



PLAN COMMISSION MEETING - SPECIAL AGENDA

MONDAY, SEPTEMBER 29, 2025 AT 4:30 PM

**COUNCIL CHAMBERS, SECOND FLOOR, MUNICIPAL BUILDING, 106 JONES STREET,
WATERTOWN, WI 53094**

Virtual Meeting

Info: <https://us06web.zoom.us/j/2371460557?pwd=BEMd9xKvRtdlbBE9BaUKWV9kCbr96e.1&omn=86922482054> or call 1-646-931-3860 and use Meeting ID: 237 146 0557 Passcode: 53098

All public participants' devices will be muted during the meeting except during the public comment period.

1. CALL TO ORDER

2. BUSINESS

- A. Public Hearing: 1601 East Gate Drive— request for a Conditional Use Permit (CUP) for Indoor Commercial Entertainment under Section §550-33B(2)(g) and Outdoor Commercial Entertainment Incidental to Indoor Commercial Entertainment under Section §550-33C(2)(f)
- B. Review and take action: 1601 East Gate Drive— request for a Conditional Use Permit (CUP) for Indoor Commercial Entertainment under Section §550-33B(2)(g) and Outdoor Commercial Entertainment Incidental to Indoor Commercial Entertainment under Section §550-33C(2)(f)

3. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only

NOTICE OF PUBLIC HEARING

Section 2, Item A.

In accordance with Wis. Stat. § 62.23(7)(de) and Section § 550-142E(1) of the City of Watertown Municipal Code, a notice is hereby given by the Plan Commission of the City of Watertown, Wisconsin, that a public hearing will be held on the 29th day of September, 2025 at 4:30 P.M., or shortly thereafter, in the Council Chambers of the Municipal Building, 106 Jones Street, Watertown. This public hearing will be to consider the request of Silver Moon Tavern LLC (applicant and owner) for a Conditional Use Permit for Indoor Commercial Entertainment under Section §550-33B(2)(g) and Outdoor Commercial Entertainment Incidental to Indoor Commercial Entertainment under Section §550-33C(2)(f). The property is zoned GB, General Business, and further described as follows:

Lot 1 of Certified Survey Map No. 1834 recorded in Volume 6 of Certified Surveys on Page 20, as Document No. 804031 being a part of the Southwest ¼ of the Southwest ¼ of Section 2, Township 8 North, Range 15 East, City of Watertown, Jefferson County, Wisconsin. (1601 East Gate Drive, PIN: 291-0815-0233-001)

All persons wishing to be heard are invited to be present. Written comments may be submitted to the Building Safety & Zoning Department at nzimmerman@watertownwi.gov.

CITY OF WATERTOWN
Brian Zirbes
Zoning & Floodplain Administrator

BZ/nmz

PUBLISH: September 15, 2025
And
September 22, 2025

(BLOCK AD)

BUILDING SAFETY & ZONING DIVISION
PLAN COMMISSION STAFF REPORT

TO: Plan Commission
DATE: September 29th, 2025
SUBJECT: 1601 East Gate Drive, Conditional Use Permits - CUPs

A request by Jamie Reich, agent for the Silver Moon Tavern, for a Conditional Use Permit (CUP) for 'Indoor Commercial Entertainment' and a Conditional Use Permit (CUP) for 'Outdoor Commercial Entertainment incidental to Indoor Commercial Entertainment'. Parcel PIN(s): 291-0815-0233-001

SITE DETAILS:

Acres: 4.06
Current Zoning: General Business (GB)
Existing Land Use: Vacant Bar/Restaurant
Future Land Use Designation: Neighborhood Mixed Use

BACKGROUND AND APPLICATION DESCRIPTION:

The applicant is seeking approval of conditional use permits for 'Indoor Commercial Entertainment' and 'Outdoor Commercial Entertainment incidental to Indoor Commercial Entertainment' to open a bar/restaurant facility with an outdoor seating/serving area. The Outdoor Commercial Entertainment area proposed via the CUP will be limited to 1,000 sq ft of the lower patio. The Outdoor Commercial Entertainment area shall consist of a 10x20 walkway/stairway area (200 sq ft) and a 25x32 seating area (800 sq ft). The applicant also plans to host occasional events on other patio areas, the lawn area, and/or parking lot of the property that will need to be approved via the City's Special Event Permit process. An existing vegetative buffer and fence exist along the south property line between the proposed facility and the adjacent residential parcel. All proposed regular activity areas (including proposed outdoor areas) are located more than 75 feet from residentially zoned parcels. The existing parking lot meets or exceeds the parking requirements. Exterior lighting will utilize existing lighting.

