

REVISED

**City of Oconomowoc
Plan Commission**

**Wednesday, April 8, 2026 - 6:00 PM
City Hall - Council Chambers
174 E. Wisconsin Ave. Oconomowoc, WI 53066**



Notice: If a person with a disability requires that the meeting be accessible or that materials at the meeting be in an accessible format, call the City Clerk's office at least 48 hours in advance to request adequate accommodations. Tel: (262) 569-2186

- 1. Call to Order, roll call and confirmation of appropriate meeting notification**
- 2. Approval of previous meeting minutes**
 - a. Minutes of March 4, 2026
- 3. Comment from Citizens specific to items on this meeting agenda**
- 4. Regular Business**
 - a. Consider/act on the Food Truck Permit for Bangin' Burgers for a Food Truck Renewal for calendar year 2026, located at 1296 Summit Avenue (Summit Center Marketplace).
 - b. Consider/act on the Food Truck Permit for Anytime Arepas for an initial Food Truck request for calendar year 2026, located at 212 E. Wisconsin Avenue.
 - c. Consider/act on Resolution PC26-R3356 for the Disposition of Public Property consisting of 255 SF to be transferred to 150 E. Wisconsin Avenue.
 - d. Consider/recommend Ordinance 26-O1122 to amend the Planned Development Overlay District PD-3-24 (Pabst Farms Town Centre) for Marcus Corporation, located at the NE corner of I-94 & Summit Ave, tax key OCOC 0633.999.030. (Item was postponed 3/4/26).
 - e. **Consider/recommend Resolution 26-R3361 Vacating a Portion of Olympia Fields Drive, abutting the property with the parcel address of 1400 Summit Avenue.**
- 5. Planning Department Correspondence**
 - a. February
- 6. Adjourn**

Gina Kozlik, City Clerk
City of Oconomowoc

Members of other city governmental bodies (boards, commissions, committees, council, etc...) may attend the above noticed meeting of the Plan Commission in order to gather information. The only action to be taken at the above noticed meeting will be action by the Plan Commission. Plan Commissioners should notify the City Clerk's Office at (262) 569-2186 if they are unable to attend.

City of Oconomowoc
Plan Commission Meeting Minutes
March 4, 2026 - 6:00 PM



Members Present: Valley, Ellis, Magnus, Wickman, Frederick and Gross

Members Absent: Vande Zande

Also Present: Frye, Dehnert, Gallo, Riffle

Chairman Magnus called the Plan Commission meeting to order at 6:00 PM.

Magnus requested a minute of silence for the servicemen and people who lost their lives in the middle east the last 4-5 days.

2. Approval of previous meeting minutes-February 4, 2026:

Motion by Valley to approve the February 4, 2026 minutes; second by Ellis. Motion carried 6-0.

3. Comment from Citizens specific to items on this meeting agenda: None.

4a. Consider/act on the Food Truck Permit for Lai Thai Kitchen for a Food Truck Renewal for calendar year 2026 located at 536 E. Wisconsin Avenue:

Gallo explained the applicant is requesting renewal of his food truck permit for 2026. He had power installed last year; is located on a vacant site; the site contains 2 tables and chairs with room for parking; and the property owner approves of this request. Gallo recommended approval with 5 conditions.

Motion by Ellis to approve the food truck permit for Lai Thai Kitchen at 536 E. Wisconsin Avenue, subject to the 5 conditions listed in the staff report; second by Wickman. Motion carried 6-0.

4b. Consider/act on the Food Truck Permit for Taqueria Doblado for a Food Truck initial request for 2026 located at 202 E. Wisconsin Avenue:

Gallo reported this is for a new food truck permit for this applicant due to changing the location of the truck to their grocery store. The site will also have a previously approved hot dog cart along with the grocery store. The property owner provided a detailed site plan showing parking for 7 vehicles. Gallo was concerned with a 24' long truck being located on a 35' wide lot and questioned snow storage. Gallo noted the property owner has indicated his approval and said they can use the dumpster on the 212 E Wisconsin Avenue parking lot. Gallo added there is a concern by the Clerk's Department that alcohol may be purchased inside the grocery store to be consumed by the food truck or hot dog cart. Gallo was also concerned for pedestrian traffic in the parking lot with cars turning into the grocery store. Members comments included concern with losing parking because of the food truck; agree with Gallo's suggestion that the truck come back in August to see how things are going; asked if people had tried to go out the entrance onto Wisconsin Avenue; and suggested placing tables over by the truck and the hot dog stand. Mike Herro, property owner, said he wants people using the parking stalls at this location and the one next door; 7 stalls are a lot of stalls in the downtown; and the truck should not hinder traffic. Maria on behalf of the owner of the truck said they want to have the tables and chairs by the truck like before; and they will make sure a sign about the alcohol in the grocery store.

Motion by Wickman to approve the food truck permit for Taqueria Doblado at 202 E. Wisconsin Avenue, subject to the 5 conditions listed in the staff report along with a new condition that the applicant must install a sign to inform

the public about the ordinance related to alcohol consumption in a public place; second by Frederick. Motion carried 6-0.

4c. Consider/recommend the Certified Survey Map for 628 George Street to divide 1 residential lot into 2 lots:

Gallo explained the applicant is requesting approval to divide his property into 2 lots. Lot 1 will contain 7,398 sf with the existing home on it. Lot 2 will contain 7,097 sf and should be able to fit an approximate 3,250 sf building. Gallo recommended approval. Members asked if there was any input from the neighbors, and Gallo said there have been none.

Motion by Wickman to recommend the Certified Survey Map at 628 George Street; second by Valley. Motion carried 5-1 (Ellis).

4d. Consider/recommend the Final Plat for Prairie Creek Ridge Addition #11 located at the SW corner of the intersection of Brown Street and CTH K:

Gallo explained this is for approval of a Final Plat for 88 single-family homes in the last phase of this development. A Planned Development Overlay was previously approved, and the Plat contains a variety of lot sizes. Gallo recommended approval. Members thanked the owner for working on affordable housing in this development.

Motion by Ellis to recommend the Final Plat for Prairie Creek Ridge Addition #11 located at the SW corner of the intersection of Brown Street and CTH K; second by Valley. Motion carried 6-0.

4e. Consider/recommend Ordinance 26-O1122 to amend Planned Development Overlay District PD-3-24 on the Pabst Farms Town Centre for Marcus Corporation located at NE corner of I-94 and Summit Avenue, tax key OCOC 0633.999.030:

Gallo explained this property is located in Area 1 of the original Planned Development for Pabst Farms. The current request is to change the layout by moving the entertainment area out along the road and the 5 smaller lots located where the entertainment area was. Gallo said language in the PD ordinance will be updated to reflect this change; Item 11 will be changed to clarify that car washes are prohibited in this area; and a letter was received earlier today from Pabst Farms supporting the amendment. Gallo shared the following concerns: there are 4 car washes within close proximity, and there is concern over the impact it would cause on the existing infrastructure; the kink in the roadway causes an issue for a parking lot; an access point is located near Fleet Farm's road for their yard; the front entrance of the theatre should stand out more; the pie shaped lot of the theatre is over parked; and there are other options so he doesn't want the applicant to think this is the final layout. Eric Olson of B & G Realty on behalf of Marcus Corporation explained the building will be 50-60,000 sf with a set number of parking stalls around it which is why the road has a jog; the uses of the lots along the road are unknown which could affect parking counts; there is an opportunity for improvements to access the parking lot through other roads rather than the one by Fleet Farm; the parking shown by the jog may not even be needed; and has not asked for the change in the PD ordinance regarding car washes. Members asked how often the whole parking lot will be needed; what food/drink will be available; and what about continuing Pabst Road and move the Marcus building more northwest. Olson said summer and Christmas are the busiest seasons; there will be concessions available; and need to keep the road the way it is planned because of the McDonald's. Members comments included there are a lot of issues with this request; not comfortable voting tonight; the relocation of the lots is not the issue-the car wash is; and thinks this item should be postponed and brought back next month. Gallo provided options to the members including action, postponement and/or with conditions. Olson said the car wash is outside of the scope of what they are asking for; the traffic flow is not problematic; their plan is to build this year; they are not proposing the car wash language; and the car wash was allowed at Fleet Farm and this is not equal treatment for similar uses. Gallo said everything is under consideration because the request is to amend the PD; they have to make sure the

development plan works; and he feels some improvements could be made to it. Members suggested any ideas can be presented to Gallo which could be presented at the March 17 Public Hearing.

Motion by Magnus based on just receiving a letter that the members need to read in detail and understand, to postpone action to amend the Planned Development Overlay District PD-3-24 and direct City Staff to work with the Marcus Corporation to try to address some of the things that have been brought up and recommend that if there are any ideas that are positive they can bring them up during the already scheduled public hearing on March 17; second by Ellis. Motion carried 6-0.

4f. Consider/recommend a text amendment to Chapter 18 Platting and Subdivisions to amend Section 18.01(2) Development Type:

Gallo explained this ordinance changes the timeline for approval of condominium plats to match Wisconsin Statutes which require them to be completed within 10 working days or it is considered approved. Gallo said this is a housekeeping item and recommends approval. Members asked if the ordinance could be changed so our code is in compliance with Wis Stats 703.11 and remove the reference to the number of days.

Motion by Ellis to recommend to Council the Subdivision & Platting Ordinance text amendment to amend Section 18.01(2) and create 18.01(3) regarding Condominium Plats and remove the reference to 10 days and refer to the State Statutes; second by Gross. Motion carried 6-0.

5. Planning Department Correspondence

a. January:

Gallo said in the month of January there were no requests for special events; 3 letters sent for non-compliance issues; and 2 request for occupancy of a new business. Gallo congratulated Gross for his 27 years of service to the City and the Mayor for his leadership.

b. Proclamation:

Magnus read the Proclamation for Gross into the record. Members congratulated Gross.

Motion by Gross to adjourn the meeting at 7:35 PM; second by Magnus. Motion carried 6-0.

Chris Dehnert, Deputy City Clerk

Planning Staff Report

City of Oconomowoc

Plan Commission –4/8/2026

Bangin' Burgers

Food Truck Application Review

Summary: The applicant submitted plans for the reapproval of a food truck to operate at 1296 Summit Avenue for the 2026 calendar year. This is a renewal request for a full calendar year food truck for this location.

Property Location: 1296 Summit Avenue, Summit Center Marketplace

Property Owners: Summit Center Marketplace, LLC
Jerry Erdmann
1288 Summit Avenue, Suite 107-266
Oconomowoc, WI 53066

Applicant: Justin Wiercyski
386 Willington Drive
Hartland, WI 53029

Existing Zoning: GC – General Commercial Zoning District



Location Map

Application Overview:

This is the renewal request for a yearly food truck for Bangin' Burgers.

The Planning Department issued a “Temporary” food truck permit for this business in April 2023. By ordinance the Planning Department may issue a temporary permit for food trucks that are not to exceed four months.

The applicant was approved in 2023, 2024 and 2025 by the Plan Commission for an annual permit and now he would like to continue in 2026.

Property owner signed the yearly application.

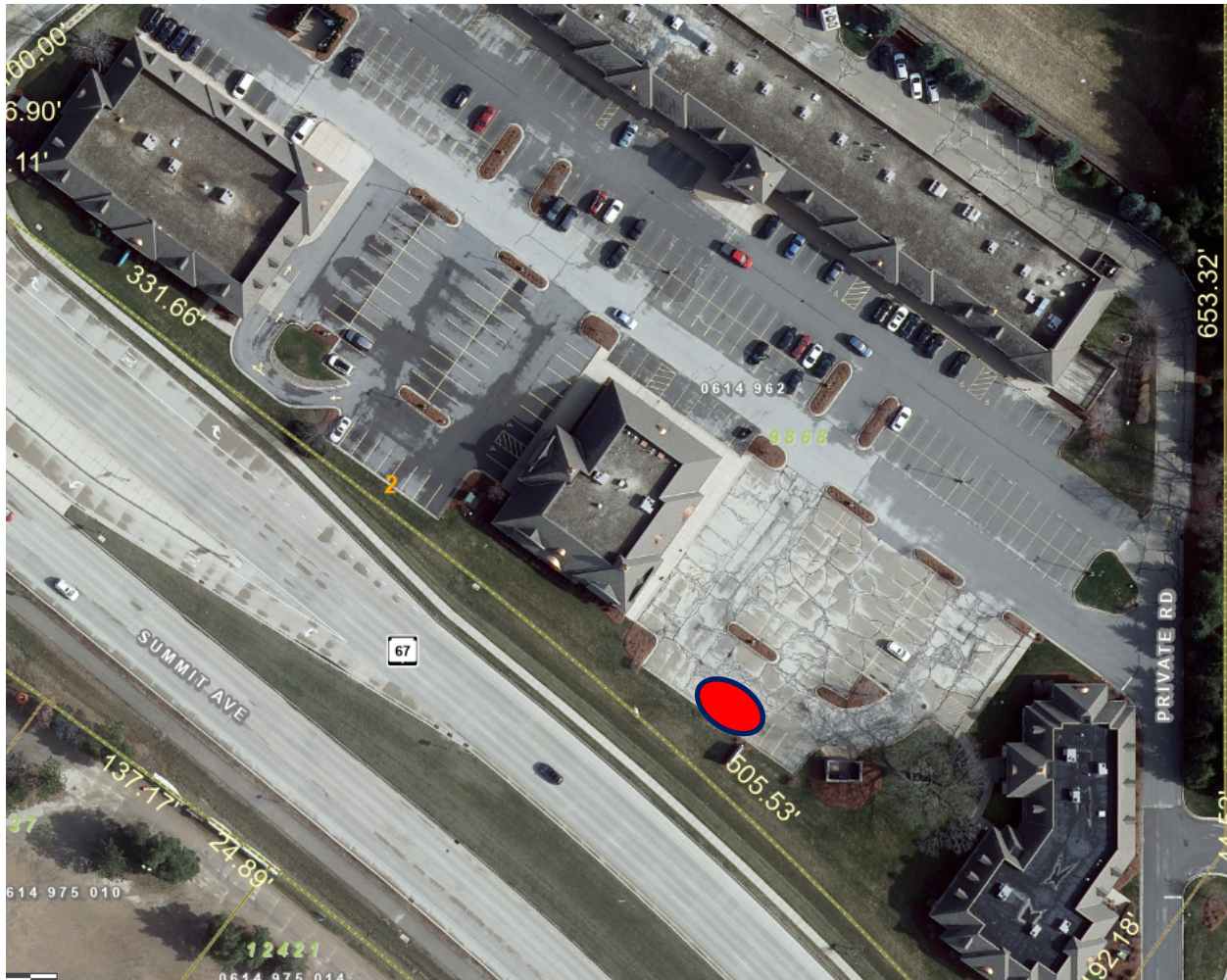
Food Truck Checklist – Per Ordinance 17.111(10)

Very precise requirements were established for food trucks relating to the site plan and their operations. Below is a listing of the requirements:

<u>Requirements</u>	<u>Compliance</u>	<u>Non-Compliance</u>
Application		
Vendor Information	X	
Description of Truck (Photos)	X	
Description of sale items	X	
Vendor License from Waukesha Co.	X	
Site Plan	X	
Property Owner Permission	X	
Plan of Operations	X	
Application Fee	X	
Inspections	X	
Location Requirements		
30' from Residence	X	
10' from Building Entrance	X	
10' from Food Truck	X	
10' from public sidewalk	X	
25' from wetland / waterway	X	
300' from public / private school	X	
Alcohol / Tobacco (not allowed)	X	
Waste Products (keep area clean)	X	
Utilities	X	
Lighting	X	
Litter	X	
Tables / Chairs (two max tables / eight chairs)	X	
Signage (Truck, one sandwich board 2'x3')	X	
Music	X	
Restrooms (not applicable – need 3 trucks)	X	
Overall number of trucks in City (currently at 5)	X	

Truck / Site:

The trucks location and the tables are shown in the application site plan. Below is an aerial photo of the site with the proposed truck location identified.



Seating:

The applicant is allowed by ordinance 2 tables and 8 chairs.

Days / Hours:

The trailer would be open for business from 11:00 am until 7:00 pm, Wednesday through Sundays.

