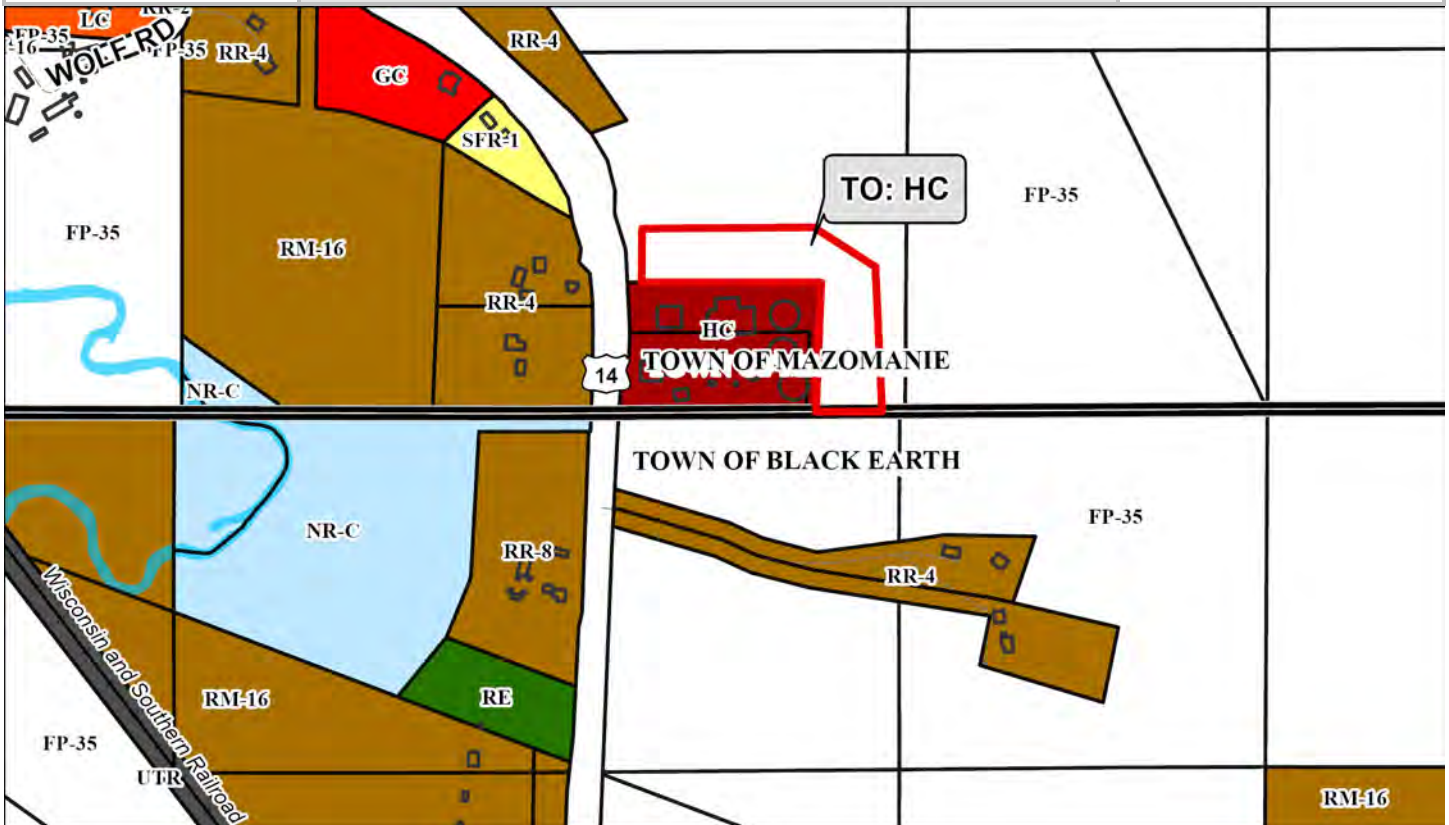


Staff Report
**Zoning & Land
Regulation
Committee**
Public Hearing: **May 5, 2026**
Zoning Amendment Requested:
FP-35 Farmland Preservation District TO HC Heavy Commercial District
Size: **5.55 Acres**
Survey Required: **Yes**
Reason for the request:
ZONING TO EXPAND EXISTING CO-OP FACILITY
Petition 12260
Town, Section:
MAZOMANIE, Section 15
Applicant:
**PREMIER COOPERATIVE
(c/o MATT SEVERSON)**
Address:
10216 US HWY 14


