



136 North Monroe Street
Waterloo, Wisconsin 53594-1198

**NOTICE OF A CITY OF WATERLOO
PLAN COMMISSION MEETING**

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and the news media, the following meeting will be held:

MEETING: PLAN COMMISSION
DATE: TUESDAY, MARCH 23, 2021 **TIME: 7:00 p.m.**
LOCATION: 136 N. MONROE STREET, MUNICIPAL BUILDING COUNCIL CHAMBERS

Join Zoom Meeting: <https://us02web.zoom.us/j/83182911694?pwd=d29VMTFQYU1GbEdSMUNvam5kaDdJdz09>
Meeting ID: 831 8291 1694 Passcode: 744306

Dial-in by phone
+1 312 626 6799 US (Chicago)
Meeting ID: 831 8291 1694 Passcode: 744306

to consider the following:

PUBLIC HEARING – CONDITIONAL USE APPLICATIONS -

1. CALL TO ORDER
2. PUBLIC HEARING – Conditional Use Application, Matthew Frankey, prospective owner of 255 Jefferson Street. H2Owners LLC, a light manufacturing/assembly company producing outdoor specialty products seeks to operate out of the Ground Floor of 255 Jefferson St. It seeks a conditional use to allow for uses similar in character with the permitted uses and the manufacture or treatment of products clearly incidental to the conduct of a retail business on the premises.
3. ADJOURN PUBLIC HEARING

PLAN COMMISSION REGULARLY SCHEDULED MEETING

1. CALL TO ORDER AND ROLL CALL
2. APPROVAL OF MEETING AND PUBLIC HEARING MINUTES: 9/16/20, 9/22/20 and 2/26/21
3. CITIZEN INPUT
4. COMPLIANCE & ENFORCEMENT REPORT
5. UNFINISHED BUSINESS
 - a. Review And Action On Procedures For Building Permit Applications ([§140-7 Building Inspector](#)) And Future Development Plans ([§380-13 Subdivision Of Land Preapplication](#)) - Checklist Review (*Mayor to request tabling item until April*)
 - b. Review And Action On Comprehensive Plan Update (See [Plan Commission](#) webpage)
6. NEW BUSINESS
 - a. Conditional Use Application, Matthew Frankey, prospective owner of 255 Jefferson Street. H2Owners LLC, a light manufacturing/assembly company producing outdoor specialty products seeks to operate out of the Ground Floor of 255 Jefferson St. It seeks a conditional use to allow for uses similar in character with the permitted uses and the manufacture or treatment of products clearly incidental to the conduct of a retail business on the premises.
 - b. Development Agreement Briefing, DeYoung Farm Subdivision (Remainder), City of Waterloo And JGP Land Development LLC

7. FUTURE AGENDA ITEMS & ANNOUNCEMENTS

- a. Zoning Maps & Planning Map Updates & Forms Updates
- b. Treyburn Farms Lot 2 Development, Julie Busche Follow-up To December Presentation

8. ADJOURNMENT

Mo Hansen

Mo Hansen, Clerk/Treasurer

Posted, Distributed & Emailed: 03/21/2021

Members: Leisses, Quimby, Petts, Crosby, Reynolds, Lannoy, and Sorenson

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.



136 North Monroe Street
Waterloo, WI 53594
Phone: (920) 478-3025
Fax: (920) 478-2021
www.waterloowi.us

**NOTICE OF PUBLIC HEARING FOR CONDITIONAL USE PERMIT UNDER PROVISIONS
OF CHAPTER §385-12(B) OF THE ZONING CODE OF THE CITY OF WATERLOO,
JEFFERSON COUNTY, WISCONSIN**

Please take notice that the Plan Commission of the City of Waterloo, Jefferson County, Wisconsin, acting under provisions of Chapter §385-10(B) of the Zoning Code of the City of Waterloo, shall hold a public hearing on the matter of a conditional use application received from Matthew Frankey, prospective owner of 255 Jefferson Street.

The applicant is requesting a conditional use permit to allow a light industrial use in the basement level of the subject parcel. A conditional use permit is required for a General Commercial District (C-1) property when any other uses similar in character with the permitted uses and the manufacture or treatment of products clearly incidental to the conduct of a retail business is sought on the premises.

The property is described as follows:

- Parcel 290-0813-0822-070 (short legal - Outlot 19 Assessor's Plat)

Be further notified that the Plan Commission will hear all persons interested or their agents or attorneys concerning the conditional use permit application at a public hearing. The public hearing will be held at **7:00 p.m. on Tuesday, March 23, 2021 in the Council Chamber of the Municipal Building, 136 N. Monroe Street, Waterloo.**

Subsequent to the public hearing, the Plan Commission shall recommend approval, denial, or conditional approval of the conditional use permit to the Common Council. The City Council will act on the Plan Commission's recommendation at its regular scheduled meeting on Thursday, April 1, 2021.

Mo Hansen
City Clerk/Treasurer

Pub: The Courier: March 11, 2021 & March 18, 2021

WATERLOO PLAN COMMISSION – Minutes for February 23, 2021

PUBLIC HEARING – COMPREHENSIVE PLAN UPDATE

1. CALL TO ORDER AND ROLL CALL. Mayor Quimby called the public hearing to order at 7:00 pm. Plan Commissioners attending: Leisses, Crosby, Quimby, Sorenson and Lannoy. Absent: Petts and Reynolds. Others attending: Alder Tim Thomas; Amber Gerber of the Courier; Alder Kuhl; Janae O'Connell; Don Nell; Maureen Giese and the Clerk/Treasurer.
2. PUBLIC HEARING COMMENT – COMPREHENSIVE PLAN UPDATE
 - a. Maureen Giese indicated she had offered to help with the update. She was impressed with the theme: “Green and Healthy Community” and vision statement. She said the city seal was not sufficiently included and referenced the carousel. He said the 1863 Town of Waterloo Island Church should be included. She said, historical people were being forgotten; thank you and gratitude should be highlighted and the Garman Preserve. She said current plan updates were good. She said all good that has happened should be praised; pictures should relate to Waterloo; attractions such as the Antique Mall, Waterloo Blooms, the former Community Building and current public schools should be promoted and praised. She said the goals were good but needed grouping. Giese stressed the importance of stating where the City has been.
 - b. Janae O'Connell said marketing and advertising businesses should take place. She said business visibility was limited; placing business information on the municipal website would help. She asked about the 600-700 block of West Madison Street.
 - c. Don Nell said the update lacked a story, or comprehensive statement, of what the community wants to see happen. Nell said a simplified vision would be beneficial. Nell later added, document phrasing sounded boiler-plate. It does not sound like what the city wants.
 - d. Sorenson said the process was at an early stage. The Mayor asked if the Comprehensive Plan was used for anything? The Mayor said the document had lots of fluff. She said graphs, charts and data were not needed because data becomes dated and is available online. She said Comprehensive Plan state statutes covers nine areas including history. She said an update must be a tool for the future for Departments and include items she wants to do. The Mayor said task assignments within municipal government must take place. Quimby said she wanted the vision statement printed on a board.
3. ADJOURN PUBLIC HEARING. Mayor Quimby adjourned the public hearing at approximately 7:19 pm.

PLAN COMMISSION REGULARLY SCHEDULED MEETING

1. CALL TO ORDER AND ROLL CALL. Mayor Quimby called the regularly scheduled meeting to order at 7:19 pm. Plan Commissioners attending: Leisses, Crosby, Quimby, Sorenson and Lannoy. Absent: Petts and Reynolds. Others attending: Alder Tim Thomas; Amber Gerber of the Courier; Alder Kuhl; Janae O'Connell; Don Nell, Maureen Giese and the Clerk/Treasurer.
2. APPROVAL OF MEETING AND PUBLIC HEARING MINUTES: 9/16/20, 9/22/20, 12/22/20 (1/26/21 cancelled). MOTION: Moved by Crosby, seconded by Lannoy to table approval of the 9/16 and 9/22 meeting minutes and to approve the 12/22 meeting minutes with the Clerk/Treasurer's corrected noted. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. COMPLIANCE & ENFORCEMENT REPORT. Discussion: The Mayor asked if Chris Butschke had followed-up on the Sellnow non-compliance matter. Hansen said the Community Development Authority directed the issuance of a request for proposal for building code compliance services. It had been distributed to eight entities. No action taken.
5. UNFINISHED BUSINESS
 - a. Review And Action On Procedures For Building Permit Applications ([§140-7 Building Inspector](#)) And Future Development Plans ([§380-13 Subdivision Of Land Preapplication](#)). Discussion: Hansen described a handout memo providing examples of citizen inquiries for a conditional use application. Sorenson raised the example of Mike Hedtcke locating him during his workday inquiring about Hedtcke's residential development plans. Sorenson asked how best to stay informed on project

