

(b) Design Standards for Residential Development

The General Design Theme for residential development within the Community Gateway Overlay Zoning District shall be designed to accommodate typical impacts of transportation and nearby non-residential development, and to assist in creating a sense of welcome to the City of Watertown – particularly through the use of building orientation, door and window location and design, and on-site landscaping and related buffering structures or berms. Above and beyond such concerns, particular attention shall be devoted to ensuring that selected residential design components complement nearby residential styles with high-quality building materials, in an attractive manner as becoming a gateway entry to the community, as determined by the Plan Commission. Where a detailed Neighborhood Plan has been adopted, it should be used to provide additional guidance in the design review process.

(c) Design Standards for Non-Residential Development

The general design theme for non-residential development within the Community Entry Corridor Urban Design Overlay Zoning District, shall be characterized by high-quality building materials, architectural design, site design, and on-site landscaping. Prominent urban design elements and architectural details, which are decorative and functional, shall be considered as a required component of each site within the District. Above and beyond such concerns, particular attention shall be devoted to ensuring that selected non-residential design components complement nearby non-residential styles and to reflect positively on the character of the community, and to assist in creating a sense of welcome to the City of Watertown, as becoming a gateway entry area to the community, and as determined by the Plan Commission. Where a detailed Neighborhood Plan has been adopted, it should be used to provide additional guidance in the design review process.

Section 18.914 Planned Unit Development District Procedures

(1) Purpose

- (a) The purpose of this Section is to provide regulations that govern the procedure and requirements for the review and approval, or denial, of proposed Planned Unit Developments, and to provide for the possible relaxation of certain development standards pertaining to the underlying standard zoning district.
- (b) Planned Unit Developments are intended to provide more incentives for infill development and redevelopment in areas of the community that are experiencing a lack of significant reinvestment. Furthermore, Planned Unit Developments are designed to forward both the aesthetic and economic development objectives of the City by controlling the site design and the appearance, density or intensity of development in terms of more flexible requirements for land uses, density, intensity, bulk, landscaping, and parking requirements. In exchange for such flexibility, the Planned Unit Development shall provide a much higher level of site design, architectural control and other aspects of aesthetic and functional excellence than normally required for other developments.
- (c) Planned Unit Developments have the potential to create undesirable impacts on nearby properties if allowed to develop simply under the general requirements of this Chapter. In addition to such potential, Planned Unit Developments also have the potential to create undesirable impacts on nearby properties which potentially cannot be determined except with a binding site plan, landscape plan and architectural plan, and on a case by case basis. In order to prevent this from occurring, all Planned Unit Developments are required to meet certain procedural requirements applicable only to Planned Unit Developments, in addition to the general requirements of the Zoning Ordinance. A public hearing process is required to review a request for a Planned Unit Development. This process shall essentially combine the process for a zoning map amendment with that required for a conditional use, with several additional requirements.

(2) Provision of Flexible Development Standards for Planned Unit Developments

(a) Permitted Location

Planned Unit Developments shall be permitted with the approval of a Planned Unit Development Overlay Zoning District, specific to the approved Planned Unit Development.

(b) Flexible Development Standards

The following exemptions to the development standards of the underlying zoning district may be provided with the approval of a Planned Unit Development:

1. Land Use Requirements

All land uses listed as "Residential", "Institutional", or "Commercial" may be permitted within a Planned Unit Development.

2. Density and Intensity Requirements

All requirements listed for residential density and nonresidential intensity may be waived within a Planned Unit Development.

3. Bulk Requirements

All residential and nonresidential bulk requirements may be waived within a Planned Unit Development.

4. Landscaping Requirements

All landscaping requirements may be waived within a Planned Unit Development.

5. Parking and Loading Requirements

All requirements for off street parking, traffic circulation, and off street loading may be waived within a Planned Unit Development.

