

PLAN COMMISSION
August 22, 2022

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

The following members were present: Mayor Emily McFarland (Chair), Jaynellen Holloway (Director of Public Works/City Engineer), Jacob Maas (Zoning Administrator), Nick Krueger, Brian Konz, and James Romlein (Recording Secretary).

Others Present: Alex Allon, Dan Bartz

Citizens Present: Eric Grunewald, Al Grunewald, Scott Grunewald, McKenna Grunewald, Jim Strong

1. CALL TO ORDER

With the completion of parliamentary matters Mayor McFarland opened the meeting at 4:33.

2. APPROVAL OF MINUTES

Motion to approve Krueger, Second Holloway
Unanimous by voice vote

3. BUSINESS

- A. Review public hearing comments from August 16, 2022 Common Council and take action: 1611 E. Main Street rezone from SR-4, Single-Family Residential to PO, Planned Office and Institutional**

Mayor McFarland opened the item noting that there were no comments at the public hearing.

The following information has been identified by the City of Watertown Zoning & Floodplain Administrator Jacob Maas as pertinent to this action:

Background:

During a recent Zoning Board of Appeals meeting, it was noticed that 1611 East Main Street was zoned Single-Family Residential. The current land use is Indoor Institutional (Church & School). The future land use, as indicated on the 2019 Comprehensive Plan, for 1611 East Main Street is Institutional.

Relevant Information:

The Zoning Administrator is proposing to rezone from Single-Family Residential (SR- 4) to Planned Office & Institutional (PO).

- a. Rezone complies with the 2019 Comprehensive Plan's future land use map for 1611 East Main Street.

This would fall under the initiation by the Plan Commission under Section § 550-141B:

Initiation of request for amendment to Official Zoning Map. Proceedings for amendment of the Official Zoning Map may be initiated by any one of the following three methods:

*An application of the owner(s) of the subject property, lease holders, or contract purchasers;
A recommendation of the Plan Commission; or
By action of the Common Council.*

Why is this being addressed now, under Section § 550-141D(3)(b)[2]:

[2] A mistake was made in mapping on the Official Zoning Map. (That is, an area is developing in a manner and purpose different from that for which it is mapped.) Note: If this reason is cited, it must be demonstrated that the discussed inconsistency between actual land use and designated zoning is not intended, as the City may intend to stop an undesirable land use pattern from spreading.

There is currently an unintended conflict with the current allowed land use, and the Single-Family Residential (SR-4) Zoning Districts

- a. Signage requirements for the SR-4 Zoning District are more stringent than PO Zoning District.

No public comment at the August 16, 2022 Common Council meeting.

Recommendation:

Positive recommendation of the 1611 East Main Street Rezoning Ordinance.

The proposed ordinance is shown below:

ORDINANCE TO
AMEND CHAPTER 550, OFFICIAL ZONING MAP OF THE CITY OF WATERTOWN

SPONSOR: MAYOR MCFARLAND, CHAIR
FROM: PLAN COMMISSION

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. The following described property, City of Watertown, Jefferson County, Wisconsin is hereby altered and changed from a Single-Family Residential (SR-4) District classification to a Planned Office & Institutional (PO) Zoning District classification as follows:

A part of Out Lot Fifty-six (56) in the Ninth (formerly Eleventh and originally Second) Ward of the City of Watertown, bounded and described as follows: Commencing at the northeast corner of Hillcrest Addition; thence South 86° 37 'East along the southerly line of Main Street, 786 feet to the westerly right of way line of State Highway 16; thence South 52° 51 'East along said right of way line, 120.70 feet; thence southeasterly along said right of way line on a curve to the left, said curve having a radius of 5815 feet, to a point which is South 22° 17 ' East, 786.20 feet; thence North 88° 12 'West along the line between Out Lot Fifty-six (56) and Block Two (2), Mulberger & Werlich's Addition, 954.68 feet; thence North 23° 50 'West along said dividing line, 115.50 feet to the southerly line of Hillcrest Addition; thence North 66° 10 'East along said southerly line, 53.42 feet to the southeast corner of Hillcrest Addition; thence North 12° 55 'West along the easterly line of Hillcrest Addition, 375.01 feet; thence North 23° 50 'West along said easterly line, 354.22 feet to the point of beginning, containing 15.73 acres. (1611 East Main Street, PIN: 291-0815-0314-001)