Outside Storage:

The operations include an outdoor trash can, propane tanks, fridge, and tables.

Parking:

There is adequate on-site parking for customers and employees.

Lighting:

No lights.

Signage:

There is signage on the truck.

Planning Comments:

The food trailer conforms with all the zoning regulations.

Recommendation:

Plan Commission **APPROVE** the food truck application plans for Bangin' Burgers at 1296 Summit Avenue, subject to the following:

1. The approval is good until December 31, 2026. Applicant shall come back to the Plan Commission in December for approval to operate in 2027.
2. Applicant is allowed a maximum of 2 tables and seating for 8.
3. One non-truck sign is allowed.
4. Inspections by the Fire District and Building Inspection shall be conducted as needed.
5. The food truck shall only operate between the hours of 10:00am to 10:00pm, Monday thru Sunday.

Submitted by: *Jason Gallo*

Jason Gallo, AICP
City Planner/Zoning Administrator

Record No:
FT-26-3

Food Truck Permit
Application

Status: Active

Submitted On:
2/19/2026

Primary Location

1288 SUMMIT AVE
Oconomowoc, WI
53066

Owner

SUMMIT CENTER
MARKET PLACE II LLC
1288 N SUMMIT AVE
107-266,
OCONOMOWOC, WI
53066-4466

Applicant

 Justin Wiercyski



hartland, wi 53029

Food Truck Permit Application

The following information is required to be included and explained in your submittal.

- 1. Submit a copy of the vendor's license from the Waukesha County Division of Environmental Health. The Waukesha County Division of Environmental Health can be contacted at (262) 896-8300.**
- 2. Complete and submit this application along with a \$500 annual application/license fee for a temporary truck OR a \$1,000 initial fee for a permanent truck (the annual renewal fee for permanent trucks is \$450).**
- 3. Read and agree to the City Ordinance for food trucks and mobile food shops (§17.111(10)).**

City Ordinance §17.111(10) can be found here: Ordinance §17.111(10)

Who is completing this application?*

Other

Is this a temporary or permanent food truck request?*

Permanent Renewal



Name of Food Truck*

Bangin Burgers

Property Owner

Name of Property Owner*

summit center marketplace llc

Property Owner Address Line 1*

1288 summit ave

Property Owner Address Line 2 ?

City*

Oconomowoc

State*

wi

Zip Code*

53066

Property Owner's Phone Number*

[REDACTED]

Property Owner's Email Address*

[REDACTED]

Food Truck Requirements

Please carefully read the City Food Trucks and Mobile Food Shops Ordinance for more complete specifications and restrictions.

Describe the food truck or mobile food shop. What are the dimensions?*

it is roughly 8 ft wide and 16 ft long with 2 picnic tables that seat 4 each and a small shed to keep the area clean

What type of items will be sold from the proposed food truck?*

burgers is our main menu item along with some sides such as smashed fried taters, onion rings and cheese curds

Where will the food truck be located?

Property Address Line 1*

1288 summit ave

Property Address Line 2 ?

City*

Oconomowoc

State*

wi

Zip Code*

53066

Where on the property will the truck be situated?*

towards the roadside of the parking lot.

Please describe the plan of operation for the proposed food truck.

What days and hours will the truck be on site?*

it will be there 24/7 unless at events

What days and hours will sales occur?*

we will mainly operate wednesday through sunday 11-7

How will traffic be managed?*

its wont need to be managed as its a low traffic area

Where will customers park?*

there is plenty of parking in the middle area of the parking lot

How many tables and chairs will be located on site? Where will they be located?*

2 picnic tables that would seat 4 each and to the west side of the trailer

What does the lighting plan for the food truck look like?*

pausing service to go inside anytime fitness til clear

What will the signage look like?*

we have a small sign that is like a sidewalk sign that has a small burger sign

Will customers have access to a restroom? Where will employees use the restroom?*

we have permission to use restrooms at any time fitness and have since we first opened in 2023

Where will waste be disposed? Will there be waste containers on site?*

we have a large trash can that we will then throw into the near by dumpster

Will there be other storage containers present on site?*

we have a shed that is for drinks and storage to keep the area clean

Please include any other information that is pertinent to the operations of the truck.

Applicant's Statement

I hereby certify that this application is complete, true and correct to the best interest of my knowledge. I will do my best to avoid producing excessive noise and other nuisances, to abide by the regulations established in §17.111(10) of the City Zoning Code, and to be a good neighbor. I agree, in consideration of the issuing of this license, to comply with the laws of the State of Wisconsin, and to the provisions of the Municipal Code of Ordinances of the City of Oconomowoc including the provision that this license may be revoked for violations in the ordinance.

Digital Signature*

✓ Justin wercyski
Feb 2, 2026



Jerry Erdmann <jerry@thepropertyadvisor.com>

To Jason Gallo

Cc Justin Wiercyski

Jason:

I hereby approve Bangin Burgers to operate at Summit Center Marketplace for 2026.

Best Regards,

Jerry Erdmann

970 S. Silver Lake Street, Suite 103

Oconomowoc, WI 53066

262-569-5922 ext. 4

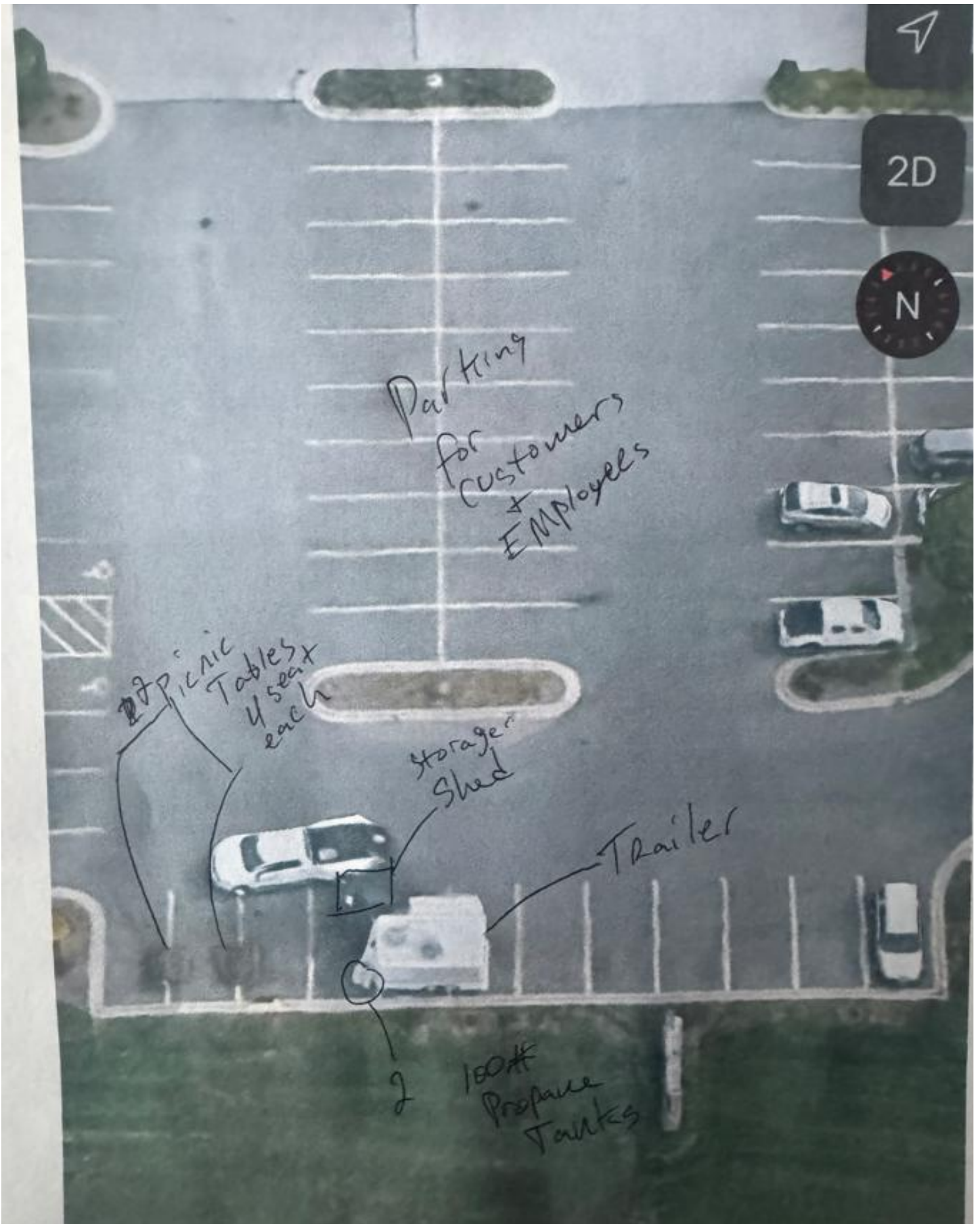
262-719-4635 – mobile



OPTIMIZING PROPERTIES. ACTUALIZING POTENTIAL.



POWERBROKER™





WAUKESHA COUNTY
DEPARTMENT OF PARKS AND LAND
USE
Division of Environmental Health

License, Permit or Registration

The person, firm, or corporation whose name appears on this license is hereby authorized to operate the facility indicated below. The operation and maintenance of the facility shall be in accordance with the Waukesha County Code. This is not a zoning permit.

ACTIVITY	EXPIRATION DATE	I.D. NUMBER
Retail Food - Serving Meals, Mobile - Moderate Complexity	30-Jun-2026	HDEH-CQJVVJ
LICENSEE MAILING ADDRESS	BUSINESS / ESTABLISHMENT ADDRESS	
BANGIN BURGERS, LLC	BANGIN BURGERS	
386 MILLINGTON DR	VIN# 1W9XE2147K1049354	
HARTLAND WI 53029	OCONOMOWOC WI 53066	



WAUKESHA COUNTY
DEPARTMENT OF PARKS AND LAND
USE
Division of Environmental Health

License, Permit or Registration

The person, firm, or corporation whose name appears on this license is hereby authorized to operate the facility indicated below. The operation and maintenance of the facility shall be in accordance with the Waukesha County Code. This is not a zoning permit.

ACTIVITY	EXPIRATION DATE	I.D. NUMBER
Retail Food - Serving Meals, Mobile Base - Moderate Complexity	30-Jun-2026	HDEH-D6KQNB
LICENSEE MAILING ADDRESS	BUSINESS / ESTABLISHMENT ADDRESS	
BANGIN BURGERS, LLC	BANGIN BURGERS	
386 MILLINGTON DR	105 MAIN ST	
HARTLAND WI 53029	OCONOMOWOC WI 53066	

Planning Staff Report

City of Oconomowoc

Plan Commission – 4/8/2026

Anytime Arepas Food Truck

Food Truck Application Review

Summary: The applicant submitted plans for the initial food truck approval to operate at 212 E. Wisconsin Avenue for the 2026 calendar year. Previously a different truck (Taqueria Doblado) has been operating at this location.

Property Location: 212 E. Wisconsin Avenue
Tax Key Number OCOC 0563.086

Property Owners: Sandy Creek, LLC
156 E. Wisconsin Avenue
Oconomowoc, WI 53066

Applicant: Leonel (Leo) Farfan
1525 Green Street, Apt. 416
Sheboygan, WI

Existing Zoning: MC – Mixed-Use Commercial Zoning District



Location Map

Application Overview:

The truck is requesting initial approval by the Plan Commission for 2026. If the applicant is approved and wants to return in 2027, a renewal permit is required.

Very precise requirements were established for food trucks relating to the site plan and their operations. Below is a listing of the requirements:

Food Truck Checklist – Per Ordinance 17.111(10)

<u>Requirements</u>	<u>Compliance</u>	<u>Non-Compliance</u>
Application		
Vendor Information	X	
Description of Truck (Photos)	X	
Description of sale items	X	
Vendor License from Waukesha Co.	X	
Site Plan	X	
Property Owner Permission	X	
Plan of Operations	X	
Application Fee	X	
Inspections	X	
Location Requirements		
30' from Residence	X	
10' from Building Entrance	X	
10' from Food Truck	X	
10' from public sidewalk	X	
25' from wetland / waterway	X	
300' from public / private school	X	
Alcohol / Tobacco (not allowed)	X	
Waste Products (keep area clean)	X	
Utilities	X	
Lighting	X	
Litter	X	
Tables / Chairs (two max tables / eight chairs)	X	
Signage (Truck, one sandwich board 2'x3')	X	
Music	X	
Restrooms (not applicable – need 3 trucks)	X	
Overall number of trucks in City	X	

Truck / Site:

The Truck, the location and the tables are shown on the submitted site plan.

Seating:

Per the ordinance, they are only allowed two tables and up to 8 seats. These trucks are intended to be street food, not full restaurants. The truck has only 2 tables that allows up to eight people to sit, four per table. The seating is in compliance with the ordinance.

Other uses on site:

The garbage dumpster is enclosed.



Parking:

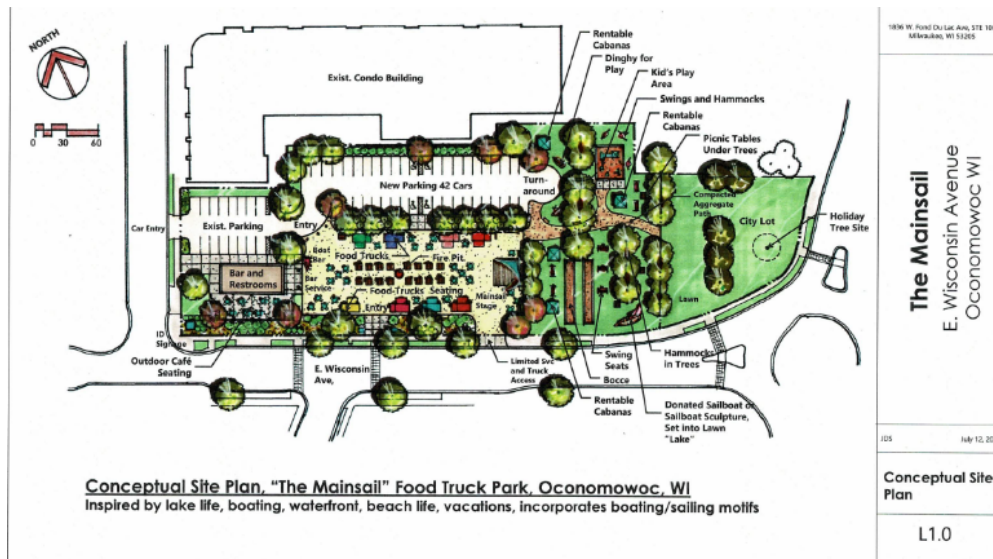
There is adequate on-site parking for customers and employees.

Lighting:

There is no lighting on site for this use.

Future Development:

It should also be noted that this site may develop into a full food truck court. If this happens, the overall plan will need to be reviewed by both the Plan Commission and Common Council. The time frame for this is unknown.



Planning Comments:

This area is a catalytic redevelopment area & tax incremental district (TID). This is not the highest and best use of the property or tax increment generator. The zoning ordinance does allow this use to occur. Hopefully in the near future, the property owner will either expand the operations into a more established food truck court or have the trucks removed & develop into a substantially higher value Downtown establishment.

Inspections are required by both the Fire District and Building Inspection Departments. It has been noted there are electrical and utility connections to the adjacent buildings. These connections should be verified that they are safe, appropriate and acceptable.

Recommendation:

Plan Commission **APPROVE** the food truck renewal application for Anytime Arepas at 212 E. Wisconsin Avenue, subject to the following:

1. The approval is good until December 31, 2026. Applicant shall come back to the Plan Commission in December for approval to operate in 2027.
2. Applicant is allowed a maximum of 2 tables and seating for 8.
3. Inspections by Fire District and Building Inspection shall be conducted as needed.
4. Hours of operation shall be only conducted between 10am to 10pm, daily.

Submitted by: Jason Gallo

Jason Gallo, AICP
City Planner/Zoning Administrator

Jason Gallo

From: Sarah Milker <[REDACTED]>
Sent: Wednesday, March 25, 2026 8:34 AM
To: Jason Gallo
Subject: Food trucks from other jurisdictions .

