CITY OF STOUGHTON
DEPARTMENT OF
PLANNING & DEVELOPMENT
207 S Forrest Street, Stoughton, WI. 53589

(608) 873-6619 www.ci.stoughton.wi.us

RODNEY J. SCHEEL
DIRECTOR

Date: January 31, 2022

To: Plan Commissioners and Common Council

From: Rodney J. Scheel
Director of Planning & Development

Michael P. Stacey
Zoning Administrator/Assistant Planner

Subject: Agenda Item for the February 14, 2022 Plan Commission Meeting and Common Council Meeting of February 22, 2022.

**Proposed conditional use permit request to allow an Indoor Commercial Entertainment Use (Fitness Center) at 318 S. Forrest Street.**

This request is to allow a Fitness Center use to be located at 318 S. Forrest Street. The use has been in operation for some time but the tenant was unaware of the permit requirement. A public hearing and recommendation to Council is necessary. The resolution and related materials are provided.

**CITY OF STOUGHTON, 207 S. FORREST STREET, STOUGHTON, WISCONSIN**

# RESOLUTION OF THE COMMON COUNCIL

Approving a Conditional Use Permit request for an Indoor Commercial Entertainment use (Fitness Center) at 318 S. Forrest Street, Stoughton, Wisconsin.

Committee Action: Plan Commission recommends approval - 0

Fiscal Impact: None.

| **File Number:** | R- -2022 | **Date Introduced:** |
|---|---|---|

The City of Stoughton, Wisconsin, Common Council does proclaim as follows:

**WHEREAS**, on February 14, 2022 the City of Stoughton Plan Commission held a public hearing and reviewed the proposed conditional use permit application for an Indoor Commercial Entertainment use (Fitness Center) at 318 S. Forrest Street, Stoughton, Wisconsin; and

**WHEREAS**, the Zoning Administrator has determined:

- The proposed conditional use (the use in general and at the proposed specific location) is in harmony with the purposes, goals, objectives, policies and standards of the City of Stoughton comprehensive Plan, zoning ordinance or any other plan;
- The conditional use in its proposed location and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of this chapter, the comprehensive plan, or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the city of other government agency having jurisdiction to guide development;
- The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property;
- The proposed conditional use is located in an area that will be adequately served by and will not impose an undue burden on any of the improvements, facilities, utilities or services provided by public agencies serving the subject property;
- The potential public benefits of the proposed conditional use outweigh any and all potential adverse impacts of the proposed conditional use, after taking into consideration the applicant's proposal and any requirements recommended by the applicant to ameliorate such impacts; and

**WHEREAS**, the Plan Commission and Common Council determined the proposed conditional use permit will not create undesirable impacts on nearby properties, the environment, nor the community as a whole; now therefore

**BE IT RESOLVED,** by the City of Stoughton Common Council that the Conditional Use Permit request for Indoor Commercial Entertainment use (Fitness Center) at 318 S. Forrest Street is hereby approved as presented.

**Council Action:** ☐ **Adopted** ☐ **Failed** **Vote** _____

**Mayoral Action:** ☐ **Accept** ☐ **Veto**

_____

Tim Swadley, Mayor Date

**Council Action:**_____ ☐ **Override** **Vote** _____

# PUBLIC HEARING NOTICE

The City of Stoughton Plan Commission will hold a Virtual Public Hearing on Monday, February 14, 2022 at 6:00 o'clock p.m., or as soon after as the matter may be heard, to consider a Conditional Use Permit Application by James Brooks. The applicant is requesting conditional use approval for a Fitness Center at 318 S. Forrest Street, Stoughton, WI. 53589. The property description is as follows:

Parcel Number: 281/0511-081-2228-2

Description for tax purposes: ORIGINAL PLAT LOT 8 BLOCK 27
*This property description is for tax purposes. It may be abbreviated. For the complete legal description please refer to the deed.

