Centennial Centre at Hobart®

Commercial Core Master Plan

August 28, 2014

Acknowledgements

Village of Hobart Board

Richard Heidel
Deb Schumacher
Dave Dillenburg
Donna Severson
Edward Kazik

Village of Hobart Planning and Zoning Commission

Bob Ross
Ray Gardener
Dave Dillenburg
David Johnson
Rich Heidel
Jeff Ambrosius
Tom Dennee

Community Development Authority

Bart Schultz
Ed Kazik
Deb Schumacher
Dave Landwehr
George Madl
Bob Ross
Terri Sullivan
Dennis Reim (Technical Liaison)
Andrew Vickers (ex-officio)

Village of Hobart Staff

Andrew Vickers, Village Administrator
Elaine Willman, Community Development Director

Report Prepared By:

vierbicher
planners | engineers | advisors

Ben Zellers, AICP, CNU-A, Project Manager

© 2014 Vierbicher Associates

Table of Contents

Introduction . . . 1

Chapter 1: Planning Process . . . 3
Background . . . 3
Public Meeting #1 . . . 3
Site Plan Concept Development & Village Board Meeting . . . 9
Site Plan Concepts . . . 9
Public Meeting #2 . . . 9
Concept #1 Map . . . 13
Concept #2 Map . . . 15
Concept #3 Map . . . 17

Chapter 2: Final Site Plan . . . 19
Anchor Retailers & Liner Buildings . . . 19
Office Uses . . . 19
Residential Uses . . . 20
Parking . . . 20
Road, Sidewalk & Trail Network . . . 20
Greenspace . . . 21
Final Concept Map . . . 23
Transportation Network Map . . . 25
Greenspace Network Map . . . 27
Detail Map #1 . . . 29
Detail Map #2 . . . 30
Detail Map #3 . . . 31

Chapter 3: Design Guidelines . . . 33
Building Scale, Massing & Height—All Areas . . . 33
Building Setbacks & Public Realm Interface—Commercial & Mixed-Use Areas . . . 34
Building Setbacks & Public Realm Interface—Residential Areas . . . 35
Doorways, Porches, and Upper Floor Windows—Commercial & Mixed-Use Areas . . . 36
Doorways, Porches, and Upper Floor Windows—Residential Areas . . . 36
Building Materials—All Areas . . . 37
Parking & Driveways—All Areas . . . 37
Lighting—All Areas . . . 38
Signage & Awnings—Commercial & Mixed-Use Areas . . . 38

Chapter 4: Implementation Action Plan . . . 41

Introduction

The Village of Hobart adopted the *Centennial Centre at Hobart Master Plan* in 2009. Since that time, hundreds of single family and multifamily residential units and hundreds of jobs have been added to the 616 acre *Centennial Centre* planning area (see the map on the following page for the location of *Centennial Centre* within the Green Bay metro area). In the Summer of 2013, the Village issued a Request for Proposals to complete a more detailed Master Plan for the 70-acre "Commercial Core" area of *Centennial Centre* (the planning area was subsequently enlarged to 100 acres). This *Centennial Centre at Hobart Commercial Core Master Plan,* along with a Market Analysis produced under separate cover, is a result of that master planning process.

The Market Analysis, dated April 14, 2014, reviewed *Centennial Centre's* competitive position within the Green Bay metro area, discussed residential demographics and housing, employment and workforce, retail and services, and provided market growth projections. Two major points arising out of the Market Analysis that are important to maximize the success of implementing the Village's vision for a vibrant, walkable, mixed-use core that will serve residents from the Village and attract people from the greater Green Bay area are that:

- The Village will need to continue to pursue residential growth in the *Centennial Centre* area to provide the population density demanded by retailers for the area surrounding commercial development.
- An interchange at the County Highway VV/ State Highway 29 intersection is needed to turn the Commercial Core into a destination that would attract more than just residents from the immediate surrounding area.

This document follows the findings of the Market Analysis to generate a final Commercial Core concept plan. Chapter one discusses the planning process undertaken to formulate the final concept plan for the Commercial Core area, which included feedback from the public gathered at two open house meetings and review and discussion by the Village Board, Planning and Zoning Commission, and Community Development Authority.

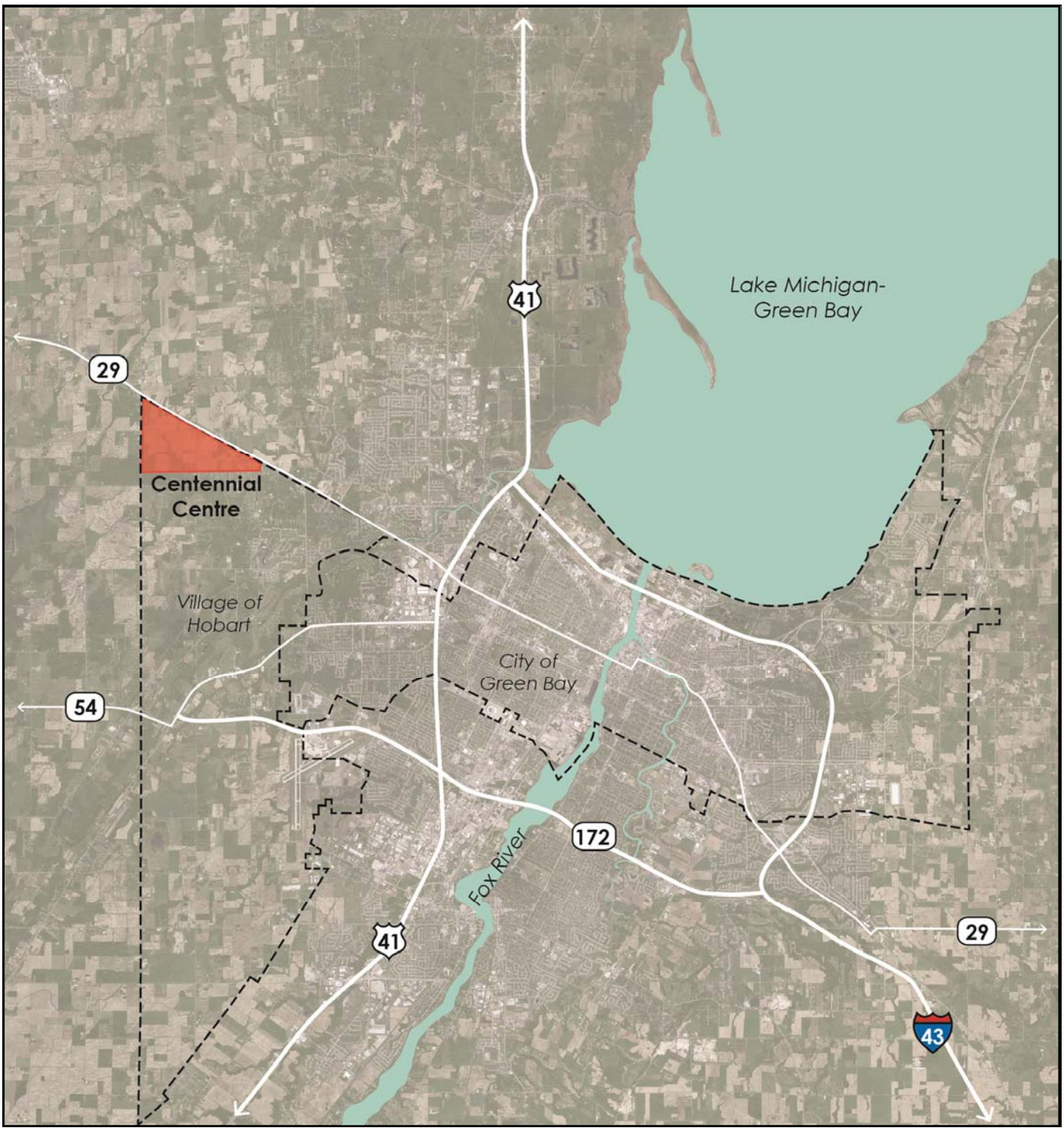
Three initial concept plans were produced for the Commercial Core area, and feedback was sought from the public and Village officials on the ideas presented.

