

# 2010 Annual Report

## About this Report

The Planning and Zoning Department annually prepares a report which summarizes development activities occurring in the City, and the activities accomplished by Staff. The annual report is intended to shed light on the growth and development within the City

To receive additional copies of this report, or to inquire about the content of this report, please contact

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## Introduction

This report focuses primarily on the notable developments occurring in 2010. However, development occurring in the past year should also be viewed in the larger context of past and future planning efforts. Short-term growth for the City remains low as shown by the low number of housing permits issued in 2010. However, the City's growth rate has been one of the highest in the State for the past decade. Elected officials, Plan Commissioners, and City Staff have worked to ensure that growth contributes to true community development and preserves characteristics that define the City of Oconomowoc.

The 2010 year was a productive year for the Planning Department and City development. As a whole, the City saw an increase in the number of applications from 2009. In addition, the Downtown experienced numerous new businesses and investment. The Planning Department does and will continue to be responsive to community needs. The Department strives to look for solutions rather than obstacles when assisting the public. The Planning Department will work diligently toward accomplishing the goals and objectives as outlined in long range plans. We hope the information found in this report will be useful and informative to our citizens as we continue to plan for Oconomowoc's future.

## City Plan Commission

Jim Daley, Chair  
Stan Sugden  
John Snyder III  
Robert Lex  
John Gross  
Dave Nold