status. Hansen said individuals are free to ask questions. They commonly shop for a favorable ear. The Mayor referenced a January Hedtcke meeting. Hansen said the means to keeping informed was by way of a report-out email sent immediately after the Hedtcke meeting. Hansen reviewed prior Hedtcke meetings and municipal communications to Hedtcke. Sorenson confirmed directing people to the Mayor and Clerk/Treasurer was the course of action. Hansen asked for ways to improve. He said communication across departments and municipal third-party service providers, as well as a robust website, were important improvement keys. Hansen said in terms of developer applications and similar, he had taken an accommodating approach to facilitate development. Leisses said some communities insist on thorough submittals before Plan Commission consideration. He said Waterloo has been lenient. He said who the Plan Commissioner are is a consideration, new Commissioners may prefer less leniency. Sorenson said he preferred greater review pre-meeting. He did not want to approve a plan based on trust. Leisses said municipal participants should communicate. He called the Hedtcke situation unique with the City working within code. Sorenson said the Petry Trust situation was not handled well. Leisses said yes, no and not applicable checklists were possible. Crosby said in the past the City has been too soft on developers. Crosby said everyone should be held to the letter of the law. The Mayor said the Planning Commission, the Comprehensive Plan and Zoning Ordinance need to match. She said fees had been reduced because we could not pay people to come to Waterloo. Quimby spoke of Petry activity and proposed verbal municipal concessions. Hansen said acknowledging private sector desire to lower cost of doing business was necessary. Leisses said one of his municipal Kunkel Engineering clients sets a one-month in advance submittal requirement to give staff review time. The Mayor said it was necessary to draw a line in the sand. Sorenson spoke in favor of a 30-day period for review. The Mayor defined the action item as a review of checklists.

6. NEW BUSINESS

- a. Review And Action On Comprehensive Plan Update. DISCUSSION: In reply to a Mayoral question, Thomas and Kuhl (non-verbally) indicated they had never used the Comprehensive Plan. The Mayor said lack of plan use was something to correct. Lannoy wanted to see a draft. He questioned if history was something used for a business decision. The Mayor stated the nine plan elements in state law. Quimby stress how plan implementation should proceed with delegation of tasks. She said the 2008 plan was created as a wish-list. She favored a second draft. In reply to a Hansen question about items carried forward, Quimby spoke against references to items linking municipal activity to educational matters. Hansen offered background of the Waterloo Regional Trailhead as a planned-for outdoor environmental educational opportunity. Sorenson said the Parks Director should be asked if he wants it. Quimby noted there was no Parks Director when the facility was created. Quimby said Hansen had done plan update outreach with little in reply. Sorenson said plan update requests were overwhelming with no direction given to Commissioners as to what they should be doing. In reply to a Hansen question, Leisses said compact growth was a bullet point for many communities, to discourage two-acre parcels. He said Waterloo likely could not reduce lots size. He said municipal code density values likely exist. In response to a Sorenson question, Leisses said a 100-acre development may have a defined density requirement requiring dedication of green space. Hansen said parkland dedication requirements had been gutted by state actions. Hansen said he would provide a red-line draft. Lannoy said, and Quimby affirmed, the document was a guide, not set in stone.

7. FUTURE AGENDA ITEMS & ANNOUNCEMENTS

- a. Zoning Maps & Planning Map Updates & Forms Updates. DISCUSSION: In reply to a Quimby question, Hansen said there was no 2021 funding for map updates; in 2020 staff met with different potential GIS service providers with little interest from department heads for GIS tools. Mayor Quimby favored GIS tools.
- b. Treyburn Farms Lot 2 Development, Julie Busche Follow-up To December Presentation. Noted.

8. ADJOURNMENT. MOTION: Moved by Crosby, seconded by Sorenson to adjourn. Approximate time: 8:05 p.m.

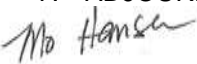


Mo Hansen, Clerk/Treasurer

WATERLOO PLAN COMMISSION – Minutes for September 22, 2020

Digital audio files are archived with these written minutes additionally serving as the official record.

1. CALL TO ORDER AND ROLL CALL. Mayor Quimby called the meeting to order at 7:00 pm. Plan Commissioners attending: Leisses, Crosby, Quimby, Sorenson, Lannoy and Petts. Absent: Reynolds. Others attending: Maureen Giese; John Knabe representing Petry Trust No. 1989 and the Clerk/Treasurer.
2. APPROVAL OF PRIOR MEETING MINUTES – September 16, 2020 (public hearing & regular meeting)
MOTION: Moved by Crosby, seconded by Petts to table the minutes. VOICE VOTE: Motion carried.
3. CITIZEN INPUT. None.
4. COMPLIANCE & ENFORCEMENT REPORT. No action.
5. UNFINISHED BUSINESS
 - a. Comprehensive Plan Review. No action taken.
 - b. Architectural Design Review ([§385-25 Municipal Code](#)) – Petry Trust No. 1989 Belleville, WI, For Residential Projects Having Four Or More Dwelling Units In The DeYoung Farm Subdivision. DISCUSSION: Knabe had submitted a landscape plan. Leisses asked if water and sanitary are in place. Knabe replied yes. Knabe said the multiple service going to the parcel are shown. Petts said items were not shown as called out by the ordinance -- exterior surfaces, drainage or lighting. Knabe said he misunderstood his instructions from the prior meeting. He thought a landscape plan was what the body had requested. He said regular sconce lights are shown on front of the garage on entry ways; no light posts illuminating neighbor's yards. Regarding siding surfaces Knabe said brick or stone on fronts of garages, architectural grade shingles; wood decks and patios for lower units would be included. Knabe said handicapped parking was not required and other matters would be taken up by the building inspector. He said no dumpsters or refuse containers. No roof top or mechanical are applicable. Crosby commented about the current residences concerns about the covenants and quality. Sorenson asked if this is a typical landscape plan submittal. Sorenson said he had Hansen provide other examples (Ab E Discovery and Dollar General). Sorenson said his review of the other examples show the same degree of detail. MOTION: Moved by Crosby to approve the review as presented. VOICE VOTE: Motion carried.
 - c. Procedures For Building Permit Applications ([§140-7 Building Inspector](#)) And Future Development Plans ([§380-13 Subdivision Of Land Preapplication](#)). Sorenson asked for a flow chart or similar for how requests are to be started with the Building Inspector. Sorenson said a lot could be cleared up before it come to the Plan Commission if the Building Inspector handled it first. Sorenson said Butschke was the one who said he never saw Larry Waldo's application. The Mayor asked for examples from other communities. Sorenson said all applications should start with the Building Inspector. Crosby asked for checklists. Sorenson said if Butschke's signature is on it, Plan Commissioners know it went to his desk. Crosby asked for a sign-off process including the Building Inspector. Hansen said IT improvements could lend themselves to submittal approval sign-offs. Lannoy and Quimby asked in the Petry case, why did it get to the Plan Commission without a completed checklist? Lannoy said absent a completed checklist, it should not be on the agenda. The Mayor indicated the process needs to be tightened up. No action taken.
6. FUTURE AGENDA ITEMS & ANNOUNCEMENTS
 - a. Treyburn Farms Lot 2 Concept Review. Noted.
7. ADJOURNMENT. MOTION: Moved by multiple, seconded by multiple to adjourn. Approximate time: 8:50 p.m.


Mo Hansen
Clerk/Treasurer

WATERLOO PLAN COMMISSION – Minutes for September 16, 2020

Digital audio files are archived with these written minutes additionally serving as the official record.

PLAN COMMISSION PUBLIC HEARING - CONDITIONAL USE APPLICATION, Petry Trust No. 1989 Belleville, WI, To Allow For The Construction Of Two-Family And Multi-Family Dwellings On Parcels Zoned R-2 In The DeYoung Farms Subdivision. A Conditional Use Permit Is Required For Residential Dwellings Other Than Single-Family Dwellings In A R-2 Residential District.