Feedback was used to create the final Concept Plan discussed in chapter two and shown on page 23.

Design guidelines to implement the final Concept Plan are shown on page 33. These guidelines are meant to supplement the broader guidelines provided in the initial 2009 Master Plan by providing further detail now that a Commercial Core concept has been created.

Finally, strategies for implementing the Commercial Core Concept Plan are listed in a chart in chapter four. Thus far the Village has had tremendous success in fostering growth and development within *Centennial Centre*, which is primed to continue with the implementation of the Commercial Core Master Plan.

Centennial Centre at Hobart Location



Chapter 1: Planning Process

Background

The detailed planning for the Commercial Core of *Centennial Centre* started with a Market Analysis, which was completed under separate cover. Overall, the Market Analysis findings indicated that while Hobart and adjoining Howard are growing rapidly (27% increase in the population of the two communities between 2000 and 2010) continuing residential growth is needed in order to reach a population that would support a substantial retail component at *Centennial Centre.* This finding led to inclusion of a multifamily residential component within the Commercial Core planning area.

The Wisconsin Department of Administration has projected continued population growth for both Hobart and Howard through 2040, with Hobart projected to grow by 76% and Howard projected to grow by 60% (the fastest and 5th fastest growing communities in the state, respectively).

Until *Centennial Centre,* residential development in the Village primarily consisted of suburban large-lot single family homes. After incorporation of the Village in May of 2002, there was a desire to expand the variety of housing available to residents and plan for commercial development in the Village. To that end, the Village undertook a master planning effort for *Centennial Centre*, working with Schreiber Anderson Associates (now SAA Design Group) to produce a Master Plan for the entire 616 acres of the *Centennial Centre* planning area. The Master Plan was adopted in the fall of 2009.

Between adoption of the Master Plan and summer 2014, approximately 250 single family homes were platted in and around the *Centennial Centre* area, of which about half have been completed. Approximately 200 additional multifamily housing units have also been completed, and two major employers (Centerline Machining and Grinding and EMT International) with a combined total of about 300 employees have located in *Centennial Centre*.

The Village desires to accommodate continued growth in population to support a Commercial Core area that will serve Village residents and the Green Bay metro area, while also attracting visitors and shoppers from across northeast and northern Wisconsin. An overall desire for walkability within the Commercial Core area was expressed at the outset of the planning process, and has guided public participation efforts and interaction with the Village Board.

Public Meeting #1

A public meeting was held on January 30, 2014, after completion of an initial draft of the Market Analysis. The meeting began with a presentation summarizing market findings in the areas of:

- Employment & Workforce;
- Housing & Residential Demand;
- Retail & Services;
- Retail Supply & Demand
- Retail Recruitment;
- *Centennial Centre* Market Position; and
- Opportunities & Challenges.

Attendees then broke up into three stations to provide feedback on the following topics:

1. Public realm (streets, parks, amenities);
2. Site design (layout, density, architecture);
3. Desired businesses.

Feedback from the three stations is summarized below.

Public Realm

The public realm station offered opportunities to provide feedback on a number of design aspects:

1. *Public Space:* A vast majority of attendees preferred a central common area with a

series of smaller spaces throughout the Commercial Core.

2. *Design of the central common area:* Attendees were evenly split between having some green area and a larger expanse of green area. Only three of the dozens of respondents preferred a significant amount of paved area.
3. *Programming for smaller parks:* A slight majority preferred passive uses (walking trails, benches) over active uses (playgrounds, sports).
4. *Public event space:* Strong support was expressed for both a permanent and seasonal market, outdoor movies/concerts/ theater, arts & crafts festivals, and food festivals.
5. *Event attendance:* Most people indicated that they would attend special events at *Centennial Centre* on a monthly or quarterly basis, though a fair amount (12) thought they would attend weekly.
6. *Parking design:* Attendees almost unanimously said they would be willing to park and walk to shops rather than needing to see parking directly in front of their intended destination.
7. *Sidewalk design in commercial areas:* The majority of respondents wanted sidewalks wide enough for sidewalk cafes, shoppers, and landscaping.
8. *Bicycling:* Nearly all attendees felt it was important to accommodate bicycling in the design.
9. *Terrace design:* There was a show of support for a traditional, formal terrace area with landscaping and street furniture where appropriate.
10. *Street furniture:* There was an even split between people who desired classic materials and style versus somewhat modern design. There was only one vote for very modern design for street furniture.

Site Design

The site design station had two exercises: a Lego exercise to gather feedback on general site layout ideas, and a visual preference survey to gather

input on what type of building design was desired for *Centennial Centre.* People were somewhat hesitant to participate in the Lego exercise, though some ideas on site configuration were advanced. Examples of layouts of other retail areas that people liked, such as Greenway Station in Middleton, WI, and St. Armands Circle in Sarasota, FL, were mentioned by attendees.

The Visual Preference Survey asked people to rate a series of 30 pictures in three categories (commercial, mixed-use, and multifamily residential) from 1 (worst) to 5 (best). The best three and worst three from each category are shown below and on the following pages (the number shown is the average rating across all surveys).

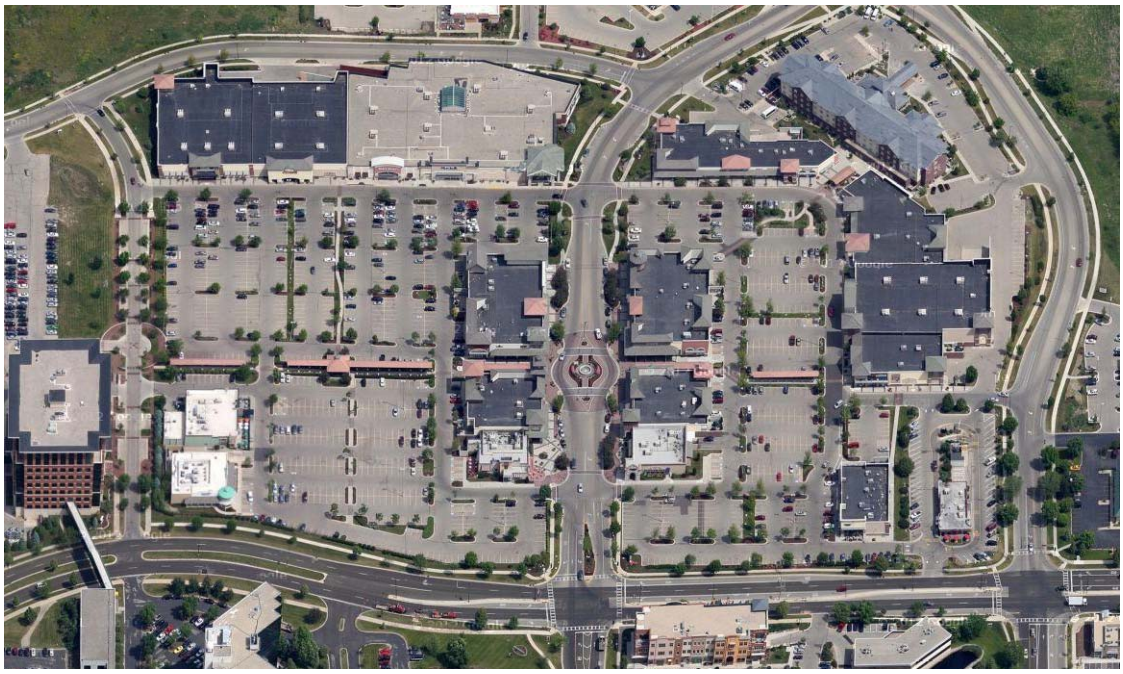
A general pattern emerges when looking at the best-ranked and worst-ranked photos. People generally liked buildings of three stories or less that used a variety of high quality façade materials in a variety of colors, pedestrian-friendly features such as awnings, variation in architectural detailing to visually break up walls. "Village" style sloped roofs tended to score higher as well. Feedback from the survey has been used to draft the design guidelines in Chapter 3.

