



PLAN COMMISSION MEETING AGENDA

MONDAY, APRIL 24, 2023 AT 4:30 PM

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

By Phone or GoToMeeting: Members of the media and the public may attend by calling: 1 866 899 4679 Access Code: 350-613-773 or <https://meet.goto.com/350613773>

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

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- A. Review and take action: Site Plan Review minutes dated April 10, 2023
- B. Review and take action: Revised Plan Commission minutes dated March 13, 2023
- C. Review and take action: Plan Commission minutes dated March 27, 2023

3. BUSINESS

- A. Conduct public hearing: 107 S. Fifth Street – Conditional Use Permit (CUP) request for Light Industrial Incidental to Indoor Sales under Section 550-34C(2)(c)
- B. Review and take action: 107 S. Fifth Street – Conditional Use Permit (CUP) request for Light Industrial Incidental to Indoor Sales under Section 550-34C(2)(c)
- C. Initial review and schedule public hearing: Hunter Oaks Planned Unit Development Plan (PUD) General Development Plan (GDP)
- D. Presentation: Greater Watertown Community Health Foundation Watertown Southwest Side Conceptual Neighborhood Plan

4. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@CityofWatertown.org, phone 920-262-4006

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

SITE PLAN REVIEW COMMITTEE
April 10, 2023

Section 2, Item A.

The Site Plan Review Committee met on the above date at 1:30 P.M. in the Council Chambers on the second floor of City Hall. The following members were present: Brian Zirbes of Building, Safety & Zoning; Doug Zweg of Building, Safety & Zoning; Mayor Emily McFarland; Mike Zitelman of the Water Department; Maureen McBroom of Stormwater Utility and Engineering; Kristine Butteris of Park & Rec, Strategic Initiatives and Development Coordinator Mason Becker; and Matt Willmann of the Street Department. Also in attendance were: Recording Secretary Nikki Zimmerman; Kevin Wiesmann and Mary Truman of Jefferson County Parks; and Steve Hill of That Guy Fabrication.

1. Call to Order

The meeting was called to order by Chairperson Brian Zirbes.

2. Review and take action: Site Plan Review Minutes Dated March 27, 2023

Motion was made by Doug Zweg and seconded by Mayor McFarland to approve the March 27, 2023 Site Plan Review minutes as submitted. Unanimously approved.

3. Review and take action: 107 S. Fifth Street – request for light industry with retail

Applicant Steve Hill was present. He stated the proposal is for metal art for retail and fabrication. This will be in a space shared with Budget Print with area in the back, where machining for the print shop once occurred, for the fabrication portion.

The following was discussed by staff:

Building:	An architect will be needed to draw up plans for this and a building permit will be required. Plans should be submitted within 60 days to the Building, Safety & Zoning Department. Following the approval of the building permit, there will be another 60 days for the work to proceed. All licensed contractors must be used. The exterior of the building also must be cleaned up. Code Enforcement Officer Dell Zweg is currently working with the property owner on this.
Mayor:	Encouraged by the project. Provided information that the applicant should ensure that, when the exterior of the building is being repainted, that they check with the Health Department regarding lead abatement, if applicable.
Water:	No comments.
Street:	No comments.
Stormwater/Eng:	If paving the driveway, any changes in drainage or inlets will have to be reviewed. If there is any change in the pitch, which the applicant is not planning on at this time, a permit may apply.
Parks:	No comments.

Motion was made by Maureen McBroom and seconded by Mike Zitelman to recommend approval of this to Plan Commission with the following conditions:

- A) Timelines as provided above by Building, Safety & Zoning.
- B) Ensure there is no lead paint on the exterior of the building prior to painting.
- C) Adhere to the directions from Stormwater and Engineering, if applicable.

Unanimously approved.

4. Review and make recommendation: Replacement Airport Perimeter Bridge

Kevin Wiesmann and Mary Truman of Jefferson County Parks were present to discuss this proposal. The proposed bridge would replace a previous bridge in the area. All Chapter 30 DNR permits have been completed. Jefferson County does not require anything further. There is a sanitary sewer line that goes through the same space as the bridge, but the bridge is surface-mounted so there will not be an impact on the sanitary sewer. The proposed bridge will have a 25,000-pound weight limit. Jefferson County would complete any maintenance and inspections to ensure the bridge remains in compliance.

The following was presented by staff:

Building:	A building permit will be required.
Water:	No comments.
Street:	No comments.
Stormwater/Eng:	If there is land disturbance over 3,000 square feet, an erosion control permit would be required. Please forward copies of the DNR permits to the Engineering Department.
Parks:	No comments.
Mayor:	It should be clearly indicated on or near the bridge who should be contacted for maintenance

questions/comments. There are statutory requirements with the grant that Jefferson
receiving for the bridge. This should be included with the agreement for Council ap

Section 2, Item A.

Motion was made by Doug Zwieg and seconded by Kristine Butteris to recommend approval of this to Plan Commission.

Unanimously approved.

5. **Adjournment**

Motion was made by Mayor McFarland and seconded by Mike Zitelman to adjourn. Unanimously approved.

Respectfully submitted,
Nikki Zimmerman, Recording Secretary

NOTE: These minutes are uncorrected, and any corrections made thereto will be noted in the proceedings at which these minutes are approved.

PLAN COMMISSION

Minutes

March 13, 2023 | 4:30 p.m.

Section 2, Item B.

The Plan Commission met on the above date in the Council Chambers.

The following members were present: Mayor Emily McFarland (Chair), Andrew Beyer PE (Assistant City Engineer), Brian Zirbes (Zoning Administrator), Alyse Talaga (Citizen Member), Brian Konz (Park & Rec. Rep), Melissa Lampe (Citizen Member), Nick Krueger (Citizen Member), and James Romlein PE (Recording Secretary).

Others Present: Steven T. Chesebro City Attorney, Alderperson Wetzell, Mr. Wehmeyer and Mr. Russell (on-line).

Citizens Present: John Donovan, Nathan Peters

1. CALL TO ORDER

Mayor McFarland called the Commission to Order and opened item 2 A.

2. APPROVAL OF MINUTES

A. Review and take action: Site Plan Review minutes dated February 27, 2023

Mayor McFarland called for discussion or a motion.

No Discussion

Motion to approve Krueger, Second by Lampe

Unanimous by voice vote.

B. Review and take action: Plan Commission minutes dated February 27, 2023

Mayor McFarland called for discussion or a motion.

Motion to approve Krueger, noting that the minutes reflected his participation online when in fact,

Mr. Krueger was present in the meeting and asked that the minutes be amended.

Second by Lampe for the minutes as amended.

Unanimous by voice vote.

3. BUSINESS

A. Conduct public hearing: 713 Milford Street- Conditional Use Permit (CUP) request for **Institutional Residential under Section 550-30B(2)(d)**

Mayor McFarland opened the public hearing and called any person wishing to speak on this matter to come to the microphone and address the Commission.

Hearing none -

Mayor McFarland closed the public hearing and opened the associated action item 3 B.

B. Mayor McFarland called on Mr. Zirbes to provide the summary of issues to be considered by the Commission for approval or other actions.

Mr. Zirbes detailed the information in the communications shown below.

TO: Plan Commission

DATE: March 13, 2023

SUBJECT: 713 Milford Street, Conditional Use Permit - CUP

SITE DETAILS:

Acres: 32.5

Current Zoning: Planned Office and Institutional
Existing Land Use: Institutional
Future Land Use Designation: Planned Mixed Use & Planned Neighborhood.

BACKGROUND AND APPLICATION DESCRIPTION:

Applicant is seeking approval of a conditional use permit to utilize an existing 6,700 sq ft building to house a Youth Crisis Mental Health Facility. The facility will have 12 beds and provide treatment services for boys and girls ages 10 to 17. The facility will operate 24/7, 365 days a year with the average youth stay being 3 to 5 days. Staffing will consist of a minimum of 2 full-time employees but will increase as necessary to maintain a 1 to 3 ratio of staff to children. Light renovation of the building is planned prior to the opening of the facility at the end of June 2023.

STAFF EVALUATION:

Site Plan Review Committee:
See Minutes of February 27, 2023.

Land Use and Zoning:

1. Within the Planned Office and Institutional (PO) Zoning District 'Institutional Residential' is a principal land use permitted as a Conditional Use [per § 550-30B(2)(d)]. 'Institutional Residential' includes limited care facilities, rehabilitation centers, and similar land uses among the allowed uses [per § 550-51F]. The existing 32.5 acre parcel exceeds the requirement of having at least 800 sq. ft. of gross site area per occupant and exceeds the requirement that a minimum of 30% of the gross site area be held as permanent green space [per § 550-51F].

Applicable regulations for 'Institutional Residential' land uses include the following:

- The proposed site shall be located so as to avoid disruption of an established or developing office area. Within the Neighborhood Office (NO) and the Planned Office and Institutional (PO) Districts, institutional residential developments shall be designed so as to maintain the character of the adjacent properties. [per § 550-51F(1)(a)].
 - Shall be located with primary vehicular access on a collector or arterial street [per § 550-51F(1)(b)].
 - No access shall be permitted to a local residential street [per § 550-51F(1)(c)].
 - Applicant shall provide off-street passenger loading area at a minimum of one location within the development [per § 550-51F(1)(d)].
 - All structures shall be located a minimum of 50 feet from any residentially zoned property which does not contain an institutional residential land use [per § 550-51F(1)(e)].
2. The Planned Office and Institutional (PO) Zoning District requires 'Institutional Residential' uses to follow the regulations of the Multifamily Residential – 10 Zoning District [per § 550-30F]. The proposal meets or exceeds all the residential density, intensity, and bulk requirements of the Multifamily Residential – 10 Zoning District [per § 550-27F].
 3. Parking and traffic circulation requirements for the facility will be met by utilizing existing driveways and parking areas. Access to the facility is provided by a driveway from Milford Street.
 4. Lighting of structures, parking areas, and traffic circulation areas will utilize existing lighting fixtures as well as new lighting along the driveway from Milford St. Lighting fixtures existing prior to the effective date of the zoning code are considered legal conforming uses [per § 550-110D(6)].
 5. A required off-street passenger loading area has been designated by the applicant.

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.
3. 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.
4. 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.

TO: Plan Commission

DATE: March 13, 2023

SUBJECT: 713 Milford Street, Conditional Use Permit - CUP

SITE DETAILS:

Acres: 32.5

Current Zoning: Planned Office and Institutional

Existing Land Use: Institutional

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STAFF EVALUATION

Site Plan Review Committee:

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- The proposed site shall be located so as to avoid disruption of an established or developing neighborhood. Within the Neighborhood Office (NO) and the Planned Office and Institutional (PO) Districts, institutional residential developments shall be designed so as to maintain the character of the adjacent properties. [per § 550-51F(1)(a)].
 - Shall be located with primary vehicular access on a collector or arterial street [per § 550-51F(1)(b)].
 - No access shall be permitted to a local residential street [per § 550-51F(1)(c)].
 - Applicant shall provide off-street passenger loading area at a minimum of one location within the development [per § 550-51F(1)(d)].
 - All structures shall be located a minimum of 50 feet from any residentially zoned property which does not contain an institutional residential land use [per § 550-51F(1)(e)].
2. The Planned Office and Institutional (PO) Zoning District requires 'Institutional Residential' uses to follow the regulations of the Multifamily Residential – 10 Zoning District [per § 550-30F]. The proposal meets or exceeds all the residential density, intensity, and bulk requirements of the Multifamily Residential – 10 Zoning District [per § 550-27F].
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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.*
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3. 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.

4. 62.23 (7) (de)(5)

PLAN COMMISSION DECISIONS:

Institutional Residential Land Use Criteria	Applicant Provided Substantial Evidence		Opponent Provided Substantial Evidence		PC Finds Standards Met	
	Yes	No	Yes	No	Yes	No
1. The proposed site shall be located so as to avoid disruption of an established or developing office area. Within the Neighborhood Office (NO) and Planned Office and Institutional (PO) District, institutional residential developments shall be designed so	Yes	No	Yes	No	Yes	No
2. Shall be located with primary vehicular access on a collector or arterial street.	Yes	No	Yes	No	Yes	No
3. No access shall be permitted to a local residential street.	Yes	No	Yes	No	Yes	No
4. Applicant shall provide off-street passenger loading area at a minimum of one location within the development.	Yes	No	Yes	No	Yes	No
5. All structures shall be located a minimum of 50 feet from any residentially zoned property which does not contain an institutional residential land use.	Yes	No	Yes	No	Yes	No

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.

If Commission answers "no" to any of the questions, above, the CU permit 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.

ATTACHMENTS:

- Application materials

After a brief offline discussions Mayor McFarland, seeing that a consensus had developed called for a motion.

**Motion to approve without conditions Lampe, Second Talaga
Unanimous by voice vote.**

Mayor McFarland expressed a strong conviction and support for this initiative to support youth in need with this project and noted that the same support was shown by the members of the Commission and community at large.

Mayor McFarland also expressed her thanks to The Foundation and The County for their partnership and valued support.

Mayor McFarland summarized the support of all parties including Fire and Police departments.

C. Pre-application Conference and Concept Plan: Hunter Oaks Planned Unit Development Plan (PUD) General Development Plan (GDP)

Mayor McFarland opened the item and asked Mr. Zirbes to provide the item specifics.

Mr. Zirbes presented the information in the Plan Commission document shown below.

TO: Plan Commission
DATE: March 13, 2023
SUBJECT: Hunter Oaks PUD Pre-Application and Concept Review

Pre-Application and Concept Review for a Planned Unit Development (PUD) requested by John Donovan, agent for Bielinski Homes Inc., Hunter Oaks Subdivision, West Street, Watertown, WI. Parcel PIN(s): 291-0815-0642-005, 291-0815-0642-004, 291-0815-0642-003, 291-0815-0642-006, 291-0815-0642-007, 291-0815-0643-001 & 291-0815-0644-022

SITE DETAILS:

Acres: 58.89
Current Zoning: PUD Overlay
Existing Land Use: Undeveloped

Future Land Use Designation(s): Neighborhood Mixed Use, Multi-Family, Two Family, & Single-Family

BACKGROUND AND APPLICATION DESCRIPTION:

Applicant is seeking review and discussion before the Plan Commission regarding a conceptual Planned Unit Development (PUD). The properties are currently zoned Planned Unit Development (PUD), however, they have no current General Development Plan. The proposal looks to revise a now expired General Development Plan from 2017. The proposal consists of 27 two-family Ranch Style Condominiums, 34 two-family Sabrina Ranch Style condominiums, and 91 single-family home lots. A developer's agreement is also being drafted which will dedicate a neighborhood park and transfer a detention pond to the City.

STAFF EVALAUATION:

Site Plan Review Committee:
See Minutes of March 13, 2023.

Land Use and Zoning:

The proposed PUD General Development Plan is requesting flexibilities to Zoning Standards as allowed under Section § 550-152B of the Zoning Code. For the proposed condominiums, the applicant seeks to reduce the Minimum Lot Area requirements from 4,350 sq. ft. per dwelling unit to 2,600 sq. ft. per dwelling unit and reduce the Minimum Street Yard from 40 ft to 25 ft. For the single-family homes, the applicant seeks to reduce the Minimum Lot Width from 75 ft to 50 ft.

An additional flexibility requested by the applicant is the use of condominium plats for a few areas of the proposed development. Approval of this flexibility would allow multiple principal structures per lot and private streets.

Flexibilities allowed by a Planned Unit Development under Section § 550-152B:

B. Provision of flexible development standards for planned unit developments.

- (1) Permitted location. Planned unit developments shall be permitted with the approval of a Planned Unit Development Overlay Zoning District specific to the approved planned unit development.*
- (2) Flexible development standards. The following exemptions to the development standards of the underlying zoning district may be provided with the approval of a planned unit development:*
 - (a) Land use requirements. All land uses listed as "residential," "institutional" or "commercial" may be permitted within a planned unit development.*
 - (b) Density and intensity requirements. All requirements listed for residential density and nonresidential intensity may be waived within a planned unit development.*
 - (c) Bulk requirements. All residential and nonresidential bulk requirements may be waived within a planned unit development.*
 - (d) Landscaping requirements. All landscaping requirements may be waived within a planned unit development.*
 - (e) Parking and loading requirements. All requirements for off-street parking, traffic circulation, and off-street loading may be waived within a planned unit development.*
 - (f) Drainageway Overlay District requirements. All Drainageway Overlay District requirements may be waived within a planned unit development.*

- (3) *Requirements to depict all aspects of development. Only development which is exempt from the required site plan approved by the Common Council as part of the approved planned unit development shall be permitted, even if such development (including all aspects of land use, density and intensity, bulk landscaping, and parking and loading) is otherwise listed as permitted. Requested exemptions from these standards shall be made explicit by the applicant in the application and shall be recommended by the Plan Commission and approved explicitly by the Common Council. If not so requested and approved, such exemptions shall not be permitted. Flexible development standards shall be limited to density and intensity bonuses of no greater than 25% higher than otherwise permitted by the MR-10 District, unless specifically granted by the Common Council, and shall be limited to reductions in bulk, landscaping, parking and loading requirements of no greater than 25% lower than otherwise permitted for the proposed land uses, unless specifically granted by the Common Council.*

Per Sections § 550-152F(3) & § 550-152F(4), the Concept Review step is non-binding:

- (3) *At the Plan Commission meeting, the applicant shall engage in an informal discussion with the Plan Commission regarding the conceptual PUD. Appropriate topics for discussion may include the any of the information provided in the PUD concept plan submittal packet or other items as determined by the Plan Commission.*
- (4) *Points of discussion and conclusions reached in this stage of the process shall in no way be binding upon the applicant or the City but should be considered as the informal nonbinding basis for proceeding to the next step. The preferred procedure is for one or more iterations of Plan Commission review of the concept plan to occur prior to introduction of the formal petition for rezoning which accompanies the general development plan (GDP) application.*

PLAN COMMISSION OPTIONS:

The following are possible options for the Plan Commission:

- i. No action required, non-binding discussion.

ATTACHMENTS:

- Application materials.

Mayor McFarland observed that this is a pre-application conference as an opportunity for the Commission members to see the conceptual plans, ask any questions and in short, provide input to the developer in the early stages of the process.

Mayor McFarland introduce Mr. John Donovan of Bielinski Homes Inc.

Mr. Donovan provided a comprehensive overview of the project which included graphics of the stages and an explanation of the land use, lot size, utility considerations, and issues that affect the desirability of the complex.

There was an extensive question and reply session where many aspect of the project were discussed, except for the type of grass seed.

At the end of review, Commission members were very appreciative of the congenial effort by Mr. Donovan and expressed their anticipation for the future action on this development.

Mayor McFarland thanked Mr. Donovan and closed the item as no action was needed.

D. Discussion: Town of Emmet Boundary Agreement

Mayor McFarland opened the item advising that this is a discussion, and no action is required.

Mr. Zirbes provided a summary of the status of the Town Boundary Agreement.

For the next twenty-seven minutes, the members discussed a most convoluted challenge. The members of the Commission will need to come to grips with in the near future in order to resolve this boundary agreement, considering the impact on the existing and future resident's matters, needs of the city, cost options available, and many other weighty items.

Mayor McFarland closed the discussion recommending that Commissioners drive the area to become more familiar with the landscape and stand prepared for this future action.

Mayor McFarland asked for a motion to adjourn.

4. ADJOURNMENT

Motion to Adjourn by Romlein, Second by Lampe

Unanimous approval by Voice Vote

Meeting closed at 5:43 pm

**Respectfully Submitted,
James W. Romlein Sr. PE
Recording Secretary**

Note: These meeting notes are uncorrected, and any corrections made will thereto be noted in the proceedings at which these minutes are approved.

PLAN COMMISSION
Minutes
March 27, 2023 | 4:30 p.m.

The Plan Commission met on the above date in Room 0041.

The following members were present: Jaynellen Holloway (Director of Public Works/City Engineer) (Acting Chair), Andrew Beyer PE (Deputy City Engineer), Brian Zirbes (Zoning Administrator), Alyse Talaga (Citizen Member), Melissa Lampe (Citizen Member), Nick Krueger (Citizen Member), and James Romlein PE (Recording Secretary)

Others Present: Rick & Sara Knutson, Jerry Keeser, Steve Anders, John Donovan

1. Call to order

2. Approval of Minutes

A Review and take action: Site Plan Review minutes dated March 13, 2023

Motion to approve Krueger, Second Lampe
Unanimous by voice vote

B Review and take action: Plan Commission minutes dated February 13, 2023

Motion to approve Romlein, Second Lampe
Unanimous by voice vote

C Review and take action: Plan Commission minutes dated March 13, 2023

Correction by Holloway, Minutes record Holloway as seconding the motion to adjourn, however Holloway did not attend the meeting.

Action needed to remove Holloway and, with concurrence, replace with Lampe as the Second.

Motion to approve the minutes as revised Lampe, Second Talaga
Unanimous by voice vote

3. Business

A Conduct public hearing: 1400 W. Main Street- Conditional Use Permit (CUP) request for outdoor display and sales of portable sheds under Section 550-33B(2)(e)

Chairperson Holloway opened Item 3 A and announced the matter and invited interested persons to speak:

Chairperson Holloway called for questions or comments - hearing none, closed the public hearing and opened the associated action item 3 B.

B Review and take action: 1400 W. Main Street- Conditional Use Permit (CUP) request for outdoor display and sales of portable sheds under Section 550-33B(2)(e)

Chairperson Holloway asked Admin. Zirbes to present the issue:

TO: Plan Commission
 DATE: March 27, 2023
 SUBJECT: 1400 W Main Street, Conditional Use Permit - CUP

A request by Rick and Sara Knutson, agents for Marten Portable Buildings, for a Conditional Use Permit (CUP) for Outdoor Display. Parcel PIN: 291-0915-3143-001

SITE DETAILS:

Acres: 14.15
 Current Zoning: General Business
 Existing Land Use: Commercial
 Future Land Use Designation: Planned Mixed Use

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DATE: March 27, 2023
SUBJECT: 1400 W Main Street, Conditional Use Permit - CUP

A request by Rick and Sara Knutson, agents for Marten Portable Buildings, for a Conditional Use Permit (CUP) for Outdoor Display. Parcel PIN: 291-0915-3143-001

SITE DETAILS:

Acres: 14.15
Current Zoning: General Business
Existing Land Use: Commercial
Future Land Use Designation: Planned Mixed Use

**PLAN COMMISSION
Minutes
March 27, 2023 | 4:30 p.m.**

Section 2, Item C.

The Plan Commission met on the above date in Room 0041.

The following members were present: Jaynellen Holloway (Director of Public Works/City Engineer) (Acting Chair), Andrew Beyer PE (Deputy City Engineer), Brian Zirbes (Zoning Administrator), Alyse Talaga (Citizen Member), Melissa Lampe (Citizen Member), Nick Krueger (Citizen Member), and James Romlein PE (Recording Secretary)

Others Present: Rick & Sara Knutson, Jerry Keeser, Steve Anders, John Donovan

1. Call to order

2. Approval of Minutes

A Review and take action: Site Plan Review minutes dated March 13, 2023

**Motion to approve Krueger, Second Lampe
Unanimous by voice vote**

B Review and take action: Plan Commission minutes dated February 13, 2023

**Motion to approve Romlein, Second Lampe
Unanimous by voice vote**

C Review and take action: Plan Commission minutes dated March 13, 2023

Correction by Holloway, Minutes record Holloway as seconding the motion to adjourn, however Holloway did not attend the meeting.

Action needed to remove Holloway and, with concurrence, replace with Lampe as the Second.

**Motion to approve the minutes as revised Lampe, Second Talaga
Unanimous by voice vote**

3. Business

A Conduct public hearing: 1400 W. Main Street- Conditional Use Permit (CUP) request for outdoor display and sales of portable sheds under Section 550-33B(2)(e)

Chairperson Holloway opened Item 3 A and announced the matter and invited interested persons to speak:

Chairperson Holloway called for questions or comments - hearing none, closed the public hearing and opened the associated action item 3 B.

