



BUILDING, SAFETY & ZONING DIVISION

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TO: Plan Commission
DATE: November 12th, 2024
SUBJECT: Recommendation to Council – 1911 Gateway Drive Comprehensive Plan Amendment

A Comprehensive Plan Amendment request to change the Future Land Use designation on a parcel located at 1911 Gateway Drive. Parcel PIN(s): 291-0815-1624-000, 291-0815-1624-002, 291-0815-1624-003, 291-0815-1624-004, 291-0815-1624-005, & 291-0815-1624-006.

SITE DETAILS:

Acres: 33.32 acres
Current Zoning: Mixed Zoning
Existing Land Use: Vacant / Existing Home
Future Land Use Designation: Planned Mixed Use & Planned Neighborhood

BACKGROUND & APPLICATION DESCRIPTION:

The applicant has proposed a Plan Amendment to change the Future Land Use designation of a parcel from Planned Mixed Use and Planned Neighborhood to Multi-Family Future Land Use. This parcel was previously part of the Heron Landing residential development project that was never implemented. Most of this parcel was previously planned for multi-family development as part of that project. A rezoning to Multi-Family 10 Residential Zoning (MR-10) is also pending. A future Conditional Use Permit for a Group Development will also be required for this proposal. A CSM combining the existing parcels into one lot was approved by the Plan Commission on Aug 12th, 2024.

STAFF EVALUATION:

Land Use and Zoning:

Nearby Future Land Use designations include Planned Mixed Use to the north and west. Planned Neighborhood Future Land Use exists to the south and east.

Nearby Zoning includes General Business and Planned Office and Institutional Zoning to the west and north. Rural Holding and Mixed Zoning are located to the south and 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.*

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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.*

PUBLIC HEARING COMMENT:

Public comments from the November 4th, 2024 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 Comprehensive Plan Amendment to Common Council.
2. Positive recommendation of Comprehensive Plan Amendment to Common Council.
3. Positive recommendation of the Comprehensive Plan Amendment to Common Council, with conditions identified by the Plan Commission.

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ATTACHMENTS:

- Application materials.