

# EXHIBIT "A"



## 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

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.

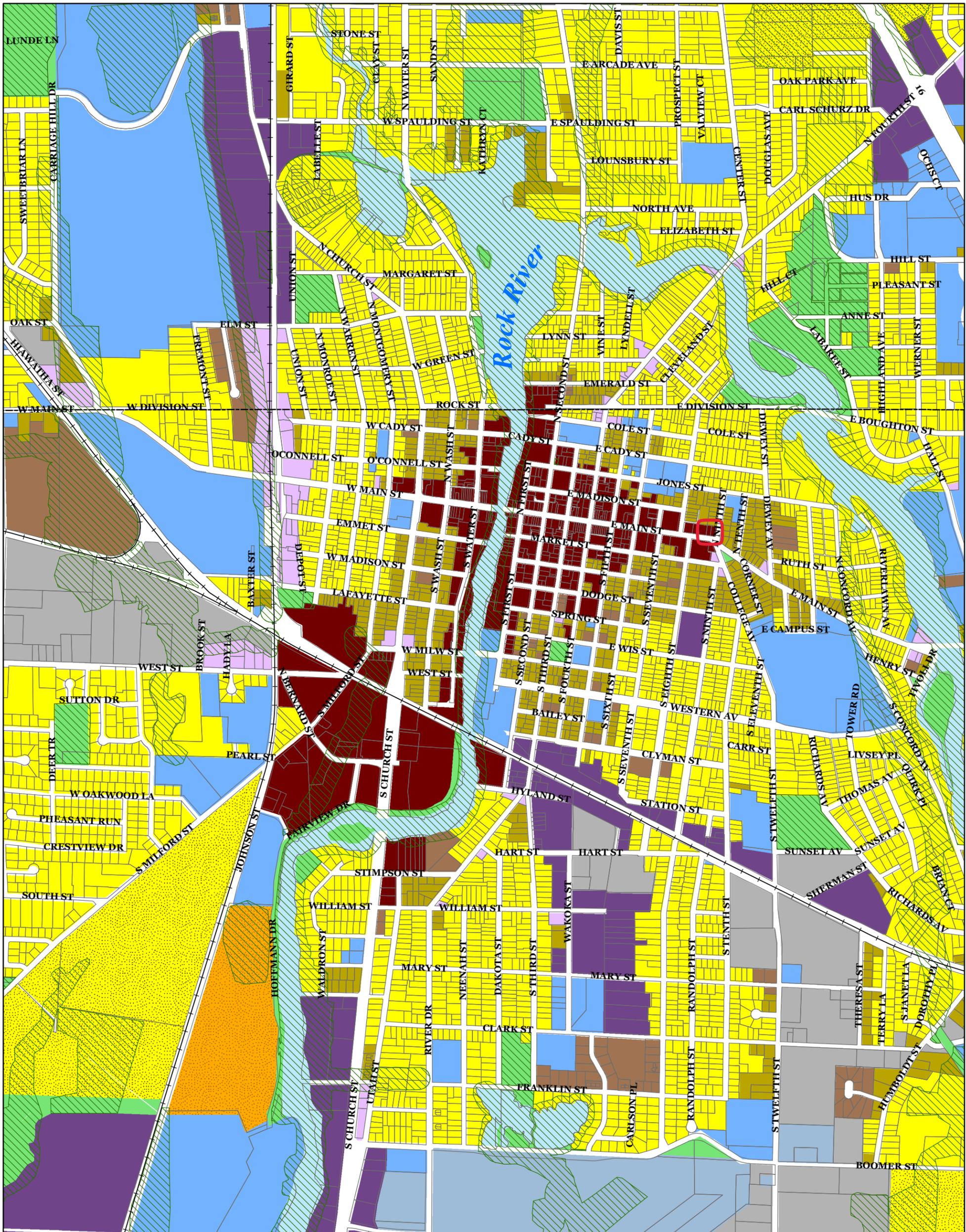
Parking at 820 E. Main St. will be limited to, 4 designated customer parking spaces, located in the front parking lot. We will not be using any of the on-street parking spaces located directly in front of 820 E. Main St. Employee vehicles will be parked in the rear parking lot during business hours and 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.



# Future Land Use Downtown Area

## Map 6a

### City of Watertown Comprehensive Plan

#### Land Use Categories

- Agricultural
- Single-Family Residential - Unsewered
- Single-Family Residential - Sewered
- Two-Family Residential
- Multi-Family Residential
- Planned Neighborhood\*\*
- Institutional
- Airport

- Rights-of-Way
- Neighborhood Mixed Use
- Planned Mixed Use\*
- Central Mixed Use
- Riverside Mixed Use\*\*\*
- Mixed Industrial
- Parks & Recreation
- Environmental Corridor
- Surface Water

\*Each "Planned Mixed Use Area" may include mix of:

1. Office
2. Multi-Family Residential
3. Mixed Industrial
4. Commercial Services/Retail
5. Institutional
6. Parks & Recreation



