



## PLAN COMMISSION MEETING AGENDA

MONDAY, JULY 10, 2023 AT 4:30 PM

COUNCIL CHAMBERS, SECOND FLOOR, MUNICIPAL BUILDING, 106 JONES STREET,  
WATERTOWN, WI

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**By Phone or GoToMeeting:** Members of the media and the public may attend by calling: (Toll Free): 1 866 899 4679 **Access Code:** 616-264-437 or <https://meet.goto.com/616264437> All public participants' phones will be muted during the meeting except during the public comment period.

**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

A. Review and take action: Plan Commission minutes dated June 19, 2023

B. Review and take action: Plan Commission minutes dated June 26, 2023

**3. BUSINESS**

A. Review and take action: Neighborhood Concept Plan for Greater Watertown Community Health Foundation (GWCHF)

**4. ADJOURNMENT**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@CityofWatertown.org](mailto:mdunneisen@CityofWatertown.org), phone 920-262-4006*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*

**PLAN COMMISSION  
MINUTES  
JUNE 19, 2023**

**The Plan Commission met on the above date at 4:30 p.m. in the Council Chambers.**

**The following members were present:** Mayor McFarland, Ald. Blanke, Holloway, Lampe, Talaga, and Zirbes.

- 1. Call to order**
- 2. Approval of Minutes**
  - A. Review and take action: Site Plan Review minutes June 12, 2023**

Motion to approve made by Lampe and seconded by Holloway, passed on unanimous voice vote.
  - B. Review and take action: Plan Commission minutes May 22, 2023**

Motion to approve made by Lampe and seconded by Holloway, passed on unanimous voice vote.
- 3. Business**
  - A. Review and take action: 407 S. Washington Street – revised Certified Survey Map (CSM)**

Motion was made by Holloway to approve the revised CSM with the condition that the related Comprehensive Plan Amendment and rezoning are also adjusted by this CSM revision, seconded by Lampe and passed on a unanimous voice vote.
- 4. Adjournment**

Motion to adjourn was made by Blanke and seconded by Talaga at 4:32pm, passed on a unanimous voice vote.

Respectfully Submitted,

Alderman Brad Blanke

**PLAN COMMISSION**

**MINUTES**

**JUNE 26, 2023**

*Section 2, Item B.*

**The Plan Commission met on the above date at 4:30 p.m. in the Council Chambers.**

**The following members were present:** Mayor McFarland, Ald. Blanke, Holloway, Konz, Lampe, Talaga, Zirbes, (Krueger joined the meeting virtually).

**Others in Attendance:** Trevor Frank, Don Bartz, Julaine Appling, Diane Westphall, Ricardo Contreras, Jennifer Getz, Eric Schmid, Ruth Mack, Chief Teesch.

**1. Call to order**

**2. Approval of Minutes**

**NONE**

**3. Business**

**A. Conduct public hearing: 111 S. Montgomery Street – Conditional Use Permit (CUP) request for St. Jude Academy, Inc. under Indoor Institutional Section 550-25B(2)(d)**

Mayor McFarland opened the public hearing and invited public comment.

Hearing none the public hearing was closed.

**B. Review and take action: 111 S. Montgomery Street – Conditional Use Permit (CUP) request for St. Jude Academy, Inc. under Indoor Institutional Section 550-25B(2)(d)**

Brian Zirbes (Zoning Administrator) presented the request for a CUP for 111 S. Montgomery Street.

Motion made by Blanke and seconded by Konz to approve with no conditions passed on a unanimous voice vote.

**C. Conduct public hearing: 308 Hyland Street – Conditional Use Permit (CUP) request for an automotive repair business under Vehicle Repair and Maintenance Section 550-36B(2)(c)**

Mayor McFarland opened the public hearing and invited public comment.

Hearing none the public hearing was closed.

**D. Review and take action: 308 Hyland Street – Conditional Use Permit (CUP) request for an automotive repair business under Vehicle Repair and Maintenance Section 550-36B(2)(c)**

Brian Zirbes (Zoning Administrator) presented the request for a CUP for 308 Hyland Street.

Motion made by Holloway and seconded by Lampe to approve with no conditions passed on a unanimous voice vote.

**E. Review and take action: Fire Department Concept Plan**

Trevor Frank lead architect with Short, Elliot, and Hendrickson gave a presentation on the concept plan for the new fire station project.

Motion made by Holloway and seconded by Lampe to forward the concept plan with a positive recommendation to the common council passed on a unanimous voice vote.

**F. Review and take action: New Fire Station Certified Survey Map (CSM)**

Review the CSM for the new fire station project.

Motion made by Holloway and seconded by Konz to approve passed on a unanimous voice vote.

**G. Initial review and set public hearing date: Rezoning for new fire station from MR-8, Multi-Fa****Residential and GB, General Business to CB, Central Business**

Brian Zirbes identified the zoning requirements for the new fire station and the changes that need to be made.

Motion made by Holloway and seconded by Lampe to set the public hearing for August 1<sup>st</sup> passed on a unanimous voice vote.

**H. Review and take action: 1403 Richards Avenue Preliminary Certified Survey Map (CSM)**

Brian Zirbes (Zoning Administrator) presented the request for a CSM for 1403 Richards Avenue.

Motion made by Konz and second by Blanke to approve passed on a unanimous voice vote.

**I. Review and take action: Preliminary Certified Survey Map (CSM) for Hunter Oaks Areas B and A-D**

Brian Zirbes (Zoning Administrator) identified that this CSM had been previously approved by the Plan Commission but not recorded with the register of deeds. Need to be approved so it can be recorded properly.

Motion made by Holloway and seconded by Talaga to approve passed on a unanimous voice vote.

**J. Initial review and set public hearing date: 1722 S. Church Street text amendment for drive thru signage**

Brian Zirbes (Zoning Administrator) identified the proposed changes for drive thru signage.

Motion made by Holloway and seconded by Lampe to set the public hearing for August 1<sup>st</sup> passed on a unanimous voice vote.

**K. Review public hearing comments and make recommendation to Council: Zoning Ordinance Text Amendments to Section 550**

There were no comments at the public hearing.

Motion made by Holloway and seconded by Talaga to forward the amendments to the common council with a positive recommendation passed on a unanimous voice vote.

All materials discussed at this meeting can be found at:

<https://mccmeetings.blob.core.usgovcloudapi.net/watertwnwi-pubu/MEET-Packet-dd67ba35ddd84fb0b2403a581281162b.pdf>

**4. Adjournment**

Motion to adjourn was made by Blanke and seconded by Talaga passed on a unanimous voice vote at 5:26pm.

Respectfully Submitted,

Alderman Brad Blanke



Main Office  
920-262-4060

Brian Zirbes  
920-262-4041

Mark Hady  
920-342-0986

Nikki Zimmerman  
920-262-4045

Dell Zwieg  
920-262-4042

Doug Zwieg  
920-262-4062

Dennis Quest  
920-262-4061

TO: Plan Commission  
DATE: July 10th, 2023  
SUBJECT: GWCHF Southwest Side Neighborhood Concept Plan Review and Recommendation

A request by the Greater Watertown Community Health Foundation for Review and Recommendation to Council of a concept plan for the Southwest Side Neighborhood. Parcel PINs: 291-0815-0814-001, 291-0815-0543-083, 291-0815-0813-000, 291-0815-0831-000, 291-0815-0824-001, 291-0815-0544-004, 291-0815-0824-000, 291-0815-0841-001, 291-0815-0841-002, & 291-0815-0843-000.

SITE DETAILS:

Acres: Approximately 530 acres.

BACKGROUND:

It is the role of the Plan Commission to review and make a recommendation to Council on matters relating to the planning and development of the city.

Per Wis. Stat. § 62.23(4):

(4) MISCELLANEOUS POWERS OF THE COMMISSION. **The commission may make reports and recommendations relating to the planning and development of the city to public officials** and agencies, public utility companies, civic, educational, professional and other organizations, and citizens. It may recommend to the mayor or council, programs for public improvements and the financing thereof. All public officials shall, upon request, furnish to the commission, within a reasonable time, such available information as it may require for its work. The commission, its members and employees, in the performance of its functions, may enter upon any land, make examinations and surveys, and place and maintain necessary monuments and marks thereon. In general, the commission shall have such powers as may be necessary to enable it to perform its functions and promote municipal planning.

PLAN COMMISSION OPTIONS:

The following possible options for the Plan Commission:

1. Make a negative recommendation to the Common Council.
2. Make a positive recommendation to the Common Council.
3. Make a positive recommendation to the Common Council with additional recommendations.

ATTACHMENTS:

- Application materials.

# Watertown Neighborhood Plan

## COMMENTS & FREQUENTLY ASKED QUESTIONS

June 2023

### 1. What TYPE of housing will this neighborhood provide?

The neighborhood will provide a full continuum of housing options to meet the needs of community members across the lifespan - from *Rentals*, to *Starter Homes*, to *Executive Homes* and *Smaller Home Options for Seniors*.

### 2. Will the neighborhood include "Public", "Section 8", "LOW INCOME" housing?

The neighborhood will **NOT** include Public, Section 8, or Low Income housing.

### 3. Will the neighborhood include "AFFORDABLE / WORKFORCE HOUSING"?

The neighborhood will emphasize *Market Rate Housing that is Affordable for our Workforce*.

We are at a point in time where housing is getting too expensive for **everyone**. In April 2023, the average sales price of a home in Jefferson County was \$330,000. The average sales prices for newly constructed homes are moving to \$400,000+.

The Greater Watertown Community Health Foundation purchased this property to ensure that *everyone who works or retires in Watertown can afford to live here*.

Homes and rentals in this new neighborhood will be targeted to meet the needs of the "mainstream" Watertown market - defined as individuals and households with annual incomes from \$35,000 to \$120,000.

### 4. Why is housing so EXPENSIVE right now?

Wisconsin has a growing number of households, but since the Great Recession of 2008 *too few new housing units have been built*. A growing number of households need housing... more than is available.

Rising interest rates and marked increases in construction costs make it extremely difficult to produce housing right now that is affordable for the average working household.

### 5. Once developed, will this neighborhood be producing TAX REVENUE for the City?

Yes. Owned by a nonprofit for decades, 90 acres of this neighborhood have not previously been on the City's tax roles. Once developed, the housing units will be taxed, bringing up to \$2.6M *in additional annual revenue* to the City.

### 6. Can Milford Street support the ADDITIONAL TRAFFIC? Will the road need to be widened or a stoplight need to be put in?

The Hwy 26 bypass has reduced total traffic on Milford Street, and City planners are confident *Milford Street can accommodate* the additional traffic inherent with adding new homes and apartments.

# Watertown Neighborhood Plan

## COMMENTS & FREQUENTLY ASKED QUESTIONS

June 2023

### 7. Can there be a way to **CONNECT** the neighborhood to downtown with walking or bike paths?

*Yes!* Walkability and bikeability is a priority of the neighborhood design.

The current concept includes 3.5 to 4.5 miles of off-road paths. Also, it is likely that sidewalks will be added to Milford Street to connect residents to the rest of the community.

### 8. Some of the land in the proposed future development area includes land owned by a private farmer. Will that property need to be taken by **EMINENT DOMAIN**?

Development of this neighborhood has always been first about public and private collaboration. The land owner has been involved throughout this process and has been *supportive of development* that proceeds from north to south. Development of the full 200 acres will likely take 5-10+ years.

### 9. This neighborhood provides for up to 700 housing units. A new Belinski neighborhood will add 200 new homes in 2025. Do we need all of those homes? Will a surplus of homes drive down **HOME VALUES** for current owners?

*The current housing need will still exceed proposed development.*

The Greater Watertown Community Health Foundation commissioned a market study within the last few months and that study presents these details:

- Jefferson County has a backlog of 3,500 housing units
- Watertown market studies estimate a need for 1,875 single family homes
- Watertown market studies estimate a need for 1,050 rental units

### 10. Who will **SELECT** developers for this neighborhood?

The Foundation as the land owner will select the developers. But, each individual project will still require City approvals which will include City staff, public, Plan Commission, and City Council input and action.

### 11. Will **LOCAL LABOR** and resources be used?

The Greater Watertown Community Health Foundation will seek to work with local developers and contractors as much as possible - provided they are cost and quality competitive.

### 12. Additional feedback received:

Immediate neighbors are generally not in favor of a pedestrian bridge connecting their neighborhood to the new neighborhood.





# WATERTOWN SOUTHWEST SIDE CONCEPTUAL NEIGHBORHOOD PLAN

JUNE 28, 2023

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# PLAN FOUNDATION

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“ ...A Model Neighborhood that provides a full continuum of housing to bring people together in one thriving community...”

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## EXISTING HOUSING CRISIS

Across Wisconsin, communities are experiencing a housing crisis. This manifests itself in terms of both affordability and availability across the full spectrum of housing options. Contributing to these issues are the lack of developers and builders, outdated and needlessly restrictive community ordinances, rising costs of construction, demographic and personal preference shifts, and overall lack of new housing inventory produced since the Great Recession in 2008. Together, this presents a situation where employers are struggling to find new workers or retain existing workers, communities are experiencing stagnant population growth, and there is an overall lack of housing development to meet the needs of a changing and evolving population.

### Key Housing Data:

- 2022 and 2023 Studies by Forward Analytics found that Wisconsin needs 140,000 new housing units by 2033 to keep up with demand, working Wisconsin residents will decline by 130,000 by 2030, and there will be less available workforce housing stock as Baby Boomers remain in their homes for the next 10-20 years.
- 2021 Dodge and Jefferson County Housing Studies found there is high demand for owner- and renter-occupied units, but a significant shortage of supply and increasing home appreciation values and gross rents contributing to a lack of affordability within the existing housing stock.
- 2022 Tracy Cross Residential Market Study for Watertown found that the City of Watertown needs new market rate housing for both renters and owners, there is an overall shortage of supply and adequate demand, and there are multiple forms of underserved housing unit types that could help meet this demand.

The solution: increase diverse housing stock throughout the community. While this isn't accomplished overnight, a strategic and long-range approach can be utilized to begin to reverse these trends, turn over the existing housing stock, attract new residents to the community, and generate housing for all incomes, lifestyles, age ranges, and household types.

*“The housing shortage in Watertown is limiting economic growth and the development of the community. As the CEO of Watertown Regional Medical Center (WRMC) I am involved in recruiting health care professionals to our community. The people we recruit look for housing in Watertown and simply cannot find it.*

*As such, they end up living in nearby communities such as Lake Mills, Johnson Creek, and Oconomowoc. These individuals usually buy homes, have high paying jobs, and have children. In other words, these are people who spur economic growth, contribute to community organizations, and place children in our schools. It is my recommendation that Watertown prioritizes addressing the lack of housing.”*

- Richard Keddington, CEO  
Watertown Regional Medical center



# GREATER WATERTOWN COMMUNITY HEALTH FOUNDATION

The Greater Watertown Community Health Foundation is a community-based organization that aims to provide positive, long-lasting, and measurable health improvement across the region. In 2022, seizing an opportunity for catalytic change in the community, the Foundation purchased 95 acres of land in the City of Watertown. Immediately following the purchase, the Foundation embarked on a planning effort in partnership with the City of Watertown to develop a Neighborhood Plan for the entire area.