Hi Jason,

I got your voice mail. I am confirming that a food truck licensed anywhere in Wisconsin is allowed to operate within Waukesha County since all state mobile and transient/temporary licenses are reciprocated. We typically rely on the mobile's licensing jurisdiction to perform the mobile's routine inspections, but we reserve the right to inspect the truck at any time and charge an inspection fee when they are in Waukesha County. All mobiles are required to return to their service base every 24 hours it is in operation unless they also have a service base license at their parked location. Mobiles should also be able to provide both their mobile license and their service base license. Some mobiles may use their restaurant as their service base if they already have a licensed brick-and-mortar restaurant. Please let me know if you have any questions.

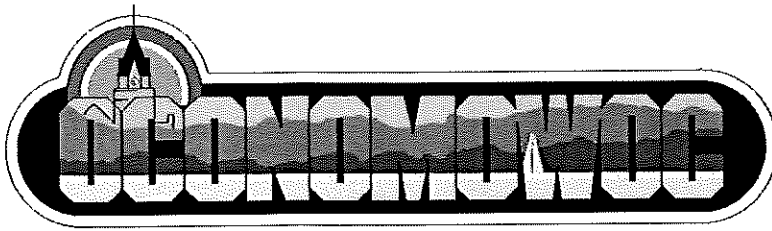
Cheers,



Sarah Milker, REHS
Environmental Health Sanitarian
Dept. Parks and Land Use
Environmental Health
Phone: 262. [REDACTED]
[www.\[REDACTED\]](http://www.[REDACTED])

Confidentiality: This e-mail is intended for the specific delivery to and use by the person(s) to whom it is addressed. If you have received this e-mail in error, you are notified that any disclosure, copying, distribution and use of this e-mail or any attachment is prohibited. Please reply to the sender immediately if you have received the e-mail in error, and delete the original and any copy from your computer. Thank you.

Notice: Waukesha County is subject to Wisconsin's Public records law.



Food Truck Permit Application

ORDINANCE §17.111(10)

Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

The following information is required to be included and explained in your submittal.

1. Submit a copy of the vendor's license from the Waukesha County Department of Health.
 - a. The Waukesha County Division of Environmental Health can be contacted at (262) 896-8300.
2. Complete and submit this application form along with a \$500 annual application/license fee for a temporary truck OR a \$1000 initial fee for a permanent truck (the annual renewal fee for permanent trucks is \$450), payable to the City of Oconomowoc (Cash or Check only).
3. Read and agree to the City Ordinance for food trucks and mobile food shops (§17.111(10)).

Name of Applicant requesting the permit: Leo Farfan

Applicant's Address (include city, state and zip code): 1525 Green St. APT 416. Sheboygan, WI

Applicant's telephone number: (414) 802 1292

Applicant's email address: anytimearepa@gmail.com

If you are not the Property Owner, please fill out the following:
Property Owner: _____
 Property Owner's Address (include city, state and zip code): _____
 Property Owner's telephone number: _____
 Property Owner's email address: _____

*The Property Owner shall email consent for the operation of a food truck on the property to the Planning Department:
 Jason Gallo, jgallo@oconomowoc-wi.gov or Kristi Weber, kweber@oconomowoc-wi.gov*

Applicant's Statement:

I hereby certify that this application is complete, true and correct to the best interest of my knowledge. I will do my best to avoid producing excessive noise and other nuisances, to abide by the regulations established in §17.111(10) of the City Zoning Code, and to be a good neighbor. I agree, in consideration of the issuing of this license, to comply with the laws of the State of Wisconsin, and to the provisions of the Municipal Code of Ordinances of the City of Oconomowoc including the provision that this license may be revoked for violations to the ordinance.

Leonel E. Farfan A-

Applicant's Print Name

Applicant's Signature

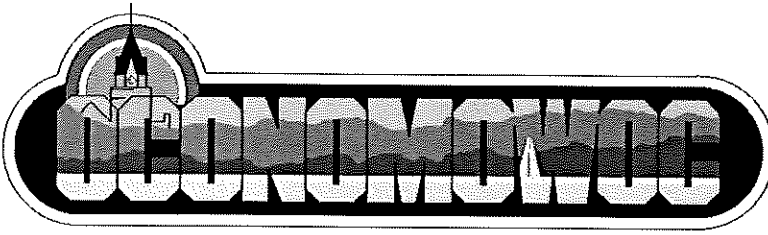
3/18/2020

Date

PLANNING DEPT. OFFICE USE

Approved On: _____

Staff Initials: _____



Food Truck Permit Application

ORDINANCE §17.111(10)

Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

Food Truck Requirements:

Please carefully read the City Food Trucks and Mobile Food Shops Ordinance for more complete specifications and restrictions.

Additional Questions:

1. Describe the food truck or mobile food shop. What are the dimensions?

Make: Chevrolet

Year: 1991

Color: Black

Dimensions: 21' long x 7' wide x 12' Height

2. What type of items will be sold from the proposed food truck?

Anytime Arepa Gluten Free Kitchen

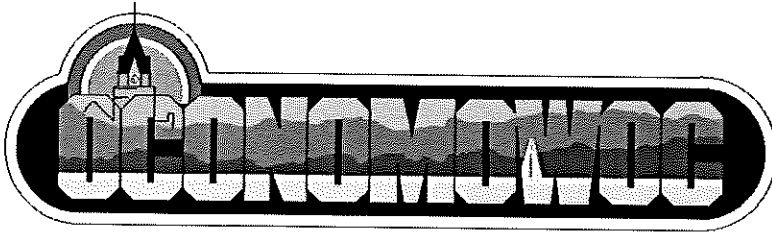
offers: Arepas and Empanadas

Traditional food from Venezuela

3. Where will the food truck be located? What is the address of the property? Where on the property will the truck be situated?

Address: 298 E. Wisconsin Ave.

located: 5' separated from the wall, next to the Oconomowoc Public Market Building.



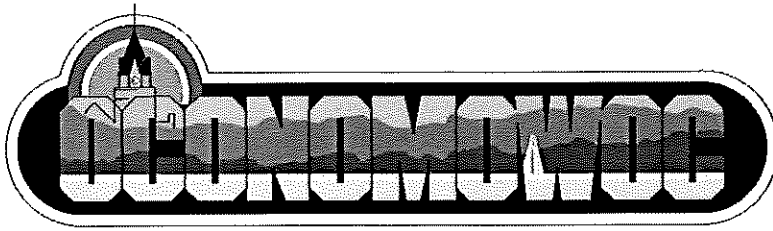
Food Truck Permit Application

ORDINANCE §17.111(10)

Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

Use this space to provide an accurate site plan, identifying where the food truck or mobile food shop will be located. Use additional paper if needed. At a minimum, please include existing structures on the property, location of proposed food truck, setbacks, and street locations.





Food Truck Permit Application

ORDINANCE §17.111(10)

Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

4. Please describe the plan of operation for the proposed food truck.

a. What days and hours will the truck be on site?

Tuesdays to Sundays = 11am to 9pm

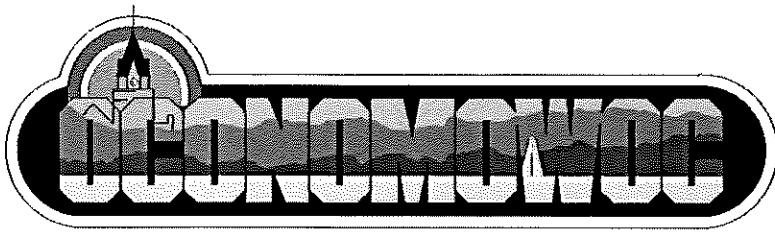
b. What days and hours sales will occur?

Tuesday: 11am to 9pm
Wednesday: 11am to 9pm
Thursday: 11am to 9pm
Friday: 11am to 9pm
Saturday: 11am to 9pm
Sunday: 11am to 8pm

c. How will traffic be managed?

d. Where will customers park?

- Customers will park at the parking lot.
- Delivery Drivers can also park at the parking lot.



Food Truck Permit Application

ORDINANCE §17.111(10)

Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

- e. How many tables and chairs will be located on site? Where will they be located?

One table or two. -

- f. What does the lighting plan for the truck look like?

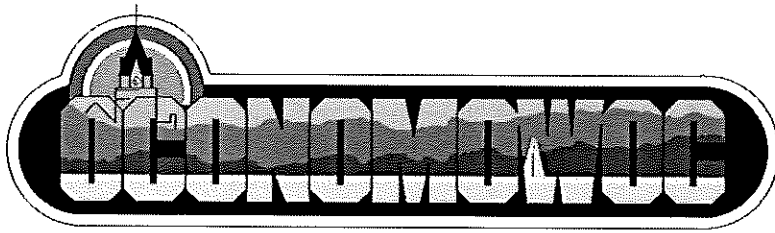
Standar "led" lighting for
the Menu and logo.
Full Kitchen lighting inside the
truck. -

- g. What will signage look like?

Logo + Brand Logo
Menu.

- h. Will customers have access to a restroom? Where will employees use the restroom?

NO access to a restroom - -



Food Truck Permit Application
ORDINANCE §17.111(10)

Department of City Planning
174 E. Wisconsin Avenue Oconomowoc, WI
www.oconomowoc-wi.gov | 262.569.2166

- i. Where will waste be disposed? Will there be waste containers on site?

We will have trash and Waste container on site.

- j. Will there be other storage containers present on site?

Used oil container.

- k. Please include any other information that is pertinent to the operations of the truck.

Electricity : 400 amp.
Water supply
Water Discharge
Propane gas service

March 20, 2026

To whom it may concern:

I grant permission for Leo Farfan to lease space at 212 E. Wisconsin Avenue to use the site for Anytime Arepa Food Truck. The lease would be for the 2026 calendar year.

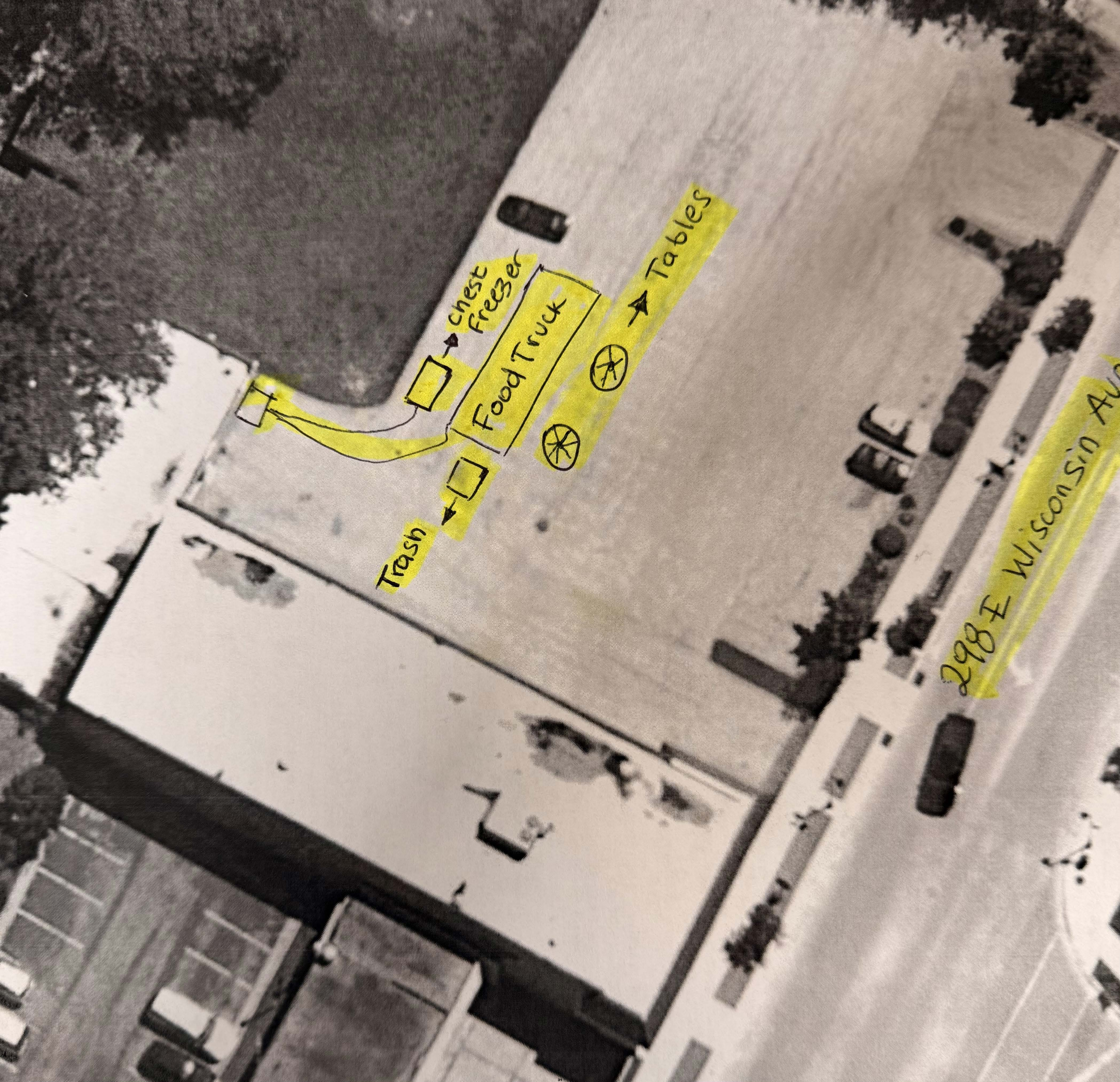
Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Herro", with a long horizontal flourish extending to the right.

Michael Herro

Sandy Creek LLC – Member



Trash



Chest Freezer

Food Truck



Tables

298 E Wisconsin Ave

298 E Wisconsin Ave

379723

FOOD PEDDLER MOTORIZED (RESTAURANT)

FPMREST - 0002098

EFF DATE: 05/09/2025 EXP DATE: 05/08/2026



Jan R Dylun

city clerk

www.milwaukee.gov/license

SALAS MOLINA, MARIA E, AGENT
ANYTIME AREPA FOOD SERVICES LLC
275 W WISCONSIN AV #100
MILWAUKEE, WI 53203-2303

ALDERMANIC DISTRICT 04

Food Est Num: 2098
Unique Identifier: 0947

Vehicle Information:

PERMIT NO: 0947

1991 CHEVROLET WMMIS GRAY TRUCK

VIN: 1GHP32J4M3310022

PLATE: EC74668



City Hall - Room 105 - 200 East Wells Street - Milwaukee, WI 53202-3570 - Phone (414) 286-2238 - Fax (414) 286-3057
Email: license@milwaukee.gov - Website: www.milwaukee.gov/license

city of milwaukee
www.milwaukee.gov/license



Jan R Dylun

city clerk



license required to be displayed or carried

EXPIRATION DATE: 05/08/2026

LIC. NO: FPMREST 0002098

LICENSE: FOOD PEDDLER MOTORIZED (RESTAURANT)

SALAS MOLINA, MARIA E, AGENT
ANYTIME AREPA FOOD SERVICES LLC
275 W WISCONSIN AV #100
MILWAUKEE, WI 53203-2303

Empanadas

- Chicken
- Cheese
- Ground beef
- Dominó
(Black Beans + Cheese)
- Pabellón \$7.99
(Shredded Beef +
S. Plantains + Beans)

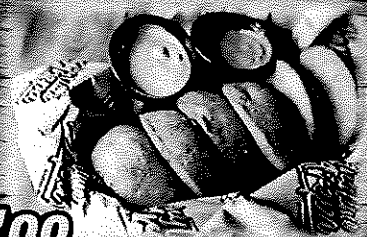
\$7.49



One salsa included

Mini Empanadas Basket

- 2 Beef
- 2 Chicken
- 2 Cheese



\$17.99

Two salsas included

Sides

- Black Beans / Cheese
- Sweet Plantains / Cheese
- 50-50 / Cheese

\$6.95



Drinks



- Mango Nectar Juice \$4.99
- Coconut Water \$3.99
- Malta
- Soda \$2.00



→ Passion fruit Juice

Arepas

Build your Own



STEP 1

Choice of

- *Chicken Arepa*
- *Pork Arepa*
- *Veggie Arepa*

\$12⁹⁹

(Black Beans and Sweet Plantains)