DESCRIPTION: Premier Cooperative proposes a rezone in order to expand its existing agriculture-based commercial site on Highway 14. The business is in the process of replacing some existing buildings and site utilities, and plans to add more buildings in the future. A new one-lot certified survey map (CSM) would be recorded to expand the site.

OBSERVATIONS: The property has been home to a co-op operation for decades, and it has grown over time. The site was initially zoned C-2 under the old pre-2019 zoning ordinance – the original parcel was zoned for commercial use in 1970 (rezone petition #1329) and the site was expanded northward (rezone petition #9575) in 2006.

Lot configuration: The proposed lot meets county ordinance requirements for lot size, public road frontage, building setbacks, and lot coverage by buildings. However, the lot boundary does not extend to the highway right-of-way (ROW) – it leaves a small area with a 50-foot wide gap. For access purposes, the county requires a minimum 66 feet of road frontage for new lots, which this CSM satisfies. However, the county has historically interpreted this ordinance requirement to discourage leaving any portion of un-platted land less than 66 feet wide (to maintain 66 feet throughout the property). The un-platted portion here falls short of the 66 feet which would pose complications if a future land division or change of use is proposed on that land. Another consideration is that zoning requires a 42-foot setback from the ROW line of a U.S. highway, rendering this “gap” area undevelopable in its current layout.

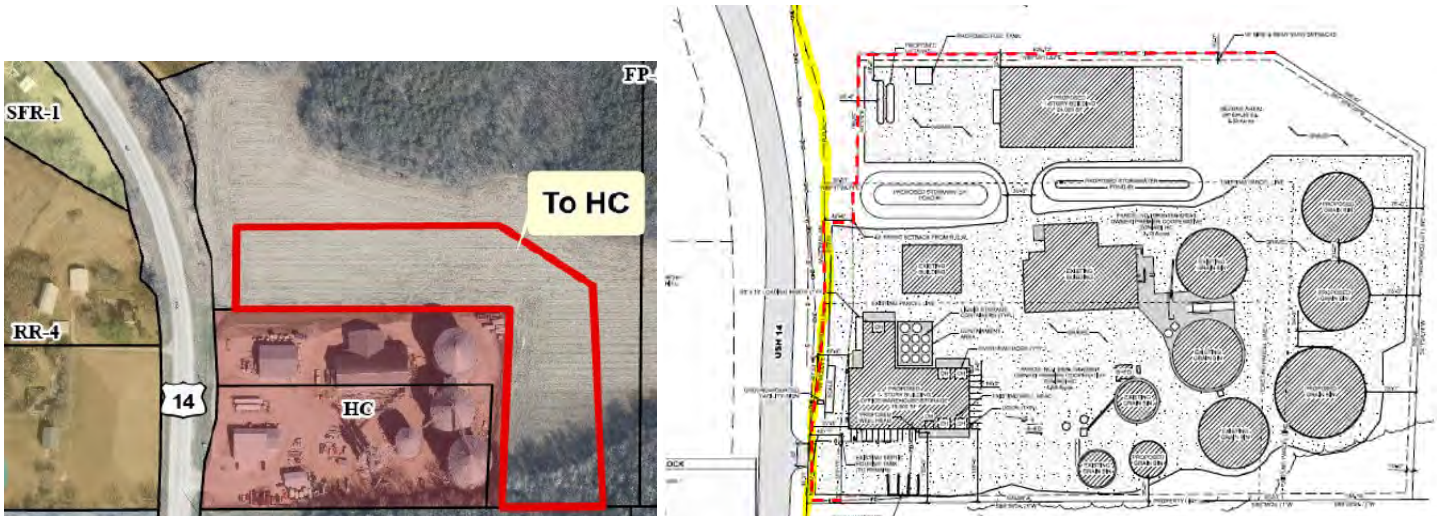
- Staff suggests adjusting the proposed lot boundary east to meet the highway ROW line, or (if that is not feasible for the owners) expand the gap area to provide at least 66 feet between the ROW line and the proposed lot.

