Hayes Goodman/Daily News Staff

A tall crane lifts a roof truss in place Friday onto the fifth floor of the Rincon 225 apartment building now under construction in downtown Hartford. The building will be the home for 82 apartments. The building is tentatively expected to be ready for occupancy sometime around May.

"Just as the board reviews other policies periodically, they agreed on Dec. 2 that the Policy Committee should look at this policy to determine if it is workable," Kirkegaard said.

See **SCHOOLS**, PAGE 8A

HARTFORD COMMON COUNCIL

Development plan for old Kmart property to be unveiled tonight

Brownfield grant, bank helped pay for study costs

By Joe VanDeLaarschot
jvan@conleynet.com
262-306-5054

HARTFORD — A proposed redevelopment plan for property on the Highway 60 corridor into the city will be unveiled at the city's Common Council meeting tonight.

Since Kmart closed its Hartford Plaza location along Highway 60 in the city, less than a handful of businesses still operate in the complex and very little activity appears to be going on at the site. Earlier this year, however, city officials, an area bank and community business have remained active behind the scenes, including authorizing a study completed recently by Vandewalle and Associates to examine "out of the box" ideas for developing the property as more than just additional retail space.

The redevelopment concepts depict a number of uses, which are considered feasible based on a growing market and existing community development standards. The possible uses, which would be part of a multi-million redevelopment, would include:

■ **Subdivision and phasing proposal** – An enhanced street grid with opportunities for parcel subdivision and phased development.

■ **Residential** – Up to four low-rise residential towers with potential for up to 150 units, ample parking, on-site green space and clubhouse amenities, and outstanding views of adjacent protected wetlands.

■ **Commercial** – Two mixed commercial/retail buildings of approximately 24,000 square feet each, suitable for professional offices, service-oriented businesses and boutique shopping.

■ **Outlots** – Two stand-alone outlots desired for fast, casual restaurant development, such as a brew pub, sports bar, or popular chains, each offering high visibility to Highway 60 and outdoor seating potential.

"Zoning changes may be considered to accommodate multi-family residential development of sufficient density," the plan said.

Daily News file photo

This photo, taken sometime this past summer, shows the mostly vacant Hartford Plaza located along Highway 60 in the city. Since Kmart closed its location in the plaza about three years ago most of the building has remained vacant.

To help pay for the costs of the study, the city applied for and received grant money from the Brownfield Grants Program, which is coordinated by Washington County. The grant was for about $24,000 and other remaining costs were to be paid by Equitable Bank, which has taken over the property.

"We want to determine the best way to move forward to market this property and we feel this study

See **DEVELOP**, PAGE 8A

Volume 164, No. 95

INDEX

Business	4A	Lottery	8A
Classified	6B	Obituaries	7A
Commentary	6A	Sports	1B
Crossword	3B	Success	4B
Health	5B	Weather	8A

WEATHER

Tomorrow: Mostly sunny
High 12 / **Low** 7

See complete forecast on Page 8A

DAILY NEWS ONLINE

Subscribers get free access to the full electronic edition of the newspaper at:
gmtoday.com

TO SUBSCRIBE TO THE DAILY NEWS: Call **262-306-5000** or go online at: **gmtoday.com/subscribe**

conley CLASSIFIEDS

Interested in these jobs and more? Go to www.gmtoday.com and click "Jobs" for more details.

FT ASSISTANT TO FINANCE DIRECTOR
City of Mequon
Mequon

DESIGNER
Gruber Tool & Die
West
Bend

FT/PT PRODUCTION DEPARTMENT
Clothes Clinic
West
Bend

TAX PREPARER/ BOOKKEEPER
Linda Pulkowski
Genesee
Depot

LEAD PRE-SCHOOL & INFANT TEACHER
Range Line PreSchool
Grafton

Copyright © 2019 Conley Publishing Group. All Rights Reserved. 12/10/2019
January 22, 2020 1:38 pm (GMT +6:00)

Powered by TECNAVIA

risk,6-7 high risk, 8-10 very high risk, 11-over extreme risk.

rise tomorrow . . . . . 4:08 p.m.
set tomorrow . . . . . 6:28 a.m.

High: 49
Low: 46

High: 43
Low: 29

High: 40
Low: 27

Submitted drawing

This is the latest artist's rendering of a possible multi-million dollar redevelopment plan for the Hartford Plaza located along Highway 60 in one of the main entrances into Hartford.

Develop

From Page 1A

should be able to make the correct decision," said Mayor Tim Michalak. "The bank has been helpful in stepping forward and working with us on this. The bank currently has a company working to sell the property."

Michalak said earlier he is very optimistic about the future of the location.

"It is a prime location," Michalak said. "Conducting the study is showing that the community is willing to marshal its resources to work with a developer that has the imagination to move forward with something the city believes is something profitable for a developer and a real benefit to the city."