B Review and take action: 1400 W. Main Street- Conditional Use Permit (CUP) request for outdoor display and sales of portable sheds under Section 550-33B(2)(e)

Chairperson Holloway asked Admin. Zirbes to present the issue:

TO: Plan Commission
DATE: March 27, 2023
SUBJECT: 1400 W Main Street, Conditional Use Permit - CUP

A request by Rick and Sara Knutson, agents for Marten Portable Buildings, for a Conditional Use Permit (CUP) for Outdoor Display. Parcel PIN: 291-0915-3143-001

SITE DETAILS:

Acres: 14.15
Current Zoning: General Business
Existing Land Use: Commercial
Future Land Use Designation: Planned Mixed Use

BACKGROUND AND APPLICATION DESCRIPTION:

The applicant is seeking approval of a conditional use permit for Outdoor Display for a storage shed display and sales area on a portion of the Farm and Fleet Property. The dimensions of the Outdoor Display area will be approximately 111' x 213' (23,643 sq ft) and be located in the southeast corner of the Farm and Fleet Property. The storage sheds will be displayed year-round and there will be between 15 and 25 sheds on display at any given time.

STAFF EVALUATION:Site Plan Review Committee:

See Minutes of March 27, 2023.

Land Use and Zoning:

1. Within the General Business (GB) Zoning District 'Outdoor Display' is a principal land use permitted as a Conditional Use [per § 550-33B(2)(e)]. 'Outdoor Display' includes all land uses which conduct sales or display sales outside of an enclosed building. The applicant has defined an area for outdoor sales on the site plan within which all displayed materials will be kept [per § 550-52D].

Applicable regulations for 'Outdoor Display' land uses include the following: [per § 550-52D(1)]

- The display of items shall not be permitted in permanently protected green space areas, required landscaped areas, or required bufferyards.
 - The display of items shall not be permitted within required setback areas for the principal structure.
 - In no event shall the display of items reduce or inhibit the use or number of parking stalls provided on the property below the requirement established by the provisions of § 550-107. If the number of provided parking stalls on the property is already less than the requirement, such display area shall not further reduce the number of parking stalls already present.
 - Display areas shall be separated from any vehicular parking or circulation area by a minimum of 10 feet. This separation shall be clearly delimited by a physical separation such as a greenway, curb, fence or line of planters, or by a clearly marked paved area.
 - Signs, screening, enclosures, landscaping or materials being displayed shall not interfere in any manner with either on-site or off-site traffic visibility, including potential traffic/traffic and traffic/pedestrian conflicts.
 - Outdoor display shall be permitted during the entire calendar year; however, if goods are removed from the display area, all support fixtures used to display the goods shall be removed within 10 calendar days of the goods' removal.
 - Inoperative vehicles or equipment, or other items typically stored or displayed in a junkyard or salvage yard, shall not be displayed for this land use.
 - Facility shall provide a bufferyard with a minimum opacity of 0.60 along all borders of the display area abutting residentially zoned property, except per Subsection D(1)(e) above (see § 550-99).
2. Parking requirements of one space per 300 square feet of gross floor area will be met by utilizing the adjacent parking lots on the property [per § 550-52D(2)].
 3. Lighting for the site will utilize lights from the adjacent parking areas.

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.

1. 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

the city zoning board, the city shall grant the conditional use permit 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.

a. 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.

a. 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.

b. 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 DECISIONS:

Outdoor Storage Land Use Criteria	Applicant Provided Substantial Evidence		Opponent Provided Substantial Evidence		PC Finds Standards Met	
	Yes	No	Yes	No	Yes	No
1.The display of items shall not be permitted in permanently protected green space areas, required landscaped areas, or required bufferyards.	Yes	No	Yes	No	Yes	No
2.The display of items shall not be permitted within required setback areas for the principal structure.	Yes	No	Yes	No	Yes	No
3.In no event shall the display of items reduce or inhibit the use or number of parking stalls provided on the property below the requirement established by the provisions of § 550-107. If the number of provided parking stalls on the property is already less than the requirement, such display area shall not further reduce the number of parking stalls already present.	Yes	No	Yes	No	Yes	No
4.Display areas shall be separated from any vehicular parking or circulation area by a minimum of 10 feet. This separation shall be clearly delimited by a physical separation such as a greenway, curb, fence or line of planters, or by a clearly marked paved area.	Yes	No	Yes	No	Yes	No
5.Signs, screening, enclosures, landscaping or materials being displayed shall not interfere in any manner with either on-site or off-site traffic visibility, including potential traffic/traffic and traffic/pedestrian conflicts.	Yes	No	Yes	No	Yes	No
6.Outdoor display shall be permitted during the entire calendar year; however, if goods are removed from the display area, all support fixtures used to display the goods shall be removed within 10 calendar days of the goods' removal.	Yes	No	Yes	No	Yes	No

7. Inoperative vehicles or equipment, or other items typically stored or displayed in a junkyard or salvage yard, shall not be displayed for this land use.	Yes	No	Yes	No	Yes	No
8. Facility shall provide a bufferyard with a minimum opacity of 0.60 along all borders of the display area abutting residentially zoned property, except per Subsection D(1)(e) above (see § 550-99).	Yes	No	Yes	No	Yes	No

If Plan Commission answers "no" to any of the questions, above, the CU permit 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.

Holloway and Lampe initiated a brief discussion to confirm several issues to which Ms. Sara Knutson and Zirbes provided confirmation

Romlein - All conditions met? Zirbes Yes.

**Motion by Romlein to approve without conditions, Second by Krueger
Unanimous Approval by voice vote.**

C Conduct public hearing: 701 S. Church Street- Conditional Use Permit (CUP) request for outdoor display and sales of portable sheds under Section 550-33B(2)(e)

Chairperson Holloway opened Item 3 C and announced the matter and invited interested persons to speak:

Chairperson Holloway called for questions or comments - hearing none, closed the public hearing and opened the associated action item 3 D.

D Review and take action: 701 S. Church Street- Conditional Use Permit (CUP) request for outdoor display and sales of portable sheds under Section 550-33B(2)(e)

Chairperson Holloway opened Item 3 D and asked Admin. Zirbes to present the issue:

TO: Plan Commission

DATE: March 27, 2023

SUBJECT: 701 S Church Street, Conditional Use Permit - CUP

A request by Secure Storage of Watertown LLC for a Conditional Use Permit (CUP) for Outdoor Display. Parcel PIN: 291-0815-0431-052

SITE DETAILS:

Acres: 7.88

Current Zoning: General Business

Existing Land Use: Commercial

Future Land Use Designation: Central Mixed Use

BACKGROUND AND APPLICATION DESCRIPTION:

The applicant is seeking approval of a conditional use permit for Outdoor Display for a storage shed display and sales area on a portion of the Secure Storage of Watertown property. The Outdoor Display area will be approximately 7,200 sq ft and be located in the northwest corner of the property. The storage sheds will be displayed year-round and there will be between 10 and 12 sheds on display at any given time. Pavement markings will be installed to delineate the display areas from the vehicular parking and circulation areas. Hours of operation will be 9am to 5pm Monday thru Friday and 9am to 1pm on Saturdays.

STAFF EVALUATION:

Site Plan Review Committee:
See Minutes of March 27, 2023.

Land Use and Zoning:

4. Within the General Business (GB) Zoning District 'Outdoor Display' is a principal land use permitted as a Conditional Use [per § 550-33B(2)(e)]. 'Outdoor Display' includes all land uses which conduct sales or display sales outside of an enclosed building. The applicant has defined an area for outdoor sales on the site plan within which all displayed materials will be kept [per § 550-52D].

Applicable regulations for 'Outdoor Display' land uses include the following: [per § 550-52D(1)]

- The display of items shall not be permitted in permanently protected green space areas, required landscaped areas, or required bufferyards.
 - The display of items shall not be permitted within required setback areas for the principal structure.
 - In no event shall the display of items reduce or inhibit the use or number of parking stalls provided on the property below the requirement established by the provisions of § 550-107. If the number of provided parking stalls on the property is already less than the requirement, such display area shall not further reduce the number of parking stalls already present.
 - Display areas shall be separated from any vehicular parking or circulation area by a minimum of 10 feet. This separation shall be clearly delimited by a physical separation such as a greenway, curb, fence or line of planters, or by a clearly marked paved area.
 - Signs, screening, enclosures, landscaping or materials being displayed shall not interfere in any manner with either on-site or off-site traffic visibility, including potential traffic/traffic and traffic/pedestrian conflicts.
 - Outdoor display shall be permitted during the entire calendar year; however, if goods are removed from the display area, all support fixtures used to display the goods shall be removed within 10 calendar days of the goods' removal.
 - Inoperative vehicles or equipment, or other items typically stored or displayed in a junkyard or salvage yard, shall not be displayed for this land use.
 - Facility shall provide a bufferyard with a minimum opacity of 0.60 along all borders of the display area abutting residentially zoned property, except per Subsection D(1)(e) above (see § 550-99).
5. Parking requirements of one space per 300 square feet of gross floor area will be met by utilizing the adjacent parking lots on the property [per § 550-52D(2)].
 6. Lighting for the site will utilize lights from the adjacent parking areas.

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.*

ii. 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.*

iii.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.

iii.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.

iv. 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 DECISIONS:

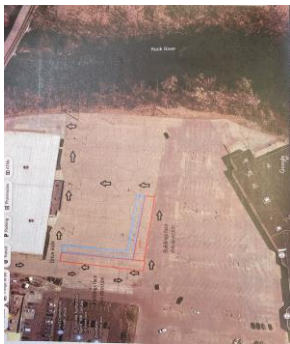
Outdoor Storage Land Use Criteria	Applicant Provided Substantial Evidence		Opponent Provided Substantial Evidence		PC Finds Standards Met	
	Yes	No	Yes	No	Yes	No
1.The display of items shall not be permitted in permanently protected green space areas, required landscaped areas, or required bufferyards.	Yes	No	Yes	No	Yes	No
2.The display of items shall not be permitted within required setback areas for the principal structure.	Yes	No	Yes	No	Yes	No
3.In no event shall the display of items reduce or inhibit the use or number of parking stalls provided on the property below the requirement established by the provisions of § 550-107. If the number of provided parking stalls on the property is already less than the requirement, such display area shall not further reduce the number of parking stalls already present.	Yes	No	Yes	No	Yes	No
4.Display areas shall be separated from any vehicular parking or circulation area by a minimum of 10 feet. This separation shall be clearly delimited by a physical separation such as a greenway, curb, fence or line of planters, or by a clearly marked paved area.	Yes	No	Yes	No	Yes	No
5.Signs, screening, enclosures, landscaping or materials being displayed shall not interfere in any manner with either on-site or off-site traffic visibility, including potential traffic/traffic and traffic/pedestrian conflicts.	Yes	No	Yes	No	Yes	No
6.Outdoor display shall be permitted during the entire calendar year; however, if goods are removed from the display area, all support fixtures used to display the goods shall be removed within 10 calendar days of the goods' removal.	Yes	No	Yes	No	Yes	No
7.Inoperative vehicles or equipment, or other items typically stored or displayed in a junkyard or salvage yard, shall not be displayed for this land use.	Yes	No	Yes	No	Yes	No
8.Facility shall provide a bufferyard with a minimum opacity of 0.60 along all borders of the display area abutting residentially zoned property, except per Subsection D(1)(e) above (see § 550-99).	Yes	No	Yes	No	Yes	No

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

PLAN COMMISSION OPTIONS:

- The following are possible options for the Plan Commission:
- 4. Deny the Conditional Use Permit, based on failure to provide substantial evidence to meet one or more of the regulatory standards.
 - 5. **Approve the Conditional Use Permit without conditions, based on successfully providing substantial evidence of regulatory compliance.**
 - 6. Approve the Conditional Use Permit with conditions as identified by the Plan Commission.

Lampe initiated a brief discussion on the orderly arrangement of property objects in the public vista.



Lampe asked a question on the perpetuity of conditions within a CUP. Holloway and Zirbes provided the information.

Applicant provided a picture of the area in question to assist the discussion.

The petitioner and commission members also discussed other security concerns and related issues which are not detailed in these minutes.

The petitioner agreed to provide security capabilities and will coordinate with the appropriate Municipal entities. This action is not a condition of the CPU, it is a pledge by the participant.

Motion by Krueger to approve without conditions, Second Talaga
Unanimous by voice vote

E Review public hearing comments and make recommendation to Common Council: 713 Milford Street - rezoning request for a portion of the property from SR-4, Single-Family Residential to PO, Planned Office and Institutional

Chairperson Holloway opened Item 3 E and asked Admin. Zirbes to present the issue:

TO: Plan Commission
DATE: March 27, 2023
SUBJECT: Recommendation to Council – 713 Milford St Street Rezoning

A rezoning requested by Hoffman Matz LLC to change the zoning on a portion of a parcel located at 713 Milford Street from Single-Family Residential Zoning to Planned Office and Institutional Zoning. Parcel PIN: 291-0815-0813-000

SITE DETAILS:

Acres: 32.54
Current Zoning: Planned Office and Institutional & Single-Family Residential
Existing Land Use: Institutional
Future Land Use Designation: Planned Neighborhood & Planned Mixed Use

BACKGROUND & APPLICATION DESCRIPTION:

The applicant is proposing to change the zoning designation of a strip of land along the northern edge of the property from Single-Family Residential Zoning to Planned Office and Institutional Zoning. The purpose of the rezoning is to align the Planned Office and Institutional Zoning District boundary with the north property line. The property line changed due to a Certified Survey Map adopted last year. The rezoning would put the entire parcel under the Planned Office and Institutional Zoning District.

STAFF EVALUATION:

Land Use and Zoning:

Nearby Future Land Use designations include Planned Neighborhood to the north and Planned Mixed Use to the south. The parcel itself exists partially in both the Planned Neighborhood & Planned Mixed Use Future Land Use Categories.

Nearby Zoning includes Single-Family Residential Zoning to the north and Planned Office and Institutional Zoning to the south.

Zoning Code

The zoning code requires the Plan Commission to review rezoning requests and make a recommendation to the Common Council.

Per Section § 550-141G:

G. Review and recommendation by the Plan Commission. The Common Council shall not make an amendment to the Official Zoning Map without allowing for a recommendation from the Plan Commission per the provisions of this subsection.

- (1)** Within 60 days after the public hearing (or within an extension of said period requested in writing by the applicant and granted by the Plan Commission), the Plan Commission shall make a written report to the Common Council stating its findings regarding Subsection **D** above and its recommendations regarding the application as a whole. Said report shall include a formal finding of facts developed and approved by the Plan Commission concerning the requirements of Subsection **D(3)(a)** through **(c)**.
- (2)** If the Plan Commission fails to make a report within 60 days after the filing of said complete application [and in the absence of an applicant-approved extension per Subsection **G(1)** above], then the Common Council may act on the application within 30 days after the expiration of said sixty-day period. Failure to receive said written report from the Plan Commission per Subsection **G(1)** above shall not invalidate the proceedings or actions of the Common Council.
- (3)** If the Plan Commission recommends approval of an application, it shall state in the minutes or in a subsequently issued written decision its conclusion and any finding of facts supporting its conclusion as to the following: that the potential public benefits of the proposed amendment outweigh any and all potential adverse impacts of the proposed amendment, as identified in Subsection **D(3)(a)** through **(c)** above, after taking into consideration the proposal by the applicant

PUBLIC HEARING COMMENT:

Public comments from the March 21, 2023 Public Hearing before the Common Council, if any, are attached.

OPTIONS:

The following are possible options for the Plan Commission:

- 1. Negative recommendation of the Rezoning to Common Council.
- 2. Positive recommendation of Rezoning to Common Council.**
- 3. Positive recommendation of the Rezoning to Common Council, with conditions identified by the Plan Commission.

**Motion by Lampe to approve with a positive recommendation to Council, Second Krueger
Unanimous by voice vote**

F Review public hearing comments and make recommendation: 407 S. Washington Street rezoning request from TR-6, Two Family Residential to CB, Central Business

Chairperson Holloway opened Item 3 F and asked Admin. Zirbes to present the issue:

TO: Plan Commission
DATE: March 27, 2023
SUBJECT: Recommendation to Council - 407 S Washington Street Rezoning

A rezoning requested by Jerome Keeser to change the zoning on a portion of a parcel located at 407 S Washington Street from Two Family Residential Zoning to Central Business District Zoning. Parcel PIN: 291-0815-0424-059

SITE DETAILS:

Acres: 0.32
Current Zoning: Two-Family Residential
Existing Land Use: Single Family Residential & Commercial
Future Land Use Designation: Two-Family Residential

BACKGROUND & APPLICATION DESCRIPTION:

The applicant is proposing to change the zoning designation of the eastern 6,514 sq ft of the parcel from Two-Family Residential Zoning to Central Business District Zoning. A Plan

Amendment and Certified Survey Map related to the rezoning are also pending. This re will run concurrently with the Comprehensive Plan Amendment. The parcel cannot be rezoned without adoption of the associated Comprehensive Plan Amendment.

STAFF EVALUATION:

Land Use and Zoning:

Nearby Future Land Use designations include Central Mixed Use directly adjacent to the south, as well as, across the street to the east and to the north. Two-Family Residential Future Land Use exists to the west.

Nearby Zoning includes Central Business District Zoning directly adjacent to the south, Neighborhood Business Zoning directly adjacent to the north, and Central Business District Zoning with a Planned Unit Development Overlay across the street to the east. Two-Family Residential Zoning exists to the west.

Zoning Code

The zoning code requires the Plan Commission to review rezoning requests and make a recommendation to the Common Council.

Per Section § 550-141G:

G. Review and recommendation by the Plan Commission. *The Common Council shall not make an amendment to the Official Zoning Map without allowing for a recommendation from the Plan Commission per the provisions of this subsection.*

(1) *Within 60 days after the public hearing (or within an extension of said period requested in writing by the applicant and granted by the Plan Commission), the Plan Commission shall make a written report to the Common Council stating its findings regarding Subsection D above and its recommendations regarding the application as a whole. Said report shall include a formal finding of facts developed and approved by the Plan Commission concerning the requirements of Subsection D(3)(a) through (c).*

(2) *If the Plan Commission fails to make a report within 60 days after the filing of said complete application [and in the absence of an applicant-approved extension per Subsection G(1) above], then the Common Council may act on the application within 30 days after the expiration of said sixty-day period. Failure to receive said written report from the Plan Commission per Subsection G(1) above shall not invalidate the proceedings or actions of the Common Council.*

(3) *If the Plan Commission recommends approval of an application, it shall state in the minutes or in a subsequently issued written decision its conclusion and any finding of facts supporting its conclusion as to the following: that the potential public benefits of the proposed amendment outweigh any and all potential adverse impacts of the proposed amendment, as identified in Subsection D(3)(a) through (c) above, after taking into consideration the proposal by the applicant*

PUBLIC HEARING COMMENT:

Public comments from the March 21, 2023 Public Hearing before the Common Council, if any, are attached.

PLAN COMMISSION OPTIONS:

The following are possible options for the Plan Commission:

1. Negative recommendation of the Rezoning to Common Council.
2. Positive recommendation of Rezoning to Common Council.
3. **Positive recommendation of the Rezoning to Common Council, with conditions identified by the Plan Commission.**

Chairperson Holloway called for comments:

Motion by Lampe to approve.

Zirbes recommended a Positive recommendation of the Rezoning to Common Council, with conditions identified by the Plan Amendment.

Lampe moved for approval as recommended, Second by Krueger

Unanimous by voice vote

G Review public hearing comments and make recommendation: 407 S. Washington Street Comprehensive Plan Amendment.

TO: Plan Commission
DATE: March 27th, 2023
SUBJECT: Recommendation to Council - 407 S Washington Street Comprehensive Plan Amendment

A Comprehensive Plan Amendment requested by Jerome Keeser to change the Future Land Use designation on a portion of parcel located at 407 S Washington Street. Parcel PIN: 291-0815-0424-059

SITE DETAILS:

Acres: 0.32

Current Zoning: Two-Family Residential

Existing Land Use: Single Family Residential & Commercial

Future Land Use Designation: Two-Family Residential

BACKGROUND & APPLICATION DESCRIPTION:

The applicant is proposing to change the Future Land Use designation of the eastern 6,514 sq ft of the parcel from Two-Family Residential to Central Mixed Use. A rezoning and Certified Survey Map related to the Comprehensive Plan Amendment are also pending. This Comprehensive Plan Amendment will run concurrently with the rezoning. The parcel cannot be rezoned without adoption of the associated Comprehensive Plan Amendment.

STAFF EVALUATION:

Land Use and Zoning:

Nearby Future Land Use designations include Central Mixed Use directly adjacent to the south, as well as, across the street to the east and to the north. Two-Family Residential Future Land Use exists to the west.

Nearby Zoning includes Central Business District Zoning directly adjacent to the south, Neighborhood Business Zoning directly adjacent to the north, and Central Business District Zoning with a Planned Unit Development Overlay across the street to the east. Two-Family Residential Zoning exists to the west.

Wisconsin Statutes

Per the Wisconsin Statutes it is the role of the Plan Commission to prepare a Comprehensive Plan Amendment and recommend the amendment to Council.

Per Wis. Stat. § 66.1001(4)(b):

*(b) The plan commission or other body of a local governmental unit that is authorized to prepare or amend a comprehensive plan **may** recommend the adoption or amendment of a comprehensive plan only by adopting a resolution by a majority vote of the entire commission. The vote shall be recorded in the official minutes of the plan commission or other body. The resolution shall refer to maps and other descriptive materials that relate to one or more elements of a comprehensive plan.*

Comprehensive Plan Goals, Objectives, and General Policies:

The 2019 Watertown Comprehensive Plan includes goals, objectives, and general policies for the Plan Commission to consider when reviewing Comprehensive Plan amendments.

Land Use Goals, Objectives, and General Policies

Goal:

- i. Promote a future land use pattern that is harmonious with the natural landscape, features visually attractive development, and is economically viable.*

Objectives:

- 1. Ensure that a desirable balance and distribution of land uses is achieved.*
- 2. Maintain high standards in the Zoning Ordinance for buildings, landscaping, signage, building materials, and parking lots.*
- 3. Ensure that conflicts between neighboring land uses are minimized with logical land use transitions and bufferyards.*
- 4. Utilize existing public facilities to serve new development whenever possible.*
- 5. Coordinate land development with transportation system improvements.*

6. *Encourage City landowners to open up suitable undeveloped areas development as the need arises.*

Policies:

- i. *Prioritize infill and redevelopment opportunities, especially downtown and along the river, before new greenfield development along the City's boundaries.*
- ii. *Direct new housing development in locations with convenient access to commercial and recreational facilities, transportation systems, schools, employment opportunities, and other necessary facilities and services.*
- iii. *Require all new development within Watertown's long-term growth area to be served with the full array of municipal services (e.g. sanitary sewer, storm sewer, municipal water, police, fire, etc.) unless covered by an intergovernmental agreement.*
- iv. *Encourage the strengthening of existing neighborhoods through maintenance of the existing housing stock, creative reuse of vacant or under-utilized buildings, and infill on vacant parcels.*
- v. *Require all proposed residential developments to dedicate land, or pay a fee in lieu thereof, for public park, recreation, and open space acquisition and development.*
- vi. *Strive for compatibility of adjacent land uses by requiring site plan review for all multi-family residential, commercial, office, industrial, recreational, and institutional land uses.*
- vii. *Buffer incompatible land uses from each other through the strategic use of plant materials, decorative fences, walls, or berms.*
- viii. *Require new development and redevelopment projects to include high quality building design, landscaping, stormwater best management practices, and signage and to meet at least the minimum landscaping and performance standards as codified in the City's Zoning Ordinance.*
- ix. *Encourage that new residential development within the Planned Neighborhood designation comply with the City's historic housing mix. The desired mix of residential uses in any neighborhood should be mostly single-family (approximately 50 percent), generally with no more than 20 percent of dwelling units being duplex units and not more than 30 percent being multi-family units.*
- x. *Require detailed development plans that include: (1) proposed land use pattern of the area; (2) recommended zoning for the area; (3) recommended lot pattern; (4) location of necessary municipal utilities; (5) locations of parks, open space, and civic or institutional buildings; (6) proposed street system that will serve the area; and (7) a development phasing timetable so the City can coordinate capital improvements with the development of the area.*
- xi. *Factor public health into the site plan review process through the addition of specific criteria in which new development, redevelopment, and infill development must be addressed in order to integrate land use planning, transportation, and public health.*
- xii. *Work with Jefferson and Dodge Counties, in addition to all surrounding Townships on future land use planning within the City's Extraterritorial Jurisdiction to promote intergovernmental cooperation and a unified future planning of development and services. Seek intergovernmental agreements with all surrounding Townships.*
- xiii. *Reevaluate the City's supply and demand for industrial land every 5 years.*
- xiv. *Develop detailed neighborhood plans for the Bethesda campus between Milford Street and the Rock River in order to foster high-quality and well-planned future development.*

PUBLIC HEARING COMMENT:

Public comments at the March 21, 2023 Public Hearing before the Common Council, if any, are attached.