1. PUBLIC HEARING CALL TO ORDER. Mayor Quimby called the public hearing to order at 7:00 pm. Plan Commissioners attending: Leisses, Crosby, Reynolds, Quimby, Sorenson and Petts. Absent: Lannoy. Others attending: Maureen Giese; Richard Korth; Janae O'Connell; Sher Mitchell Her; Lorren Her; Dave & Judy Westermeier; Lee Stock; Don Nell; Amber Gerber; John Knabe representing Petry Trust No. 1989 and the Clerk/Treasurer.
2. PUBLIC HEARING COMMENT
 - a. John Knabe described the conditional use request as lots 32-36 being duplex, and lots 2-6 as four-unit buildings. He said provided floor plans & elevations complied with what was allowable in an R-2 District.
 - b. Lee Stock, 515 McKay Way, questioned the notification process, Hansen said he had an affidavit of notification and would share it with the attendees. Stock wanted his conditional use opposition noted, reserving the right to contest work based on restrictive covenants. He stated his approval concern meant allowing less than median quality housing onto his street. He asked if the developer was looking to add capacity. Quimby answered no. Stock asked if existing covenants would be followed. Knabe said they intended to not violate covenants. Stock referenced the quality standards such as percentage stone on the exterior. Stock wanted quality standards in the covenant upheld.
 - c. Don Nell, 400 McKay Way, said concrete driveways were called for in covenants, but the developer's website showed asphalt. Knabe repeated they would not violate covenants. Knabe said the plan was to sell the multi-unit properties. Nell said his concerns revolved around quality. He said his online research found red-flags and customer dissatisfaction. Hansen said his research did not uncover quality questions. Sorenson said the City had no right to question a private transaction. Hansen asked for Nell to submit his research. Crosby said the Plan Commission's role was specific to the application. Nell also wanted to go on record as objecting.
 - d. Hansen said the city is not a party to the private covenants and did not have an enforcement role.
 - e. Multiple people started talking simultaneously.
 - f. In reply to a Sorenson question, Quimby replied a single person could buy the whole unit. Hansen restated that enforcement of the covenants is not a municipal matter. Quimby referenced page 13, item 5, of the covenants regarding owner occupancy.
 - g. In reply to a Petts question, Knabe said he had confirmed single-family could be built even after this application was approved. Petts said the properties were already on the radar of the Community Development Authority.
 - h. Janae O'Connell asked if it is already zoned R-2, what was changing? Hansen replied saying in R-2 zoning districts only single-family dwellings are permitted, anything else requires a conditional use. O'Connell asked what marketing is taking place? Knabe said properties would be marketed through a realty service. Knabe asked what the community is doing to draw business? The Mayor directed the question to another time. O'Connell asked if there would be vacant buildings? Knabe was unable to answer a pricing question.
 - i. Judy Westermeier, 100 McKay Way, asked why the lots are staked. Knabe said a plat of survey was needed, so a surveyor brought in. That surveyor surveyed all lots, not just the lots under the application.
 - j. Maureen Giese, Lot 9, asked why the stakes looked like they were for multiple dwellings. She described the lots staked. Knabe said it was not illegal to put stakes on a lot and a plat of survey was recorded and the houses were staked out at that time.
 - k. Dave Westermeier said no communication occurred when lots adjacent to his home were staked, leading to confusion. Westermeier clarified that the AHJ (meaning: Building Official) was responsible for the project to meet the minimum building standards.
 - l. Replying to a Sorenson question Stock and O'Connell said they wanted homes of greater than median value on the street.
 - m. Quimby said the municipal role does not involve enforcing the private covenants. Hansen confirmed Stock's earlier statement that covenant disputes would be resolved in Circuit Court and did involve the City.
 - n. Don Nell asked if the houses would have finished basements. Knabe replied likely not.
 - o. Petts said the city does not have anything to do with covenants.

- p. Mitchell Her said he had to abide by the covenants when building his home. He said he was not notified. He spoke against substandard housing and crime. He was shocked to see stakes. He wanted all to better informed.
 - q. Maureen Giese objected to the application.
 - r. Hansen made the meeting notice affidavit available to attendees in printed form.
3. ADJOURN PUBLIC HEARING. Mayor Quimby adjourned the public hearing.

PLAN COMMISSION REGULARLY SCHEDULED MEETING

- 1. CALL TO ORDER AND ROLL CALL. Mayor Quimby called the meeting immediately after the public hearing. Plan Commissioners attending: Leisses, Crosby, Reynolds, Quimby, Sorenson and Petts. Absent: Lannoy. Others attending: Maureen Giese; Richard Korth; Janae O’Connell; Sher Mitchell Her; Lorren Her; Dave & Judy Westermeier; Lee Stock; Don Nell; Amber Gerber; John Knabe representing Petry Trust No. 1989 and the Clerk/Treasurer.
- 2. APPROVAL OF PRIOR MEETING MINUTES – July 28, 2020 and August 25, 2020 (no meeting). MOTION: Moved by Crosby, seconded by Leisses to approve the minutes. VOICE VOTE: Motion carried.
- 3. CITIZEN INPUT. Maureen Giese noted a correction to add the year “2019” to the “July 28th minutes.
- 4. COMPLIANCE & ENFORCEMENT REPORT. Note.
- 5. UNFINISHED BUSINESS
 - a. Comprehensive Plan Review. MOTION: Moved by Petts, seconded by Crosby to table the item. VOICE VOTE: Motion carried.
- 6. NEW BUSINESS
 - a. City Of Waterloo Conditional Use Permit Request, Petry Trust No. 1989 Belleville, WI, To Allow For The Construction Of Two-Family And Multi-Family Dwellings On Parcels Zoned R-2 In The DeYoung Farms Subdivision. A Conditional Use Permit Is Required For Residential Dwellings Other Than Single-Family Dwellings In A R-2 Residential District. MOTION: Moved by Crosby, seconded by Sorenson to recommend Council application approval. VOICE VOTE: Motion carried.
 - b. Architectural Design Review ([§385-25 Municipal Code](#)), Petry Trust No. 1989 Belleville, WI, For Residential Projects Having Four Or More Dwelling Units In The DeYoung Farm Subdivision (See Handouts For 6a). DISCUSSION: In reply to the Mayor’s question, Hansen said a one-page design review and checklist is provided for applicants and the applicants submittal is as submitted. Knabe described the plan as submitted. Sorenson asked Leisses if there was enough access to get to the driveways. Leisses said it was hard to read the dimensions, a wide swing was needed. Knable pointed to the site plan. It was noted that no landscape plan was submitted. Knable said no storm water challenges existed. Knable said he was willing to work with the City on any outstanding items. Leisses said there was no dimension specifics provided. Leisses said absent items in-hand, the Building Inspector was not charged with enforcement. Hansen said the Plan Commission could request additional information. Leisses said submittal information was minimal. Hansen recommended the applicant submit additional information for the 22nd meeting. MOTION: Moved by Petts and seconded by Crosby to table the matter until the next meeting. VOICE VOTE: Motion carried.
 - c. Procedures For Building Permit Applications ([§140-7 Building Inspector](#)) And Future Development Plans ([§380-13 Subdivision Of Land Preapplication](#)). MOTION: Moved by Sorenson, seconded by Petts to table. VOICE VOTE: Motion carried.
- 7. FUTURE AGENDA ITEMS & ANNOUNCEMENTS
 - a. Concept Plan Presentation Lot 2 Treyburn Farms, Julie Busche (9/22/2020 tentative). Noted.
- 8. ADJOURNMENT. MOTION: Moved by multiple, seconded by multiple to adjourn. Approximate time: 8:50 p.m.

