



December 8, 2025

Mayor Robert Stocks  
City of Watertown  
106 Jones Street, PO Box 477  
Watertown, WI 53094

*Re: Request for Rezoning and Planned Development Approval  
Lot 0, Gateway Drive, Watertown, WI 53094  
Tax Key 291-0815-1631-003*

Dear Mayor Stocks and Members of the Common Council:

On behalf of the Greater Watertown Community Health Foundation (GWCHF) and Hoffman Matz, LLC, we're pleased to submit this request for approval of a Planned Development (PD) for **Lot 0, Gateway Drive**. Our proposal asks for flexibility in the City's zoning requirements -specifically, a reduction in minimum lot size – to allow for the creation of homes that are thoughtfully scaled to the neighborhood and designed for efficient, livable spaces.

This effort is directly tied to GWCHF's mission to strengthen community health and well-being by expanding access quality, attainable housing. The current zoning standards limit opportunities to develop homes that meet the needs of today's workforce and first-time buyers. By allowing smaller, right-sized lots, the City can help enable the development of high-quality single-family homes at price points that are achievable for local residents, including young professionals, families, and essential workers who want to live and invest in Watertown.

The site's location – across Gateway Drive from existing retail and commercial uses – offers a natural opportunity to introduce well-designed housing that complements nearby development and provides a gradual transition from commercial to residential land uses.

This project represents an intentional approach to neighborhood-scale design, connecting residents to jobs, services, and amenities while using existing infrastructure responsibly.

We believe this project offers real benefits for Watertown:

- **More Housing Choice:** It adds a housing type not currently available in the Watertown market, bridging the gap between rental housing and higher-priced single-family homes.

- **Smarter Infrastructure Use:** Smaller lots mean reduced costs of extending and maintaining public infrastructure, improving the efficiency of utilities, roads, and (if required) stormwater systems.
- **Alignment with City Goals:** This proposal advances the City's Comprehensive Plan objectives for compact growth patterns and sustainable neighborhood design.
- **Community Investment:** Reinforces GWCHF's commitment to local partnership and long-term reinvestment in the people and places that make Watertown strong.

Together, these elements expand attainable homeownership opportunities while supporting the City's vision for healthy, balanced growth and a thriving local economy.

Thank you for considering this request. We look forward to working together with the City to bring this project to life – one that reflects our shared commitment to quality, sustainability, and the overall well-being of the Watertown community.

Sincerely,

Benjamin P. Wehmeier

Benjamin P. Wehmeier (Dec 8, 2025 10:44:24 CST)

Ben Wehmeier  
President & CEO  
Greater Watertown Community Health Foundation

*Enclosures:*

Exhibit A PLAN COMMISSION & SITE PLAN REVIEW APPLICATION

Exhibit B REZONING  
Rezoning Request

Exhibit C PLANNED DEVELOPMENT  
Concept Layout  
Elevations and Plans  
Detailed site/utility plans  
Preliminary Plat  
Site Assessment Checklist

<b>APPLICANT</b>	Hoffman Matz, LLC	Nate Peters	<a href="mailto:npeters@watertownhealthfoundation.com">npeters@watertownhealthfoundation.com</a>	920.988.6266
<b>ENGINEER</b>	Harwood Engineers	Brad Seubert	<a href="mailto:brad.seubert@hecl.com">brad.seubert@hecl.com</a>	414.918.1204
<b>CONTRACTOR</b>	White Oak Design & Build	Dan Wegner	<a href="mailto:dan@whiteoakbuild.com">dan@whiteoakbuild.com</a>	262.894.4105

## EXHIBIT A



Building Safety  
and Zoning Department

## PLAN COMMISSION & SITE PLAN REVIEW APPLICATION

The following information must be submitted two weeks prior to any meeting for staff review and agenda placement. Meetings are every second & fourth Monday in the Council Chambers on the second floor of the Municipal Building, 108 Jones Street, Watertown, WI 53094.