Desired Businesses

The third station at the public meeting discussed desired businesses for the *Centennial Centre*

St. Armand's Circle in Sarasota, FL was mentioned as a good example by some public meeting attendees. The shopping area is arranged around a public greenspace, with angled street parking, stores fronting the street, and larger parking areas behind the stores. Air photo from Google.

Greenway Station in Middleton, WI was another example listed as desirable at the first public meeting. This "Lifestyle Center" has some stores arranged around a north-south "main street" with public amenities like benches, though parking is primarily arranged in a more traditional manner, in front of the biggest stores. Air photo from Google.



Commercial Core area. There was a variety of desired retail, restaurant, and service establishments suggested for the Commercial Core, with a general focus on stores and services that meet people's daily and weekly needs.

For retail, the following categories were popular amongst attendees:

- Grocer, such as Sendik's, Trader Joe's, or Brennan's.
- Specialty food & beverage stores, such as a bakery, deli, liquor store, cheese shop, health foods store, and butcher.
- Goods and stores such as clothes, furniture/home furnishings, hardware/home improvement, dollar store, and a pharmacy.
- Specialty stores such as a pet store, cell phone store, computer store, gun store, and bike store.
- Convenience store/gas station/car wash.

Commercial Best #1: 3.71

Commercial Worst #1: 1.93

Commercial Best #2: 3.59

Commercial Worst #2: 2.37

Commercial Best #3: 3.59

Commercial Worst #3: 2.98

Mixed-Use Best #1: 3.35

Mixed-Use Worst #1: 1.86

Mixed-Use Best #2: 3.30

Mixed-Use Worst #2: 2.02

Mixed-Use Best #3: 3.09

Mixed-Use Worst #3: 2.11

Multifamily Best #1: 3.77

Multifamily Best #2: 3.56

Multifamily Best #3: 3.41

Multifamily Worst #1: 1.53

Multifamily Worst #2: 1.98

Multifamily Worst #3: 2.02

Desired restaurants tended towards the everyday over high-end, and included brands and categories such as pizza, coffee, bar/sports bar/ pub, sub sandwich shop, "quick casual" such as Panera, family restaurants such as Cracker Barrel, and ice cream/frozen yogurt stores. Restaurants with outdoor eating options were encouraged.

Services listed by attendees included hotel, daycare, bank/financial planner, dry cleaning, beauty salon, accounting/insurance, chiropractor, massage, auto repair, veterinarian, fitness center/ gym, dentist, and clinic.

Finally, there were several entertainment ideas mentioned, such as an amusement park, kid-friendly venue such as Chuck-E-Cheese, indoor sports facility, bowling alley, and movie theater. All of these entertainment ideas have the potential to act as a second anchor to supplement a major retail anchor.

Additionally, some ideas for public buildings and events were discussed, including a community center, farmers' market, museum, and craft market/art fair.

Site Plan Concept Development & Village Board Meeting

Using feedback from the first public meeting, along with information from the market analysis, three site plan concepts were developed for discussion at a Village Board meeting. The concepts were introduced with a background presentation that summarized the public meeting #1 results and the principles that went into designing the concepts.

Additionally, further visual preference survey photos—beyond what was shown at the first public meeting—were reviewed and rated by the Board. The top three and bottom three of the 12 total photos are included in this report, along with some of the comments provided by the Board. The entirety of the feedback has been taken into account in the drafting of the design guidelines that are included later in this document.

The Board opted to expand the planning area from its original 70 acres to include an additional 30 acres between Highway 29 and the original planning area. Concepts were revised to integrate the extra area and to account for initial comments from the Village Board.

Site Plan Concepts

Three concept plans were developed to illustrate the potential development of the expanded 100-acre planning area. All three concepts are included on the following pages, and are summarized below.

Concept #1 includes the most retail, with two large anchors. An east-west "main street" - Centerline Drive—bisects the site. Greenspace is clustered around the two existing wetlands, along with a 4.6-acre Village Green in the center of the commercial area.

Concept #2 positions retail along the west edge of the site, and provides for a variety of retail spaces. The forested area and wetland at the southeast corner of the site is retained, and a larger six-acre Village Green is located in an oval shape around the small wetland on the west side of the planning area.

Concept #3 places retail along a north-south spine, with a small one-acre Village square in the midst of the site, and larger parks centered around the two wetland areas.

Public Meeting #2

A second public meeting was held to introduce Village residents to the three concept alternatives

Comparison of Concept Plans

Use	Square Feet (s.f.) or Dwelling Units (DU)		
	Concept 1	Concept 2	Concept 3
Commercial (retail/service)	521,000 s.f.	498,300 s.f.	445,000 s.f.
Office	278,400 s.f.	345,350 s.f.	393,900 s.f.
Civic	6,000 s.f.	9,000 s.f.	9,000 s.f.
Multifamily Res.—Townhomes	142 DU	52 DU	92 DU
Multifamily Res.—Buildings	338 DU	287 DU	556 DU

and solicit feedback. Attendees were asked to rank all three concepts on seven factors:

1. Building layout;
2. Parking layout;
3. Road network;
4. Bicycle/Pedestrian network;
5. Mix of land uses;
6. Greenspace system;
7. Civic building location.

27 people filled out survey forms (overall attendance was approximately twice that number). The average rankings from the surveys placed Concept #3 last in all seven categories. Concept #1 was ranked first in parking layout, road network, bicycle/pedestrian network, greenspace system, and tied with Concept #2 for civic building location. Concept #2 ranked first in building layout and mix of land uses. Comments on the three concepts are summarized below (note that references to "apartments" were modified to "multifamily residential," as the concepts did not designate areas for apartments vs. condominiums).

Concept #1 Comments

51 comments were received from the public on Concept #1. Positives and negatives that were Mentioned more than once are summarized below.

- Good Village Green location/layout/ orientation.
- Like the Community Center location and amenities (though a few comments felt it was too out of the way).
- Good location of parking, with buildings screening most parking.
- Good bicycle/pedestrian network.
- Good entrances/access/connectivity to the site.
- Landscaping/trees will be needed along the highway.
- Too many multifamily units.

Concept #2 Comments

43 comments were received on Concept #2. Positives and negatives that were mentioned more than once are summarized below.

- Like having less multifamily than the other concepts.
- Good bicycle/pedestrian network.
- Civic building is in a good location.
- Too much office space.
- Circulation/road network is not as good as other concepts.
- Buildings too scattered/odd flow/odd layout.
- Too much parking.