(c) Requirements to Depict All Aspects of Development

Only development, which is explicitly depicted on the required site plan approved by the Common Council as part of the approved Planned Unit Development, shall be permitted, even if such development (including all aspects of land use, density and intensity, bulk, landscaping, and parking and loading), is otherwise listed as permitted. Requested exemptions from these standards shall be made explicit by the Applicant in the application, and shall be recommended by the Plan Commission and approved explicitly by the Common Council. If not so requested and approved, such exemptions shall not be permitted. Flexible development standards shall be limited to density and intensity bonuses of no greater than 25% higher than otherwise permitted by the R-4 district, unless specifically granted by the Common Council; and shall be limited to reductions in bulk, landscaping, parking and loading requirements of no greater than 25% lower than otherwise permitted for the proposed land uses unless specifically granted by the Common Council.

(3) Initiation of Request for Approval of a Planned Unit Development

Proceedings for approval of a Planned Unit Development shall be initiated by:

- (a) an application of the owner(s) of the subject property, lease holders, or contract purchasers.;
- (b) a recommendation of the Plan Commission and action by the Common Council, relative to City-owned property

(4) Application Requirements

All applications for proposed Planned Unit Developments, regardless of the party of their initiation per (3) above, shall be approved as complete by the Zoning Administrator a minimum of two weeks prior to the initiation of this procedure. The Zoning Administrator shall forward copies of said complete application to the office of the City Clerk. Said application shall apply to each of the process steps in (5) through (8) below.

(5) PUD Process Step 1: Pre-Application Conference

- (a) The Applicant shall contact the Zoning Administrator to place an informal discussion item for the PUD on the Plan Commission agenda.
- (b) No details beyond the name of the Applicant and the identification of the discussion item as a PUD is required to be given in the agenda.
- (c) At the Plan Commission meeting, the Applicant shall engage in an informal discussion with the Plan Commission regarding the potential PUD. Appropriate topics for discussion may include the location of the PUD, general project themes and images, the general mix of dwelling unit types and/or land uses being considered, approximate residential densities and non-residential intensities, the general treatment of natural features, the general relationship to nearby properties and public streets, and relationship to the Master Plan.
- (d) Points of discussion and conclusions reached in this stage of the process shall be in no way be binding upon the Applicant or the City, but should be considered as the informal, non-binding basis for proceeding to the next step.

(6) PUD Process Step 2: Concept Plan

- (a) The Applicant shall provide the Zoning Administrator with a draft PUD Concept Plan Submittal Packet for a determination of completeness prior to placing the proposed PUD on the Plan Commission agenda for Concept Plan review. This submittal packet shall contain all of the following items, prior to its acceptance by the Zoning Administrator and placement of the item on a Plan Commission agenda for Concept Plan review:
 - 1. A location map of the subject property and its vicinity at 11" x 17", as depicted on a copy of the City of Watertown Land Use Plan Map;
 - 2. A general written description of proposed PUD including:
 - a. general project themes and images;
 - b. the general mix of dwelling unit types and/or land uses;
 - c. approximate residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio;
 - d. the general treatment of natural features;
 - e. the general relationship to nearby properties and public streets;
 - f. the general relationship of the project to the Master Plan;
 - g. an initial draft list of zoning standards which will not be met by the proposed PUD and the location(s) in which they apply and, a complete list of zoning standards which will be more than met by the proposed PUD and the location(s) in which they apply. Essentially, the purpose of this listing shall be to provide the Plan Commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit, and in regard to the mitigation of potential adverse impacts created by design flexibility; and,

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3. A written description of potentially requested exemption from the requirements of the underlying zoning district, in the following order:
 - a. Land Use Exemptions;
 - b. Density and Intensity Exemptions;
 - c. Bulk Exemptions;
 - d. Landscaping Exceptions;
 - e. Parking and Loading Requirements Exceptions;
4. A conceptual plan drawing (at 11" x 17") of the general land use layout and the general location of major public streets and/or private drives. The Applicant may submit copies of a larger version of the "bubble plan" in addition to the 11" x 17".
 - a. Within 10 working days of receiving the draft PUD Concept Plan Submittal Packet, the Zoning Administrator shall determine whether the submittal is complete. Once the Zoning Administrator has received a complete packet, the proposed PUD Concept Plan shall be placed on the Plan Commission agenda.
 - b. At the Plan Commission meeting, the Applicant shall engage in an informal discussion with the Plan Commission regarding the conceptual PUD. Appropriate topics for discussion may include the any of the information provided in the PUD Concept Plan Submittal Packet, or other items as determined by the Plan Commission.
 - c. Points of discussion and conclusions reached in this stage of the process shall be in no way be binding upon the Applicant or the City, but should be considered as the informal, non-binding basis for proceeding to the next step. The preferred procedure is for one or more iterations of Plan Commission review of the Concept Plan to occur prior to introduction of the formal petition for rezoning which accompanies the General Development Plan (GDP) application.
5. Each application for review shall be accompanied by a check payable to the City of Watertown or cash in the amount stated in Section 18.935(1) (Am. 08-19).