<b>OFFICE USE ONLY</b>	
<b>Date Submitted:</b>	_____
<b>Total Fees:</b>	_____
<b>Cash/Check/CC#:</b> _____	
<i>Checks made payable to "City of Watertown".</i>	
<b>Accepted by:</b> _____	

### APPLICANT INFORMATION

APPLICANT INFORMATION		
Name	Greater Watertown Community Health Foundation	
Address	672 Johnson Street	City, State, Zip: Watertown, WI 53094
Phone	920.988.6266	Email: npeters@watertownhealthfoundation.com
*Required Applicant Signature:		
PROPERTY OWNER INFORMATION		
Name	Greater Watertown Community Health Foundation	
Address	672 Johnson Street, Watertown, WI 53094	
Phone	920.988.6266	Email: npeters@watertownhealthfoundation.com
*Required Property Owner Signature: <u>Benjamin P. Wehmeyer</u>		

**SUBJECT PROPERTY INFORMATION**

Property Address: <u>Gateway Dr Lot 0, Watertown, WI 53094</u>	Property PIN: <u>291-0815-1631-003</u>
Proposed Project: <u>Single-family residential development.</u>	

**APPLICATION TYPE (Select all that apply)**

<u>Item</u>	<u>Fees</u>	<u>Item</u>	<u>Fees</u>
Annexation	\$500	<input checked="" type="checkbox"/> Planned Development (PD) – Precise Implementation Plan (PIP)	\$500
Certified Survey Map (CSM) - City	\$100 + \$50/Lot + Park Fees	<input type="checkbox"/> Site/Building Plan Review	\$300
Certified Survey Map (CSM) - Extraterritorial	\$50	<input type="checkbox"/> Street or Alley Vacation/Discontinuance of a Public Way	\$500
Comp. Plan Amendment	\$500	<input checked="" type="checkbox"/> Subdivision – Preliminary Plat – City	\$100 + \$50/acre
Conditional Use Permit (CUP)	\$500	<input type="checkbox"/> Subdivision – Final Plat – City	\$100 + \$50/lot + Park Fees
Condominium Plat Review	\$100 + \$50/Lot + Park Fees	<input type="checkbox"/> Subdivision Plat - Extraterritorial	\$100
Parkland Fees in Lieu of Land Dedication or Parkland Dedication – Traditional Dwelling Unit	\$641/Unit or 1,005 sf of parkland	<input type="checkbox"/> Temporary Use	\$300
Parkland Fees in Lieu of Land Dedication or Parkland Dedication – Institutional Dwelling Unit	\$256/Unit or 402 sf of parkland	<input checked="" type="checkbox"/> Zoning Map Change (Rezoning)	\$500
<input checked="" type="checkbox"/> Planned Development (PD) – General Development Plan (GDP)	\$500	<input type="checkbox"/> Zoning Ord. Change (Text Amendment)	\$500

For details on submittals, please see Chapter 550-145 of the City of Watertown Ordinances at <https://ecode360.com/29267495?highlight=&searchid=17881237540831570#29267495> or contact the Zoning Administrator at 920-262-4080 to identify items that need to be provided for review. At minimum, the following should be provided to the Building Safety & Zoning Department:

All storm water plans will be reviewed with applicable fees charged back to the applicant via city invoice.

Plan Commission Meeting Date \_\_\_\_\_ Meeting Time: 4:30 p.m.  
Site Plan Meeting Date \_\_\_\_\_ Meeting Time: 1:30 p.m.

## **EXHIBIT B**

### **Rezoning**

#### **Current Zoning and Proposed Change**

The subject parcel, Lot 0 – Gateway Drive is currently zoned MR-8 – Multi-Family Residential District under Chapter 550, Article V of the City of Watertown Zoning Code. GWCHF is requesting a rezoning to SR-4 – Single-Family Residential District, accompanied by a Planned Development (PD) Overlay to allow flexibility in lot width requirements.

#### ***Current Zoning: MR-8 (Multi-Family Residential District)***

Code Reference: § 550-25

The **MR-8 District** is intended for medium-density, multi-family housing such as townhomes and apartments. It allows higher residential intensity and shared infrastructure but is not ideal for individually platted, fee-simple single-family homes.

Key Dimensional Standards:

- Minimum lot area: 8,000 sq ft
- Minimum lot width: 75 feet
- Permitted uses: Multi-family dwellings (up to 8 units per acre), townhouses, and accessory community amenities
- Character: Shared drives, common open space, and multi-unit configurations

While the proposed single-family housing would be permitted within this zoning, MR-8 zoning complicates individual home financing and ownership because lenders view homes in multi-family districts as part of a larger rental or condominium structure rather than standalone parcels.