The property is subject to the Village of Mazomanie’ extraterritorial jurisdiction (ETJ) for the land division review.

Site plan: The proposed site plan meets most ordinance requirements. No concerns with the existing and proposed buildings. The HC zoning district allows for buildings up to 50 feet in height; however, this limit does not apply to tanks, storage bins, silos or towers. The business is served by an existing holding tank for the septic system and a private well. The applicants are working with the Public Health Department to install a new holding tank and well. Signage is proposed as a ground-mounted sign along Hwy 14 and building-mounted signage. See comments on visual screening and lighting below.

Visual screening: To protect the enjoyment and use of neighboring properties by reducing the visual impact of commercial facilities near residential areas, Section 10.102(12) of the Zoning Ordinance requires visual screening along any lot in a commercial zoning district that is adjacent to land zoned for residential. There are residential properties across the highway, the nearest home being roughly 300 feet away from the main co-op building. Ordinance requires vegetative screening of at least 15 feet depth, and with other specific requirements for tree placement and species.

Neighbors have voiced concerns to Zoning Staff about the lack of visual screening on this property, and staff observes that the Co-op's lights are very bright when travelling the highway at night. In addition, the structures on site (grain bins and towers) are taller than most due to the nature of the operation. The application mentions existing natural vegetation on N/S/E sides, but provides no screening as part of the site plan for expansion. Staff acknowledges this property was developed decades ago and the buildings and other site improvements are close to the highway (which has also been expanded over the years). As a result, there is little room for landscape plantings along the highway (see site plan image below with lot line in red and highway ROW line in yellow):



Section 10.102(12) DCCO provides for potential waivers to the screening requirement:

Waivers. If the town board and zoning committee find that there will be no significant visual impact, or no negative impact on neighborhood or rural character from the proposed use, the town board and zoning committee may:

- a. Approve alternative landscaping plans, differing from the specific standards in this section, or*
- b. Waive visual screening requirements entirely.*

The town board has acted on this petition (see below); they did not waive the screening requirements but indicated they must be followed. The current screening requirements are more detailed than prior to the 2019 code rewrite, and may not have been triggered by other commercial zoning requests since being adopted.

- The ZLR Committee may want to determine whether the properties across the highway qualify as “adjacent” for this purpose. In this case, staff’s interpretation is that the existing site qualifies as “nonconforming” to this code requirement, but the new expansion area is subject to the screening requirement, with regard to the residential-zoned properties across the highway.

Lighting plan: Ordinance s. 10.102(5) requires: *Except for lighting of the United States flag, any outdoor lighting associated with any permitted or conditional use shall be directed downward and away from adjacent properties and public rights-of-way, and shall be designed to minimize ambient light spill.*

Applicants provided an initial lighting plan that used adjustable-angle wal-pak lights on the buildings. Staff was concerned the plan did not meet the ordinance requirement, particularly given the challenge of visually screening the site. A new lighting plan was provided for this petition that would replace all existing wal-pak units with down-facing fixtures with a lower color temperature (max 3500 K color temperature), to minimize glare and visual impacts. Plan shows lights at 10,000 lumens, mounted between 16' and 20' high (some as low as 10'), throwing maximum 1 footcandle under the lights. Due to the number and height of the fixtures they will still be visible, but the lumen levels are lower than other commercial lighting plans under review, and light levels on the ground would be very low. Zoning Staff find the lighting plan acceptable as a balance of minimizing glare while ensuring safety for workers on site. Staff also requested comments from Wisconsin DOT staff who are reviewing the site access, in case they have concerns from a public safety standpoint. At the time of writing, no comments have been received.

