

NOTICE OF PUBLIC HEARING

Pursuant of Section § 62.23(7) of the Wisconsin State Statutes and Sections § 550-141, § 550-152G(2), & § 550-152H(6) of the City of Watertown Municipal Code, a notice is hereby given by the Common Council of the City of Watertown, Wisconsin, that a public hearing will be held on the 16th day of August, 2022 in the Council Chambers of the Municipal Building, 106 Jones Street, Watertown, Wisconsin at 7:00 P.M., or shortly thereafter, to consider the request of 1020 East Main, LLC (James D. Strong, Registered Agent & Property Owner) for a Planned Unit Development – General Development Plan (GDP) located at 1018 East Main Street and described below. 1020 East Main, LLC is proposing to develop an Outdoor Display land use for an extension of the automotive dealership located at 1020 East Main Street. The property is zoned TR-6, Two-Family Residential, and is further described as follows:

Lot Ten (10) and the East 3 feet of Lot Nine (9), in L. Brugger's Addition, City of Watertown,
Jefferson County, Wisconsin. (1018 East Main Street, PIN: 291-0815-0411-201)

All persons wishing to be heard are invited to be present. Written comments may be submitted to City Clerk Megan Dunneisen, 106 Jones Street, Watertown, WI 53094.

CITY OF WATERTOWN

Jacob A. Maas, CFM
Zoning & Floodplain Administrator

JM/nmz

PUBLISH:

August 2, 2022
and
August 9, 2022

(BLOCK AD)

GENERAL DEVELOPMENT PLAN FOR
1018 EAST MAIN STREET

Current property status:

Development is defined under Section § 550-15:

DEVELOPMENT

The division of a parcel of land into two or more parcels; the construction, reconstruction, conversion, structural alteration, relocation or enlargement of any buildings; any use or change in use of any buildings or land; any extension of any use of land; or any clearing, grading or other movement of land, for which permission may be required pursuant to this chapter.

Under this definition, the proposed development will encompass the following:

1. Conversion and reconstruction.
2. Use change of land
3. Grading of land

Currently 1018 East Main Street is zoned Two-Family Residential (TR-6) and consist of a residential dwelling unit. In the 2019 City of Watertown Comprehensive Plan, 1018 East Main Street is identified as Two-Family. Two-Family allows the following Zoning Districts:

Figure 7.7 Future Land Use and Existing Zoning Districts 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 Businesses
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

The developer also owns 1020 East Main Street, which is zoned Planned Business.

General written description of the proposed PUD (§ 550-152G(1)(c)):

Statement of rationale as to why PUD zoning is proposed (§ 550-152G(1)(c)[7]):

As stated previously, 1018 East Main Street is zoned Two-Family Residential. Two-family residential does not allow the principal land use of Outdoor Display (car dealership) under Section § 550-25B. The adjacent property of 1020 East Main Street, which is also owned by the developer, is zoned Planned Business. The Planned Business Zoning District does allow Outdoor Display as a principal land use

permitted as a conditional use under Section § 550-32B(2)(e). The developer is looking to expand his business at 1020 East Main Street, and incorporate the Outdoor Display land use on 1018 East Main Street.

The future land use of 1018 East Main Street, Two-Family, does not allow for the rezoning to Planned Business. In order to expand the existing business at 1020 East Main Street, a Planned Unit Development would allow 1018 East Main Street to function as a Planned Business Zoning District.

General project themes (§ 550-152G(1)(c)[1]):

Phase 1:

The developer would raze the existing dwelling-unit located at 1018 East Main Street.

Phase 2:

Development of Outdoor Display area and stormwater facility

Access:

The developer intends to move the current access point to the East to accommodate the stormwater facilities. The new entrance will be an extension of 1020 East Main Street's access.

General mix of dwelling unit types and/or land uses (§ 550-152G(1)(c)[2]):

Principal land uses:

1. Outdoor Display

Residential densities and nonresidential intensities (§ 550-152G(1)(c)[3]):

Dwelling units per acre:

1. No dwelling units on 1018 East Main Street.

Floor area ratio:

1. There is not propose structures on 1018 East Main Street.

Impervious surface area:

1. The development will meet or exceed the Planned Business District's minimum landscape surface ratio under Section § 550-32G(1)(b), which is 25%.
 - a. Proposed landscape surface ratio is 36%

General treatment of natural features (§ 550-152G(1)(c)[4]):

1018 East Main Street is residential urban area. There are no natural features located on 1018 East Main Street.

General relationship to nearby properties and public streets (§ 550-152G(1)(c)[5]):

Nearby properties:

1. 1020 East Main Street is zoned Planned Business.
2. 1012 East Main Street & 118 Dewey Avenue are zoned Two-Family Residential (TR-6).