Concept #3 Comments

46 comments were received from the public on Concept #3. Positives and negatives that were mentioned more than once are summarized below.

- Like the north-south road layout.
- Parking lot configurations in other concepts are better.
- Greenspace layout in other concepts is better.
- Too many multifamily residential units.
- Poor highway visibility.
- Civic building is too far north/too far from residential units (though a few comments liked having the civic building as a focus on the site).
- The bicycle/pedestrian network is not as good as the other two concepts.

Best #1: 3.67
Likes: "Love the lights, awnings, and shutters;" "Cozy town feel;" "Sidewalks, lighting, trees, storefronts, sidewalk café."

Best #2: 3.57
Likes: "Nice mix of businesses and sitting options;" "No cars—benches, clean/friendly/safe, approachable;" "Great architecture/roof, central plaza, ability to loiter."

Best #3: 3.40
Likes: "Front access, no garages in front;" "Consistency of fronts and green space, looks modern."

Worst #1: 1.77
Dislikes: "No character, boring, cold;" "Strip mall feel, blank façades, no architectural features;" "No sidewalk interests;" "too generic."

Worst #2: 2.37
Dislikes: "Too tall—flat, no character;" "Too dense;" "Sameness of façades."

Worst #3: 2.43
"Sidewalks too narrow;" "Lack of interest on walkways, no trees or greenery;" "Too choppy, looks like built at different times."

(This page intentionally left blank)

Concept 1

Commercial Core at Centennial Centre

Village of Hobart, Wisconsin

May 2014

Legend

- Commercial (Retail/Service)
- Mixed Use- Commercial/Residential
- Mixed Use- Commercial/Office
- Mixed Use- Office/Residential
- Office
- Civic
- Multi-Family Residential
- Pedestrian Path
- Multi-Use Trail
- Planning Boundary

Land Use Summary Chart:

Use	SF or DU
Commercial	521,000 sf
Office	278,400 sf
Civic	6,000 sf
Townhomes	142 units
Apartments	338 units

Approximate Parking- Lots: 2,835 stalls
Approximate Parking- Street: 414 stalls

NOTES:
- Dwelling unit estimates are based on an average unit size of 1150 sf.
- Parking counts do not include garage parking

N
W E
S

GRAPHIC SCALE FEET
0 75 150 300

vierbicher
planners | engineers | advisors

Concept 2
Commercial Core at Centennial Centre
Village of Hobart, Wisconsin
May, 2014

Legend

- Commercial (Retail/Service)
- Mixed Use- Commercial/Residential
- Mixed Use- Commercial/Office
- Office
- Civic
- Multi-Family Residential
- Pedestrian Path
- Multi-Use Trail
- Planning Boundary

Land Use Summary Chart:

Use	Approx. SF or DU
Commercial	498,300 sf
Office	345,350 sf
Civic	9,000 sf
Townhomes	52 du
Apartments	287 du

Approximate Parking- Lots: 2,842 stalls
Approximate Parking- Street: 445 stalls

NOTES:
- Dwelling unit estimates are based on an average unit size of 1150 sf.
- Parking counts do not include garage parking

N
W E
S

GRAPHIC SCALE FEET
0 75 150 300

vierbicher
planners | engineers | advisors

Concept 3
Commercial Core at Centennial Centre
Village of Hobart, Wisconsin
May 2014

Legend

- Commercial (Retail/Service)
- Mixed Use- Commercial/Residential
- Mixed Use- Commercial/Office
- Office
- Civic
- Multi-Family Residential
- Pedestrian Path
- Multi-Use Trail
- Planning Boundary

Land Use Summary Chart:

Use	Approx. SF or DU
Commercial	445,000 sf
Office	393,900 sf
Civic	9,000 sf
Townhomes	92 du
Apartments	556 du

Approximate Parking- Lots: 3,090 stalls
Approximate Parking- Street: 319 stalls

NOTES:
- Dwelling unit estimates are based on an average unit size of 1150 sf.
- Parking counts do not include garage parking

N
W E
S

GRAPHIC SCALE FEET
0 75 150 300

vierbicher
planners | engineers | advisors

Chapter 2: Final Site Plan

After the second public meeting, the Village Board met to discuss the feedback. The Board opted to use Concept #1 as the basis of the final concept plan, with a few significant edits. The Board directed the Village Green be moved south to create a contiguous area, instead of a green that was bisected by Centerline Drive. The Board also wished to:

- Eliminate the 180,000 square foot anchor and expand the area dedicated to office/medical uses.
- Add small professional office buildings at the southern Centennial Centre Boulevard roundabout.
- Increase the listed height to three stories for some residential buildings.
- Decrease the number of townhomes.

The final concept contains uses as summarized in the table below.

Final Concept Plan Summary

Use	Square Feet (s.f.) or Dwelling Units (DU)
Commercial (retail/service)	371,000 sf
Community Business	61,000 sf
Corporate/Research/Institutional	490,000 sf
Civic	6,000 sf
Multifamily Res.—Townhomes	52 DU
Multifamily Res.—Buildings	620 DU

Various features of the final site plan are discussed in further detail below.

Anchor Retailers & "Liner" Buildings

The final site plan concentrates retail uses along Centerline Drive and around a central Village Green framed by mixed-use buildings. There are two anchor stores shown at approximately 155,000 square feet and 63,000 square feet. The preferred tenant for the smaller of the two anchors is a grocery store to serve the daily needs of residents in the immediate area and to frequently draw others from the surrounding area. Both anchors may be adjusted in size or split depending upon the specific tenant; however, anchor stores must be maintained to make the smaller planned retail viable.

The concept shows "liner" buildings along the Centerline Drive frontages of the anchors. The purpose of these liner buildings is to maintain a pedestrian-friendly frontage along Centerline Drive and prevent the street from being dominated by large expanses of blank façade. Even if top-quality architectural detailing is provided for anchors, such large expanses of façade would not be welcoming or visually interesting to pedestrians without actual storefronts and business entrances.

Office Uses

Two types of office uses are shown on the site plan: community business and corporate/research/institutional. The community business uses are intended for small, professional-type offices, such as dentists, optometrists, lawyers, architects, engineers, financial advisors and other professions requiring office space.

Retail liner building example in Middleton Hills in Middleton, WI. Note the foreground—retail with apartments above lines the street, and is accessible from both the parking lot and the public street. Air photo from Google.

The corporate/research/institutional designated areas are intended for larger buildings and users that may attract customers and employees from the entire Green Bay metro area. These areas may contain large multitenant buildings or single tenants, such as a regional clinic, that may require a freestanding building. Regardless of the tenants of either type of office, the buildings should be integrated into the overall Commercial Core site plan so that employees can walk to nearby stores and restaurants.

Residential Uses

Residential uses are concentrated to the south of the Commercial Core area. This layout transitions the intensive uses of the office/retail along Highway 29 to the less dense single family residential to the south and southwest of the Commercial Core. The arrangement provides hundreds of housing units within walking distance of the proposed retail, which will provide a boost to sales. The proximity to potential employment, combined with the planned sidewalks and connective street pattern, creates opportunities for residents to bike or walk to work rather than drive.

Mixed-use buildings (multifamily development over retail) is shown fronting First Street around the Village Green. In all cases, units are labeled as "multifamily residential" to allow for condominiums or rental apartments, as the market demands. As of the completion of the final site plan in the summer of 2014, the apartment market is robust, while the condominium market continues to flounder coming out of the recession. These patterns, however, may reverse as build-out of the Commercial Core progresses.