See additional information including location map at: http://stoughtoncitydocs.com/planning-commission/

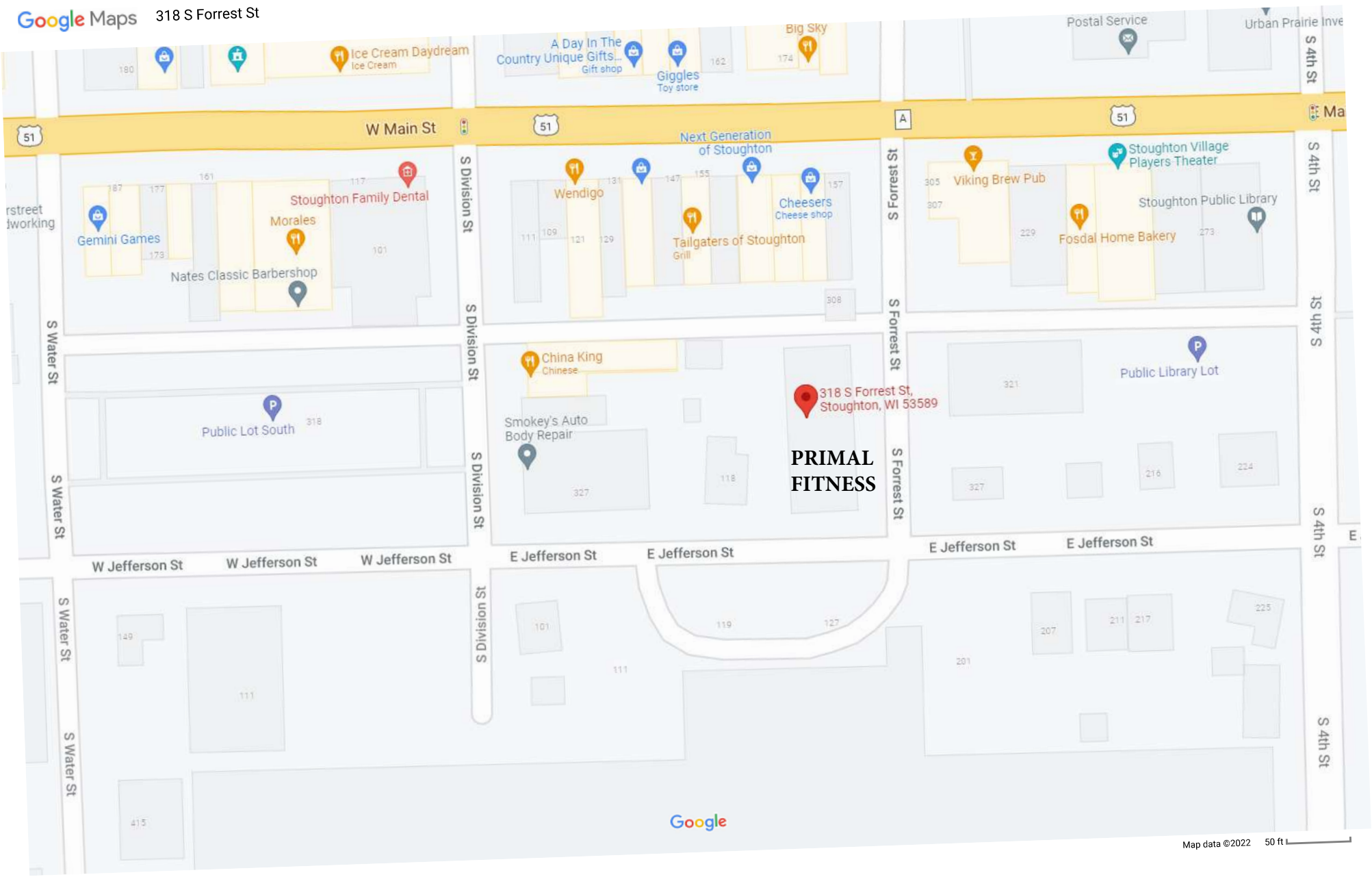
Join Zoom Meeting
https://zoom.us/j/99189028139?pwd=WmZjbG94MzZTcmNGaVRoME9CN1VJdz09

Phone in: +1 312 626 6799 Meeting ID: 991 8902 8139 Passcode: 389293

If you wish to call in and speak at the meeting, please register at: http://speak.cityofstoughton.com by 5:45 on or before the day of the meeting. Any written comments will be forwarded on to the "Organizer" and Commissioners.

For questions regarding this notice please contact Michael Stacey, Zoning Administrator at 608-646-0421.