The Southwest Side Conceptual Neighborhood Plan creates a planning framework to guide the implementation of this key growth area for the City of Watertown. Designed to facilitate a wide range of diverse housing options and vibrant open spaces, this new emerging neighborhood seeks to address the existing housing problem within the City by focusing on creating the full spectrum of housing with particular focus on delivering underserved housing types.

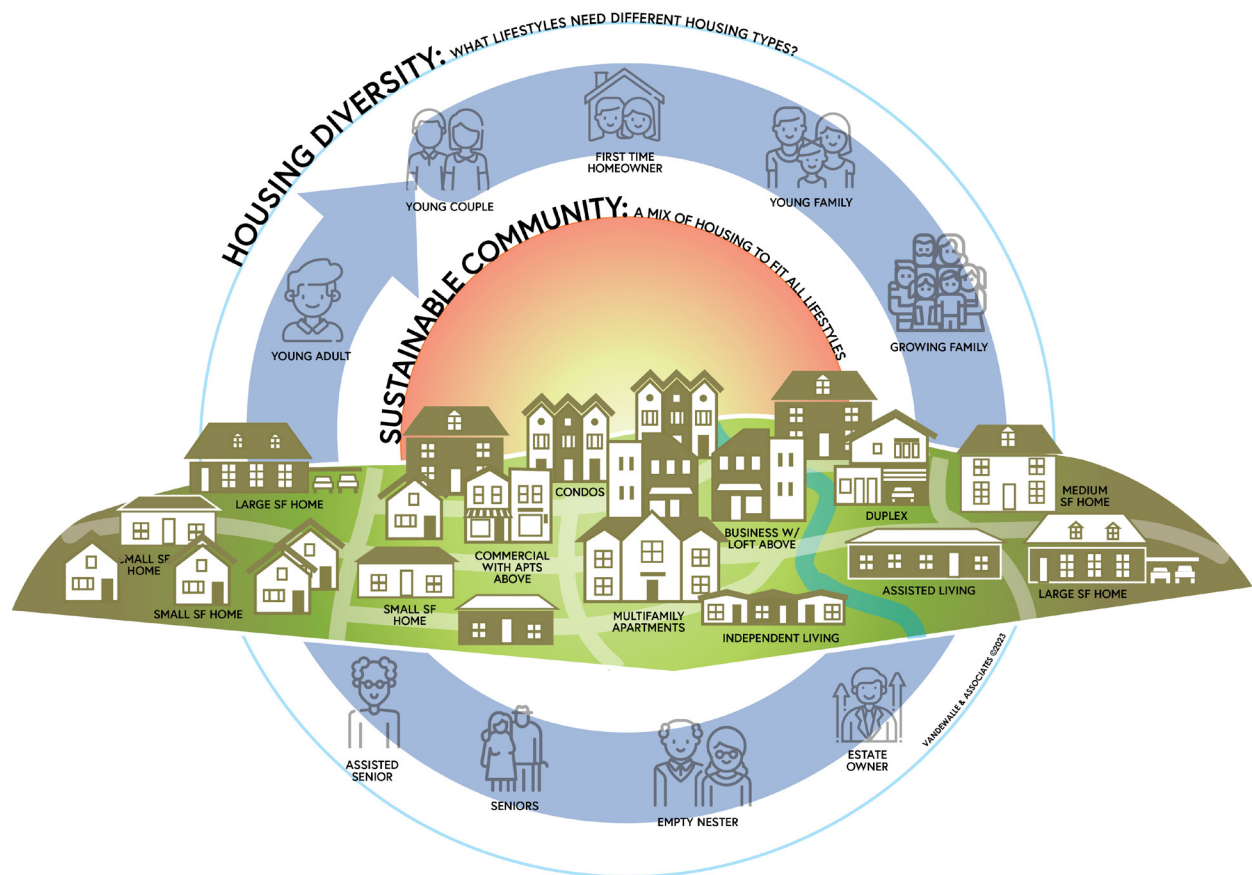
Building upon the Foundation’s and City’s goals, the Southwest Side Neighborhood Plan includes the integration of diverse housing types, long-term preservation of community character components, a mix of land uses, multi-modal transportation accessibility and options, preservation of environmental systems, and a reduction in the demand for resources and infrastructure.

The intent of this plan is to provide the framework for the implementation of a new neighborhood in the southwest area of Watertown that bridges the Community and Foundation’s shared goals for housing with the physical and geographic realities of the development area. It is anticipated that a neighborhood of this scale and aspiration will take at least a decade or more to build-out and it will take public-private partnerships, funding, and collaboration to do so; however, the implementation of this plan has the ability to be transformative in reversing trends and driving positive change across the community.

# PLAN GOALS

The design and implementation of the Southwest Side Neighborhood are guided by the following key principles, which are interwoven throughout the neighborhood concept:

- Deliver diverse housing types to accommodate a variety of lifestyles, age groups, formats, and price points.
- Integrate public health and community character.
- Build a model for sustainable and positive environmental impacts by providing housing, parks, and community uses within walking distance.
- Blend multi-modal transportation options into design.
- Preserve environmental systems.
- Building upon the Foundation's and City's goals, the Southwest Side Neighborhood Plan includes the integration of diverse housing types, long-term preservation of community character components, a mix of land uses, multi-modal transportation accessibility and options, preservation of environmental systems, and a reduction in the demand for resources/infrastructure through the creation of an efficient mixed density neighborhood.





# TRADITIONAL NEIGHBORHOOD DESIGN PRINCIPLES

Reflecting the goals, vision, and strategies of the City's Comprehensive Plan, the neighborhood is designed to implement Traditional Neighborhood Design Principles that guide overall neighborhood character, building characteristics, and sub-neighborhood configurations.

<b>Integrate a diversity of high-quality housing types to accommodate a variety of lifestyles and age groups.</b>
<ul style="list-style-type: none"> <li>• Develop housing patterns that offer housing format and price point diversity focused on the full spectrum of housing needs in the community.</li> <li>• Ensure that a variety of housing types are included and arranged in a compact and interconnected form.</li> <li>• Particular attention should be paid to the scale of buildings, walking distances, and the design of other neighborhood features such as streetlights and signage.</li> </ul>
<b>Ensure the long-term preservation of community character and high quality of life.</b>
<ul style="list-style-type: none"> <li>• Design neighborhood to advance the overall character and desirability of the greater community.</li> <li>• Design neighborhoods around community gathering spaces.</li> <li>• Integrate environmental features as common open space for recreation and public gathering.</li> </ul>
<b>Provide a variety of Land Uses and Walkability.</b>
<ul style="list-style-type: none"> <li>• Create attractive, active streetscapes that incorporate site and building design strategies such as decreased setbacks, front porches, balconies, and other architectural features to create a safe, pleasant walking environment.</li> <li>• Integrate neighborhood-scaled destinations within walking distance of residents such as parks and community institutions (YMCA).</li> </ul>
<b>Blend multi-modal transportation options into neighborhood design.</b>
<ul style="list-style-type: none"> <li>• Design neighborhoods to facilitate pedestrian movement within and between neighborhoods. Provide sidewalks along all streets and multi-use trails in the environmental corridors and parks.</li> <li>• Interconnect nearly all streets both within the neighborhood and to existing and future adjoining neighborhoods.</li> <li>• Accommodate on-street parking and promote narrower streets to calm traffic and increase pedestrian safety.</li> </ul>
<b>Preserve environmental systems that define, sustain, and connect neighborhoods and communities.</b>
<ul style="list-style-type: none"> <li>• Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and stormwater management.</li> <li>• Provide adequate vegetated buffers between development and natural features.</li> <li>• Utilize environmental corridor buffers for neighborhood trail connections.</li> </ul>
<b>Reduce demand for resources needed for transportation, public infrastructure, services, and housing.</b>
<ul style="list-style-type: none"> <li>• Utilize density and mixture of land uses to reduce infrastructure and utility costs.</li> <li>• Explore sustainable best practices such as on-site stormwater management, renewable energy production, and energy-efficient fixtures and building materials.</li> <li>• Integrate stormwater management systems from lot to neighborhood focused on infiltration and filtration systems from roof to release point.</li> </ul>

# SOUTHWEST SIDE CONCEPTUAL NEIGHBORHOOD PLAN

Building on the goals and design principles described above, the following outlines each of the Southwest Side Conceptual Neighborhood Plan's key components. Together these components aim to advance the vision and goals in the eventual build-out of the neighborhood.

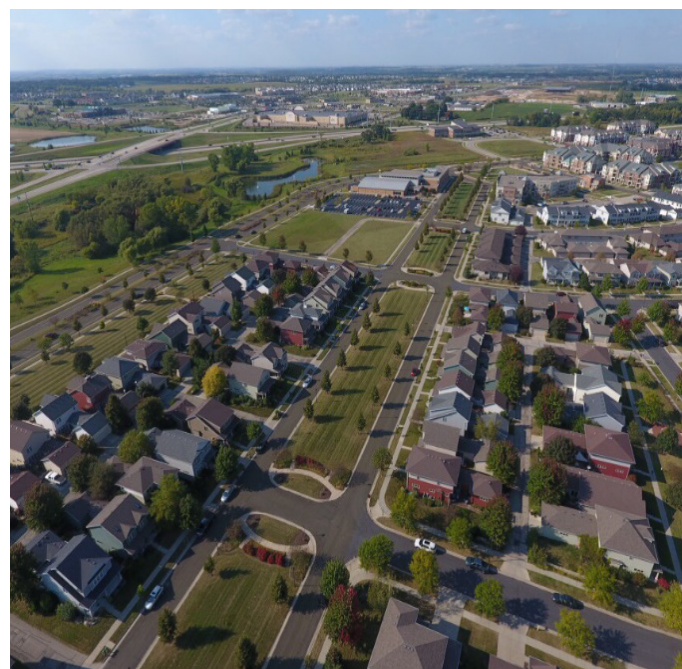
## RESIDENTIAL LAND USES

The Southwest Side Conceptual Neighborhood Plan incorporates a range of residential options to provide diversity in housing choice with a focus on underserved housing types. Development formats include single-family, two-family, four-unit, townhome, and multi-family options at different scales, forms, price points, and occupancy status.

### Single Family

Opportunities are provided for different single-family options based on size, scale, and configuration. A full range of formats and price points within single-family homes provides opportunities for first-time home buyers, people looking to move up, luxury buyers, and residents seeking to downsize.

- **Alley-accessed configuration:** This format orients the front door and porch of the home to the street with a minimal front setback to either the public street or park space. Each also would have a rear-loaded garage facing a public or private alley along the rear property line. This configuration provides opportunities for narrower and smaller-size lots that can reduce land costs, offer a new product in the regional marketplace, and increase densities.
- **Conventional configuration:** This format reflects the traditional configuration of single-family homes in Watertown. The front door faces the public street with an attached or detached garage on either side of the structure also facing (with access to) the public street. This configuration would require larger and wider lots than the alley-loaded option, but with well-planned building design and setbacks, this configuration can provide a desirable option for portions of the future neighborhood while broadening the opportunities for diversity of housing formats and price points.



### Two-Family, Four-Unit, Townhome and Multi-Family

In various formats and locations, the Southwest Side Conceptual Neighborhood Plan includes multi-family opportunities that aim to:

- Maintain neighborhood character through high-quality architecture and materials, pedestrian-focused streetscapes, and a variety of scales.
- Integrate twin homes/duplexes, four units, townhomes, and interior hallway in rental or condominiums configurations to offer a variety of housing choices within the neighborhood while transitioning from higher density uses.
- Include a range of price points in both owner-occupied and rental formats.
- Create architectural character and site designs with pedestrian-focused environments with first floor entrances and appropriately scaled residential architecture that reinforces the pedestrian streetscape.



**Zoning Requirements**

The single-family, two-family, and multi-family options could be accomplished through the City’s existing zoning ordinance using a Planned Unit Development. The Planned Unit Development offers site specific development regulations that reflect the diversity of housing while creating guidelines and requirements for each development type.

**COMMUNITY FACILITIES**

The Collective, a Foundation-led development on the site, will serve as the anchor community institution for the neighborhood. This ongoing development includes the remodeling of the former Bethesda Headquarters building into an early childhood learning center, Express YMCA, coworking space, and the future home to a new YMCA campus. The Collective is also adjacent to an existing Rock River access point and the future City of Watertown Fire Station, at the far northern end of the neighborhood. In combination, these community facilities will be walkable for all residents of the neighborhood and serve a wide range of recreational, service, and community-based needs.





# PARKS & OPEN SPACE

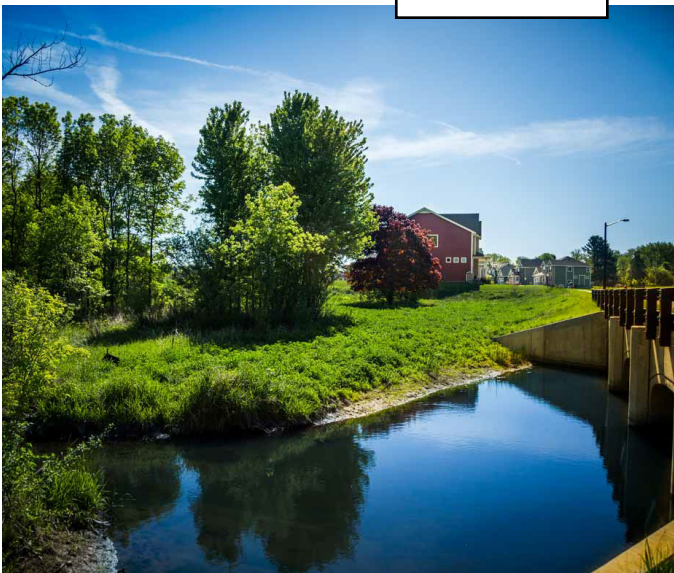
A critical component of the Southwest Side Conceptual Neighborhood Plan is the integration of parks and open spaces and riverfront enhancements. The plan features:

- The buffer and preservation of natural features located on the property that serve to provide connected green space corridors and natural habitats within the neighborhood.
- Developed neighborhood parks within walking distance of all future residents that are connected via sidewalks and a planned off-street trail network.
- Enhance and expand access to the riverfront.

