

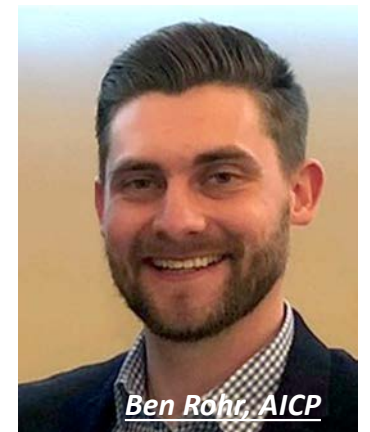
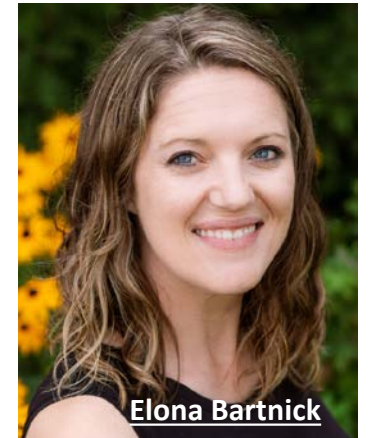


# WATERTOWN SOUTHWEST SIDE CONCEPTUAL NEIGHBORHOOD PLAN



# Introductions

- Brian Munson – Principal Neighborhood Designer
- Elona Bartnick – Lead Associate Designer
- Ben Rohr – Associate Planner



# Meeting Purpose

- Provide background information, context, and site analysis
- Present conceptual Neighborhood Plan
- Gather feedback from you
- Revise and refine Neighborhood Plan



# Cover Today



Project goals and process



Key design principals and formats



Draft conceptual development plan review



Project next steps and discussion



An aerial sketch of a riverfront development plan. The Rock River flows along the right side of the image. Hoffman Rd runs parallel to the river, with a bridge crossing it. The plan shows a mix of residential buildings, including row houses and larger structures, interspersed with green spaces, trees, and parking areas. A semi-transparent dark band across the middle of the image contains the text "WHY NOW?".

WHY NOW?

Rock River

HOFFMAN RD



# We Have a Housing Problem

- **Issues**

- Housing availability
- Housing affordability
- Rising costs
- Unfilled jobs/employer retention
- Demographic shifts
- Personal preference shifts
- Stagnant population/housing growth

- **Opportunities**

- Land availability
- New housing
- Partnerships
- Achieve goals and vision
- Reverse trends
- Turn over housing stock
- Attract new residents

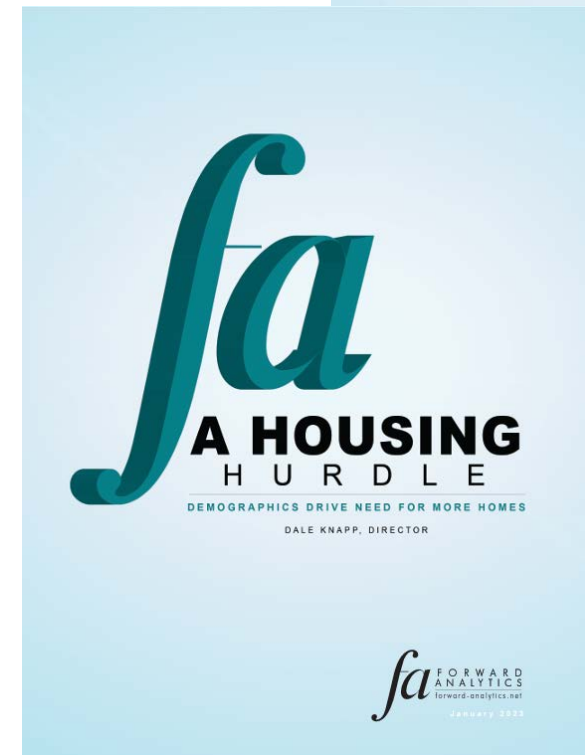
**Solution: Increase Diverse Housing**

# Housing and Market Analysis

- **State-Wide Studies (2022-23)**

- State lost 106,000 workers under the age of 26 between 2012-2020
- Working Wisconsin residents will decline by 130,000 by 2030, unless migration occurs
- Wisconsin needs 140,000 new housing units by 2033 to keep up with demand
- Baby Boomers will remain in their homes for the next 10-20 years = less available workforce housing stock