Published January 20 and 27, 2022 Hub


Google Maps
318 S Forrest St
Ice Cream Daydream
Ice Cream
A Day In The Country Unique Gifts...
Gift shop
Giggles
Toy store
Big Sky
Postal Service
Urban Prairie Inve
W Main St
51
A
Next Generation of Stoughton
Stoughton Village Players Theater
Viking Brew Pub
Stoughton Public Library
Fosdal Home Bakery
Stoughton Family Dental
Morales
Gemini Games
Nates Classic Barbershop
Wendigo
Cheesers
Cheese shop
Tailgaters of Stoughton
Grill
China King
Chinese
Smokey's Auto Body Repair
Public Lot South
Public Library Lot
318 S Forrest St, Stoughton, WI 53589
PRIMAL FITNESS
S Division St
S Forrest St
S 4th St
S Water St
W Jefferson St
E Jefferson St
Google
Map data ©2022
50 ft

**City of Stoughton Procedural Checklist for Conditional Use Review and Approval**
**(Requirements per Section 79-905)**

Prepared By: James R. Brooks
Owner of: Primal Strength and Fitness LLC

***II c – A written description of the proposed conditional use describing the type of activities, buildings and structures proposed for the subject property and their general locations.***

Primal Strength and Fitness LLC is a privately owned fitness facility that offers a high quality environment and atmosphere for its members. Programs include but are not limited to:

- Personal Training
- Group Fitness Training
- High School/College Athlete Training
- Powerlifting Training
- Bootcamps
- Strongman
- Competitive Events

## Company Location and Facilities:

Primal Strength and Fitness LLC will be located in Stoughton, WI at 318 S. Forrest St - Stoughton, WI 53589.

## Facilities and Services

Primal Strength and Fitness LLC members will have access to the following strength training equipment:

- Squat Racks
- Bench-press benches
- Deadlift Platforms
- Dumbbells
- Kettlebells
- Medicine Balls
- Flat Benches
- Lat Pulldown Machines
- 45 pound Olympic bars
- Olympic Weight Plates (various sizes)

- Resistance Bands
- Airdyne Bikes
- Tires (various sizes)
- Sledgehammers
- Prowler
- TRX Systems

## Competitive Edge:

The competitive advantage of Primal Strength and Fitness LLC is the culture that is created in the facility. Members will feel safe to try new exercises, without the on-lookers of commercial gym members. Members will feel safe to make mistakes and try again, with our “always do your best” motto. In addition, the owner and trainers have a wealth of knowledge, “time under the bar” and experience to help guide the inexperienced to the most experienced fitness enthusiast. We will also plan monthly seminars, focusing on specific movements such as, but not limited to:

- Bench Press
- Squat
- Deadlift
- Strongman
- Martial Arts
- Healthy Cooking
- Weight Management
- Circuit Training
- Mud Run Training

In Summary:

Primal Strength and Fitness LLC will offer a variety of strength and fitness services to the residents of Stoughton in the downtown district.

***II d - A site plan (conforming to the requirements of Section 78-908(3)) of the subject property as proposed for development OR if the proposed conditional use is a large development (per Sections 78-205 (11)) or a group development (per Section 78-205(12)) a proposed preliminary plat or conceptual plat mat be substituted for the required site plan, provided said plat contains all information required on said site plan per Section 78-908.***

***6. Projected number of residents, employees, and daily customers;***

RESPONSE: I am now in my 8th year of business and do not anticipate hiring employees, due to the nature of having a 24 hour facility.
In response to daily customers: I project daily customers to range from 1-30 within the working hours of the facility.

***7. Proposed amount of dwelling units, floor area, impervious surface area, and landscape surface area, and resulting site density, floor area ratio, impervious surface area ratio, and landscape surface area ratio;***

RESPONSE: This building occupies approximately 12,000sqft.

***8. Operational considerations relating to hours of operation, projected normal and peak water usage, sanitary sewer or septic loadings, and traffic generation;***

RESPONSE:

**PRIMAL Strength and Fitness is a 24 hour facility for keyfob members. Jimmy is available to help you during the hours listed below for questions, keyfobs, tours and information.**

**If you want to visit, please see the staffed hours.**

Monday - NO STAFFED HOURS

Tuesday - 5:30-7:00pm

Wednesday - NO STAFFED HOURS

Thursday - 5:30-7:00pm

Friday - NO STAFFED HOURS

Saturday - 7:00-11:00am

Sunday - 7:00-11:00am

***9. Operational considerations relating to potential nuisance creation pertaining to noncompliance with the performance standards addressed in article VIII including street access, traffic visibility, parking, loading, exterior storage, exterior lighting, vibration, noise, air pollution, odor, electromagnetic radiation, glare and heat, fire and explosion, toxic or noxious materials, waste materials, drainage, and hazardous materials. If no such nuisances will be created (as indicated by complete and continuous compliance with the provisions of article VIII), then the statement "The proposed development shall comply with all requirements of Article VIII." shall be provided;***

RESPONSE:

A. I do not foresee any noncompliance issues with any of the performance standards in article VIII.
B. The proposed development will comply with all requirements of Article VIII and conform to all operational consideration standards.