Parking

On-street parking is shown throughout the site plan, with angled parking for retail areas and parallel parking for residential streets. On-street parking will be critical for retail areas to provide convenient parking for those wanting to make a quick stop at a store. On-street parking in residential areas actually facilitates pedestrian friendliness by allowing for visitors to park on the street and easily walk to the front door of a townhome or apartment building. Like the retail area, it also provides convenient parking for residents who may be stopping for a short time to pick something up from home, and would prefer to park in front of their building rather than in their typical space.

Parking lots are generally shielded from public streets by buildings. Where parking is shown along public streets, such as along portions of Second Street and Third Street, it should be screened by low hedges and fences, interspersed by canopy trees (see the map on page 23 for street labels).

While bicycle parking is not specifically shown on the site plan, much of it should be located along public street frontages close to the front doors of businesses, rather than simply placing it in "extra" areas after the parking lot has been laid out. Bike parking close to business entrances is an important part of accommodating multiple modes of transportation, and can go a long way in encouraging bicycle use. Additionally, under-building bicycle parking should be provided whenever underground vehicular parking is provided. Sheltered bike parking for residents and employees further encourages bicycle use.

Road, Sidewalk & Trail Network

The road network throughout the Commercial Core area has been designed with generally small block sizes and fairly close intersections. This street pattern creates multiple routes to destinations, thus disbursing the traffic that will be created by the development. In particular, a street connection is shown between the two Centennial Centre roundabouts. This connection is recommended to create more of a grid of streets and public frontages for adjacent residential buildings and the proposed park, but should be designed as a right-in right-out connection to limit traffic conflicts on Centennial Centre Boulevard.

The Centerline Drive right-of-way is shown with an 88-foot foot width, and encompasses a gas line easement that requires a 20-foot building setback. Depending on the extent to which dedicated bicycle lanes are ultimately desired and integrated, the

width may need to be adjusted. The final design for the Centerline right-of-way through the Commercial Core should accommodate, at a minimum, a wide sidewalk/terrace, angled parking, and car traffic. Other rights-of-way are assumed to be 66 feet wide. Streets should be designed and posted for a 25 mile per hour speed limit to increase safety for drivers and pedestrians.

The design also encourages pedestrian use by creating a network of sidewalks that have direct routes between residential and retail components. Sidewalks are planned for both sides of all public streets, with bumpouts at most intersections to make pedestrians more visible to vehicles and reduce the street crossing distance. A strong pedestrian connection is shown between the Community Center building and the Village Green. This connection should be uninterrupted by drive aisles, and could be designed to host outdoor events such as art fairs or farmers' markets.

Trails are also shown in various portions of the site plan, the longest of which is around the perimeter of a 9.9-acre park and wetland in the southeast corner of the Commercial Core area. Other trails are shown around the smaller park along the western edge of the planning area and close to the water feature along the highway. Due to the proposed density and intensity of uses, asphalt paving should be considered for trails.

In addition to being shown on the full concept map on page 23, the road, sidewalk, and trail network is further called out on the map on page 25. A broad estimate of the construction cost of roads, sidewalks, sanitary sewer, and stormsewer for the layout shown is approximately $5 million. The actual amount will depend upon final design and the timing of construction.

Greenspace

Three main greenspace areas are shown for the Commercial Core area. Specific uses have generally been omitted, with a few exceptions—the precise design, layout, and uses of the parks should be included in the final, individual plans for each of the parks. Public feedback generally indicated a desire to avoid large-scale active park uses such as ballfields and soccer fields, instead preferring active uses with smaller footprints and passive uses. The three main park areas are:

1. A 9.9-acre park in the southeast corner. This park surrounds a wetland area that is planned to remain undisturbed. The perimeter around the wetland, especially to the north, may be used for more intensive recreational and entertainment purposes, and could include features such as an amphitheater, playground, and small-scale active uses such as a basketball court. Any open areas should be designed to interact with the Community Center that is shown on the site plan. The Community Center could provide restrooms, a park shelter, and other features that are typically included with a community park of 10-plus acres.
2. A 2.8-acre park along the west edge of the planning area. This park surrounds an existing low-quality wetland, and is expected to largely be maintained for greenspace and passive uses, but may contain some limited active uses. A community garden is conceptually shown in this park. There was positive feedback for such a feature from the public. A garden would go assist in to establishing a neighborhood feel for the Commercial Core area by encouraging interaction between residents. It will also provide a gardening location for the planned multifamily development.
3. A 3.7-acre Village Green in the center of the planning area. The Village Green is intended to be available for both general passive use and for special events. It may contain decorative elements such as fountains and facilities for various active uses. Any active park uses should be planned and designed not only for residents of the immediate area, but also to draw people from the surrounding area. To that end, activities should be both fairly unique, and designed to provide year-round interest. Active uses should be sited within the park in a manner that does not disturb the utility of the area for large special events.

Three stormwater management areas are also shown on the site plan. The stormwater areas have been located in consultation with the Village Engineer, though a full study of the Commercial Core's stormwater management system has not been performed. These stormwater areas should be integrated with their surroundings as an amenity to the development. Special attention should be paid to the northern pond along the Highway, which could provide an opportunity to draw attention to the development through features such as fountains, lighting, and signage.

The greenspace network is further called out in the map on page 27, and more details are shown in the zoom-in maps on pages 29-31.

Master Plan
Commercial Core at Centennial Centre
Village of Hobart, Wisconsin

Legend

- Commercial (Retail/Service)
- Mixed Use- Commercial/Residential
- Community Business
- Corporate Research/Institutional
- Civic
- Multifamily Residential
- Pedestrian Path
- Multi-Use Trail/Bike Route
- Planning Boundary

Land Use Summary Chart:

Use	SF or DU
Commercial	371,000 sf
Corporate Research/ Institutional	490,000 sf
Community Business	61,000 sf
Civic	6,000 sf
Townhomes	52 units
Multifamily Residential	620 units

Approximate Parking- Lots:	2,950 stalls
Approximate Parking- Underground:	1,360 stalls
Approximate Parking- Street:	460 stalls

NOTES:
- Dwelling unit estimates are based on an average unit size of 1,150 sf.
- Parking counts do not include townhome garage parking

N
W E
S

GRAPHIC SCALE FEET
0 75 150 300

vierbicher
planners | engineers | advisors

Trail Network
Commercial Core at Centennial Centre
Village of Hobart, Wisconsin

Legend

- Pedestrian Path (Off Street)
- Multi-Use Trail/Bike Route (Off Street)
- Multi-Use Trail/Bike Route (On Street)
- Planning Boundary

N
W E
S

GRAPHIC SCALE FEET
0 75 150 300

vierbicher
planners | engineers | advisors

Green Space Network

Commercial Core at Centennial Centre

Village of Hobart, Wisconsin

Legend

- Primary Public Green Space
- Secondary Public Green Space
- Green Space Connection
- Pedestrian Path
- Multi-Use Trail/Bike Route
- Planning Boundary

Green Space Summary

Primary Public Green Space:	16.4 ac sf
Secondary Public Green Space:	5.7 ac

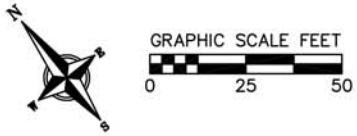
N
W E
S

GRAPHIC SCALE FEET
0 75 150 300

vierbicher
planners | engineers | advisors

Village Green Detail

Pedestrian Connection/Outdoor Market Detail



Secondary Access- Overland Road

GRAPHIC SCALE FEET

0 25 50 100

(This page intentionally left blank)

Chapter 3: Design Guidelines

The design guidelines in this chapter have been formulated to supplement (not replace) the guidelines established in the overall *Centennial Centre* Master Plan, providing further detail for the Commercial Core area. The overall Master Plan contains a number of points on sustainable design that should be specifically referred to, as such eco-friendly design elements have not been duplicated in these guidelines.