City Administrator Steve Volkert said the study will be used to help market the different aspects of the property for the bank and realtor.

Equitable Bank has the 17.46 acres with the existing 150,000 square feet of multi-tenant shopping center for sale for $3.4 million.

Report: U.S. misled public on Afghanistan war progress

WASHINGTON (AP) — The U.S. government across three White House administrations misled the public about failures in the Afghanistan war, often suggesting success where it didn't exist, according to thousands of pages of documents obtained by The Washington Post.

The documents reveal deep frustrations about America's conduct of the Afghanistan war, including the ever-changing U.S. strategy, the struggles to develop an effective Afghan fighting force and persistent failures to defeat the Taliban and combat corruption throughout the government.

''We were devoid of a fundamental understanding of Afghanistan — we didn't know what we were doing,'' Douglas Lute, a three-star Army general who served as the White House's Afghan war czar during the Bush and Obama administrations, told government interviewers in 2015.

The interviews were conducted as part of a ''Lessons Learned'' project by the Special Inspector General for Afghanistan Reconstruction over the past several years. The Post sought and received raw interview data through the Freedom of Information Act and lawsuits.

The documents quote officials close to the 18-year war effort describing a campaign by the U.S. government to distort the grim reality of the war.

''Every data point was altered to present the best picture possible,'' Bob Crowley, an Army colonel who served as a counterinsurgency adviser to U.S. military commanders in 2013 and 2014, told government interviewers, according to the Post. ''Surveys, for instance, were totally unreliable but reinforced that everything we were doing was right and we became a self-licking ice cream cone.''

The Pentagon released a statement Monday saying there has been ''no intent'' by the department to mislead Congress or the public.

Defense Department officials ''have consistently briefed the progress and challenges associated with our efforts in Afghanistan, and DoD provides regular reports to Congress that highlight these challenges,'' said Lt. Col. Thomas Campbell, a department spokesman. ''Most of the individuals interviewed spoke with the benefit of hindsight. Hindsight has also enabled the department to evaluate previous approaches and revise our strategy, as we did in 2017 with the launch of the president's South Asia strategy.''

Create a presence and position your business name in front of 2000+ of people by participating in the

pennies and picked a charity of their choice to which the money would go.

Fox Bros. President Pat Fox sweet-

owned and the idea was generated by the Employee Stock Ownership Plan Committee.

Hartford Piggly Wiggly Store Man-

raised $610, just behind the Saukville Piggly Wiggly.

Hass said 100 percent of the funds will go to Special Olympics.

Common Council endorses plan to redevelop Hartford Plaza

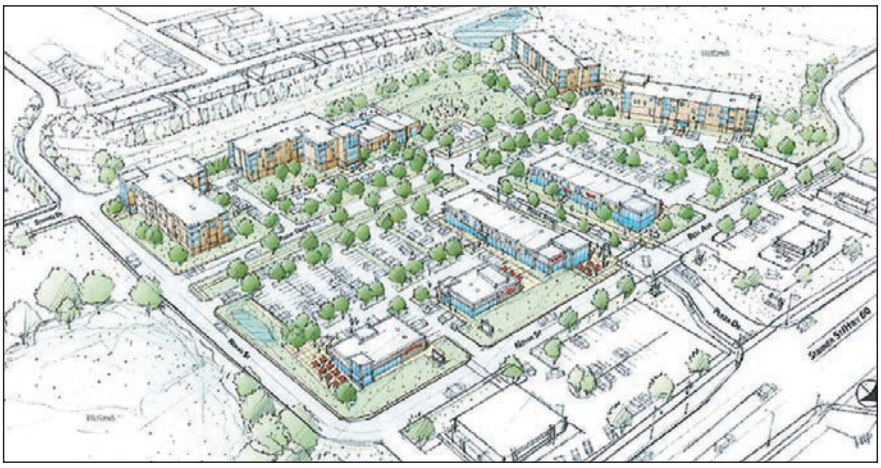
Potential uses include residential, commercial

By Joe VanDeLaarschot
jvan@conleynet.com
262-306-5054

HARTFORD — In a decision they hope shows the city will leave no stone unturned in trying to promote economic development, the Common Council on Tuesday night endorsed a proposed development plan that could bring economic prosperity to the now largely vacant Hartford Plaza.

City Administrator Steve Volkert said the study can now be used to help market the different aspects of the property for the bank and realtor — options in addition to its current use for retail space.

A development study completed by Vandewalle and Associates of the nearly 17.5 acre site was presented to aldermen Tuesday night and discussed in depth before the endorsement vote was taken. Since Kmart closed its Hartford Plaza location along Highway 60 about three years ago, less than a handful of businesses still operate in the complex and very little activity appears to be going on there. Earlier this year, however, city officials, the bank that now owns the property and community development leaders have remained active behind the scenes including authorizing the study.