Mo Hansen

Mo Hansen
Clerk/Treasurer

Report To The Plan Commission
Open Code Enforcement Challenges
Clerk/Treasurer

Category		Address		Responsible Party		Municipal Lead	Desired Outcome	Link To Ord.	Notes
Column1	Open Date	Closed Date	Column2	Column3	Column323	Column4	Column43	Column5	
OPEN Neighbor complaints	Jan-15		362 E. Madison St.	Jeremy Uttech	DPW	Property owner maintaining clean property; no dangerous work garage	§219-5 Safe and sanitary maintenance of property	Continue to watch. A residential property formerly zoned commercial; owner has a history of storing scrap on site and selling items on lawn. Repeated combustion incidents in garage.	
OPEN Code compliance	Jan-16		129 N Monroe St	Keri Sellnow	SAFEBUILT	Complete 1st floor build-out to code per conditional use	§140-19 Violations and penalties	C.B. to schedule. Owner granted conditional use to reside on a portion of 1st floor; has not complied with building code with shared commercial & residential floor	
OPEN Code compliance	Jan-16		213 West Madison St	Bill Hart	TBD	Use in compliance with zoning code	§385-12 C-1 General Commercial District	J.Q. to address. Use changed from printing to warehousing, no conditional use granted therefore an illegal use	
OPEN Neighbor complaints	Jun-17		136 Jefferson Street	Jon & Tara Driver	DPW	Appropriate use of sump pump not creating potential pedestrian slip hazard	§283-8 Clear waters	Remedy linked to when road is redone. Discharge of sump pump to curb line doesn't flow to storm sewer creating pedestrian walk hazard near elementary school	
OPEN Neighbor complaints	Jun-17		135 Jefferson St	Corey Besl	DPW	Developer dredging of silted ponds per development agreement	§283-8 Clear waters	Remedy linked to when road is redone.. Discharge of sump pump to curb line doesn't flow to storm sewer creating pedestrian walk hazard near elementary school	
OPEN Property Maintenance	Jun-17		275 S. Jackson St	Tired Iron Buyer LLC	SAFEBUILT	Property owner investment in warehouse repairs after sale of property from City to property owners <u>and no blight</u>	§219-5 Safe and sanitary maintenance of property	Door repaired wall repair in progress; 11/6 neighbor files complaint of trash, property owner contacted, property owner replies matter being addressed	
OPEN Property maintenance	Sep-19		1085 Jaystone Terr	KSA Waterloo LLC; Ben Waterloo LLCLS DR	SAFEBUILT	Resident complaint: entry threshold prevents wheel chairs and dryer vent may be fire hazarded; 9/3 Routed to Chris B to inspect	§ 219-5 Safe and sanitary maintenance of property		

Report To The Plan Commission
 Open Code Enforcement Challenges
 Clerk/Treasurer

Municipal

Category		Address	Responsible Party	Lead	Desired Outcome	Link To Ord.	Notes
OPEN Property Maintenance	Jun-20	261 S MONROE ST	ANDREW V GRUNEWALD	SAFEBUILT	No blighting conditions	§ 219-5 Safe and sanitary maintenance of property	Follow-up pending
OPEN Property Maintenance	May-20	208 PORTLAND RD	GORDON D YELK & DEBRA A YELK	SAFEBUILT	Remedy collapses garage. No blighting conditions	§ 219-5 Safe and sanitary maintenance of property	Follow-up pending

DRAFT

2021-2026 *Comprehensive Plan* **UPDATE**

As of 3/21/2021

Waterloo Wisconsin *A Green and Healthy* Community

This 2021 Plan Update is to serve as a municipal action plan for the 2021-2026 period with the 2008 Adopted Comprehensive Plan remaining as a core community statement. The Update is to be a condensed action plan built from the 2008 Plan -- refreshing and prioritizing the goals and policy objectives, along with carrying forward the overall theme of a Green and Healthy Community.

An overarching purpose of the Update is to serve as a rigorous implementation tool. The Update is to be the lead document driving municipal government forward.

Table of Contents:

- Comprehensive Plan Update 2021-2030
 - Multi-Year Plan 2021-2026
- Prior year Accomplishments
- Current Department Plans
- Priorities Carried Forward From 2008

The City Of Waterloo
Comprehensive Plan Update 2021 – 2030
Five Year Plan 2021 -2026

This Statutory Plan (Section 66.1001 (2)(i) update is the first edition to the original document adopted on August 7, 2008, reaffirming the vision statement, community health description, and future land use maps. Documents to include are prior years accomplishments, priorities carried forward, and current department plans, along with a summary of the Plan’s overall goals.

After the annual budget, the Comprehensive Plan is meant to be the second most important municipal document. This Plan will only have value if it is used, understood, and supported. To this end, efforts may include:

- Display the vision statement, community health description, and future land use maps in council chambers and the city’s website
- Ensure materials are easily accessible on the city’s website
- Encourage all city committees and staff to become familiar with and use the Plan in decision making process
- Incorporate Plan implementations in the annual budget
- Regularly present implementation progress to the council, plan commission, and CDA

A Green and Healthy Community: means taking a system-wide perspective for resolving community issues and promoting community growth and health. The color *green* is symbolic of growth.

Economic Health: is defined by the availability of opportunities for residents to efficiently meet their day-to-day employment, service, shopping, and entertainment needs within the community by fostering the growth of existing businesses and encouraging the establishment of new, community-compatible businesses to broaden the tax base and provide reliable jobs.

Social Health – includes access to a range of affordable housing types, quality education, jobs, variety of transportation options, and healthy and affordable food. A socially healthy community is one that celebrates its local culture and fosters community interaction and involvement.

Personal Health – by fostering an environment that facilitates a healthy lifestyle for residents through physical activity, social interaction, and access to natural resources. The city will strive to increase opportunities for: outdoor activities, community events, community and neighborhood design techniques (such as mixing compatible land uses), and promoting safe and fun walking and cycling environments.

The principles of implementation to advance a Green and Healthy community remain:

- Connectedness – all aspects of a community should be thought of as connected
- Diversity – a variety in all things; housing, businesses, land use, recreation
- Adaptability – the city’s ability to change and adapt over time; new strategies or goals

Note: This update will include only minor chart data as this information can be found online as needed with up-to-date information. Data included will be for specific reference and a means to monitor change for future updates and reporting.

This update will serve as the priorities for the next five years, focusing on three measurable goals and outcomes. However, this does not discard or exclude the other elements of the Plan, rather this puts more focus on the priorities and current department plans as listed in the attachments. Each chapter listed in the Plan has several overlapping goals; addressing an issue in one chapter may also accomplish a goal in another.

1) Economic Development: chapter 2

- a. Downtown W. Madison Street – TIF #2
- b. Portland Road/Hwy 19 Corridor – TIF #3
- c. Sheehy Land – New TIF possibility

2) Land Use/Neighborhood Developments: chapter 6 & 9

- a. single family, multi-family, senior housing
- b. remedy of blight within the city (businesses, housing, roads)

3) Utilities & Community Facilities: chapter 8

- a. Continue to invest in Firemen’s park; Advancing park & recreational facilities, programming (WYSO & Fund 80); Increase connectivity/paths; expand access to the Maunsha River
- b. Supporting utility upgrades & creative funding options

Updated Figure 8.3: Utilities and Community Facilities Timetable

Utility/Facility	Timetable	Comments
Solid Waste & Recycling Services	Ongoing	Consider waste reduction education programs and promote recycling as a way to advance the City’s goal of becoming a <i>Green and Healthy</i> community.
Stormwater Management	Ongoing	Continue to explore options for better city-wide management of stormwater infiltration into sanitary sewer lines for the purposes of managing peak flows within treatment plant capacity.
City Hall	--	City Hall facilities are expected to be sufficient through the planning period.
Public Works	--	Facilities are expected to be sufficient for planning period.
Utility/Facility	Timetable	Comments
Police Station	--	Facilities are expected to be sufficient for planning period.
	Ongoing	Continue annual squad car replacement program.
	Ongoing	Update equipment (e.g. radios, computers) as needed.
Fire Department and EMS services	--	Facilities are expected to be sufficient for planning period.
Medical Facilities	Ongoing	Continue to cooperate with the private sector in providing these essential services.
Library	--	Facilities are expected to be sufficient for planning period.
Schools	--	2020 Renovations completed

Park & Recreation Facilities	--	See Plan Implementation Program
Sanitary Sewer Service	Ongoing	Continue program of replacement and enhancement of utility lines with street reconstruction projects.
Sanitary Sewer Service	Ongoing	Explore options for better city-wide management of stormwater infiltration into sanitary sewer lines for the
On-Site Wastewater	Ongoing	Ensure the proper ongoing maintenance of existing on-site wastewater treatment systems in the City, do not allow
Water	To Be Determined	Pursue the construction of a new water tower, likely on the existing site.
Water	Ongoing	Work to close loops in water mains.
	Ongoing	Continue program of replacement and enhancement of utility lines with street reconstruction projects.

Chapter 1: Issues and Opportunities; basis for all subsequent chapters in the plan.