#### ***Proposed Zoning: SR-4 (Single-Family Residential District)***

Code Reference: § 550-24

The **SR-4 District** is established to provide stable neighborhoods for detached single-family homes on individual lots.

Key Dimensional Standards:

- Minimum lot area: 8,000 sq ft
- Minimum lot width: 75 feet (per § 550-24 F(2)(b))
- Minimum street frontage: 50 feet.
- Maximum gross density (MGD): 4.00 du/acre
- Permitted uses: Detached single-family homes and customary accessory structures
- Character: Individually owned lots, private yards, and separate utility connections

This SR-4 Zoning district aligns directly with traditional homeownership models and is most consistent with the character of existing neighborhoods near Gateway Drive.

***Reasoning for Rezoning Request***

Reclassifying the property from **MR-8** to **SR-4** creates a more appropriate framework for **individual homeownership** and for the **Planned Development Overlay** flexibility to reduce minimum lot width from 75 feet to **54 feet and reduce the minimum lot area from 8,000 sq ft to 7,200 sq ft.**

This change supports GWCHF's mission and addresses a practical financing barrier:

- **Mortgage Accessibility:** Local lenders and national banking guidelines typically require homes to be located within single-family residential districts for standard mortgage underwriting. MR-8 zoning can limit financing options or increase rates and documentation burdens.
- **Market Compatibility:** The SR-4 designation more accurately reflects the planned use – seven detached single-family homes with individual driveways and yards – rather than multi-family or rental configurations.
- **Community Fit:** SR-4 zoning complements nearby neighborhoods and provides a smooth transition between residential and adjacent commercial uses along Gateway Drive.

In conclusion, **rezoning to SR-4 with a PD Overlay** establishes a clear, efficient regulatory path for both home construction and mortgage financing – making it easier for buyers to purchase and for lenders to support attainable, high-quality housing in Watertown.

## **EXHIBIT C**

### **Planned Development**

This General Development Plan (GDP) also serves as the Precise Implementation Plan (PIP).

#### **Summary & Requested Lot Width Modification**

The subject property, Lot 0 – Gateway Drive, is governed by the City of Watertown Zoning Code, Chapter 550, which establishes dimensional standards for all residential districts. The SR-4 Single-Family Residential District is intended to provide stable, attractive neighborhoods of detached homes on individual lots, supported by public infrastructure and neighborhood amenities.

#### ***CURRENT Zoning Standard: SR-4 Minimum Lot Width Requirement***

Code Reference: *City of Watertown Zoning Code § 550-24 F(2)(b)*

Under the ***current SR-4*** regulations:

- Minimum Lot Area: **8,000 square feet**
- Minimum Lot Width: **75 feet**
- Minimum street frontage: 50 feet
- Maximum gross density (MGD): **4.00 du/acre**
- Front Setback: 25 feet
- Side Setback: 8 feet per side
- Rear Setback: 25 feet

These standards were designed for traditional single-family neighborhoods featuring larger parcels and lower density. While appropriate in many areas, they can unintentionally limit the creation of smaller, right-sized homes that meet modern affordability and sustainability goals.

#### ***REQUESTED Planned Development Flexibilities***

GWCHF is requesting a Planned Development (PD) Overlay to reduce the **minimum lot width from 75 feet to 54 feet**, **reduce the Minimum Lot Area from 8,000 sq ft to 7,000 sq ft**, and **increase the Maximum gross density (MGD) from 4.00 du/acre to 7.00 du/acre** while maintaining all other SR-4 dimensional and design requirements.

Under the ***requested SR-4*** change:

- Minimum Lot Area: **7,000 square feet**
- Minimum Lot Width: **54 feet**
- Minimum street frontage: 50 feet
- Maximum gross density (MGD): **7.00 du/acre**
- Front Setback: 25 feet
- Side Setback: 8 feet per side
- Rear Setback: 25 feet

These modest adjustments allow the subdivision of the 1.17-acre parcel into **seven single-family lots**, each sized and proportioned for efficient, livable homes with front-facing driveways and private yards. The proposed layout preserves the residential character of Gateway Drive while supporting a more attainable housing price point.