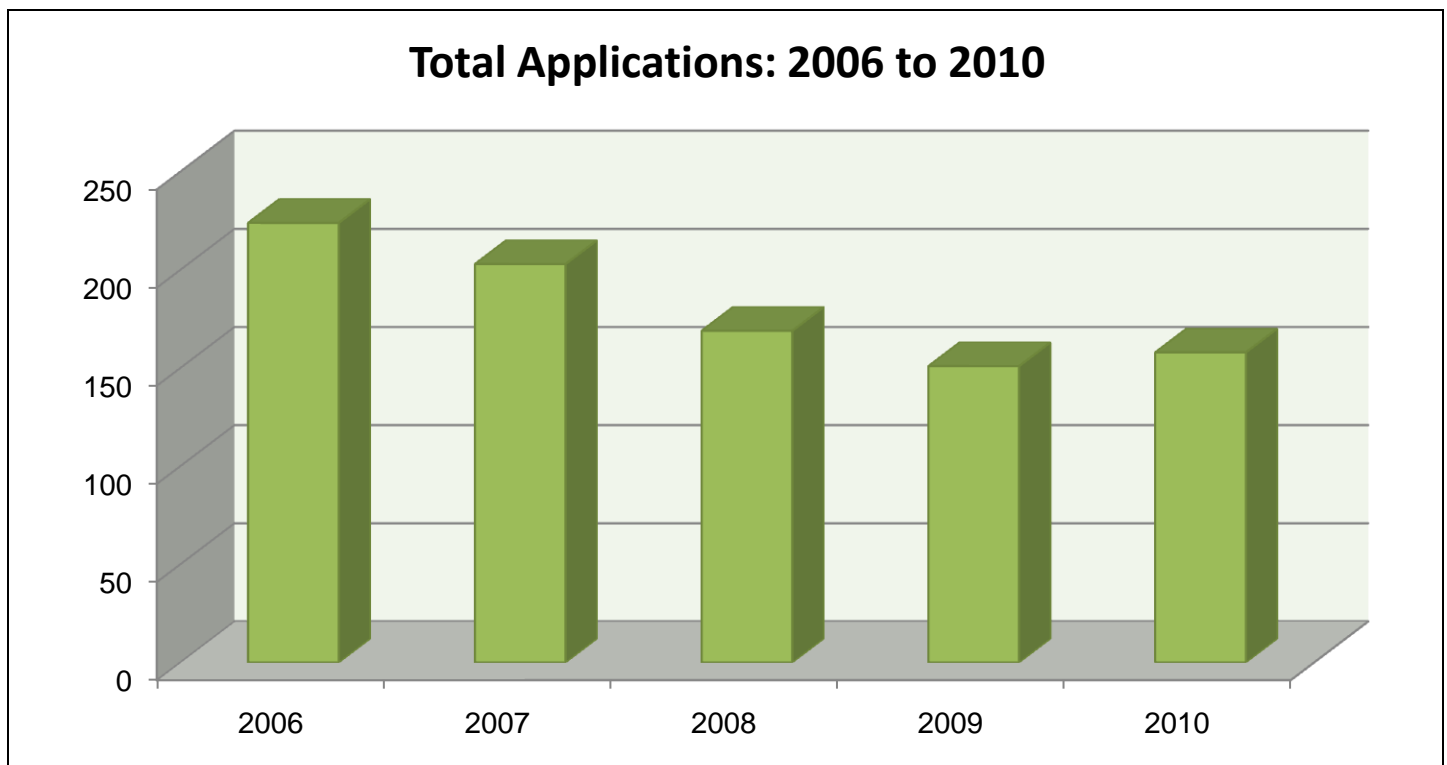
## Planning Staff

Jason Gallo, AICP – City Planner/Zoning Administrator  
Adam Sayre, AICP – Planner

# Development Activity

The continued economic downturn continued to limit development projects and redevelopment opportunities. The greatest concern to developers in 2010 continues to be a reduced lending capacity by banks, which in turn limited the money available to developers to borrow.

Approvals	2006	2007	2008	2009	2010
Plats	6	2	2	1	1
Certified Survey Maps	11	21	17	11	10
Commercial Applications	33	20	13	9	19
Industrial Applications	5	2	1	2	1
Institutional Applications	2	6	5	3	3
Sign Applications	45	33	28	34	27
Architectural Applications	26	28	26	13	14
Certificate of Zoning Compliance	19	21	18	18	20
Conditional Use Permits	27	24	7	6	12
Zoning Text Amendments	4	5	9	6	3
Rezoning	8	8	5	4	6
Temporary Use Permits	32	30	31	42	38
Zoning Board of Appeals	6	9	5	2	4
<b>Total</b>	<b>224</b>	<b>209</b>	<b>167</b>	<b>151</b>	<b>158</b>



# Development Activity

## Conditional Use Permits

The Planning Department reviews all conditional use permits. The following permits were issued:

Business	Permit Issued
Alpha Collision – 202 E. Wisconsin Ave.	Automobile estimating center
Goodwill Retail Services – 1408 Summit Ave.	Drive thru donation drop-off
Attentive Home Care – 303 Pleasant St.	Senior daycare facility
Fiesta Cancun – 157 & 159 E. Wisconsin Ave.	Restaurant expansion
Michael's Italian Feast – 511 E. Wisconsin Ave.	Restaurant
Taqueria el Indio – 109 W. Wisconsin Ave.	Restaurant
Eat Smart – 1416 Summit Ave.	Restaurant
Eckert's Hometown Diner – 113 S. Main St.	Restaurant expansion
Meadows at Prairie Creek	Construct housing within 300' of Rosenow Creek
Frontier Development – 1288 Summit Ave.	Drive-thru pharmacy
Feng's Kitchen – 1320 Pabst Farms Circle	Restaurant
Pabst Farms Sales Office – 1749 Eastlake Dr.	Temporary sales office

## Rezoning

The Planning Department reviews all amendments to the official zoning map called a rezoning. The following rezonings were approved in 2010:

Requestor/Project	Location
Oconomowoc School Lofts – SR-4 to UR-10	623 E. Summit Avenue
Summit Elementary School – SR-3 to IP	1680 Valley Road
Alan Peters – RA to SR-3	1626 Brown Street

## Building Approvals

The Architectural Commission approves all building architectural materials, colors, and designs prior to any construction or re-construction of any buildings other than one and two-family dwellings. Below are projects approved in 2010, not including signs:

Project/Location	Type of Approval
Oconomowoc Plaza – 1408 Summit Ave.	Architectural Building Plans
Brennan's Marketplace – 1674 Old School House Rd.	Architectural Building Plans
Golosi Gelato Café – 162 E. Wisconsin Ave.	Outdoor Canopy
Pesicek Auto Body – 1399 W. Wisconsin Ave.	Architectural Building Plans
Fiesta Cancun – 159 E. Wisconsin Ave.	Architectural Building Plans
Create A Pack Foods – 1730 Executive Dr.	Architectural Building Plans
Alpha Collision Center – 202 E. Wisconsin Ave.	Façade Color Change
Michael's Italian Feast – 511 E. Wisconsin Ave.	Architectural Changes
Pabst Farms Village Crossing Clubhouse	Architectural Building Plans
Meadows at Prairie Creek	Architectural Building Plans
Orion Sales Partners – 120 E. Wisconsin Ave.	Façade Renovation
US Cellular – 210 E. Pleasant St.	Architectural Building Plans
Pabst Farms Town Centre	Architectural Building Plans