Population https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Estimates.aspx

Official Final Estimates, 1/1/2020, Wisconsin Municipalities, with Comparison to Census 2010*

Source: Wisconsin Demographic Services Center

Municipality	Comp Plan 2000	Plan Projected 2020	*Census 2010	*Final Est 2020	*Percent Change
Waterloo	3,259	3,868	3,333	3,341	.024%

Community survey highlights and needs:

- Maintain small-town atmosphere, quaint & quiet charm
- Preserve natural resources and open spaces
- Fix and restore historic downtown
- Firemen’s Park most significant and attractive asset, accessibility from downtown
- Housing stock and neighborhoods should be a blend of single family, townhouses, and condos; with pedestrian friendly bike paths and sidewalks
- Design standard/appearance for commercial and residential properties supported, along with trees and well-maintained roads and sidewalks
- Supports industrial development
- Focus on daily needs; grocery store, laundromats, restaurants, specialty shops, entertainment

Key planning issues:

- Community Character: Firemen’s park and Maunsha River significantly contribute to Waterloo’s character. City’s image, aesthetics and health declined. Benefits would include a unified vision or theme.
- Land use: Identify appropriate locations for business, ensure new developments adhere to design guidelines, protect public places and open spaces
- Pace of Development: Improve the aesthetics of downtown, increase business diversity, and increase connectivity between downtown and the community

DOWNTOWN 1ST FLOOR OCCUPANCY RATES OVER TIME

As Of	1st Fl. Commercial (Cnt)	Vacant (Cnt)	Occupied (Cnt)	Occupancy %	Vacancy %
1/29/2021	45	9	36	80%	20%
3/23/2018	45	10	35	78%	22%
9/15/2016	45	12	33	73%	27%

-
- **Environment:** Protect natural resources, river cleanliness, wetlands, stormwater flow
- **Housing:** Need greater diversity, concern with aesthetics of neighborhoods
- **Economic Development:** Downtown commercial redevelopment; condos upper levels, community building, and efforts to beautify downtown
- **Transportation:** Roadway resurfacing and streetscaping; lighting and trees
- **Facilities and Services:** Leadership in organizing community events (Parks & Library) for all ages and a unifying theme for all city facilities and buildings

Chapter 2: Economic Development – Goal #1

- Engage in proactive economic growth (pg 41)
 - 333 Portland Rd TIF 3
 - Redevelop Portland Rd/Hwy 89 – expand TIF 3
 - Revitalize downtown (empty store fronts 2021 =)
- CDA, equip with professional support, utilize TIF for development

Figure 2.5: Major Private Sector Employers as of 2008 – 2021

Employer	Product or Service	# of Employees 2008	2021
Briess industries	Producer of malts	15?	Closed 02/28/21
Van Holten’s Inc	Pickle production	75	75
McKay Nursery	Nursery, Farm, Landscaper	70	70 + seasonal
Pallet One	Pallet manufacturing	95	Closed
*Sheehy Mail Contractor	Trucking	150	Closed
Sussex Machine Corp	Manufacturer	110	110
Trek Bicycle	Bicycle manufacturing	175	300
Lipari Foods	Cheese manufacturing	--	50
*Industrial Park	(6) Small businesses TIF #3		<30 each

Chapter 6: Land Use – Goal #2 Land development trends [table 6.2](#) – and Housing types [table 9.1](#)

Create new chart to include 2006-2020. Tracking 2021-2026 for future update

Figure 6.2: Building Permits Issued, 1995-2005

Type	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Total
Single Family Residential	29	18	15	10	2	7	15	7	9	6	3	121
Duplexes	2	2	2	2	0	1	1	3	1	0	2	16
Multi-Family	0	0	2	4	2	0	0	0	0	0	0	8
Community Based Residential Facilities	1	1	1	0	0	0	0	0	0	2	0	5
Commercial	3	1	0	0	1	1	1	1	1	1	0	15

Source: City of Waterloo

Chart to be updated

- Minimize land use conflicts where family homes abut industrial properties, primarily along Hwy 19 & 89 and the rail corridor, through thoughtful planning, implementation, and strategic redevelopment
- Plan for adequate amount of land to accommodate a variety of uses; residential, industrial, commercial and community facilities
- Direct new development to surrounding existing development
- Utilize existing infrastructure and utilities wherever practical
- Require all new development in the city to connect to sanitary sewer and public water systems, discourage development outside city limits until services are available
- Promote road, paths, sidewalks, parks, and trail connections between existing and new development
- Downtown; increase access to the Mauneshah River by promoting more rear building and yard uses and entries, capturing small open space connections, and promoting rear façade rehabilitation
- Avoid rezoning any area designated for General Industrial development until public sanitary sewer and water service is available, and a specific development proposal is offered, or the city approves a business/industrial park layout and/or covenants
- Consider reserving future sites for public facilities by identifying these areas on an official map

Chapter 9: Housing and Neighborhood Development – Goal #2 continued

Chart to be updated

Update chart. Tracking 2021-2026 for future update

Figure 9.1: Housing Types, 1990-2000

Units per Structure	1990 Units	1990 Percent	2000 Units	2000 Percent
Single Family (detached and attached)	686	65.5%	861	66.5%
Two Family (Duplex)	131	12.5%	127	9.8%
Multi-Family	136	13.0%	211	16.3%
Mobile Home	78	7.4%	96	7.4%

Source: U.S. Census of Population and Housing, 1990 & 2000

- Encourage a blend of housing options, including waterfront condominium developments
- Promote walkability; facilitate pedestrian movement within and between the neighborhood and other nearby destinations (parks, schools)
- Provide sidewalks or walking paths along all streets throughout the neighborhood; add where absent for safety needs
- Encourage tree planting along new streets

Chapter 8: Utilities and Community Facilities – Goal #3

- Advance park and recreational facilities and programming in collaboration with the School District
- Expand facilities, activities, and events in Firemen’s Park and build a trail to downtown
- Provide quality accessible park, recreation, library & open space facilities & services for all age groups
- Invest in Firemen’s Park, increase community-wide use of the Park for events, and identify ways to further capitalize on this significant community asset
- Improve and expand access to the Mauneshah River without impairing the river ecosystem

- Support utility upgrades, and creative funding options, to meet the needs of current and future residents and businesses and to facilitate economic growth
- Coordinate utilities and community facilities with land use, transportation, natural resources, and recreation planning
- Ensure that basic public services are available to all residents

The following (3) charts will display:

- Accomplishments since 2008
- Priorities carried forward
- Current department plans

Final action: plan for annual updates or as needed to committees. New update due 2026.

City of Waterloo Goals:

Agricultural Resources:

Respect the agricultural character of the community.

Natural Resources:

Protect and enhance natural features and ecological systems in the City's planning area.

Cultural Resources:

Preserve, enhance, and promote Waterloo's small-town, historic character.

Land Use:

Promote a future land use pattern in and around the City that is in harmony with the natural landscape, helps maintain property values, encourages well-planned and attractive development, and minimizes land use conflicts.

Transportation:

Provide a safe and efficient transportation system that meets the needs of multiple users in and around the City.

Develop and maintain a comprehensive system of bicycle and pedestrian facilities in and around the City to encourage alternative transportation and a healthy, active lifestyle.

Utilities and Community Facilities:

Promote an effective and efficient supply of utilities, community facilities, and public services that meet the expectations of City residents and business owners.

Coordinate utility and community facilities planning with land use, transportation, natural resource, and recreation planning.

Ensure the provision of a sufficient number of parks, recreational facilities, and open space areas to enhance the health and welfare of City residents and visitors.

Housing and Neighborhood Development:

Provide a variety of housing types at a range of densities and costs to accommodate the needs and desires of existing and future residents.

Economic Development:

Retain and attract businesses that can capitalize on Waterloo's regional position, enhance the City's character and appearance, strengthen and diversify the non-residential tax base and employment opportunities, serve the day-to-day needs of residents, and help create a desirable place to live, work, and visit.

Support the long-term growth and expansion of existing businesses.

Intergovernmental Cooperation:

Develop and maintain mutually beneficial relationships with adjacent governments, counties, and the School District.