# TRANSPORTATION

The Southwest Side Conceptual Neighborhood Plan is designed to provide multi-modal connectivity both within the development itself and to the rest of the community. This can be accomplished through:

- Diversifying street cross sections that provide local streets for traffic calming and added pedestrian and bicycle safety, in addition to regional street improvements for heavier vehicle traffic volumes, and opportunities for on-street bicycle facilities. Alleys also are identified to directly serve individual blocks and properties where appropriate.
- Configuring the street to reflect a traditional grid pattern. This disperses traffic volumes more evenly throughout the neighborhood and helps create a sense of place, safer intersections, and better overall connectivity. Multiple access points are planned to Milford Road to disperse traffic and accommodate appropriate intersection spacing/design. Together these serve to integrate the new neighborhood within the rest of the existing and future urban fabric.
- Promoting active transportation options throughout. The neighborhood design is intended to provide and promote walking and bicycling options to and from destinations within the development and the greater City-wide network.
- The existing railroad represents a transportation challenge for east-west neighborhood connectivity and while connections would be desirable, the current concept plan develops independent street grids to assure appropriate connectivity around the existing tracks.

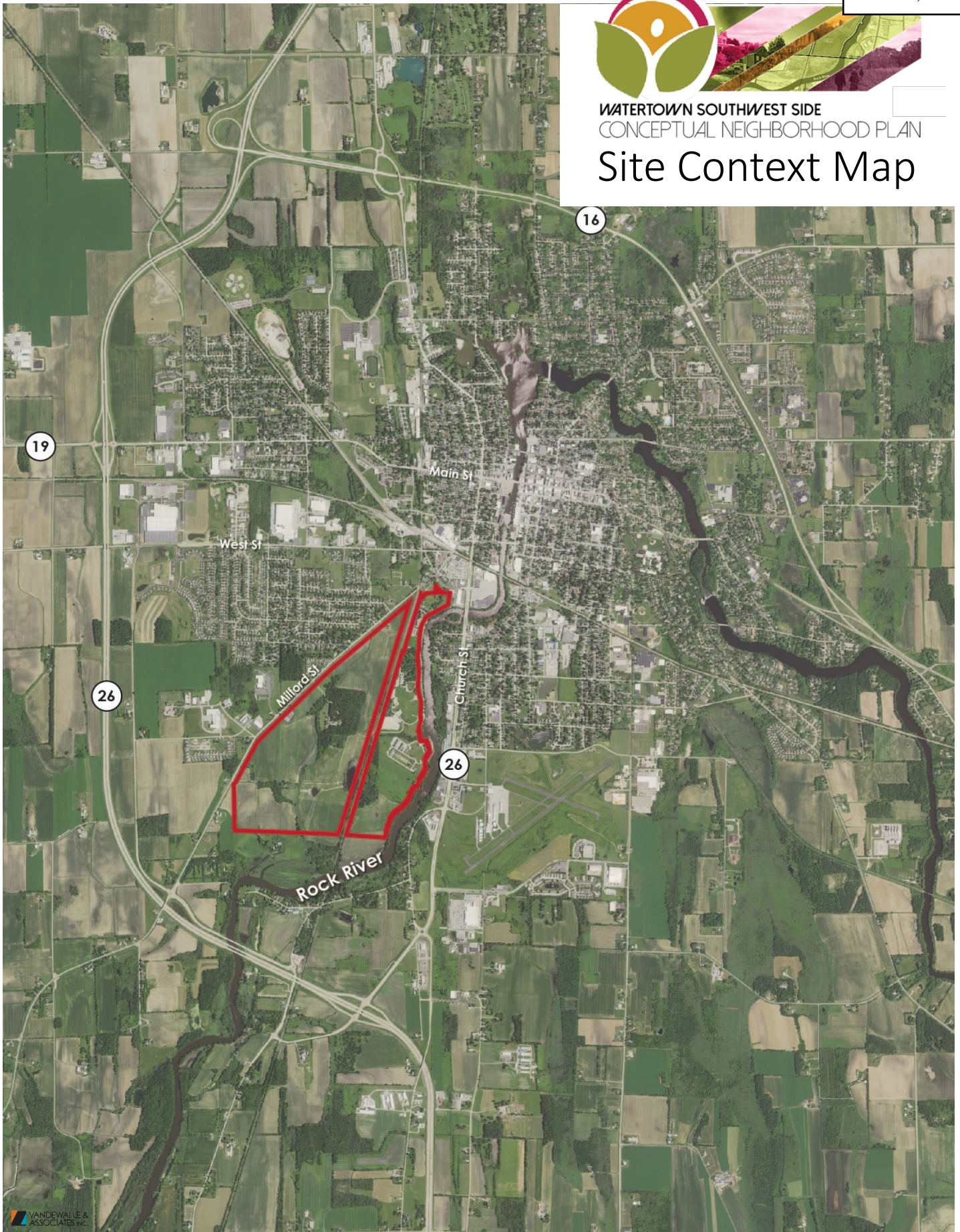






WATERTOWN SOUTHWEST SIDE  
CONCEPTUAL NEIGHBORHOOD PLAN

## Site Context Map





# Adopted Comp Plan (2019)

## Future Land Use Urban Area

## Map 6b

### City of Watertown Comprehensive Plan

#### Land Use Categories

	Agricultural		Rights-of-Way
	Single-Family Residential - Unsewered		Neighborhood Mixed Use
	Single-Family Residential - Sewered		Planned Mixed Use*
	Two-Family Residential		Central Mixed Use
	Multi-Family Residential		Riverside Mixed Use***
	Planned Neighborhood**		Mixed Industrial
	Institutional		Parks & Recreation
	Airport		Environmental Corridor
			Surface Water

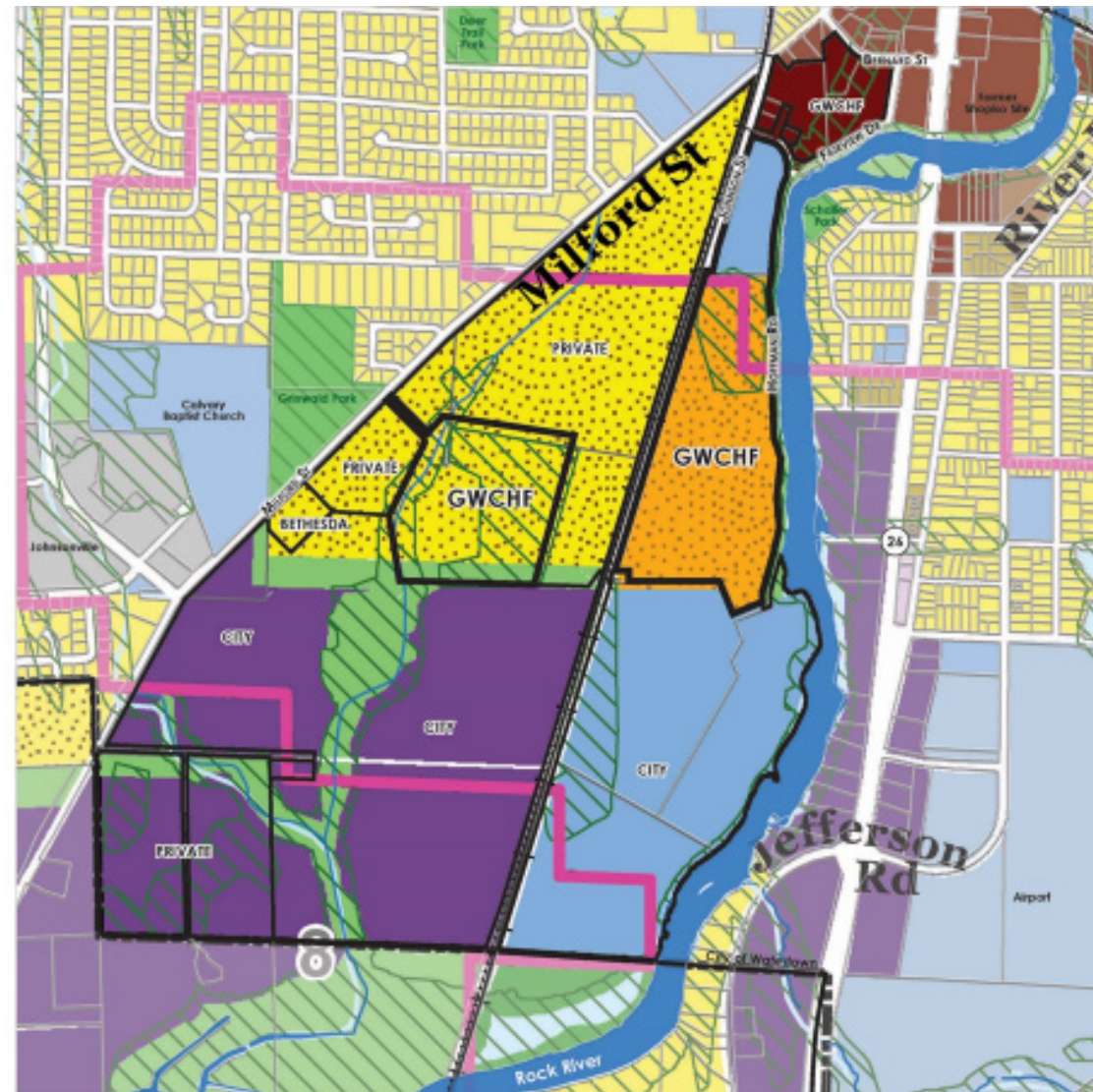
\*\*\*Planned Neighborhoods" should include a mix of the following:

1. Single-Family - Sewered (predominant land use)
2. Two-family Residential
3. Multi-Family Residential
4. Institutional
5. Neighborhood Mixed Use
6. Parks & Recreation





\*\*\*Each "Riverside Mixed Use Area" may include mix of:

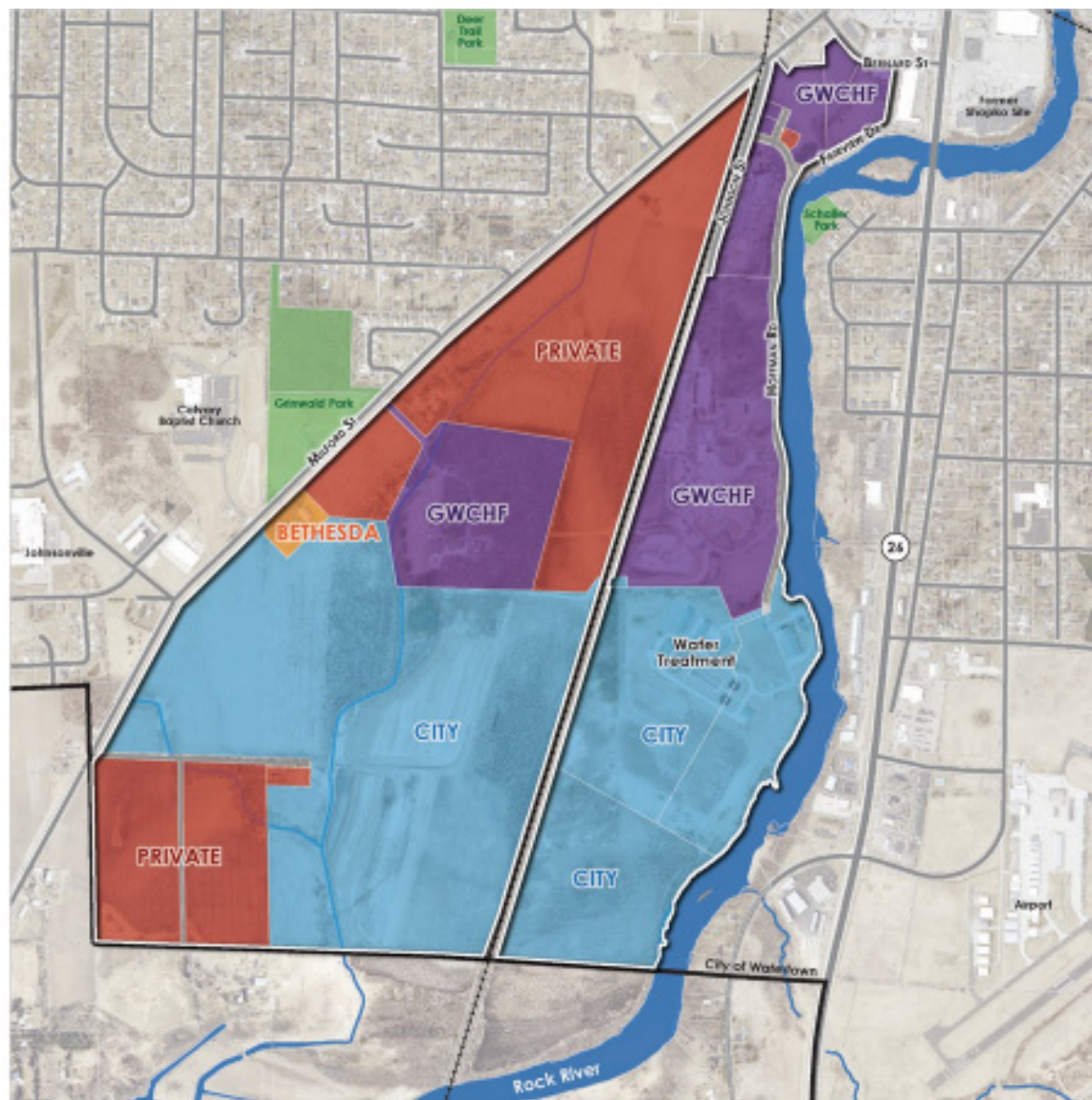
1. Office
2. Single-Family - Sewered
3. Two-Family Residential
4. Multi-Family Residential
5. Commercial Services/Retail
6. Institutional
7. Parks & Recreation