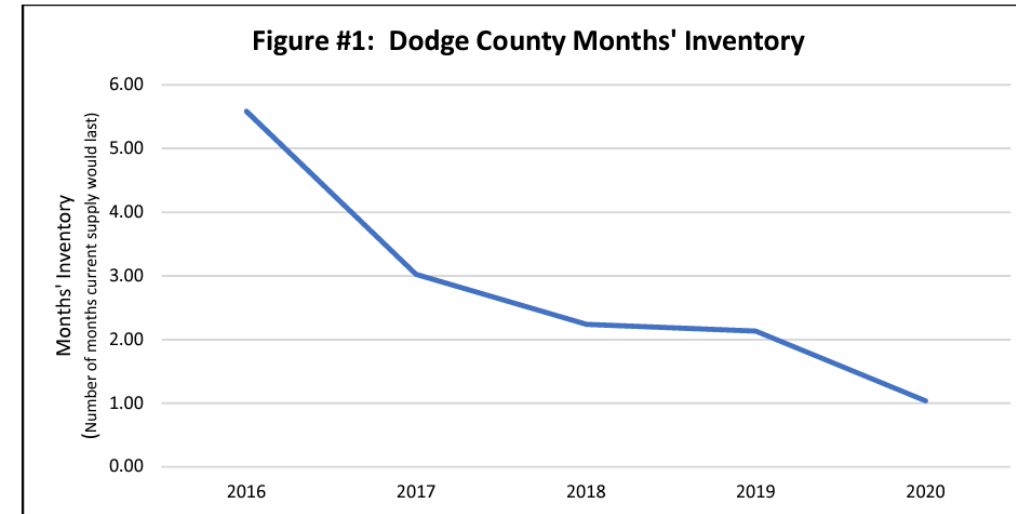
Source: Forward Analytics, 2023



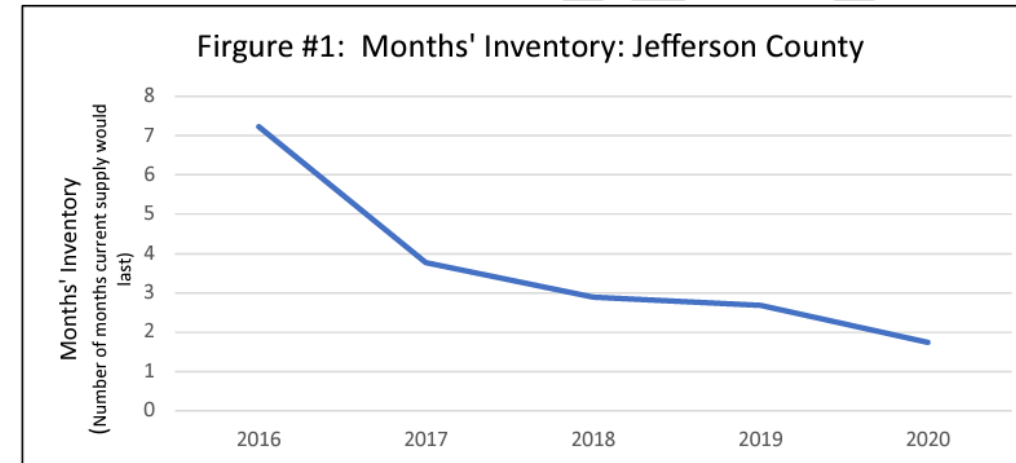


# Housing and Market Analysis

- **Dodge and Jefferson County Housing Studies (2021)**
  - High demand for single-family units, shortage of units
  - Need for additional rental units, especially affordable units
  - Increasing home appreciation values and gross rents, low inventory
  - Without intervention, the problem will only get worse