PLAN COMMISSION OPTIONS:

The following are possible options for the Plan Commission:

- i. Negative recommendation of the Comprehensive Plan Amendment to Common Council.
- ii. Positive recommendation of Comprehensive Plan Amendment to Common Council.
- iii. Positive recommendation of the Comprehensive Plan Amendment to Common Council, with conditions identified by the Plan Commission

Chairperson Holloway asked if any conditions should be incorporated in the motion.

Zirbes advised that the motion should include the condition that the associated rezoning action be approved.

**Motion by Lampe to approve as recommended, Second by Krueger
Unanimous by voice vote.**

H Review and take action: 407 S. Washington Street Certified Survey Map (CSM)

Chairperson Holloway opened Item 3 H and asked Admin. Zirbes to present the issue:

TO: Plan Commission
DATE: March 27th, 2023
SUBJECT: 407 S Washington Street - Preliminary Certified Survey Map

A Certified Survey Map (CSM) requested by Jerome Keeser to split a parcel located at 407 S Washington Street. Parcel PIN: 291-0815-0424-059

SITE DETAILS:

Acres: 0.32
Current Zoning: Two-Family Residential
Existing Land Use: Single Family Residential & Commercial
Future Land Use Designation: Two-Family Residential

BACKGROUND & APPLICATION DESCRIPTION:

The applicant is proposing to create a two lot Certified Survey Map. Lot 1 will consist of the western 8,051 sq ft of the current parcel and Lot 2 will consist of the eastern 6,514 sq ft of that parcel. A Comprehensive Plan Amendment and rezoning related to this CSM are also pending.

STAFF EVALUATION:

There are no right-of-way issues, the preliminary CSM divides an existing platted lot. The parcel is not within the Airport Approach Protection Zone. If approved, this CSM must be adopted concurrently with the pending Comprehensive Plan Amendment and rezoning.

PLAN COMMISSION OPTIONS:

The following possible options for the Plan Commission:

1. Deny the preliminary CSM.
2. Approve the preliminary CSM without conditions.
3. Approve the preliminary CSM on the condition that the related Comprehensive Plan Amendment and rezoning are approved by the Common Council.
4. Approve the preliminary CSM with other conditions as identified by the City of Watertown Plan Commission.

Chairperson Holloway asked for discussion or a motion. Hearing no discussion, asked for a motion to approve on the condition that the related Comprehensive Plan Amendment and rezoning are approved by the Common Council.

**Motion by Romlein to approve as requested, Second by Lampe
Unanimous by voice vote.**

I Initial review and schedule public hearing: Hunter Oaks Planned Unit Development Plan (PUD) General Development Plan (GDP)

Chairperson Holloway opened Item 3 and asked Admin. Zirbes to present the issue:

TO: Plan Commission
DATE: March 27, 2023
SUBJECT: Hunter Oaks PUD Initial Review and Set Public Hearing Date

Initial Review and Setting of a Public Hearing Date for a Planned Unit Development (PUD) General Development Plan (GDP) requested by John Donovan, agent for Bielinski Homes Inc., Hunter Oaks Subdivision, West Street, Watertown, WI. Parcel PIN(s): 291-0815-0642-005, 291-0815-0642-004, 291-0815-0642-003, 291-0815-0642-006, 291-0815-0642-007, 291-0815-0643-001 & [291-0815-0644-022](#)

SITE DETAILS:

Acres: 58.89
Current Zoning: PUD Overlay
Existing Land Use: Undeveloped

BACKGROUND AND APPLICATION DESCRIPTION:

Applicant is seeking an initial review and the setting of a public hearing date by the Plan Commission for a Planned Unit Development (PUD) General Development Plan (GDP). The proposal looks to revise a now expired General Development Plan from 2017. The proposal consists of 27 two-family Ranch Style Condominiums, 34 two-family Sabrina Ranch Style condominiums, and 91 single-family home lots. Changes to the GDP proposal as a result of comments from Plan Commission and Site Plan Review Committee have been incorporated into the attached GDP and are highlighted. These changes include clarification of the park dedication and access, as well as private roadway widths.

STAFF EVALUATION:

Land Use and Zoning:

The proposed PUD General Development Plan is requesting flexibilities to Zoning Standards as allowed under Section § 550-152B of the Zoning Code. For the proposed condominiums, the applicant seeks to reduce the Minimum Lot Area requirements from 4,350 sq. ft. per dwelling unit to 2,600 sq. ft. per dwelling unit and reduce the Minimum Street Yard from 40 ft to 25 ft.

An additional flexibility requested by the applicant is the use of condominium plats for a few areas of the proposed development. Approval of this flexibility would allow multiple principal structures per lot and private streets.

Flexibilities allowed by a Planned Unit Development under Section § 550-152B:

B. Provision of flexible development standards for planned unit developments.

- (1) Permitted location. Planned unit developments shall be permitted with the approval of a Planned Unit Development Overlay Zoning District specific to the approved planned unit development.*
- (2) Flexible development standards. The following exemptions to the development standards of the underlying zoning district may be provided with the approval of a planned unit development:*
 - (a) Land use requirements. All land uses listed as "residential," "institutional" or "commercial" may be permitted within a planned unit development.*
 - (b) Density and intensity requirements. All requirements listed for residential density and nonresidential intensity may be waived within a planned unit development.*
 - (c) Bulk requirements. All residential and nonresidential bulk requirements may be waived within a planned unit development.*
 - (d) Landscaping requirements. All landscaping requirements may be waived within a planned unit development.*

Chairperson Holloway opened discussion with a question to the nature of the vacant adjacent property.

Mr. Donovan provided the information requested and also noted items that may possibly be presented in the next plan revision.

Motion to set the Public Hearing date to 3 April 2023 by Lampe, Second by Talaga.

Unanimous by voice vote.

4. Adjournment

Chairperson Holloway opened Item 4 and asked for a motion to adjourn.

Motion to Adjourn by Romlein, Second by Lampe. Unanimous approval by Voice Vote

Meeting closed at 5:07 pm

**Respectfully Submitted,
James W. Romlein Sr. PE
Recording Secretary**

Note: These meeting notes are uncorrected, and any corrections made will thereto be noted in the proceedings at which these minutes are approved.

Main Office
920-262-4060

Brian Zirbes
920-262-4041

Mark Hady
920-342-0986

Nikki Zimmerman
920-262-4045

Dell Zwieg
920-262-4042

Doug Zwieg
920-262-4062

Dennis Quest
920-262-4061

TO: Plan Commission
DATE: April 24, 2023
SUBJECT: 107 S Fifth Street, Conditional Use Permit - CUP

A request by Steven Hill, owner of That Guy Fabrication, for a Conditional Use Permit (CUP) for Light Industrial Incidental to Indoor Sales. Parcel PIN: 28-291-0815-0412-216

SITE DETAILS:

Acres: 0.17
Current Zoning: Central Business
Existing Land Use: Commercial with Residential Apartments above.
Future Land Use Designation: Central Mixed Use

BACKGROUND AND APPLICATION DESCRIPTION:

The applicant is seeking approval of a conditional use permit for 'Light Industrial Incidental to Indoor Sales' for a artisan metal fabrication shop associated with a retail business. The retail portion of the business shares space with Budget Print at the front of the building. The metal fabrication area is located in the rear of the building, utilizing approximately 1,800 sq. ft. of the approximately 6,000 sq ft total in the building. The applicant is working with an architect to design appropriate fire walls and ceiling protection for the fabrication area. The business sells some pre-made items in the retail space as well as commissions custom work orders.

STAFF EVALUATION:

Site Plan Review Committee:
See Minutes of April 10, 2023.

Land Use and Zoning:

1. Within the Central Business (CB) Zoning District 'Light Industrial Incidental to Indoor Sales' is a principal land use permitted as a Conditional Use [per § 550-34C(2)(c)]. 'Light Industrial Incidental to Indoor Sales' includes any light industrial activity conducted exclusively indoors which is incidental to a principal land use such as indoor sales or service on the same site [per § 550-56I].

Applicable regulations for "Light Industrial Incidental to Indoor Sales" land uses include the following: [per § 550-52D(1)]

1. The total area devoted to light industrial activity shall not exceed 15% of the total area of the buildings on the property or 5,000 square feet, whichever is less. Areas devoted to artisan studio uses, such as custom ceramics, glass, wood, paper, fabric and similar crafts, may exceed 5,000 square feet with the granting of a conditional use permit for such use.
2. Production area shall be physically separated by a wall from other activity areas and shall be soundproofed to the level required by § **550-112** for all adjacent properties.

2. Noise Standards in the Central Business Zoning District *[per § 550-112C(1)]* allow for a maximum increase in noise level over ambient levels at the property line to be at plus 5 dba. The zoning code also allows for an additional adjustment factor for noise sources that do not operate continuously *[per § 550-112C(2)]*.

Table 550-112C(2): Adjustment Factors for Maximum Noise Levels	
Type of Operation in Character of Noise	Correction in Decibels
Daytime operation only	Plus 5
Noise source operates less than 20% of any one-hour period	Plus 5*
Noise source operates less than 5% of any one-hour period	Plus 10*
Noise source operates less than 1% of any one-hour period	Plus 15*
Noise of impulsive character (hammering, etc.)	Minus 5
Noise of periodic character (hum, speech, etc.)	Minus 5
* Apply only one of these corrections	

3. Within the Central Business (CB) Zoning District, 'no requirements for on-site landscaping or parking are required' *[per § 550-34A]*.

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.
3. 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.
4. 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 DECISIONS:

Light Industrial Incidental to Indoor Sales Land Use Criteria	Applicant Provided Substantial Evidence		Opponent Provided Substantial Evidence		PC Finds Standards Met	
	Yes	No	Yes	No	Yes	No
1. The total area devoted to light industrial activity shall not exceed 15% of the total area of the buildings on the property or 5,000 square feet, whichever is less. Areas devoted to artisan studio uses, such as custom ceramics, glass, wood, paper, fabric and similar crafts, may exceed 5,000 square feet with the granting of a conditional use permit for such use.						
2. Production area shall be physically separated by a wall from other activity areas and shall be soundproofed to the level required by § <u>550-112</u> for all adjacent properties.						

If Plan Commission answers “no” to any of the questions, above, the CU permit 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.

ATTACHMENTS:

- Application materials

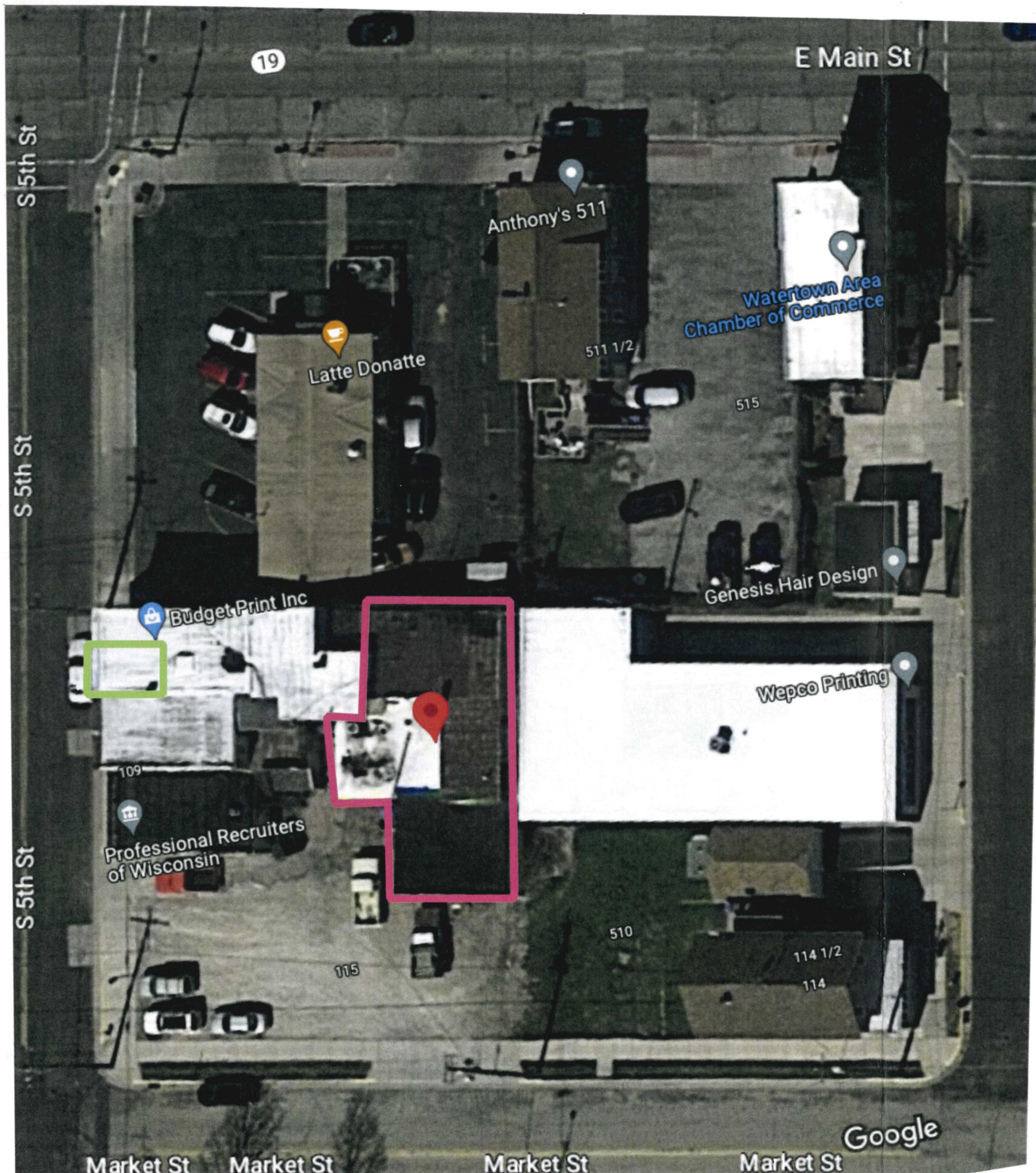
WATERTOWN PLANNING COMMISSION APPLICATION
MARCH 27, 2023



107 S. FIFTH STREET
WATERTOWN, WI 53094
920.248.2868
STEVEN H. HILL

Find us on Facebook - That Guy Fabrication

Site: 107 S. 5th Street Watertown, WI 53094



Proposed “That Guy Fabrication” Retail Space

Proposed Light Industrial Support for Retail Space

STORE FRONT DISPLAY



EXECUTIVE SUMMARY

That Guy Fabrication, LLC is a welding and fabrication business with expertise in the production of a variety of artistic products.

These include almost anything made of metal i.e. wall hangings to railings. This business relies heavily on innovation.

We've got loads of it and seek to even exceed our client's expectations.

PRODUCTS AND SERVICES

At That Guy Fabrication, LLC, our products consist of various metal works. We specialize in creativity.

Such products include household items to exterior needs. These are carefully fabricated to achieve durability in addition to providing aesthetic value.

Our fabrication and welding workshop is located in Watertown, Wisconsin. In recent years, there has been an increasing demand for the services of artistic retail welding businesses.

Our foray into this line of business was in response to the growing need for our services. We will bring our skill and depth in the welding and fabrication industry to bear on the type of products we churn out.

VISION STATEMENT

We are set to establish a well-equipped and safely run welding business.

This will compete favorably with bigger welding businesses. While producing quality products and services, we seek to break into Wisconsin's top tier of welding and fabrication businesses.

MISSION STATEMENT

We have a singular mission of building reputable and well-respected welding and fabrication brand. This will be achieved through attention to detail on every job we handle.

Our purpose is not only to provide satisfactory services but even exceed our client's expectations.

FINANCING

Self financed.

STRENGTH

As a new welding and fabrication business, our strength comes from our skilled workforce.

Our 1-man team of fabricators has worked with major companies where they have gained considerable experience. My experience and expertise will count in helping us achieve our goals.

WEAKNESS

Our weakness is that most welding and fabrication businesses have trouble with marketing.

Sharing retail space with the established Watertown business Budget Print will help us get the word out of our product offerings.

We will also create a strong presence on all social media platforms.

However, we are not letting down using our wide contacts to win patronage.

OPPORTUNITIES

Although it may be initially challenging to land a client, we are confident that a single job will draw attention to us. This is an opportunity we hope to exploit right from our first client. They say a good job advertises itself.

We are prepared to make this happen by providing exceptional welding and fabrication services.

SALES PROJECTION

Initially, getting patronage may be slow, but this is expected to pick up fast after satisfying a few clients.

- First Financial Year \$30,000.00
- Second Financial Year \$40,000.00
- Third Financial Year \$45,000.00

COMPETITIVE ADVANTAGE

As a welding and fabrication business and being well-motivated, we are expected to become the preferred destination for clients. The qualities of our products speak volumes.

Our finishing will be second to none and the high point of our business appeal.

MARKETING STRATEGIES

Only marketing strategies that are result oriented will be applied.

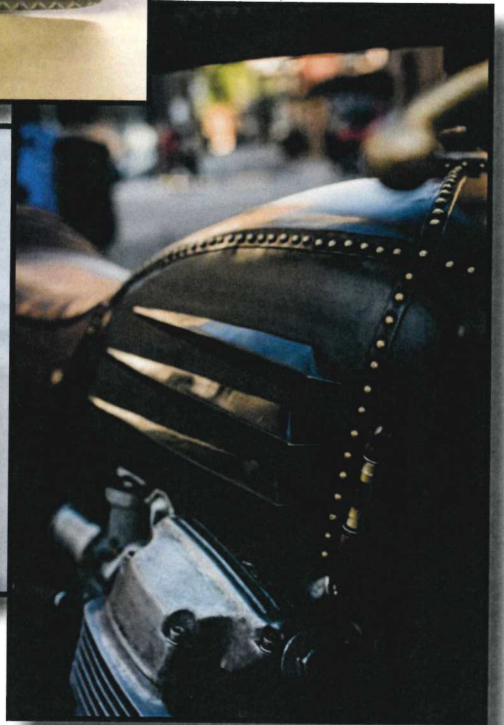
By coordinating all our activities, our marketing department will be very involved in its design and implementation. Our primary targets are home owners who crave one of a kind creativity.

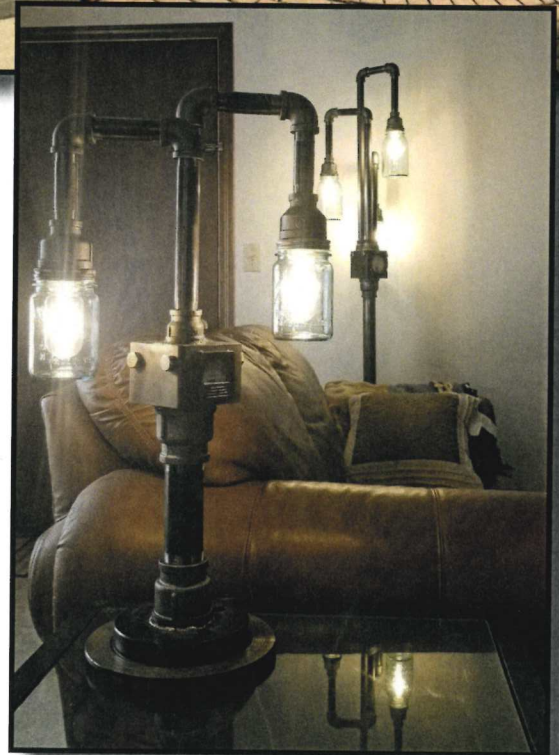
These would be persuaded to give us a try. To win their approval, we will offer some free services to them. The aim is to make them experience our quality and attention to detail.

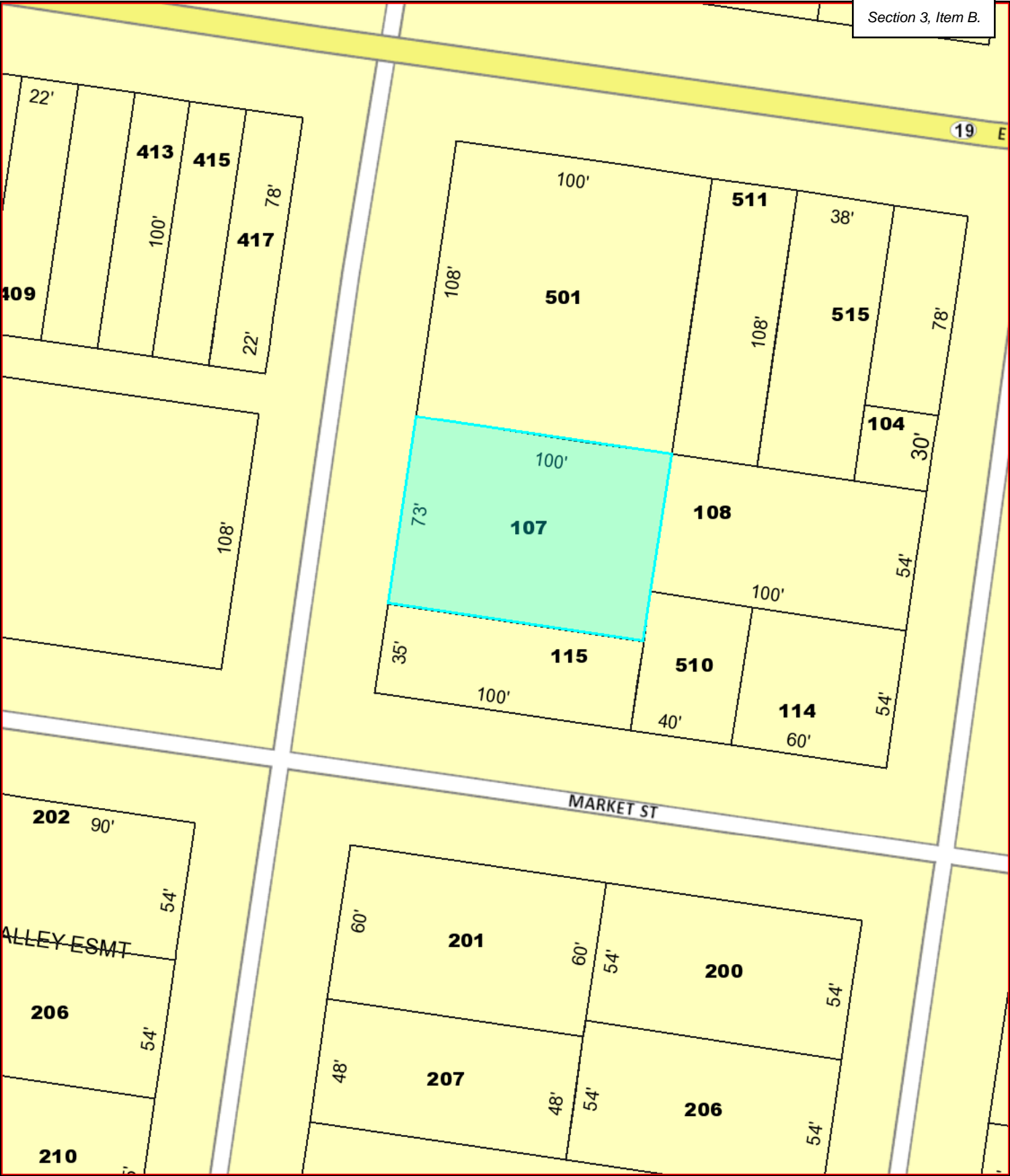
PAYMENT OPTIONS

We will make use of multiple payment options.