PRIOR YEARS ACCOMPLISHMENTS

Item #	Category	Committee	PLAN RECOMMENDATION	YEAR	ACCOMPLISHMENT	2008 PLAN PG
2.01	Environment	Utilities	Quality Water	2019 thru 2021	Private Lead Line Service Loan Program	i
2.02	Economic Development	CDA	Environmental health, Recruit new business	2019	Clean Up of Brownfield Sites (333 Portland Rd)	ii/42
2.03	Redevelopment	CDA	Convenient downtown parking	2008 & 2021	2008: post flood, restructured dead-end, more parking 2021: 203 E Madison Sreet parking	18/39
2.04	Economic Development	CDA	Restaurants	2021	Facilitated re-use of former restaurant, 122 S Monroe, Monroe Street Pizza	18
2.05	Community Facilities & Services	DPW/PARKS	Take advantage of River & Firemens Park	2000 +	Multiple paths follow the river, started 2000; 203 E Madison/Youker Park path planned 2022	18
2.06	Economic Development	CDA	Community Center	2017	Facilitated resale of Gauthier properties	18
2.07	Community Facilities & Services	WHS	Focused on Improving Aging School Facilities	2018 & 2019-20	August 14, 2018 Referendum passed, construction new gym and facilites 2019 - opened 2020	18
2.08	Community Facilities & Services	CDA	Develop City Park & Recreation department	2016	Hired Park Director March 1, 2016	18
2.09	Transportation	DPW/PARKS	Road Projects/utilities/paths	2008 & 2017	North Monroe Street (Hwy 89) Reconstruction - Madison Street (Hwy 19) Reconstruction (TIF 1 fundes)	18
2.10	Community Facilities & Services	PARKS	Promote community events	on going	City website, Facebook pages, Park & Rec banners in city hall windows, newspapers	18
2.11	Redevelopment	CDA	Perry Judds Development	2013 - April 18th	Purchase & facilitated re-use: office building, Riverwalk Senior Living, additional housing options (plant area) TIF #3 Resolution 2013-09	18
2.12	Economic Development	CDA	Pro-active Business recruitment	2008 TIF #1 plus	Re-opening Briess Malting, Regius Rubber; Custom Plastic; Hometown Pharmacy; Dollar General; Ab E Manufacturing	18
2.13	Housing	CDA	Community Benefit/taxes	2019	Residential Development - Treyburn Farms, Hedtcke properties, DeYoung Farms, Find Your Path Here Program 2012	18
2.14	Community Character	CDA	Aesthetics; Building materials	2017	Façade grants, ongoing downtown use	18
2.15	Community Character	DPW/PARKS	Aesthetics; Landscaping	2019	Custom Downtown Streetscape Planters donation, 2020 Christmas decore donation, Wayfinding signs	17/18
2.16	Economic Development	CDA	Upgrade CDC to CDA	2019	Combined CDC to CDA only, annual bugets, professional support	33/42
2.17	Economic Development	CDA	Retail opportunities	2019	Coffee/sandwich shop, Florist, Ice Cream/Specialty shop (Photography studio, Auto repair - multiple)	40
2.18	Community Facilities & Services	PARKS	Support & sponsor community events	2016	Park Director taking on Chamber events along with other park festivities & concerts	83
2.19	Community Facilities & Services	PARKS	Community Facilities	2016	Implemented and formalized a Parks & Recreation department at City Hall	143
2.20	Community Facilities & Services	PARKS	Promote community events	2015	Volunteer inspired installation of fencing for dog park located at Firemen's Park	18

2021-2025 Plan
UPDATE (draft)
CURRENT DEPARTMENT PLANS

ITEM #	DEPARTMENT	EXISTING DEPARTMENT PLAN ITEM	PURPOSE	COMP PLAN REFERENCE	SOURCE
3.01	Electric Utility	Installation of Hwy O Electric Substation	Electric service redundancy meeting expectations of business owners	Pg. 105 Goal: promote efficient supply of utilities... that meeting expectations of City residents and business owners	Waterloo Utilities
3.02	Electric Utility	Electric Service Pole Replacements; Electric Meter Replacements and Funding Transportation Fund	Maintain electric system infrastructure	Pg. 105 Goal: promote efficient supply of utilities... that meeting expectations of City residents and business owners	Waterloo Utilities
3.03	Electric Utility	Funding Transportation Fund	Maintain Waterloo Utilities service fleet	Pg 106 Policy 1: "maximize the use of existing utilities and plan for order expansion of utilities	Waterloo Utilities
3.04	Electric, Water & Sewer Utility	Repair/reconstruct existing municipal utilities in coordination with multi-year Street & Utility Schedule	Maintain water, sewer and electric system	Pg 106 Policy 1: "maximize the use of existing utilities and plan for order expansion of utilities	Waterloo Utilities
3.05	Sewer Utility	Upgrade waste treatment plant to size for future and comply with state/fed wastewater standards	Upgrades sewer system and treatment plant	none	Waterloo Utilities
3.06	Sewer Utility	Replace remaining lead public water laterals in coordination with municipal property owner assistance programs	Eliminate 100% of public lead water laterals	Pg. 105 Goal: promote efficient supply of utilities... that meeting expectations of City residents and business owners	Waterloo Utilities
3.07	Clerk/Treas	Manage/operate municipal programs to aid private property owners in removal of private lead water lines	Eliminate 100% of private lead water lines	Pg. 105 Goal: promote efficient supply of utilities... that meeting expectations of City residents and business owners	Clerk/Treasurer
3.08	Water Utility	Well improvements	Well improvements as projected by engineer	Pg. 105 Goal: promote efficient supply of utilities... that meeting expectations of City residents and business owners	Waterloo Utilities
3.09	Parks and Recreation	Firemen's Park (a) Develop master plan and strategic improvement plan; (b) develop programs and events to bring the community together and engaged; and (c) Sand Volleyball Court development and camping area	Multiple		Parks & Rec Dept Comprehensive Outdoor Recreation Plan
3.10	Parks and Recreation	Waterloo Regional Trailhead – (a) Design and locate appropriate signage for the Trailhead and Park; (b) Fundraising for park improvements; and (c) Educational opportunities	Multiple		Parks & Rec Dept Comprehensive Outdoor Recreation Plan
3.11	Parks and Recreation	Morrison Field – (a) Morrison Way street and parking improvements; (b) Bleacher and spectator improvements; (c) Field improvements; (d) Restrooms; (e) North side pavilion, parking and play structure; (f) Pedestrian path through park	Multiple		Parks & Rec Dept Comprehensive Outdoor Recreation Plan
3.12	Parks and Recreation	Veteran's Memorial Park – (a) Improvements to Maunsha Business Center; (b) Connection to city parking lot; (c) Improvements to existing memorial and stage	Multiple		Parks & Rec Dept Comprehensive Outdoor Recreation Plan
3.13	Parks and Recreation	Youker Park -- (a) Mowing of interpretive path; (b)improve street parking; design and implement interpretive nodes; and (c) design & building bridge connecting to City Hall	Multiple		
3.14	Parks and Recreation	DeYoung Farms -- (a) Clearing of invasive plants; (b) connecting paths to internal mulch paths; (c) path grading and re-mulching improvements; and (d) design and implement interpretive nodes, (e) design & implement entrance signs	Multiple		
3.15	Library (KJML)	In a world of rapidly changing technology, KJML will provide access and training for devices, programs and tools to meet the various information needs of the community	Access to educational tools		Karl Junginger Memorial Library 2017-2020 Strategic Plan
3.16	Library (KJML)	The KJML will provide comfortable and inviting space for leisure, technology access and work	Access to educational tools		Karl Junginger Memorial Library 2017-2020 Strategic Plan
3.17	Library (KJML)	The library will set about doing the hard work of community coordination, acting as an ambassador not just for the library but for the larger Waterloo community.	Promote Social Health		Karl Junginger Memorial Library 2017-2020 Strategic Plan
3.18	Library (KJML)	KJML will seek intentional interaction through educational, language and cultural exchanges that will encourage Hispanic community members to more fully use the library and feel safe and truly part of the larger Waterloo community.	Promote Social Health		Karl Junginger Memorial Library 2017-2020 Strategic Plan
3.19	Library (KJML)	The library will provide diverse opportunities for learning, engagement and exploration for all community members.	Promote Social Health		Karl Junginger Memorial Library 2017-2020 Strategic Plan

DRAFT
Comprehensive Plan Update
PRIORITIES CARRIED FORWARD FROM 2008
4:41 PM 3/21/2021