# Study Area

## STUDY AREA OWNERSHIP

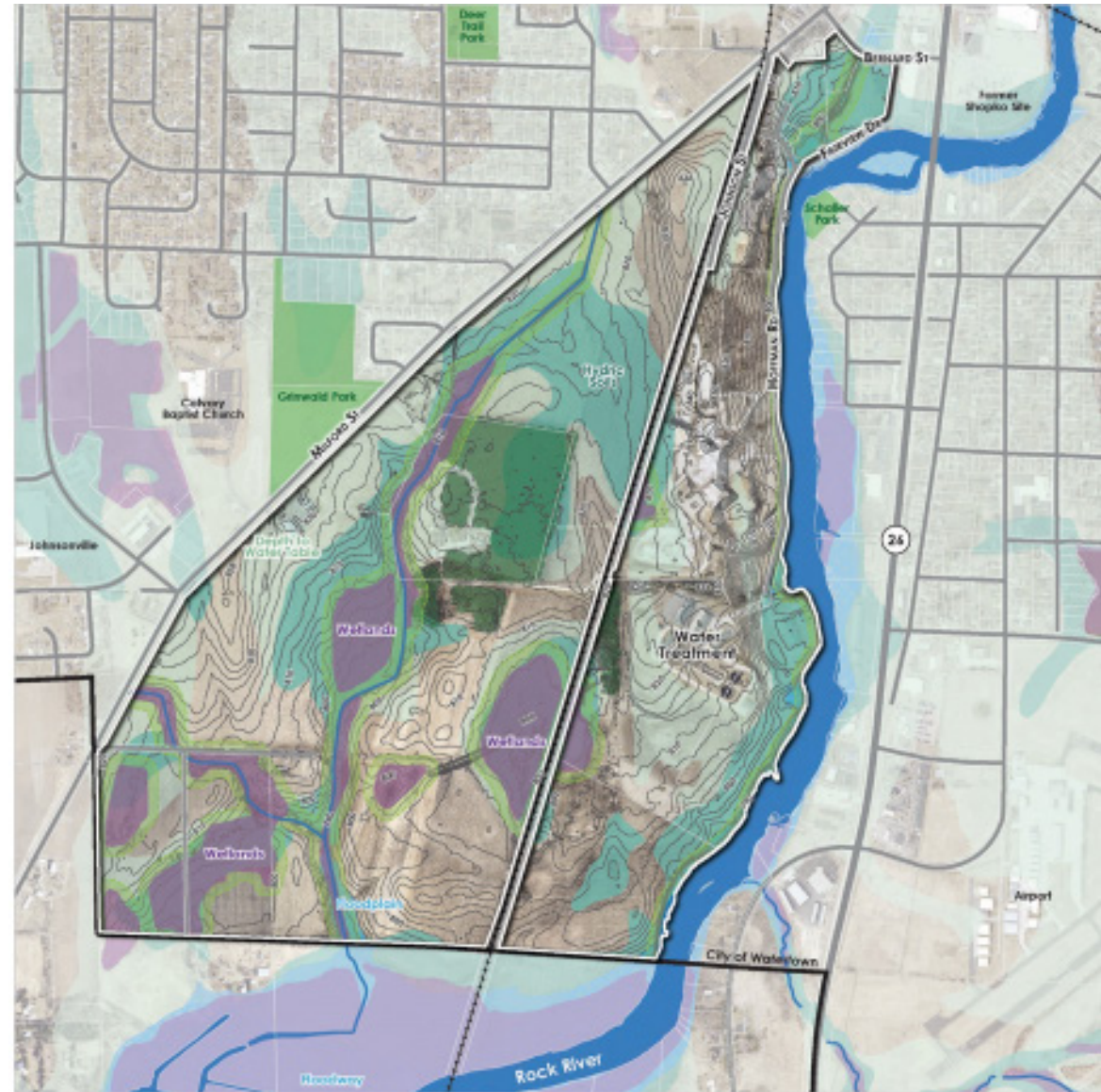
-  Study Area
-  GWCHF Ownership
-  City of Watertown Ownership
-  Private Land Owners
-  Bethesda Ownership
-  Municipal Boundary
-  Streets
-  Railroad
-  Parcels
-  Existing Parks
-  Open Water





## Site Analysis: ENVIRONMENTAL CONSTRAINTS

-  Open Water (River, Streams, Ponds)
-  Wetlands (DNR, Wastewater Plan & Site Visit)
-  75' Shoreline & Wetland Buffer
-  Floodplain (FEMA 100 year)
-  Floodway (FEMA)
-  2' Contours (Jefferson County)
-  Hydric Soils (Jefferson County)
-  Wooded Area (Tree Quality TBD)
-  Depth to Water Table <6" (Jeff. County)
-  Municipal Boundary
-  Streets
-  Railroad
-  Parcels
-  Existing Parks





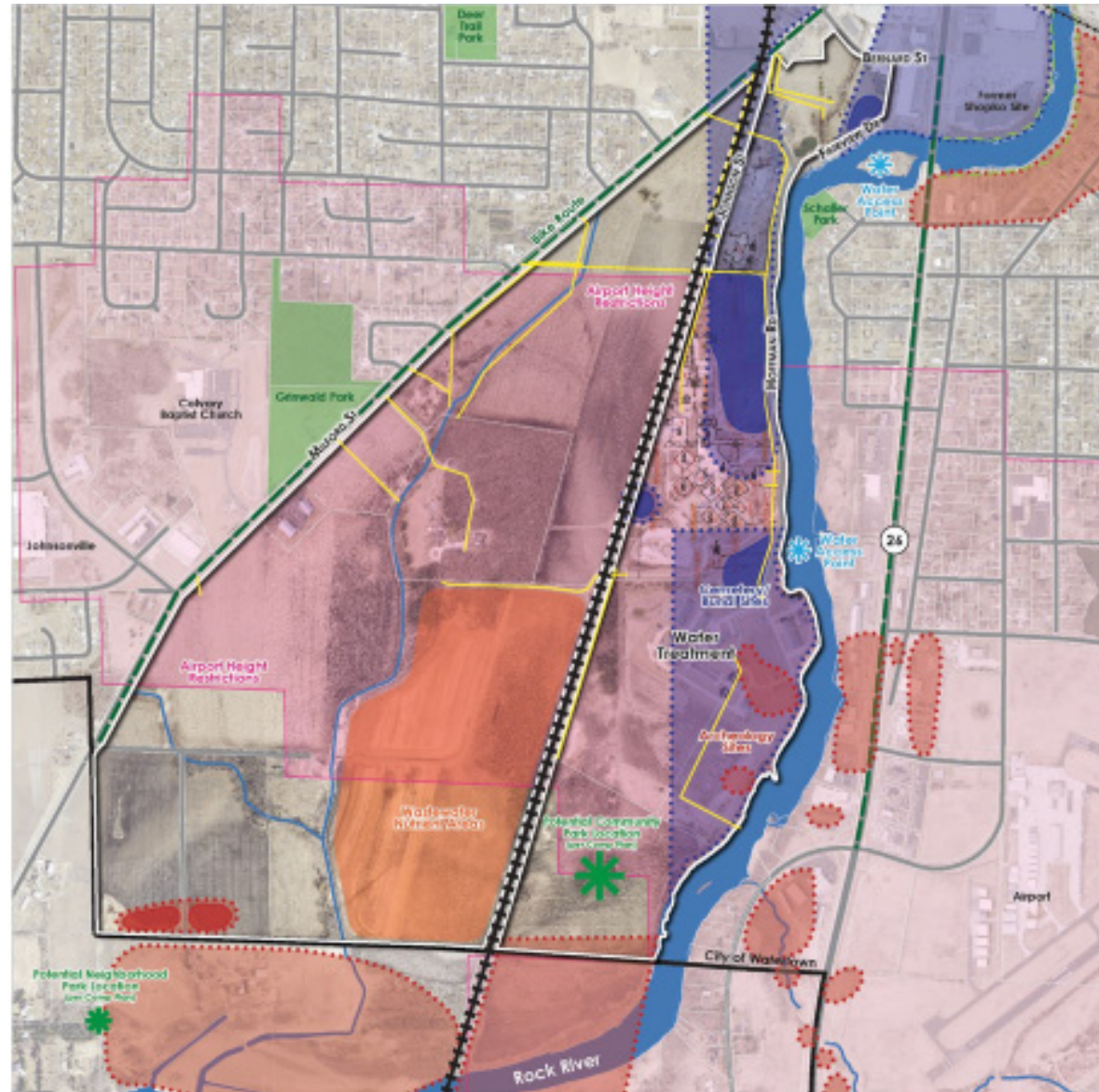
## Site Analysis: HUMAN INFLUENCES

### Constraints

- Easements & Stormwater Lines (City)
- Wastewater Nutrient Areas
- Previously Identified Cemetery/  
Burial Sites (Source: Airport Study)
- Previously Identified Archeology  
Sites (Source: Airport Study)
- Potential Archeology Areas without  
Previously known Construction
- Airport Height Restrictions

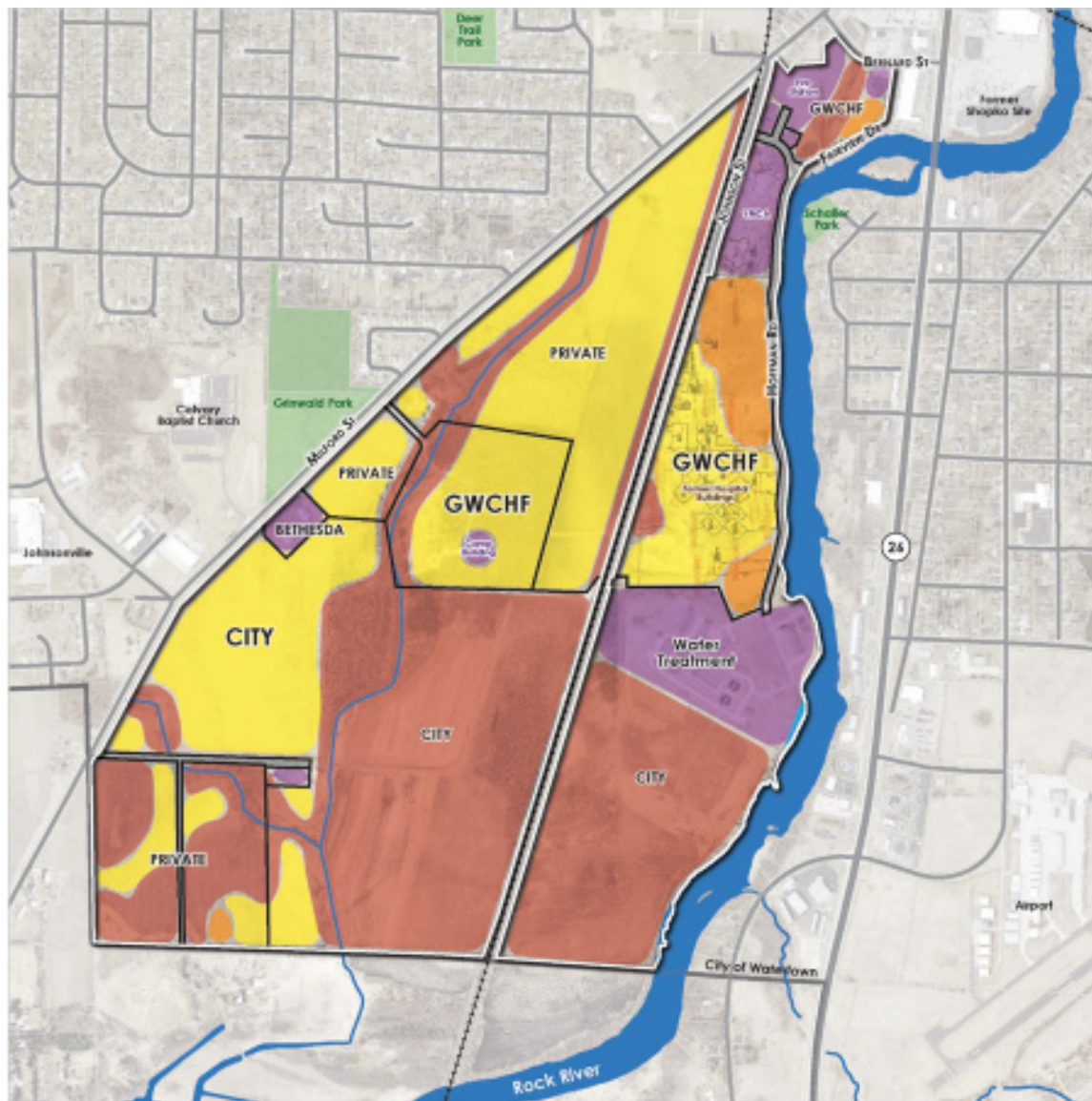
### Previous Planning: Potential Future

- ✱ Parks (City Comprehensive Plan)
- ✱ Water Access Points (City Comp Plan)
- Bike Routes (City & County)
- Riverwalk (City Comprehensive Plan)
- Municipal Boundary
- Streets
- +—+— Railroad



## Opportunity Analysis: “DEVELOPABLE” AREAS

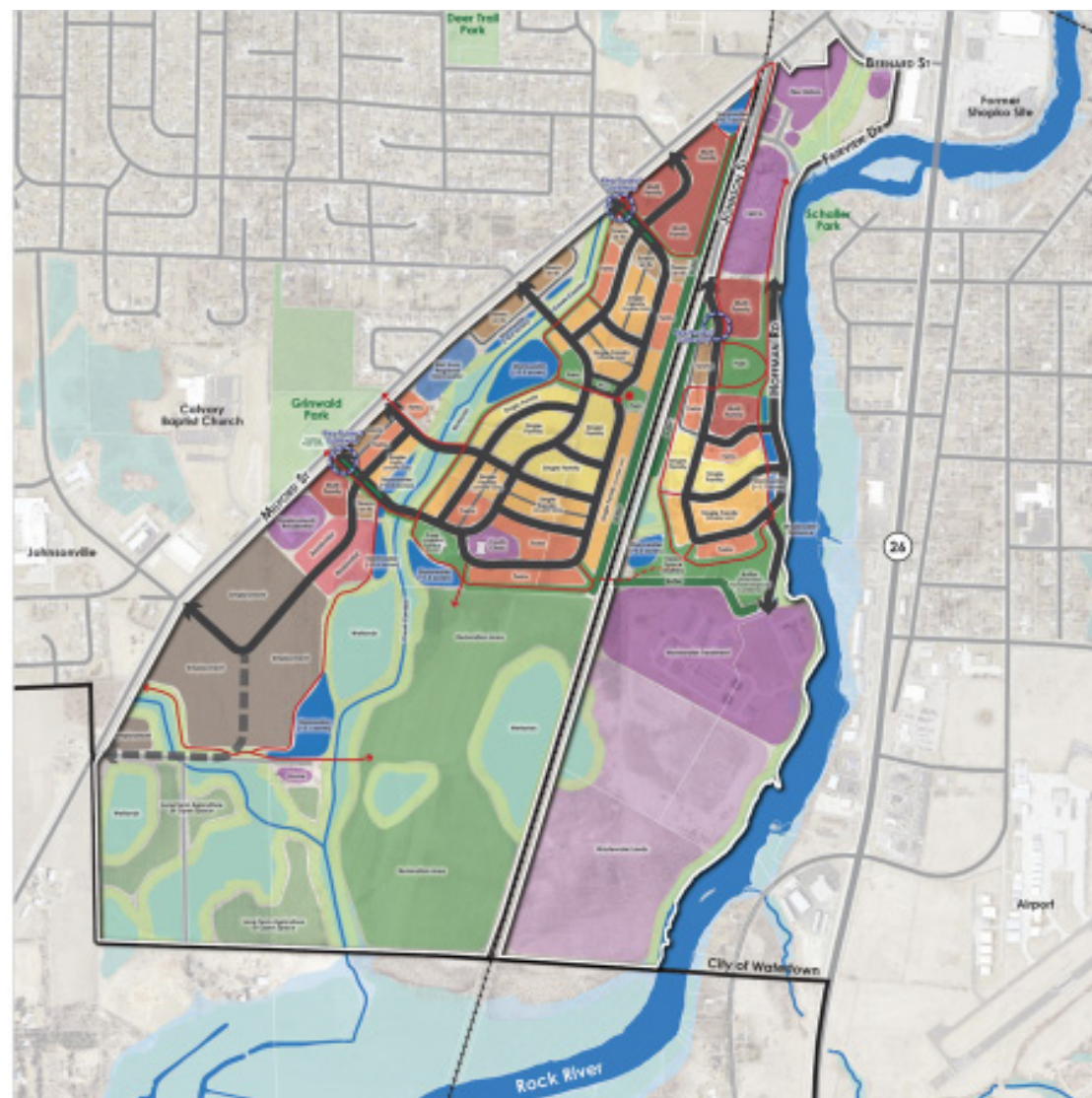
- Areas Likely Developable
- Areas Potentially Developable, but with Highest Likelihood of Archaeological Conflicts
- Areas Undevelopable
- Areas with Existing or Planned Development