*\*Source: Realtor.com and Wisconsin Department of Revenue*



*\*Source: Realtor.com and Wisconsin Department of Revenue*

*\*\*Only includes available 2020 data (from January – October)*

# Housing and Market Analysis

- **Tracy Cross Residential Market Study Findings (2022)**

- City needs new market rate housing for rentals and owners
- Rental and owner options are in short supply with adequate demand
- Underserved unit types:
  - Apartments (seniors, market rate, and affordable)
  - Townhomes and rowhouses (owner and renter)
  - Duplexes (owner or renter)
  - Alley-loaded single-family
  - Front-loaded single-family

Residential Market Analysis  
-- Strategy Planning Guidelines --  
Watertown, Wisconsin

Prepared on behalf of:

Greater Watertown Community Health Foundation  
600 East Main Street, Suite 200  
Watertown, WI 53094-3827

October 20, 2022



TRACY CROSS & ASSOCIATES, INC.  
REAL ESTATE MARKET ANALYSIS  
1375 E. WOODFIELD ROAD, SUITE 520  
SCHUMBERG, IL 60173  
t 847.925.5400 / info@tracycrossinc.com  
www.tracycrossinc.com



# Underserved Unit Types

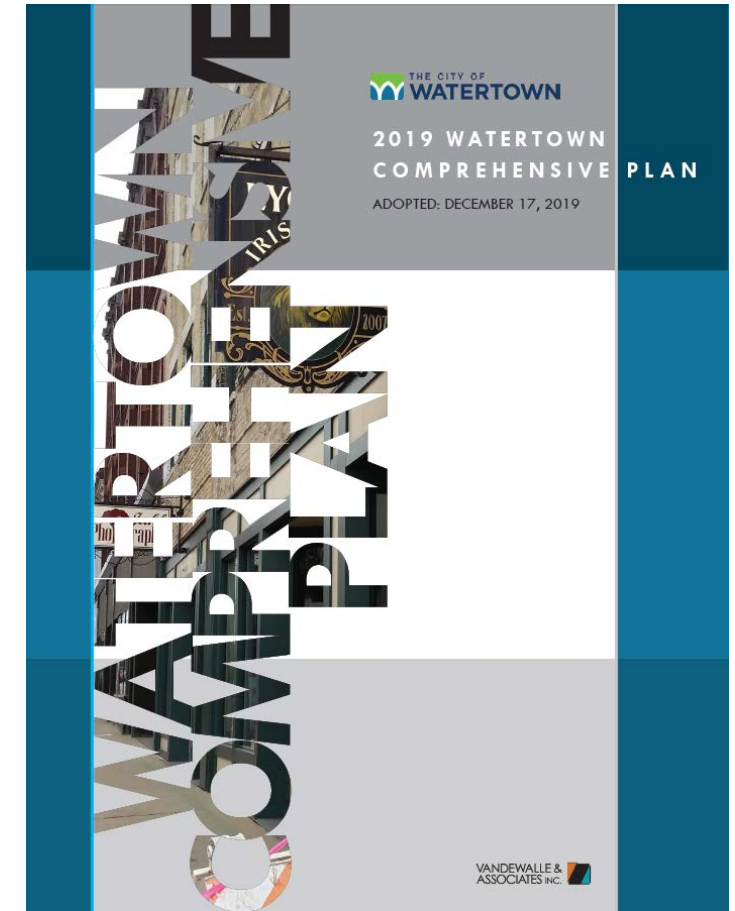




# Established Goals and Objectives

- **City Goals and Objectives**

- Promote traditional neighborhood design
- Foster new entry-level workforce housing
- Require high-quality design
- Retain existing businesses and attract new diverse businesses
- Preserve and highlight natural resources
- Provide quality public outdoor recreation and adequate open space



# Established Goals and Objectives

- **Foundation Goals and Objectives**

- Diverse, mixed density neighborhood for all
- Integrate public health and community character in all components
- Build a model for sustainability and positive environmental impacts