Item	Category	Committee	2008 PLAN ITEM - CARRIED FORWARD	PURPOSE	2008 PLAN REFERENCE
4.01	Economic Development	CDA	Pursue a More Assertive Approach to Economic Development/Utilize TIF	Invest time and resources in a pro-active and assertive economic development programs, hire consultant	Ch 2 pg 42 & 46 - Item 2 & 7
4.02	Economic Development	CDA	Work with Existing Local Businesses to Promote Economic Growth	To facilitate and encourage growth at existing site or new sites in the city	Ch 2 pg 43 - Item 3
4.03	Economic Development	CDA	Encourage Entrepreneurial Efforts and Small Business Start-Ups	Foster new business creation	Ch 2 pg 44 - Item 4
4.04	Economic Development	CDA	Recruit New Businesses to Fill Unmet Local Needs	See updated land use map for targeted geographical areas. Options include laundry mat, car wash, sporting goods store/rental, optometrist etc.	Ch 2 pg 45 - Item 5, also Ch 1 pg 20-21
4.05	Economic Development	Plan Commission	Enforce High-Quality Design Standards	To ensure the development of non-residential and mixed-use projects	Ch 2 pg 47 - Item 8
4.06	Economic Development	CDA	Redevelopment of Underutilized Lands	Promote downtown empty storefronts, eliminate blight and other underutilized land to revitalize business growth	Ch 2 pg 50 - Item 9, also Ch 6 Land Use pg 87+
4.07	Housing	Plan Commission/ CDA	Limit Residential Development within the City's Extraterritorial Jurisdiction/Manage Development	Maintain "hard-edge" between City and countryside; Long range neighborhood growth (w/updated Map 5)	Ch 3 pg 55 Item 1-3, pg 56 Items 1-2
4.08	Community Character	Parks/DPW	Natural Resources	Protect & enhance environmental corridors, Maunsha River, Garman's Woods; linking city-wide trail	Ch 4 pg 63, 67 Goals
4.09	Environment	Parks	Take a Leadership Role In Promoting City-wide Environmental Health	Link the preservation of natural resources with recreational and economic opportunities for residents and visitors	Ch 4 pg 70-71, & 75, Items 4-5 & 10
4.10	Community Character	CDA	Preserve Historically Significant Buildings	Promote restoration and rehab of historic buildings	Ch 5 pg 81 Item 1
4.11	Facilities and Services	CDA/Staff	Promote Businesses and Services that Cater to Different Groups	Promote a diverse population; promote/support Public Library learning center	Ch 5 pg 81 Item p6, pg 82 Item 2
4.12	Facilities and Services	Parks	Support & Sponsor City Events	Build a Waterloo specific sense of community	Ch 5 pg 83 Item 3
4.13	Facilities and Services	Parks/CDA	Signage & Streetscaping features	Identify theme for wayfinding within the city for driving, walking, biking. Select streetscaping features; lighting, benches	Ch 5 pg 84-85 Item 4
4.14	Land Use	Plan Commission/ CDA	Promote land use that is in harmony with the natural landscape; maintains property values; preserves the communities predominantly residential character, encouraging well-planned and attractive development minimizing land use conflicts	Ensure adequate room to grow; desirable and varied residential opportunities. Promote compact new development that utilizes existing infrastructure and utilities wherever practicable.	Ch 6 pg 94-95 Goal
4.15	Community Character	DPW	Preserve Community Character	City should be walkable, with path, sidewalks, benches, landscaping, lighting, remain orientated around the downtown as the focal point/hub of Waterloo	Ch 6 pg 116 Item K
4.16	Transportation	DPW/Utilities	Continue to make upgrades to existing City roadways; Become a Bicycle Friendly Community	Maintain a five-year Improvement Program; consider path and bike lanes in designs	Ch 7 pg 131-133 Item 1 & 4
4.17	Transportation	CDA	Promote the Use of Railways for Local Use	Support rail spur extensions if demanded by potential users	Ch 7 pg 131 Item 3
4.18	Facilities and Services	Parks/DPW	Implement A Plan For the Old Mill Pond Area	Finalize bike/ped connectivity from downtown 203 E Madison to Firemen's Park via Youker Park	Ch 8 pg 146 Item 5
4.19	Facilities and Services	Parks/Plan Commission	Include School District in future planning decisions	Coordinate land use decisions, community needs	Ch 8 pg 146 Item 6

DRAFT
 Comprehensive Plan Update
PRIORITIES CARRIED FORWARD FROM 2008
 4:41 PM 3/21/2021

Item	Category	Committee	2008 PLAN ITEM - CARRIED FORWARD	PURPOSE	2008 PLAN REFERENCE
4.20	Facilities and Services	Staff	Plan for a Board of Police & Fire Commissioners	Required when population reaches 4,000	Ch 8 pg 147 Item 8
4.21	Facilities and Services	Utilities	Upgrade Public Utilities as Needed	Coordinate utility growth with overall municipal growth; Update Chart 8.3	Ch 8 pg 147 Item 9
4.22	Housing	CDA/Plan Commission	Support the Provision of Affordable Housing	Promote the maintenance of older neighborhoods & programs to provide new affordable housing	Ch 9 pg 154 Item 1
4.23	Inter-governmental Cooperation	DPW/Staff	Pursue Intergovernmental Discussions with the Town of Portland; Coordinate with adjoining towns Medina & Waterloo	Examine difference between the two jurisdiction's plans; future development on the SW side access to Waterloo Road, Need agreements	Ch 10 pg 169 & 171, Item 1 & 4
4.24	Inter-governmental Cooperation	Staff	Remain Involved in Regional Initiatives	Maintain active and open dialogue with neighbors and the region	Ch 10 pg 171 Item 3
4.25	Inter-governmental Cooperation	Staff	Rigorously reference this update and follow prescribed implementation steps	Implementation follow up & review, per WI State Statutes requirements	Ch 11 pg 173-178



136 NORTH MONROE STREET, WATERLOO, WISCONSIN 53594-1198
Phone (920) 478-3025
Fax (920) 478-2021
cityhall@waterloowis.com

APPLICATION FOR CONDITIONAL USE PERMIT
(Review and Action by City Plan Commission/Common Council)

RECEIPT #

Number: _____ Date Filed: 3/17/21 Fee Paid: 285⁰⁰ 035589

Location of Property: 255 JEFFERSON ST, WATERLOO

Applicant: MATTHEW FRANKY

Address: 4602 GORDON AVE, MONONA, 53716 Telephone: 608-575-0014

Owner of Property: JEFFERSON ST. MARKET, LLC

Address: N6522 SHOREWOOD HILLS, LAKE MILLS 53551 Telephone: _____

Contractor: TBD

Address: _____ Telephone: _____

Architect or Professional Engineer: TBD

Address: _____ Telephone: _____

Legal Description of Property: OUT LOT 19, ASR PLT

PARCEL # 290-0813-0822-070

Land Parcel Size: .930 ACRES Present Use: COMMERCIAL Zoning District: C1

Type of Existing Structure (if any): 3 STORY BRICK + TIMBER

Proposed Use of the Structure or Site: _____ Number of Employees: 4+

Terms of Municipal Code

Conditional Use Requested

SEE ATTACHED

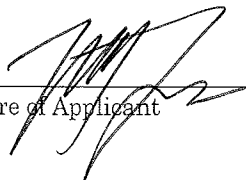
Specify Reason(s) for Application: (for example, insufficient lot area, setback, etc.)

SEE ATTACHED

ATTACH THE FOLLOWING:

1. Adjoining owners, all names and addresses of all abutting and opposite property owners within 200 feet.
2. Site Plan showing the area involved, its location, dimensions, elevations, drainage, parking, etc., and location of adjacent structures within 200 feet.

Date: 3/16/21 20 21

Signature of Applicant 

255 Jefferson St. Conditional Use Application Attachment

Conditional Use Type:

Per Waterloo Code - Chapter 385-12 C-1 Commercial District, Section B-1 "Conditional Uses":

"Any other uses similar in character with the permitted uses and the manufacture or treatment of products clearly incidental to the conduct of a retail business on the premises."