### ***ALIGNMENT with the City's Comprehensive Plan***

The City of Watertown Comprehensive Plan encourages:

- “A diversity of housing types to meet the needs of residents at all income levels.”
- “Compact residential development patterns that use existing infrastructure efficiently.”

The proposed reduction in lot width directly advances these policy goals by:

1. **Encouraging housing diversity and attainability:** 54-foot lots allow smaller, efficient home designs that lower land and construction costs without compromising quality.
2. **Promoting infrastructure efficiency:** narrower lots reduce public infrastructure costs per home, optimizing existing water, sewer, and roadway systems.
3. **Supporting sustainable growth:** by using infill land within city limits rather than requiring new subdivisions on the fringe.
4. **Context and Neighborhood Integration:** Although the site is not surrounded by existing residential neighborhoods, the proposed lot pattern and home scale establish a well-designed residential enclave that complements the surrounding area. Situated across Gateway Drive from an existing commercial and retail parcel (Tractor Supply), the development provides a thoughtful transition from the commercial corridor to the broader agricultural landscape, introducing high-quality single-family homes that set the framework for future compatible growth.

### **Concept Plan**

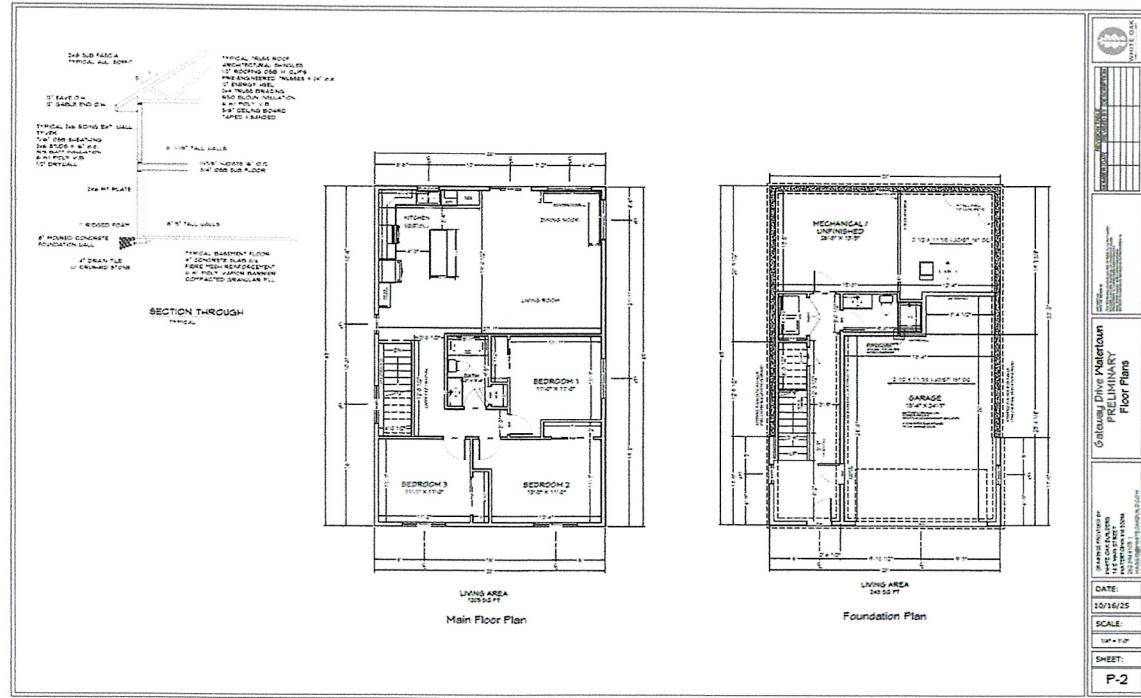
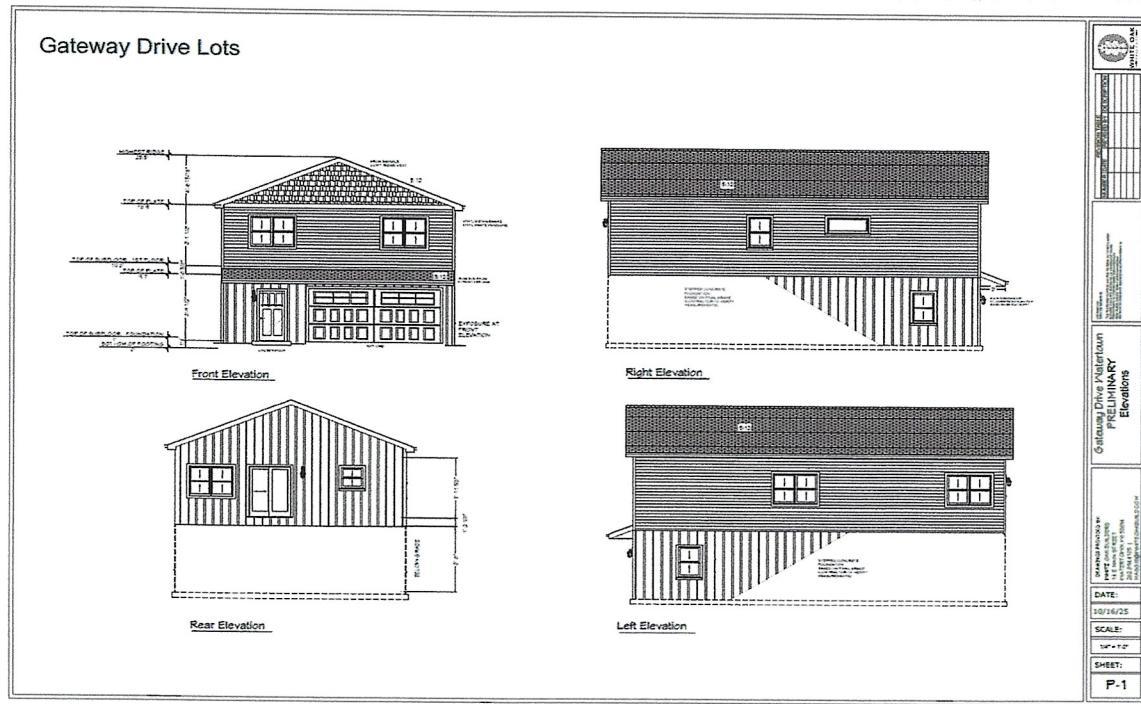
The following illustration depicts the **anticipated parcel configuration** for the proposed Planned