(7) PUD Process Step 3: General Development Plan (GDP)

- (a) The Applicant shall provide the Zoning Administrator with a draft GDP Plan Submittal Packet for a determination of completeness prior to placing the proposed GDP on the Plan Commission agenda for GDP review. This submittal packet shall contain all of the following items, prior to its acceptance by the Zoning Administrator and placement of the item on a Plan Commission agenda for GDP review:
 1. A location map of the subject property and its vicinity at 11" x 17", as depicted on a copy of the City of Watertown Land Use Plan Map;
 2. A map of the subject property showing all lands for which the planned infill development is proposed, and all other lands within 200 feet of the boundaries of the subject property, together with the names and addresses of the owners of all lands on said map as the same appear on the current records of the Register of Deeds of Dodge and/or Jefferson County (as provided by the City of Watertown). Said map shall clearly indicate the current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control. Said map and all its parts and attachments shall be submitted in a form which is clearly reproducible with a photocopier, and shall be at a scale which is not less than one inch equals 800 feet. All lot dimensions of the subject property, a graphic scale, and a north arrow shall be provided;
 3. A general written description of proposed PUD including:
 - a. general project themes and images;
 - b. the general mix of dwelling unit types and/or land uses;

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- c. approximate residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio;
 - d. the general treatment of natural features;
 - e. the general relationship to nearby properties and public streets;
 - f. the general relationship of the project to the Master Plan;
 - g. a Statement of Rationale as to why PUD zoning is proposed. This shall identify barriers that the Applicant perceives in the form of requirements of standard zoning districts and opportunities for community betterment the Applicant suggests are available through the proposed PUD zoning.
 - h. a complete list of zoning standards which will not be met by the proposed PUD and the location(s) in which they apply and a complete list of zoning standards which will be more than met by the proposed PUD and the location(s) in which they apply shall be identified. Essentially, the purpose of this listing shall be to provide the Plan Commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit, and in regard to the mitigation of potential adverse impacts created by design flexibility.
 - i. A written description of potentially requested exemption from the requirements of the underlying zoning district, in the following order:
 - 1) Land Use Exemptions;
 - 2) Density and Intensity Exemptions;
 - 3) Bulk Exemptions;
 - 4) Landscaping Exceptions;
 - 5) Parking and Loading Requirements Exceptions.
4. A General Development Plan Drawing at a minimum scale of 1"=100' (11" x 17" reduction shall also be provided by Applicant) of the proposed project showing at least the following information in sufficient detail to make an evaluation against criteria for approval:
 - a. A conceptual plan drawing (at 11" x 17") of the general land use layout and the general location of major public streets and/or private drives. The Applicant may submit copies of a larger version of the "bubble plan" in addition to the 11" x 17" reduction;
 - b. location of recreational and open space areas and facilities and specifically describing those that are to be reserved or dedicated for public acquisition and use;
 - c. statistical data on minimum lot sizes in the development, the approximate areas of large development lots and pads, density/intensity of various parts of the development, floor area ratio, impervious surface area ratio and landscape surface area ratio of various land uses, expected staging, and any other plans required by the Plan Commission or Common Council; and
 - d. notations relating the written information provided in (7)(a)3.a.-f., above to specific areas on the GDP Drawing.
 5. A general conceptual landscaping plan for subject property, noting approximate locations of foundation, street, yard and paving, landscaping, and the compliance of development with all landscaping requirements of this Ordinance (except as noted in the listing of exceptions) and the use of extra landscaping and bufferyards.
 6. A general signage plan for the project, including all project identification signs and concepts for public fixtures and signs (such as street light fixtures and/or poles or street sign faces and/or poles) which are proposed to vary from City standards or common practices.