Photo Credit: DJHCP, Kim Hiller

**2022**

Dodge-Jefferson Healthier Community  
Partnership  
Community Health Needs Assessment  
Dodge & Jefferson Counties, WI



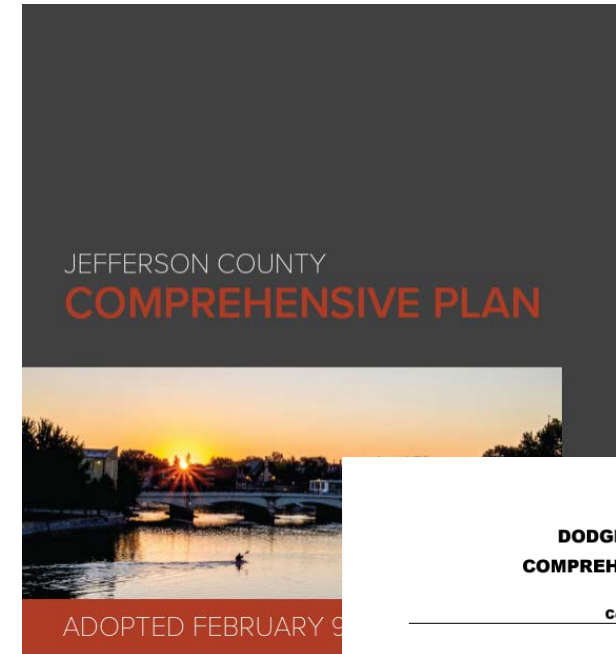
# Established Goals and Objectives

- **Dodge County Goals and Objectives**

- Increase housing supply
- Provide housing for all income levels
- Offer a range of housing choices

- **Jefferson County Goals and Objectives**

- Promote housing diversity
- Ensure housing options for the county's workforce
- Provide housing that meets the needs of residents



## DODGE COUNTY COMPREHENSIVE PLAN

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# Established Goals and Objectives

- **Regional (THRIVE ED) Goals and Objectives (2022)**

- Additional diverse housing
- Thriving businesses
- Activate workforce
- Foster partnerships

- **State (DOA) Goals and Objectives (2022)**

- Provide decent, affordable housing
- Create suitable living environments
- Create economic opportunity
- Provide housing availability, affordability, and sustainability



# THOUGHTS AND QUESTIONS?



An aerial perspective sketch of a proposed development along a river. The sketch shows a series of multi-story residential or commercial buildings with gabled roofs, arranged in a row along a road. The road is labeled "HOFFMAN RD". The buildings are interspersed with green trees and landscaping. A winding path or stream runs through the center of the development. The river, labeled "Rock River", is on the right side of the image. The overall style is a hand-drawn architectural sketch with color washes.