Stormwater management: The applicants have been in contact with Land and Water Resources staff regarding the stormwater management plan. Formal plan review has not been requested, but LWRD staff indicate that the proposed site will have adequate room for stormwater management facilities.

HIGHWAY ACCESS: The property currently has an access permit for the business operation, and DOT staff have confirmed that the existing driveway access is adequate to serve the proposed business expansion. No additional improvements will be required. For questions on this contact: Scot Hinkle at 608.246.5334

COMPREHENSIVE PLAN: This petition is in the town's Agricultural Preservation planning area and is subject to the land use policies related to that designation. This proposal is consistent with the goals, objectives of policies related to supporting agricultural use. The Town of Mazomanie has a 1 home per 40 acres density policy, the proposal is consistent with the density policy as it expands an existing farm-related use.

For questions about the town plan, contact Senior Planner Curt Kodl at (608) 266-4183 or Kodl.Curt@danecounty.gov.

RESOURCE PROTECTION: There are no sensitive environmental resources within 300 feet of the subject property. Erosion control and stormwater management permits are required for the proposed development expansion. Applicants are working with Land and Water Resources staff to obtain a stormwater management permit (see above).

TOWN ACTION: Town Board recommends approval of the rezone, with the condition that future site plans must follow all Town and county Zoning ordinances when it comes to screening along US HWY 14.

STAFF RECOMMENDATION: As part of the zoning approval that expanded the site in 2006, the property was deed restricted to limit the allowable land uses. This is often done for sites with commercial zoning that allows a wide range of land uses, when some of those uses are deemed incompatible with the surrounding area or with policies in the town's land use plan. In this case, the existing restriction (recorded document #4248012) limits the land uses to: grain, agricultural, and agronomy product storage, sales, processing and related uses, including parking and storage of vehicles associated with the grain facility, and sales and storage of landscape materials, and bulk propane.

As with all the county's zoning-related deed restrictions, rezoning the land to a different zoning district acts to terminate the restriction. This petition would not change the zoning of the current Co-op property, but would expand it to lands that are not currently deed restricted. Staff recommends that the applicants record a termination of restrictions to nullify restriction doc #4248012, and record a new deed restriction that limits the land uses to the current operation uses as listed in today's HC zoning district.

Pending any comments at the public hearing, Staff recommends approval with the following conditions:

1. The lot boundary shall be adjusted to meet the highway ROW line, or (if that is not feasible for the owners) expand the gap area to provide at least 66 feet between the ROW line and the proposed lot.
2. The site shall be developed in accordance with the site plan approved as part of rezone petition #12260.
3. Landscape screening shall be required per DCCO s. 10.102(12) for the portion of the lot being expanded, specifically the western lot line along Highway 14. Such screening shall be shown on site plans submitted for the issuance of Zoning Permits.

4. Site lighting shall be installed according to the Edge Consulting Engineers lighting plan dated 3/2/2026, subject to adjustments if required by the Wisconsin DOT for the safety of the travelling public on Highway 14.
5. Refuse dumpsters shall be placed on the east side of the new office building on a concrete pad and away from public view, as proposed.
6. Applicants shall record a termination of restrictions to nullify the restrictions in recorded Register of Deeds document #4248012.
7. A deed restriction shall be recorded on the property (new CSM lot) that states the following:
 - a. Land uses on the property shall be limited exclusively to the following:
 - i. Agriculture and accessory uses (livestock not permitted) specifically: grain, agricultural, and agronomy product storage, sales, processing and related uses, including parking and storage of vehicles associated with the grain facility, and sales and storage of landscape materials, and bulk propane.
 - b. The installation of off-premise advertising signs (billboards) is prohibited on the property.

Please contact Rachel Holloway at (608) 266-9084 or holloway.rachel@danecounty.gov if you have questions about this petition or staff report.