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7. Written justification for the proposed Planned Unit Development. (The Applicant is advised to use the requirements of the zoning map amendment procedure to develop said written justification.)
8. The process and fees for review and approval of the GDP shall be identical to that for zoning map amendments per the Zoning Ordinance and (if land is to be divided) to that for preliminary and final plats of subdivision per the Municipal Code.
9. All portions of an approved PUD/GDP not fully developed within 3 years of final Common Council approval shall expire, and no additional PUD-based development shall be permitted. The Common Council may extend this 3-year period by up to 5 additional years via a majority vote following a public hearing.
10. Written demonstration of financial capability to complete all public and private improvements associated with the proposed PUD.

(8) PUD Process Step 4: Precise Implementation Plan (PIP).

- (a) After the effective date of the rezoning to PUD/GDP, the Applicant may file an application for a proposed Precise Implementation Plan (PIP) with the Plan Commission. This submittal packet shall contain all of the following items, prior to its acceptance by the Zoning Administrator and placement of the item on a Plan Commission agenda for PUD review:
 1. A location map of the subject property and its vicinity at 11" x 17", as depicted on a copy of the City of Watertown Land Use Plan Map;
 2. A map of the subject property showing all lands for which the planned infill development is proposed, and all other lands within 200 feet of the boundaries of the subject property, together with the names and addresses of the owners of all lands on said map as the same appear on the current records of the Register of Deeds of Dodge and/or Jefferson County (as provided by the City of Watertown). Said map shall clearly indicate the current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control. Said map and all its parts and attachments shall be submitted in a form which is clearly reproducible with a photocopier, and shall be at a scale not less than one inch equals 800 feet. All lot dimensions of the subject property, a graphic scale, and a north arrow shall be provided;
 3. A general written description of proposed PIP including:
 - a. specific project themes and images;
 - b. the specific mix of dwelling unit types and/or land uses;
 - c. specific residential densities and non-residential intensities as described by dwelling units per acre, floor area ratio and impervious surface area ratio;
 - d. the specific treatment of natural features;
 - e. the specific relationship to nearby properties and public streets.
 - f. a Statement of Rationale as to why PD zoning is proposed. This shall identify barriers that the Applicant perceives in the form of requirements of standard zoning districts and opportunities for community betterment the Applicant suggests are available through the proposed PD zoning.
 - g. a complete list of zoning standards which will not be met by the proposed PIP and the location(s) in which they apply and a complete list of zoning standards which will be more than met by the proposed PIP and the location(s) in which they apply shall be identified. The purpose of this listing shall be to provide the Plan Commission with information necessary to determine the relative merits of the project in regard to private benefit versus public benefit, and in regard to the mitigation of potential adverse impacts created by design flexibility.