We aim to allow our clients to use their most convenient payment platform. We will accept several options from cash, checks, credit cards, and electronic banking, among others.







Parcels

-  Override 1
-  Parcels



City of Watertown Geographic Information System

Scale: 1 inch = 50 feet

SCALE BAR = 1"

Printed on: April 17, 2024

Author: Private User

DISCLAIMER: This map is not a substitute for an actual field survey or on-site 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.

Main Office 920-262-4060	Brian Zirbes 920-262-4041	Mark Hady 920-342-0986
Nikki Zimmerman 920-262-4045	Dell Zwieg 920-262-4042	
Doug Zwieg 920-262-4062	Dennis Quest 920-262-4061	

TO: Plan Commission
DATE: April 24, 2023
SUBJECT: Hunter Oaks PUD Initial Review and Set Public Hearing Date

Initial Review and Setting of a Public Hearing Date for a Planned Unit Development (PUD) General Development Plan (GDP) requested by John Donovan, agent for Bielinski Homes Inc., Hunter Oaks Subdivision, West Street, Watertown, WI. Parcel PIN(s): 291-0815-0642-005, 291-0815-0642-004, 291-0815-0642-003, 291-0815-0642-006, 291-0815-0642-007, 291-0815-0643-001 & 291-0815-0644-022

SITE DETAILS:

Acres: 58.89
Current Zoning: PUD Overlay
Existing Land Use: Undeveloped

Future Land Use Designation(s): Neighborhood Mixed Use, Multi-Family, Two Family, & Single-Family

BACKGROUND AND APPLICATION DESCRIPTION:

Applicant is seeking an initial review and the setting of a public hearing date by the Plan Commission for a Planned Unit Development (PUD) General Development Plan (GDP). The proposal looks to revise a now expired General Development Plan from 2017. The proposal consists of 27 two-family Ranch Style Condominiums, 34 two-family Sabrina Ranch Style condominiums, and 91 single-family home lots. Changes to the GDP proposal as a result of comments from Plan Commission and Site Plan Review Committee have been incorporated into the attached GDP and are highlighted. These changes include clarification of the park dedication and access, as well as private roadway widths.

STAFF EVALUATION:

Land Use and Zoning:

The proposed PUD General Development Plan is requesting flexibilities to Zoning Standards as allowed under Section § 550-152B of the Zoning Code. For the proposed condominiums, the applicant seeks to reduce the Minimum Lot Area requirements from 4,350 sq. ft. per dwelling unit to 2,600 sq. ft. per dwelling unit and reduce the Minimum Street Yard from 40 ft to 25 ft.

An additional flexibility requested by the applicant is the use of condominium plats for a few areas of the proposed development. Approval of this flexibility would allow multiple principal structures per lot and private streets.

Flexibilities allowed by a Planned Unit Development under Section § 550-152B:

B. Provision of flexible development standards for planned unit developments.

- (1) Permitted location. Planned unit developments shall be permitted with the approval of a Planned Unit Development Overlay Zoning District specific to the approved planned unit development.*
- (2) Flexible development standards. The following exemptions to the development standards of the underlying zoning district may be provided with the approval of a planned unit development:*

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

Opportunity Runs Through It

- (a) Land use requirements. All land uses listed as "residential," "institutional" or "commercial" may be permitted within a planned unit development.*
 - (b) Density and intensity requirements. All requirements listed for residential density and nonresidential intensity may be waived within a planned unit development.*
 - (c) Bulk requirements. All residential and nonresidential bulk requirements may be waived within a planned unit development.*
 - (d) Landscaping requirements. All landscaping requirements may be waived within a planned unit development.*
 - (e) Parking and loading requirements. All requirements for off-street parking, traffic circulation, and off-street loading may be waived within a planned unit development.*
 - (f) Drainageway Overlay District requirements. All Drainageway Overlay District requirements may be waived within a planned unit development.*
- (3) Requirements to depict all aspects of development. Only development which is explicitly depicted on the required site plan approved by the Common Council as part of the approved planned unit development shall be permitted, even if such development (including all aspects of land use, density and intensity, bulk landscaping, and parking and loading) is otherwise listed as permitted. Requested exemptions from these standards shall be made explicit by the applicant in the application and shall be recommended by the Plan Commission and approved explicitly by the Common Council. If not so requested and approved, such exemptions shall not be permitted. Flexible development standards shall be limited to density and intensity bonuses of no greater than 25% higher than otherwise permitted by the MR-10 District, unless specifically granted by the Common Council, and shall be limited to reductions in bulk, landscaping, parking and loading requirements of no greater than 25% lower than otherwise permitted for the proposed land uses, unless specifically granted by the Common Council.*

Per Sections § 550-152G(2), the GDP step shall be identical to that for Zoning Map amendments:

- (2) The process and fees for review and approval of the GDP shall be identical to that for Zoning Map amendments per this chapter and (if land is to be divided) to that for preliminary and final plats of subdivision per the City Code.*

PLAN COMMISSION OPTIONS:

The following are possible options for the Plan Commission:

- 1. Set public hearing date to May 16, 2023.
- 2. Postpone public hearing to a later date.

ATTACHMENTS:

- Application materials.



Planned Unit Development General Development Plan

(Remaining Undeveloped Parcels)

City of Watertown

April 14th, 2023
(Revised)



PROJECT NARRATIVE

In 1999, Bielinski Homes, Inc. ("Bielinski") and the City of Watertown ("City") reached an agreement for a mixed-use neighborhood at the corner of Horseshoe Road and West Street in the City. The project comprises approximately 170 acres and is commonly known as the Hunter Oaks neighborhood. Over the years, several phases of the project have been improved with public utilities, roads, parks, private homes, and condominiums pursuant to a General Development Plan dated October 6, 1999. As new phases advance from the conceptual stages outlined in this General Development Plan to construction, subject to any applicable development agreement, Bielinski has continued to find ways to refine and improve the project.

Most recently, Bielinski received approval from the City to develop the westerly portion of Area B, known as Hunter Oaks Villas Phase II, to construct 6 additional individual condominium buildings, consisting of 12 units, which construction is estimated to begin in Summer 2023. Currently, Bielinski is evaluating all remaining undeveloped parcels as identified on this General Development Plan dated February 1, 2023, and proposing some changes to the uses of Area C(b), which now consist of 13.1 acres and is designed to feature two-family ranch style condominiums named "The Sabrina 1302" condominium, and which includes updated architecture design standards. Further, consistent with this 2023 GDP for Hunter Oaks, Bielinski and City acknowledge that Bielinski will be petitioning for Belmont Dr. from Steeplechase Dr. on the north to the southern intersection of Oakland Ave. and Belmont Dr, running directly through Area C(b), to be vacated. As the marketplace continues to shift, Bielinski recognizes changing lifestyles and the demand for different housing options. The intent of the Hunter Oaks Neighborhood continues to offer mixed land uses, providing housing opportunities for a wide range of people, incomes, and preferences.

From a planning perspective, the subject site is ideally situated for a mix of residential housing because of the surrounding attached residential/condominium buildings, existing industrial land use to the north, and the agricultural use to the west. The proposed concept will improve the overall vision and intent of Hunter Oaks Neighborhood and help blend land uses in this area for the City's future housing needs.

PROPOSALS AND COMMITMENTS

The Petitioner, Bielinski, respectfully requests that the City Planning Commission and Common Council approve this updated General Development Plan in substantial conformance with the enclosed Site Plan. The site has been redesigned, with extensive input from the city staff, to offer a common architectural theme, inter-connected green space, and an overall better plan. Bielinski is very excited to implement this plan and begin providing the city with high-quality and innovative housing products.

Specifically, this new GDP includes:

- Areas A-D, C(b), G, H, and I, which remain subject to Bielinski and the City entering into development agreements.
- As a part of the terms of a Developers Agreement, Bielinski shall dedicate the Neighborhood Park (Area I), and the City shall take ownership of the existing Detention Pond located in Area K upon the completion of certain improvements, such as the installation of utilities, sidewalks, curbing, and the binder course, during Bielinski's development of Area H-2 (Phase I). Bielinski plans to develop the 26 lots within Area H-2 (Phase I) in 2024. Development of Area H-2 (Phase I) will include restoration work for the existing Detention Pond located in Area K.

VISION

- To continue with creating high quality residential neighborhood that responds to the needs of changing household sizes and lifestyles.
- To offer future housing solutions for the City of Watertown. This group includes young professionals, empty-nesters and single-person and family households.
- Provide a memorable place that features high quality construction and extensive landscaping and open spaces.

RATIONALE

- The Hunter Oaks Plan is based on market demand for newly constructed housing options that are high quality, low maintenance and are close proximity to work, shopping and recreation.
- Due to the lack of an off ramp from the new highway bypass, the market for commercial development in this area has decreased.
- The revisions are consistent with the intent and purpose of the Planned Unit Development.
- The proposed uses are more compatible with the surrounding land uses and is a more efficient use of land with existing public utilities.
- The PUD district provides the flexibility to offer greater open space and greater City design control while creating a neighborhood that is compatible with the adjacent and proposed land uses.

PUBLIC BENEFITS

- High quality housing that is priced for the marketplace.
- Logical and adaptive land use for a unique property.
- Provides a compatible transition between the future commercial, existing industrial and residential areas.
- Project requires public infrastructure (sewer, water, roadway, etc.); that should have minimal impact on City services.
- Project will create a significant increase in taxable value for the city without creating a burden for the Watertown School District or other public entities.
- Project creates construction jobs that will support residents and families living in the area.
- Pedestrian friendly environment and Dedication of the Neighborhood Park and surrounding rights-of-way sooner.
- Bielinski Homes will provide any irrevocable letter of credit that is necessary for the public and private improvements for each individually constructed phase of this project.

ESTIMATED HOUSING VALUES (Per Area)

Areas A-D & B: Hunter Oaks Villas Phase I, II and III (54 Units)	\$16,200,000.00
Area C(b): Condominium Project with "The Sabrina" (68 Units)	\$20,740,000.00
Area H2: Phases 1-4 Single Family Homes (91 Lots)	\$36,400,000.00
Total Estimated Value	\$73,340,000.00

PROPERTY LOCATION

The Hunter Oaks Neighborhood development is located within the City of Watertown on the south side of West Street and east of Horseshoe Road.



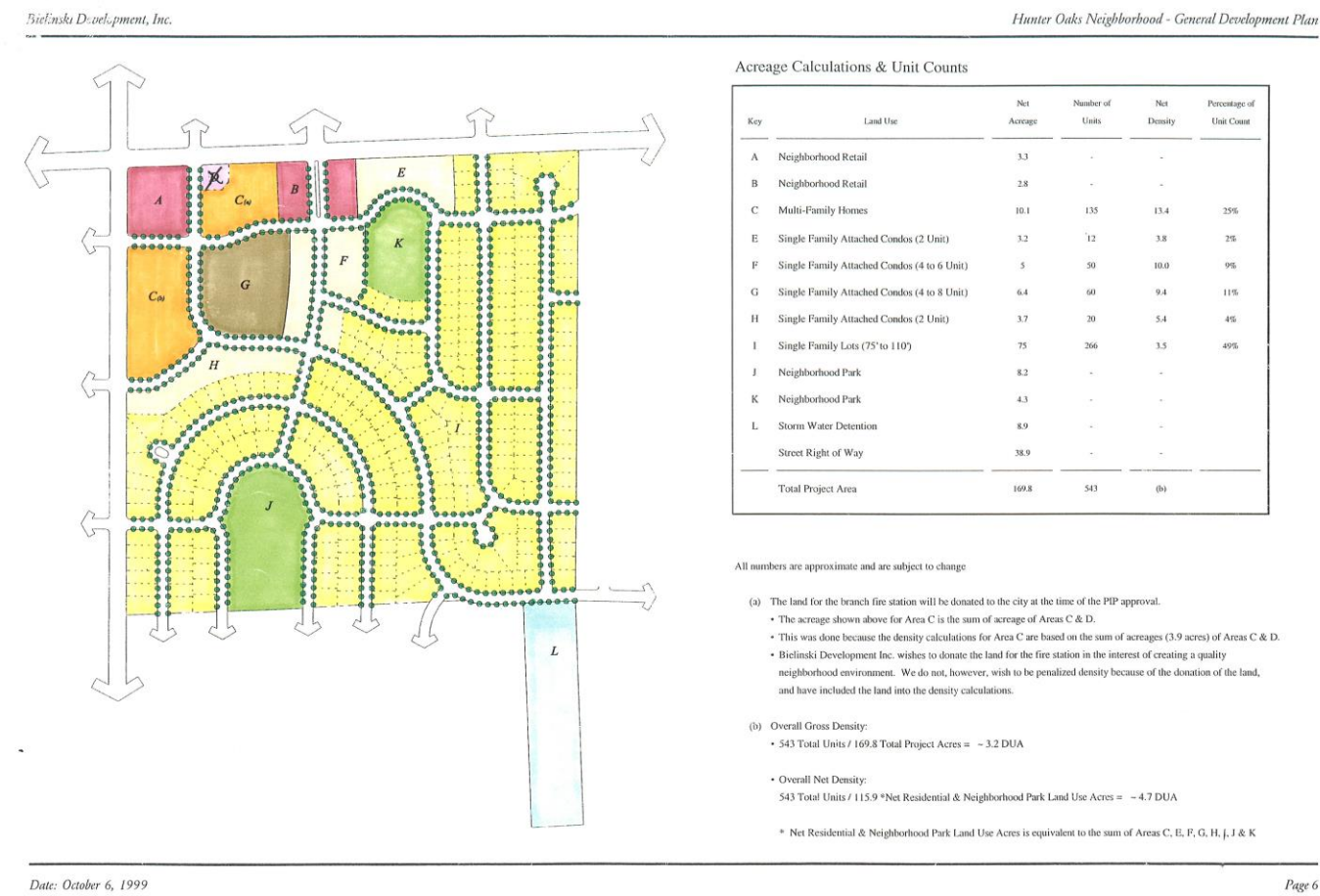
Surrounding Zoning

Hunter Oaks Neighborhood
North: General Industrial
South: PUD
East: PUD
West: PUD

Surrounding Land Use

Hunter Oaks Neighborhood
North: Industrial/Business Park
South: Vacant Farmland and Single Family
East: Developed Condominiums, a Park and Single-Family Homes
West: Vacant Farmland & HWY 26 bypass

EXPIRED GENERAL DEVELOPMENT PLAN – for reference only



UPDATED GENERAL DEVELOPMENT PLAN

See next page for proposed General Development Plan Site Map

General Mix of Dwelling Unit Types and Land Uses

This General Development Plan will consist of changes to the originally approved and expired GDP with an additional 27 Two-family Ranch Style Condominiums known as "Hunter Oaks Villas" and Condominium Area C(b) with 34 Two-family 1302 Sabrina Ranch Style condominium buildings and 91 single family home lots with revised site layouts and architecture design standards.

Relationship to Nearby Properties / Public Streets

The subject property is located amongst a variety of land uses which makes the area unique. Directly north of Hunter Oaks Neighborhood is an existing industrial/business park served by West Street. West and South of the property are currently farmland and then HWY 26 bypass. East of the property is fully developed as condominiums, single family lots and a park.

RELATIONSHIP TO MASTER PLAN

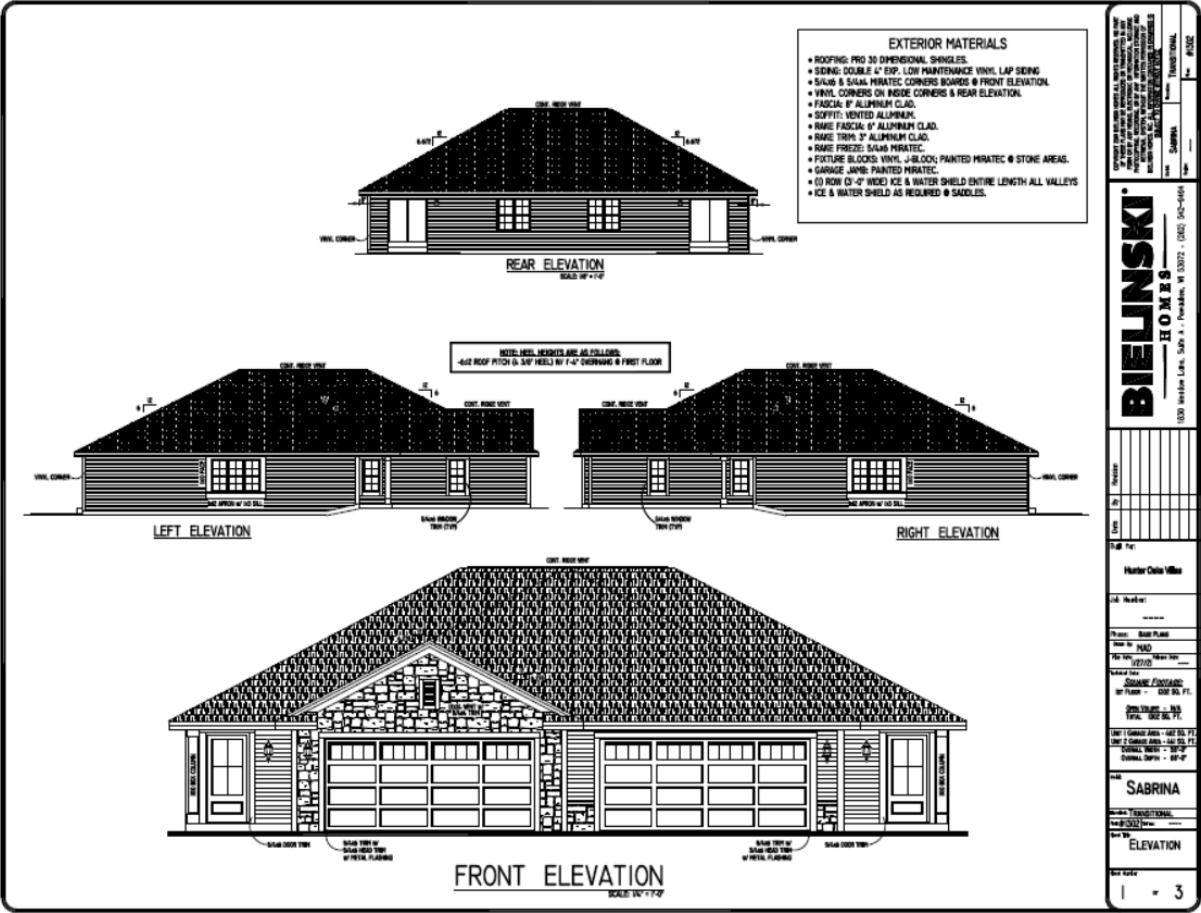
The comprehensive land use plan for the City of Watertown currently designates this property as Planned Neighborhood. According to the Plan, this land use category is designed for a careful mixed use of residential development with active recreation nearby.

Hunter Oaks has been granted entitlements and zoning approval for a mix use neighborhood. The requested amendments reflect an adjustment in the use, site design, architectural and modifications on unit counts.

ARCHITECTURAL THEMES & IMAGES

Bielinski Homes strives to upgrade architecture and curb appeal designs by developing popular distinct Ranch Style condominium building to enhance the internal streetscape on all sites. The buildings utilize traditional styles which incorporate other warm character elements into the design to create a sense of place and neighborhood. The proposed Sabrina 1302 buildings for Areas A-D (Phase III) and Area C(b) will be 2-unit ranch style condominium buildings arranged with 2-bedroom configurations and designed to attract young professionals, retirees, single and small family households. The buildings feature individual garages for each unit and efficient living spaces. Below is the proposed condominium building for the 2-unit areas.

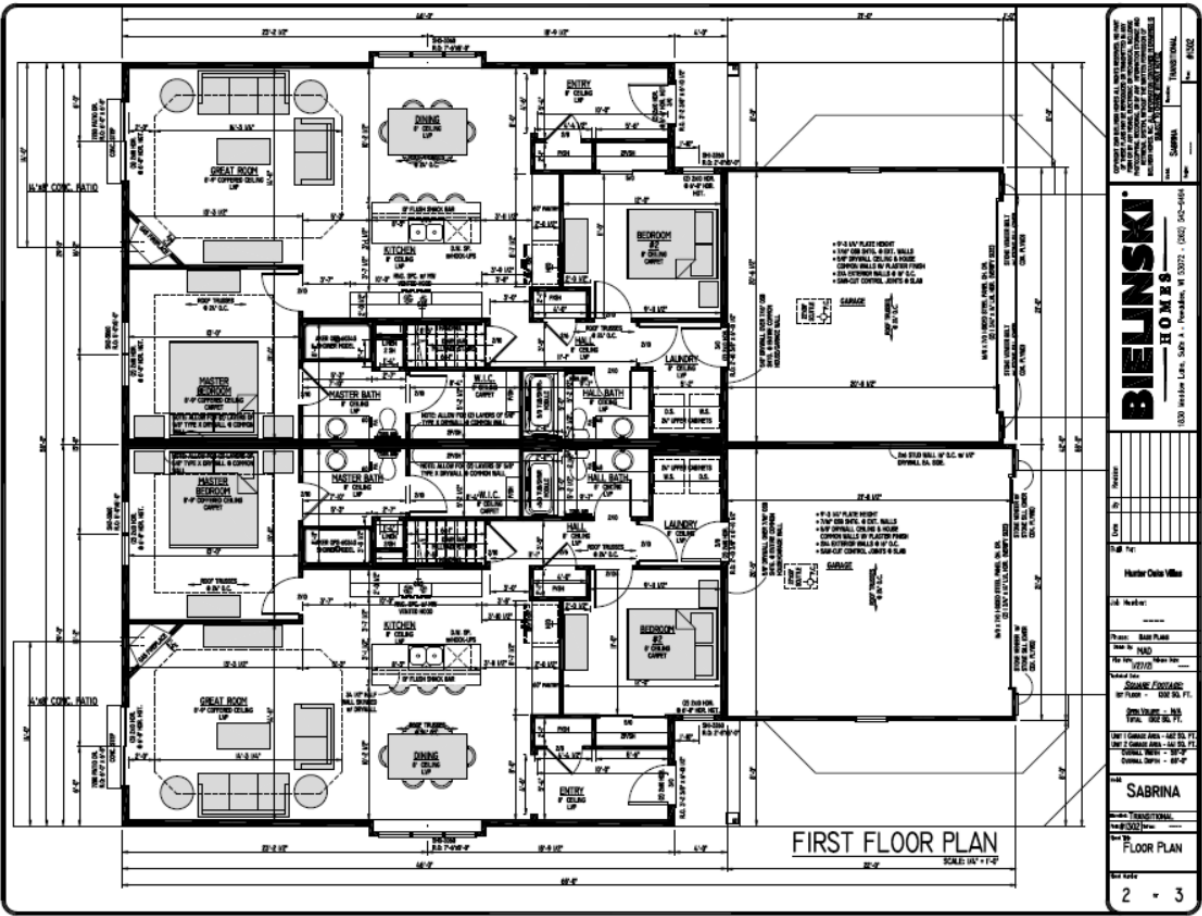
Sabrina 1302 Elevations



AMENITIES

- A Ranch Style Condominium
- Private Entry
- 2 Bedroom and 2 Full Baths
- Master Bedroom with Coffered Ceiling
- Great Room with Coffered Ceiling and Corner Gas Fireplace
- First Floor Laundry
- 2 car garage
- Concrete Patio
- Quality Interior Finishes
- Washer & Dryer in Each Unit
- Individually Metered Utilities
- Individual HVAC Units & Hot Water Heaters

Sabrina 1302 Floor Plan



Initial List of Zoning Standards Which Will Not Meet the PUD

Bielinski Homes is seeking the flexibility allowed by the Planned Unit Development with respect to land use and zoning. The requested amendment does not require any relief from the bulk zoning requirements, however the proposed use, layouts and densities calculations are proposed to change.