Conditional Use Description:

Current Use Of Property-

Current usage of the property is:

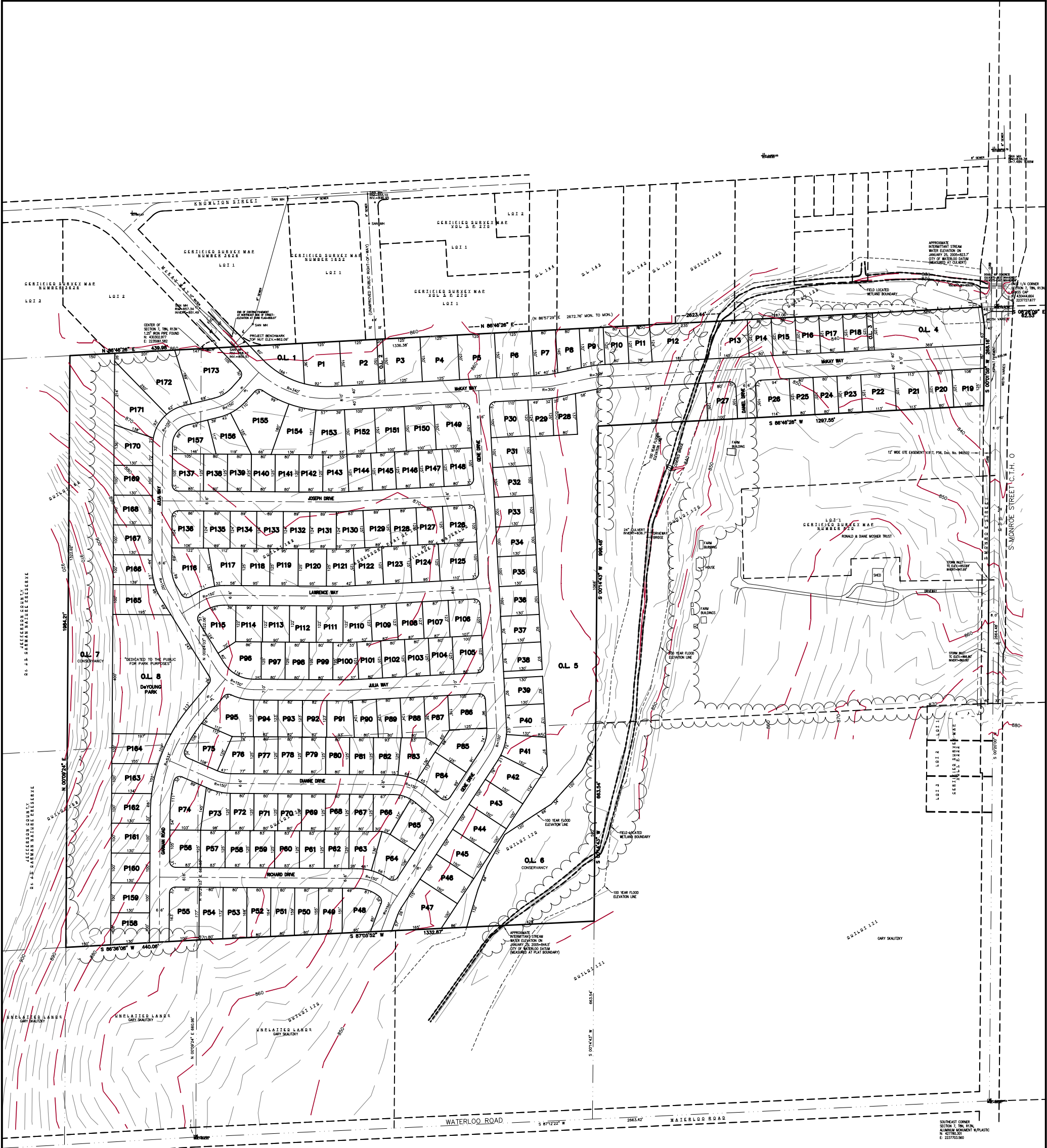
- 3rd/Top Floor – 50% Retail Antiques Mall/50% Office Space
- 2nd/Mid Floor – Retail Antiques Mall
- Ground Floor - Storage/Vacant

Applied For Conditional Use-

- Both the 3rd Top Floor and the 2nd Mid Floor use will remain as is.
- H2Owners LLC, is a light manufacturing/assembly company producing outdoor specialty products seeking to operate out of the Ground Floor of 255 Jefferson St.
- H2Owners ships direct to consumers via online sales, and will be open for in person retail at the 255 Jefferson St. location with M-F operating hours of 9-5.
- Primary functional uses of the space by H2Owners will include the storage of materials used in production, finished products, shipping/packing supplies, hardware, as well as work tables, and a mix of hand tools/power drills/saws used in manufacturing. Note: H2Owners does NOT employ any heavy machinery in production of its products. Machinery used are common drill presses, lathes, and saws found in many local outlets.

Code Compliance:

- H2Owners has contacted and arranged for a design professional (architect) to review the property and proposed use.
- A completed use plan is expected within weeks outlining any and all potential modifications to the property which may be required for occupancy.
- Upon receipt of the architects plan and code compliance needs a copy will be provided to the Waterloo authorities.
- H2Owners will be responsible to complete the modifications, and will work with local officials to insure operations are within code requirements.



SURVEYOR'S CERTIFICATE

I, Michael J. Zahr, registered land surveyor, hereby certify that the foregoing preliminary plat was prepared under my direction and control and that to the best of my knowledge and belief it is in compliance with the provisions of Chapter 19 of the City of Waterloo Land Division and Subdivision Regulations and Chapter 236 of the State of Wisconsin Statutes.

Dated this _____ day of _____, 20__.

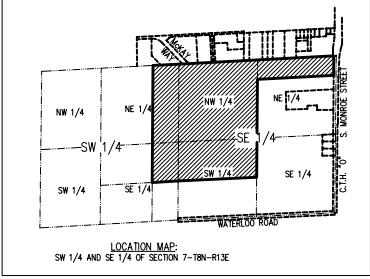
Michael J. Zahr
Registered Land Surveyor S-2401

LEGEND

- 3/4" SOLID IRON ROD FOUND
- 1-1/4" SOLID IRON ROD FOUND
- 1-1/4" x 1/8" SOLID IRON RE-ROD SET, WT. 4.30 lbs./ft.
- ALL OTHER LOT AND OUTLOT CORNERS MARKED BY A 3/4" x 1/8" SOLID IRON RE-ROD, WT. 1.50 lbs./ft.

CONTOURS ARE BASED ON CITY OF WATERLOO BENCHMARK LOOP 'A' ELEVATIONS. ASSUMED TO BE HAVO 85 DATUM

() INDICATES RECORDED AS DISTANCES ARE MEASURED TO THE NEAREST HUNDREDTH OF A FOOT.



LOT AREA TABLE

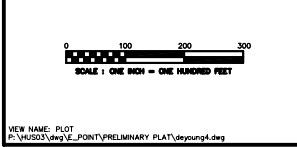
LOT	AREA (SQ. FT.)	AREA (ACRES)
P1	10,000	0.2296
P2	10,000	0.2296
P3	10,000	0.2296
P4	10,000	0.2296
P5	10,000	0.2296
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P170	10,000	0.2296
P171	10,000	0.2296
P172	10,000	0.2296
P173	10,000	0.2296
O.L. 1	10,000	0.2296
O.L. 2	10,000	0.2296
O.L. 3	10,000	0.2296
O.L. 4	10,000	0.2296
O.L. 5	10,000	0.2296
O.L. 6	10,000	0.2296
O.L. 7	10,000	0.2296
O.L. 8	10,000	0.2296

NOTES:

- OUTLOTS 4 & 5 ARE DEDICATED TO THE PUBLIC FOR STORMWATER MANAGEMENT PURPOSES.
- OUTLOTS 6 & 7 ARE TO BE ZONED CONSERVANCY.
- OUTLOT 8 TO BE DEDICATED TO THE PUBLIC FOR PARK PURPOSES.
- OUTLOT 1 TO BE USED FOR A BOOSTER STATION.
- OUTLOTS 2 & 3 TO BE USED FOR PEDESTRIAN ACCESS.

EXISTING ZONING: A

PROPOSED ZONING:
 R-1 = OUTLOTS 3, 4 & 5, P7-P28, P31-P148, P156-171
 R-2 = OUTLOTS 1 & 2, P1-P6, P30, P149-P155, P172-P173
 CONSERVANCY = OUTLOTS 6, 7 & 8



OWNER/SUBOWNER:
 DALE HUSTON
 2561 COFFEYTOWN ROAD
 COTTAGE GROVE, WI 53527

PRELIMINARY PLAT OF DeYOUNG FARM

LOCATED IN OUTLOT 169 AND 170 OF THE ASSESSOR'S PLAT OF THE VILLAGE OF WATERLOO, IN THE NE 1/4 OF THE SE 1/4, THE SW 1/4 OF THE SE 1/4, THE NW 1/4 OF THE SE 1/4 AND IN THE SE 1/4 OF THE SW 1/4, THE NE 1/4 OF THE SW 1/4 OF SECTION 7, T8N, R13E, CITY OF WATERLOO, JEFFERSON COUNTY, WISCONSIN.

ENGINEER/SURVEYOR:
 CALKINS ENGINEERING, LLC
 5010 VOGES ROAD
 MADISON, WI 53718
 608-838-0444

TOTAL PLAT AREA = 3,946,162 SQ. FT. (90.5914 ACRES)

DATE: APRIL 21, 2005
 REVISION: MAY 5, 2005
 REVISION: JUNE 15, 2005
 REVISION: SEPTEMBER 9, 2005
 REVISION: OCTOBER 28, 2005