# Draft Conceptual Neighborhood Plan

-  Existing Uses
-  Environmental Constraints
-  Environmental Buffers
-  Stormwater
-  Circulation (Street Rights of Way)
-  Potential Alley or Private Drive
-  Open Space
-  Trail Network
-  City Parcel Employment (~36 acres)
-  City Parcel Residential (~6 acres)
- Potential Housing**
  -  Single Family (4 du/ac, ~65 units)
  -  Mixed Residential (6-8 du/ac, ~335 units)
  -  Single Family (Smaller Lots)
  -  Twinhomes (Duplex)
  -  Townhomes or 4 Units
  -  Multi Family (20 du/ac, ~300 units)



# Draft Conceptual Neighborhood Plan (Zoom)

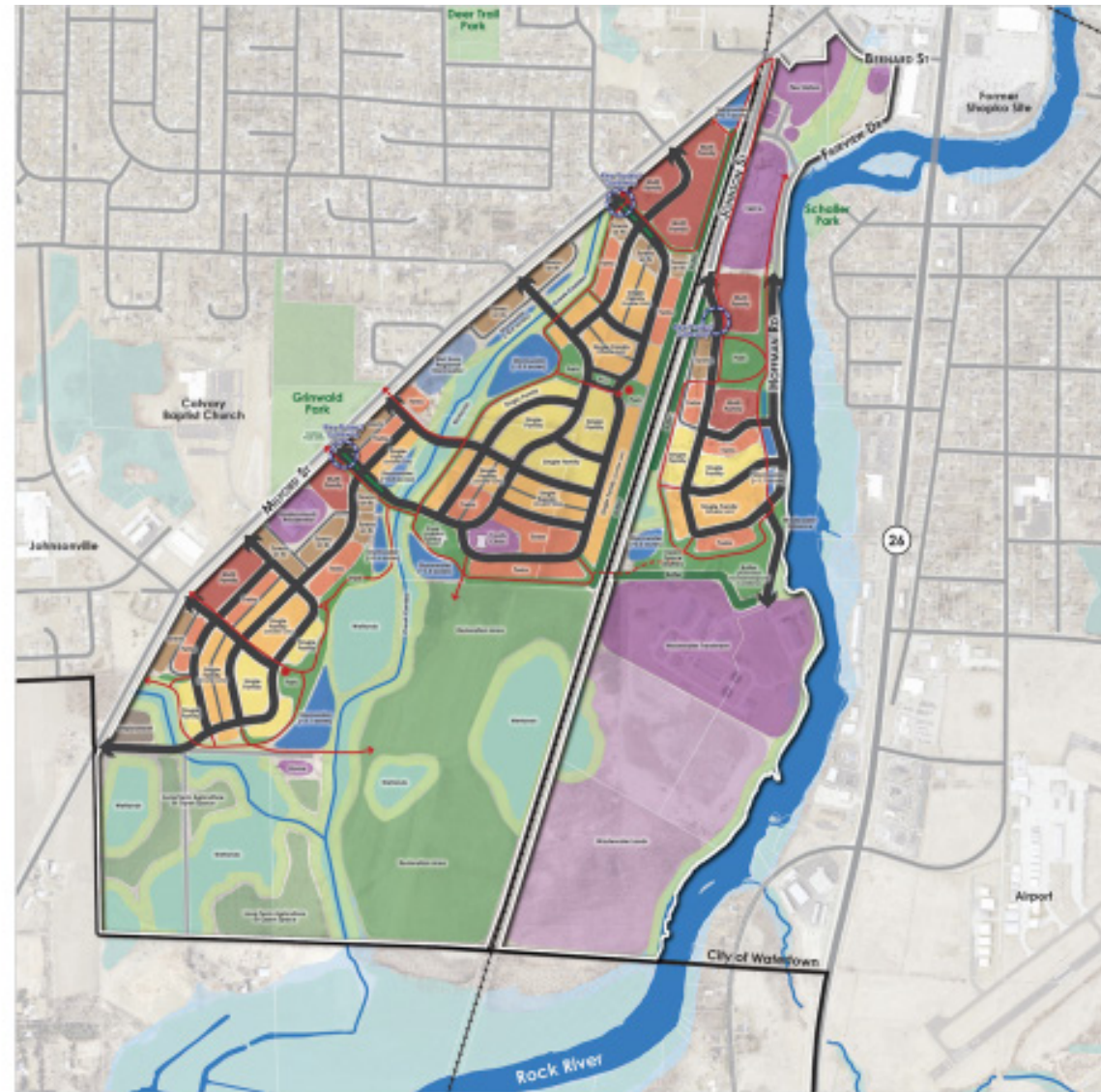
-  Existing Uses
-  Environmental Constraints
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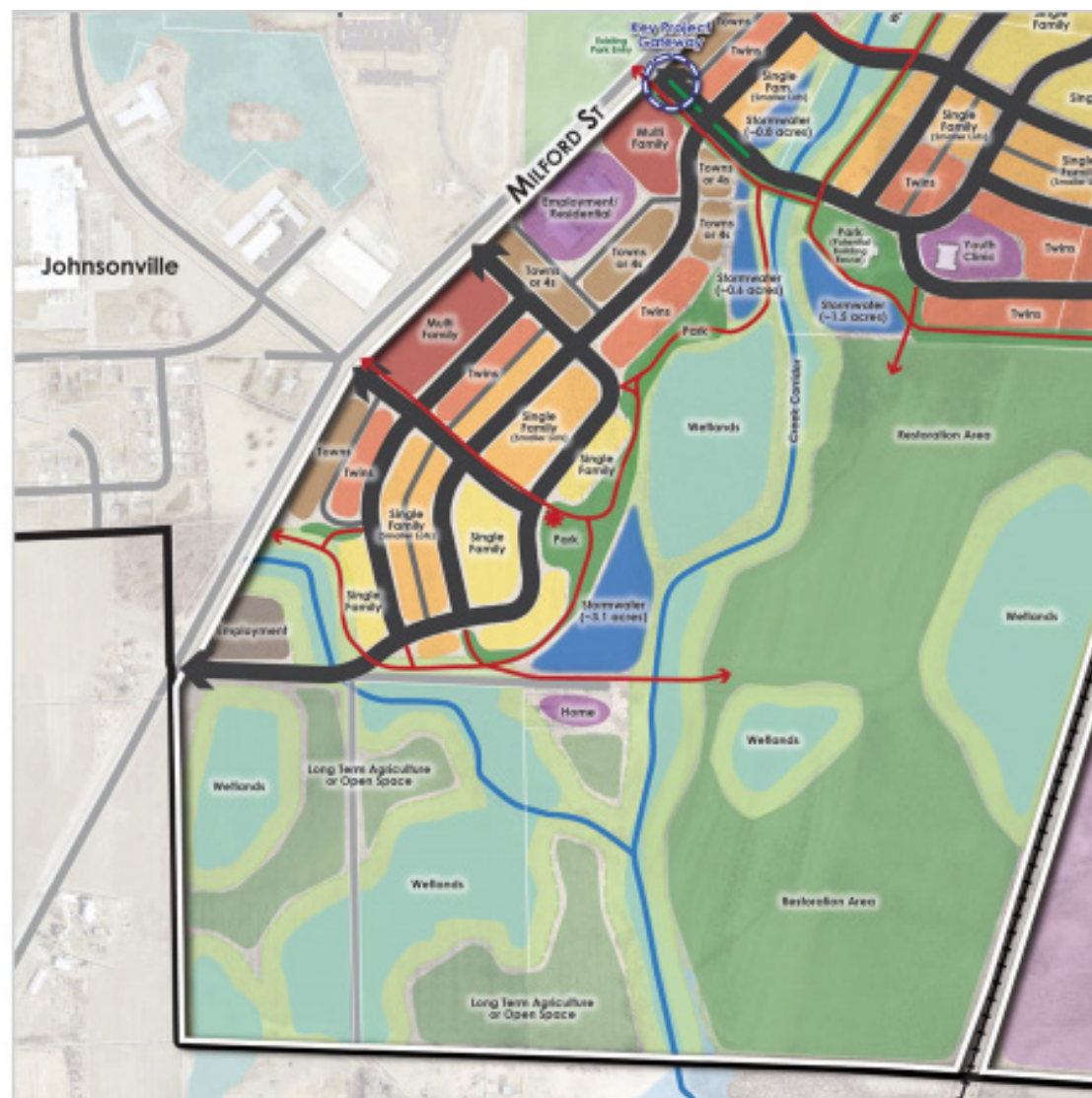
# Draft Conceptual Neighborhood Plan City Land Alternative

-  Existing Uses
  -  Environmental Constraints
  -  Environmental Buffers
  -  Stormwater
  -  Circulation (Street Rights of Way)
  -  Potential Alley or Private Drive
  -  Open Space
  -  Trail Network
  -  City Parcel Employment (~1.5 acres)
- Potential Housing**
-  Single Family (4 du/ac, ~90 units)
  -  Mixed Residential (6-8 du/ac, ~470 units)
  -  Single Family (Smaller Lots)
  -  Twinhomes (Duplex)
  -  Townhomes or 4 Units
  -  Multi Family (20 du/ac, ~360 units)



# Draft Conceptual Neighborhood Plan City Land Alternative (Zoom)

-  Existing Uses
  -  Environmental Constraints
  -  Environmental Buffers
  -  Stormwater
  -  Circulation (Street Rights of Way)
  -  Potential Alley or Private Drive
  -  Open Space
  -  Trail Network
  -  City Parcel Employment (~1.5 acres)
- Potential Housing**
-  Single Family (4 du/ac, ~90 units)
  -  Mixed Residential (6-8 du/ac, ~470 units)
  -  Single Family (Smaller Lots)
  -  Twinhomes (Duplex)
  -  Townhomes or 4 Units
  -  Multi Family (20 du/ac, ~360 units)







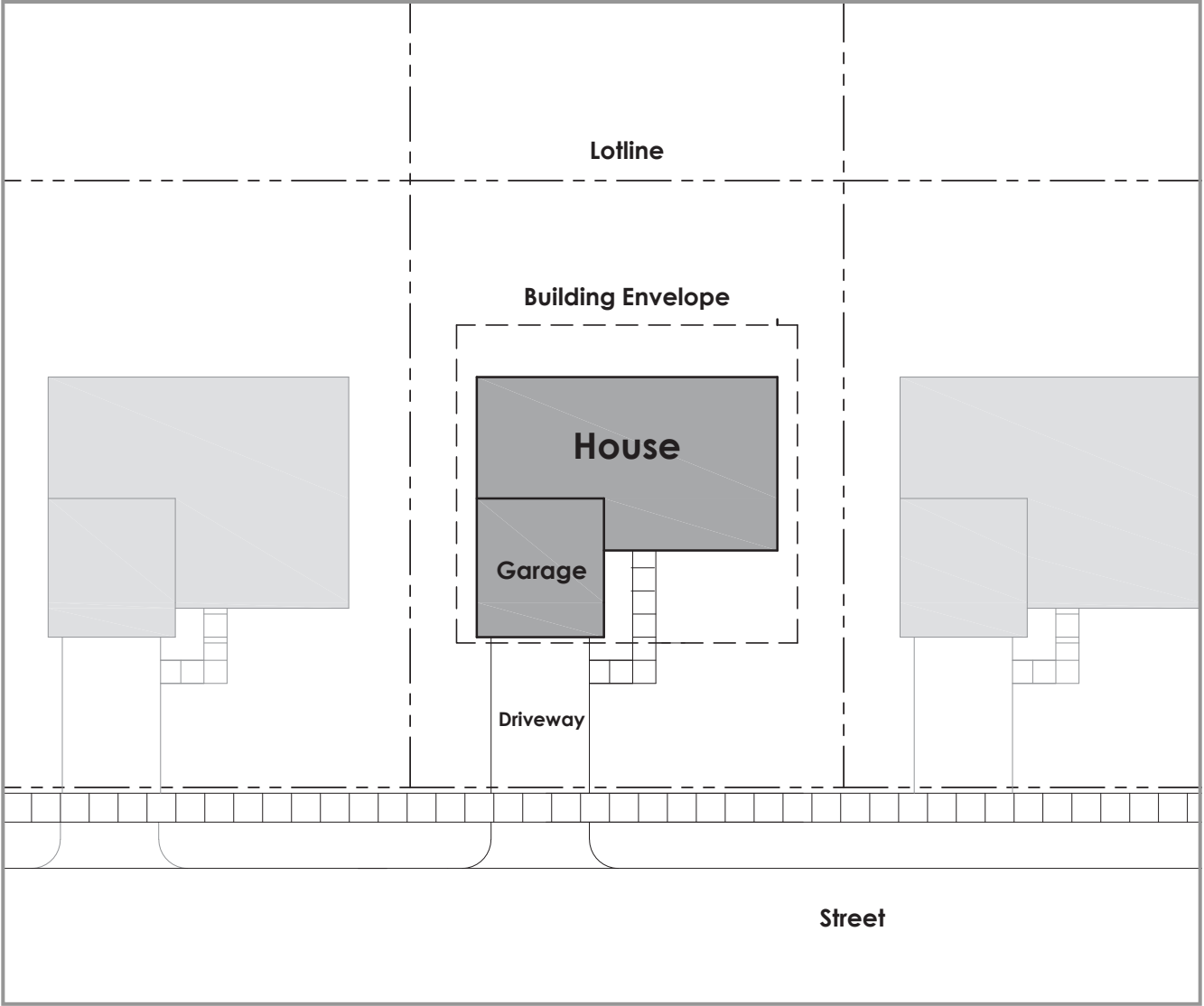
## Zoning Analysis Chart

	PUD				PUD			PUD		PUD	
	SR-4	Conventional Single Family	Alley Single Family	TR-6	Conventional Twin Homes	Alley Twin Homes	MR-8	Alley Four Unit	MR-10	Alley Townhome	Multi-Family
Minimum Lot Area	8,000	6,500	5,000	9,000/ 4,500	9,000/ 4,500	6,000/ 3,000	5,445/ unit	2,000/ unit	4,350/ unit	2,000/ unit	TBD
Minimum Lot Width	75'	65'	50'	85'	90'/45'	60'/30'	100' (20'/30')	94' (20')	100' (20'/30')	20'/unit	TBD
Minimum Lot Depth	-	100'	100'	-	100'	80-100'	-	80-100'	-	80-100'	
Minimum Street Frontage	50'	50'	45'	50'	80'	60'	50'	20'/unit	50'	20'/unit	TBD
Minimum Setbacks											
Front Yard Setback	25'	20'	20'	25'	20'	20'	25'	20'	25'	20'	
Front Yard to Garage	25'	22'	-	25'	27'	-	25'	-	25'	-	-
Side Yard	8'	7'	7'	8'/0'	7'/0'	7'	8'/0'	7'	8'/0'	7'	10'
Sum of Side Yards	16'	14'	14'	18'	14'	14'	20'	14'	50'	14'	20'
Rear Yard	25'	25'	2'	25'	25'	2'	30'	2'	25'	2'	25'
Maximum Height	35'	35'	35'	35'	35'	35'	35'	35'	35'	35'	45'
Minimum Off-Street Parking Stalls	3	3	2	3	3	4/2	2.5/2	8/2	2.5/2	2/unit	1.75/unit
Minimum Dwelling Size	24' x 40'	24 x 40	24 x 40	24' x 40'	24 x 40'	22' x 40'	24' x 40'	20' x 40'	24' x 40'	20' x 40'	-
Maximum Gross Density	4 du/acre	6 du/acre	6.5-8 du/acre	6 du/acre	6 du/acre	8-10 du/acre	8 du/acre	10-12 du/acre	10 du/acre	10-12 du/acre	20-25 du/acre
Minimum Landscape Surface Ratio	50%	40%	25%	50%	20%	20%	50%	20%	50%	20%	TBD
Maximum Lot Coverage	40%	60%	75%	40%	80%	80%	40%	80%	40%	80%	TBD



