



April 22, 2020

Village of Hartland
210 Cottonwood Avenue
Hartland, WI 53029

Dear Plan Commission,

We are excited to be submitting for consideration our request to re-zone lands east of Campus Drive in Hartland for the purposes of a mixed use development. Neumann Developments Inc. has been creating single-family residential subdivisions in South-Eastern and South-Central Wisconsin since the year 2000, and has had the proud distinction to have their communities selected for the Metropolitan Builders Association Parade of Homes in seven of the past nine years. Since the year 2000, Neumann Developments has developed over 4000 home sites, built over 40 miles of roads, and preserved over 2000 acres of land. For this proposed development we will be cooperating with Catalyst Construction. Catalyst is one of southeast Wisconsin's fastest growing and most respected construction firms specializing in providing construction management and design/build services to the religious, education, medical, office, senior-living and multi-family housing markets. In business since 2004, Catalyst provides the quality, experience, and knowledge to help us to bring another great neighborhood to the Village of Hartland.

The lands we are proposing for development include the northern and central portions of tax key HAV0423981 and are located north of STH 16, East of Campus Drive and Lake Country Lutheran High School, West of residential development on Willow Drive, and south of residential lands in the Town of Merton. Historically, these lands have been used for agriculture and for the past several decades have been left fallow. Currently, sewer and water extensions have been run through the center of the lands connecting Campus Drive to Willow Drive. Additionally, there is a trail system that runs around the area that the current owner has allowed neighbors as well as the various nearby school districts to use. Our proposed development would re-route some of these trails and permanently preserve them through easements for the benefit of the public use.

In 2019, the Village revised and approved a new comprehensive plan and Smart Growth map. The included exhibits and proposed zoning changes are consistent with the vision laid out for this area in the Comprehensive Plan for the Village of Hartland. The proposed development respects the boundary of the Isolated Natural Resource Area (INRA) on the property as previously discussed and agreed upon by SEWRPC and the Village. Through the rezoning process, this boundary can be protected by including it in an Upland Conservancy Overlay (UCO) as is described in the Village's zoning ordinance.

At the time of this re-zoning request wetlands have been delineated and confirmed by the DNR. The limited wetland areas included on the site will be avoided with this proposed development. Additionally, per the Village's ordinance a tree inventory survey was conducted of species with a DBH greater than 6". Exhibits showing the full inventory of trees as well as those intended to be preserved accompanies this submittal.

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The overall vision for this PUD is that of a mixed use, primarily residential development. The parcel is proposed to be set up as three different uses:

- The southwestern most portion closest to STH 16 and the intersection of STH 83 is proposed to remain institutional and be retained by the current owner. This parcel will allow for future commercial or institutional uses that provide a transition from the main highway corridor into other uses.
- The central portion of the site supports higher density and is a residential transition area from the commercial/institutional use to less dense residential areas.
- The northern portion of the site is designed as clustered residential. This clustering is a less dense residential than the central portion of the site, preserves the isolated natural resource areas, and provides a further buffer and transition to the existing residential areas.

The following proposed zoning districts and uses further describe our proposal for this development in the central and northern areas of the site.

Central - Multi-Family

The central portion identified as Area B on the attached Rezoning Exhibit is currently identified as High Density Residential on the Village of Hartland Comprehensive Plan’s Future Land Use map. We are proposing this area to be multifamily apartments with RM-1 PUD zoning proposed. This zoning is consistent with other areas of the Village identified as high density residential. This parcel is proposed with a PUD overlay per the zoning ordinance as it will include more than two buildings. Zoning details include:

Proposed zoning: RM-1 PUD
Total Area: 16.968 acres
INRA (UCO) area: 4.246 acres
Net Area: 12.722 acres
Maximum Density: 136 units (10.9 units/net acre) – 184 units with density transfer from UCO
Proposed Density: 138 units (10.847 units/net acre)
Buildings: 6 buildings plus 1 clubhouse
Unit Mix:

Unit Type	Unit Count	Beds	Baths	Sq. Ft./Unit
1 Bed	24	1	1	700+
1 Bed + Den	36	1	1.5	800+
2 Bed	60	2	2	1200
2 Bed + Den		2	2	1300



Parking: One indoor parking per unit above ground, mix of attached and detached garages with additional exterior parking for renters and guests.

