

Future Land Use Descriptions

2019 Watertown Comprehensive Plan

Figure 7.7 Future Land Use and Existing Zoning District Translation	
Future Land Use Category	Associated Zoning District
Agriculture	Outside of the City Limits
Single-Family-Exurban	Countryside Residential-10, Exurban Residential-1, Outside of the City Limits
Single-Family-Urban	Single Family Residential-4
Two-Family	Two Family Residential-6
Multi-Family	Multi-Family Residential-8, Multi-Family Residential-10, and Senior Residential
Planned Neighborhood	All Residential Districts, Neighborhood Office, and Neighborhood Business
Neighborhood Mixed-Use	Neighborhood Office, Neighborhood Business, and all Residential Districts
Planned Mixed-Use	All Office, Commercial, Institutional, and Multi-Family Residential Districts, plus the Planned Industrial District
Riverside Mixed-Use	All Office, Commercial, Institutional, and Residential Districts
Central Mixed-Use	Central Business
Mixed Industrial	Planned Industrial, General Industrial, and Heavy Industrial
Institutional	All Districts
Airport	Planned Industrial
Parks and Recreation	All Districts
Environmental Corridor	All Districts
All Overlay Zoning Districts can be associated with all Future Land Use Categories where appropriate, subject to the standards, rules, and regulations of the Overlay Zoning District.	

Agriculture

Areas shown in this land use category are intended for agricultural uses, farmsteads, and rural housing where the cumulative development density will not exceed one lot for every 35 acres of land. The majority of land around the periphery of the City has been mapped as Agriculture, with the exception of some areas where residential development has already occurred. County exclusive agricultural zoning is appropriate for this land use category.

Policies and Programs:

1. Fully exercise the City's authority to review proposed land divisions within the City's extraterritorial jurisdiction to help ensure the implementation of this desired future land use category.
2. Support land developments in this area only when they are clearly consistent with the category description and when proposed housing density is not greater than one residence (or other non-farm use) per 35 acres. A maximum buildable lot size of two acres is recommended.
3. Do not extend sanitary sewer service or public water service into Agricultural areas until and unless the city changes the future land use category for such areas through a Comprehensive Plan amendment (see the Implementation Chapter).
4. Work with the adjoining towns and Dodge and Jefferson Counties to implement these policies and programs in a cooperative manner, where possible.

Single-Family Residential—Unsewered

This future land use category is intended to accommodate areas of existing single-family detached residential development served by onsite wastewater treatment (septic) systems. This area is mapped in the City's extraterritorial jurisdiction only in areas where development of this type has already occurred. Where such land use might occur in the City limits, the City's existing Rural Holding (RH) District may be the most appropriate zoning district for this land use designation.

Policies and Programs:

1. Exercise the City's extraterritorial land division review authority to ensure that new Single-Family Residential—Unsewered development is not permitted within the City's extraterritorial jurisdiction.

Single-Family Residential—Sewered

This future land use category is intended for single-family detached residential development served by the Watertown public water and sanitary sewer systems. Most developed residential neighborhoods are shown in this land use category. While the City's priority over the next twenty years is infill residential development, there are a few new single-family residential neighborhoods recommended to be located primarily in the following areas of the City: (1) east of Horseshoe Road and south of West Street; (2) between the STH 26 Bypass and the railroad, near Welsh Rd on the far northern portion of the City; (3) the Bethesda campus between Milford Street and the Rock River and (3) south of CTH CW, east of the City's 2019 municipal boundary. The City's Single-Family Residential (SR-4) zoning district may be the most appropriate district to implement this future land use category.

Policies and Programs:

1. Encourage the construction of narrower streets in new neighborhoods, where practical, and require sidewalks along all streets.
2. Plan for interconnected road and open space networks in residential areas and between individual subdivisions. Discourage the use of cul-de-sacs in new neighborhoods whenever possible.
3. Ensure that schools must have sufficient capacity to accommodate new students who will live in the School District.
4. Require grading and stormwater management plans for all new development.

Two-Family Residential

This future land use category is intended for single-family and two-family (e.g. duplexes, townhomes, two-flats) residential development served by City of Watertown sanitary sewer and water systems. Two-Family Residential land use areas are depicted primarily in locations where this type of development existed at this time this Plan was prepared, including the following areas: (1) surrounding the City's historic downtown; (2) on the City's west side between the rail lines; and (3) on the east side of the City west of STH 16. The City's Two-Family Residential (TR-6) zoning district is the most appropriate district to implement this future land use category.

Policies and Programs:

1. Encourage the construction of narrower streets in new neighborhoods, where practical, and require sidewalks along all streets.
2. Plan for interconnected road and open space networks in residential areas and between individual subdivisions.
3. Ensure that schools must have sufficient capacity to accommodate new students who will live in the School District.
4. Require grading and stormwater management plans for all new development.