- *Beef Arepa*

(Brisket beef)

\$13⁹⁹



GLUTEN FREE

STEP 2

Choice of

- *Black Beans*
- *Sweet Plantains*



STEP 3

Choice of Cheese

One salsa included

- *Cheddar*
- *Feta*
- *M. Jack*

STEP 4

Choice of Salsas

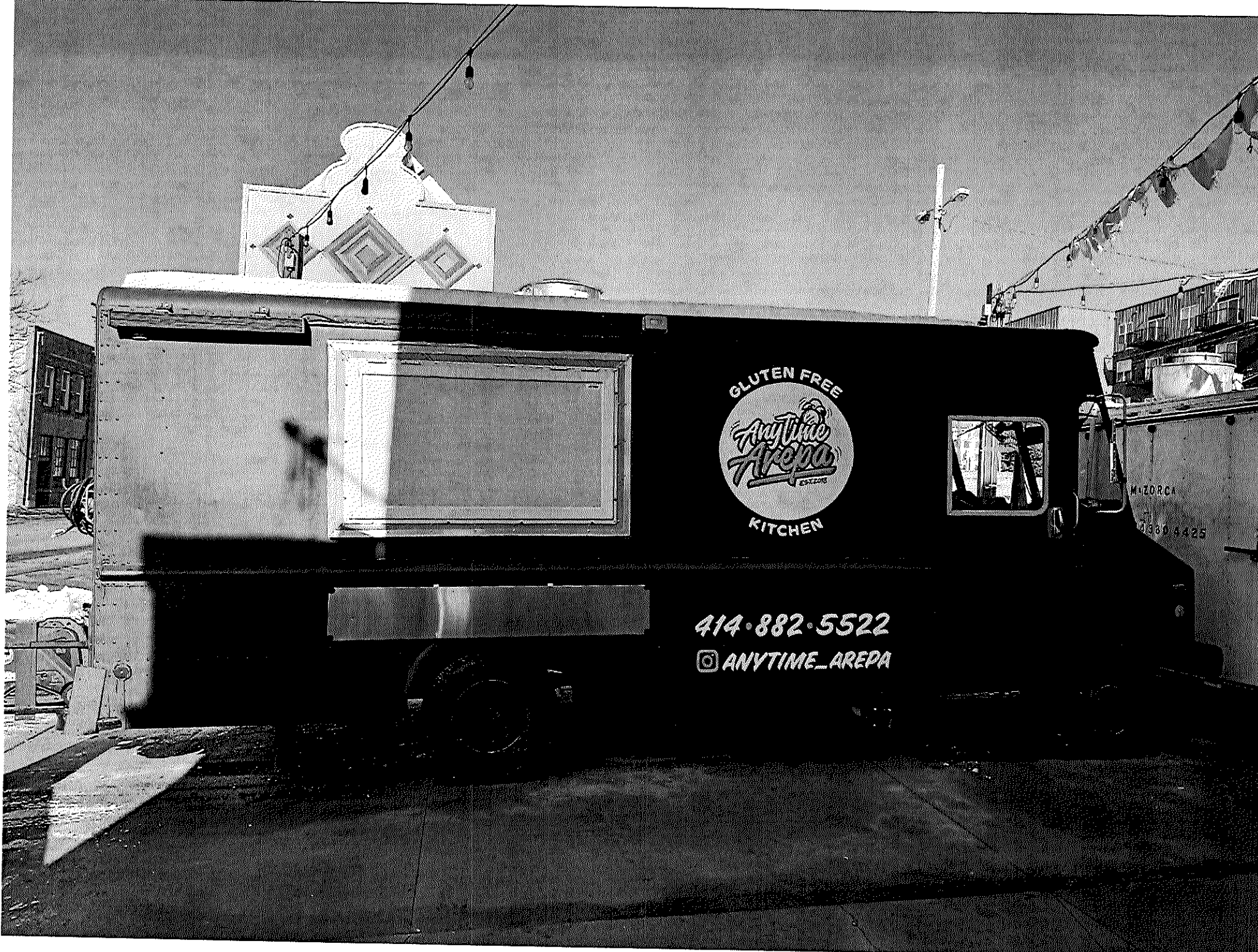
- *Garlic (Mayo based)*
- *Spicy (Vegan-Veggie)*
- *Avocado (Vegan-Veggie)*

- *Extra \$1⁰⁰*



ORDER ONLINE

FRESH FOOD COULD TAKE
A WAITING TIME OF 10 - 15 MIN.
WE APPRECIATE YOUR PATIENCE.
THANK YOU FOR COMING.



GLUTEN FREE
Anytime Arepas
KITCHEN

414-882-5522

📷 ANYTIME_AREPA



MEMORANDUM

PLANNING DEPARTMENT

Date: March 26, 2026
To: Plan Commission Members
From: Mark Frye, City Administrator / Jason Gallo, City Planner
Re: WAO, LLC – Parcel / Land Sale – Resolution 26-R3349

RELATES TO THE STRATEGIC PLAN

Strategic Goal – Focus on Community Growth – A. Research & Plan for City Development
3. Promote Downtown Development

BACKGROUND

The City was approached by a Downtown property owner to purchase 255 SF of a remnant parcel owned by the City, to be attached to neighboring property of 150 E. Wisconsin Avenue. In accordance with Wisconsin Statute §62.23(5), matters related to public property disposition are to be referred to the Plan Commission for recommendation to the Common Council.

ADDITIONAL ANALYSIS

The area has a trapezoid shape and is located between two existing buildings. The owner’s intent is to purchase the land from the City and attach it to the property they own at 150 E. Wisconsin Avenue. The area will be an employee break area. The City is currently doing nothing with the area and has no future plans for the land.

FINANCIAL IMPACT

The City and Property Owner have discussed the future sale of this area. A sale price has been agreed upon based on the average assessed land value of the abutting properties.

RECOMMENDATION

Staff recommend accepting the WAO, LLC remnant parcel proposal, and direct the Mayor, City Staff and City Attorney to finalize the real estate transaction.

SUGGESTED MOTION

Motion to approve Resolution 26-R3349 Authorizing the Sale of City Owned Real Estate located adjacent to 150 E. Wisconsin Avenue.

**PLAN COMMISSION
RESOLUTION NO. PC-R3356**

RESOLUTION RECOMMENDING SALE OF PUBLIC PROPERTY

WHEREAS, in accordance with Wisconsin Statute §62.23(5), matters related to public property sale are to be referred to Plan Commission for recommendation to the Common Council; and

WHEREAS, the City was approached by WAO, LLC, business owner at 150 E. Wisconsin Avenue related to the acquisition of a 255 square foot remnant parcel; and

WHEREAS, the applicant identified the use of the space will be a future break area for the employees of said adjacent business; and

WHEREAS, City Staff investigated the opportunity and determined that no adverse impacts would result if sold.

NOW THEREFORE BE IT RESOLVED THAT, the Plan Commission recommends the sale of public property located adjacent to 150 E. Wisconsin Avenue as described in Exhibit A.

DATED: April 8, 2026

CITY OF OCONOMOWOC

By: _____
Dean Frederick, Acting Chairman
Plan Commission

ATTEST:

Christine Dehnert, Secretary

Exhibit A

PROPOSED LEGAL DESCRIPTION

(PROPOSED PARCEL TO BE TRANSFERRED)

BEING A PART OF LOT 14 OF FOWLER WATERFRONT ASSESSOR'S PLAT LOCATED IN THE NW. 1/4 OF THE SW. 1/4 OF SECTION 33, T.8N., R.17E., CITY OF OCONOMOWOC, WAUKESHA COUNTY, WISCONSIN, MORE FULLY DESCRIBED AS FOLLOWS:
BEGINNING AT THE NORTHERLY CORNER OF LOT 8 OF FOWLER WATERFRONT ASSESSOR'S PLAT; THENCE S61°27'11"E, ALONG A NORTHEASTERLY LINE OF SAID LOT 8, 30.68 FEET; THENCE S2°48'00"E, ALONG A EASTERLY LINE OF SAID LOT 8, 16.46 FEET TO THE POINT OF BEGINNING OF HEREINAFTER DESCRIBED LANDS; THENCE S61°27'11"E, 19.99 FEET; THENCE S28°29'27"W, ALONG THE EXTENDED SOUTHEASTERLY LINE OF SAID LOT 8, 17.27 FEET TO THE EASTERLY-NORTHEASTERLY CORNER OF SAID LOT 8; THENCE N61°27'11"W, ALONG A NORTHEASTERLY LINE OF SAID LOT 8, 9.49 FEET; THENCE N2°48'00"W, ALONG AN EASTERLY LINE OF SAID LOT 8, 20.22 FEET TO THE POINT OF BEGINNING OF DESCRIBED LANDS. SAID LANDS CONTAINING 255 SQ.FT. (0.006 ACRE).

Jason Gallo
Oconomowoc City Planner

RE: WAO LLC - Remnant parcel purchase and attachment to 150 E. Wisconsin Avenue

Hello Jason,

Attached please find the Plat of Survey, GIS Map and photographs of the 255 square foot remnant parcel we are interested in purchasing from the city so it may be attached to the neighboring property of 150 E. Wisconsin Avenue.

Please put me on the necessary committee agendas to discuss this endeavor.

Thank you so much,

Ken



Ken Herro
Oconomowoc Realty LLC
262-853-0246

PLAT OF SURVEY

PART OF LOT 14 OF FOWLER WATERFRONT ASSESSOR'S PLAT LOCATED IN THE NW. 1/4 OF THE SW. 1/4 OF SECTION 33, T.8N., R.17E., CITY OF OCONOMOWOC, WAUKESHA COUNTY, WISCONSIN.

LAND MARK
ENGINEERING SCIENCES, INC.

119 COOLIDGE AVE., SUITE 100
WAUKESHA, WI 53186
(414) 719-2769
landmark-engineering@live.com

LEGEND

- ⊙ - 3/4" REBAR FOUND (UNLESS OTHERWISE STATED)
- ⊕ - CROSS FOUND

SURVEYOR:
MARK AUGUSTINE, PLS

SURVEY FOR:
RIGSBY GROUP INC.

PROPERTY:
150 E WISCONSIN AVENUE
OCONOMOWOC, WI 53066

PROPOSED LEGAL DESCRIPTION

(PROPOSED PARCEL TO BE TRANSFERRED)

BEING A PART OF LOT 14 OF FOWLER WATERFRONT ASSESSOR'S PLAT LOCATED IN THE NW. 1/4 OF THE SW. 1/4 OF SECTION 33, T.8N., R.17E., CITY OF OCONOMOWOC, WAUKESHA COUNTY, WISCONSIN, MORE FULLY DESCRIBED AS FOLLOWS:
BEGINNING AT THE NORTHERLY CORNER OF LOT 8 OF FOWLER WATERFRONT ASSESSOR'S PLAT; THENCE S61°27'11"E, ALONG A NORTHEASTERLY LINE OF SAID LOT 8, 30.68 FEET; THENCE S2°48'00"E, ALONG A EASTERLY LINE OF SAID LOT 8, 16.46 FEET TO THE POINT OF BEGINNING OF HEREINAFTER DESCRIBED LANDS; THENCE S61°27'11"E, 19.99 FEET; THENCE S28°29'27"W, ALONG THE EXTENDED SOUTHEASTERLY LINE OF SAID LOT 8, 17.27 FEET TO THE EASTERLY-NORTHEASTERLY CORNER OF SAID LOT 8; THENCE N61°27'11"W, ALONG A NORTHEASTERLY LINE OF SAID LOT 8, 9.49 FEET; THENCE N2°48'00"W, ALONG AN EASTERLY LINE OF SAID LOT 8, 20.22 FEET TO THE POINT OF BEGINNING OF DESCRIBED LANDS. SAID LANDS CONTAINING 255 SQ.FT. (0.006 ACRE).



NOTES:

1. EASEMENTS, IF ANY, ARE NOT SHOWN.
2. THE SURVEYOR TAKES NO RESPONSIBILITY FOR ANY UNDERGROUND STRUCTURES OR BURIED MATERIALS SUCH AS FOUNDATIONS, WELLS, SEPTIC, HOLDING TANKS, UTILITIES, HAZARDOUS MATERIALS, OR ANY OTHER ITEMS OF WHICH NO EVIDENCE CAN BE FOUND ON THE SURFACE BY A VISUAL INSPECTION.
3. THE FIELD WORK WAS COMPLETED ON OCT. 22, 2025.

SURVEYOR'S CERTIFICATE:

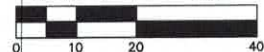
I HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND, IN MY PROFESSIONAL OPINION, THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

THIS SURVEY IS MADE FOR THE USE OF THE PRESENT OWNERS OF THE PROPERTY, AND ALSO THOSE WHO PURCHASE, MORTGAGE, OR GUARANTEE THE TITLE THERETO WITHIN ONE (1) YEAR FROM DATE HEREOF.

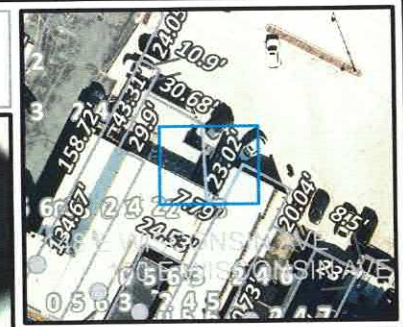
PROJECT # 4294.00



SCALE: 1" = 20'



BEARINGS ARE REFERENCED TO THE WEST LINE OF THE SW 1/4 OF SECTION 33-8-17 ASSUMED AS S01°31'0"W.



Legend

- Site Address
- Tax Parcels
- Assessor Plat Assessor
- CSM CSM
- Condominium Condomi
- Subdivision Subdivisi
- Points of Interest

RGB

- Red: Band_1
- Green: Band_2
- Blue: Band_3

SEWRPC, Waukesha County Land Information Office



The information and depictions herein are for informational purposes and Waukesha County specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Waukesha County will not be responsible for any damages which result from third party use of the information and depictions herein, or for use which ignores this warning.

Notes

Printed Date: 2/24/2026 11:46 AM



Planning Staff Report

City of Oconomowoc
Plan Commission –4/8/2026

Pabst Farms Town Centre

Planned Development Amendment

Summary: An application was submitted to amend the existing Pabst Farms Town Centre Planned Development (PD-3-24). The area being amended is 16.53 acres located on the NE corner of Summit Avenue and I-94, consisting of parcel tax key number OCOC 0633-999-030.

Property Location: Located at the NE corner of Summit Avenue and I-94

Property Owner: B&G Realty LLC and B&G Exchange I LLC
111 E. Kilbourn Avenue Suite 1200
Milwaukee, WI 53202-6628

Applicant: Eric Olson, Director of Real Estate
Marcus Corporation
Address Same as Owner

Current Zoning: GC General Commercial w/ Planned Development Overlay
Proposed Zoning: Same, modification to the General Development Plan



Location Map

History: (Changes from prior report in bold font)
(Existing Planned Development)

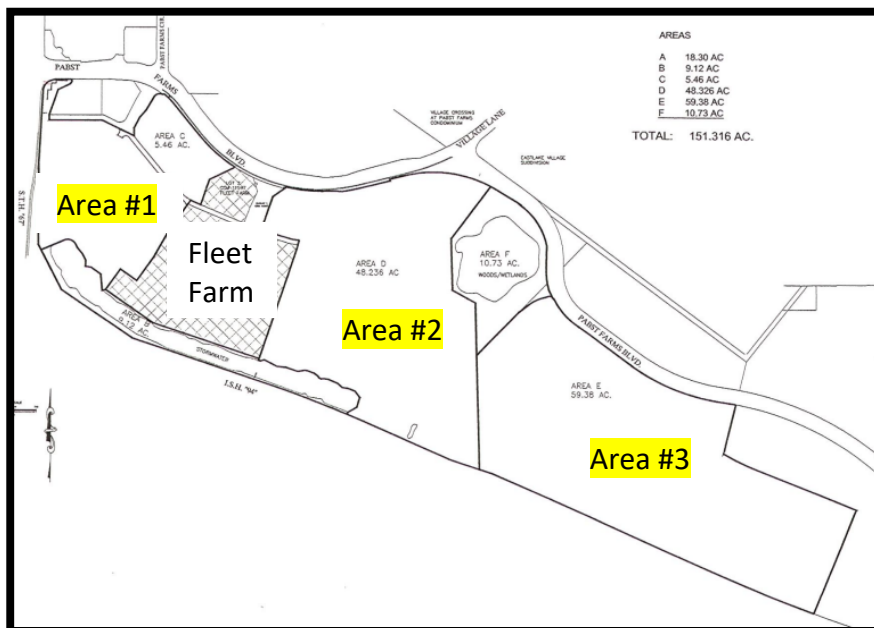
This site is part of an approved Planned Development Overlay called the Pabst Farms Town Centre. The PD was first submitted to the City in 2006 (18 years ago). The site has gone through several renditions and has evolved. The most recent General Development Plans approval was in 2024. To date the overall PD area has been constructed with Fleet Farm, UW Credit Union, a retail multi-tenant building, and the Pabst 59 mixed use development with Innovation Buildings and Apartments have been approved. There was also a McDonalds Restaurant approved along Summit Avenue. The Town Centre area is being developed per the approved General Development Plans.