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

Mayor McFarland called for comments or a motion:

Motion to approve by Romlein, Second by Konz

Unanimous by voice vote

**B. Review public hearing comments from August 16, 2022 Common Council and take action:
1018 Main Street Planned Unit Development – General Development Plan**

The following information has been identified by the City of Watertown Zoning & Floodplain Administrator Jacob Maas as pertinent to this action:

Relevant Information:

1. The Ordinance & General Development Plan are shown below:
2. No public comment at the August 16, 2022 Common Council meeting.

Background:

1020 E. Main LLC (James Strong, registered agent) is looking to develop 1018 East Main Street into a parking lot for the principal land use of Outdoor Display. 1018 East Main Street is zoned Two-Family Residential (TR-6), and is identified in the 2019 Comprehensive Plan as having a future land use of Two-Family Residential. Outdoor Display is not an allowable use within the TR-6 Zoning District.

**ORDINANCE TO
ADOPT THE PLANNED UNIT DEVELOPMENT – GENERAL DEVELOPMENT PLAN (GDP) UNDER SECTION
550-152 FOR 1018 EAST MAIN STREET (PIN: 291-0815-0411-201)**

**SPONSOR: MAYOR McFARLAND, CHAIR
FROM: PLAN COMMISSION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. The following flexibilities have been identified by the City of Watertown Plan Commission in the attached (Exhibit “A”) Planned Unit Development – General Development Plan for 1018 East Main Street.

SECTION 2. The following conditions have been identified by the City of Watertown Plan Commission & Site Plan Review Committee in the attached (Exhibit “A”) the Planned Unit Development – General Development Plan for 1018 East Main Street.

SECTION 3. The Common Council of the City of Watertown approves the 1018 East Main Street Planned Unit Development’s General Development Plan, inclusive of full and continuous compliance with the submittal documents, the list of flexibilities and conditions provided in Exhibit “A”, and with any conditions identified by City Staff and the Plan Commission.

SECTION 4. This ordinance shall take effect and be in force the day after its passage and publication.

Recommendation:

Positive recommendation of the 1018 East Main Street PUD: GDP Ordinance.

Mayor McFarland called for comments or a motion.

**Motion to approve as recommended by Krueger, Second by Holloway
Approved by unanimous voice vote**

C. Review public hearing comments from August 16, 2022 Common Council and take action: Amend Chapter 550, Zoning Code through removal and addition of language to Section § 550-52I(1)(a) - Outdoor Commercial Entertainment Setbacks

The following information has been identified by the City of Watertown Zoning & Floodplain Administrator Jacob Maas as pertinent to this action:

Background:

Many indoor commercial entertainment businesses are moving towards offering outdoor commercial entertainment as part of their business model. The City has run into setback issues for businesses trying to expand their business outdoors.

Relevant Information:

1. Currently Section § 550-52I(1)(a) states:

(a) Activity areas shall not be located closer than 300 feet to a residentially zoned property.

[1] Within the Central Business (CB) Zoning District, activity areas shall not be located closer than 50 feet to a residentially zoned property.

2. How other communities regulate Outdoor Commercial Entertainment setbacks:

Cross Plains:

- Section § 84.58(h):
- o Activity areas shall not be located closer than 100 feet to a residentially zoned property.

Sun Prairie:

- Section § 17.16.100(l):
- o Activity areas shall not be located closer than three hundred (300) feet to a residentially zoned property.

Fort Atkinson:

- Section § 15.03.10(9):
- o Customer entrances shall be located a minimum of 50 feet from residentially-zoned property.
- o Activity areas shall not be located closer than 50 feet to a residentially-zoned property.

