

Harrison Village Center

Open House #2

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vierbicher
planners | engineers | advisors



What is a Village Center?

**Mixed-used district that
will act as Harrison's
community center**



Multi-Family
Housing

Community
Center

Restaurants

Personal &
Professional
Services

Park / Village Green

Library

Shopping

Village Hall



General Trends

- Growth in senior and “millennial” population segments.
- Apartments/attached housing = housing growth sector.
- Shopper desires for outdoor “main street” experience over enclosed malls spreading from large metro areas to mid-size metro areas.
- “Back to the City” – urban living becoming more popular after decades of decline.

Housing & Residential Demand

- DOA Estimate: Town & Village will grow 70% from 2010 to 2040.
- Fifth fastest growing municipality in Wisconsin (1st w/ populations over 10,000)
- Direct residential growth
- Production equal to 100-150 homes annually
- Wide variety of product types and demographics
- Increasing likeliness of choosing to rent vs. own



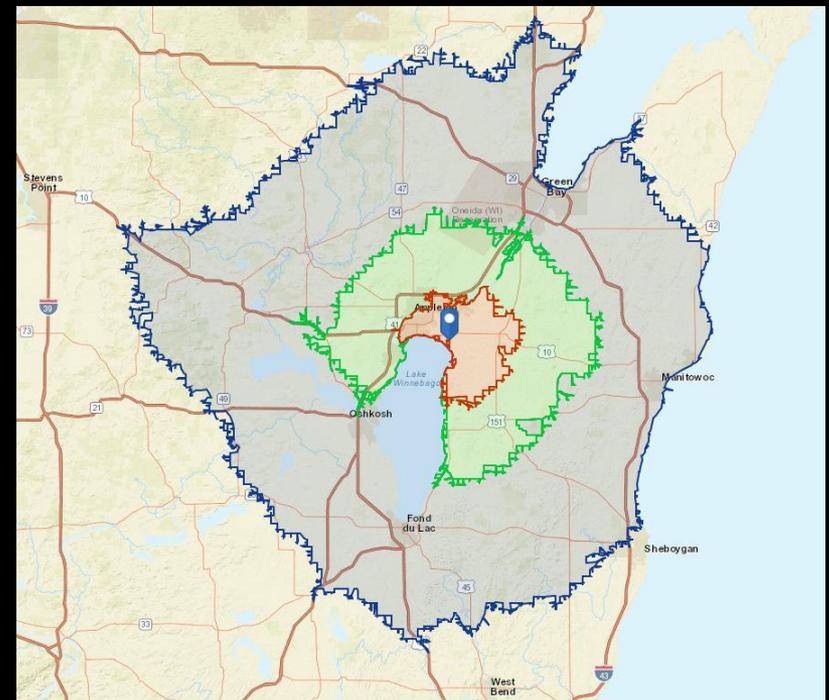
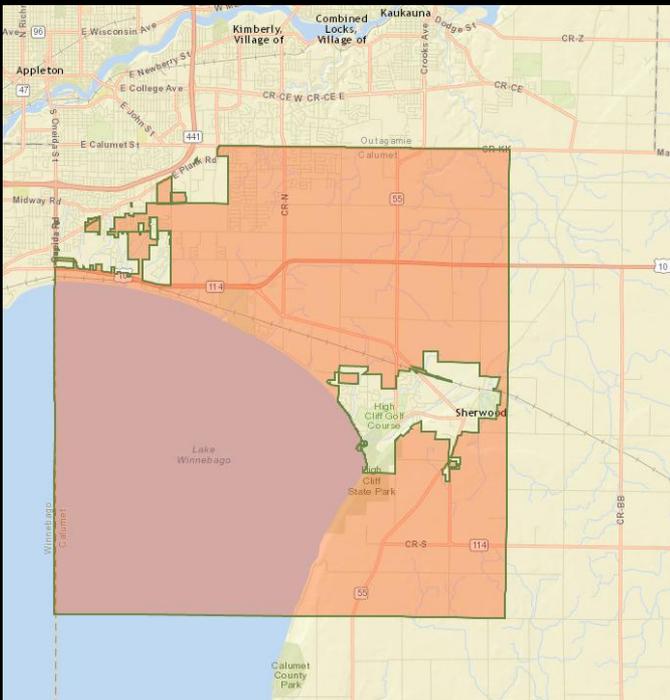
Employment & Workforce

- Significant local Workforce (5,900 - 2014 ACS)
- Huge commuting deficit (5600 of 5900 commute out)
- Important to continue attracting employers – daytime worker population can be a significant element to establishing a retail node.