# Development Activity

## Certificate of Zoning Compliance

The City of Oconomowoc has a streamlined process for new businesses to occupy existing buildings. The following certificates were issued in 2010:

Business	Address
Natural Health Center for Acupuncture	132 N. Main St.
Phil Tolkan Leasing Company	521 Westover St.
AC Troyer Gallery	148 E. Wisconsin Ave.
Phil Tolkan Leasing Company	1341 W. Wisconsin Ave.
Goodwill Retail Services	1408 Summit Ave.
Orion Sales Partners	120 E. Wisconsin Ave.
La Belle Fashions	117 E. Wisconsin Ave.
Bows by Katrina	1280 Brown St.
Associated Bank	1456 Summit Ave.
Olde Towne Comfort Shoes & Repair	108 N. Main St.
Waterfire Pottery and Art Studio	123 E. Wisconsin Ave.
Ambiance Salon	145 E. Wisconsin Ave.
The Gallori	133 E. Wisconsin Ave.
Hartland Acupuncture & Herbal Medicine	888 Thackeray Trail
OZ Apparel	119 E. Wisconsin Ave.
Hartland Liquidation	535 E. Wisconsin Ave.
The Petite Chef	24 S. Main St.
Heaven on Earth Massage Therapy	141 E. Wisconsin Ave.
Tips and Toes Nail Salon	128 Silver Lake Plaza
Pennys and Nicholas Center	440 S. Lapham St.

## Sign Approvals

All permanent signs must be approved by the Architectural Commission and issued a sign permit prior to being installed. The following businesses/associations had signs approved in 2010:

- Lake Country Village Condominiums
- Natural Health Center for Acupuncture
- Silver Nails
- Alpha Collision Center
- Fiesta Cancun
- Lutheran Homes of Oconomowoc
- Whitman Park Professional Plaza
- Tobin's Pharmacy
- Magical Night Limo
- La Belle Fashion
- Olde Towne Comfort Shoes & Repair
- Goodwill Industries
- AC Troyer Gallery
- Lakerz Pub and Eatery
- Edward Jones Investments
- Create-A-Pack Foods
- Associated Bank
- Sprint
- Oconomowoc Vision
- Meadows at Prairie Creek
- First Bank Financial Centre
- Feng's Kitchen
- US Bank
- Mattress FIRM
- 3M
- Pabst Farms Town Centre

# Site Plans

## Pabst Farms Town Centre

Approved in 2010, phase 1 of the Pabst Farms Town Centre located on Interstate 94 and Summit Avenue will provide the City with 544,961 square feet of retail, restaurant, and general commercial space. This first phase of the development may begin construction in 2011. Upon completion, the total area for the Town Centre is projected at 1,050,971 square feet.



## Meadows at Prairie Creek

In November of 2010, Wangard Partners received precise implementation plan approval to construct 204 multi-family units located west of the Piggly Wiggly on Lake Dr. Along with the approval of this development, the City received dedication of parkland to complete a future pathway on the west side of Rosenow Creek and the developer will complete an important waterloop for the City. Construction is anticipated to start sometime in early 2011.



## Oconomowoc School Lofts

Approved in March of 2010, the Oconomowoc School Lofts project will redevelop the former Oconomowoc Middle School into 61 residential apartment buildings. This development received general development plan approval, step 3 of 4 of the planned development project. Unfortunately the developer did not receive WHEDA tax credits which would have further advanced this project.



## Fiesta Cancun

In June of 2010, Fiesta Cancun Restaurant received approvals to remove the existing red canopy on the front of the building and replace the canopy with an outdoor patio. Construction of the patio is expected to occur in 2011 and will help to continue the revitalization of the Downtown.