Jefferson:

- Section § 300-3.10l:
- o Customer entrances shall be located a minimum of 50 feet from residentially-zoned property.
- o Activity areas shall not be located closer than 50 feet to a residentially-zoned property.

Oconomowoc:

- Section § 17.108(6)
- o No defined setbacks

3. No public comment at the August 16, 2022 Common Council meeting.

The proposed Ordinance is shown below:

**ORDINANCE TO
AMEND CHAPTER 550: ZONING CODE, THROUGH THE REMOVAL AND ADDITION OF LANGUAGE TO SECTION
§ 550-52l(1)(a), OUTDOOR COMMERCIAL ENTERTAINMENT SETBACK**

**SPONSOR: MAYOR McFARLAND, CHAIR
FROM: PLAN COMMISSION**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Amend Section § 550-52l(1)(a) through removal and addition of language:

- * * *
- (a) *Activity areas shall not be located closer than ~~300~~ 75 feet to a residentially zoned property.*
- [1] *Within the Central Business (CB) Zoning District, activity areas shall not be located closer than 50 feet to a residentially zoned property.*
- * * *

SECTION 2. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall take effect and be in force the day after its passage and publication.

Recommendation:

Positive recommendation on the Ordinance to amend Section § 550-52l(1)(a).

Mayor McFarland summarized the hearing and asked for comments:

Krueger and Holloway expressed support for the amendment.

Mayor McFarland noted the excellent research that was performed on the question by contacting the neighboring communities listed and requested a motion.

**Motion by Holloway to approve, Second by Konz
Unanimous by voice vote.**

**D. Pre-application and concept plan review: 820 E. Main Street – Planned Unit Development:
Concept Plan**

The following information has been identified by the City of Watertown Zoning & Floodplain Administrator Jacob Maas as pertinent to this action:

Background:

820 East Main Street is zoned Central Business (CB) and is identified in the 2019 Comprehensive Plan as having a future land use of Central Mixed Use. The property owner is looking to operate a Vehicle Repair & Maintenance land use. Vehicle Repair & Maintenance land use is not an allowable principal land use within the Central Business District.

Relevant Information:

1. See attached Plan
2. Per Section § 550-34B:
 - B. List of allowable principal land uses.
 - (1) Principal land uses permitted by right:
 - (a) Cultivation.
 - (b) Selective cutting.
 - (c) Passive outdoor public recreation.
 - (d) Active outdoor public recreation.
 - (e) Public services and utilities.
 - (f) Office.
 - (g) Personal or professional services.
 - (h) Indoor sales or service.
 - (i) Indoor maintenance service.
 - (j) Off-site parking lot.
 - (2) Principal land uses permitted as conditional use
 - (a) Clear-cutting.
 - (b) Indoor institutional.
 - (c) Outdoor institutional.
 - (d) Institutional residential.
 - (e) In-vehicle sales or service.
 - (f) Indoor commercial entertainment.
 - (g) Outdoor commercial entertainment.
 - (h) Commercial indoor lodging.
 - (i) Bed-and-breakfast establishments.
 - (j) Group day-care center (nine or more children).
 - (k) Central business apartments (greater than 12 dwelling units).
3. 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 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.

4. 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 non binding 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.

Mayor McFarland reminded the Commission that this was an informal discussion, noted that the applicant was accompanied by a complement of interested parties, and invited members of the group to address the Commission.

At the opening of the meeting Mr. Eric Grunewald (owner) presented each member of the Commission with the document shown below and shared the principal items of interest to the Commission.





Proposed Business Plan Summary

On 07/03/2022, Elite Lock & Key, (formerly: Elite Auto and Bike Repair) committed to a one-year commercial business lease with the property owners of 820 E. Main St. in the city of Watertown. This lease will begin on 09/01/2022 at which time Elite Lock & Key will provide the following services:

- Automotive key and remote sales
- Automotive key and remote cutting and programming
- CCTV sales and installation
- Automotive security sales
- Residential lock and security device sales
- Mobile lockout services

Our business hours will be Monday through Friday, 8am to 5:30pm. If business demands, possibly Saturday's, 9am to 2pm. All after hour lockout calls will be routed to personal mobile phones and dispatched directly from employee home to service location off site.