Submitted rendering

This is the latest artist's rendering of a possible multi-million dollar redevelopment plan for the Hartford Plaza located along Highway 60 in one of the main entrances into Hartford. The road located to the bottom and right is Highway 60. The Hartford Common Council discussed and voted to endorse the development proposal.

Daniel Johns, associate planner and economic analyst for Vandewalle and Associates and who helped write the report, said two options were offered as possible development options for the property in the final report.

See **PLAZA**, PAGE 8A

Volume 164, No. 96

INDEX

Business	4A	Lottery	8A
Classified	6B	Obituaries	7A
Commentary	6A	Technology	5B
Region	5A	Sports	1B
Crossword	3B	Weather	8A

WEATHER

Tomorrow:
Isolated snow
High 35 / **Low** 31

See complete forecast on Page 8A

TO SUBSCRIBE TO THE DAILY NEWS: Call **262-306-5000** or go online at: **gmtod**

Normal season to date 1718

set today . . . . . 4:16 p.m.
rise tomorrow . . . . . 7:15 a.m.

Moonrise tomorrow . . . . . 4:54 p.m.
Moonset tomorrow . . . . . 7:34 a.m.

UV scale and warnings on possible skin damage: 0-2 low risk, 3-5 moderate risk,6-7 high risk, 8-10 very high risk, 11-over extreme risk.

SEATTLE High: 50 Low: 46

ST. LOUIS High: 47 Low: 32

ebook rebuffs AG over access rypted messages

(AP) — rebuffing Attorney n Barr to a way to nessages. Facebook- and Mes- told Barr and Aus- parts that oving for- to enable yption on aging ser- d encryp- essages so ebook can ts.

eady uses ncryption. to extend o Messen- m Direct. r officials mpany in ff. In a let- CEO Mark y insisted access by could hin- revent or es. The let- mphasized ild sexual stify their

Barr reiterated his concerns in a speech Tuesday, calling the encryption fight "one of our highest priorities" and describing "an increasing number of horror stories about how people are dying, or being molested or whatever, but we cannot get in."

Law enforcement has long sought a way to read encrypted messages that's analogous to wiretaps for phone calls. Security experts, however, say that giving police such access makes messaging insecure for everyone by creating vulnerabilities that others can exploit.

In Facebook's response Monday to Barr and other authorities, Will Cathcart, head of WhatsApp, and Stan Chudnovsky, head of Messenger, said creating such a "backdoor" for law enforcement "would be a gift to criminals, hackers and repressive regimes, creating a way for them to enter our systems and leaving every person on our platforms more vulnerable to real life harm."

Plaza

From Page 1A

"One included a mix of retail and residential units," Johns said. "The other included a possible regional sports complex that could include an inflatable dome or a field-house and outlots for retail and restaurants."

City Planner Justin Drew said the options offered in the report were "just suggestions and do not tie the bank to not redeveloping the property as it is now, as all retail space."

"Equitable Bank was generally pleased with the report, but they don't want to be held to just developing the property with the suggestions," Drew said. "They want to be able to redevelop it as it is now if they want to."

The redevelopment concept depicts a number of uses, which are considered feasible based on a growing market and existing community development standards. The possible uses, which would be part of a multi-million redevelopment, include:

- **Subdivision and phasing proposal:** An enhanced street grid with opportunities for parcel subdivision and phased development.
- **Residential:** Up to four low-rise residential towers with potential for up to 150 units, ample parking, on-site green space and clubhouse amenities, and outstanding views of adjacent protected wetlands.
- **Commercial:** Two mixed commercial/retail buildings of approximately 24,000 square feet each, suitable for professional offices, service-oriented businesses and boutique shopping.
- **Outlots:** Two standalone outlots desired for fast, casual restaurant development, such as a brew pub, sports bar, or popular chains, each offering high visibility to Highway 60 and outdoor seating potential.

"Zoning changes may be considered to accommodate multi-family residential development of sufficient density," the plan's authors said.

To help pay for the costs of the study, the city applied for and received a grant from the Brownfield Grants Program, which is coordinated by Washington County. The grant was for about $24,000 and other remaining costs were to be paid by Equitable Bank, which has taken over the property.

Jenkins

From Page 1A

Jenkins serves as well on the Washington County Board of Supervisors but will not be seeking another term. He is also president of West Bend Early-Risers Kiwanis and president of Musical Masquers Theater Company.

As mayor, Jenkins said he would bring people of all different backgrounds, experiences and opinions to continue to develop creative solutions for the city. He added that he wants to create a new strategic plan with goals for 2020 and the future with new values to improve the budget and track the city's process.

Jenkins said he also wants to continue to push the city towards less debt, more sav value for t lars.

