building | 5,500 | 17,500 | 19,600 | 30,500 | 25,100 | 48,000 |
| Parking | 0 | 10,340 | 52,000 | 19,800 | 52,000 | 30,140 |
| Other | 12,800 | 0 | 1,500 | 13,100 | 14,300 | 13,100 |
| Total | 18,300 | 27,840 | 73,100 | 63,400 | 91,400 | 91,240 |
| Residential Building Floor Area (SF) | 8,300 | 52,500 | 0 | 33,600 | 8,300 | 86,100 |
| Commercial Building Floor Area (SF) | 0 | 0 | 19,600 | 19,300 | 19,600 | 19,300 |

- 1) Existing conditions prior to the recent demolition of two residences at 205 Lawn Street and 140 Oak Street.
2) Assumes redevelopment of the bank property.

**Table 1 (cont.)
Summary of Existing and Planned Land Uses - Concept 3**

| | Phase 1 | | Phase 2 | | Total | |
|--|-------------------------|------------------------|-------------------------|------------------------|-------------------------|------------------------|
| | Existing ⁽¹⁾ | Planned ⁽²⁾ | Existing ⁽¹⁾ | Planned ⁽²⁾ | Existing ⁽¹⁾ | Planned ⁽²⁾ |
| Dwelling Units | 3 | 44 | 0 | 29 | 3 | 73 |
| Estimated Dwelling Unit Equivalents (DUEs) | 3 | 44 | 22 | 55 | 25 | 99 |
| Residential Building Footprint (SF) | 5,500 | 17,500 | 0 | 11,200 | 5,500 | 28,700 |
| Commercial Building Footprint (SF) | 0 | 0 | 19,600 | 15,300 | 19,600 | 15,300 |
| Impervious Area (SF) | | | | | | |
| Building | 5,500 | 17,500 | 19,600 | 26,500 | 25,100 | 44,000 |
| Parking | 0 | 10,340 | 52,000 | 22,800 | 52,000 | 33,140 |
| Other | 12,800 | 0 | 1,500 | 10,920 | 14,300 | 10,920 |
| Total | 18,300 | 27,840 | 73,100 | 60,220 | 91,400 | 88,060 |
| Residential Building Floor Area (SF) | 8,300 | 52,500 | 0 | 33,600 | 8,300 | 86,100 |
| Commercial Building Floor Area (SF) | 0 | 0 | 19,600 | 15,300 | 19,600 | 15,300 |

- 1) Existing conditions prior to the recent demolition of two residences at 205 Lawn Street and 140 Oak Street.
2) Assumes that the existing bank building remains in the current location.

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The Village Engineer identified the preliminary layout of infrastructure improvements for the redevelopment of this site, as shown in Figure 8. The infrastructure improvements and costs would be similar under Concept 3, except that there would be lower demolition costs and fewer new water services to install for Phase 2.

Infrastructure Improvements



Figure 8: Concept 1A, Utility Layout

| LEGEND | |
|---|---|
|  | PROPOSED 8" WATER MAIN |
|  | PROPOSED 8" WATER SERVICE (RESIDENTIAL) 1 1/2" (COMMERCIAL) |
|  | MAIN VALVE |
|  | FIRE HYDRANT (W/ AUX. VALVE) |
|  | 8" SANITARY SEWER |
|  | 8" SANITARY LATERAL |
|  | STORM SEWER (12-18" ±) |
|  | STORM CATCH BASIN |
|  | STORM MANHOLE |
|  | STORM RAIN GARDEN |
|  | LIGHT POLE |
|  | STREAM BANK RESTORATION |

Funding

There are several potential sources of funding for the infrastructure costs associated with this redevelopment plan.

Private funding—Many of the improvements shown on Figure 8 or otherwise, such as the water, sanitary sewer, storm sewer, and street improvements, demolition costs, and impact fees, would normally be borne by the developer.

Grants—Certain improvements proposed in this plan may be eligible for partial grant funding. The proposed stream bank stabilization may be eligible for up to 75 percent funding through the Wisconsin Department of Natural Resources (WDNR) River Protection Management Grant, while the recreational trail and the pedestrian bridge may be eligible for up to 50 percent funding through the WDNR's Recreational Trails Program or the Stewardship Program, or up to 80 percent funding through the Wisconsin Department of Transportation Local Transportation Enhancements, Congestion Mitigation and Air Quality Program or the Safe Routes to School Program.

Tax Incremental Financing—Since this site is located in Tax Incremental District No. 4 and is a key site in the Village Center Revitalization Plan, it is anticipated that a portion of the infrastructure costs would be funded through the TIF District. A detailed financial feasibility study would need to occur upon receipt of a redevelopment proposal to identify the potential level of tax incremental financing that may be available to fund some of the infrastructure costs.

Landscape Design Guidelines

The intent of these landscape design guidelines is to: 1) Encourage landscape design that will enhance the pedestrian environment, compliment building and site design, and augment the overall positive image of downtown Hartland; and 2) define plant species and landscape practices that are low maintenance, resistant to drought and otherwise appropriate for conditions within the downtown area.

The following landscape elements are recommended for all new development and redevelopment projects in the downtown area:

- Plantings and/or site features that enhance and support the architectural features of the building/site where located. Plant species should be chosen to be in scale with the building at plant maturity, and should define the building modulation and entries.
- Plant species that are appropriate to the space in which they will occupy with regard to water needs, growth rates, size, etc. in order to conserve water, reduce maintenance, promote plant health, and define outdoor spaces and routes.
- Landscape design that visually screens unsightly views, aesthetically supports important vistas and reinforces the character of the downtown area.
- A coordinated selection of plant material to provide a succession of blooms, seasonal color and varied textures.
- Coordinated systems of open spaces and/or planted areas that provide ample pedestrian space.

- On-site ground or container landscaping that coordinates with the recommended street tree species and repeats the street tree species on-site where appropriate.
- Fences or screening, where proposed, of the same material as the façade of the building or a complimentary material.
- Plant materials from the Village’s approved list of trees and shrubs used on site to provide visual continuity.

The applicant should consider the following design objectives where appropriate, to achieve the overall landscape intent in the downtown Hartland area:

- Incorporate locally hardy plantings that are indigenous to the Village of Hartland area to the maximum extent possible.
- Provide landscape transitions between adjacent sites and within the site to achieve greater continuity.
- Use landscaping to help create clearly-defined direct, safe and convenient pathways between streets, parking areas and buildings.
- Create landscape definition between public and private residential spaces.
- Provide a transition between structures (vertical planes) and the site (horizontal planes).
- Use landscaping to help highlight significant site features and to define the function of the site, including parking, circulation, entries, open space, and activity areas.
- Highlight principal entrances with significant landscape features.
- Coordinate street trees and plantings on street frontages to unify the street image.
- Coordinate site landscaping with storm water management so that the water absorption and filtration qualities of attractive native plants can be fully utilized, and storm water facilities can also enhance site aesthetics.