Development at Lot 0, Gateway Drive. The layout demonstrates how the site will be subdivided into seven single-family residential lots, each consistent with the requested PD dimensional standards and designed to create an efficient, attractive neighborhood setting.

## Plans & Elevations

The following images present **conceptual house plans and elevations** representative of the homes envisioned for Lot 0, Gateway Drive. These designs emphasize high-quality materials, efficient layouts, and consistent architectural character to create a cohesive and welcoming streetscape.



The renderings highlight the attractive home designs envisioned for the development, demonstrating how their scale, materials, and architectural character align with the City's design and housing goals.

The homes are thoughtfully planned to appeal to modern homebuyers, offering quality, efficiency, and visual harmony that together create a welcoming and enduring residential environment.



**Site/Utility Plans**

See *following pages*.



HARWOOD

• civil - landscape architecture  
• structural - mechanical - electrical  
• building / fire protection - security  
• design - engineering - telecommunications

North 21st Street,  
Milwaukee, Wisconsin 53233  
414.755.5554 • [hecl.com](http://hecl.com)

Project Name:  
**Gateway Drive**

### Client:

100

Scale: 1" = 20'

Date: 12/5/2025  
Project Number:  
25\_12027\_00

Sheet Name: SITE DI AN

Sheet Number:  
C1 10



HARWOOD

civil • landscape architecture  
structural • mechanical • electrical  
plumbing / fire protection • security  
lighting design • telecommunications

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255 North 21st Street,  
Milwaukee, Wisconsin 53233

Project Name:  
Gateway Driv  
Subdivision

## Client

100

Scale: 1" = 20'