At the time of the last approval, this 16.5-acre site located between Fleet Farm and Summit Avenue, was shown with four different layouts as the end user was not finalized in 2024. There were talks with Marcus, so one of the options was for this area to be designated as “Entertainment Use”. Marcus had little input in the overall layout.

This item was discussed by the Plan Commission on March 4th, 2026. During that meeting the application was postponed to the April meeting. The applicant has made several changes and updated the plan sheets. The six site plan updates are explained in the attached letter dated March 24, 2026. There is a new request to increase the proposed lot coverage from the district allowance of 75% to 90%.

(Proposed Planned Development)

Since that time, Marcus has purchased 16.5 acres. They are asking to reconfigure the 16.5-acre area shown as Area #1 in the prior staff report.



Language below was included in the previous Planning Staff Report in 2024.

“Area #1

The applicant (Peter Bell, Pabst Farms) does not know what the final layout will be for area #1. Most likely, the GDP for these lands will be amended once plans are finalized. In the submittal, there are 4 options for this area. Three with layouts of various building footprints and one general layout that discusses a future entertainment venue. The applicant is asking for flexibility from the City to allow development on this particular site as the market allows. Staff feels this is an incredibly important location in the City, being a gateway to the City for people exiting from I-94 or driving into the City from Summit Avenue.”

With that said, a condition was placed in the Planned Development Ordinance that stated:

Condition #1

“When the specific layout is determined for his part of PD-3-24, the applicant shall return to the City Plan Commission and Common Council for final approval of said General Development Plan for this portion of the Town Centre area.”

Summary:

This application basically flips the layout to have the major entertainment use building further away from I-94 and closer to Town Centre Way. Staff feels due to the topography of I-94 off-ramp and Summit Avenue; they want better visibility of the entertainment use building. The other 5 outlots are being moved from abutting Town Centre Way, to being closer to I-94 and Summit Avenue.

Use:

There is no Comprehensive Plan Amendment or Rezoning of the underlying districts being requested. The current zoning is GC; General Commercial and the zoning is to remain in effect. Future uses will be required to conform with the underlying zoning.

Site Plan:

The Plan Commission is only acting on the Planned Development (PD) zoning amendment. Detailed Site Plans will come back for review in the future.

Staff feels the changes made by the applicant since the March Plan Commission meeting will improve the traffic flow and the individual layouts for the proposed lots.

Architecture:

The Architectural Commission will review all the buildings for design, materials & colors. Planning Staff will ensure the building design is compatible with the existing development.

Lot Coverage:

Since the March Plan Commission meeting, it was determined the proposed lot coverage may exceed the underlying zoning requirement of a maximum of 75%. This includes the building rooftop and all parking and driveway areas. Since the stormwater is directed to an off-site detention pond, this area was set up to maximize lot coverage. The City confirmed that the stormwater area can accommodate the requested increase from 75% coverage to 90%. Per the attached email, the pond will be able to handle the increased run-off.

Planner’s Final Thoughts:

Overall Planning is very pleased that Marcus is moving forward with development on the lands they purchased. This area was not finalized in 2024, and it was well documented that this area was to be changed sometime in the future. That time is now.

Overall Staff understands the importance of having good visibility of the entertainment building and supports the flipping of the general development plan. The City is not approving the specific site plan and proposed uses at this time.

The other change in the PD ordinance that Planning Staff wanted to clarify was in Condition #9 – Developer Prohibited Uses. In-Vehicle Sales and Service was identified as a prohibited use, except for banks, financial institutions, pharmacies and restaurants. All other vehicle drive-thru uses are therefore prohibited. Staff added “carwashes are prohibited” to clarify that carwashes are not allowed. It was the intent when the PD was initially drafted not to allow vehicle related uses within this area of the City.

Other than language in Condition #1 – General Development Plan, **Condition #10 increasing the maximum lot coverage**, & Condition #11 – Prohibited Uses, all other language is the same as the prior PD Ordinance approved in 2024.

Recommendation:

1. Plan Commission **Recommend** Ordinance 26-O1122 to amend PD-3-24 for the Pabst Farms Town Centre within Pabst Farms.

Submitted by: Jason Gallo

Jason Gallo, AICP
City Planner/Zoning Administrator

From: Heath Brozovich
Sent: Thursday, March 26, 2026 8:33 AM
To: Jason Gallo

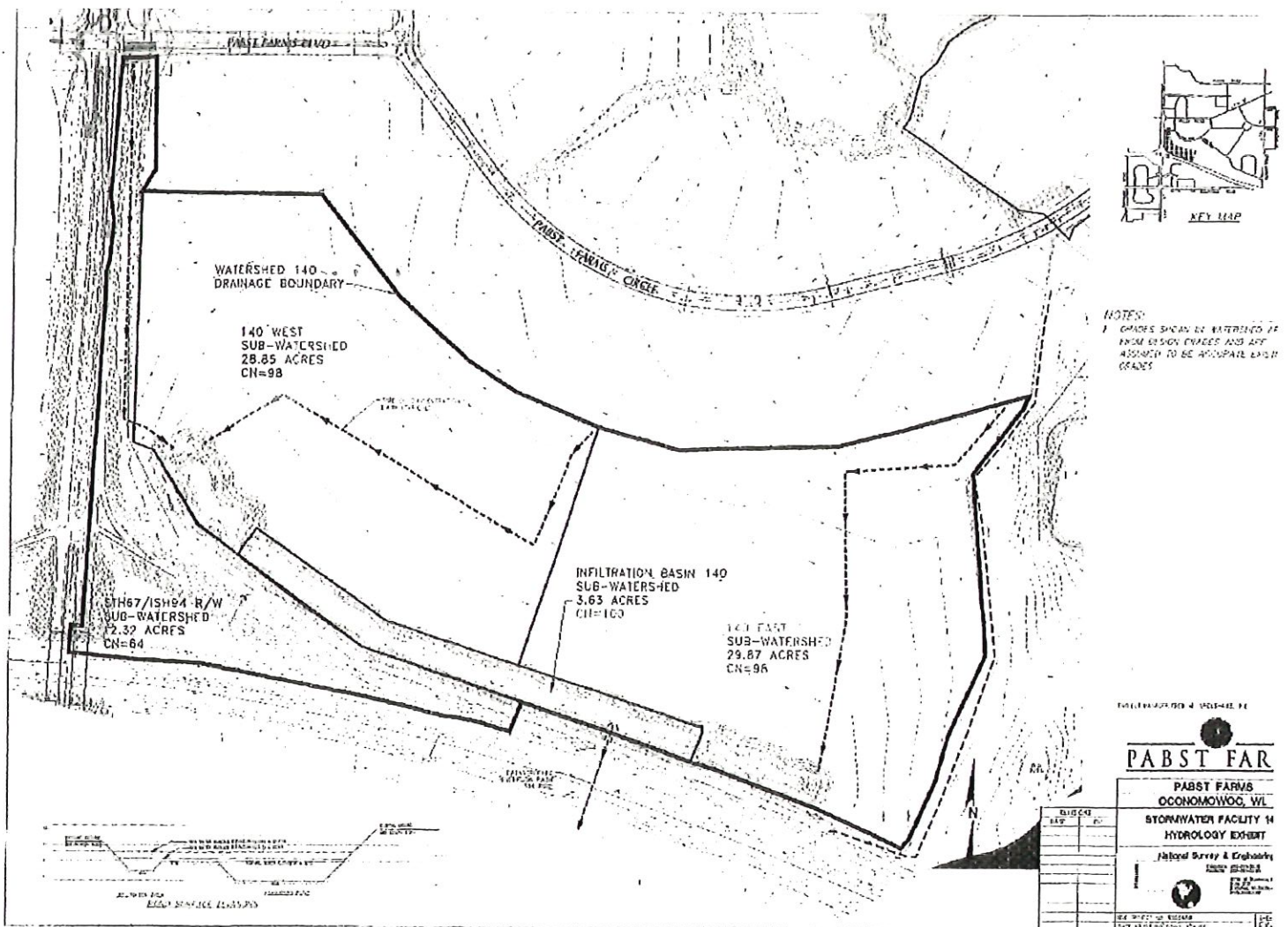
I have reviewed this request and find it to be acceptable. No issues going from max impervious lot coverage of 75% to 90%.

This basin was designed for full pavement, with a runoff curve number of 98 and also matches the Fleet Farm SWMP (attached), which goes to the same basin. Some screenshots as a quick reference:

Pg 2:

Region VI drains to the public stormwater facility to the north of I94 (Basin 110, 111, 112 –see Appendix B, Facility Location Map). Per the approved report: 'Existing Stormwater Facility 110 (Village Center) and 140 (I94) Capacity Determination' (See Appendix D for the narrative and exhibits), lands in the Town Centre in the area of the proposed development are allowed to release all stormwater up to a curve number of 98 (assumes full pavement). Note that Basin complex 100/101/102/103 (Village Center) was originally named Stormwater Facility 110 and that Basin complex 110/111/112 (along I94) was originally named Stormwater Facility 140).

Pg 40:



Let me know if you need anything else.

Thanks,

Heath Brozovich, PE
City of Oconomowoc
Assistant Director of Public Works

ORDINANCE No. 26-O1122

AN ORDINANCE TO AMEND, RE-CREATE AND RE-STATE CERTAIN SECTIONS TO CLARIFY PROVISIONS OF ORDINANCE No. 10-O785 AND No. 24-O1063 WHICH REPEALED AND RE-CREATED ORDINANCE No. 08-O720, WHICH ORDINANCE CREATED PLANNED DEVELOPMENT ORDINANCE PD-21-10 AND RENAME AS PD-3-24 (PABST FARMS TOWN CENTRE) AMENDING PD-3-24 FOR MARCUS CORPORATION

RECITALS

WHEREAS, the zoning ordinance of the City of Oconomowoc adopted on May 9, 1996, has been repealed and re-created by Ordinance No. 12-O822 effective on August 22, 2012; and

WHEREAS, planned development procedures for previously approved planned developments are to be processed as required by the current ordinance; and

WHEREAS, the Planned Development Overlay District established under the 1996 zoning ordinance as Planned Development Overlay District PD-21-10 is continuing to be developed, and accordingly it is necessary to amend this ordinance to make the transition from the 1996 zoning ordinance to the re-created and current zoning ordinance as smoothly as possible and without conflict; and

WHEREAS, the current ordinance requires in §17.804(7) that implementation of planned developments be reviewed and approved by the City to ensure conformance with the approved General Development Plan (GDP) pursuant to a process that requires compliance with the development review procedure under the current zoning ordinance; and

WHEREAS, the developer has filed an application for an amendment to the General Development Plan, which was previously approved by this ordinance, which requested amendment, divides the site into three developable nodes, being an area west of Fleet Farm, the area east of Fleet Farm and the area east of the woods; and

WHEREAS, the Plan Commission, on April 8, 2026 considered this amending ordinance and recommended its approval to the Common Council; and

WHEREAS, the Common Council, after a public hearing held on April 21, 2026, considered this amending ordinance at a regularly scheduled Common Council meeting following the public hearing and approved this amending ordinance.

NOW THEREFORE, the Common Council of the City of Oconomowoc, Waukesha County, Wisconsin, do ordain as follows:

SECTION 1. Ordinance No. 24-O1063 which is Planned Development Overlay District Ordinance PD-3-24 by repealing and re-creating certain sections, amending certain sections, and repeating sections as follows:

1. General Development Plan (GDP). The GDP submittal packet containing information for the Pabst Farms Town Centre dated received January 17, 2024 and concept Master Plans are hereby approved as a general concept plan.

Three different General Development Plans were included for the lands located between Summit Avenue and the Existing Fleet Farm retail store. In the submittal these plans are identified as Sheet L-5.1; Sheet L-5.2, Sheet L-5.3; and a general use sketch plan identified as sheet L-5.4. All four potential development scenarios were drawn by Teska Associates and are dated February 7th, 2024.

When the specific layout is determined for this part of PD-3-24, the applicant shall return to the City Plan Commission and Common Council for final approval of said General Development Plan for this portion of the Town Centre area.

The applicant Eric Olson, Director of Real Estate for Marcus Corporation submitted to the City Planning Department a 4-page letter dated March 24, 2026, to amend a portion of the Planned Development. The Updated Plans for this area are dated 3/11/26, prepared for Marcus, by Pinnacle Engineering Group. The two site plans include the Concept v11 plan, showing the private road layout, six outlots, parking and driveway locations, parking stall counts and the proposed lot coverage percentages. The said letter and site plans are hereby considered the updated plans for the 16.53-acre site located between Summit Avenue (Hwy 67) and the existing Fleet Farm store, as per the lands shown on the map exhibits.

If any provisions of the GDP or previously approved plans conflict with the provisions of this planned development overlay district ordinance, the provisions of this ordinance shall control.

2. Property Description. See Property Exhibit A attached hereto. The property subject to this zoning shall include approximately 151,316 acres to accommodate the Pabst Farms Town Centre consisting of three developable nodes, being an area west of Fleet Farm, the area east of Fleet Farm and the area east of the woods.

3. Underlying Zoning. Paragraph 3 is amended to provide that the underlying zoning of the planned development overlay is General Commercial (GC). Area east of the woods is currently zoned Business Park (BP) District. No zoning district change is requested with the PD Ordinance Amendment.

4. Site Plan and Development Plan Approval Process. The application and approval process for site and development plans for planned developments shall be as required under the provisions of §17.801 and §17.804 of the current zoning ordinance, including public hearings if it is determined by the City Planner that the site and/or development plans are major amendments to the approved GDP. If the City Planner determines the plans constitute major amendments to the GDP and/or the planned development overlay ordinance, the site and development plans shall be processed and reviewed as a new GDP. If the City Planner determines the amendments are minor, the proposed changes shall be administratively approved. Reference is to §17.804(8)(a) and (b).

5. Development Agreement. Construction of public infrastructure that will be dedicated to the City of Oconomowoc requires a developer's agreement. Said agreement shall be drafted by the City and approved by the City Common Council.