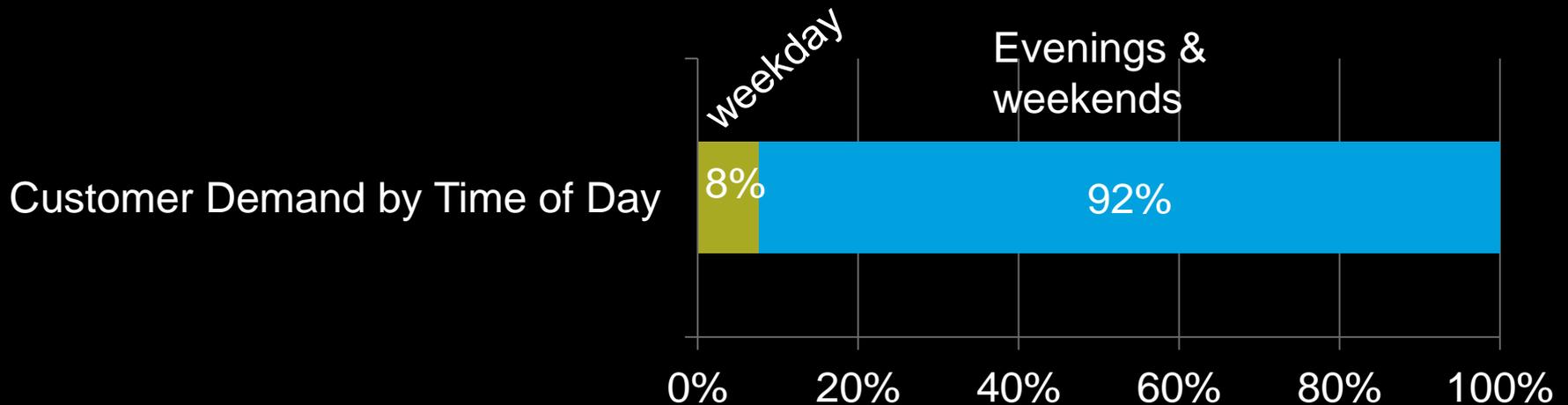
Retail & Services

- Local vs. Regional Demand
 - Local Trade Area: 15 minute drive, skewed north and west (~80% of spending)
 - Regional Trade Area: 30-70 miles



Retail Supply & Demand

- \$207 million of goods demanded within Village & Town boundary; \$25 million spent in Harrison.
- Customer leakage = 79% of total demand
- 12% increase in income projected by 2020



Retail Recruitment Targets

Metro-wide Targets:

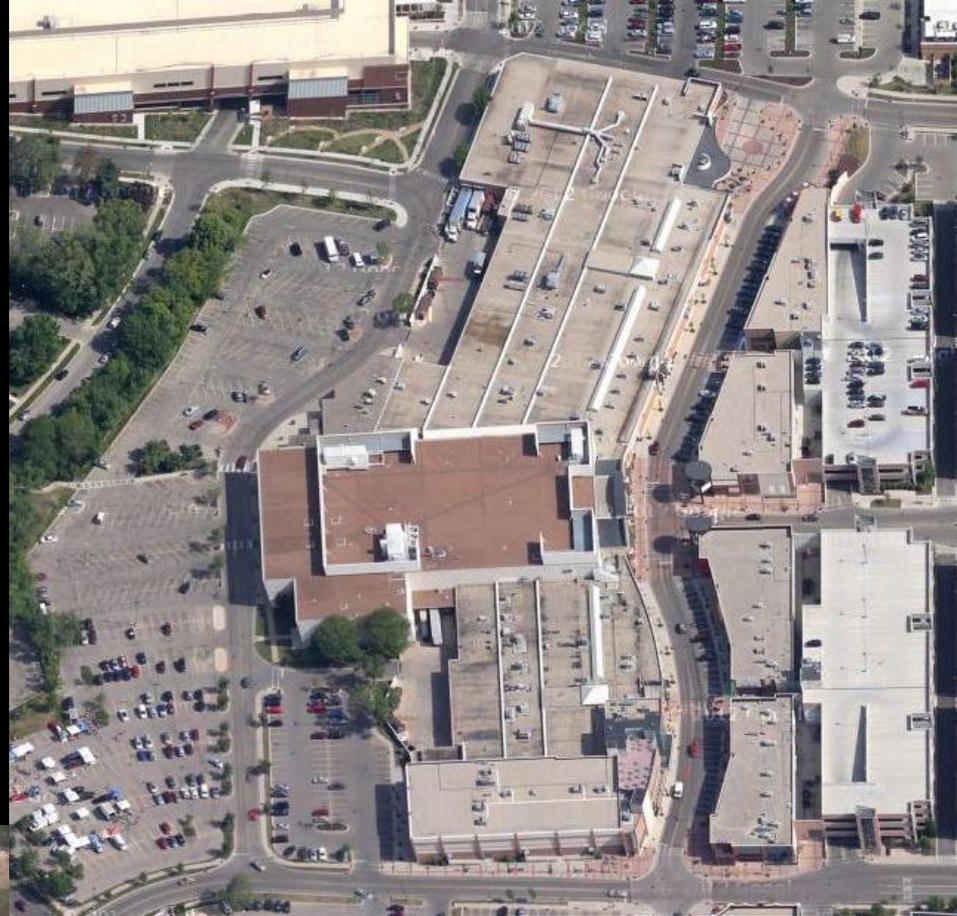
Sector	Surplus Trade Area Demand	Business Potential	Example Stores
Electronics & Appliance	\$74 million	High	Best Buy, HH Gregg
Full Service Restaurant	\$16 million	High	Local Restuarant
Gas Station	\$99 million	High	Kwik Trip
Lawn & Garden Equipment	\$17 million	Medium	Ace, Do It Best
Health & Personal Care	\$46 million	Medium	Walgreens, CVS
Other Motor Vehicles	\$39 million	Medium	Boats, Farm Implement
Grocery Store	\$82 million	Medium	Copps, large Kwik Trip
Limited Service Eating Places	\$5 million	Low	Fast Food
Special Food Services	\$1 million	Low	Health Food, Butcher
Electronic Shopping/Mail Order	\$27 million	Low	Amazon Fulfillment Center

Retail Recruitment Targets

Additional Targets:

Sector	Market Demand/ Competition	Potential Strategies
Grocery Store	2,000 more households required	Franchise Option
Pharmacy	1,900 new households OR 100 prescriptions/day	Partnership with assisted living or health clinic
Full Service Restaurant	1,000 new households	Upscale limited service (i.e. pizza with beer/wine)
Banks	Limited competition	Potential for express branch of facilities with existing ATMs
Daycare	Est. 466 children 0-4 with working parents	Partnership with area schools, 4k/after school
Dentist	Est. 6,300 patients	Limited competition, multi-tenant space opportunity
Salon	3,160 females over 18	Limited competition, need small leased space

\$1.62 million/acre



\$565,000/acre





Hobart

Middleton



Sun Prairie

Fitchburg



Village Center Market Position

- Village Center will compete with established and emerging developments.
- Retail centers, in general, will:
 - Be located adjacent to a major highway
 - Be convenient to major population hubs
 - Have anchor businesses/entertainment destinations

Next Steps

- Take feedback gathered at meeting & develop site plan options.
- Present site plan alternatives at Open House #3.
- Produce preferred final site plan.
- Draft development guidelines.
- Draft implementation action plan.
- Final Board presentation.

Stations

- Visual Preference Survey
- Open Space Open Response Surveys
- Village Center Location
- 4 Boards
 - Open Space
 - Programming
 - Mobility
 - Miscellaneous