The primary reason for relocation from our current location at 1304 W. Main St. is due to a complete unwillingness from the property owner and other business located at the property to make parking accessible, improve and update the exterior of the building, repave or blacktop the parking lot and to perform basic landscaping and lawn care. The majority of our current customers will not drive to the small parking area I'm allowed currently. This has cost our business valuable customers. We have been told by numerous customers and resident around town that a centralized, clean location would benefit both our business and the city. There are currently no other automotive key or remote suppliers in town or any surrounding city, other than high-cost dealerships. On average, our normal key cost saves the average customer about two thirds of what they would pay at a dealership for the same service and product.

We are requesting the zoning change to allow automotive and moped repair, as well as small engine repair. We hope to continue growing the key and security side of the business, with the option available to us to offer auto and moped repair if called for.

Prior to our move in date of 09/01/22, we have a commitment from the property owner to reseal the entire parking lot. We will also be painting at a minimum, the front face of the building. Our goal is to use the same color scheme and restore the look of the building to original. Those colors consist of white for the building exterior walls and dark blue for the trim on the exterior, covering the faded blue trim. We have already removed the old "Hales Corner" sign that is mounted to the front of the property at 820 E. Main St. and restored it back to the Mobil Pegasus light up sign that was originally installed. We intend on having a very clean and clutter free building, inside and out. Our end goal is to keep but refine the historic filling station look and eventually purchase the property if and when it becomes available for purchase.

Parking at 820 E. Main St. will be limited to, 4 designated customer parking spaces, located in the front parking lot. We will not be using any of the on-street parking spaces located directly in front of 820 E. Main St. Employee vehicles will be parked in the rear parking lot during business hours and limited to 2 vehicles at any time. At no time will any customer vehicles remain parked outside in the front parking lot for a consecutive time period of 7 days. There will be absolutely no unlicensed or disabled vehicles parked in either parking lot for a period extending 7 days.

There will be no air tools or loud equipment of any kind being used after business hours. There will be no exterior waste oil or fluid containers. There is one dumpster located at the property currently that will be kept at the location during the period of the lease and in the rear parking lot. There will be no car parts, tires or garbage kept outside for longer than 7 days.

Signage at 820 E. Main St. will consist of the existing light up Mobil sign, dark blue lettering mounted above the overhead doors, "Elite Auto & Key". The letters are in an Arial font and 14" per letter. In addition, we will have a vinyl sign made for the front exterior window with an advertisement for "Key Services" of some sort.

The normal day to day operations will be managed by Eric Grunewald. Scott Grunewald will be assisting with the business part time to begin, with the intention of becoming involved full time within the next two years. Al Grunewald will also be assisting with business decisions, accounting and other miscellaneous jobs. The Grunewald family has owned and operated several successful businesses in Watertown since 1975, with the purchase of the David Golper Company, followed by Sunrise Farms, Sunrise Agri-Service, Sunrise Pool

& Spa, A&D Inventory Liquidators, A&D Discount Auto Mart and finally Elite Auto and Bike Repair. Collectively, the Grunewald family has nearly 90 years of experience owning and operating businesses in Watertown. We are committed to Watertown and providing honest and reliable service to our community.



Mayor McFarland thanked the members of the Grunewald contingent and expressed her support for the use of the historic building in a continuation of its long-standing historic service to the community.

The mayor also advised that the Historic District has very specific requirements and recommended that the project be coordinated with Melissa Lampe.

These sentiments were also supported by the members of the Commission.

4.. ADJOURNMENT

Motion to Adjourn by Holloway, Second by Kohn
Unanimous approval by Voice Vote

Meeting closed at 4.54 p.m.

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.