Watertown Southwest Side  
Neighborhood Plan  
**Single Family: SR-4 District**

Watertown, Wisconsin



Minimum Lot Area	8,000 sf
Minimum Lot Width	75'
Minimum Lot Depth	-
Minimum Street Frontage	50'
Minimum Setbacks	
Front Yard	25'
Front Yard to Garage	25'
Side Yard	8'
Sum of Side Yards	16'
Rear Yard	25'
Open Porch Encroachment	-

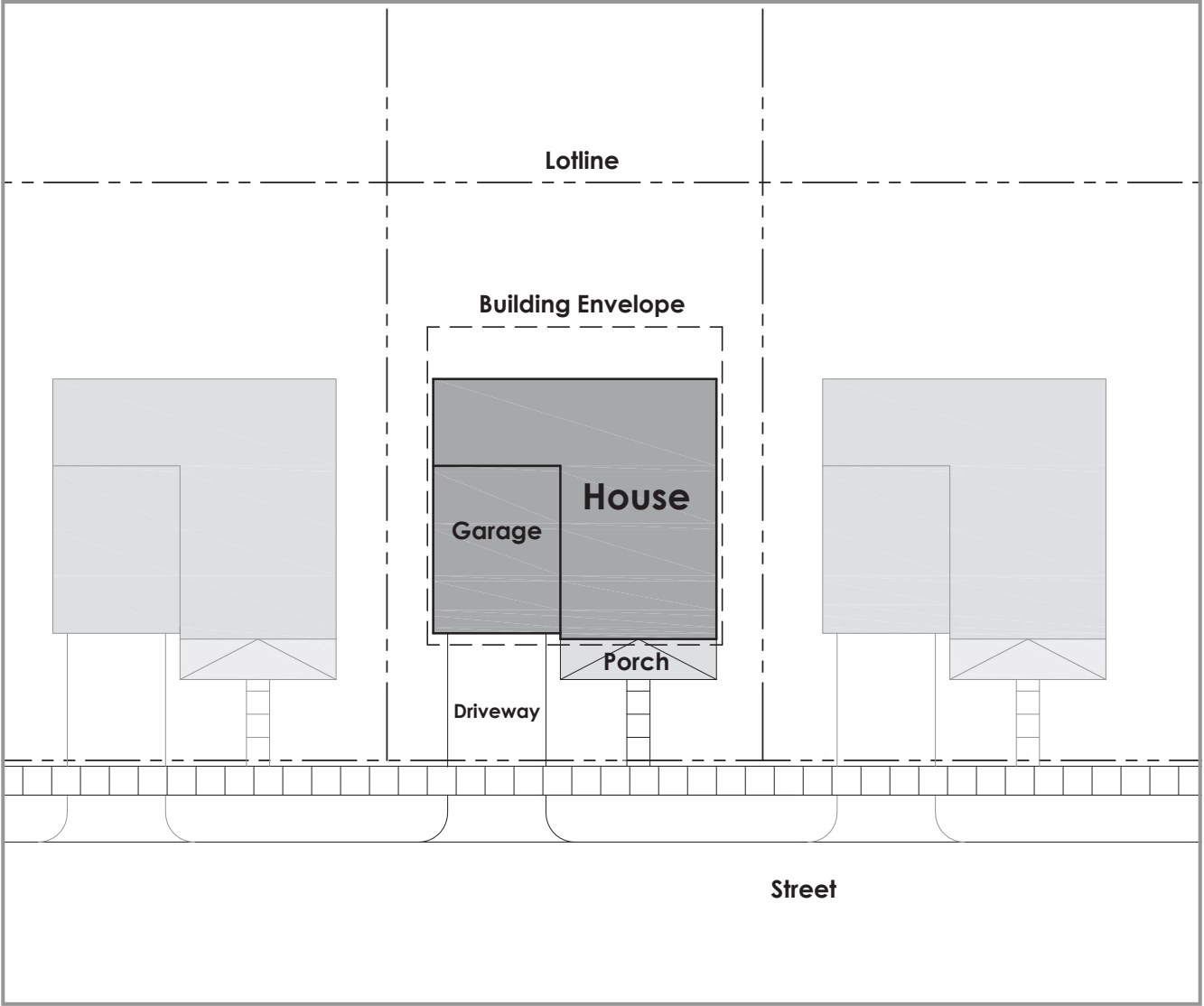
Maximum Height	35'
Minimum Off Street Parking Stalls	3
Minimum Dwelling Size	24'x40'
Maximum Gross Density	4.0 du/ac
Minimum Landscape Surface Ratio	50%
Maximum Lot Coverage	40%





Watertown Southwest Side  
Neighborhood Plan  
**Potential Conventional Single Family (PUD)**

Watertown, Wisconsin



Minimum Lot Area	6,500 sf
Minimum Lot Width	65'
Minimum Lot Depth	100'
Minimum Street Frontage	50'
Minimum Setbacks	
Front Yard	20'
Front Yard to Garage	22'
Side Yard	7'
Sum of Side Yards	14'
Rear Yard	25'
Open Porch Encroachment	6'

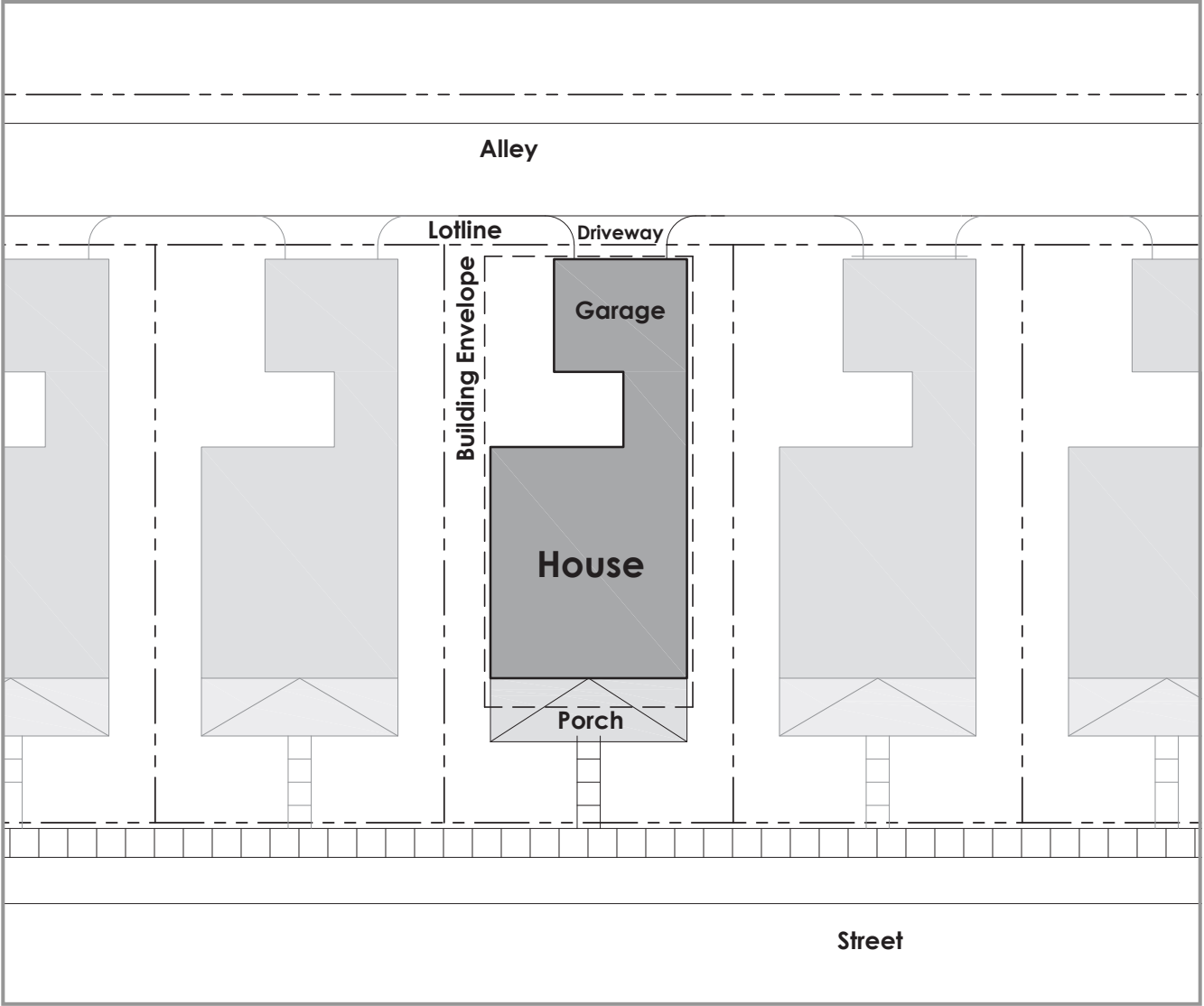
Maximum Height	35'
Minimum Off Street Parking Stalls	3
Minimum Dwelling Size	24 x 40
Maximum Gross Density	6.0 du/ac
Minimum Landscape Surface Ratio	40%
Maximum Lot Coverage	60%





Watertown Southwest Side  
Neighborhood Plan  
**Potential Alley Single Family (PUD)**

Watertown, Wisconsin



Minimum Lot Area	5,000 sf
Minimum Lot Width	50'
Minimum Lot Depth	100'
Minimum Street Frontage	45'
Minimum Setbacks	
Front Yard	20'
Front Yard to Garage	-
Side Yard	7'
Sum of Side Yards	14'
Rear Yard	2'
Open Porch Encroachment	6'

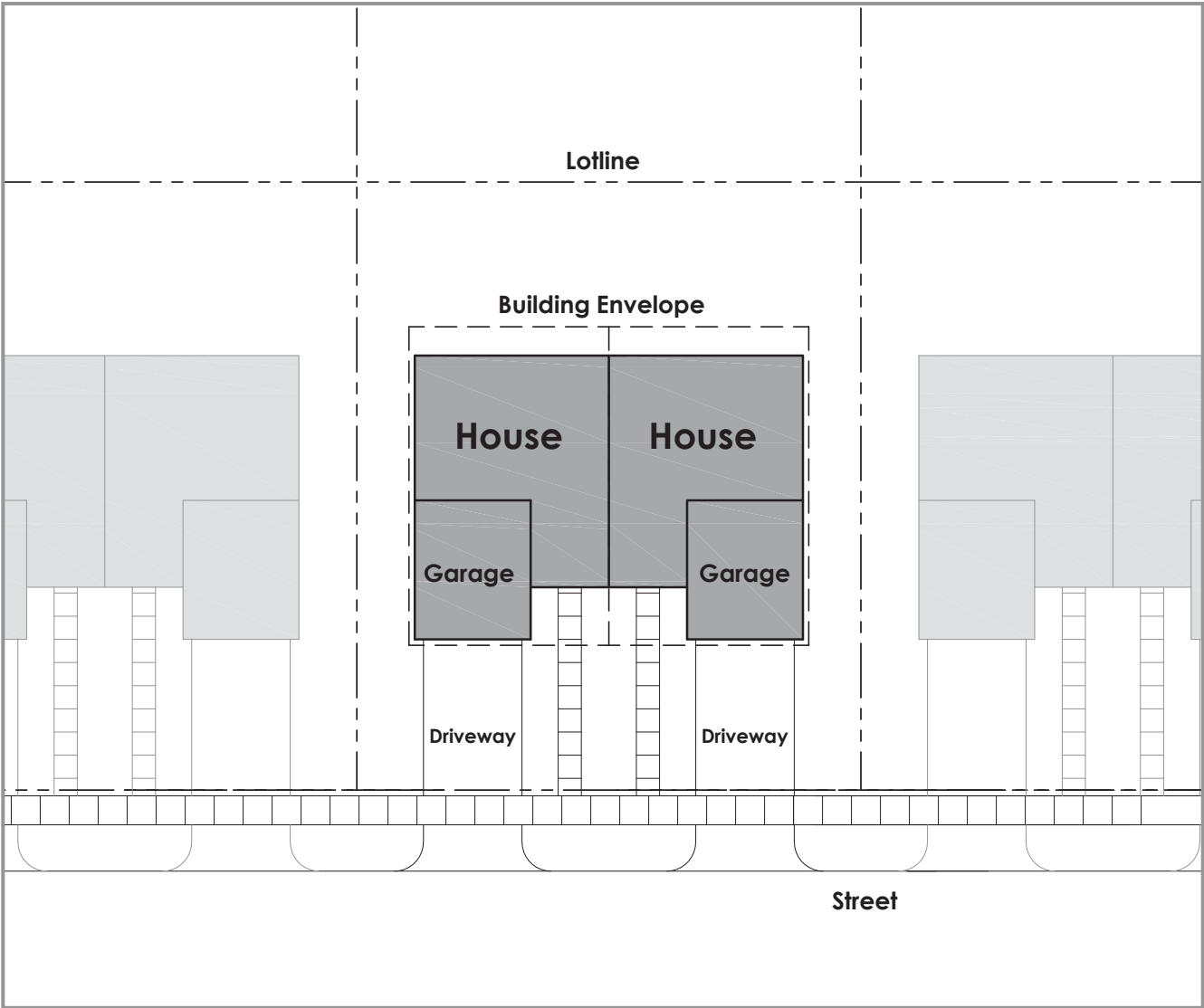
Maximum Height	35'
Minimum Off Street Parking Stalls	2
Minimum Dwelling Size	24 x 40
Maximum Gross Density	6.5-8.0 du/ac
Minimum Landscape Surface Ratio	2%
Maximum Lot Coverage	75%