Areas A-D, B and C(b) Two-Family Ranch Style Condominiums

General Requirement	Baseline Multi-Family District	Proposed PUD
Minimum Lot Area	4,350 Sq. Ft. per dwelling unit	2,600 Sq. Ft. per dwelling unit
Minimum Lot Width	100'	SAME
Minimum Street Frontage	50'	SAME
Minimum Street Yard	40'	25'
Minimum Side Yard	10' Lot Width or 8' minimum	SAME
Minimum Rear Yard	25'	SAME
Minimum Paved Surface Setback	3' : rear/side, 10' : street	SAME
Minimum Between Buildings	20'	SAME
Maximum Building Height	35'	SAME
Required Off-Street Parking	2 spaces per unit	SAME

Written Description of potentially requested exemptions from the requirements of the underlying zoning district.

Land Use Exemptions:	The applicant seeks to amend the use in areas: A-D, B and C(b).
Density Exemptions:	from Neighborhood Commercial to Multifamily
Bulk Exemptions:	None Requested.
Landscape Exemptions:	None Requested.
Parking Exemptions:	None Requested.
Public Roads:	The applicate is seeking to amend that all roadways be private with a minimum width of 27' and a maximum width of 30' within areas A-D, B and C(b).

Area H-2 Phase 1-4: Single Family Home Sites (Standard R1 Zoning)

Single Family Zoning	AREA H-2	
General Required Setbacks	R1 Zoning Standards	Proposed PUD
Minimum Lot Area	8,000 Sq. Ft.	8,000 Sq. Ft.
Minimum Lot Width	75'	75'
Minimum Front Yard (2 Story)	25'	SAME
Minimum Front Yard (Corner Lot)	25'	SAME
Minimum Side Yard (1 to 2 Story)	8'	SAME
Minimum Rear Yard	25'	SAME
Minimum Paved Surface Setback	NA	NA
Minimum Between Buildings	16'	SAME
Maximum Building Height	35'	SAME
Required Off-Street Parking	2 Spaces per unit	SAME

Written Description of potentially requested exemptions from the requirements on the underlying zoning district.

Land Use Exemptions:	The applicant seeks to amend the use in areas: H-2, Phases 1-4 (91 single family home sites)
Density Exemptions:	from Multifamily to Single Family
Bulk Exemptions:	None Requested.
Landscape Exemptions:	None Requested.
Parking Exemptions:	None Requested.



EXPIRED GDP SITE CALCULATIONS

Site Data Table (Original)

Acreage Calculations & Unit Counts					
Area	Land Use	Net Acreage	Number of Units	Net Density	% Unit Count
A	Neighborhood Retail	3.3			
B	Neighborhood Retail	2.8			
C(a)	Multi-Family Homes	3.8	54	14.2	9.0%
C(b)	Multi-Family Homes	6.2	81	13.1	16.7%
D	Branch Fire Station				
E	Single-Family Attached Condos (2-Unit)	3.2	12	3.8	2.0%
F	Single-Family Attached Condos (4 to 6 Unit)	5	50	10	9.0%
G	Single-Family Attached Condos (4 to 8 Unit)	6.4	60	9.4	11.0%
H	Single-Family Attached Condos (2-Unit)	3.7	20	5.4	4.0%
I	Single-Family Lots (75'w to 110'w)	3.8	294	3.9	51.0%
J	Neighborhood Park	8.2	N/A	N/A	
K	Neighborhood Park	4.3	N/A	N/A	
L	Storm Water Detention	8.9	N/A	N/A	
	Street Right-of-Way	38.9			
	Total Project Area	169.7	571		



PROPOSED GDP SITE CALCULATIONS

(Lands Owned & Developed by Bielinski Homes, Inc.)

Site Data Table (Revised)

Acreage Calculations & Unit Counts					
Area	Land Use	Net Acreage	Number of Units	Net Density	% Unit Count
A-D	Two-Family Ranch Condos (2)	6.5	34	5.23	6.8%
B	Two-Family Ranch Condos (2)	3.5	20	5.71	4.0%
C(b)	Two-Family Ranch Condos (2)	13.1	68	5.20	13.7%
E	Two-Family Attached Condos (2-Unit)	3.3	12	3.64	2.4%
F	Multi-Family Attached Condos (4 to 6 Unit)	5.1	50	9.80	10.1%
G	Two-Family Condos (2-Unit)	3.8	20	5.26	4.0%
H-1	Single-Family Lots	55.3	202	3.60	40.8%
H2-P1	Single-Family Lots	8.5	26	3.06	5.2%
H2-P2	Single-Family Lots	5.3	18	3.39	3.6%
H2-P3	Single-Family Lots	7.8	20	2.56	4.0%
H2_P4	Single-Family Lots	8.1	27	3.33	5.4%
I	Neighborhood Park	7.1	N/A	N/A	
J	Neighborhood Park	4.4	N/A	N/A	
K	Storm Water Detention Pond	8.9	N/A	N/A	
	Street Right-of-Way	32.5			
	Total Project Area	173.20	497		

Overall Gross Density:

- 497 Total Units / 173.20 Total Project Acres = 2.86 DUA

Overall Net Density:

- 497 Total Units / 140.70 = 3.53 DUA
- *Net Residential & Neighborhood Park Land Use Acres is Equal to Areas A-D, B, C(b), E, F, G, H-1, H2 (P1-4), I, J,

TREATMENT OF NATURAL AREAS

The site design for this neighborhood offers plentiful green and open space for the residents to enjoy. Lawn areas or “common greens” are an important feature of the project. These areas are intended for the residents to enjoy as common space. The abundance of pervious areas improves water quality and promotes infiltration for groundwater recharge.

LANDSCAPING

Detailed landscaping plans for each condominium area will be completed by a landscape designer as part of the individual Precise Implementation Plans (PIP) for each project or phases move forward. The plans will include an overall plan with individual building landscape designs in accordance with the City of Watertown Ordinance requirements.

COMMUNITY AMENITIES

To command a higher standard of living and attract quality residents, this project has been enhanced by the addition of several site amenities including common areas and pedestrian connections.

Hunter Oaks includes sidewalks that provide pedestrian circulation through the site and connects the various phases to one another, an important feature in a mixed-use planned development.

PARK

Area I is identified on the GDP as the second Neighborhood Park in Hunter Oaks Subdivision and is located on the highest point of the site and preserves a mature wooded area. It will add more common space with limited parking, accommodate smaller gatherings and allow for more recreational use for the surrounding residents.

DEDICATIONS

The City of Watertown has requested that the Neighborhood Park (Area I) and certain adjacent rights-of-way be dedicated to the city earlier than what is required by the expired General Development Plan and Bielinski Homes is willing to cooperate with that request. Bielinski Homes shall cause the dedication of the Neighborhood Park (Area I) to the City of Watertown along with the dedication of the required rights-of-way which will be further defined in the Developers Agreement for the Single - Family H2-PH1.

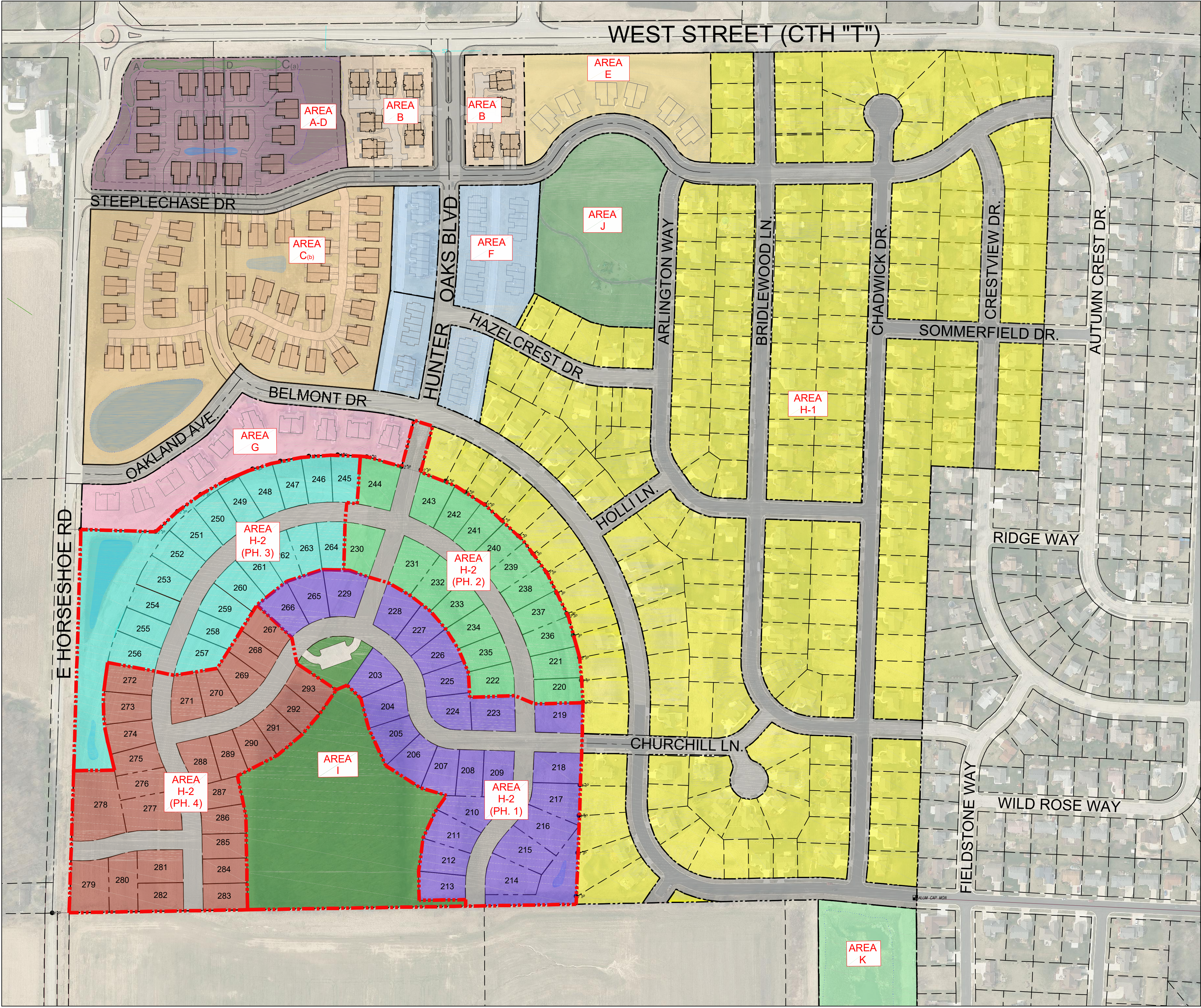
Bielinski Homes shall make improvements to the +/-300’ right-of-way located in H2-PH1 (Phase 1) prior to park & pond dedications. Improvements would be included but not be limited to grading, utility installation, asphalt roads and sidewalks. Any improvements needed for future phases of the Hunter Oaks Neighborhood will be addressed at the time a Precise Implementation Plan for that area is approved and development of said area occurs.

FINANCIAL CAPIBILITIES

Bielinski Homes Inc. has been in business for over 60 years and will finance each individual project with local, state or national lending institutions and will provide any irrevocable letter of credit that is necessary for the public and private improvements for each project.

LIST OF EXHIBITS

- **Location Map**
- **General Development Plan Exhibits**
- **Site Plans: Revised General Development Plan Dated April 14th, 2023**
Areas A-D, B, C(b), H-2 (Phases 1-4) and I (Park)
- **Architectural Plans with Elevation Perspectives**
Areas:
A-D (Phase III): Sabrina 1302 Condominium
B (Phase I & II): Adalyn 1300 Condominium
C(b): Sabrina 1302 Condominium



GENERAL DEVELOPMENT PLAN
"Hunter Oaks Neighborhood"
City of Watertown, Wisconsin

Site Data Table (Original)

Acreage Calculations & Unit Counts					
Area	Land Use	Net Acreage	Number of Units	Net Density	% of Unit Count
A	Neighborhood Retail	3.3			
B	Neighborhood Retail	2.8			
C(a)	Multi-Family Homes	3.8	54	14.2	9.0%
C(b)	Multi-Family Homes	6.2	81	13.1	16.7%
D	Branch Fire Station				
E	Single-Family Attached Condos (2-Unit)	3.2	12	3.8	2.0%
F	Single-Family Attached Condos (4 to 6 Unit)	5	50	10	9.0%
G	Single-Family Attached Condos (4 to 8 Unit)	6.4	60	9.4	11.0%
H	Single-Family Attached Condos (2-Unit)	3.7	20	5.4	4.0%
I	Single-Family Lots (75'w to 110'w)	3.8	294	3.9	51.0%
J	Neighborhood Park	8.2	-	-	
K	Neighborhood Park	4.3	-	-	
L	Storm Water Detention	8.9	-	-	
	Street Right of Way	38.9			
Total Project Area		169.7	571		

Site Data Table (Revised)

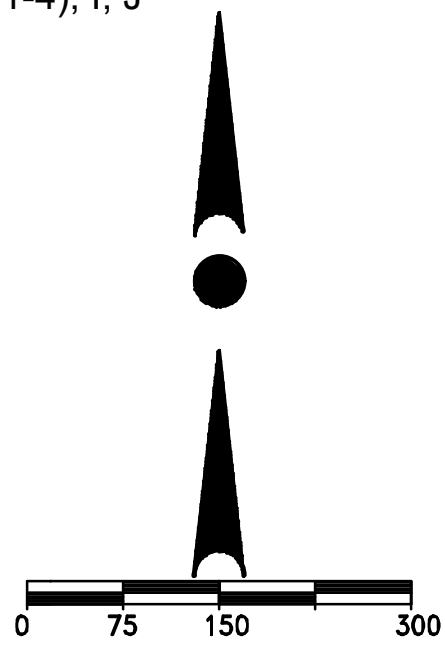
Acreage Calculations & Unit Counts					
Area	Land Use	Net Acreage	Number of Units	Net Density	% of Unit Count
A-D	Multi-Family Condos (2-Unit)	6.5	34	5.23	6.8%
B	Single-Family Attached Condos (2-Unit)	3.5	20	5.71	4.0%
C(b)	Multi-Family Homes	13.1	68	5.2	13.7%
E	Single-Family Attached Condos (2-unit)	3.3	12	3.64	2.4%
F	Single-Family Attached Condos (4 to 6 Unit)	5.1	50	9.80	10.1%
G	Single-Family Attached Condos (2-Unit)	3.8	20	5.26	4.0%
H-1	Single-Family Lots	55.3	202	3.60	40.8%
H-2 (P1)	Single-Family Lots	8.5	26	3.06	5.2%
H-2 (P2)	Single-Family Lots	5.3	18	3.39	3.6%
H-2 (P3)	Single-Family Lots	7.8	20	2.56	4.0%
H-2 (P4)	Single-Family Lots	8.1	27	3.33	5.4%
I	Neighborhood Park	7.1	-	-	
J	Neighborhood Park	4.4	-	-	
K	Storm Water Detention	8.9	-	-	
	Street Right of Way	32.5			
Total Project Area		173.2	497		

Overall Gross Density:
• 497 Total Units / 173.2 Total Project Acres = 2.87 DUA
Overall Net Density:
• 497 Total Units / 140.7 = 3.53 DUA
*Net Residential & Neighborhood Park Land Use Acres

*Net Residential & Neighborhood Park Land Use Acres is Equal to Areas A-D, B, C(b), E, F, G, H-1, H-2(P1-4), I, J



4100 North Calhoun Road
Brookfield, WI 53005
PHONE: (262) 790-1480
FAX: (262) 790-1481
EMAIL: info@trioeng.com



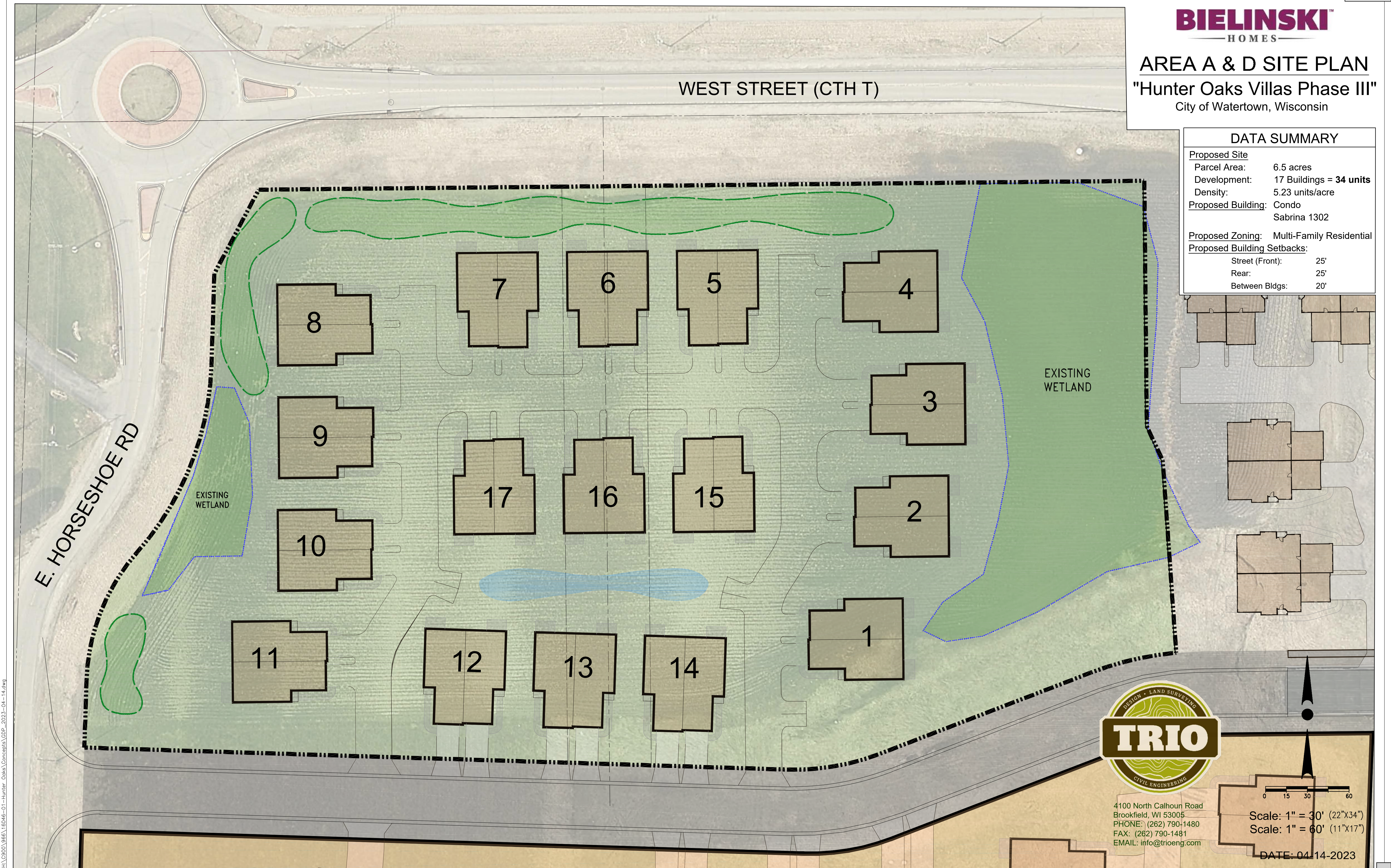
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DATE: 04-14-2023



AREA A & D SITE PLAN
"Hunter Oaks Villas Phase III"
City of Watertown, Wisconsin

DATA SUMMARY	
<u>Proposed Site</u>	
Parcel Area:	6.5 acres
Development:	17 Buildings = 34 units
Density:	5.23 units/acre
<u>Proposed Building:</u> Condo	
Sabrina 1302	
<u>Proposed Zoning:</u> Multi-Family Residential	
<u>Proposed Building Setbacks:</u>	
Street (Front):	25'
Rear:	25'
Between Bldgs:	20'



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Brookfield, WI 53005
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Scale: 1" = 30' (22"x34")
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DATE: 04/14/2023

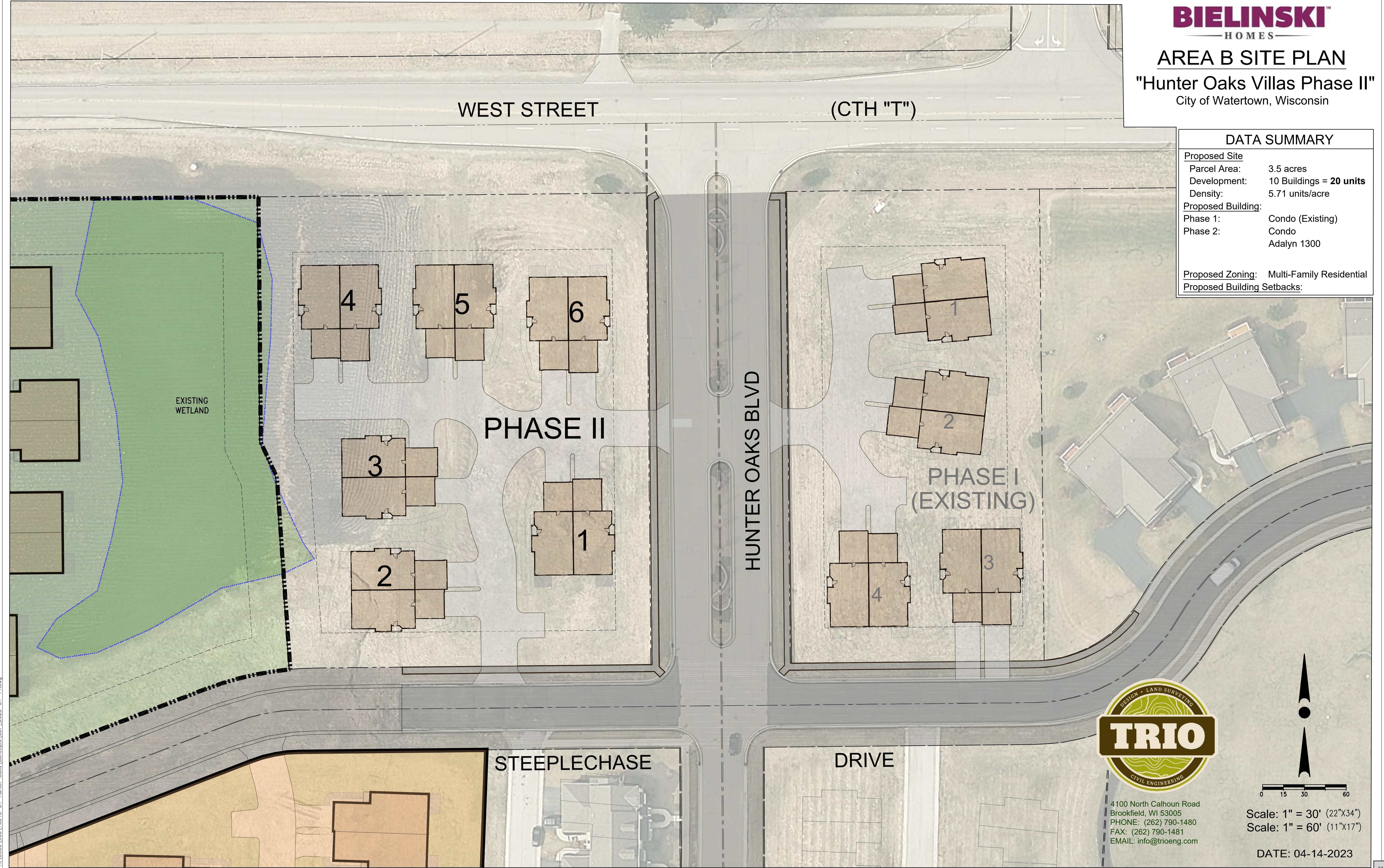


AREA B SITE PLAN
"Hunter Oaks Villas Phase II"
City of Watertown, Wisconsin

DATA SUMMARY

Proposed Site	
Parcel Area:	3.5 acres
Development:	10 Buildings = 20 units
Density:	5.71 units/acre
Proposed Building:	
Phase 1:	Condo (Existing)
Phase 2:	Condo
	Adalyn 1300

Proposed Zoning: Multi-Family Residential
Proposed Building Setbacks:



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Brookfield, WI 53005
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Scale: 1" = 30' (22"x34")
Scale: 1" = 60' (11"x17")

DATE: 04-14-2023

AREA C(b) SITE PLAN

"Hunter Oaks Cottages"