Multi-Family Residential

This future land use category is intended to accommodate a variety of residential uses, including multi-family housing units (e.g. multiplexes, apartments, condominiums, townhouses) and some single- and two-family residences, all served by Watertown sanitary sewer and water systems. Multi-Family Residential is depicted in areas of the City where this type of development existed at the time this Plan was prepared. New development is recommended in the following areas: (1) south of West Street and east of Horseshoe Road; (2) on the City's west side between the rail lines; and (3) north of CTH CW and east of STH 16 on the City's east side. The City's MR-8 and MR-10 zoning districts are most appropriate to implement this future land use category.

Policies and Programs:

1. Disperse multi-family development throughout the City, rather than creating large concentrations of this type of development in just a few areas.
2. Require a detailed site plan, building elevations, landscape plan, lighting plan, grading/stormwater management plan, and signage plan for all residential buildings containing three or more dwelling units prior to development approval.
3. Require Multi-Family Residential housing developments to provide on-site open space areas that serve the needs of the project's residents, in addition to public park land requirements applicable to all residential development.
4. Include facilities for bicyclists (bike storage racks, bike paths, etc.) in all development designs.
5. Link parking lots to building entrances by pedestrian walkways that are physically separated from vehicular movement areas.
6. Encourage the use of balconies, porches, stoops, garden walls, varied building and facade setbacks, varied roof designs, bay windows, and similar design features in new multi-family residential project designs. In general, multifamily dwelling units should be designed so that they appear to be a grouping of smaller residential units and match the scale of the surrounding neighborhood.
7. Promote architectural design of new development that is compatible with the surrounding neighborhood, including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors.

Planned Neighborhood

The majority of new residential development in the City is intended to be developed as Planned Neighborhoods. This land use category is indicated by yellow with brown polka dot pattern on the Future Land Use maps. Within each Planned Neighborhood, the City encourages a carefully planned mix of development comprised of the following future land use categories (each category is described elsewhere in this chapter):

- Single-Family Residential—Sewered (at least 50 percent of residential units)
- Two-Family Residential (maximum of 20 percent of residential units)
- Multi-Family Residential (maximum of 30 percent of residential units)
- Neighborhood Mixed Use
- Institutional Facilities
- Parks and Recreation

Planned Neighborhoods are intended to provide multiple housing options while maintaining the City's existing balance of residential unit types. Planned Neighborhoods also locate essential community amenities and services within walking distance of neighborhood residents. The existing City zoning districts most appropriate to implement this future land use category include either Planned Development (PD) zoning or a combination of standard zoning districts (e.g., SR-4, TF-6, NB, etc.).

Policies and Programs:

1. Encourage compact growth and provide efficient services to establish a minimum net density of five dwelling units per acre for Planned Neighborhood areas.
2. Utilize natural features to act as buffers between different land uses, when necessary.
3. Promote traditional neighborhood design principles for new neighborhood development. Traditional neighborhoods typically include a full range of housing types (single-family, duplex, multifamily, townhouse); parks, plazas, and public squares; civic buildings and public art; bicycle and pedestrian paths/walkways; institutional uses (churches, schools, community centers, etc.); and neighborhood scale commercial, service, and office uses.
4. Follow the policies listed above for Single-Family Residential—Sewered, Two-Family Residential, and Multi-Family Residential land use categories for single-family, duplex, townhouse, and multi-family residential development within Planned Neighborhoods.
5. For commercial and office development in Planned Neighborhoods, follow the policies for the Neighborhood Mixed Use land use category described below.

Neighborhood Mixed Use:

Neighborhood Mixed Use is intended to facilitate infill and redevelopment in a carefully planned or controlled manner. This land use category can include a mix of small-scale, neighborhood-serving commercial, office, institutional, and residential development that is designed to establish and protect neighborhood character. Neighborhood Mixed Use is designated in areas adjacent to the north-south rail corridor and at intersections along the STH 16 corridor and is also included as a component of areas mapped as Planned Neighborhoods. The City's Neighborhood Office (NO) and Neighborhood Business (NB) Districts may be most appropriate zoning districts to implement this future land use category.