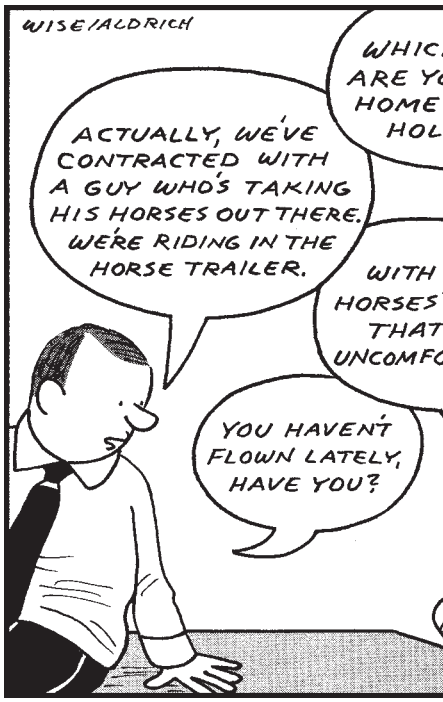
"I look opportunit now and said. "Let' love our choose fo home to r in. I hope support."

Lottery

Tues W

Pick 3
Pick 4
SuperCash
SuperCash
Badger 5
Mega Million
Mega Ball
Megaplier

Real Life



ified as a re areas to said, and een nega- response he school e board in e had with ing facili- s and land

rt of the question s the new should ming year. r response ationships ommunity n said it a people out in the

on throughout the year and not necessarily something the replacement must have, he said. Some other responses included teaching modern workplace skills, assuring student well-being and fostering relationships with parents and the community.

Desirable characteristics and skills for the new superintendent to possess include building a good team and bringing out the best in others, as well as deep knowledge of curriculum instruction and the ways in which students learn.

Focus groups were also included in this process to encourage discussion around some key areas.

From the 10 focus groups of about 70 people, Linehan

ics that related to what was asked in the online survey. In that manner, a discussion was held surrounding some ideas previously asked to offer more insight from the community into the replacement process. There were parent groups, faculty groups and various ways of including a variety of voices, Linehan said, to get thoughts of people affected by the decision.

There is great pride in Germantown's approach to education, the focus groups revealed; people like it and want to see more of it. The results are validation of Holmes' great work in the district, Linehan said.

Challenges include some referendum issues that still need to be resolved, along with more clarity needed in

plan for faculty came up several times, Linehan said. In the new superintendent's first year, it is important to get to know the district, many respondents said. Germantown is good, Linehan said, but it can be better.

Christmas Trees an
Holiday Floral Direct

Have that pick your own feeling!
The freshest cut tree
you'll ever get!

FR
Popcorn & H

l News Source Since 1855

Submitted photo

akes his John Deere Spitfire for a spin and Gully Snowriders Show and Ride.

Submitted photo

and Ride. The annual event for machine-

mitted photo

"Too many, in my wife's opinion," he said.

He confesses to being a "Ski-Doo nut," but he has no brand loyalty.

His vintage adventure began with a 1970 Ski-Doo Olympic and his latest acquisition is a 1979 Ski-Doo 9500 Blizzard.

Pulvermacher said according to the state Department of Natural Resources, snowmobiles over 35 years old must be registered, but riders don't need the annual trail pass that is required with newer

Commission endorses Hartford Plaza redevelopment plan

Development leaders pitching plan to prospective developers

By Joe VanDeLaarschot
jvan@conleynet.com
262-306-5054

HARTFORD — The Plan Commission went on record Monday night as unanimously supporting a recently completed proposed redevelopment plan for the largely vacant Hartford Plaza.

A proposed redevelopment plan for property on the Highway 60 corridor into the city was given unanimous support by the Common Council in December. Since Kmart closed its Hartford Plaza location along Highway 60 in the city nearly three years ago and Sentry Foods closed in the mall before that, less than a handful of businesses still operate in the complex. The redevelopment concepts. authored by consultant Vandewalle and Associates, propose a number of uses, which are considered feasible based on a growing market and existing community development standards.

Commissioner Ralph Kuepper said the proposal is to show developers what else could be located on the site.

"This is something we can show to developers to show other possibilities," said City Planner Justin Drew. "It also shows citizens that we're doing something (about developing the property)."

Tom Hostad, executive director of the Hartford Area Development Corp. whose organization helped pay for the study, said some developers are already expressing interest in the plan.

See **HARTFORD**, PAGE 2A

SOUND OFF
What do you think?
Phone: 262-513-2641
Email: soundoff@conleynet.com

Honoring a much-loved teacher

Community fundraises for cancer

up. All

Powered by TECNAVIA

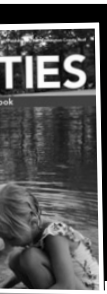
more than over 550 given to ship fund," daily

If you know a student who is currently attending college for insurance or a related field of study, or set aside.

chase insurance from their sponsor.

Before applying, visit www.piaw.org to see if there

must be submitted by March 15. The complete application is also on the PIAW website.