City of Watertown, Wisconsin

SITE PLAN 3



DATA SUMMARY

Proposed Site	
Parcel Area:	13.13 acres
Development:	68 Units
Density:	5.18 units/acre
Proposed Building: Condo	
Sabrina 1302	
Proposed Zoning: Multi-Family Residential	
Proposed Building Setbacks:	
Street (Front):	25'
Rear:	25'
Between Bldgs:	20'



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0 20 40 80

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DATE: 04-14-2023

AREA H & I SITE PLAN

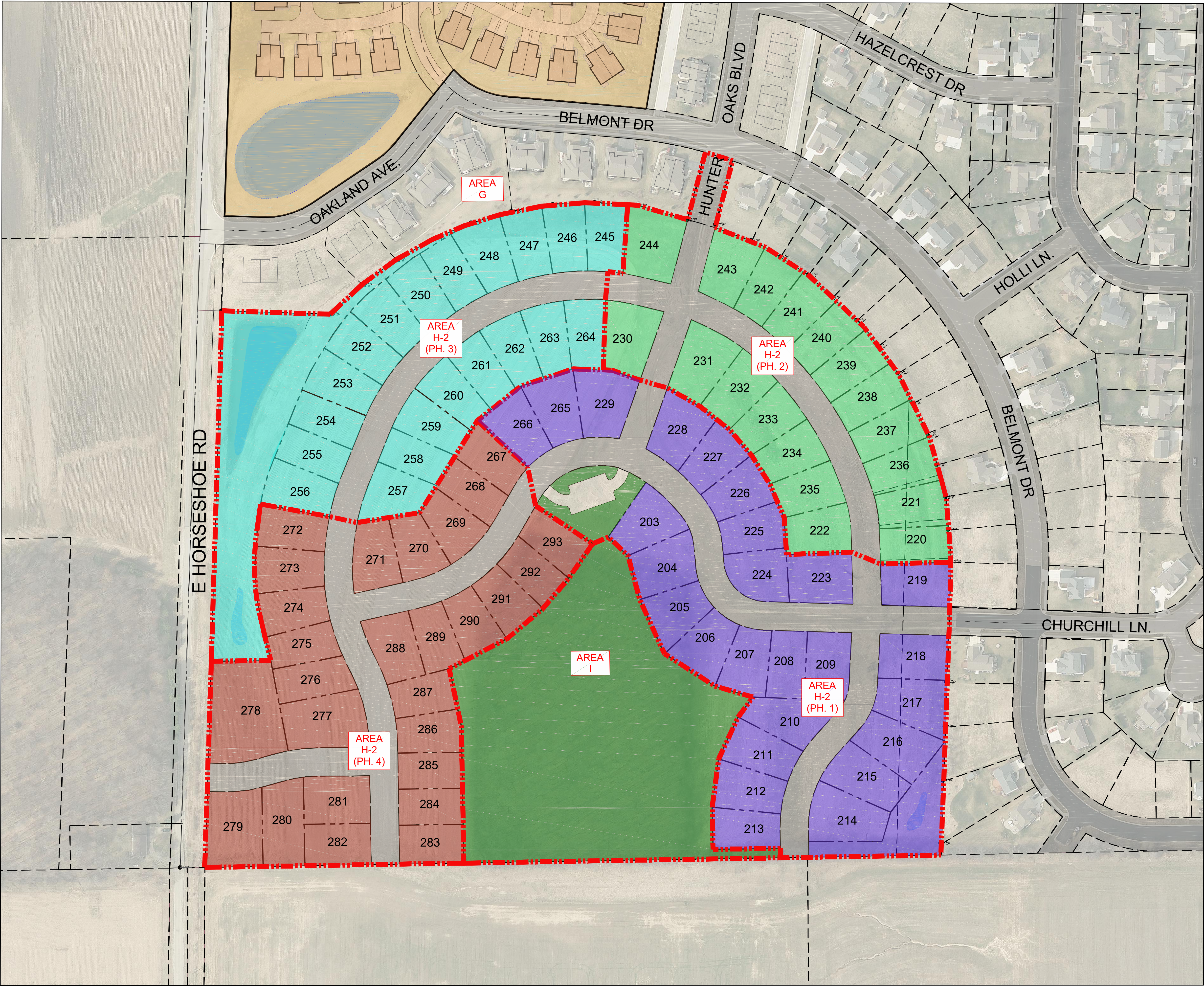
"Hunter Oaks"
Neighborhood

City of Watertown, Wisconsin

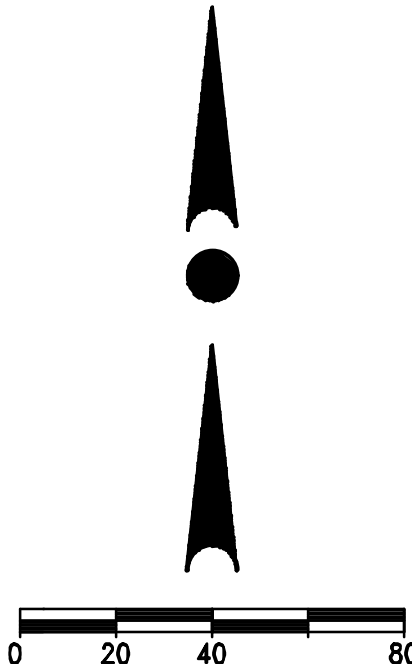


DATA SUMMARY

Proposed Site	
Area H-2:	
Phase 1	26 Single Family Lots Area = 8.5 Acres
Phase 2	18 Single Family Lots Area = 5.3 Acres
Phase 3	20 Single Family Lots Area = 7.8 Acres
Phase 4	27 Single Family Lots Area = 8.1 Acres
Total Lots: 91 Single Family Lots Total Area: 29.7 Acres Density: 3.06 units/acre	
Area I:	Neighborhood Park Net Area = 7.1 acres
Proposed Single Family Lot Requirements:	
Min. Lot Area: 8,000 s.f.	
Min. Lot Width: 75'	
Setbacks:	Street (Front): 25'
	Rear: 25'
	Side: 8'
Total Street Length: 5,580.0 ft.	



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Scale: 1" = 100' (22"x34")

Scale: 1" = 200' (11"x17")

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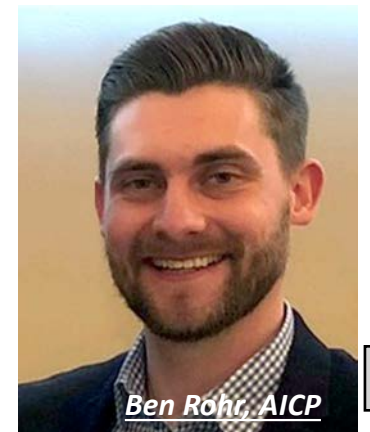
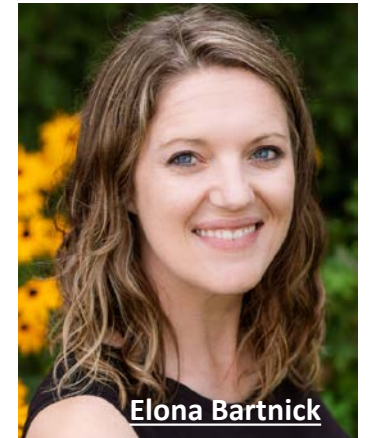


WATERTOWN SOUTHWEST SIDE CONCEPTUAL NEIGHBORHOOD PLAN



Introductions

- Brian Munson – Principal Neighborhood Designer
- Elona Bartnick – Lead Associate Designer
- Ben Rohr – Associate Planner



Meeting Purpose

- Provide background information, context, and site analysis
- Present conceptual Neighborhood Plan
- Gather feedback from you
- Revise and refine Neighborhood Plan

Cover Today



Project goals and process



Key design principals and formats



Draft conceptual development plan review



Project next steps and discussion

WHY NOW?

Rock River

HOFFMAN RD

We Have a Housing Problem

• Issues

- Housing availability
- Housing affordability
- Rising costs
- Unfilled jobs/employer retention
- Demographic shifts
- Personal preference shifts
- Stagnant population/housing growth

• Opportunities

- Land availability
- New housing
- Partnerships
- Achieve goals and vision
- Reverse trends
- Turn over housing stock
- Attract new residents

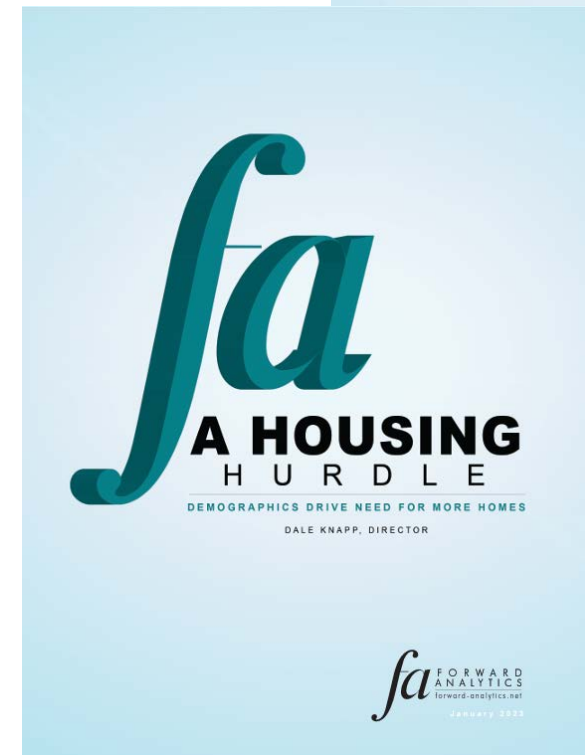
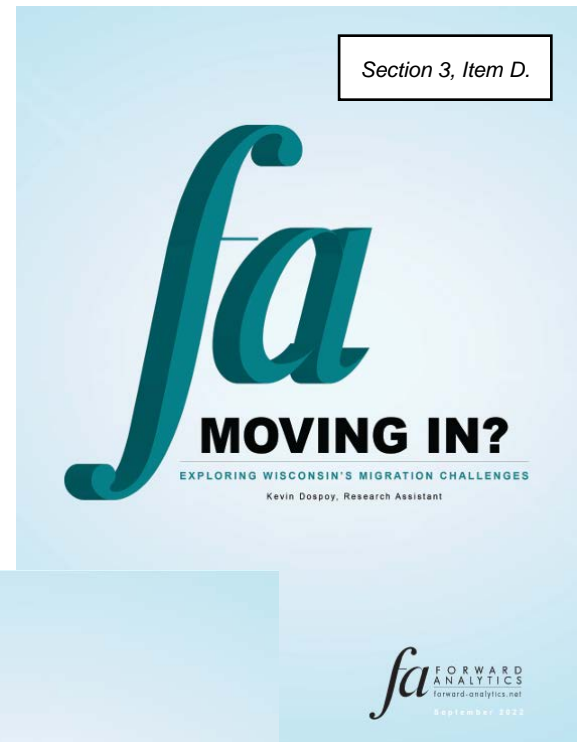
Solution: Increase Diverse Housing

Housing and Market Analysis

- **State-Wide Studies (2022-23)**

- State lost 106,000 workers under the age of 26 between 2012-2020
- Working Wisconsin residents will decline by 130,000 by 2030, unless migration occurs
- Wisconsin needs 140,000 new housing units by 2023 to keep up with demand
- Baby Boomers will remain in their homes for the next 10-20 years = less available workforce housing stock

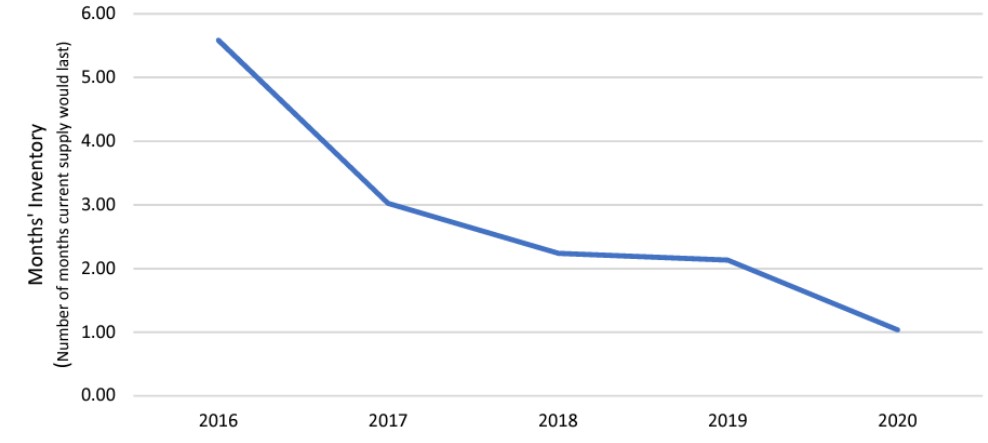
Source: Forward Analytics, 2023



Housing and Market Analysis

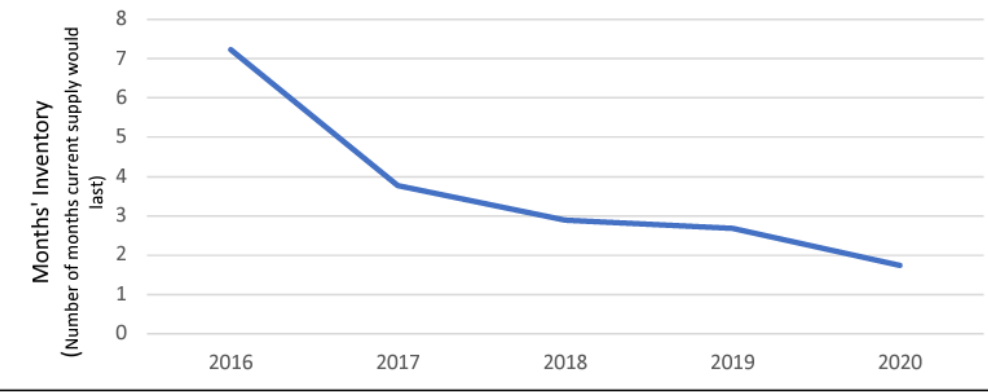
- **Dodge and Jefferson County Housing Studies (2021)**
 - High demand for single-family units, shortage of units
 - Need for additional rental units, especially affordable units
 - Increasing home appreciation values and gross rents, low inventory
 - Without intervention, the problem will only get worse

Figure #1: Dodge County Months' Inventory



*Source: Realtor.com and Wisconsin Department of Revenue

Figure #1: Months' Inventory: Jefferson County



*Source: Realtor.com and Wisconsin Department of Revenue

**Only includes available 2020 data (from January – October)

Housing and Market Analysis

- **Tracy Cross Residential Market Study Findings (2022)**
 - City needs new market rate housing for rentals and owners
 - Rental and owner options are in short supply with adequate demand
 - Underserved unit types:
 - Apartments (seniors, market rate, and affordable)
 - Townhomes and rowhouses (owner and renter)
 - Duplexes (owner or renter)
 - Alley-loaded single-family
 - Front-loaded single-family

Residential Market Analysis
-- Strategy Planning Guidelines --
Watertown, Wisconsin

Prepared on behalf of:

Greater Watertown Community Health Foundation
600 East Main Street, Suite 200
Watertown, WI 53094-3827

October 20, 2022



TRACY CROSS & ASSOCIATES, INC.
REAL ESTATE MARKET ANALYSIS
1375 E. WOODFIELD ROAD, SUITE 520
SCHAUMBURG, IL 60173
1.847.825.5400 / info@tracycrossinc.com
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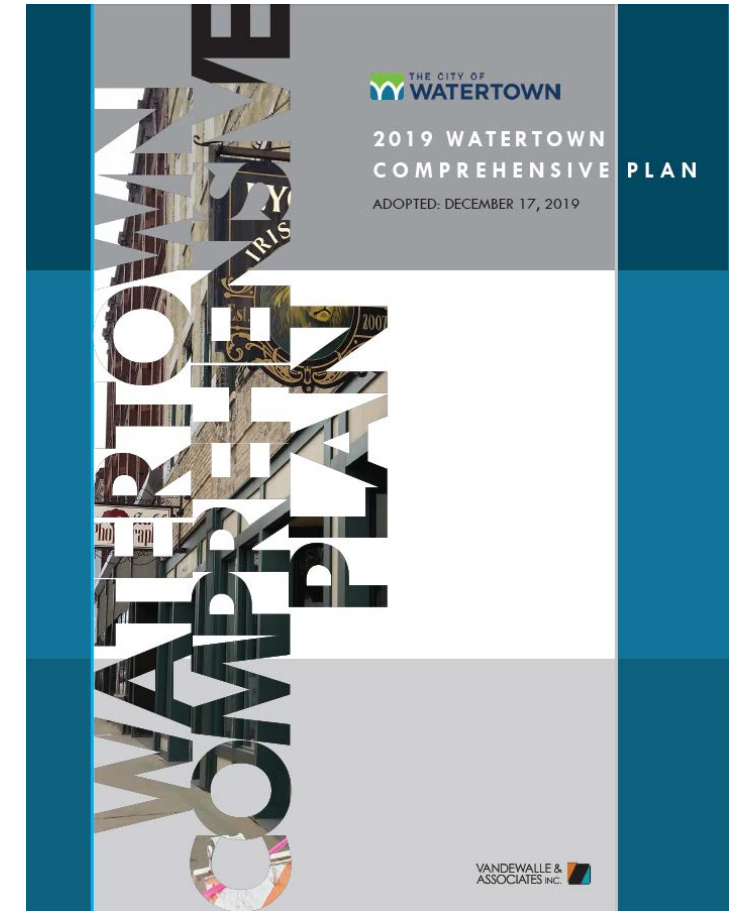
Underserved Unit Types



Established Goals and Objectives

- **City Goals and Objectives**

- Promote traditional neighborhood design
- Foster new entry-level workforce housing
- Require high-quality design
- Retain existing businesses and attract new diverse businesses
- Preserve and highlight natural resources
- Provide quality public outdoor recreation and adequate open space



Established Goals and Objectives

- **Foundation Goals and Objectives**

- Diverse, mixed density neighborhood for all
- Integrate public health and community character in all components
- Build a model for sustainability and positive environmental impacts



Photo Credit: DJHCP, Kim Hiller

2022

Dodge-Jefferson Healthier Community
Partnership
Community Health Needs Assessment
Dodge & Jefferson Counties, WI



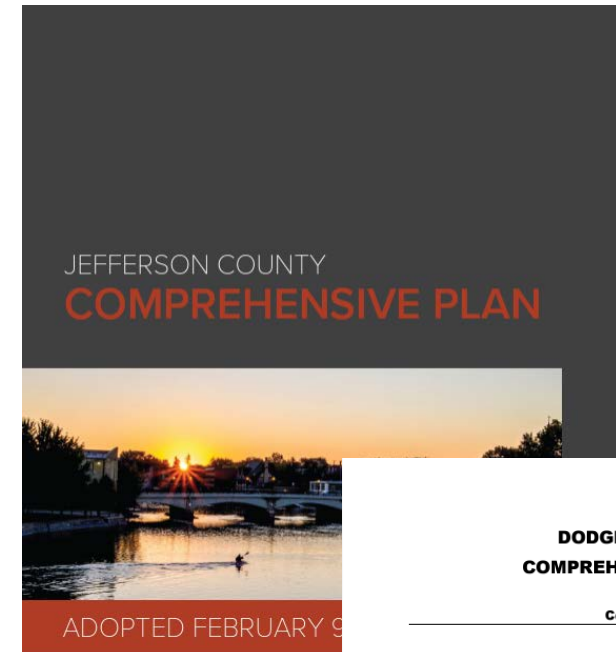
Established Goals and Objectives

• Dodge County Goals and Objectives

- Increase housing supply
- Provide housing for all income levels
- Offer a range of housing choices

• Jefferson County Goals and Objectives

- Promote housing diversity
- Ensure housing options for the county's workforce
- Provide housing that meets the needs of residents



DODGE COUNTY COMPREHENSIVE PLAN

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Established Goals and Objectives

- **Regional (THRIVE ED) Goals and Objectives (2022)**

- Additional diverse housing
- Thriving businesses
- Activate workforce
- Foster partnerships

- **State (DOA) Goals and Objectives (2022)**

- Provide decent, affordable housing
- Create suitable living environments
- Create economic opportunity
- Provide housing availability, affordability, and sustainability



THOUGHTS AND QUESTIONS?

APPROACH

Rock River

Goals

- Integrate diversity of housing types to accommodate a variety of lifestyles, age groups, formats, and price point.
- Ensure long-term provision of community character and high-quality of life.
- Provide housing, parks, and community uses within walking distance.
- Blend multi-modal transportation options into design.
- Preserve environmental systems.
- Reduce demand on resources for infrastructure and services.

Integrate Diverse Housing Types

- Variety of housing types are created to offer housing format and price point options
- One size does not fit all

Ensure Long-Term Preservation of Community Character

- Neighborhood should advance the overall character and desirability of the greater community
- Design neighborhoods around community gathering places
- Integrate environmental features as common open space for recreation and public gathering



Provide a Variety of Land Uses and Walkability

- Create attractive and active streetscapes
- Integrate neighborhood-scale destinations within walking distance (YMCA)



Institutional

Neighborhood

Open Space &
Trail Network

Multi Family

Employment

Open Space &
Trail Network

Employment

Facilitate Transportation Options

- Facilitate pedestrian and bicycle movement within and between neighborhoods
- Interconnect streets and trails
- Accommodate on-street parking and traffic calming measures



Preserve Environmental Systems

- Integrate environmental features throughout the neighborhood
- Provide active and passive recreational opportunities
- Buffer development to preserve natural features



Reduce Demand for Resources

- Design neighborhood to foster sustainability and promote public health
- Utilize density and mixing of land uses to reduce infrastructure and utility costs



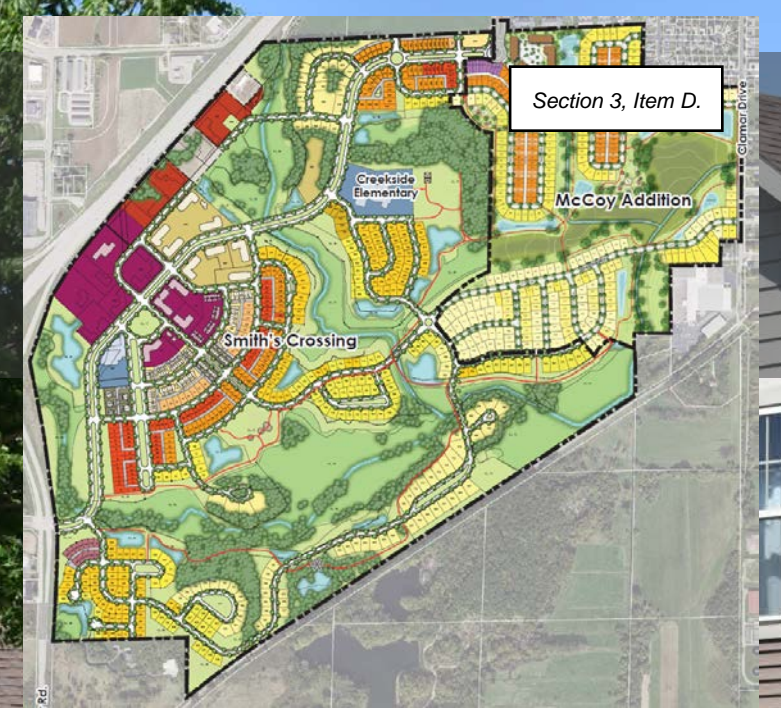
Neighborhood Examples

- Grandview Commons (Madison, WI)

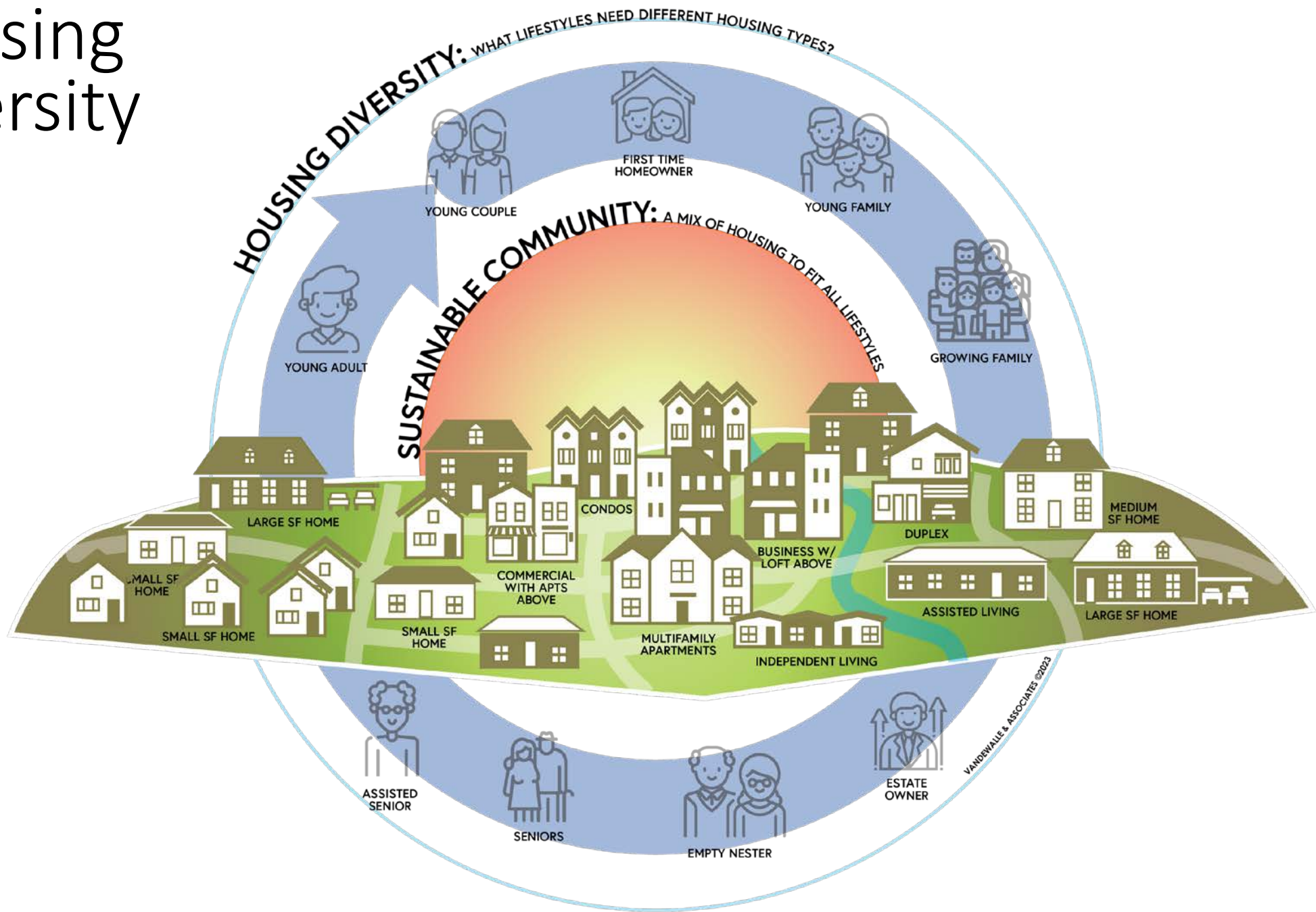


Neighborhood Examples

- Smith's Crossing (Sun Prairie, WI)



Housing Diversity



Single Family

Section 3, Item D.