Policies and Programs:

1. Encourage neighborhood-oriented retail and service businesses in areas that will conveniently serve residential neighborhoods.
2. Require that all proposed commercial and office projects submit a detailed site plan, building elevations, lighting plan, grading/stormwater management plan, utility plan, and signage plan prior to development approval.
3. Require the use of high-quality building materials and designs that are compatible with residential areas, including: residential roof materials, such as shingles; generous window placements; and exterior materials, such as wood, cement board, vinyl siding, brick, decorative block, stone, and other approved materials.
4. Adhere to local ordinances on signage, landscaping, and lighting.
5. Generally, adhere to the design guidelines listed below when reviewing proposals for Neighborhood Mixed Use developments:
 - Encourage small-scale, multi-story buildings, generally with building footprints less than 5,000 square feet and more active uses on first floor, with multi-family residential uses above the ground floor.
 - Promote residential architectural features and materials.
 - Encourage minimal front setbacks.
 - Design buildings and sites for pedestrians not automobiles.
 - Locate parking on streets, to rear of buildings, and/or within parking structures.
 - Orient building entrances to the street.

Central Mixed Use:

This future land use category is intended for pedestrian-oriented commercial, office, community facility, and upper story residential uses in a “downtown” setting, with on-street parking and minimal building setbacks. The Central Mixed-Use land use category includes the historic downtown and the riverfront redevelopment area. The existing City zoning district that is most appropriate to implement this future land use category is the Central Business District (CB).

Policies and Programs:

1. Require that all projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.
2. Protect the unique quality of the Downtown by requiring buildings to be two to four stories with a zero-lot line front setback.
3. Provide for public access to the riverfront and the completion of the Riverwalk in and around the Downtown.
4. Require that new and renovated buildings adjacent to the river have two fronts (street side and riverside), with both fronts meeting the aesthetic standards for the downtown.
5. Promote truly mixed-use development with residential above the first floor.

Planned Mixed Use

This future land use category is intended to facilitate a carefully controlled mix of commercial and residential uses on public sewer, public water, and other urban services and infrastructure. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots. This category advises a carefully designed blend of Multi-Family Residential, Office, Business, Industrial, and Institutional land uses. This may include high-quality indoor professional office uses, health care facilities, indoor retail, commercial services, community facilities, controlled outdoor display, and light industrial uses. Planned Mixed Use areas have been designated in several different areas throughout the City's Future Land Use maps, most along major commercial corridors and near highway interchanges.

In particular, the STH 26 Bypass interchange at STH 19 on the far west side of the City is an example of an area where a desired mix of future uses centers around additional commercial activity, similar to development trends along South Church Street. This area has been prioritized for future commercial development because of its visibility from the STH 26 Bypass, the number of visitors using the interchange to attend the various tournaments and events at Brandt-Quirk Park, and the fact that it is a community entryway with direct access to downtown and the core of the City.

The best option for future zoning of the lands mapped under the Planned Mixed-Use future land use category is often a Planned Development (PD) zoning district. This district allows the desired mix in uses and provides flexibility in layout, in exchange for superior design. The zoning is tied to City approval of a specific plan for the project. Alternatively, a mix of the City's MR-8, MR-10, PB, PI, and PO zoning districts may also be appropriate for areas within this future land use category.

Policies and Programs:

1. Grant development approvals only after submittal; public review; and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
2. Place parking lots behind buildings and screen from public view all service areas, loading areas, mechanical equipment, and trash receptacle storage areas from less intensive land uses to the greatest degree possible.
3. Develop conceptual plans for Planned Mixed Use areas as a starting point for individual redevelopment plans.
4. Promote shared driveway access and shared parking spaces whenever possible.
5. Design street and driveway access to minimize traffic congestion by limiting the number of and ensuring adequate spacing between access points.
6. Provide clear and safe pedestrian walkways and bicycle routes that are separated from vehicular traffic areas.
7. Require Stormwater Best Management Practices and low impact development strategies to minimize any adverse impacts to the watershed.

8. Generally, adhere to the design guidelines listed below when reviewing proposals for Planned Mixed Use:

- Promote multi-story buildings, generally with more active uses on first floor and multi-family residential uses above the ground floor.
- Design buildings and sites oriented toward pedestrians not automobiles.
- Locate parking on streets, to the rear of buildings, and/or in parking structures.
- Orient building entrances to street with minimal front setbacks.
- Incorporate amenities such as benches, fountains, and canopy shade trees into commercial projects whenever possible.
- Encourage the use of canopies, awnings, trellises, roof overhangs, recessed entryways, and arcades to add visual interest to building facades.
- Support the use of multi-planed, pitched roofs to avoid the monotony of larger scale buildings.
- Promote the use of high-quality landscaping treatment of bufferyards, street frontages, paved areas, and building foundations, and require parking lots to be heavily landscaped.
- Require high quality signage that is not excessive in height or total square footage.