SUMMER 2020

Park & Recreation Booklet

The booklet publishes in the March 13 *Daily News* and the March 15 *Washington Co. Post.*

Be sure to advertise your business in this popular publication distributed to **almost 16,900 throughout West Bend**. The booklet is also featured on West Bend Park's Department website as a flipbook.

Local residents rely on this booklet as a reference all season long.

Ad deadline is February 7.

to place your advertisement call Barb at 262-306-5075.

DAILY NEWS *A Trusted News Source Since 1855* WASHINGTON COUNTY POST

Hartford

From Page 1A

"Justin Drew and I met and we made a list of developers and construction firms that we wanted to contact and we have sent them the marketing piece that was developed in support of this land and we asked for their thoughts on whether they would like to participate or if they knew someone they could refer us to who may have an interest in the project," Hostad said. "We did that last week and we are starting to already get some responses back. There are some folks who would like to talk to us about the project so we are pleased about that. We expect that over the next four weeks or so we should have the opportunity to meet with the folks that have shown an interest and gauge how we want to proceed and if they want to proceed."

Hostad said those involved "are very enthused."

"There have been a couple of developers that told Justin and I that they are interested in doing something in Hartford and they are just looking for the right opportunity," Hostad said. "We'll see how they respond."

The possible uses listed in the plan, which would be part of a multi-million redevelopment, might include:

■ Subdivision and phasing proposal — An enhanced street grid with opportunities for parcel subdivision and phased development.

n Residential – Up to four low-rise residential towers with potential for up to 150 units, ample parking, on-site green space and clubhouse amenities, and outstanding views of adjacent protected wetlands.

■ Commercial — Two mixed commercial/retail buildings of approximately 24,000 square feet each, suitable for professional offices, service-oriented businesses and boutique shopping.

■ Outlots — Two standalone outlots desired for fast, casual restaurant development, such as a brew pub, sports bar, or popular chains, each offering high visibility to Highway 60 and outdoor seating potential.

Equitable Bank has the 17.46 acres with the existing 150,000 square feet of multi-tenant shopping center for sale for $3.4 million.

ated on the latest local home g and improvement news in the *vaukee Home Connection.*

Check out "before and after" hotos of award-winning remodel jobs.

the February 8th edition.

DAILY NEWS *A Trusted News Source Since 1855*

Build Your Home Improvement Business!

WCBA WASHINGTON COUNTY BUILDERS ASSOC

WCBA 2020 HOME BUILDING & REMODELING EXPO

FEBRUARY 7, 8, 9

Connect with area consumers looking to build, remodel or improve! Advertising is open to WCBA members and non-members.

Special WCBA Home Building & Remodeling Expo section runs inside the Sunday, February 2 *Washington County Post* and the Thursday, February 6 *Daily News*.

AD DEADLINE: FRIDAY, JANUARY 24

DAILY NEWS *A Trusted News Source Since 1855* WASHINGTON COUNTY POST

Powered by TECNAVIA

Festival Foods affiliate purchases Hartford Plaza

Company plans serving public sometime in 2022

By Joe VanDeLaarschot

jvan@conleynet.com 262-306-5054

HARTFORD — An affiliate of Festival Foods has closed on the purchase of the mostly vacant Hartford Plaza on Highway 60 — the east entrance to the city.

According to the Washington County Register of Deeds office, MKB Hartford, LLC. purchased the property from Equitable Bank after they had taken ownership from the previous owner. Equitable Bank had the 17.46 acres with the existing 150,000 square feet of multitenant shopping center for sale for $3.4 million.

A Festival spokesman said exact plans for the Hartford location are still to be determined.

See **PLAZA,** PAGE **6A**

This photo, taken in July 2019, shows the mostly vacant Hartford Plaza along Highway 60 in Hartford. Kmart closed at this location in July of 2016. On Monday, an affiliate of Festival Foods bought the approximately 17 acres of land and buildings. A Festival Foods spokesman said they hope to begin serving the public at a new store at this location by sometime in 2022.

Daily News file photo

Plaza

From Page 1A

"The exact construction and opening dates are yet to be determined, but we anticipate serving the Hartford community in 2022," said Brian Stenzel, Festival Foods' community involvement senior director. "Hartford is an exceptional community with a lot of great people. Hiring great people is what we need to open a successful store. It all starts with the people.

"It is our goal to make grocery shopping an enjoyable experience," Stenzel said.

Tom Hostad, executive director of the Hartford Area Development Corporation, who along with the city had developed a marketing plan because it means new development and new jobs for the community.

"I would imagine that Festival did a lot of research on the area with all of the other competitors here and the potential," Hostad said. "I think a development like that will attract from a broader area than just the city of Hartford. The other factor is there's nothing else like it around. That brand is not present certainly in Washington County and I think the corporate location is in Fond du Lac, and I think no doubt that had to be another factor in their decision to give the community something else, something different."

Much of the plaza has been vacant for several years after the closure of the Sentry Food store there and a few years later of the Kmart store. square feet from the former Kmart location. That includes the 38,000 square feet left vacant when Sentry Foods closed. Kmart opened at the Hartford location in November 1991.