# 2011 Outlook

## **2011 Outlook**

Planning Staff anticipates 2011 to be a year of limited new development in the City. Reduced lending from banks continues to hinder development opportunities throughout the country. However the economy appears to be improving and is showing signs of new life. This is especially evident in Downtown and with the approval of the Pabst Farms Town Centre. Planning Staff continues to remain cautiously optimistic regarding development in the City, but still foresees similar characteristics of 2010 in 2011. Planning Staff offers the following comments on future development within the City.

## **Residential**

The City continues to have a significant supply of available lots for new construction and new condominium units. At the end of 2010, there were approximately 213 vacant single-family lots that are available for immediate construction. During the past five (5) years the City has averaged 58 single-family building permits for new construction per year. However, during the past three (3) years the City has averaged 32 single-family building permits for single-family dwellings per year, with 2010 having only 19. Based on these rates, the City currently has a 6 year supply of single-family lots available for development. Based on the existing housing supply in the City, coupled with the existing home/lot supply in surrounding communities, little or no new single-family residential development projects are expected in 2011. Due to the economic downturn, developers and builders are unwilling to construct new dwellings on speculation and this helps attribute to the lower number of new dwellings being constructed.

One bright spot for the City with regards to residential development is the continued interest in the City from developers looking to construct multi-family developments. Planning Staff anticipates additional multi-family request in 2011. However the City still has a large number of multi-family development projects

that have been approved, but never built. As future residential projects move forward, it will be important of the City to be cognizant of these past approvals. Planning Staff anticipates no new single-family housing proposals in 2011 and expects 2-3 multi-family proposals.

## **Office**

Planning Staff anticipates no new office development construction in 2010. The City will most likely see small office users' moving into existing office space in 2010, but it is unlikely any new office buildings will be constructed. The office market in Southeastern Wisconsin remains overbuilt.

## **Commercial**

Limited new commercial construction is expected in the City during 2011. Similar to 2010, new businesses will continue to occupy existing commercial space in the City. Commercial areas that could see new construction include projects located in close proximity to Pabst Farms or in Pabst Farms. However it is important to note that if construction of the Pabst Farms Town Centre begins in 2011, commercial development interest in the City will increase and the City could see greater commercial demand.

## **Industrial**

Similar to 2010, industrial development will continue to be slow in 2011. The City currently has industrial buildings that are unoccupied and are available to purchase or lease. Most industrial development in 2011 will occur in these existing buildings. Any new industrial construction will most likely occur in Pabst Farms due to the location to the Interstate Highway I-94.

# 2011 Department Goals

1. **Zoning Code Update** – Includes signage code, adoption by Plan Commission and Common Council
2. **Pabst Farms** – Continue to work closely on the approval process for Town Centre development and the other parts of Pabst Farm. Create and enforce an approval process for the future tenants of the Town Centre.
3. **Downtown** – Improve communication, regulations and enforcement for downtown businesses, including signage, outdoor seating and display, events, streetscape, and façade improvements that results in an improved image.
4. **General Operations** – Maintain a friendly, efficient, fair, informative department with reasonable costs to serve people wanting to conduct business in the City and the general population. This includes having a user friendly website, with an accurate zoning map and zoning ordinance chapter, forms, fees, application submittal and meeting dates, and procedures. Approval process for certain applications could be streamlined.
5. **Town of Oconomowoc** – Sit on the team that is negotiating a border with the Town of Oconomowoc.
6. **Official Map** – This planning tool could be utilized by City policy makers. This task has not had strong support in the past. Goal is to have map adopted.
7. **Sustainability** – Learn more about sustainability practices and promote programs to the businesses and developers within the City. Create specific guidelines that future businesses or existing businesses can do to become more sustainable.
8. **Education / Certifications** – Continue with education by attending conferences and maintaining all Department certifications.
9. **Community Representation** – Have the Planning Department staff serve on various community boards such as Lead By Example, Silver Streak and provide informative community speeches regarding the role of the Planning Department.
10. **Reporting** – Provide timely information to the Common Council, Plan Commission and other staff members including the Department Annual Report, Monthly Correspondence, Temporary Uses, Certificates of Zoning Compliance, Monthly Plan Commission staff reports, Architectural Commission background, Zoning Board of Appeals reports and special research reports upon request.