Riverside Mixed Use

This future land use category is intended to facilitate a carefully controlled mix of residential, commercial, and institutional uses on public sewer, public water, and other urban services and infrastructure. Riverside Mixed-Use areas are intended as unique locations that should function as neighborhood and community gathering spots. This category advises a carefully designed blend of Single-Family Residential, Two-Family Residential, Multi-Family Residential, Office, Business, Industrial, and Institutional land uses. This may include residential neighborhoods at various scales, high-quality indoor professional office uses, health care facilities, indoor retail, commercial services, and community facilities. Riverside Mixed Use areas have only been designated in one area on the City's Future Land Use maps, adjacent to the western shores of the Rock River on the site of the former Bethesda complex. The best option for future zoning of the lands mapped under the Planned Mixed-Use future land use category is often a Planned Development (PD) zoning district. This district allows the desired mix in uses and provides flexibility in layout, in exchange for superior design. The zoning is tied to City approval of a specific plan for the project. Alternatively, a mix of the City's SR-4, TR-6, SNR, MR-8, MR-10, I, PB, and PO zoning districts may also be appropriate for areas within this future land use category.

Policies and Programs:

1. Follow the policies listed above for the Planned Neighborhood land use category for single-family, duplex, townhouse, and multi-family residential development within the Riverside Mixed Use category.
2. For commercial and office development, follow the policies for the Planned Mixed Use land use category described below.

Mixed Industrial

This future land use category includes both large and small scale industrial and office development at an intensity that is consistent with existing transition and urban intensity development. Mixed Industrial development is designated along the west side of the rail corridor that runs from west to east through the City. The City's Planned Industrial (PI) and General Industrial (GI) District is the most appropriate zoning district to implement this future land use category, with some Heavy Industrial (HI) mixed in.

Policies and Programs:

1. Grant development approvals only after submittal; public review; and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
2. Strategically locate large parking lots (i.e. employee parking areas or truck parking areas) out of site from public view. Smaller parking lots (i.e. visitor parking lots) may be located in front of the building; however, such parking lots must be well screened from public rights-of-way and non-industrial uses.
3. Separate pedestrian walkways vehicular traffic and loading areas.
4. Design industrial projects so that vehicles servicing the site shall be able to move from one area of the site to another without re-entering a public street.
5. Screen parking lots, loading areas, outdoor storage areas, and mechanical equipment (i.e. air conditioners, ventilation equipment, etc.) from public view, including roof-top and ground equipment.

Institutional

This future land use category is designed to facilitate large-scale public buildings, schools, religious institutions, power plants and substations, hospitals, and special care facilities. Institutional areas are generally mapped in locations where such facilities currently exist. Future small-scale institutional uses may also be located in areas planned for residential, commercial, office, industrial, or mixed uses. Most of the City's zoning districts are generally appropriate for Institutional uses. In general, the zoning district should reflect the predominant zoning of nearby properties and/or the desired character of the subject property.

Policies and Programs:

1. Require site plan review and high-quality site design, building design, landscaping, lighting, and signage for all institutional uses.
2. Integrate institutional facilities into new neighborhoods and residential areas, and provide an adequate distribution of institutional facilities throughout the City.
3. Buffer nearby residential uses from Institutional use via decorative fencing, vegetative screening, berms, or similar features.
4. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for large institutional uses to be met on site.
5. Require institutional uses to submit expansion plans to minimize the potential for future land use conflicts.
6. Design institutional uses to be easily served by transit vehicles.

Airport

This future land use category includes the Watertown Municipal Airport and related land. The airport is zoned Planned Industrial (PI) in the City's zoning ordinance.

Policies and Programs:

1. Support the long-term development of the Watertown Municipal Airport as specified in the airport's long-range plan.

Parks and Recreation

This future land use category includes park and public open space facilities devoted to playgrounds, play fields, trails, picnic areas and related recreational activities, conservation areas, and land use buffer strips. Any of the City's residential zoning districts would be appropriate to implement this land use category.

Policies and Programs:

1. Provide parks within safe walking distance of all residential neighborhoods.
2. Follow the recommendations of the City's Parks and Open Space Plan when acquiring new parkland or making changes to current parks.

Environmental Corridor

This future land use category includes generally continuous open space systems based on lands that have sensitive natural resources and limitations for development. This category includes Wisconsin DNR identified wetlands subject to existing State mandated zoning, Wisconsin DNR identified Flood Storage Areas, FEMA designated floodplains, waterway and drainageway buffers (75' buffer around perennial streams or 50' buffer around intermittent channels), woodlands (combined 80% cover area), and slopes of 12 percent or greater.

Policies and Programs:

1. Generally, prohibit new development in mapped Environmental Corridor areas.
2. If development is proposed in areas where environmental corridors have been mapped or are adjoining, the landowner or developer is responsible for determining the exact boundaries of the Environmental Corridor based on the wetland, floodplain, steep slope, or other natural feature(s) that comprise the Corridor.
3. Continue to allow existing agricultural uses (cropping, grazing, or other preexisting agricultural uses) within Environmental Corridors.