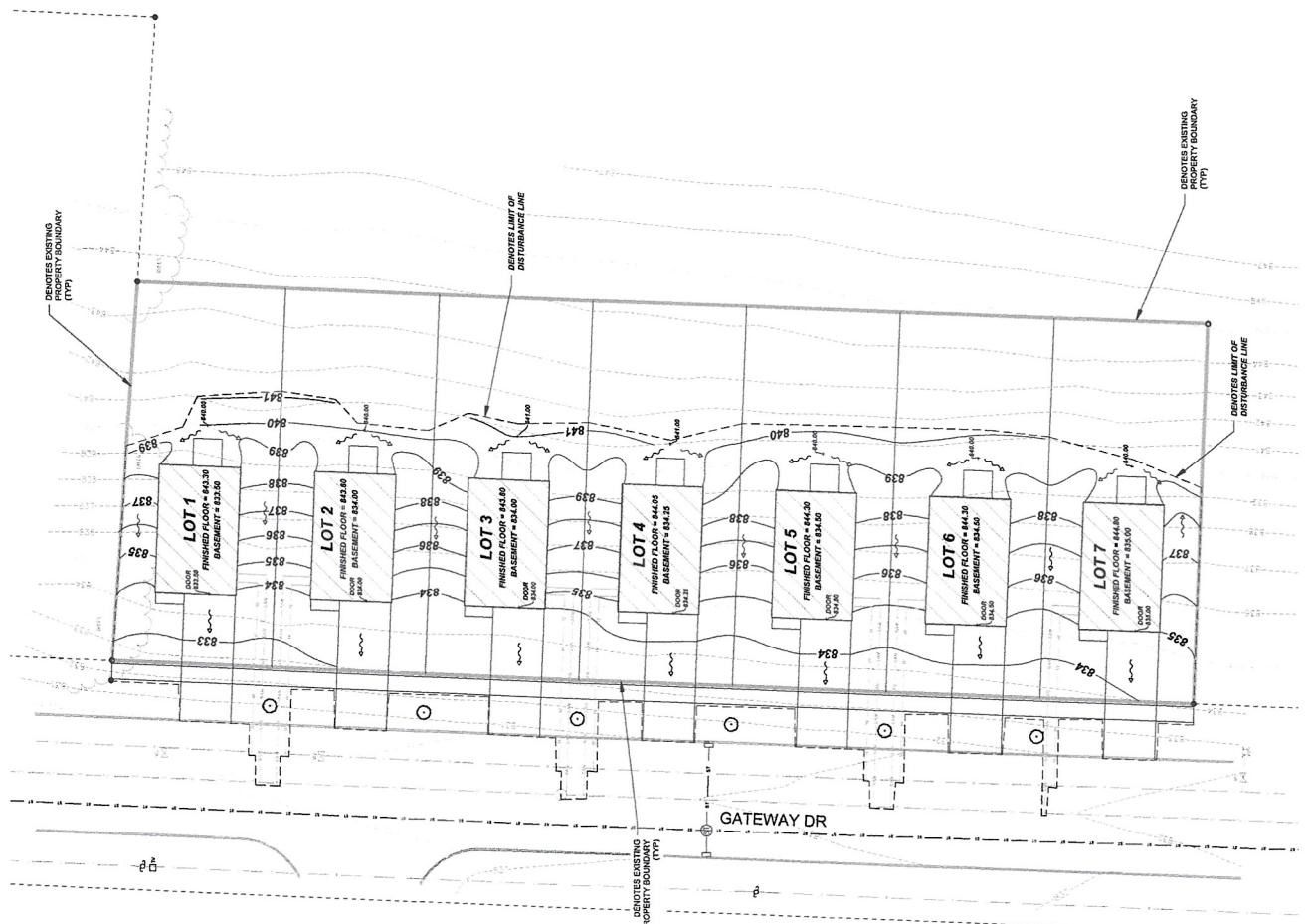
Page: 16/1600

Project Number:  
225-1207.00

Sheet Name: **GRADING BY AN**

Sheet Number:  
C1 20

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**Preliminary Plat**

See *following page*.



**Site Assessment Checklist**

*See following pages.*

## SUBDIVISION OF LAND

### 545 Attachment 1

#### City of Watertown

#### Site Assessment Checklist

NOTE: All "yes" answers must be explained in detail by attaching maps and supportive documentation describing the impacts of the proposed development.

