



BUILDING, SAFETY & ZONING DEPARTMENT

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TO: Plan Commission
DATE: November 27, 2023
SUBJECT: Initial Review - Comprehensive Plan Amendments

A Comprehensive Plan Amendment to change the Future Land Use designation on parcels located at 1110 and 1111 S 10th St. Parcel PIN(s): 291-0815-0444-013 & 291-0815-0444-006.

A Comprehensive Plan Amendment to change the Future Land Use designation on a parcel located at 1310 Allwardt St. Parcel PIN: 291-0915-3413-014.

A Comprehensive Plan Amendment to change text in Figure 7.7.

SITE DETAILS - 1110 and 1111 S 10th St.:

Acres: 0.52 & 2.98

Current Zoning: Heavy Industrial

Existing Land Use: Vacant

Future Land Use Designation: Planned Mixed Use

BACKGROUND & APPLICATION DESCRIPTION:

A proposed Plan Amendment to change the Future Land Use designation of two parcels from Planned Mixed Use to Mixed Industrial. A Zoning Ordinance Text Amendment related to the Comprehensive Plan Amendment is also pending. This Comprehensive Plan Amendment will run concurrently with the Zoning Ordinance Text Amendment. If both the Plan Amendment and the Zoning Ordinance Text Amendment are approved a Conditional Use Permit will also be required for the proposed use (Recycling Center).

STAFF EVALUATION:

Land Use and Zoning:

Nearby Future Land Use designations include Single Family Residential and Institutional directly adjacent to the north, as well as Single Family Residential across the railroad tracks to the southwest. Mixed Industrial Future Land Use exists to the southeast and to the west.

Nearby Zoning includes General Industrial Zoning to the northwest and to the east, with Heavy Industrial Zoning to the southeast. Single Family Residential Zoning exists to the southwest and Two-Family Residential Zoning is adjacent to the north.

SITE DETAILS - 1310 Allwardt St:

Acres: 20

Current Zoning: Single Family Residential

Existing Land Use: Vacant

Future Land Use Designation: Institutional

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Opportunity Runs Through It

BACKGROUND & APPLICATION DESCRIPTION:

A proposed Plan Amendment to change the Future Land Use designation of a parcel from Institutional to Multi-Family. This parcel was previously planned for a new school. The school district has since changed plans and is in the process of selling the parcel to a developer that is planning a multi-family development.

STAFF EVALUATION:

Land Use and Zoning:

Nearby Future Land Use designations include Single Family Residential to the north and west. Multi-Family Future Land Use exists to the south and Institutional Future Land Use exists to the west.

Nearby Zoning includes Single-Family Residential Zoning to the west, north, and east. Multi-Family Residential Zoning with a PUD exists to the south and Planned Office and Institutional Zoning exists to the southeast.

DETAILS - Comprehensive Plan Figure 7.7:

BACKGROUND & APPLICATION DESCRIPTION:

A proposed Plan Amendment to change text in Figure 7.7 of the Comprehensive Plan. The current table does not accurately address the relationship between Future Land Use Designations and Overlay Zoning Districts. The proposed change removes the references to the Planned Development District from specific Future Land Use Categories and replaces that with a blanket statement that all Overlay Zoning Districts can be associated with all Future Land Use Categories where appropriate.

Figure 7.7 Future Land Use and Existing Zoning District Translation	
Future Land Use Category	Associated Zoning District
Agriculture	Outside of the City Limits
Single-Family-Exurban	Countryside Residential-10, Exurban Residential-1, Outside of the City Limits
Single-Family-Urban	Single Family Residential-4
Two-Family	Two Family Residential-6
Multi-Family	Multi-Family Residential-8, Multi-Family Residential-10, and Senior Residential
Planned Neighborhood	All Residential Districts, Neighborhood Office, and Neighborhood Business
Neighborhood Mixed-Use	Neighborhood Office, Neighborhood Business, and all Residential Districts
Planned Mixed-Use	All Office, Commercial, Institutional, and Multi-Family Residential Districts, plus the Planned Industrial and Planned Development Districts
Riverside Mixed-Use	All Office, Commercial, Institutional, and Residential Districts, plus the Planned Development District
Central Mixed-Use	Central Business
Mixed Industrial	Planned Industrial, General Industrial, and Heavy Industrial
Institutional	All Districts
Airport	Planned Industrial
Parks and Recreation	All Districts
Environmental Corridor	All Districts
<u>All Overlay Zoning Districts can be associated with all Future Land Use Categories where appropriate, subject to the standards, rules, and regulations of the Overlay Zoning District.</u>	

Wisconsin Statutes

Per the Wisconsin Statutes it is the role of the Plan Commission 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:

1. *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 for new development as the need arises.*

Policies:

1. *Prioritize infill and redevelopment opportunities, especially downtown and along the river, before new greenfield development along the City's boundaries.*
2. *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.*
3. *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.*
4. *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.*
5. *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.*
6. *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.*
7. *Buffer incompatible land uses from each other through the strategic use of plant materials, decorative fences, walls, or berms.*
8. *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.*
9. *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.*
10. *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.*
11. *Factor public health into the site plan review process through the addition of specific criteria in which new development, redevelopment, and infill development must address in order to integrate land use planning, transportation, and public health.*
12. *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.*
13. *Reevaluate the City's supply and demand for industrial land every 5 years.*
14. *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.*

PLAN COMMISSION OPTIONS:

The following possible options for the Plan Commission:

1. Set public hearing date for January 16th, 2024
2. Set public hearing to a later date.

ATTACHMENTS:

- Application materials.