Architecture: Final plans, materials, and colors to be presented to architectural board in a separate submittal. It is anticipated that the buildings will be two stories with a mix of at grade and walk up units. The exteriors will be low maintenance pitched roofs with asphalt shingles, LP smart siding with stone accents, and vinyl frame windows. Interiors will have nine foot ceilings with luxury vinyl tile flooring in main living areas, carpet in bedrooms, well-appointed kitchens with granite countertops and stainless steel appliances. Additionally, each unit will have outdoor space in the form of a patio or deck.

Amenities: For the benefit of the tenants a clubhouse will be built that will include a party room, management offices, exercise room, and an outdoor pool.

The proposed buildings, amenities, roads, and drives will all be privately owned and maintained. Property management will be conducted on site with staff to include leasing agents and maintenance staff. Anticipated rents range from \$1100-\$1800 per month. Upon completion the multifamily component of this development is estimated to be valued at \$17 million dollars. We feel that this area of the Village is well suited for multifamily development as it is adjacent to state highways and main thoroughfares as well as institutional uses. It will provide a great option for current and future Village residents to enjoy new, well designed, amenity filled, low maintenance living in a great area, and provide an excellent transition to the existing residential housing as well as our proposed single family homes in the northern portion of the development.

Northern – Single Family Condominium

The northern portion of the site identified as Area A on the attached Rezoning Exhibit is currently identified as Low/Medium Density Residential on the Village of Hartland Comprehensive Plan's Future Land Use map. We are proposing single family condominium homes with RS-5 PUD zoning on this parcel. The RS-5 zoning is consistent with the existing residential in the adjacent lands to the east in the Village. We are proposing a PUD overlay to develop this parcel as a condominium and design an urban style clustered community preserving more adjacent open space. Clustering the homes will allow us to keep as much of the existing wooded areas along the west and northern portions of the property. Zoning details include:

Proposed Zoning: RS-5 PUD
Total Area: 27.435 acres
INRA (UCO) Area: 11.018 acres
R.O.W. Dedication: 1.75 Acres
Net Area: 14.667 acres
Maximum Density: 88 units (5.4 units/net acre) – 148 units with density transfer from UCO
Proposed Density: 47 units (3.20 units/net acre)



Setbacks: 15 feet between units
 27 feet from back of curb
 10 feet from INRA
 20 feet from Area A boundaries

We are proposing the streets and utilities in Area A to be private infrastructure. We envision this condominium of single family homes to be designed with a neo-traditional urban style feel appealing to first time home buyers and downsizers. An additional amenity area with a tot lot style play structure is proposed for the development. The development will be established with a condominium association responsible for architectural oversight, enforcement, budget, and management of neighborhood common and private elements. Units and limited common elements would be maintained by the homeowner.

The total area to be included in the PUD is the full 44.403 acres included in Areas A and B. As proposed the project preserves 15.264 acres of open space. This development would connect to municipal sewer and water service currently located adjacent to the property.

The proposed development costs are estimated at three million dollars to include necessary road improvements, neighborhood amenities, walking trails, community landscaping, and necessary infrastructure improvements. It is estimated that individual single family condominiums will retail between \$399,000 and \$500,000. Upon completion the development will add an estimated \$19-\$24 million dollars in tax base to the Village of Hartland.

If approved the commencement of development work is anticipated to be Summer of 2020. We anticipate an approximate 3-4 year time frame for full completion of the units.

This petition is being made after careful consideration regarding the market supply and demand of different residential product types in the Hartland area and we feel it provides a variety of housing options that will benefit the Village for many years to come.

We look forward to discussing these proposed changes and bringing another great neighborhood to the Village of Hartland.

Sincerely,

Bryan Lindgren

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Neumann Developments Inc