STAFF EVALUATION:

Land Use and Zoning:

1. Within the General Business (GB) Zoning District, 'Indoor Commercial Entertainment' is a principal land use permitted as a conditional use [per § 550-33B(2)(g)]. 'Indoor Commercial Entertainment' includes taverns and restaurants among the allowed uses [per § 550-52H].

Applicable regulations for 'Indoor Commercial Entertainment' land uses include the following:

- 'If located on the same side of the building as abutting residentially zoned property, no customer entrance of any
- kind shall be permitted within 150 feet, or as far as possible, of a residentially zoned property' [per § 550-52H(1)(a)].
- The 'facility shall provide a bufferyard with minimum opacity of 0.60 along all borders of the property abutting residentially zoned property' [per § 550-52H(1)(b)].

2. Parking requirements. One space per every three patron seats or lockers (whichever is greater) or one space per three persons at the maximum capacity of the establishment (whichever is greater).
3. Within the General Business (GB) Zoning District, 'Outdoor Commercial Entertainment incidental to Indoor Commercial Entertainment' is an accessory land use permitted as a conditional use [per § 550-33C(2)(f)]. 'Outdoor Commercial Entertainment incidental to Indoor Commercial Entertainment' includes activity conducted incidental to the principal land use of 'indoor commercial entertainment' on the same site [per § 550-56BB].

BUILDING SAFETY & ZONING DIVISION

PLAN COMMISSION STAFF REPORT

Applicable regulations for 'Outdoor Commercial Entertainment incidental to Indoor Commercial Entertainment' land uses include the following:

- Shall comply with all conditions of § 550-521.
- The total area devoted to outdoor commercial entertainment shall not exceed 25% of the total area of the principle structure on the property or 1,000 square feet, whichever is less.
- The outdoor commercial entertainment activity shall only operate between the hours of 7:00 a.m. and 10:00 p.m. on any day and only when the indoor commercial entertainment activity is open.
- Businesses which intend to serve alcohol beverages must comply with Chapter 220 of the City of Watertown Municipal Code and must satisfy the requirements/conditions of the license for the premises.
- Noise must comply with § 550-112, Noise standards, of this chapter.
- Exterior lighting must comply with § 550-110, Exterior lighting standards, of this chapter.

WISCONSIN STATUTES:

All Conditional Use Permits are subject to the requirements of Wisconsin Act 67.

Under 2017 Wisconsin Act 67: Section 16. 62.23 (7) (de) Conditional Use Permits.

1. 62.23 (7) (de)(1) In this paragraph:
 - a. "Conditional use" means a use allowed under a conditional use permit, special exception, or other special zoning permission issued by a city, but does not include a variance.
 - b. "Substantial evidence" means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.
2. 62.23 (7) (de)(2)
 - a. If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the city ordinance or those imposed by the city zoning board, the city shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.
 - b. The requirements and conditions described under subd. 2. a. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the city relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The city's decision to approve or deny the permit must be supported by substantial evidence.
3. 62.23 (7) (de)(3)

Upon receipt of a conditional use permit application and following publication in the city of a class 2 notice under ch. 985, the city shall hold a public hearing on the application.
4. 62.23 (7) (de)(4)

Once granted, a conditional use permit shall remain in effect as long as the conditions upon which the permit was issued are followed, but the city may impose conditions such as the permit's duration, transfer, or renewal, in addition to any other conditions specified in the zoning ordinance or by the city zoning board.
5. 62.23 (7) (de)(5)

If a city denies a person's conditional use permit application, the person may appeal the decision to the circuit court under the procedures contained in par. (e) 10.