***10. Exterior building and fencing materials (sections 78-716 and 78-718);***

RESPONSE: All exterior building and fencing will be maintained by the property owner - Steven Metzler.

***11. Possible future expansion and related implications for 1 through 10, above, and: Any other information pertinent to adequate understanding by the plan commission of the intended use and its relation to nearby properties.***

RESPONSE: it is my plan to occupy 318 S. Forrest St with an initial lease of 3 years - with the option to renew at the end of the three year term.

Other information:
The intended use is for strength and fitness training. We hope to serve the residents of Stoughton by providing high quality, results-based strength and fitness programs for every-persons' needs. Our use of this property will be a fantastic addition to the neighborhood, by providing a local, privately owned, "small gym with big results," culture. We hope to be able to educate and serve the residents of Stoughton using a laser focus approach to health and wellness.

***II e – Written justification for the proposed conditional use:***
***Indicating reasons why the Applicant believes the proposed conditional use is appropriate with the recommendations of the City of Stoughton Comprehensive Plan, particularly as evidenced by compliance with the standards set out in Section 78-905 (4)***

After careful review of the **Comprehensive Plan of Stoughton,** I (James R. Brooks; Owner of Primal Strength and Fitness LLC) believe that my business will indeed assist in the health and wellness of the residents in Stoughton.

Trends and Inferences:

**Population Trends and Projections:** The average increase in residents of Stoughton is projected to grow by 1.237% each year and reach a population growth of 16,798 by year 2025.

Inference: with this expected population growth, the residents of the City of Stoughton will undoubtedly seek ways to serve their health and wellness needs, as more public health knowledge becomes available. It is apparent everywhere, from grocery stores to restaurants, that more public health knowledge is within reach. Within the City of Stoughton, Primal Strength and Fitness LLC will assist in giving residents a choice in how to best serve their strength and fitness needs.

**Demographic Trends:** Using Table 3 on Page 9 of the Comprehensive Plan, it is noted that the median age in 2000 of the residents of the City of Stoughton was older than the county but slightly younger than the state. The table further explains that the median age in the City of Stoughton was 35.2 in 2000 with a percentage of 28.3% under 18 and 52.8% female population.

Inference and Planning: At Primal Strength and Fitness LLC we serve any and all populations and demographics. Most recently, the highest interest groups in our programs have been some of my peers (ages 32-40) and youth athletes. We also have a program called “Iron Maidens” Our “Iron Maidens” program is an all female powerlifting program that helps to break the gender bias of weight training. Our program has recently generated a high interest level with many of our potential clients. In addition, we feel that many mid 30-40 aged persons will be interested in our programs. I personally believe that public health knowledge is reaching out to many adults, which in turn will influence the residents of the City of Stoughton to reach out and find appropriate strength and fitness options.

**Community Survey – Page 11**

The most important reasons for living in the City of Stoughton:

1. Small City Atmosphere
2. Proximity to Relatives and Friends
3. Affordable House or Lot
4. Self Contained Full Service City
5. Good Schools

Inferences: From reading this section, it is apparent that the residents of the City of Stoughton value their community. One can also determine that once you live in Stoughton, you keep your commerce in Stoughton. One component of my business model is creating a culture of belonging. When you choose a membership at Primal Strength and Fitness LLC, you not only become a gym member, you become part of a strength community of support. Our name says it all: PRIMAL
Powerful
Respectful
Intense
Muscular
Athletic
Lifestyle
It is clear that the residents of the City of Stoughton prefer a certain type of lifestyle in this community. Primal Strength and Fitness LLC will serve to create a community of health, strength and fitness within a community.

**Community Survey – Page 13**

Desired Types of New Commercial Development:
When asked about new commercial development, 27% of the respondents indicated neighborhood commercial and office usage, while 22% indicated community commercial uses.

Inferences: Almost half (49%) of the respondents indicated neighborhood and community use as the types of development desired. This demonstrates a need more a neighborhood fitness center that is based in a community. Again, as I have expressed before, our gym and fitness facility will fit seamlessly within a community to provide the best health, strength and fitness opportunities for the City of Stoughton residents.