Item No.	Item of Information	Yes	No
<b>I. Land Resources. Does the project site involve?</b>			
A.	Changes in relief and drainage patterns (attach a topographical map showing, at a minimum, two-foot contour intervals)	<input checked="" type="checkbox"/> See site plan & preliminary plat.	
B.	A landform or topographical feature, including perennial streams and hills over 50 feet in elevation		<input checked="" type="checkbox"/>
C.	A floodplain (If "yes" attach two copies of the one-hundred-year floodplain limits and the floodway limits - if officially adopted)		<input checked="" type="checkbox"/>
D.	An area of soil instability — greater than 18% slope and/or organic soils, peats or mucks at or near the surface as depicted in the applicable County Soils Atlas		<input checked="" type="checkbox"/>
E.	An area of bedrock within 6 feet of the soil surface as depicted in the applicable County Soils Atlas		<input checked="" type="checkbox"/>
F.	An area with groundwater table within 10 feet of the soil surface as depicted in the applicable County Soils Atlas		<input checked="" type="checkbox"/>
G.	An area with fractured bedrock within 10 feet of the soil surface as depicted in the applicable County Soils Atlas		<input checked="" type="checkbox"/>
H.	Prevention of gravel extraction		
I.	A drainageway for 5 or more acres of land		<input checked="" type="checkbox"/>
J.	Lot coverage of more than 50% impermeable surfaces		<input checked="" type="checkbox"/>
K.	Prime agricultural land as depicted in adopted farmland preservation plans		
L.	Wetlands as depicted on wetland inventory maps		<input checked="" type="checkbox"/>
M.	Area within the airport height limitations or noise impact zone		
N.	Officially mapped environmental corridors		<input checked="" type="checkbox"/>
<b>II. Water Resources. Does the project involve?</b>			
A.	Location in an area traversed by a navigable stream or dry run		<input checked="" type="checkbox"/>
B.	Impact on the capacity of a stormwater storage system or flow of a waterway within 1 mile		<input checked="" type="checkbox"/>
C.	The use of septic tank for on-site waste disposal		<input checked="" type="checkbox"/>
D.	Lowering of water table by pumping or drainage		<input checked="" type="checkbox"/>

WATERTOWN CODE

Item No.	Item of Information	Yes	No		
E.	Raising of water table by altered drainage		X		
F.	Lake or river frontage		X		
<b>III. Biological Resources. Does the project site involve?</b>					
A.	Critical habitat for plants and animals of community interest per DNR inventory		X		
B.	Endangered, unusual or rare species of:				
1.	Land animals per DNR inventory		X		
2.	Birds per DNR inventory		X		
3.	Plants per DNR inventory		X		
C.	Removal of over 30% of the present trees on the site		X		
<b>IV. Human and Scientific Interest per State Historical Society Inventory. Does the project site involve?</b>					
A.	An area of archaeological interest		X		
B.	An area of historical interest		X		
1.	Historic buildings or monuments		X		
<b>V. Energy, Transportation and Communications.</b>					
A.	Does the development increase traffic flow on any arterial or collector street by more than 10% based upon the most recent traffic counts and trip generation rates provided by the ITE?		X		
B.	Is the development traversed by an existing or planned utility corridor (gas, electrical, water, sewer, storm, communications)?		X		
<b>VI. Population.</b>					
A.	Which public school service areas (elementary, middle and high) are affected by the proposed development, and what is their current available capacity?	E: <b>Douglas</b> Cap.: Max: ~450 Current: 324 M: <b>Riverside</b> Cap.: Max: ~850 Current: 649 H: <b>Watertown</b> Cap.: Max: ~1300 Current: 1087			
<b>VII. Comments on any of the above which may have significant impact.</b>					
See below.					
<b>VIII. Appendixes and Supporting Material.</b>					
See below.					

The development of Lot 0, Gateway Drive will have a positive impact on the surrounding area, advancing several key objectives identified in the City's Comprehensive Plan. The proposed homes support compact growth patterns, make efficient use of existing public infrastructure, and contribute to sustainable neighborhood design. By introducing well-scaled, high-quality housing in an appropriate infill location, the project strengthens the City's housing supply and enhances overall community vitality. Supporting information demonstrating these benefits is included throughout this submittal.