There are three other smaller businesses spaces available for lease that were formerly occupied by Dollar Express, Little Caesars and Radio Shack. In January 2019 the Common Council rejected changes in city rules that would have allowed U-Haul to develop the complex.

In January the Common Council and Plan Commission approved a marketing plan for the property that showed the possibility of constructing new retail space as well as housing and restaurants. The

for the property, said he was aware that Festival Foods was looking at the property. He said he has not heard directly what Festival Foods plans for the site. Hostad said the sale is good news for Hartford

With Kmart's closing in the summer of 2016, there was about 135,00 square feet of vacant space — nearly 86,500

plan was paid for by the city, Equitable Bank and the HADC.

Copyright © 2020 Conley Publishing Group. All Rights Reserved. 12/30/2020
Powered by TECNAVIA

Copyright © 2020 Conley Publishing Group. All Rights Reserved. 12/30/2020

Submitted photo

The front of a typical Festival Foods store. This undated photo shows a recently opened store in Verona. It is what a store that's planned to be open sometime during 2022 in Hartford could look like as well.

New Hartford Festival Foods likely to create 200-225 new jobs

CEO: Hartford Plaza location is largest company has ever purchased

By Joe VanDeLaarschot
jvan@conleynet.com
262-306-5054

HARTFORD — Festival Foods President and CEO Mark Skogen said he is very excited about his company's plans to locate one of its stores in Hartford at the site of the former Hartford Plaza.

Skogen said the company did a lot of research before closing last month on the purchase of the property, which was the former home for Kmart and Sentry Foods. He said they decided to located in Hartford for two reasons.

Skogen

"One is that we need a bigger presence in the Milwaukee metro area. It is a big city that's tough to market. There's a big population in the area, which helps. No city is void of grocery stores. It is never easy. When you are going into a city that has a bigger population, density, that's especially appealing," he said.

See **FESTIVAL**, PAGE 6A

Skogen

From Page 1A

"The second reason is the opportunity to develop 17 acres there was appealing. It was a reasonable price to purchase and we believe we can revitalize it and not only put a grocery store there, but more business in general. It's the largest area we've every purchased."

Skogen said typical Festival Foods stores employ about 200-225 full- and part-time workers. He said no final decision has been made yet, but in his opinion it is very likely the old Hartford Plaza structure will be torn down and a new building constructed.

"Just the age of the building and the set-up, sometimes it can cost more to fix those than build new," Skogen said. "The trenching that's needed for our power needs and our refrigeration needs, often the doors for the entrance of the building are not in the correct place for us and a lot of stores like old Kmart buildings that are closed have a lower ceiling than we like and doesn't give us the feel we want. So some of those things come into play."

Skogen said what makes the Hartford site such a good location is that they can construct a business center with 17 acres.

"That's not always possible when there's other buildings already there and packed around you," he said. "I think typically we don't have a full development — it is usually just us, but in this case it is probably the best opportunity we've ever had to develop a whole and complete center."

Skogen said nothing is yet official about what will happen with the few buildings that remain in the old Hartford Plaza, but his company would like those businesses to stay when the project is finished.

"I think we've had contact and they've shown interest in staying because they are kind there alone now with not as much traffic as they should have so I'm pretty sure that they'd be interested," he said. "We've also had some contacts with other businesses about them coming in. It is very encouraging to hear the excitement about other businesses joining us.

"That doesn't always happen. Sometimes they don't have the appetite to partner up and get something done. Sometimes the restrictions that are put on a new business can make it take a really long time or sometimes not happen at all," Skogen said. "So everything I've heard about Hartford is that is a great working relationship."

He said the company still does not have an official opening date, but company officials "have it penciled in for 2022 as to when we'd like to move in there."

Skogen explained what shoppers will find when the shop at a Festival Foods stores.

"We put our focus on fresh departments — produce, deli, bakery, meat and merchandise and make more fresh, from-scratch products. We try to have signature items that you can only get at Festival," he said.

"Our other focus is our people and having a shopping experience that is enjoyable. Our associates are very guest-focused, listening to guests and going above and beyond for guests. Grocery shopping can be done a number of different ways and we're trying to be different with people and when you leave the store we want you to think that it was fun there. We want to make the shopping experience something that they can look forward to."

Skogen said Festival Foods now has 33 stores in Wisconsin and after the spring there will 35 when two stores open after construction is completed.

Hartford Plan Commission approves design for Festival Foods, Caribou Coffee, and Shoppes at Bell Ave.

In BUSINESS HARTFORD POLITICS

By Judy Steffes JUNE 15, 2021

5174

June 15, 2021 – Hartford, WI – Design plans for a new Festival Foods, Caribou Coffee and retail complex called Shoppes at Bell Avenue were approved this week by the Hartford Plan Commission.