**Vision Setting Workshop – Page 15**
"Have Planned Controlled Development that Preserves Small Town Character"
The residents of the City of Stoughton have expressed interest in business development that: "encourage more local businesses and community-wide activities."

Inferences: At Primal Strength and Fitness LLC, I vision our fitness facility working "hand in glove" with the community and forming partnerships with local businesses using our many programs and facilities. Using these programs, we will partner with local City of Stoughton businesses and essentially become their "Health and Wellness" department by working with employees and creating healthy outcomes in a business setting. We also will work with local organizations and sponsor youth sports teams, hold quarterly fund-raisers for local charities and work toward becoming an organization in the City of Stoughton that prides ourselves in helping others.

**III Justification of the Proposed Zoning Ordinance Amendment for Applicant Use**

1. ***How is the proposed conditional use (the use in general, independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Stoughton Comprehensive Plan, the Zoning Ordinance and any other plan, program or ordinance adopted, or under consideration pursuant to the official notice by the city?***

**Stoughton Comprehensive Plan – Page 20:**

**Overall Planning Goals:**

**Preserve and enhance Stoughton's "small city" character and heritage**

Primal Strength and Fitness LLC is a privately owned fitness facility located in Stoughton Wisconsin. Primal Strength and Fitness LLC is a small, non-commercial gym catering to the health and wellness needs of the people of Stoughton, Wisconsin. ***"We prepare people for life through a rigorous strength and fitness program."*** Primal Strength and Fitness LLC's focus is the "every-person" of Stoughton and the outlying areas. The "every-person" refers to anyone who may be curious about fitness, weight management, and weight training, but doesn't know where to start. We offer a practical and safe approach to lifestyle change through strength and fitness. In fact, our name says it all! PRIMAL is an acronym for:

- Powerful
- Respectful

- Intense
- Muscular
- Athletic
- Lifestyle

***2. How is the proposed conditional use, in its specific location in harmony with the purposed, goals, objectives, policies and standards of the City of Stoughton Comprehensive Plan, the Zoning Ordinance, and any other plan, program or ordinance adopted, or under consideration pursuant to official notice by the city?***

**Overall Planning Goals**
**Page 20: City of Stoughton Comprehensive Plan**
**We Will Maintain Quality Community Facilities and Services**

# Vision:

All Primal Strength and Fitness LLC members will train in a high quality, focused atmosphere based on a culture of health and wellness. Each member will develop the knowledge, skills and values necessary for life long health and wellness. The impact of our collective efforts will fundamentally impact the future of each member and their families.

## 1.1 Core Values:

At Primal Strength and Fitness LLC we practice a set of Core Values based on G.O.A.L.S

- **Go above and beyond:** coaches, staff, and members put in whatever time it takes to get the job done. The number of hours put into development, exceed the hours on the job. We are committed to personal development each and every day with each and every member.

- **Opportunities for teaching and learning:** We are mindful of ways to capture a moment to foster a learning experience. We are very purposeful in the interactions with our members, making each interaction a purposeful opportunity for learning.

- **Always do your best:** *"I will not rest until my good is better and my better is best."* We strive for members to have the best experience possible. We ensure that we have high expectations for ourselves.

- **Lead by example:** We model the type of behavior we expect to see from our members. We continually role model training sessions to create positive outcomes. We always set and model high expectations with each member.

- **Supportive environment:** We create a culture that is driven by the needs of the members. Member needs become the focal point of planning as we plan *with* each member in mind. Members are supported in their fitness and personal development.

***3. Does the proposed conditional use, in its proposed location and as depicted on the required site plan (see Section 78-905 (3) (d)), result in any substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights of way, or other matters affecting the public health, safety or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map ordinance adopted or under consideration pursuant to the official notice by the City or other governmental agency having jurisdiction to guide development?***

RESPONSE: The proposed conditional use does not result in any undue or adverse impact on nearby properties, character of the neighborhood or create any environmental or traffic factors. Furthermore, there will be no affect on any implementations of zoning ordinances.
The conditional use will positively affect the health and general welfare of the neighborhood by providing a safe and effective physical fitness facility.

***4. How does the proposed conditional use maintain the desired consistency of land uses, land use intensities and land use impacts as related to the environs of the subject property.***

RESPONSE: The consistency of the land will be maintained and will create no impact on the environmental integrity of the land. The use will be consistent with other small businesses conducting normal business in the downtown district.