\*\*\*"Planned Neighborhoods" should include a mix of the following:

1. Single-Family - Sewered (predominant land use)
2. Two-family Residential
3. Multi-Family Residential
4. Institutional
5. Neighborhood Mixed Use
6. Parks & Recreation



\*\*\*Each "Riverside Mixed Use Area" may include mix of:

1. Office
2. Single-Family - Sewered
3. Two-Family Residential
4. Multi-Family Residential
5. Commercial Services/Retail
6. Institutional
7. Parks & Recreation



- City of Watertown
- County Boundary
- Town Boundary
- Parcel
- Railroad

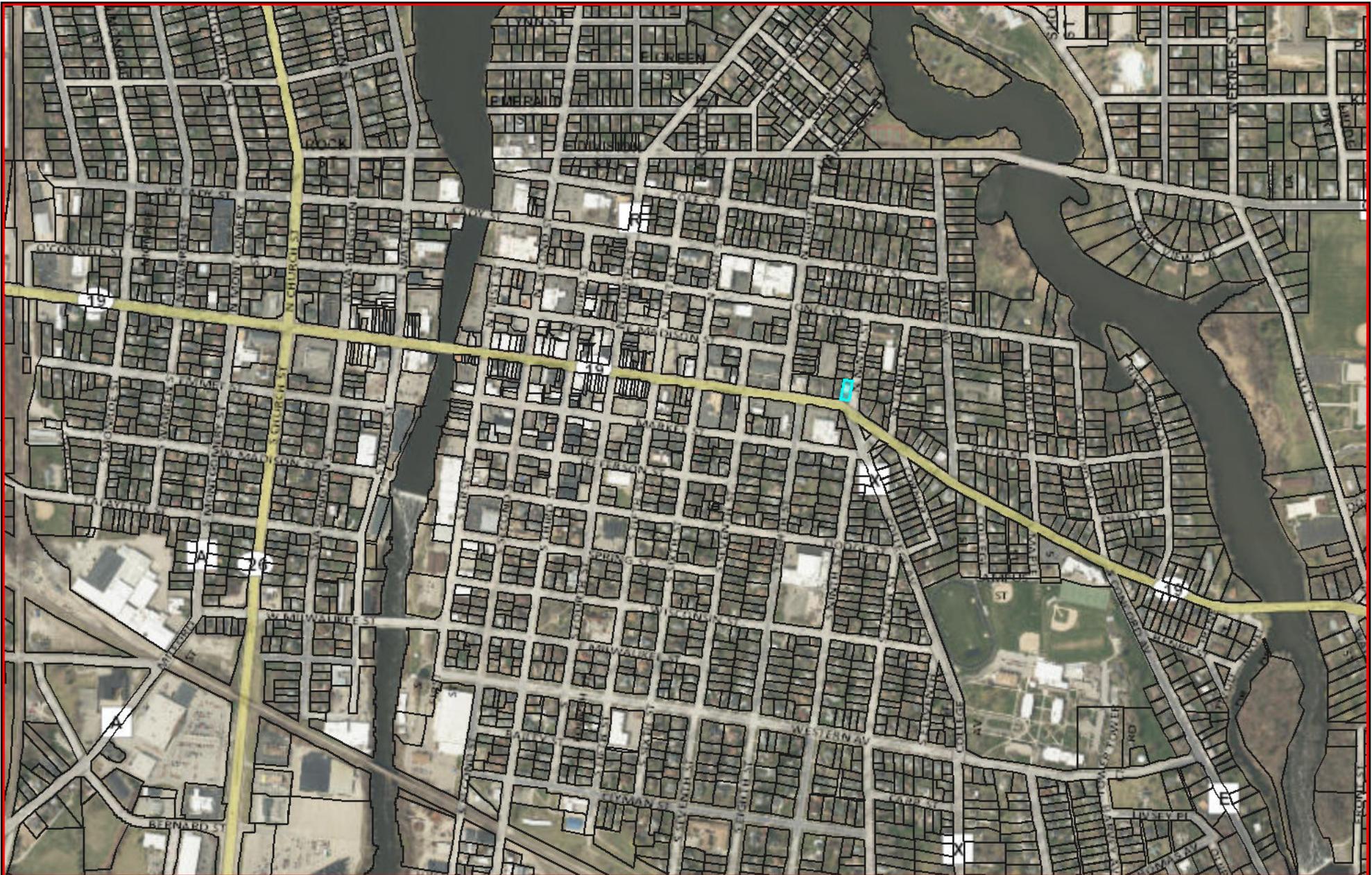


Source: WisDNR, FEMA, City of Watertown, Dodge Co. LIO & Jefferson Co. LIO, V&A

0 500 1,000 2,000 Feet

**VANDEWALLE & ASSOCIATES INC.**  
Shaping places, shaping change

# 820 East Main Street



## Parcels



Override 1

Parcels



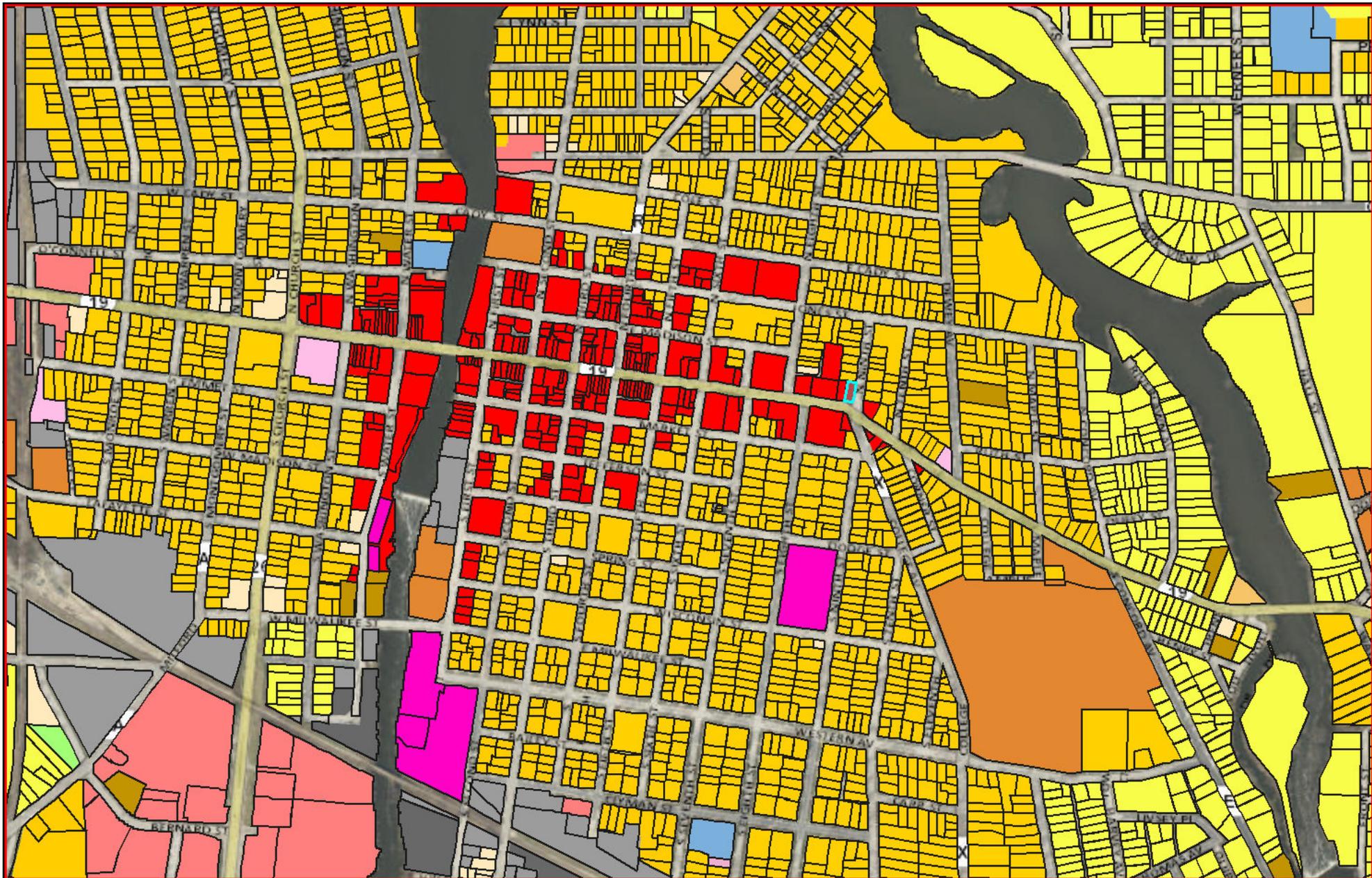
City of Watertown Geographic Information System

Scale: 1 inch = 800 feet Printed on: September 6, 2022

SCALE BAR = 1" Author: Private User

DISCLAIMER: This map is not a substitute for an actual field survey or onsite investigation. The accuracy of this map is limited to the quality of the records from which it was assembled. Other inherent inaccuracies occur during the compilation process. City of Watertown makes no warranty whatsoever concerning this information.

# 820 East Main Street - Zoning



<b>Parcels</b>	Single-Family Residential-4	Planned Business	Heavy Industrial
Override 1	Senior Residential	Neighborhood Office	General Industrial
<b>Parcels</b>	Rural Holding	Neighborhood Business	General Business
<b>Zoning</b>	Planned Unit Development	Multiple Zoning	Conditional Use
Unknown	Planned Office And Institutional	Multi-Family Residential-8	Central Business District
Two-Family Residential-6	Planned Industrial	Multi-Family Residential-10	City Limits



City of Watertown Geographic Information System

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