Community Development director Justin Drew laid out the makeup of the proposed 70,213-square-foot store at 1275 Bell Avenue in the Hartford Plaza. He outlined the drive-thru on the east side of the building for online shopping pickup and the drive-thru on the west side of the building for Caribou Coffee.

There was a short discussion on the new Shoppes at Bell Ave. building that would be to the northeast of the grocery. Drew asked that the design on one center segment of the building include a different color and texture.

Alderman Joe Kohler agreed. “I don’t want it to look like a pole building as people come into town on Highway 60,” he said.

Drew confirmed there would be “extensive vegetation in that area” and it will have landscaping.

> **Festival Foods is slated to open in 2022 and click HERE to read about jobs for 200 people**

“There will be four large trees east of that building as well as a couple of retaining walls… and then some decorative shrubs as well,” Drew said.

The Plan Commission unanimously approved the design.

> **Click HERE to read about the new Starbucks opening in Hartford.**

Like this:

Loading...

Related

Hartford Plan Commission approves design for Festival Foods, Caribou Coffee, and Shoppes at Bell Ave.
June 19, 2021
In "Business"

Hartford Plan Commission set to approve designs tonight for new Festival Foods and Caribou Coffee
June 14, 2021
In "Hartford"

Festival Foods and Caribou Coffee up for review in Hartford
June 11, 2021
In "Hartford"

Business is Booming in Hartford – Part 2

The future is bright along Sumner Street in Hartford. We've had a surge of interest in this area over the past few years, which has resulted in new businesses opening in 2021 and 2022, along with the expansion of an existing Hartford business.

Building Boom on Sumner Street

ShopKo Optical, located at 1529 Sumner Street recently held their ribbon cutting ceremony to mark the official opening of their doors to the community. On the Shopko website, the CEO had this to say, “Opening this new location in Hartford is a huge win for our patients and the Shopko Optical family,” said Russ Steinhorst, Shopko Optical CEO. “The new center will provide outstanding patient-centric care to the area.”

Just down the road, **Thomas Orthodontics** built a new office that began welcoming patients in February. It is located at 110 Pike Street, Unit B. They have already made themselves a valued part of the community, participating in a cleanup at Willowbrook Park for Earth Day.

Prescription Analytics is not new to Hartford, but their continued growth has resulted in the construction of a new 8600 sq. ft. office building on Wilson street just off of Sumner Street. The business was formerly located in an old house, which they outgrew. HADC was happy to work with Prescription Analytics to connect them with the right people on the city staff to get the ball rolling on their expansion project.

Goodbye Vacancies…Hello Festival Foods & Starbucks!

Select Language

Since the exit of Kmart and Sentry Foods at Hartford Plaza over four years ago, we've endured a large vacant space marring the landscape of Sumner Street. So, it was no wonder that we were excited when **Festival Foods** chose this location for a future store. Construction should begin during the second half of this year with an expected opening date in 2022. The store is expected to create nearly 200 jobs in our community! Additional development is planned for the site and will occur in 2022.

Another well-known brand recognizes the value of doing business in Hartford, Wisconsin. This year, **Starbucks** will open a new store at 1502 E. Sumner Street, formerly home to a Clark gas station and car wash. It will be a welcome site for commuters along the corridor who can easily grab a latte through the drive-thru!

Sumner Street is not the only area in Hartford to see a surge in business activity. Along with the changes in downtown, described in our first article "Business is Booming in Hartford – Part One," we are happy to report a new restaurant option is now available in our community. **Dudes Clubhouse**, located at the **Hartford Golf Club** opened in March of 2021. They are getting rave reviews for their Friday fish fry and Saturday prime rib.

"Hartford is a great place to do business and it's gratifying to see all of the new developments happening," said Tom Hostad, executive director of the Hartford Area Development Corporation. "I think people realize that this is a community that is growing and that businesses thrive here. We're going to see more and more businesses discovering this gem in the coming months and years. "

City Website

Chamber of Commerce

Downtown District

Government Websites by CivicPlus®

Select Language

WEDNESDAY
October 27, 2021
$1
gmtoday.com

Trick-or-treat times in Washington County ▶ 3A

Germantown advances past Hartford in boys volleyball ▶ 1B

337829
3 1
WASHINGTON CO PLANNING & PARKS
333 E WASHINGTON ST STE 2300
WEST BEND WI 53095 2505
3 1
**********CAR-RT LOT**C-024

DAILY NEWS

A Trusted News Source Since 1855

Festival Foods foundation complete in Hartford

Store expected to open during spring of 2022

Bradford Paulson/Special to the Daily News

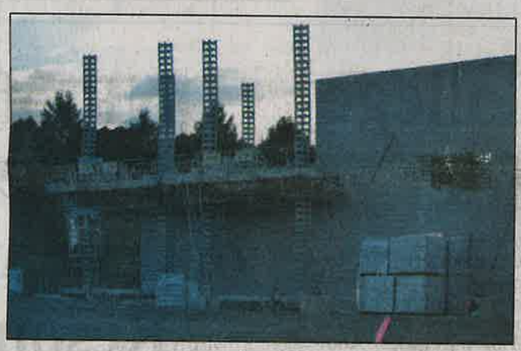
Construction crews work at the site of the Festival Foods in Hartford, 1275 Bell Ave.