7. Site Plan and Plan of Operation Approval for Retail Shopping Center Area. Pursuant to §17.801, §17.804, and §17.805 of the zoning ordinance and subject to the provisions of paragraph 9 of this ordinance, the Developer shall file an application for approval of the site plans and development plans. It is contemplated that the development be accomplished in phases. The site plans and development plans for each phase shall be submitted for approval in compliance with §17.801, §17.804, and §17.805. The site plans and development plans shall comply with the intent and spirit of the approved GDP and shall include and/or be subject to the following items:

- a. The development plans shall comply with the use and bulk requirements of the GC General Commercial Zoning District unless otherwise exempted by this planned development ordinance (see zoning exemptions in paragraph 10);
- b. Dimensionally accurate site plan that identifies structural footprints; typical floor plans; open spaces; plazas, permanent outdoor seating, sidewalks, trails, and parking areas;
- c. Complete landscaping plan and schedule in accordance with Subchapter 17.5 of the zoning ordinance;
- d. Master signage plan for wall signs, monument signs, and directional signs;
- e. Complete exterior lighting plan in accordance with §17.211 of the zoning ordinance;
- f. Civil engineering plans in accordance with local, regional, state, and federal requirements;
- g. Exterior building elevations for all sides of the building/structure. These elevations shall include color palette and identification of all building materials. Design attention should be paid to breaking up solid walls by incorporating window elements, introduction of multiple planes, and articulation of surfaces through the use of various materials. Four-sided architecture will be used in all areas except those not visible to the public and areas effectively screened by natural elements. The type, specification, and proportional mix of exterior building materials shall be subject to final City approval through the approval process. Building material samples shall be submitted for City review and approval;
- i. Any necessary land division, subdivision, and/or condominium plat associated with this development and in accordance with the zoning ordinance; necessary land divisions, subdivisions and/or condominium plats are unknown at the time of the GDP approval. Land divisions, subdivisions and/or condominium plats shall be approved when deemed necessary by the City. The private covenants,

conditions and restrictions (CCRs) shall be submitted and approved prior to construction of the first building in the retail shopping center area.

8. Additional Provisions.

a. Theme/Architecture. Developers will utilize upscale architectural elements incorporating elements and building materials which are similar or complementary with the Pabst Farms Marketplace. The architecture will foster a sense of place and unified themes with the remainder of the Pabst Farms development. Developers will utilize horizontal and vertical building articulation to break up building mass and provide human scale to the project's architecture. The articulation may include landscaping features. Developers will utilize landscaping, stormwater ponds and architectural features such as parapet walls to visually hide roof top mechanical systems, overhead doors and loading docks. All architectural elements shall comply with §17.206 through §17.209 of the zoning ordinance and shall be approved by the Architectural Commission.

b. Landscaping. Paragraph 9.d. of Ordinance No. 10-0785 is hereby repealed and re-created to read:

Landscaping. Developer shall include in the submittal for site plan and development plan approvals landscaping consistent with other areas of Pabst Farms including, but not limited to, heavy landscaping along Interstate 94 and State Trunk Highway 67 and within the parking fields of the project. Considerable foundation and perimeter landscaping shall be required. Hardscaping and potted vegetation may be utilized around building foundations to augment the landscaping. Landscaping on outlots shall not be less than required in the underlying zoning. Single users shall prepare and have approved a detailed landscaping plan as part of their major design review submittals.

c. Screening Plans. Developer shall provide screening plans of said Planned Development area from the nearby residential areas, including but not limited to East Lake Village Subdivision and Village Crossing Condominium Development. Screening shall consist of berms and evergreen trees as approved by the City Planner.

d. Stormwater. Developer provided the City Engineer and staff a stormwater management plan dated October 2010 prepared by Graef. The stormwater plan dated October 2010 is required to be approved by both City staff and the Pabst Farms Joint Stormwater Utility District. A modification to the October 2010 stormwater plan has been requested by the Developer. The request is that the originally approved underground water detention system be omitted and replaced with surface water drainage measures. The requested modification has been approved by the Common Council on March 4, 2014, by Order Approving an Amendment to the General Development Plan for the Pabst Farms Community Center and Town Centre Planned Development (PD-21-10). Developer is required to submit a replacement stormwater plan for

approval. Any further modifications to the October 2010 stormwater plan must be approved by City staff and by the Pabst Farms Joint Stormwater Utility District.

- e. Loading Docks/Outdoor Storage. The last sentence of paragraph 9.f. of Ordinance No. 10-0785 is hereby repealed. Loading docks and overhead doors shall be completely screened with architectural features consistent with the building, hardscaping or landscaping. Applicant will provide trash bins inside screened enclosures. A variety of screening methods will be used, depending on the location of the business. Storage will be screened similar to the methods at Pabst Farms Marketplace.
- f. Wetland Protection. No surface water will be diverted into wetlands or into the woods on-site.
- g. Traffic Impacts. Pabst Farms Boulevard and Pabst Farms Circle shall be reconstructed by Pabst Farms Development according to City standards including, but not limited to, curb and gutter, medians, lighting, striping, landscaping, sidewalks (or multi-use pedestrian paths), crosswalks, and signalization to the proposed southeast arterial. The reconstruction of Pabst Farms Circle shall be addressed in the required development agreement. The reconstruction of Pabst Farms Circle and Pabst Farms Boulevard shall be at no cost to the City.
- h. Sustainable Design. Developer will recommend the use, where practicable, of "green"/"sustainability," energy efficiency and water conservation to the design, construction and operation of buildings and site including, but not limited to such methods and technology involving building materials, stormwater management, landscaping and building design.
- i. Limit of Drive-Thrus. Developer is allowed a limit of six restaurant drive-thrus for the Town Centre area. This includes one drive-thru for the Dunkin restaurant building within the Pabst Farms retail center and two drive-thrus for the Wingspan Development area. That is a total of three drive-thrus that have been allocated, leaving three additional drive-thrus not yet approved. Drive-thrus other than restaurants are unlimited.
- j. Areas East of the Woods. The lands located east of the existing woods, identified as Area Y, on sheet L7.1, prepared by Teska Associates, dated February 7, 2024, shall be restricted that no building over 350,000 SF will be allowed in Area Y. Although Area Y has the underlying zoning of BP- Business Park, and a distribution center is listed as a permitted-buy-right use, the applicant is self-imposing a restriction that no building of that size will be located in said area.
- k. La Belle Springs Lane area:
 - 1. **LaBelle Springs Lane** – Asphalt and curbing to be removed, graded by Wingspan. HOA will either seed or sod at their cost. Concrete sidewalk, curb

- & gutter to extend across the full width of the vacated right-of-way along River Lakes Road frontage.
- 2. **Asphalt Path** – 5’ wide path to be installed between River Lakes Road and the existing path to the south.
- 3. **Berm** – to be added to the greenspace to match the existing berms on either side. Berm to have a cut through for the new 5’ wide asphalt path.
- 4. **Landscaping** – Evergreens on top of berm (5-10 trees, as determined by Teska) and 3-4 groupings of new landscaping in the 33’ existing Pabst Farms Outlot. Existing trees are to remain.
- 5. **Pabst Farms Outlot** – Pabst Farms to dedicate the 33’ foot or quit claim to the HOA along the south side of the development and to the City of Oconomowoc for access to the well site along the easterly side of the subdivision.
- 6. **Light Pole** – The existing light pole is to be removed and returned to the City Electric Utility. The HOA may install private light pole(s) at their expense. If new private light poles(s) are installed, they are to be metered with the HOA responsible for payment of the electric costs.
- 7. **Trees along southeast portion of the subdivision** – Agreement required to install as adjacent areas are developed.
- 8. **Village Crossing** – Additional plantings to be installed on top of swale between the existing homes in Village Crossing and the backside of the proposed dwellings in the Capri development.

10. Zoning Exemptions. All provisions of the underlying zoning districts and the City's zoning code shall apply to the Planned Development Overlay District unless specifically exempted or modified by the provisions of this planned development ordinance, in which case the provisions of this planned development ordinance shall apply. The following exemptions are requested and granted:

- a. Land Use Exemption. Developer is requesting, and is hereby granted, a residential land use exemption, allowing up to 162 residential apartments per the Wingspan Development plans. No additional apartments shall be allowed within the Pabst Farms Town Centre Planned Development area.
- b. Bulk Exemptions. Developer is requesting a reduction in building setbacks as well as paving and building setbacks. Paving and building setbacks are hereby granted for outlots in certain cases, as follows:

Non-Residential Intensity and Bulk Requirement

	<u>Required §17.205</u>	<u>Proposed</u>
Building setback	Front/Street 15’ Side 20’ Rear 20’	Front/Street 12’ Side 0’ Rear 0’
Building separation	40’	0’

Paving setback	Side 3'	0'
	Rear 5'	0'

Accessory Structure

	<u>Required §17.205</u>	<u>Proposed</u>
Building setback	Front – not permitted in front yard	
	Side 6'	Side 0'
	Rear 10'	Rear 0'

Lot Coverage	75%	90%
---------------------	------------	------------

Lot Coverage exemption is granted only for the six parcels for the Marcus Corporation identified in the Marcus Plan sheets dated 3/11/26, titled “Marcus Cinema at Pabst Farms | Concept v11.” Developer shall identify the location and amount of exemption requested, which is to be reviewed and determined prior to development plan approval.

- c. Parking and Loading Exemptions. Developer is requesting exemptions from the number of parking stalls, size of parking stalls, access isles, and parking ratios. Exemptions will be granted after review and approval and determined on a case-by-case basis upon review of the site plans for outlots and individual building sites. Developer shall identify the amount of exemption requested, which is to be reviewed and determined prior to site plan and development plan approval.

11. Developer Prohibited Uses. Developer has identified uses that will be prohibited within the development, including the outdoor raising of crops, plants and trees, hospitals, jails, convents, monasteries, cemeteries, mobile home parks and the sale of mobile or manufactured homes, commercial kennels and stables (except in the case of incidental use in connection with pet shops, in which case the kennel/stable area will be indoors and limited to no more than 20% of the floor area of the pet shop), bed and breakfast establishments, mortuaries, any establishment selling or exhibiting pornographic materials, tattoo parlors, and in-vehicle sales and service (**including car washes**) except for banks, financial institutions, pharmacies and restaurants with drive-thrus to the extent noted in paragraph 9 above. Arcades, roller rinks, and pool hall uses would also be prohibited within the development except in conjunction with a restaurant or other indoor entertainment complex.

12. Minor Exterior Building and/or Site Changes. Proposed minor changes to a building façade and/or site that are determined by the City Planner to be insignificant and immaterial in relation to the approved site and development plans shall be administratively approved by the City Planner subject to appropriate building permits being issued for interior tenant changes. Such minor changes may include repainting, window or door relocations, landscape removal and replacement, signage replacement, HVAC upgrade/replacement, and temporary outside display. Additionally, the City Planner/Zoning Administrator is authorized to approve changes to the building footprints, location, and square footage subject to the approved project square footage not being exceeded, and a determination that the change does not significantly alter the character, operation, or impact of the approved project.

13. Tenant Approvals Within an Existing Building. Proposed uses Permitted by Right and Permitted as an Accessory Use within an existing building may be administratively approved by the City Planner subject to appropriate building permits being issued for interior tenant changes, with an appeal to the Plan Commission if Developer is dissatisfied with the City Planner's decision.

14. Compliance With Outside Agencies. Project design, construction, and operation shall comply with all applicable Wisconsin Department of Natural Resources, U.S. Army Corps of Engineers, U.S. Environmental Protection Agency, and Wisconsin Department of Transportation requirements, if any.

15. Archeological Approvals. The Developer has identified archeological artifacts and shall be responsible for complying with county, state, and/or national regulations regarding archeological identification, protection and disturbance.

16. Public Amenities/Benefits. The Developer has identified the following on-site and off-site public amenities/benefits associated with this project. Though originally set forth as an amenity/benefit, the requirement for a gateway monument wall has now been omitted, to be replaced by significant landscaping; therefore, the gateway monument feature and signage have now been removed from this paragraph as a public amenity/benefit:

- Vibrant, landscaped, pedestrian-friendly streetscapes
- People-friendly elements
- Water features, plazas and fountains
- Upscale mix of retail, dining and entertainment
- Four-sided architecture consistent with existing themes
- Generous landscaping
- Connectivity between Town Centre and existing trail systems within Pabst Farms

17. Impact Fees. All impact fees shall be paid in accordance with the Municipal Code.

18. Administrative Fees. The Developer shall be responsible for paying all normal and customary administrative fees, relative to applications, reviews, inspections, and permitting associated with this development project.

19. Planned Development Zoning Requirements. The Developer is put on notice that the proposed development is subject to the standards and requirements identified in §17.804 of the Municipal Code and the conditions enumerated in this ordinance.

20. Environmental Lands to be Protected. The development shall comply with Department of Natural Resources requirements regarding wetlands and stormwater management. The primary environmental corridors on the site shall be preserved in accordance with the approved amended GDP.

21. Wellhead Protection Area. Each proposed use and business shall be reviewed by the City prior to occupancy. A detailed description of the intended use shall be provided to ensure the intended use complies with the Wellhead Protection requirements.

22. Fire Protection. The Developer shall provide fire hydrants, exit lighting, fire and smoke detectors, fire extinguishers, and Knox Box Rapid Entry key lock boxes, emergency fire hose standpipes, and other equipment and facilities as may be required by the Western Lakes Fire District.

23. Restaurant Requirements. All restaurants must have a grease trap and a sampling manhole unless the Oconomowoc Wastewater Treatment Plant Manager exempts the structure and operation from either or both. The site plan and building plan approval for restaurants by the Zoning Administrator shall address appropriate conditions for restaurants, such as hours of operation, disposal of trash and garbage, fire protection, and any other condition reasonably required because of the restaurant operation. All restaurant operators shall be bound by the conditions set forth in the site plan and building plan approval. Outdoor dining shall be addressed by the Common Council in its consideration of extension of licensed premises, and the provisions and conditions shall be incorporated in the site plan and building plan approval.

24. Sidewalks and Trails. Trails, sidewalks, and pathways within and around the development shall be installed to encourage pedestrian interaction between commercial users and the adjacent Pabst Farms residential developments. Maintenance of trails, sidewalks, and pathways shall be the responsibility of the property owner of the property they are on or abut.

25. Easements. The Developer shall grant necessary easements for public facilities not located within public rights-of-way and for vehicular cross-access easements. These easements will be granted in locations required by the respective City Utilities, including Wastewater. Costs to restore disturbed easement areas shall be the responsibility of the Developer. All easements must be approved by the City if required. License agreements or easements shall be utilized to grant the City necessary access to the lifestyle part of the Town Centre for civic events.

26. Drainage. Surface water/stormwater drainage plans shall be prepared by the Developer and submitted to the Pabst Farms Joint Stormwater Utility District for approval. In the event the property owner/manager does not properly maintain the stormwater management facilities, the City may send written notice to the property owner/manager indicating that the City has determined that the same are not being properly maintained and further indicating that the City will perform such maintenance if not properly done by the property owner/manager. The above-mentioned notice shall give the property owner/manager a minimum of seven days to correct the problem, unless an emergency exists, in which case less than seven days may be allowed for correction of the problem. If maintenance is not properly performed within the time granted by the above-referenced notice, the City shall then have the authority to perform the maintenance referred to in said notice and shall have the right to charge the property owner/manager on a pro rata basis for any costs incurred by the City as a result of such maintenance. Said costs shall be assessed as special charges pursuant to §66.0627, Wis. Stats. If such charges are not paid by the property owner within the period fixed by the City, the charges shall become a lien upon the property as provided in §66.0627, Wis. Stats., and shall be extended upon the tax rolls as a delinquent tax against the property as provided in §66.0627, Wis. Stats.

The standards of the Pabst Farms Joint Stormwater Utility District must be maintained within this Planned Development Overlay District. Jurisdiction for stormwater management review and approval is subject to the Pabst Farms Joint Stormwater Utility District fee structure and approval process.

SECTION 2. The Developer filed an application with the City Planner requesting an amendment to Planned Development Ordinance 14-0854 which ordinance established Planned Development Overlay District PD-21-10, and which ordinance, based upon the recommendation, was repealed and re-created by Ordinance No. 24-O1063. An amendment to the General Development Plan (GDP) dated January 2024 has been requested, and by order of the Common Council on February 20, 2024, the amendment was approved.

SECTION 3. The Zoning Administrator is hereby directed to enter the Planned Development Overlay District Ordinance (PD-3-24) on the official zoning map of the City of Oconomowoc, with underlying zoning of General Commercial (GC) District, and Business Park (BP).

SECTION 4. SEVERABILITY. The several sections of this ordinance are declared to be severable. If any section or portion thereof shall be declared by a court of competent jurisdiction to be invalid, unlawful or unenforceable, such decision shall apply only to the specific section or portion thereof directly specified in the decision and shall not affect the validity of any other provisions, sections or portions thereof of the ordinance. The remainder of the ordinance shall remain in full force and effect. Any other ordinances whose terms are in conflict with the provisions of this ordinance are hereby repealed as to those terms that conflict.