PLAN COMMISSION DECISION:

Indoor Commercial Entertainment Land Use Criteria	Applicant Provided Substantial Evidence		Opponent Provided Substantial Evidence		PC Finds Standards Met	
<i>If located on the same side of the building as abutting residentially zoned property, no customer entrance of any kind shall be permitted within 150 feet, or as far as possible, of a residentially zoned property.</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No
<i>Facility shall provide bufferyard with minimum opacity of 0.60 along all borders of the property abutting residentially zoned property (see § 550-99).</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No
<i>Parking requirements. One space per every three patron seats or lockers (whichever is greater) or one space per three persons at the maximum capacity of the establishment (whichever is greater).</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No



BUILDING SAFETY & ZONING DIVISION

PLAN COMMISSION STAFF REPORT

Outdoor Commercial Entertainment Incidental to Indoor Commercial Entertainment Land Use Criteria	Applicant Provided Substantial Evidence		Opponent Provided Substantial Evidence		PC Finds Standards Met	
<i>Shall comply with all conditions of § 550-52l. (Outdoor Commercial Entertainment)</i> <ul style="list-style-type: none"> Activity areas shall not be located closer than 75 feet to a residentially zoned property. Facility shall provide bufferyard with minimum opacity of 0.80 along all borders of the property abutting residentially zoned property. Parking requirements. One space for every three persons at the maximum capacity of the establishment. 	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No