Watertown Southwest Side  
Neighborhood Plan  
**Twin Home: TR-6 District**

Watertown, Wisconsin



Minimum Lot Area	9,000/4,500 sf
Minimum Lot Width	85'
Minimum Lot Depth	-
Minimum Street Frontage	50'
Minimum Setbacks	
Front Yard	25'
Front Yard to Garage	25'
Side Yard	8'/0'
Sum of Side Yards	18'
Rear Yard	25'
Open Porch Encroachment	-

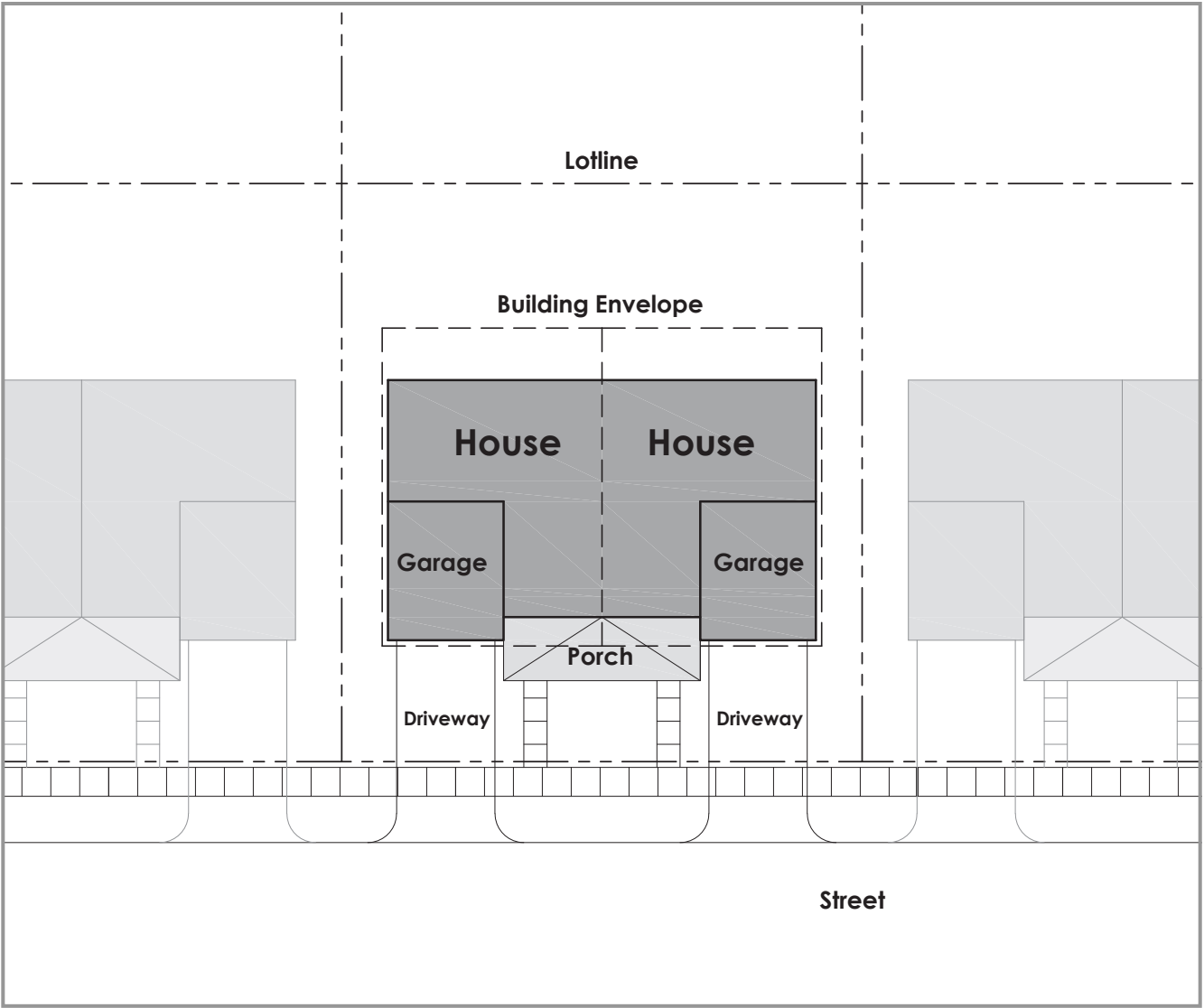
Maximum Height	35'
Minimum Off Street Parking Stalls	3
Minimum Dwelling Size	24' x 40'
Maximum Gross Density	6.0 du/acre
Minimum Landscape Surface Ratio	50%
Maximum Lot Coverage	40%





Watertown Southwest Side  
Neighborhood Plan  
**Conventional Twin Home (PUD)**

Watertown, Wisconsin



Minimum Lot Area	9,000/4,500 sf
Minimum Lot Width	90'/45'
Minimum Lot Depth	100'
Minimum Street Frontage	80'
Minimum Setbacks	
Front Yard	20'
Front Yard to Garage	27'
Side Yard	7'/0'
Sum of Side Yards	14'
Rear Yard	25'
Open Porch Encroachment	6'

Maximum Height	35'
Minimum Off Street Parking Stalls	3
Minimum Dwelling Size	24 x 40'
Maximum Gross Density	6.0 du/acre
Minimum Landscape Surface Ratio	20%
Maximum Lot Coverage	80%



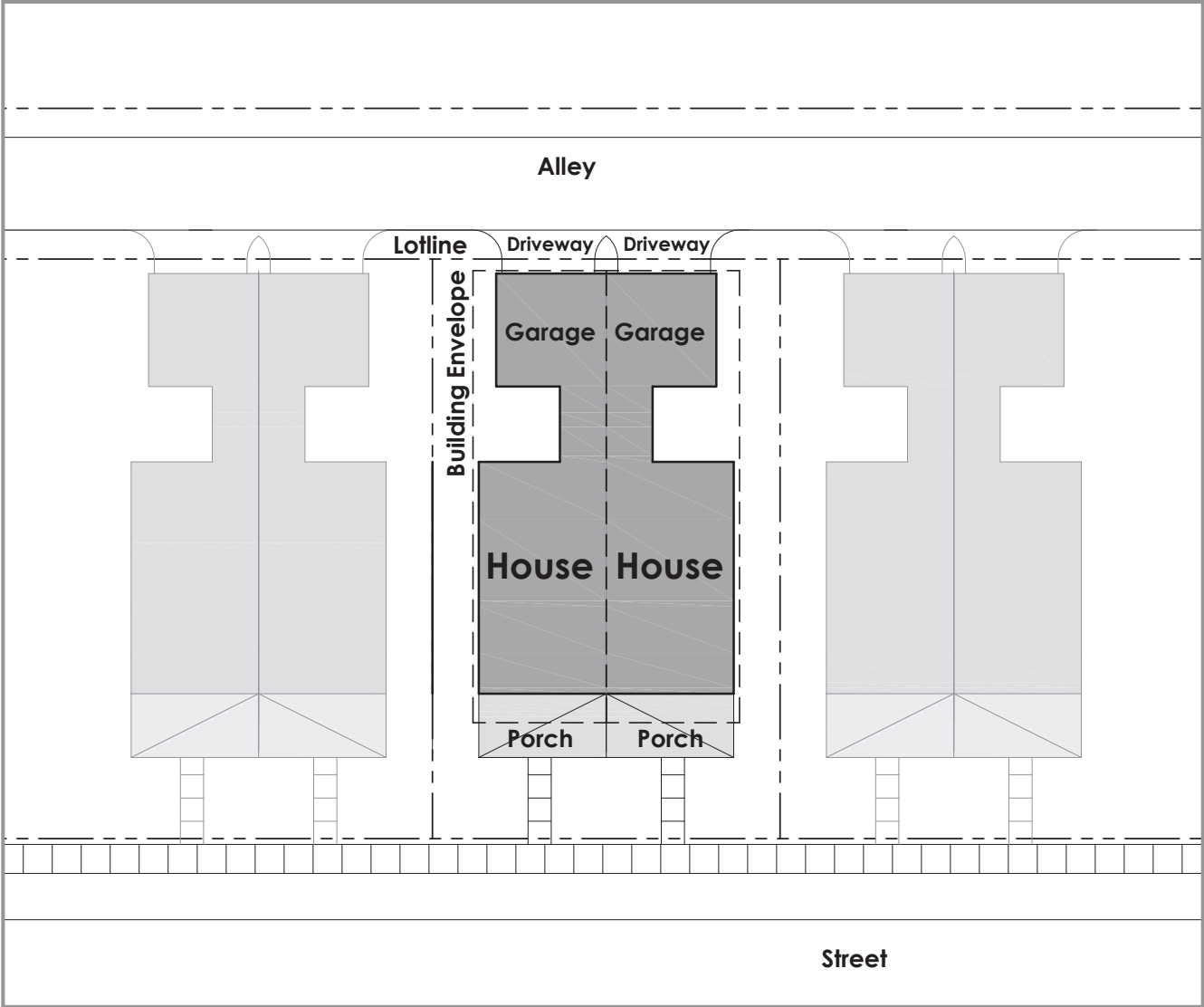


Watertown Southwest Side  
Neighborhood Plan  
**Potential Alley Twin Home (PUD)**

Watertown, Wisconsin

Minimum Lot Area	6,000/3,000 sf
Minimum Lot Width	60'/30'
Minimum Lot Depth	80-100'
Minimum Street Frontage	60'
Minimum Setbacks	
Front Yard	20'
Front Yard to Garage	-
Side Yard	7'
Sum of Side Yards	14'
Rear Yard	2'
Open Porch Encroachment	6'

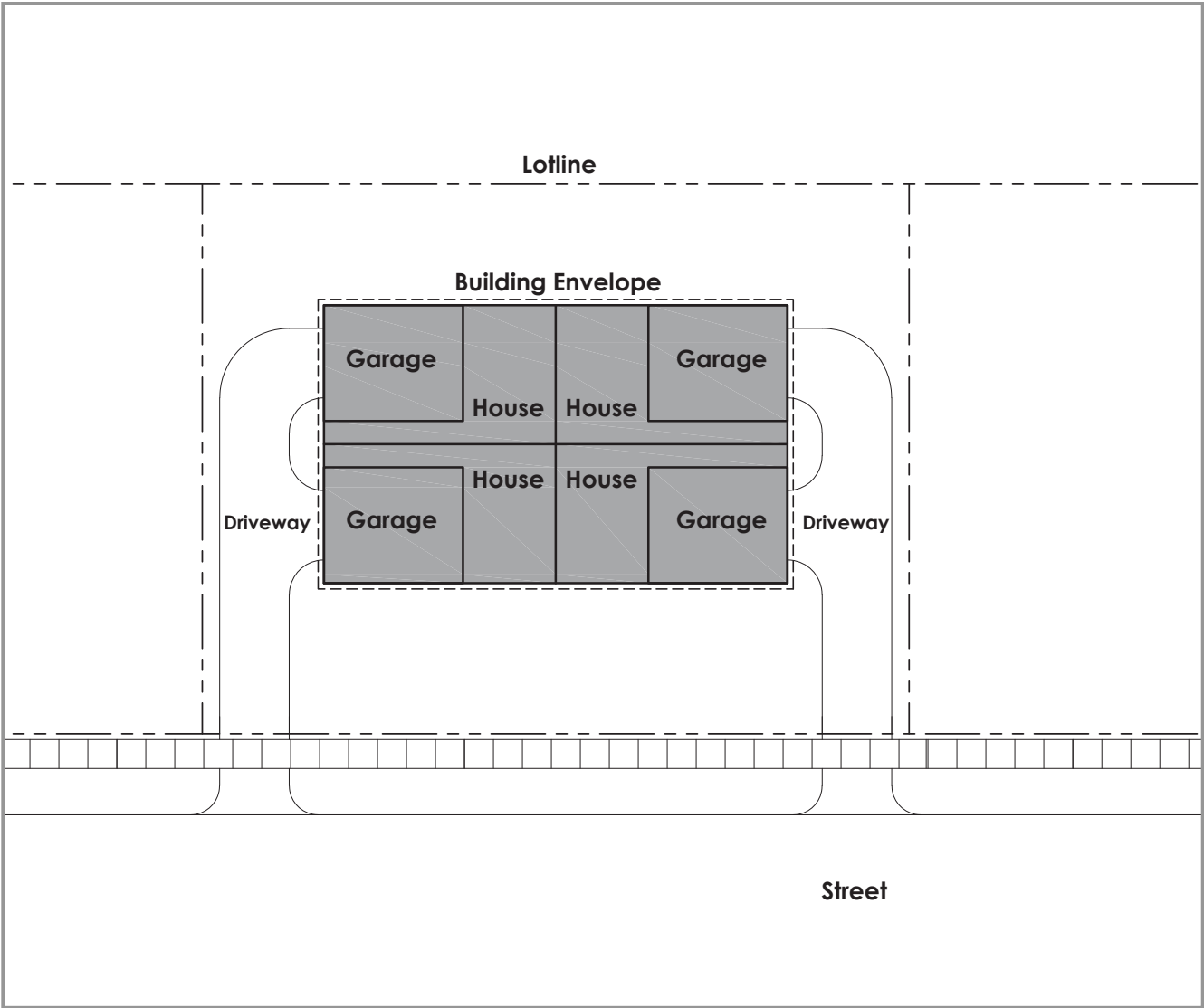
Maximum Height	35'
Minimum Off Street Parking Stalls	4/2
Minimum Dwelling Size	22' x 40'
Maximum Gross Density	8.0-10.0 du/ac
Minimum Landscape Surface Ratio	20%
Maximum Lot Coverage	80%





Watertown Southwest Side  
Neighborhood Plan  
**Four Unit Home: MR-8 District**

Watertown, Wisconsin



Minimum Lot Area	5,445/unit
Minimum Lot Width	100' (20'/30')
Minimum Lot Depth	-
Minimum Street Frontage	50'
Minimum Setbacks	
Front Yard	25'
Front Yard to Garage	25'
Side Yard	8'/0'
Sum of Side Yards	20'
Rear Yard	30'
Open Porch Encroachment	-