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4. A Precise Implementation Plan Drawing at a minimum scale of 1"=100' (11" x 17" reduction shall also be provided by Applicant) of the proposed project showing at least the following information in sufficient detail to make an evaluation against criteria for approval:
 - a. A PIP site plan conforming to any and all the requirements of the site plan review and approval procedures. If the proposed Planned Unit Development is a cluster development or a group development, a proposed preliminary plat or conceptual plat shall be provided in addition to the required site plan.
 - b. location of recreational and open space areas and facilities and specifically describing those that are to be reserved or dedicated for public acquisition and use;
 - c. statistical data on minimum lot sizes in the development, the precise areas of all development lots and pads, density/intensity of various parts of the development, floor area ratio, impervious surface area ratio and landscape surface area ratio of various land uses, expected staging, and any other plans required by the Plan Commission or Common Council; and
 - d. notations relating the written information provided in (7)(a)3.a.-f., above to specific areas on the GDP Drawing.
5. A landscaping plan for subject property, specifying the location, species, and installed size of all trees and shrubs. This plan shall also include a chart which provides a cumulative total for each species, type and required location (foundation, yard, street, paved area or bufferyard) of all trees and shrubs.
6. A series of building elevations for the entire exterior of all buildings in the Planned Unit Development, including detailed notes as to the materials and colors proposed.
7. A general signage plan for the project, including all project identification signs, concepts for public fixtures and signs (such as street light fixtures and/or poles or street sign faces and/or poles), and group development signage themes which are proposed to vary from City standards or common practices.
8. A general outline of the intended organizational structure for a property owners association, if any; deed restrictions and provisions for private provision of common services, if any.
9. A written description, which demonstrates the full consistency of the proposed PIP with the approved GDP.
10. Any and all variations between the requirements of the applicable PUD/GDP zoning district and the proposed PIP development; and,
11. The applicant shall submit proof of financial capability pertaining to construction and maintenance and operation of all public and private improvements associated with the proposed PUD.
12. The area included in a Precise Implementation Plan may be only a portion of the area included in a previously approved General Implementation Plan.
13. The Precise Implementation Plan (PIP) submission may include site plan and design information, allowing the Plan Commission to combine design review and review of the PIP. Design review may, at the choice of the Applicant, be deferred until a later time when specific site and building developments will be brought forth.
14. The Plan Commission or Common Council may specify other plans, documents or schedules that must be submitted prior to consideration or approval of the PIP, as such may be relevant to review.
15. The process and fees for review and approval of the PUD shall be identical to that for zoning map amendments per the Zoning Ordinance and (if land is to be divided) to that for preliminary and final plats of subdivision per the Municipal Code.
16. All portions of an approved PUD/PIP not fully developed within 3 years of final Common Council approval shall expire, and no additional PUD-based development shall be permitted. The

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Common Council may extend this 3-year period by up to 5 additional years via a majority vote following a public hearing.

17. Approved PUD's which have not been initiated within the time limits established by 16., above, shall revert to the pre-existing zoning designation.

Section 18.931 Purpose of Administrative Regulations

The purpose of this portion of the Subchapter is to establish the administrative and enforcement framework for the application of this Chapter.

Section 18.932 Zoning Administrator

(1) Designation

The Building Inspector or a designee of the Building Inspector is hereby designated as the administrative and enforcement officer for the provisions of this Code and is also herein referred to as the Zoning Administrator. The duty of the Zoning Administrator is to interpret and administer this Code and to issue, after on-site inspection, all permits required by this Code.

(2) Duties

The provisions of this Chapter shall be administered and enforced by the Zoning Administrator or a designee, who in addition thereto and in furtherance of said authority shall:

- (a) Determine that all Detailed Site Analyses, Building Permits, Certificates of Occupancy, Sign Permits, Site Plans, (and their constituent plans) comply with all provisions of this Chapter.
- (b) Conduct inspections of buildings, structures, waters and land to determine compliance with all provisions of this Chapter.
- (c) Be permitted access to premises and structures during reasonable hours to make those inspections as deemed necessary by him to ensure compliance with this Ordinance. If, however he is refused entry after presentations of his identification, he may procure a special inspection warrant in accordance with Section 66.122 of the Wisconsin statutes. Conduct inspections of buildings, structures, waters and land to determine compliance with all provisions of this Chapter.
- (d) Maintain permanent and current records of this Chapter, including but not limited to all maps, amendments, conditional uses, temporary uses, sign permits, site plans, occupancy permits, variances, appeals, interpretations, and applications therefor.
- (e) Record the first floor and lowest floor (basement or crawlway) elevations of all structures erected, moved, altered, or improved in the floodland districts.
- (f) Receive, file and forward all applications for all procedures governed by this Chapter to the designated official bodies.
- (g) Investigate all complaints made relating to the location of structures and the use of structures, lands, and waters, give notice of all violations of this Code to the owner, resident, agent, or occupant of the premises, and report uncorrected violations to the City Attorney in a manner specified by him.
- (h) Institute, in the name of the City of Watertown, any appropriate actions or proceedings against a violator of this Chapter, as provided by law.
- (i) Prohibit the use or erection of any structure, land or water until he has inspected and approved such use or erection.