While the final Commercial Core site plan may not be constructed exactly as shown, the overall principles of pedestrian friendliness should be maintained throughout the area regardless of the precise final building layouts. In general, these principles include such elements as:

- Sidewalks on both sides of streets.
- Interconnectivity both throughout the Commercial Core and between sites within the Commercial Core.
- Buildings that are pulled up to street frontages, with entrances that are easily accessible to pedestrians.
- Lighting and signage that is oriented towards the pedestrian.
- Parking that is hidden or screened from sidewalks while maintaining easy access from parking lots to storefronts.

These general elements are further emphasized through the specific guidelines below. The Village will have as much, if not more, responsibility as developers in ensuring pedestrian friendliness and the successful implementation of a common design aesthetic throughout the Commercial Core. Public streets should be designed to prioritize the pedestrian, and desired design elements must be enforced when development proposals do not comply with the features needed to make the Commercial Core of *Centennial Centre* an integrated, walkable neighborhood.

While the guidelines contain language such as "shall," the Village should formally adopt a zoning ordinance for the area if it wishes to implement *regulations* instead of *guidelines.* Additional discussion of implementing a Form-Based Code is contained in the final chapter of this document. While the elements included in this chapter are all important to creating a high-quality pedestrian-friendly environment with a consistent look and feel, until a regulatory document is adopted by the Village, the following elements should be considered as recommendations for developers when conceiving projects and by the Village when reviewing projects.

Building Scale, Massing & Height—All Areas

1. Residential and mixed-use buildings shall have sloped roofs. Other buildings may have flat roofs; flat roof building shall include architectural features such as cornices or parapets along the roofline.
2. New buildings shall use contemporary interpretations of traditional building styles. Contemporary designs draw upon the fundamental similarities among historic buildings without copying them.
3. Commercial buildings shall maintain a distinction between the street-level façade and upper floor façades, with the first floor being more transparent (to encourage pedestrian friendliness) and the upper floors being more opaque.
4. Façades shall be articulated to express vertical rhythm related to structural columns and bays.
5. The historical distinction in floor heights between the ground floor and upper levels of commercial buildings should be expressed through details, materials, and fenestration. The presence of a belt course is an important feature in this relationship.
6. A pattern of similar façade shapes, window/door openings and details shall be present for buildings on the same block to create a consistent feel along public frontages without resorting to architectural mimicry.

7. The alignment pattern of horizontal features (window moldings, tops of display windows, cornices, copings, parapets, etc.) on building fronts should be maintained across buildings on the same block.

8. Elements of corporate/franchise architecture may be permitted, but shall respect and fit in with surrounding properties.

9. Buildings shall be a maximum of three stories or 55 feet in height (whichever is less). Height shall be defined per the Village's zoning ordinance. Dormer windows above the third floor that do not substantially add to the bulk of the building shall not be considered a fourth floor.

Building Setbacks & Public Realm Interface — Commercial & Mixed-Use Areas

The following regulations are for commercial, office, and mixed-use buildings on "First Street" (which fronts the Village Green) and Centerline Drive. See the map on page 23 for street locations.

1. Front façades shall be located along the street frontage to create a regular pattern of façades along the sidewalk and establish the feeling of an "outdoor room" along the street.

2. Buildings with long front façades should split the façades into "bays" of between 20 and 40 feet. Bays of a single building shall be of similar widths. Changes in façade materials, window design, façade height, or other elements may be used to differentiate bays. Such bays shall be architecturally harmonious with adjacent bays and/or buildings. Slight variation in alignment between façade elements on such buildings is encouraged.

3. Ground floors of buildings shall contain commercial uses; ground floors of buildings fronting the Village Green and from "Second Street" east to the Village Green shall be reserved for retail/service businesses.

4. Ground floor façades shall maintain the historic scale of building façades and key elements such as storefront windows and transoms. At least 60% of the first floor façades facing public streets shall be clear, non-tinted windows or entrances to encourage pedestrian activity and provide for pedestrian interest along street frontages.

5. Spandrel glass, highly reflective surfaces, and tinted glass are discouraged along the ground

The mixed-use building shown above illustrates many of the Building Scale principles—it has a sloped roof, implements a contemporary design influenced by historical patterns, contains a more transparent ground floor, has an articulated façade with different "bays," creates a pattern of windows, and maintains a pattern of similar façade shapes.

Commercial buildings must be designed to encourage pedestrian activity by facing the street and integrating windows to allow visibility between the interior and exterior of the store. Gooseneck lighting is encouraged to contribute towards the desired "old world" feel described in the overall Centennial Centre Master Plan.

floor facing public streets. Such surfaces should only be used selectively for decorative purposes.

6. Windows along public streets shall not be obscured by paper, vinyl coverings, unapproved signage, or interior walls.

7. A "bulkhead" or "kneewall" of 20 inches to 30 inches is required between first floor windows and the ground along public streets.

8. Windows shall allow views into the shop working area, and/or lobby. Display cases may be incorporated into interior spaces where open glass storefronts are not feasible.

9. Shades/curtains and window treatments at ground level are discouraged. Window treatments for any windows shall be manufactured for such use.

10. Corner buildings shall be designed to present a visually interesting façade to pedestrians on both frontages; corner entrances are encouraged for corner buildings.

11. Outdoor cafes/seating areas for restaurants are encouraged, where space permits, to enhance the overall pedestrian character of the Commercial Core.

12. Vertical joints between façade materials should occur only at inside corners or changes in façade depth (note that this does not prohibit expansion joints).

13. Façades facing alleys and parking lots shall have high-quality materials, though the level of detailing may be less than façades facing public streets.

14. The ground floor and second floor of buildings shall maintain at least 70 percent of the façade at or within three feet of the sidewalk edge.

Building Setbacks & Public Realm Interface — Residential Areas

The following regulations are for residential buildings on "First Street," "Second Street," and "Third Street."

Outdoor cafes and seating areas for restaurants are encouraged. Awnings and projecting signage are allowed.

Multifamily residential buildings shall be designed with individual unit entrances facing the public street. This creates a pedestrian-friendly atmosphere, enhances interaction between neighbors, and enhances the feeling of safety.

1. Numbers 1, 2, 5, 12, and 13 from the preceding section, "Building Setbacks & Public Realm Interface — Commercial & Mixed-Use Areas," shall also apply to multifamily residential buildings/townhomes.

2. The main entrances for all multifamily and/or townhome buildings shall face a public street (with the exception of areas on the final site plan where a midblock building is shown).

3. Parking between multifamily/townhome buildings and the street right-of-way shall be prohibited.

Doorways, Porches, and Upper Floor Windows—Commercial & Mixed-Use Areas

1. Primary entrances of buildings with lot lines along a public street shall face the street, be clearly defined, and be at street level. Primary entrances to individual ground-level businesses shall be from the sidewalk, and not from inside lobbies or hallways.

2. Entrances shall be recessed at least three feet from the front lot line to eliminate conflicts between store entrances and the sidewalk.

3. Entrances along a public street shall be open to the public during all regular business hours to encourage pedestrian activity along street frontages (as opposed to parking lot frontages).