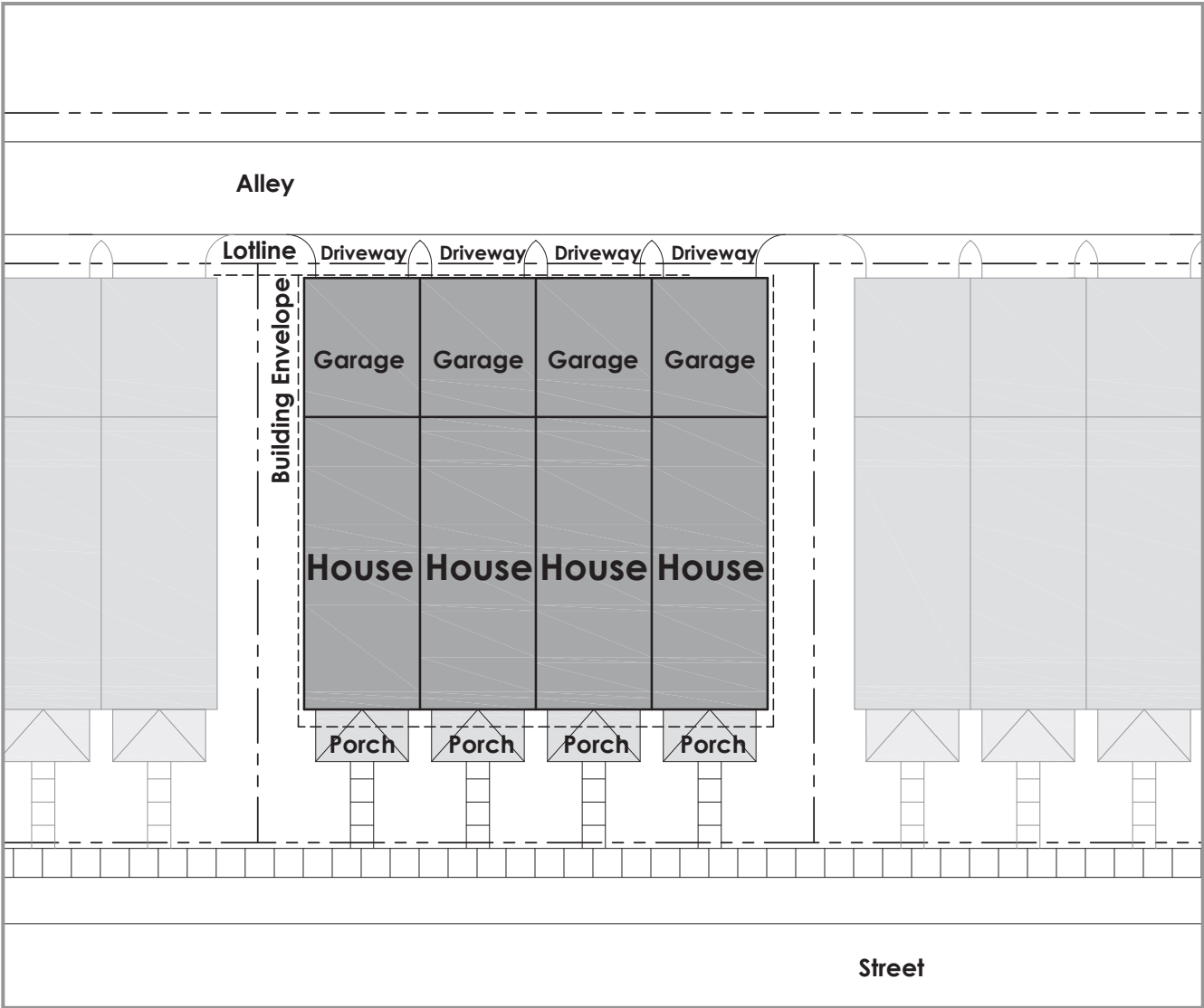
Maximum Height	35'
Minimum Off Street Parking Stalls	2.5/2
Minimum Dwelling Size	24' x 40'
Maximum Gross Density	8.0 du/acre
Minimum Landscape Surface Ratio	50%
Maximum Lot Coverage	40%





Watertown Southwest Side  
Neighborhood Plan  
**Potential Alley Four Unit Home (PUD)**

Watertown, Wisconsin



Minimum Lot Area	2,000/unit
Minimum Lot Width	94' (20')
Minimum Lot Depth	80-100'
Minimum Street Frontage	20'/unit
Minimum Setbacks	
Front Yard	20'
Front Yard to Garage	-
Side Yard	7'
Sum of Side Yards	14'
Rear Yard	2'
Open Porch Encroachment	6'

Maximum Height	35'
Minimum Off Street Parking Stalls	8/2
Minimum Dwelling Size	20' x 40'
Maximum Gross Density	10.0-12.0 du/ac
Minimum Landscape Surface Ratio	20%
Maximum Lot Coverage	80%



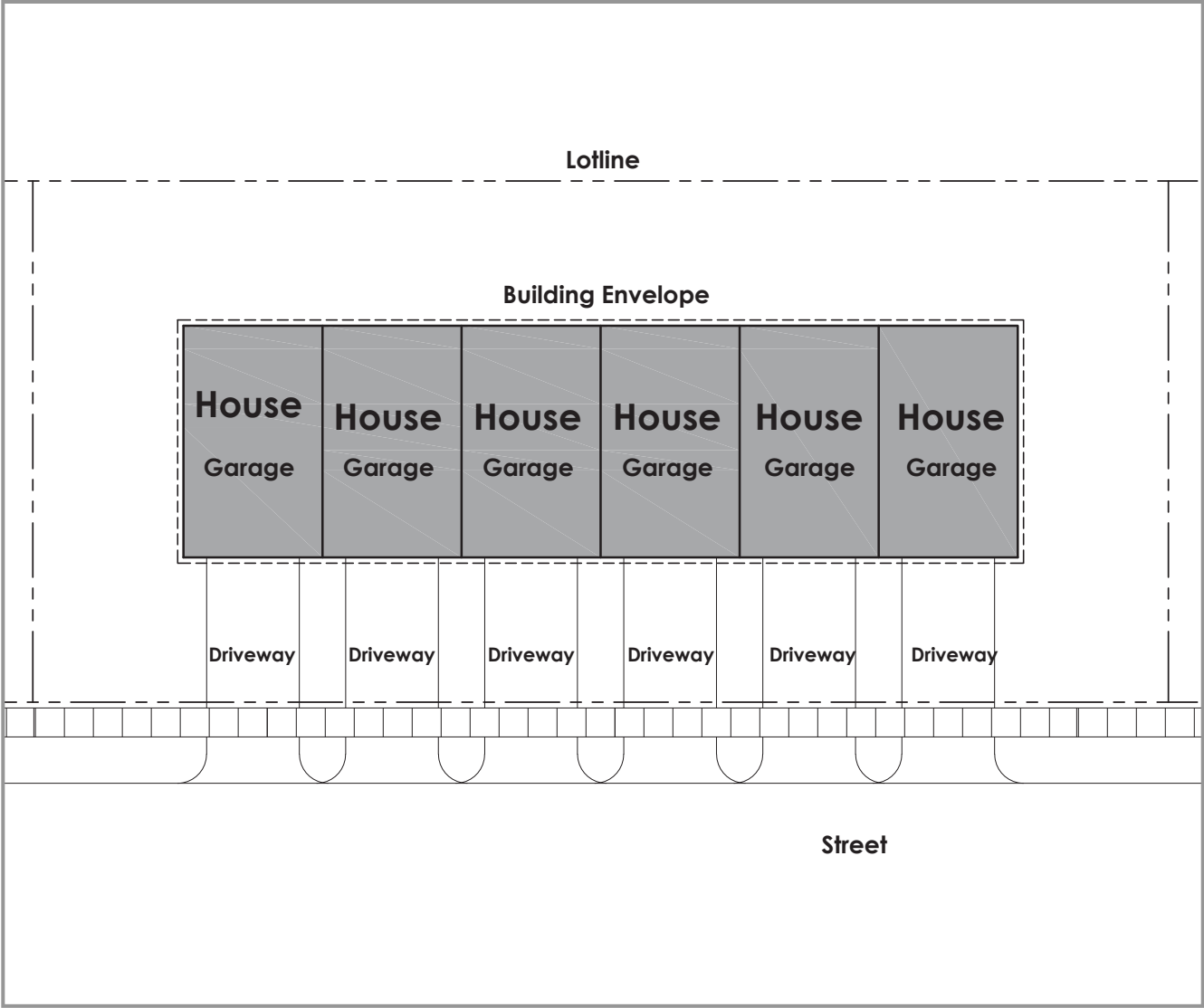


Watertown Southwest Side  
Neighborhood Plan  
**Townhome: MR-10 District**

Watertown, Wisconsin

Minimum Lot Area	4,350/unit
Minimum Lot Width	100' (20'/30')
Minimum Lot Depth	-
Minimum Street Frontage	50'
Minimum Setbacks	
Front Yard	25'
Front Yard to Garage	25'
Side Yard	8'/0'
Sum of Side Yards	50'
Rear Yard	25'
Open Porch Encroachment	-

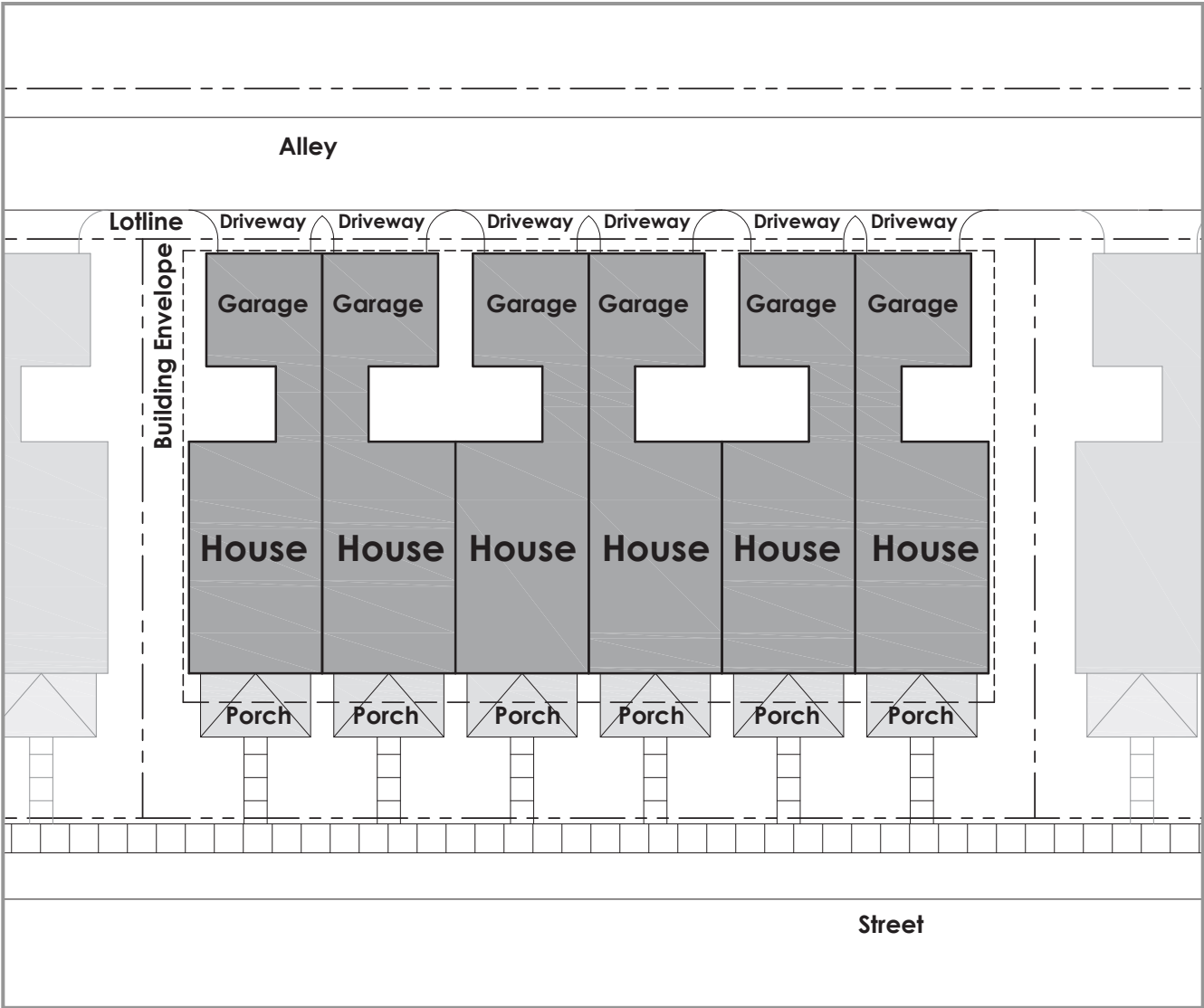
Maximum Height	35'
Minimum Off Street Parking Stalls	2.5/2
Minimum Dwelling Size	24' x 40'
Maximum Gross Density	10.0 du/acre
Minimum Landscape Surface Ratio	50%
Maximum Lot Coverage	40%





Watertown Southwest Side  
Neighborhood Plan  
**Potential Alley Townhome (PUD)**

Watertown, Wisconsin



Minimum Lot Area	2,000/unit
Minimum Lot Width	20'/unit
Minimum Lot Depth	80-100'
Minimum Street Frontage	20'/unit
Minimum Setbacks	
Front Yard	20'
Front Yard to Garage	-
Side Yard	7'
Sum of Side Yards	14'
Rear Yard	2'
Open Porch Encroachment	6'

Maximum Height	35'
Minimum Off Street Parking Stalls	2/unit
Minimum Dwelling Size	20' x 40'
Maximum Gross Density	10.0-12.0 du/ac
Minimum Landscape Surface Ratio	20%
Maximum Lot Coverage	80%





Watertown Southwest Side  
Neighborhood Plan  
**Potential Multi-family Home (PUD)**

Watertown, Wisconsin



Minimum Lot Area	TBD
Minimum Lot Width	TBD
Minimum Lot Depth	
Minimum Street Frontage	TBD
Minimum Setbacks	
Front Yard	
Front Yard to Garage	-
Side Yard	10'
Sum of Side Yards	20'
Rear Yard	25'
Open Porch Encroachment	6'

Maximum Height	45'
Minimum Off Street Parking Stalls	1.75/unit
Minimum Dwelling Size	-
Maximum Gross Density	20.0-25.0 du/ac
Minimum Landscape Surface Ratio	-
Maximum Lot Coverage	-