SECTION 5. RECORDING. This ordinance shall be properly executed and may be recorded at the Waukesha County Register of Deeds Office.

SECTION 6. EFFECTIVE DATE. This ordinance shall become effective upon passage and publication as required by law.

DATED: April 21, 2026

CITY OF OCONOMOWOC

By: _____
Robert P. Magnus, Mayor

ATTEST:

Gina Kozlik, Clerk

Date Adopted: _____

Date Published: _____

Effective Date: _____



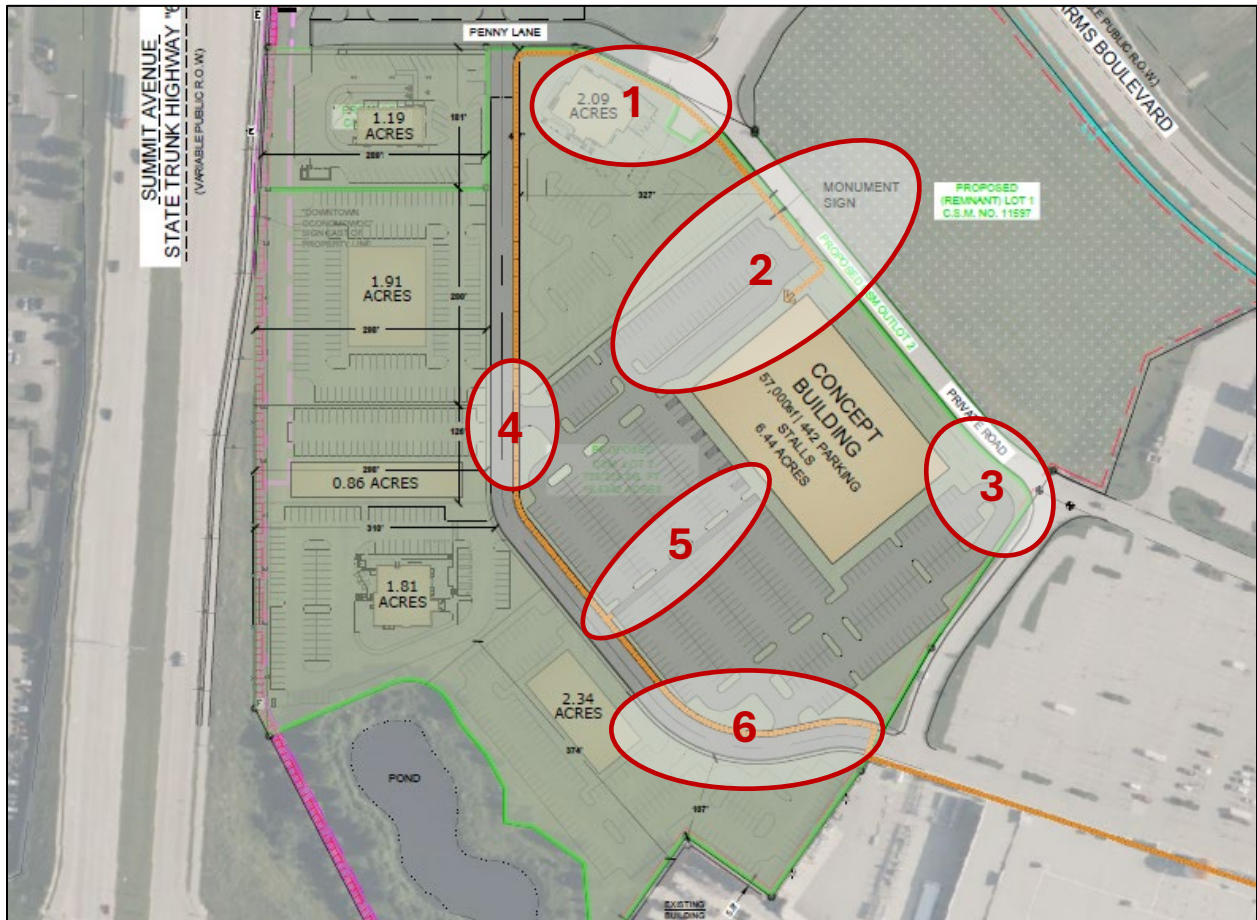
March 24, 2026

City of Oconomowoc Plan Commission
Attn: Mr. Jason Gallo, AICP
City Planner / Zoning Administrator
City of Oconomowoc
174 E. Wisconsin Avenue
P.O. Box 27
Oconomowoc, WI 53066

**RE: Site Plan Refinement – PD-3-24 Overlay Amendment Request
Pabst Farms Town Centre – Zone H2 / Area #1**

Dear Plan Commission members,

Since the Plan Commission meeting on March 4, 2026, our design team has worked together with City staff on additional site plan refinements as part of our amendment request for the PD-3-24 Overlay for the 16.53-acre parcel on Penny Lane having the Tax Key OCOC0633999030 (the “Subject Property”). The areas of refinement are shown on the image below, with narrative discussion in the following section.



A Leader in Lodging & Entertainment

111 East Kilbourn Avenue, Suite 1200 | Milwaukee, Wisconsin 53202 | 414.905.1000 | MarcusCorp.com
A NYSE Company

Site Plan Refinements

Area #1

The illustrative site plan for this parcel includes a typical national sit-down restaurant layout. The footprint for the building was shifted to the west to better demonstrate how the existing curb cut would lead directly and effectively into the parking area for a commercial occupant at this location. Though the amount of parking depicted on this prospective parcel may be greater than the City's existing Code requirements for commercial uses, it is in line with the operational requirements and design parameters for common casual sit-down restaurant brands (e.g. Texas Roadhouse, Olive Garden, Red Lobster, Cheesecake Factory, Red Robin, etc.)

Area #2

With the potential that a large proportion of visitors may choose to enter a future entertainment parcel from the north side of the property, along Town Centre Way, the parking lot was reconfigured to better make that access point a more prominent and functional entry with a streamlined access drive, a potential pick-up and drop-off area along the northwest side of the building, and space for a ground/monument sign to further identify the entertainment use and access point. Further detail for pedestrian circulation will be provided at the time of specific site plan and use approvals.

Area #3

The curb cut at the northeast corner of the property onto Town Centre Way was removed. This was done to prevent two curb cuts with different purposes from being immediately next to each other and will mitigate traffic/circulation issues from competing uses or wayfinding confusion. The entertainment parcel having three curb cuts will function effectively for commercial use and provide visitors with multiple points to access the entertainment site.

Area #4

A new curb cut was created at this location to replace the curb cut removed at Area #3 on the map. An additional curb cut on this access drive will more effectively provide broad access to that parcel, particularly at the location of the primary parking field on the southwestern portion of the parcel.

Area #5

A marked and protected pedestrian pathway was incorporated into the plan and runs directly through the primary parking field in front of what would be the main entrance to an entertainment building. This pedestrian pathway would provide visitors in the parking field an unobstructed pathway to walk to the entrance without having to walk through other parking spaces and a marked path through the circulation aisles. The pathway also provides direct access from the sidewalk that will be constructed along the new access drive across the larger Subject Property.

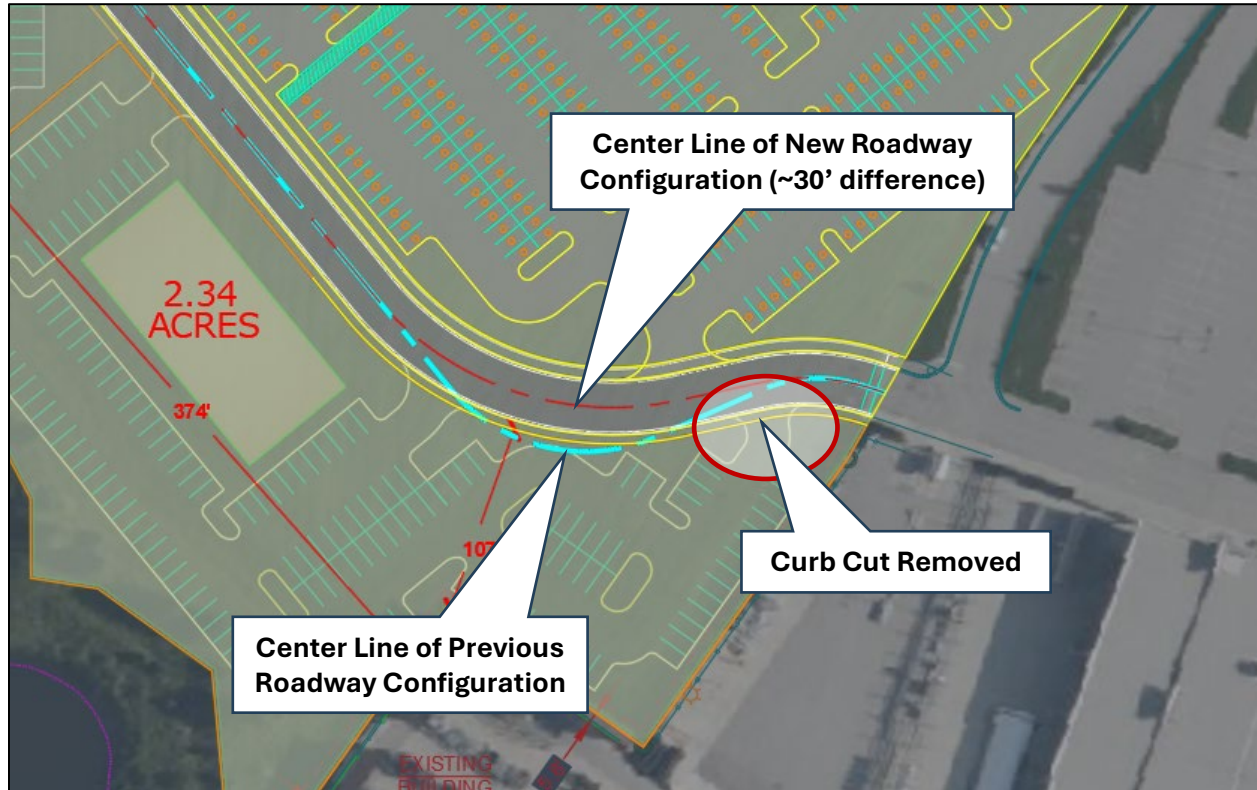
Area #6

The geometry of the road curvature was modified at this location to effectively soften the curve of the access drive. This change impacted the geometry and size of both the entertainment parcel on the north side and the general commercial parcel on the south side of the road. This change has moved the center line of the access drive approximately 30 feet north making for a more elegant curve that is more like the original curved road in the existing PD. This road modification has resulted in the loss of parking spaces on the Entertainment parcel, though efforts have been made to minimize the net loss by fitting additional spaces onto other parts of the site. A "before/after" diagram depicting the change in road center line locations is shown below.

In addition, to further improve site design at this location of the Subject Property, a curb cut on the prospective parcel on the south side of the access drive has been removed. This curb cut was close to the eastern terminus of the access drive on the Subject Property, where it connects to the existing drive across the front of the Fleet Farm building. That curb cut would not be necessary for effective parking and site access on the parcel to the

south, and its removal also eliminates potential traffic conflicts with a newly reconfigured curb cut for the Entertainment parcel to the north.

Area #6 – Before/After of Roadway Center Line Location



Additional Topics for Discussion & Consideration

Access Drive Connection from Penny Lane

During the previous Plan Commission meeting, we were asked about potentially using the existing curb cut that extends into the parcel discussed above in “Area #1” instead of building the planned access drive as shown in both the existing PD and all plans submitted to date. We considered this proposal during our review of the aforementioned site plan refinements. Upon further evaluation, we determined that relocating the existing access drive is not a feasible design alternative based on the following:

- The existing PD already contemplated the location of the access drive connection to Penny Lane where it is shown on all of the plans, and many different parties have used that configuration as the basis of their site design in this part of Pabst Farms, including but not limited to McDonald’s and the prior site owners.
- The approved McDonald’s site plan requires a curb cut on the east side of their property for one of their points of ingress/egress and the design of that portion of roadway was already approved by the City of Oconomowoc. Construction for that portion of the road is targeted for this Spring 2026.
- Relocating the access drive to the east would create a remnant piece of land that cannot be effectively utilized by any general commercial or entertainment users. The movement of the roadway would also materially change the prospective geometries of any commercial parcel on the north and west parts of the Subject Property, making the overall development much less efficient in design and less economically productive.

Lot Coverage Standards & Stormwater Management

The Pabst Farms area includes multiple regional stormwater management areas that are intended to facilitate greater efficiency in site design for both individual parcels and for the larger commercial area in aggregate. The Subject Property is served by the adjacent regional stormwater pond to the south, and that system was designed to accommodate storm water runoff at a level of 100% impervious surface on the Subject Property.

Our proposed site plan depicts illustrative parcel layouts which generally meet the maximum impervious coverage of 75%. However, specific site plans for future entertainment and general commercial uses may require greater than 75% lot coverage to effectively implement their development and operational programs. Because the Subject Property is served by the regional stormwater pond, future development on the Subject Property will remain within the designed capacity of the regional system at even higher lot coverage ratios.

We are therefore requesting an increase to the maximum impervious coverage from 75% to 90%. This requested modification to the lot coverage standard will provide interested businesses sufficient site design flexibility and is consistent with what the City has allowed for other commercial zones within Pabst Farms served by a regional stormwater management pond.

- The Subject Property is served by a regional stormwater pond sized for full build-out.
- No onsite detention required; storm water runoff is managed at development-wide level.
- Requesting increase from 75% to 90% impervious lot coverage for future design flexibility.

Roadway Geometry Approval

With the modification to the curvature of the property roadway, we are requesting that the Plan Commission (and subsequently, City Council) provide an approval to the roadway geometry as currently proposed. Approval of this roadway geometry will allow us to advance our engineering and utility designs for the full roadway and support more efficient planning for future roadway construction.

Summary

Site design can be a collaborative and iterative process – We are enthusiastic about the development of the Subject Property and appreciate the City of Oconomowoc’s feedback and support in our efforts to date. We maintain that approval of this PD amendment is a necessary and decisive step to activate these lands and realize the development vision long intended for this area, and we look forward to discussing our request with you further at the upcoming Plan Commission meeting.