<i>The total area devoted to outdoor commercial entertainment shall not exceed 25% of the total area of the principle structure on the property or 1,000 square feet, whichever is less.</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No
<i>The outdoor commercial entertainment activity shall only operate between the hours of 7:00 a.m. and 10:00 p.m. on any day and only when the indoor commercial entertainment activity is open.</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No
<i>Businesses which intend to serve alcohol beverages must comply with Chapter 220 of the City of Watertown Municipal Code and must satisfy the requirements/conditions of the license for the premises.</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No
<i>Noise must comply with § 550-112, Noise standards, of this chapter.</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No
<i>Exterior lighting must comply with § 550-110, Exterior lighting standards, of this chapter.</i>	<u>Yes</u>	No	Yes	<u>No</u>	<u>Yes</u>	No

If Plan Commission answers "no" to any of the questions, above, the CUP must be denied. Otherwise, proceed to the conditions of approval.

PLAN COMMISSION OPTIONS:

The following are possible options for the Plan Commission:

1. Deny the Conditional Use Permit, based on failure to provide substantial evidence to meet one or more of the regulatory standards.
2. Approve the Conditional Use Permit without conditions, based on successfully providing substantial evidence of regulatory compliance.
3. Approve the Conditional Use Permit with conditions as identified by the Plan Commission:

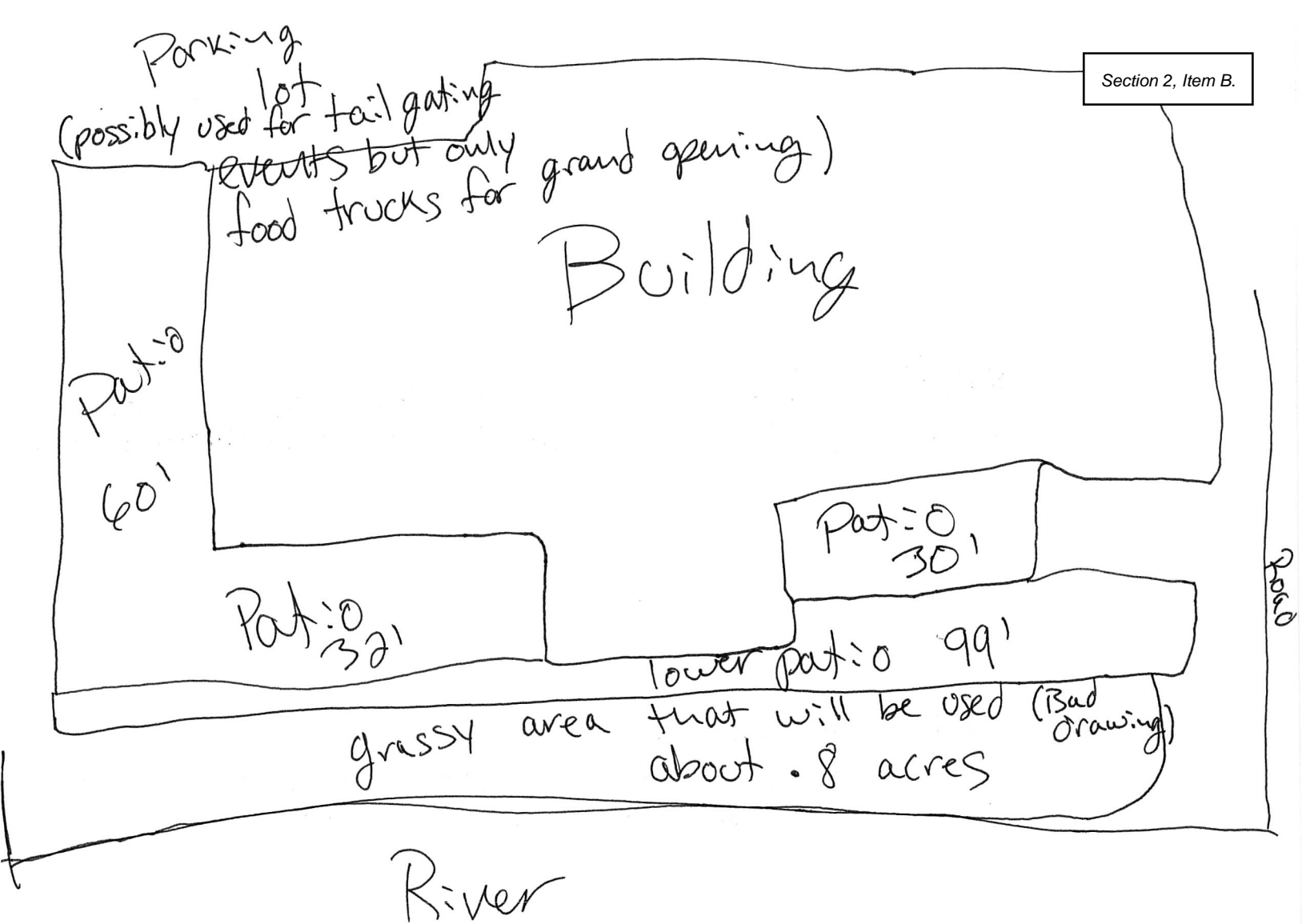
STAFF RECOMENDATION:

- Staff recommends approval of this Conditional Use Permit with conditions:
 - The Outdoor Commercial Entertainment activity area shall only operate in the approved area between the hours of 7:00 a.m. and 10:00 p.m. on any day and only when the indoor commercial entertainment activity is open.

ATTACHMENTS:

- Application materials

106 Jones Street • P.O. Box 477 • Watertown, WI 53094-0477 • Phone 920.262.4060



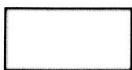
Unfortunately I dropped the ball on including outdoor area for use during events. The patio area is outside grassy areas will be used for events, as of right now the only outdoor event we have planned is our grand opening event on October 4th, but future events would include private weddings, and possibly one or two public outdoor events during summer. Drinks would need to be permitted on patios for daily use for people who prefer outdoor seating, and on grass areas for outdoor events.



City Boundary

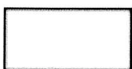


Addresses



Parcels Boundaries

Address Labels



Common Areas

Parcel Acreage



City of Watertown Geographic Information System

Scale: 1" = 122.9'

SCALE BAR = 1"

Printed on: September 8, 2025
Author:

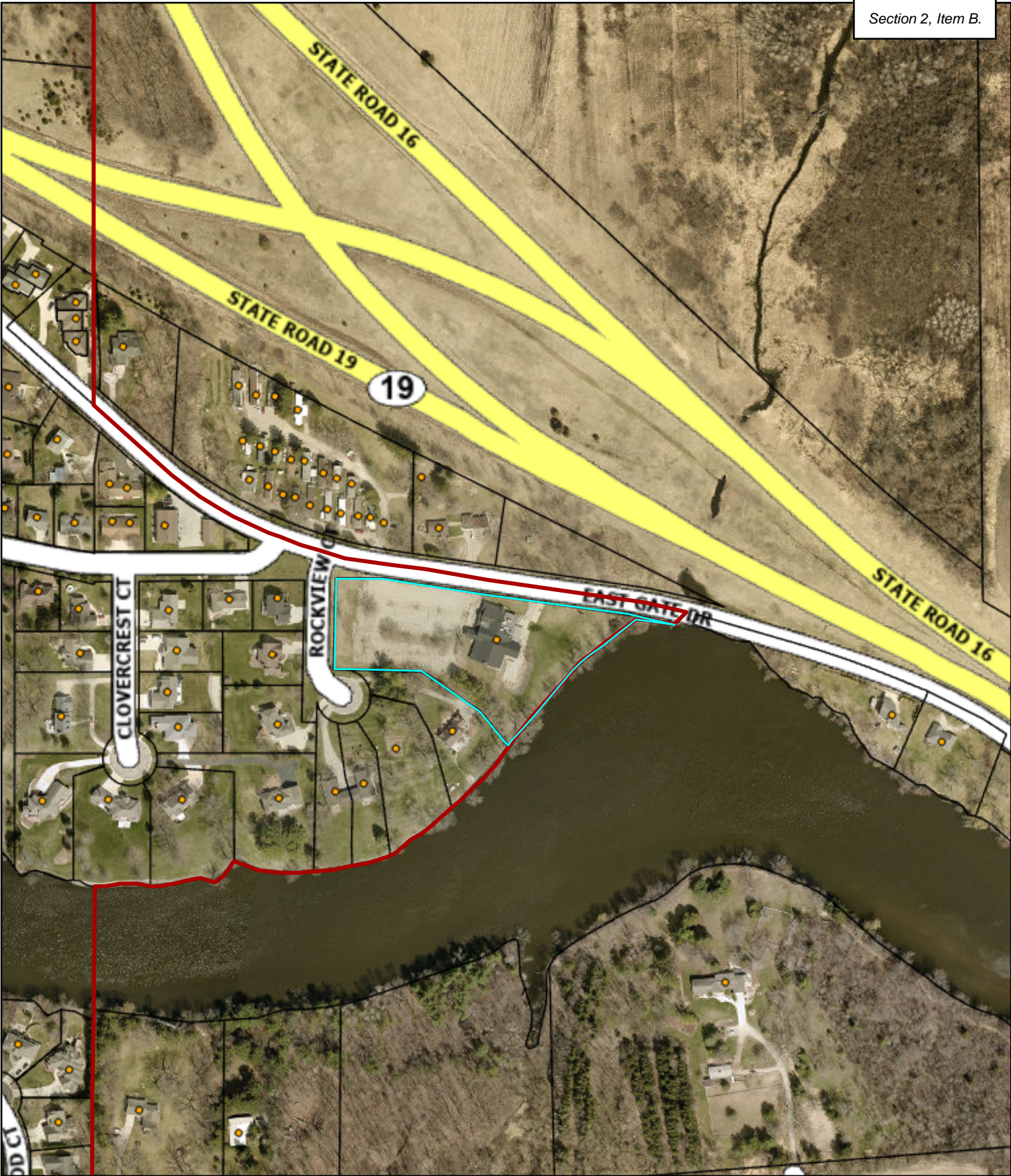
DISCLAIMER: This map is not a substitute for an actual field survey or onsite investigation. The accuracy of this map is limited to the quality of the records from which it was assembled. Other inherent inaccuracies occur during the compilation process. City of Watertown makes no warranty whatsoever concerning this information.





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Section 2, Item B.

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	City Boundary		Common Areas
	Parcels Boundaries		Addresses