Single Family

Section 3, Item D.



Twin Home (Duplex or Side by Side)



Twin Home (Duplex or Side by Side)



Townhome & Multi-Family



Townhome & Multi-Family

Section 3, Item D.



Open Space & Trails

Section 3, Item D.



Open Space & Trails

Section 3, Item D.



Community Facilities (YMCA)

Section 3, Item D.



THOUGHTS AND QUESTIONS?

CONCEPT

Rock River

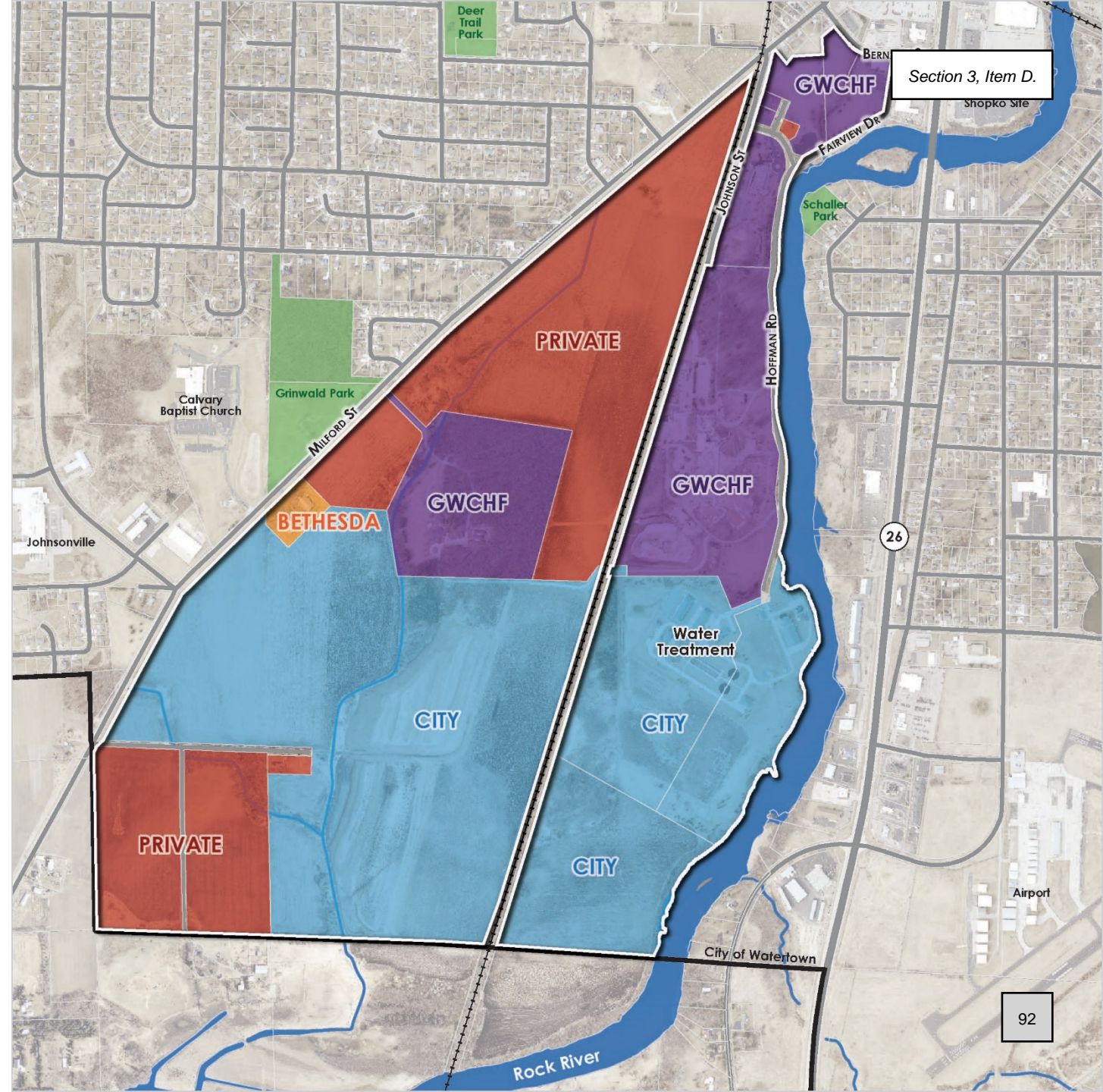
Conceptual Neighborhood Plans

- Site understanding and analysis that led to conceptual plans
- Plans are vision for the future
 - Not subdivision plat or site plan
- Implementation will take a phased approach
 - Not happening over night
- Project of this scale will take many years to develop
 - 10+ year build out

Study Area

STUDY AREA OWNERSHIP

-  Study Area
-  GWCHF Ownership
-  City of Watertown Ownership
-  Private Land Owners
-  Bethesda Ownership
-  Municipal Boundary
-  Streets
-  Railroad
-  Parcels
-  Existing Parks
-  Open Water



Adopted Comp Plan (2019)

Future Land Use Urban Area

Map 6b

City of Watertown Comprehensive Plan

Land Use Categories

	Agricultural		Rights-of-Way
	Single-Family Residential - Unsewered		Neighborhood Mixed Use
	Single-Family Residential - Sewered		Planned Mixed Use*
	Two-Family Residential		Central Mixed Use
	Multi-Family Residential		Riverside Mixed Use***
	Planned Neighborhood**		Mixed Industrial
	Institutional		Parks & Recreation
	Airport		Environmental Corridor
			Surface Water

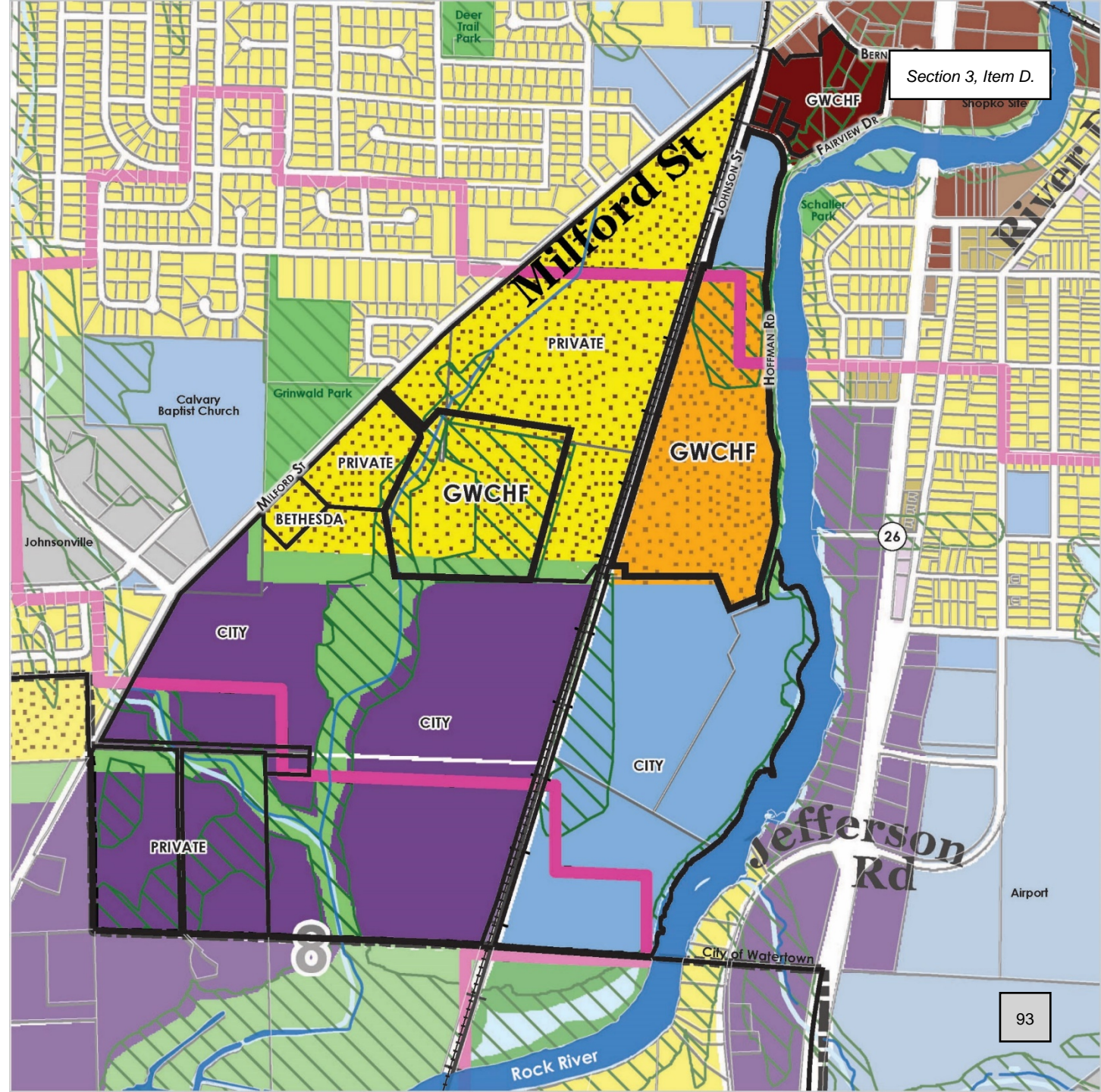
**"Planned Neighborhoods" should include a mix of the following:

1. Single-Family - Sewered (predominant land use)
2. Two-family Residential
3. Multi-Family Residential
4. Institutional
5. Neighborhood Mixed Use
6. Parks & Recreation



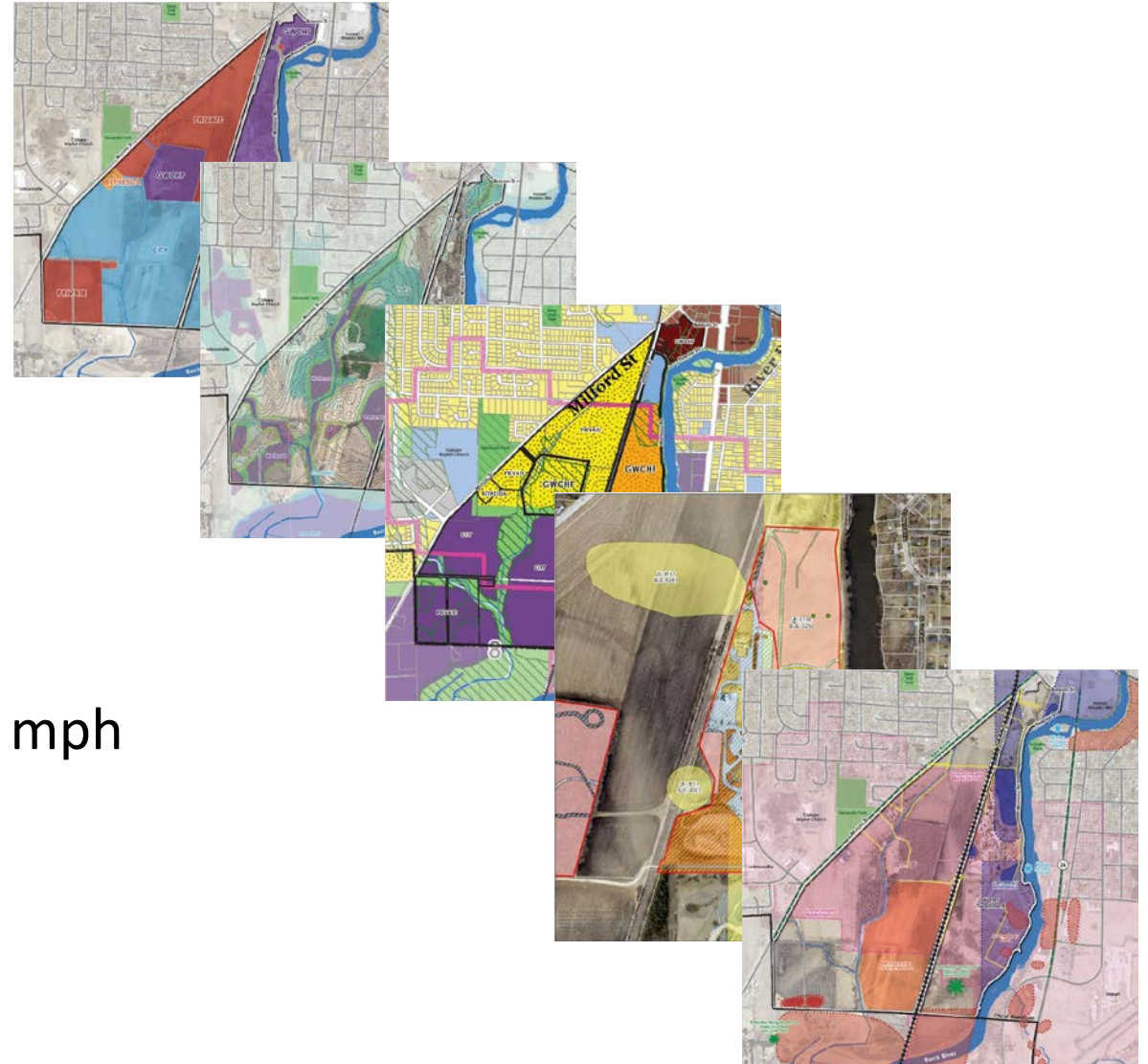
***Each "Riverside Mixed Use Area" may include mix of:

1. Office
2. Single-Family - Sewered
3. Two-Family Residential
4. Multi-Family Residential
5. Commercial Services/Retail
6. Institutional
7. Parks & Recreation



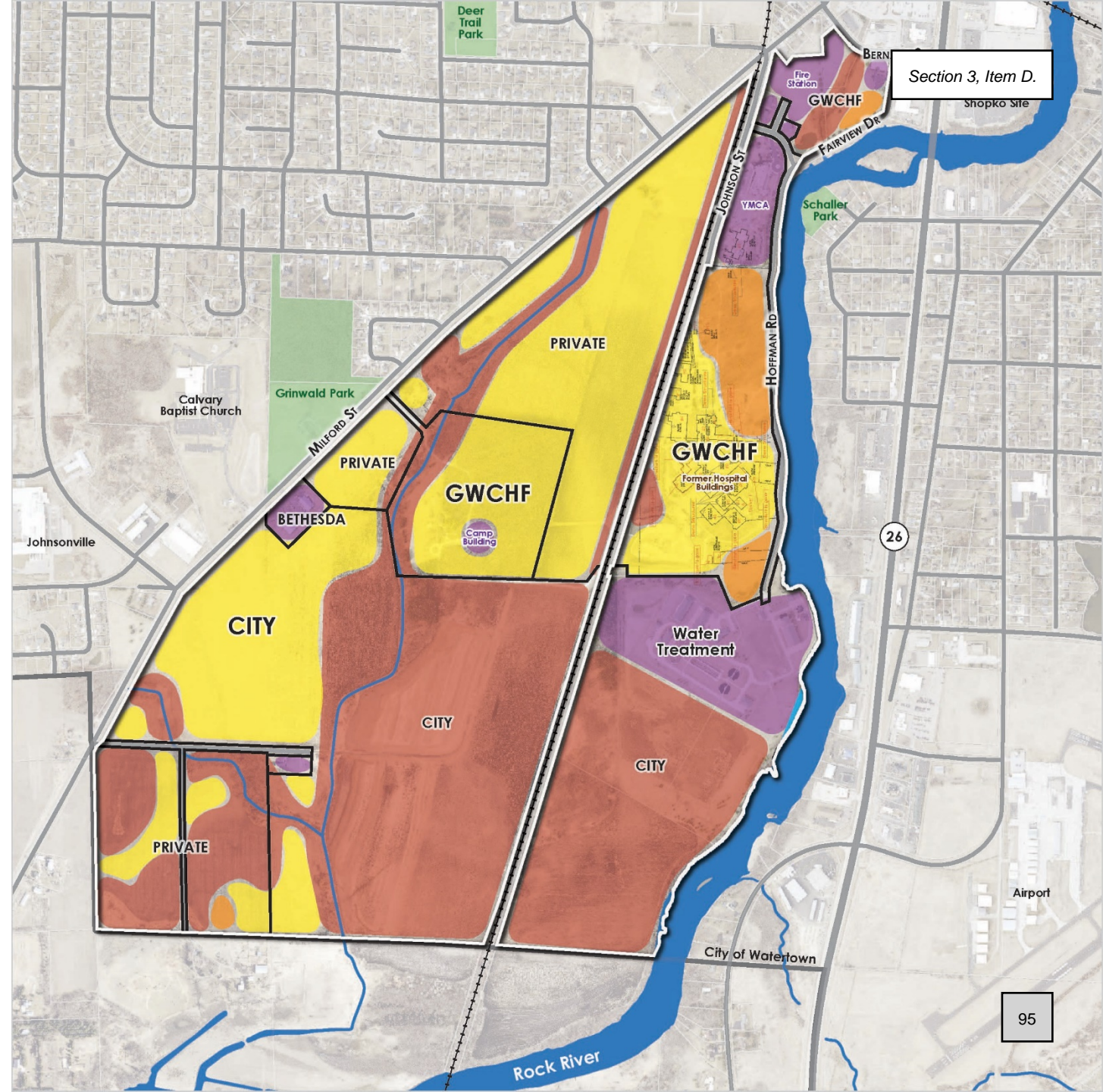
Site Constraints

- Ownership
- Environmental/Topography
- Existing/Ongoing Development
- Archeological
- Railroad and Airport
 - 1 train per day, average speed of 10 mph
- Roads, Utilities, and Access



Opportunity Analysis: “DEVELOPABLE” AREAS

-  Areas Likely Developable
-  Areas Potentially Developable, but with Highest Likelihood of Archaeological Conflicts
-  Area Undevelopable
-  Areas with Existing or Planned Development

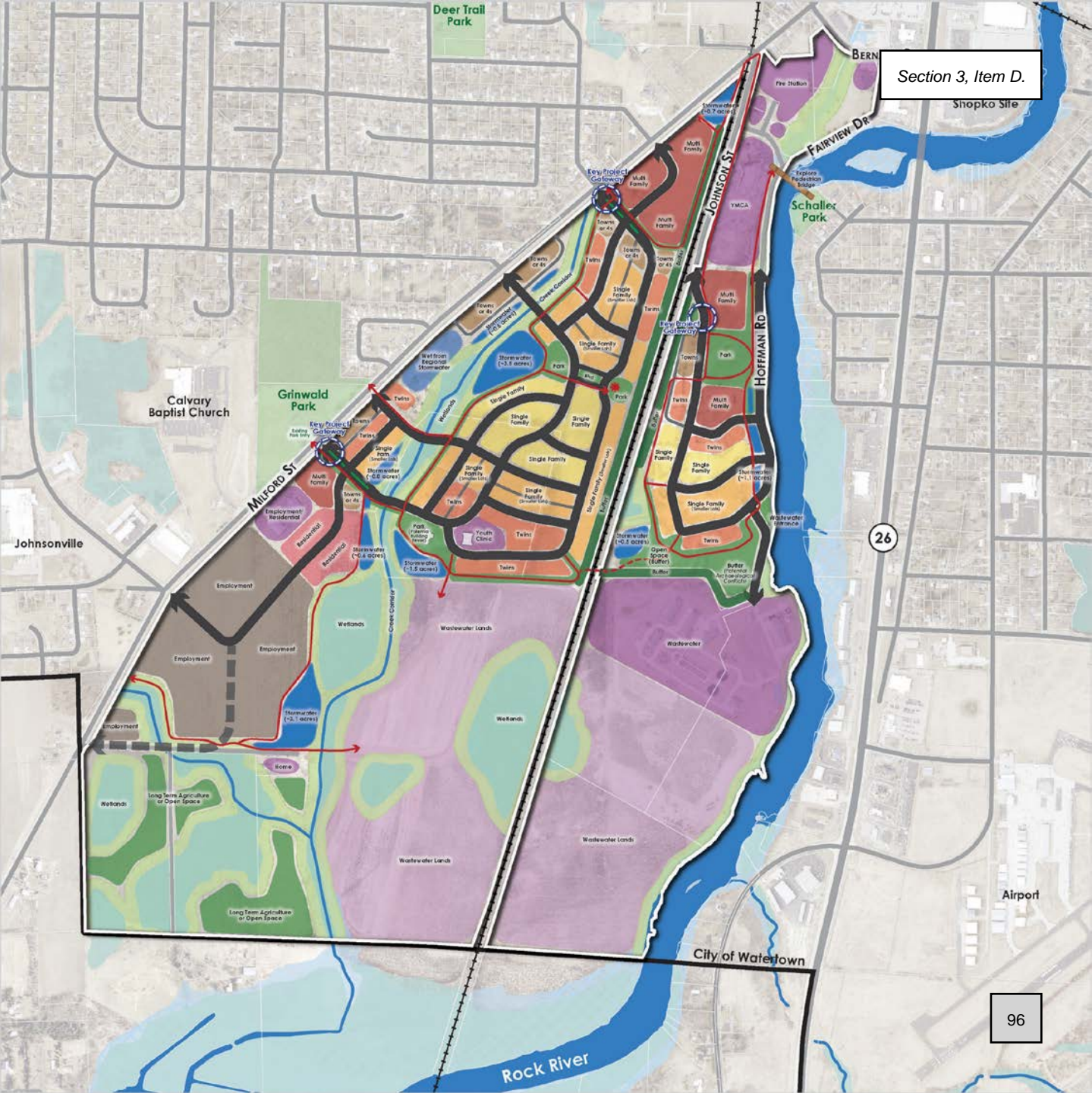


Draft Conceptual Neighborhood Plan

- Existing Uses
- Environmental Constraints
- Environmental Buffers
- Stormwater
- Circulation (Street Rights of Way)
- Potential Alley or Private Drive
- Open Space
- Trail Network
- City Parcel Employment (~36 acres)
- City Parcel Residential (~6 acres)