4. Lobbies for upper floor residential or commercial uses shall be distinguished from ground-level business entrances.

5. Upper story windows shall have a vertical emphasis. Detailing such as muttons or mullions are encouraged where integrated into the building design. To foster authentic architectural detailing, muttons and mullions, where present, shall be exposed to the exterior and not sandwiched between panes of glass or located on the interior of the window.

6. Shutters, if provided, shall be authentic to the architectural style and sized to fit the windows.

7. Bay windows, if proposed, must be appropriate to the overall architectural style of the building.

Doorways, Porches, and Upper Floor Windows—Residential Areas

1. Primary entrances of buildings with lot lines along a public street shall be face the street and be clearly defined.

2. All multifamily residential/townhome buildings shall be designed with individual unit entrances facing public streets. The Village may grant exceptions for facilities that cater to seniors or persons who need nursing care under Wisconsin law, such as CBRFs and RCACs.

Unit entrances are distinguished by decorative detailing around doors. Shutters, when used, should be consistently applied and designed to fit windows when closed. Sloped roofs, high-quality façade materials, entrances that are elevated from street level, and a consistent architectural theme that maintains some differentiation between units make the above townhomes a strong example for Centennial Centre.

This mixed-use building integrates ground-floor retail and second/third-floor residential, all fronting a public plaza.

3. Entrances to individual residential units from public streets should be set back from the street by 5 to 10 feet, and elevated from street level by up to a half-floor to provide privacy for first-floor tenants/owners without compromising pedestrian friendliness

4. Numbers 5, 6, and 7 from the preceeding section, "Doorways, Porches, and Upper Floor Windows—Commercial and Mixed-Use Areas," shall also apply to multifamily residential buildings/ townhomes.

Building Materials—All Areas

"Four-sided architecture" with quality building materials on all facades should be present throughout the Commercial Core. The Village should include regulations on building materials as part of any future zoning district/document for the Commercial Core area. The following design guidelines should be adhered to for the Commercial Core to establish a high, and lasting, standard of quality.

1. Materials for buildings shall be authentic and shall not mimic other materials (e.g., materials with faux wood grain are prohibited).

2. Concrete block (smooth or decorative split-face), stucco/EIFS (smooth, natural, or textured synthetic), metal, plywood, pressboard, unfinished precast concrete, diagonal siding, board-and-batten surfaces, and poured-in-place concrete shall not be used on building façades or walls that are visible from streets, driveways, sidewalks, alleys, or parking areas.

3. Ground face, glazed block, synthetic stone, smooth/textured synthetic stucco or plaster, wood trim, and decorative metal shall be used only for decorative accent purposes and limited in use on building façades.

4. Façade materials shall be horizontally oriented.

5. Vinyl, plastic, and aluminum siding is prohibited.

Parking & Driveways—All Areas

1. Any parking lot with frontage on a public street shall be set back from the sidewalk at least five feet and shall be well screened from pedestrians through use of landscaping and decorative fencing. Hedges and fencing, if present, shall be maintained at 30 to 36 inches in height (sufficient height to screen cars parked close to the sidewalk, but not eliminate visibility into and out of the parking lot).

Parking lots, when not located behind buildings, should be screened by decorative fencing and landscaping.

Street lighting should be pedestrian-scaled. Decorative "uplighting" is allowed in commercial and mixed-use areas to emphasize architectural features.

Gooseneck lighting for commercial signage is encouraged, especially along Centerline Drive and "First Street," but should be unobtrusive. Also note the ground-floor windows, awnings, and entrance that is set back from the street.

2. Dedicated surface parking for single businesses is discouraged; shared parking should be considered to minimize the negative impacts of over-provision of parking.

3. Bicycle parking at a ratio of 1 bicycle stall per 3,000 square feet of retail/office/service space and 1 bicycle stall per dwelling unit shall be provided as part of any public or private parking area. Retail/office/service bicycle parking shall be located as close as feasible to building entrances. In cases where structured parking for cars is provided, a proportionate share of bicycle parking should be provided within the same structure.

4. Loading, trash, and utility areas shall be located at the rear of buildings and screened from streets, sidewalks, parking areas, and buildings (both on-site and adjacent). Screening materials shall complement the building. Shared service areas between businesses are encouraged.

Lighting—All Areas

1. Lights shall not move, flash, or make noise.

2. Site lighting shall provide a sense of safety without having a negative effect on neighboring properties. Lighting shall be located, aimed, or shielded to minimize glare, sky glow, and stray light trespass across property lines.

3. Lighting shall be designed for pedestrians.

4. Projecting light fixtures, such as shaded gooseneck fixtures used for externally illuminated signs, shall be simple and unobtrusive in appearance.

5. "Uplighting" to emphasize architectural features is allowed for buildings fronting the Village Green, buildings fronting Centerline Drive, and buildings north of Centerline Drive.

6. Exterior "can" lighting is prohibited.

Sandwich boards should be allowed, but not placed so they obstruct pedestrian flow. Decorative projecting signs and awnings are also allowed, and can contribute to a pedestrian-oriented storefronts. Business signage should be placed between the first and second floors along Centerline Drive and First Street.

Signage & Awnings—Commercial & Mixed-Use Areas

1. Small outdoor neon/LED signs and interior neon/LED signs (such an "open" sign) are allowed along Centerline Drive and First Street, but are limited to one per street frontage for each business. Such signs shall not move, flash, or make noise.

2. Internally lit 'cabinet' type signs are prohibited on façades and in windows. Internally lit letters are permitted.

3. Sandwich signs are allowed, but:

    - Shall not be placed in a manner that impedes pedestrian traffic;

    - Shall not be wider than three feet or taller than four feet;

Cabinet signs are prohibited on all facades and in windows.

- Shall be professionally designed and well-maintained;
- Shall use high-quality materials that withstand the elements;
- Are limited to one per business; and
- May only be placed in front of the building for which they are advertising (i.e. sandwich signs at street intersections for midblock businesses are prohibited).

4. When awnings are present, awning color shall be selected to ensure compatibility with the building and adjacent buildings.

5. Awnings shall be attached below the storefront cornice or sign panel and shall not cover the piers on either side of the storefront.

6. Plastic and vinyl awnings are prohibited.

7. Awnings shall not project more than seven feet from the wall of the building to which they are attached, and shall not be closer than one foot to the back of the curb.

8. Arcades and structural overhangs of the public sidewalk are prohibited.

9. New signage shall be traditional in character to complement an "old world" feel .

10. Signage is limited to one primary sign per street frontage. The primary sign, if present, shall be located above the storefront display windows but below the sills of the second floor windows. Exceptions may be made for buildings north of Centerline Drive with highway visibility.

11. Secondary signs, when present, shall be directed to pedestrians. Secondary signs may consist of plaques (maximum of two square feet), projecting signs (maximum of 12 square feet), or window signs (shall not cover more than twenty percent of the total glazed area of the storefront and shall not obscure the display area).

12. Projecting signs larger than 12 square feet are prohibited. Projecting signs shall not project more than 4.5 feet from the face of a building, shall not obscure signage from adjacent buildings, and shall be adequately braced with decorative metalwork (swinging signs are prohibited).

13. There shall be at least seven feet of vertical clearance between awnings and the sidewalk and at least eight feet of vertical clearance between projecting signs and the sidewalk.