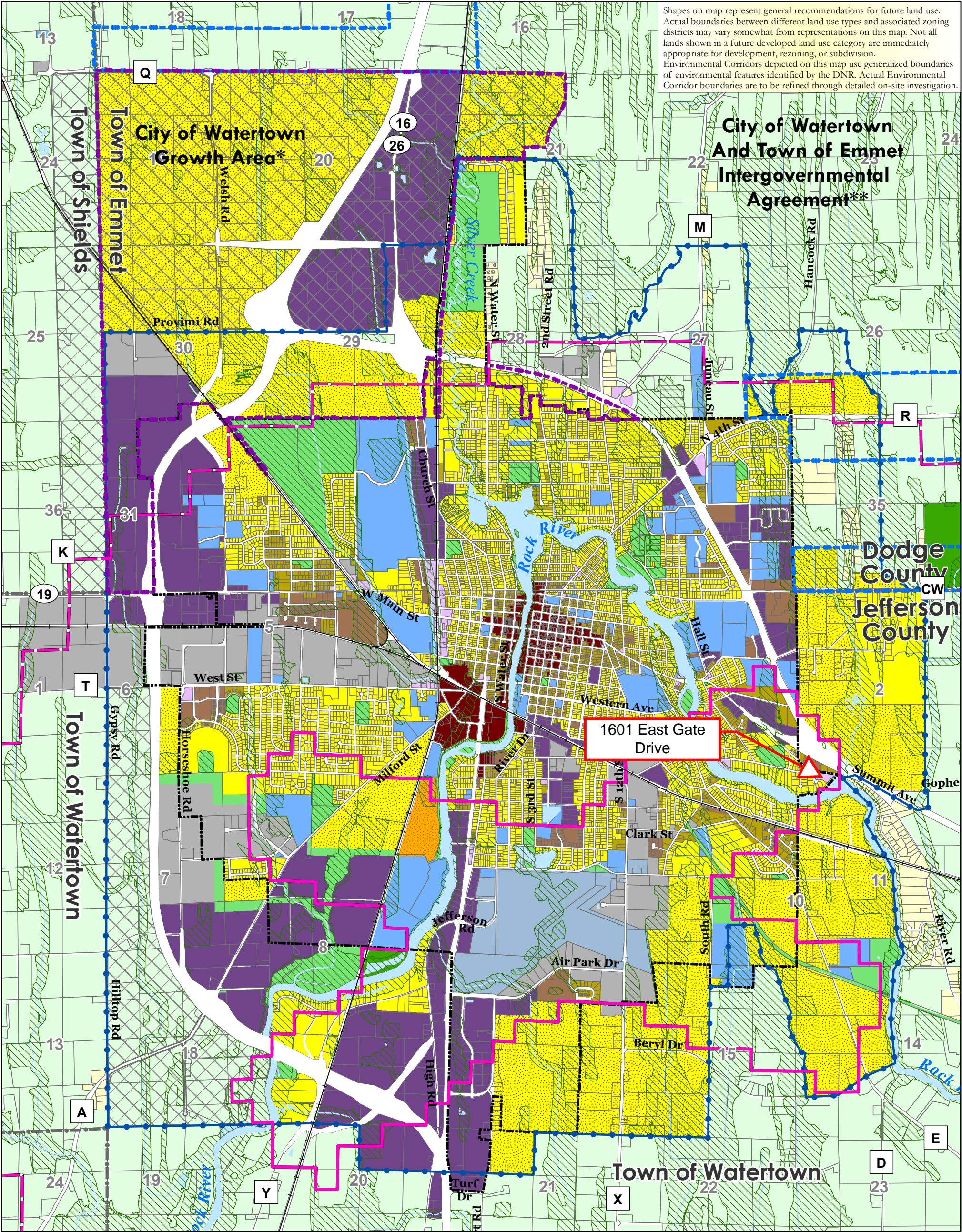
THE CITY OF
WATERTOWN
Opportunity runs through it.

City of Watertown Geographic Information System

Scale: 1:3,421 Printed on: September
SCALE BAR = 1" Author:

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DISCLAIMER: This map is not a substitute for an actual field survey or onsite investigation.
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Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types and associated zoning districts may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision. Environmental Corridors depicted on this map use generalized boundaries of environmental features identified by the DNR. Actual Environmental Corridor boundaries are to be refined through detailed on-site investigation.

**City of Watertown
And Town of Emmet
Intergovernmental
Agreement****

**Dodge
County
Jefferson
County**

**Future Land Use
Urban Area**

**Map
6b**

City/Town IGA**
City Growth Area
City Periphery Areas

City of Watertown Comprehensive Plan

Land Use Categories

- Agricultural
- Single-Family Residential - Unsewered
- Single-Family Residential - Sewered
- Two-Family Residential
- Multi-Family Residential
- Planned Neighborhood**
- Institutional
- Airport

- Rights-of-Way
- Neighborhood Mixed Use
- Planned Mixed Use*
- Central Mixed Use
- Riverside Mixed Use***
- Mixed Industrial
- Parks & Recreation
- Environmental Corridor
- Surface Water

*Each "Planned Mixed Use Area" may include mix of:
1. Office
2. Multi-Family Residential
3. Mixed Industrial
4. Commercial Services/Retail
5. Institutional
6. Parks & Recreation



***"Planned Neighborhoods" should include a mix of the following:
1. Single-Family - Sewered (predominant land use)
2. Two-family Residential
3. Multi-Family Residential
4. Institutional
5. Neighborhood Mixed Use
6. Parks & Recreation



***Each "Riverside Mixed Use Area" may include mix of:
1. Office
2. Single-Family - Sewered
3. Two-Family Residential
4. Multi-Family Residential
5. Commercial Services/Retail
6. Institutional
7. Parks & Recreation



- City of Watertown
- Town Boundary
- Parcel
- Railroad
- Watertown Urban Service Area
- Watertown Long Range Growth Area

Airport Height Limitations

- Maximum Building Elevation b/t 865 and 968 ft
- Maximum Building Elevation b/t 968 and 1005 ft

Draft: August 7, 2019
Source: WisDNR, FEMA, City of Watertown, Dodge Co. LIO & Jefferson Co. LIO, V&A

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