Potential Housing







- Single Family (4 du/ac, ~65 units)
- Mixed Residential (6-8 du/ac, ~335 units)
- Single Family (Smaller Lots)
- Twinhomes (Duplex)
- Townhomes or 4 Units
- Multi Family (20 du/ac, ~300 units)

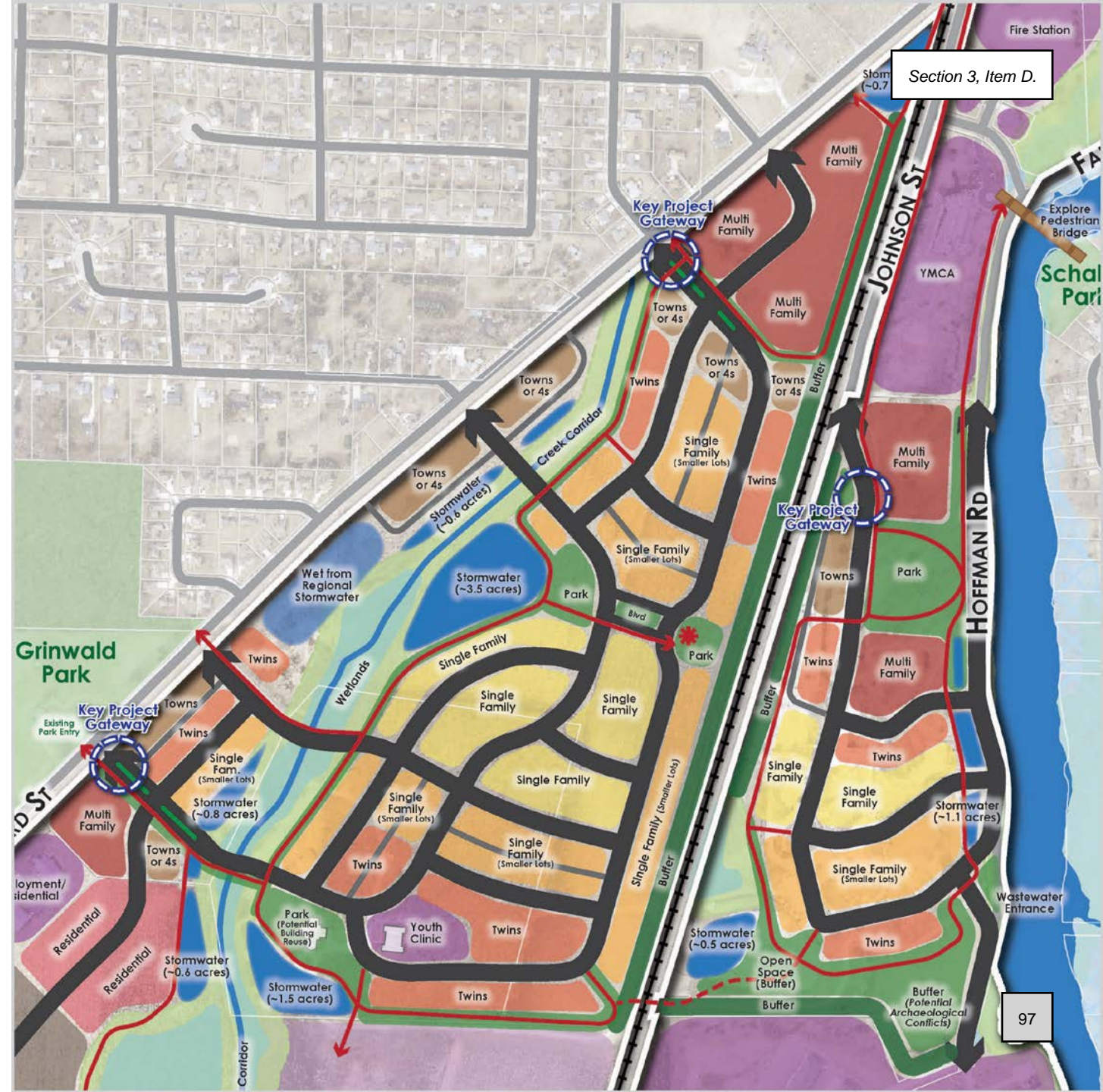


Draft Conceptual Neighborhood Plan

-  Existing Uses
-  Environmental Constraints
-  Environmental Buffers
-  Stormwater
-  Circulation (Street Rights of Way)
-  Potential Alley or Private Drive
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Draft Conceptual Neighborhood Plan

Potential Housing

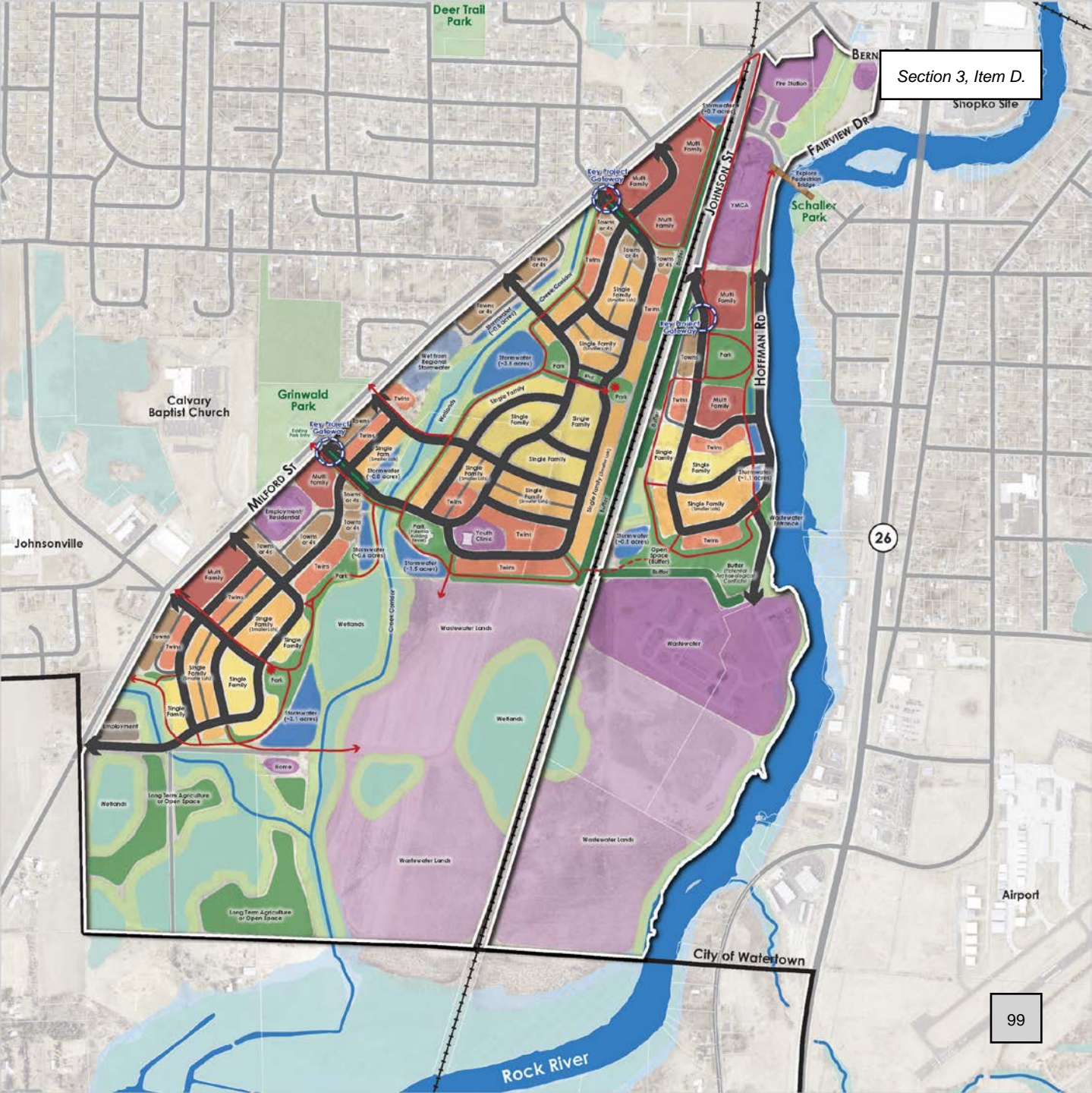
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-  Single Family (Smaller Lots)
-  Twinhomes (Duplex)
-  Townhomes or 4 Units
-  Multi Family (20 du/ac, ~300 units)

Total ~700 units









Draft Conceptual Neighborhood Plan

City Land Alternative

- Existing Uses
 - Environmental Constraints
 - Environmental Buffers
 - Stormwater
 - Circulation (Street Rights of Way)
 - Potential Alley or Private Drive
 - Open Space
 - Trail Network
 - City Parcel Employment (~1.5 acres)
- Potential Housing**
- Single Family (4 du/ac, ~90 units)
 - Mixed Residential (6-8 du/ac, ~470 units)
 - Single Family (Smaller Lots)
 - Twinhomes (Duplex)
 - Townhomes or 4 Units
 - Multi Family (20 du/ac, ~360 units)

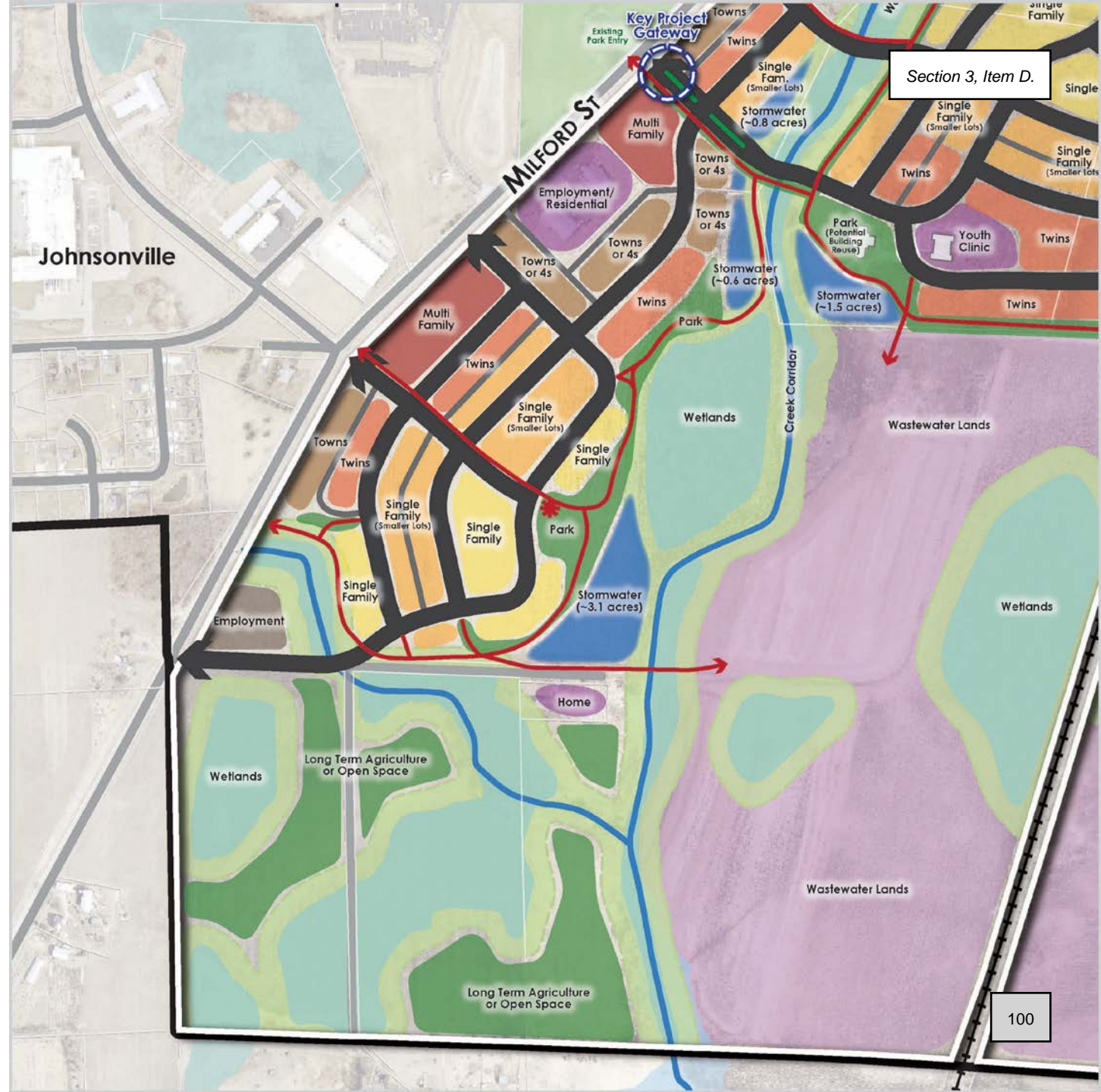


Draft Conceptual Neighborhood Plan City Land Alternative

-  Existing Uses
-  Environmental Constraints
-  Environmental Buffers
-  Stormwater
-  Circulation (Street Rights of Way)
-  Potential Alley or Private Drive
-  Open Space
-  Trail Network
-  City Parcel Employment (~1.5 acres)

Potential Housing







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-  Single Family (Smaller Lots)
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-  Townhomes or 4 Units
-  Multi Family (20 du/ac, ~360 units)



Draft Conceptual Neighborhood Plan

City Land Alternative

Potential Housing

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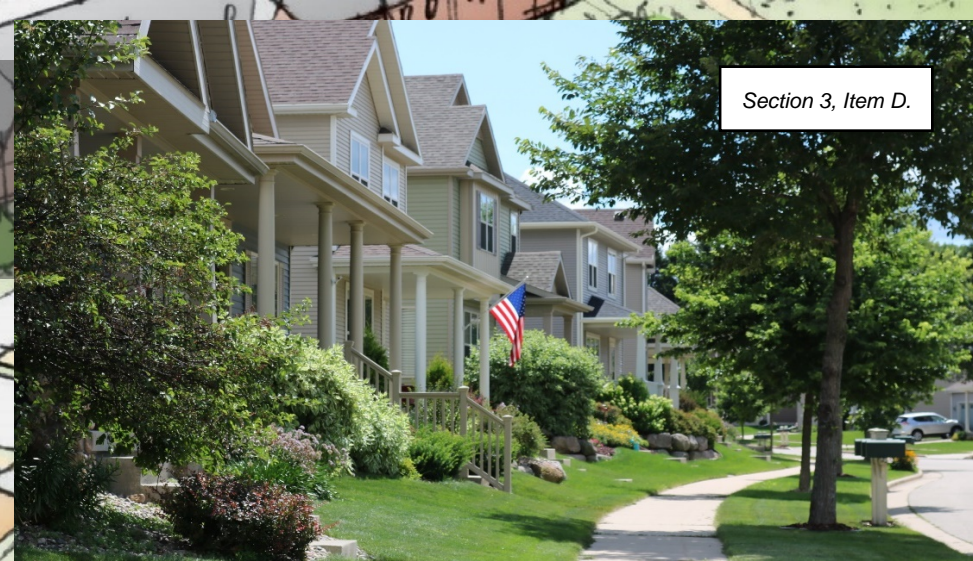
Total ~920 units

Vision Graphic
Neighborhood Development Plan
Watertown, Wisconsin

Section 3, Item D.

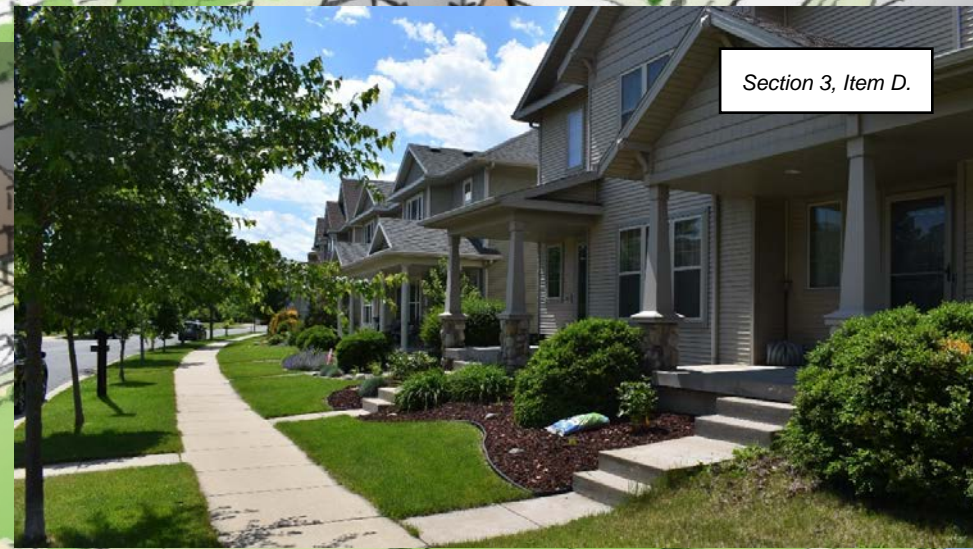


Single Family



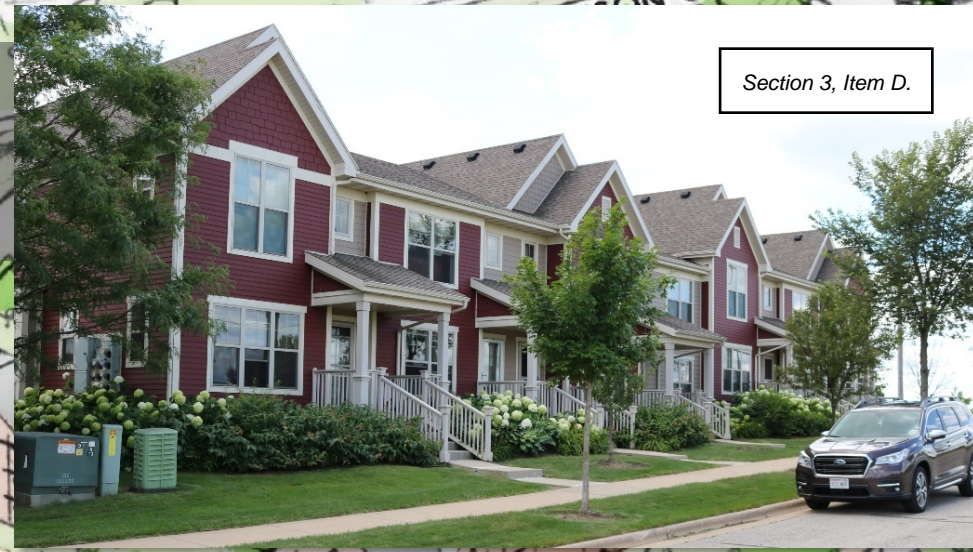
Section 3, Item D.

Twin Home (Duplex)



Section 3, Item D.

Townhomes



Multi Family

Section 3, Item D.

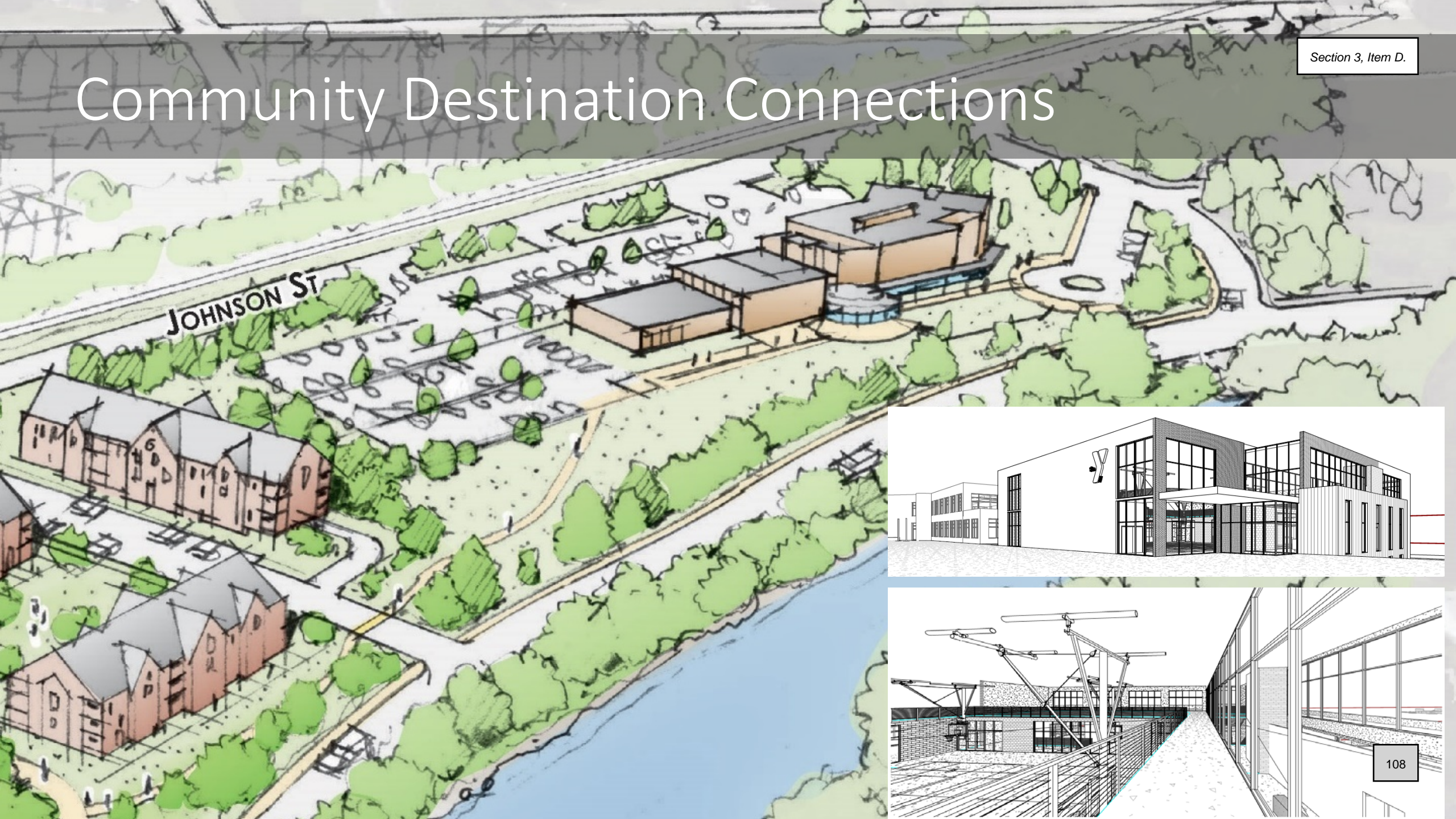


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Parks, Open Space & Riverfront



Community Destination Connections



Project Process

Timing	Task
October	Property Site Tour and Stakeholder Meetings
November	Site Analysis and Madison Tour
December/January	Develop Draft Concept Plans
January	Initial Discussions
TODAY	Plan Commission Conceptual Review
May 2	City Council Conceptual Review
May 18	Public Informational Meeting 5:30 PM @ Watertown Country Club
June/July	Plan Adoption

THOUGHTS AND QUESTIONS?