(This page intentionally left blank)

Chapter 4: Implementation Action Plan

The Village has been extremely successful in implementing the 2009 *Centennial Centre at Hobart Master Plan* over the past five years. Since its creation in 2009, Tax Increment District (TID) #1, which encompasses *Centennial Centre*, has increased in value by $65 million. In fact, TID #1 increased in value by 26% from 2013 to 2014. Most of the growth thus far has been residential, though there have been business successes with the attraction of Centerline Machining and Grinding and EMT International, along with Angelus Village Assisted Living. A large part of the success the Village has had thus far is attributable to the strong marketing effort that has continued through the drafting of this plan. This marketing effort should continue, and be further supplemented now that the Village is ready to ramp up attraction of retail businesses and additional multifamily development.

The chart on the following pages lists additional strategies that will assist in successful implementation of the Commercial Core concept plan.

(This page intentionally left blank)

Item #	Action Item	Responsible Party	Timing / Phasing	Cost & Funding	Discussion
1	Host regional developer "Familiarization Tour" to emphasize readiness to develop the planning area, introduce Commercial Core concept, and update developers on recent development in and around *Centennial Centre* .	Village/CDA	Spring 2015	$5,000, TIF	The Village has done an excellent job of promoting *Centennial Centre* to developers. A further step, now that a concept has been completed for the Commercial Core area, is to introduce the concept to developers, while at the same time emphasizing the recent development and residential growth that has been occurring in and around *Centennial Centre.*
2	Work with Sorenson Family Trust on marketing; consider negotiations to lock in a land price should the Village and a Developer wish to move forward with development.	Village/CDA	2015	—	The Village is fortunate in that the land for the Commercial Core area is owned by two entities: the Village itself, and the Sorenson Family Trust, with the Trust having been a willing participant in planning. With the somewhat arbitrary property boundaries that cut through the middle of the Commercial Core planning area, the Village should coordinate with the Trust to further simplify the future acquisition of the land so that future developer interest in the Commercial Core can be more easily addressed.
3	Conduct more in-depth citizen survey and/or needs analysis to determine the demand for a new civic building at *Centennial Centre.*	Village Board	2016	Nominal (could be combined with utility bill mailing)	Public feedback throughout the planning process for the Commercial Core area expressed a strong desire for a civic building component in the area. A more detailed public survey and space needs study should be undertaken to gain a better idea of long-term needs, potential building size, and development costs.
4	Meet with area medical facilities to discuss available land and potential for major clinic location at Centennial Centre.	Village Administrator	2014-2015	—	The nearest major clinic is a 5.5 mile drive from the *Centennial Centre* area. With the west side of the Green Bay metro area being the fastest growing portion of Brown County, need for a medical clinic is likely to emerge over the coming years. Such a use could create an institutional anchor for the Commercial core, drawing employees to the area.
5	Continue working with WisDOT and the state to prioritize the County Highway VV interchange.	Village Board & Village Administrator	Ongoing	Depends upon DOT funding level for project	The Village has already made contact with the state on the desire to see an interchange at CTH VV. The interchange will be necessary to establish a commercial area in *Centennial Centre* that is capable of serving more customers than are present in the immediate surrounding area.
6	Ensure pedestrian friendly street designs and pedestrian/bicycle amenities are installed as municipal infrastructure is built-out.	Public Works Department & Village Board	Ongoing	(integrated with street construction costs)	While the final concept plan recommends a connected street network with pedestrian– and bicycle-friendly elements, it will be important to continue to ensure that the details of pedestrian-friendly design are adhered to as specific construction plans are drawn up for the street network within the Commercial Core.
7	Consider creation of a special events committee to advance programming for public spaces within Centennial Centre.	Village Board, CDA	2017+	—	Special events and community gatherings will be an integral part of ensuring that the Commercial Core becomes a successful neighborhood. Creating great public spaces is only part of the equation—once one or more of the public spaces in the Commercial Core have been established, the Village should consider convening a dedicated committee to undertake programming for events at *Centennial Centre.* Events could be weekly, such as a farmers' market, or yearly, such as an art fair.
8	Discuss creation of a Business Improvement District (BID) with developer(s) business owners around the Village Green and along Centerline Drive once commercial development has reached sufficient volume.	Village Board, Developer(s), Business Owners	2017+	—	BIDs are most typically found in older "Main Street" areas with a diversity of small business owners. However, it is possible to form a BID wherever there are willing business owners. BIDs can take on cross-marketing, sidewalk snow removal, waste collection, special events, advertising, and other duties that make a commercial area more successful. Depending on how the Commercial Core is developed, formation of a BID could be an important strategy (if a BID is formed, the committee discussed under #7 may not be necessary).
9	Revise Village parking ordinance to reduce parking requirements.	Plan Commission, Village Board	2015	~$4,000-$10,000 for complete overhaul; TIF/General Fund	Revision of the Village's parking ordinance is critical to the future success of the Commercial Core as a successful pedestrian-oriented neighborhood. The Village's current parking ordinance requires far too much parking for commercial development, which would result in low assessed values and spread out, unwalkable environments if implemented. While much, if not all, development in the Commercial Core is likely to occur as a Planned Development District, language in the ordinance states that "parking facilities shall be provided on the basis of the required spaces for each individual use." As an example, the Village requires one parking space per 150 square feet of shopping center floor area, which is twice as much parking as a prevailing standard in most mid– to large size communities in the state (and the 1 per 300 square feet standard in itself can result in too much parking). Additionally, the required parking stall size (10'x20') is above the standard stall size (9'x18'). Shared parking should also expressly be permitted.

Item #	Action Item	Responsible Party	Timing / Phasing	Cost & Funding	Discussion
10	Consider implementing a form-based zoning code to require specific design elements of buildings/sites within the Commercial Core area.	Plan Commission, CDA, Village Board	2014-2015	—	There are many reasons that form-based zoning can be advantageous in guiding implementation of a mixed-use area such as the Commercial core: they are prescriptive (they state what is wanted) rather than proscriptive (what isn't wanted); they allow citizens to better envision what will happen; they allow for a diversity of architecture by multiple developers within a communally agreed-upon vision and legal framework; they can be shorter, more concise, more visual, and organized for better understanding by non-professionals; they can require less oversight by discretionary bodies; they are more enforceable than design guidelines.
11	Meet regularly with regional staff from the Wisconsin Economic Development Corporation, Bay Lake Regional Planning Commission, and Brown County Economic Development staff to coordinate on Hobart development efforts.	Village Staff	Ongoing	—	There are a multitude of governmental entities beyond the Village that are working to promote economic development. The Village should meet regularly with County, RPC, and state economic development staff to share successes and provide updates on what the Village is pursuing. At the same time, County, RPC, and WEDC can share information on initiatives and leads that the Village may wish to participate in.
12	Consider active participation with the International Council of Shopping Centers (ICSC) to network and publicize *Centennial Centre's* retail component.	Village Officials	Ongoing	Depends upon level of participation (membership is $100/year)	The ICSC is a shopping center trade group that offers education, advocacy, research, and networking services for the retail industry. Municipalities looking to boost retail development can learn about what developers and retailers look for in a location by having officials participate in networking and events. While ICSC is an international organization, it holds events that cater to the Wisconsin and Midwest markets, the most recent of which was an August 6th/7th, 2014 program in Wausau.
13	Develop sidewalk café ordinance.	Plan Commission	2015	<$5,000 (or pursue in-house)	A important part of establishing a vibrant commercial district is allowing outdoor food and drink to be served on public property. While the Commercial Core will be designed from the ground up, and therefore be more likely to integrate dedicated outdoor dining from the start than a traditional downtown, there will still be a need to accommodate sidewalk cafés. An ordinance regulating such a use should be adopted in anticipation of the establishment of restaurants within the Commercial Core area.