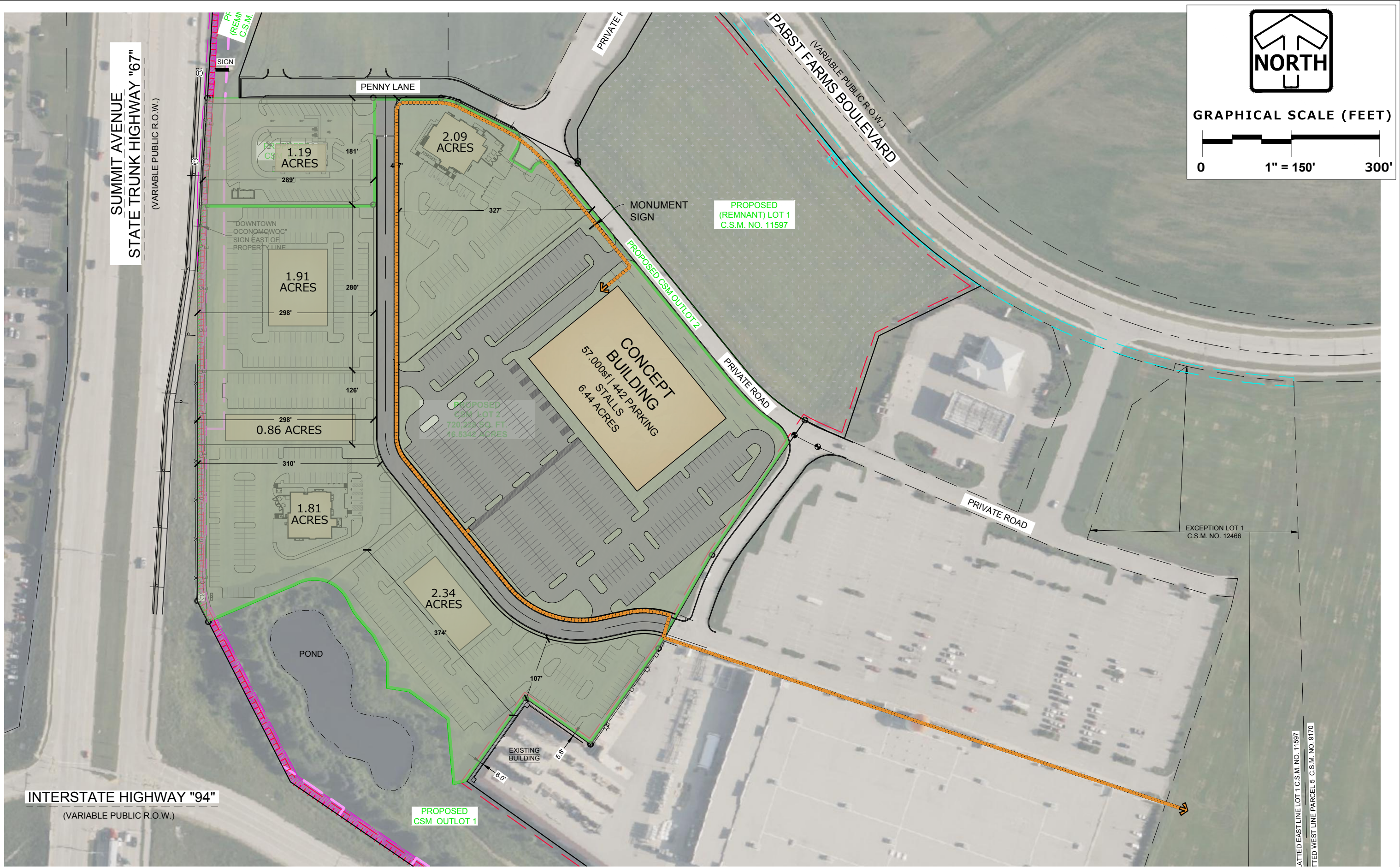
Sincerely,

B&G Realty, LLC and B&G Exchange I, LLC

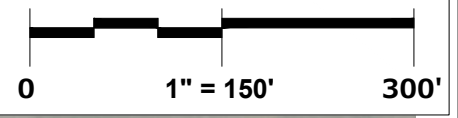
Eric Olson, AICP
Director of Real Estate

Attachments

1. Updated Site Plan
2. Lot Coverage Exhibit



GRAPHICAL SCALE (FEET)



Z:\PROJECTS\2024\6163.00-WI\CONCEPT\6163.00-CONCEPT V11.DWG 3/18/2026 2:30 PM

ATTACHED EAST LINE LOT 1 C.S.M. NO. 11597
ATTACHED WEST LINE PARCEL 5 C.S.M. NO. 9170

INTERSTATE HIGHWAY "94"
(VARIABLE PUBLIC R.O.W.)

SUMMIT AVENUE
STATE TRUNK HIGHWAY "67"
(VARIABLE PUBLIC R.O.W.)

MARCUS CINEMA AT PABST FARMS | CONCEPT v11

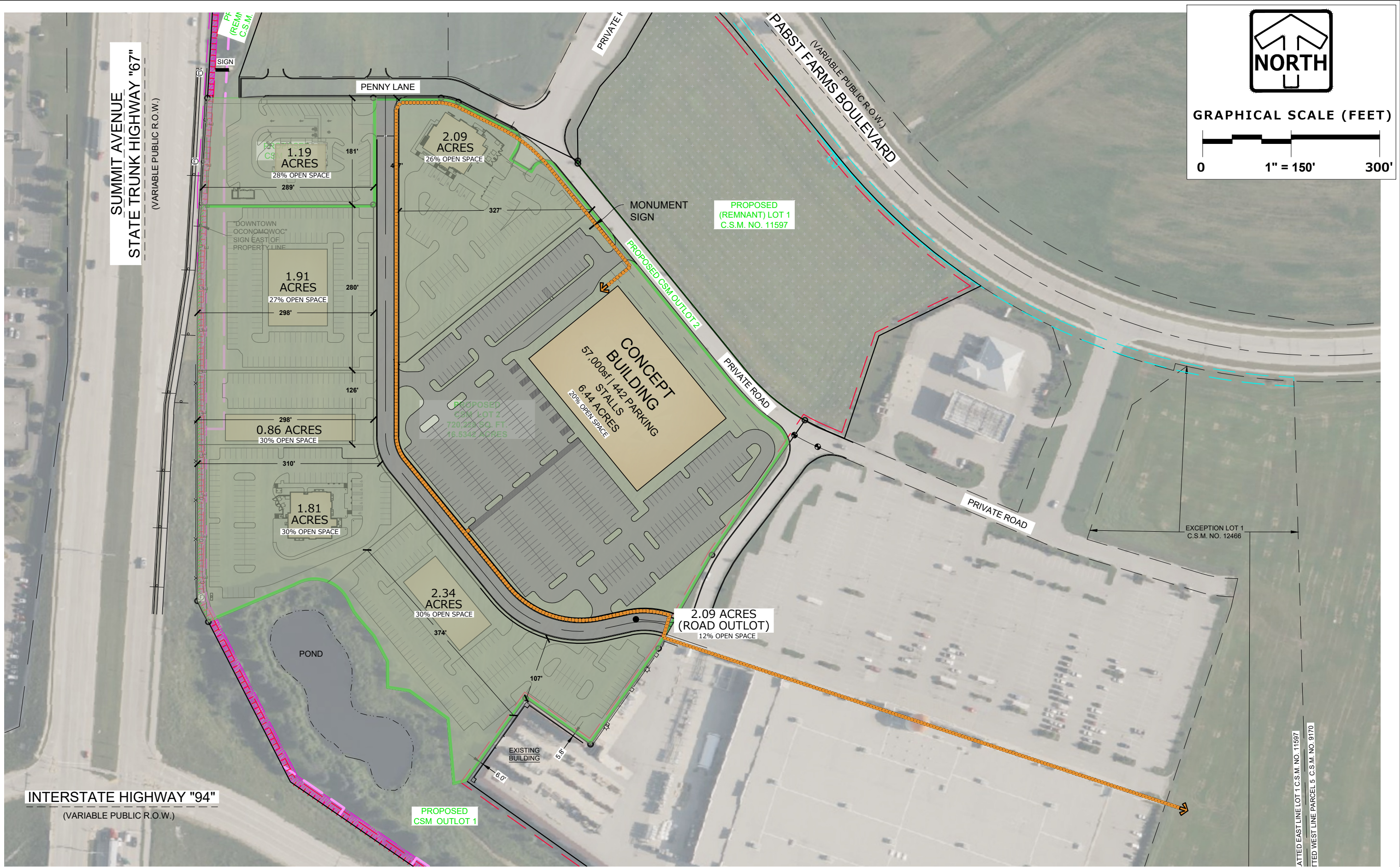
03/11/26

PINNACLE ENGINEERING GROUP

20725 WATERTOWN ROAD | SUITE 100 | BROOKFIELD, WI 53186 | WWW.PINNACLE-ENGR.COM |

PLAN | DESIGN | DELIVER

PEG JOB# 6163.00

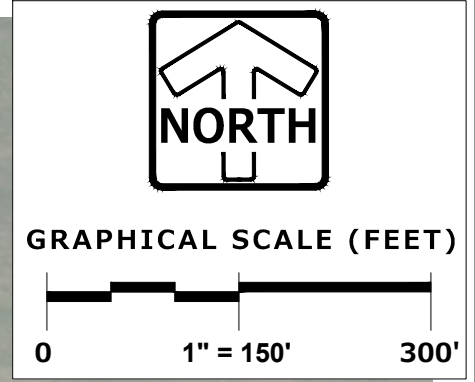


Z:\PROJECTS\2024\6163.00-WI\CONCEPT\6163.00-CONCEPT V11.DWG 3/20/2026 4:51 PM

ATTACHED EAST LINE LOT 1 C.S.M. NO. 11597
ATTACHED WEST LINE PARCEL 5 C.S.M. NO. 9170

INTERSTATE HIGHWAY "94"
(VARIABLE PUBLIC R.O.W.)

SUMMIT AVENUE
STATE TRUNK HIGHWAY "67"
(VARIABLE PUBLIC R.O.W.)



MARCUS CINEMA AT PABST FARMS | CONCEPT v11

03/11/26

PINNACLE ENGINEERING GROUP

20725 WATERTOWN ROAD | SUITE 100 | BROOKFIELD, WI 53186 | WWW.PINNACLE-ENGR.COM |

PLAN | DESIGN | DELIVER

PEG JOB# 6163.00



MEMORANDUM

PLANNING DEPARTMENT

Date: April 6, 2026
 To: Plan Commission Members
 From: Jason Gallo, City Planner / Zoning Administrator
 Re: Resolution to Vacate a Portion of Olympia Fields Drive

RELATES TO THE STRATEGIC PLAN

- Strategic Goal – Focus on Community Growth – B. Plan for Future Growth Areas
- 2. Encourage development within 67/I94 Corridor – promote corridor not individual areas
 - b. Facilitate & promote development of the Olympia Fields.

BACKGROUND

To finalize an on-going legal dispute, the courts asked the City and property owner Fleming Investments, LLC of Water Tower Center, 1400 Summit Avenue to come to an agreement. Attorney Matthew Jelenchick representing Fleming Investments, sent a list of requests to the City Attorney on February 23, 2026. One of the identified items was for the City to transfer public right-of-way (ROW) along Olympia Fields Drive adjacent to 1400 Summit Avenue, free and clear of all liens, claims, rights and encumbrances, except for a limited easement reserved by City for inspection and maintenance of the storm water detention basin.

ADDITIONAL ANALYSIS

The intent is the ROW parcel once transferred is no longer part of the ROW and is subsumed and made part of the Water Tower Center, 1400 Summit Avenue parcel. On March 17, 2026 the City Common Council approved the initial resolution to formally send this matter to the Plan Commission for review.

FINANCIAL IMPACT

None

RECOMMENDATION

Recommend the Resolution to vacate a portion of Olympia Fields Drive.

SUGGESTED MOTION

Motion to recommend Resolution 26-R3361 Authorizing the Transfer of City Owned Real Estate located adjacent to 1400 Summit Avenue.

RESOLUTION NO. 26-R3361

RESOLUTION VACATING A PORTION OF OLYMPIA FIELDS DRIVE

WHEREAS, A Portion of Olympia Fields Drive (approximately 7406 square feet), as shown and described on Exhibit A attached hereto and incorporated herein by reference, should be vacated and discontinued; and

WHEREAS, §66.1003, Wis. Stats., provides that a petition by owners of frontage on the portion of public highways to be discontinued, the Common Council may, by introduction of a resolution declaring that since the public interest requires it, a public way may be vacated and discontinued; and

WHEREAS, the City Clerk has filed a notice with the Register of Deeds as required under §840.11 (1), Wis. Stats., providing notice of this Resolution and brief statement as to the nature of this Resolution together with a map and description of the land to be affected; and

WHEREAS, a hearing on the passage of any resolution initiated by the Common Council vacating and discontinuing a public way shall be set by the Common Council on a date which shall not be less than 40 days after the introduction of said resolution, said notice to be a Class 3 notice under Chapter 985, Wis. Stats., and said notice shall also be served on the owners of all of the frontage of the lots and lands abutting upon the street sought to be discontinued, at least 30 days before such hearing; and

WHEREAS, no discontinuance of the whole or any part of a public way shall be ordered if a written objection to the proposed discontinuance is filed with the City Clerk by any of the owners abutting on the portion sought to be discontinued or by the owners of more than one-third of the frontage of the lots and lands abutting on that portion of the remainder thereof which lies within 2,650 feet of the ends of the portion proposed to be discontinued, except by the favorable vote of two-thirds of the members of the Common Council voting on the proposed discontinuance; and

WHEREAS, this resolution was introduced to the Common Council on the 17th day of March, 2026, at which time the Common Council directed that the required public hearing be held on the 19th day of May, 2026, at 7:30 o'clock pm in the City Hall, 174 East Wisconsin Avenue, Oconomowoc, Wisconsin 53066; and

WHEREAS, pursuant to §66.1005, Wis. Stats., the easements and rights incidental thereto acquired by or belonging to the City or to any utility in any underground or over ground structures, improvements or services, and all rights of entrance, maintenance, construction and repair of the same, shall continue, unless written consent to the discontinuance of such easements or rights of the owner thereof is a part of the vacation or discontinuance proceedings, and that reference thereto is made in the vacation or discontinuance resolution, ordinance or order; and

WHEREAS, pursuant to §66.1005, Wis. Stats., a reversion of title to vacated or discontinued property shall belong to the owner or owners of the adjoining lands. If the lots to which the land originally belonged cannot be ascertained, the vacated portion of

the land shall be equally divided between the owners of the lands on each side of the vacated portion of any public highway.

NOW THEREFORE, BE IT HEREBY RESOLVED by the Common Council of the City of Oconomowoc that a Portion of Olympia Fields Drive as described and shown on Exhibit A attached hereto is not deemed necessary for public travel and the public interest requires the vacating and discontinuance of 7406 square feet of Olympia Fields Drive; and no written objection to the proposed vacating and discontinuance having been filed with the City Clerk, a Portion of Olympia Fields Drive as described on Exhibit A is hereby vacated and discontinued pursuant to §66.1003, Wis. Stats., subject to a reservation of all easements and rights incidental to the easements that belong to the City or to any utility or person that relate to any underground or over ground structures, improvements or services and all rights of entrance, maintenance, construction and repair of the structures, improvements or services shall continue.

DATED: _____

CITY OF OCONOMOWOC

By: _____
Mayor

ATTEST:

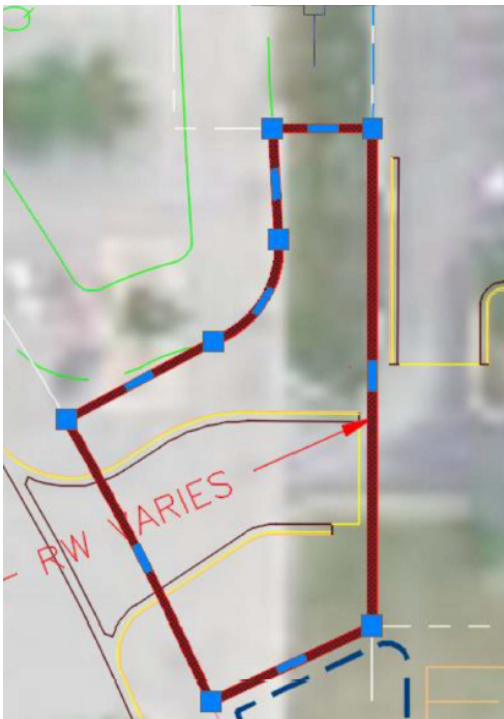
Gina Kozlik, City Clerk

Exhibit A

Right-Of-Way Vacation

Legal Description:

Vacation of a portion of public street right-of-way along Olympia Fields Drive that includes the driveway area and adjacent lands to the parcel located at 1400 Summit Avenue from the City of Oconomowoc to Fleming Investments, LLC. Area to be vacated is approximately 250' south of Pabst Road, on the east side of Olympia Fields Drive and consists of approximately 7406 SF or .17 acres.



T:\Development_Summit Avenue\1400_Summit_Ave\Map_Exhibit_A.docx

Planning Department Correspondence – February – 2026

Temporary Use Permits / Renewals

A temporary use permit was issued to Tree Ripe Fruit Company for a temporary sale at the Fleet Farm parking lot at 1555 Pabst Farms Blvd on March 15, 2026 from 9:00am to 10:30am, selling citrus, pecans and pistachios.

Noncompliance Letters / Other Matters

458 W. 5th Street – Storage of Junk, Lawn Areas, Exterior Area Requirements, Play Structures

Zoning Approval for New Business Occupancy

Luxe Lash n Glow submitted an occupancy request to use 550 SF of space within the existing building at 888 Thackeray Trail. The proposed use is cosmetic personal services of eyelash extensions, spray tanning and teeth whitening.

Elysium Massage & Spa submitted an occupancy request to use 1500 SF of space within the existing building at 888 Thackeray Trail. The proposed use is massage, facials, nails and waxing.

Administrative Approvals

None