***5. Is the proposed conditional use located in an area that will be adequately served by and will not impose an undue burden on any of the improvements, facilities or utilities or services provided by public agencies serving the subject property?***

RESPONSE: The conditional use 318 S. Forrest St. will not pose an undue burden on any improvements, facilities, utilities or services by public agencies.

The utilities will be at a median or below what other similar businesses will use on a yearly basis.

6. ***Do the potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use (as identified in Subsections 78-905(4)(b)1.5.), after taking into consideration the Applicant's proposal and any requirements recommended by the applicant to ameliorate such impacts?***

RESPONSE: I do not foresee or predict any adverse impacts of the proposed conditional use. In-fact, I predict that the public health benefits of this conditional use permit will greatly benefit the public health. Through careful strength and fitness programming, we hope to shape the way the City of Stoughton residents view fitness training.

Thank you for the opportunity to share my information. Please let me know if you require any additional documentation or information.

Sincerely,

James R. Brooks
Primal Strength and Fitness LLC

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CITY OF STOUGHTON
DEPARTMENT OF PLANNING & DEVELOPMENT
207 S. Forrest Street, Stoughton, WI. 53589
www.cityofstoughton.com/planning

RODNEY J. SCHEEL
DIRECTOR
(608) 873-6619
fax: (608) 873-5519

January 11, 2022

James Brooks
318 S. Forrest Street
Stoughton, WI. 53589

Dear Mr. Brooks:

I have completed a review of the proposed conditional use for a fitness center at 318 S. Forrest Street, Stoughton – application provided 1/10/2022. As noted, additional information may be required or shown on the plans. A public hearing is planned for the February 14, 2022 Plan Commission meeting of which a notice will be sent to you. You and/or a representative will need to attend the public hearing. It is anticipated that the Common Council will act on the Conditional Use request at their February 22, 2022 meeting.

1. The property at 318 S. Forrest Street is currently zoned CB – Central Business. **An Indoor Commercial Entertainment use (Fitness Center) is allowed with a conditional use permit within the CB district.**

2. Ordinance section 78-905(5)(c) provides the following criteria which the Zoning Administrator may use to evaluate the conditional use application to determine whether the request is in harmony with the recommendations of the Comprehensive Plan:

   a) Is the proposed conditional use (the use in general, independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Stoughton Comprehensive Plan, this chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the city?

      **We believe the conditional use is consistent with the Comprehensive Plan.**

   b) Is the proposed conditional use (in its specific location) in harmony with the purposes, goals, objectives, policies and standards of the City of Stoughton comprehensive plan, this chapter, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the city?

      **We believe the conditional use is consistent with the Comprehensive Plan.**

   c) Does the proposed conditional use, in its proposed location and as depicted on the required site plan (see subsection (4)(d), above), result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of this chapter, the comprehensive plan, or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the city or other

governmental agency having jurisdiction to guide development? **We do not see any substantial or major adverse impacts related to the group daycare use.**

d) Does the proposed conditional use maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property? **The use is consistent with the Planned Business zoning classification.**

e) Is the proposed conditional use located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property? **The use should not impose a burden on utilities or services.**

f) Do the potential public benefits of the proposed conditional use outweigh any and all potential adverse impacts of the proposed conditional use (as identified in subsections 1. through 5., above), after taking into consideration the applicant's proposal and any requirements recommended by the applicant to ameliorate such impacts? **No adverse impacts have been identified.**

3. The Comprehensive Plan, future land use map designates the property at 318 S. Forrest Street as Central Business. **The zoning and proposed use are consistent with the Comprehensive Plan.**

4. Relevant site plan review and approval procedural requirements per zoning section 78-908 are as follows:
   A. Written description of the intended use. **Provided**

5. Regulations applicable to an Indoor Commercial Entertainment use is as follows:
   - Facility shall provide a bufferyard with a minimum opacity of .60 along all property borders abutting residentially zoned property (See zoning section 78-610). **N/A**
   - If located on the same side of the building as abutting residentially zoned property, no customer entrance of any kind shall be permitted within 150 feet, or as far as possible, of a residentially zoned property. **N/A**

6. There are no parking requirements in the Central Business district.

7. Any proposed signage will require a detailed plan, application and fee prior to installation. **Already taken care of.**

If you have any questions, please contact me at 608-646-0421

Sincerely,
City of Stoughton

Michael P. Stacey

Michael P. Stacey
Zoning Administrator

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