By Kendra Lamer
262-306-5095
klamer@conleynet.com

HARTFORD — Construction of the new Festival Foods location in Hartford is well underway. The company anticipates finishing up construction early next year.

Aaron Aspenson, Festival Foods store planning senior director, stated that footings and foundation have gone in and they are now working to finish the walls, begin steel erection and begin roofing to make the shell water-tight.

The grocery store is part of the Hartford Plaza Redevelopment Concept. The redevelopment, at 1201 through 1275 Bell Avenue, includes a subdivision and phasing potential, residential space, commercial buildings and outlots.



Substantial portions of walls can be seen going up at the Festival Foods site in Hartford, 1275 Bell Ave.

Crews began razing the former Kmart building over the summer following Plan Commission approval of the demolition on June 14. The Common Council approved a certified survey map to divide the old Kmart property into two lots and rezone one of them to allow more flexibility in future stages of development.

Upon completion, Festival Foods will open in a 70,213-square-foot, standalone building positioned on the property similarly to where the Kmart store was. The location is expected to add about 200 jobs to the area.

The Shoppes at Bell Avenue, another building being constructed as part of the redevelopment, will measure 11,327 square feet on the northeast corner of the site near the intersection of Bell Avenue and Novak Street. The multi-tenant building will have six retail spaces and a façade with similar characteristics to the Festival Foods to match.

See **FESTIVAL**, PAGE 8A

Hartford's Schwartz House to receive grant funding

Money to fund historic structure report, assist future projects

By Melanie Boyung
Special to the Daily News

HARTFORD — Efforts to restore the Schwartz Family House are getting back on track, as the Hartford Historic Preservation Foundation has received a

director at the Chandelier Ballroom, announced earlier this fall that the Hartford Historic Preservation Foundation would be receiving the matching grant of up to $9,000 to fund a historic structure report for the Schwartz Family House.

"I am absolutely delighted to announce that plans for the restoration and renovation of the Schwartz Family House are scheduled to resume! We are so honored to have just received a $9,000 matching grant from the Henry Fuld-

The grant being a matching award, the foundation will have to raise $9,000 from other sources to receive that full grant amount. Price said the historic structure report, to be provided by the Tower Her-

West Bend School Board OKs annual budget

Mill rate to remain at flat $7.97

By Kendra Lamer
262-306-5095
klamer@conleynet.com

WEST BEND — On Monday, the West Bend School District unanimously approved the annual budget for the 2021-22 school year. A balanced budget was approved with a property tax levy of $47,580,917, resulting in a flat mill rate of $7.97 per $1,000 of assessed value on average across all municipalities and parcels within the district.

Information relating to state aid and membership was released to the district on Oct. 15 from the Department of Revenue and the Department of Public Instruction.

While a membership decline of 234 full-time equivalent (FTE) was expected, the district actually gained 73 FTE. The district has been experiencing declining enrollment over the course of several years.

"We're over 6,100 students. We thought we were going to be dipping below the 6,000-student threshold this year, but we've maintained that," said Assistant Superintendent of Business and Operations Andrew Sarnow. He said they believe these numbers were achieved through growth as housing permits help to increase the number of students and students returning to the district after homeschooling or going through open enrollment due to COVID-19. Sarnow said it is an "interestingly anomaly" at this time, but they are unsure what this will look like in the future.

Because of this membership increase, the district received $1.1 million less for the 2021-22 budget, but is expected to receive $2 million more in 2022-23 and future years as state exemptions are set in place to financially assist the district during declining enrollment.

The district experienced an actual property value growth rate of 6.7 percent, down from the expected 7.3 percent property value growth. However, this difference in numbers would have a minimal net financial impact.

The district also expected to use $230,000 in federal stimulus to balance the budget from ESSER (Elementary and Secondary School Emergency Relief Fund) II, ESSER III and CARES (Coronavirus Aid, Relief, and Economic Security Act), but is now expected to use $2.28 million.

"We're very cautious with this because we're utilizing these one-time dollars to balance the budget," said Sarnow. The district has needed to hire additional teachers due to increased enrollment and address potential learning loss as students return to the district.

WBSD also received $29,301,309 in state aid, about $650,000 more than estimated. Due to this increase and other factors, the district will allocate $5.35 million towards defeased debt, rather than the $3.7 million proposed in September, to help retire the district's referendum debt.

SOUND OFF
What do you think?
Phone: 262-513-2641
Email: soundoff@conleynet.com

Celebrate
HARTFORD

Chamber President