Public Streets:

1. East Main Street
 - a. East Main Street is identified in the 2019 City of Watertown Comprehensive Plan as having an expanded right-of-way width. That width is 120 feet (60 feet from the centerline).

General relationship of the project to the Comprehensive Plan (§ 550-152G(1)(c)[6]):

As previously stated, 1018 East Main Street's future land use is Two-Family. Per the 2019 City of Watertown Comprehensive Plan:

Two-Family Residential This future land use category is intended for single-family and two-family (e.g. duplexes, townhomes, two-flats) residential development served by City of Watertown sanitary sewer and water systems. Two-Family Residential land use areas are depicted primarily in locations where this type of development existed at this time this Plan was prepared, including the following areas: (1) surrounding the City's historic downtown; (2) on the City's west side between the rail lines; and (3) on the east side of the City west of STH 16. The City's Two-Family Residential (TR-6) zoning district is the most appropriate district to implement this future land use category.

Policies and Programs:

1. *Encourage the construction of narrower streets in new neighborhoods, where practical, and require sidewalks along all streets.*
2. *Plan for interconnected road and open space networks in residential areas and between individual subdivisions.*
3. *Ensure that schools must have sufficient capacity to accommodate new students who will live in the School District.*
4. *Require grading and stormwater management plans for all new development.*

The proposed development at 1018 East Main Street would act as an extension of the future land use of 1020 East Main Street. 1020 East Main Street has a future land use of Neighborhood Mixed Use.

Zoning standards (§ 550-152G(1)(c)[8]):

Zoning standards not met:

1. Allowance of an Outdoor Display land use
2. Allowance of an access way not compliant with Sections § 550-105I & § 550-105J.
3. Allowance of parking not compliant with Sections § 550-107G(5)(a) & § 550-52D(1)(b)

Zoning standards to be met:

1. The Outdoor Display land use will meet the requirements of the Planned Business Zoning District under Section § 550-32G.

Potentially requested exemptions from the requirements of the Two-Family Residential (TR-6) Zoning District (§ 550-152G(1)(c)[9]):

Land Use Exemptions:

1. Allowance of an Outdoor Display land use

Density and intensity exemptions:

1. The Outdoor Display land use will meet the requirements of the Planned Business Zoning District under Section § 550-32G.

Bulk exemptions:

1. The Indoor Maintenance Service land use will meet the requirements of the Planned Business Zoning District under Section § 550-32G.

Landscaping exceptions:

1. Not applicable, will meet the requirements of Chapter 550, Article X: Landscaping & Bufferyard Regulations.

Parking and loading requirements exceptions:

1. Allowance of parking not compliant with Sections § 550-107G(5)(a) & § 550-52D(1)(b)
2. Loading requirements will meet the regulation of Section § 550-108.

General development plan (§ 550-152G(1)(d)):

1. See attached site plan
2. Section § 545-33, Dedication & Improvement of Public Parks and Other Public Sites, is not applicable to this development.
3. This development will not subdivide the lot.

Landscaping plan (§ 550-152G(1)(e)):

The developer proposes to meet all applicable requirements of Chapter 550, Article X: Landscaping & Bufferyard Regulations.

Signage plan (§ 550-152G(1)(f)):

The developer is not proposing any signage currently. Any future signage would need to meet the requirements of Chapter 550, Article XII: Signage & Projections. Future signage would have to meet the requirements for the Neighborhood Business Zoning District. It should be noted that the signage regulation for Neighborhood Business Zoning District are the same as the current Zoning District, Rural Holding.

Written justification for the proposed planned unit development (§ 550-152G(1)(g)):

Under Section § 550-141D(3)(c)

The proposed amendment to the Official Zoning Map maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property..

The proposed development of 1018 East Main Street is an extension of the current land use occurring at 1020 East Main Street. The stormwater facilities located on the west side of 1018 East Main Street will provide a buffer between 1018 East Main Street and 1012 East Main Street. This development does not change the consistency, intensity, or impacts on the surrounding environs.

Financial capability (§ 550-152G(1)(h)):

Not applicable, the developer is not developing any public improvements with this development. Nor is the developer expanding any private utility improvements that would require easements.