# APPROACH

Rock River





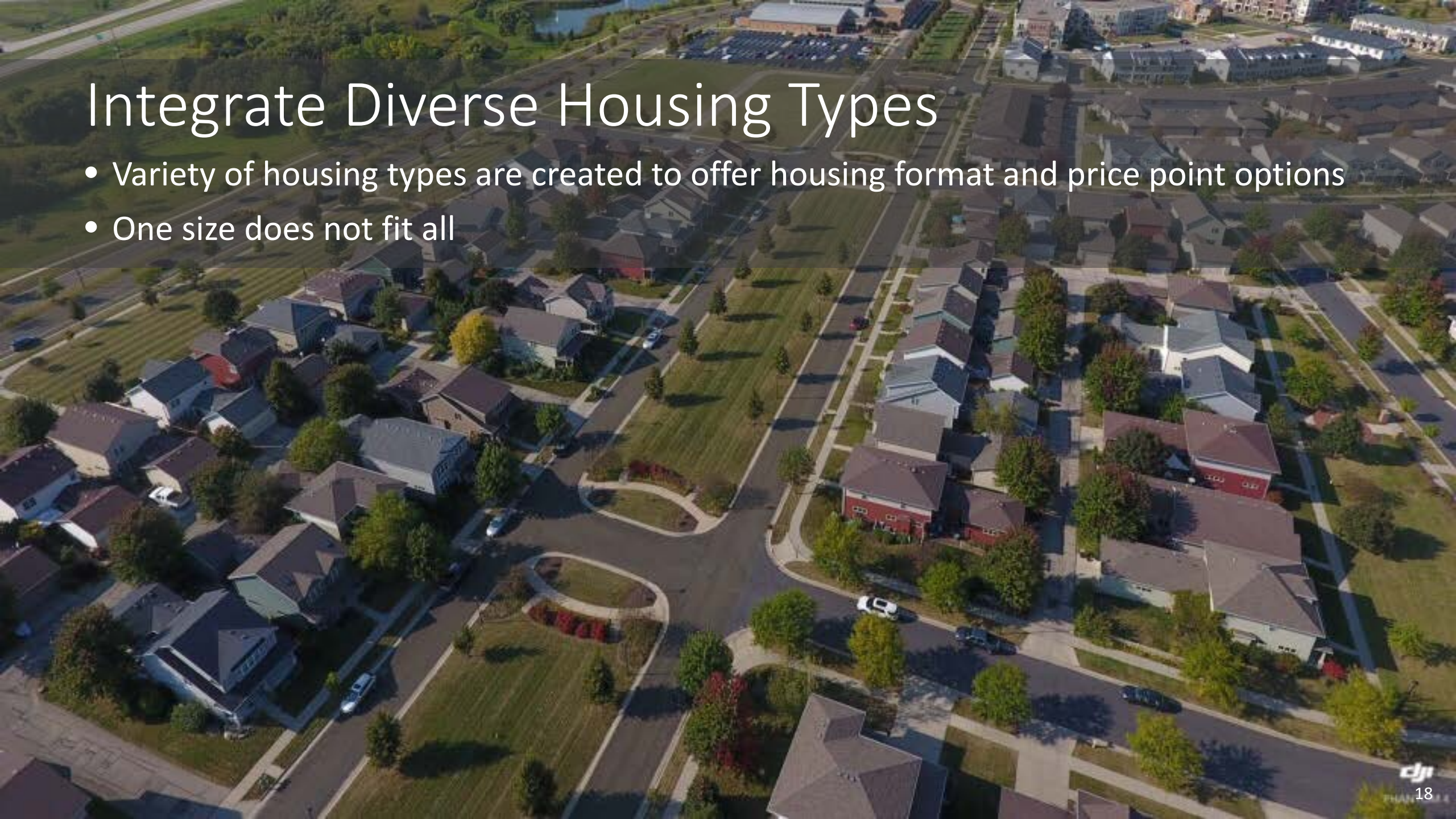
# Goals

- Integrate diversity of housing types to accommodate a variety of lifestyles, age groups, formats, and price point.
- Ensure long-term provision of community character and high-quality of life.
- Provide housing, parks, and community uses within walking distance.
- Blend multi-modal transportation options into design.
- Preserve environmental systems.
- Reduce demand on resources for infrastructure and services.



# Integrate Diverse Housing Types

- Variety of housing types are created to offer housing format and price point options
- One size does not fit all





# Ensure Long-Term Preservation of Community Character

- Neighborhood should advance the overall character and desirability of the greater community
- Design neighborhoods around community gathering places
- Integrate environmental features as common open space for recreation and public gathering





# Provide a Variety of Land Uses and Walkability

- Create attractive and active streetscapes
- Integrate neighborhood-scale destinations within walking distance (YMCA)





# Facilitate Transportation Options

- Facilitate pedestrian and bicycle movement within and between neighborhoods
- Interconnect streets and trails
- Accommodate on-street parking and traffic calming measures





# Preserve Environmental Systems

- Integrate environmental features throughout the neighborhood
- Provide active and passive recreational opportunities
- Buffer development to preserve natural features





# Reduce Demand for Resources

- Design neighborhood to foster sustainability and promote public health
- Utilize density and mixing of land uses to reduce infrastructure and utility costs





# Neighborhood Examples

- Grandview Commons (Madison, WI)





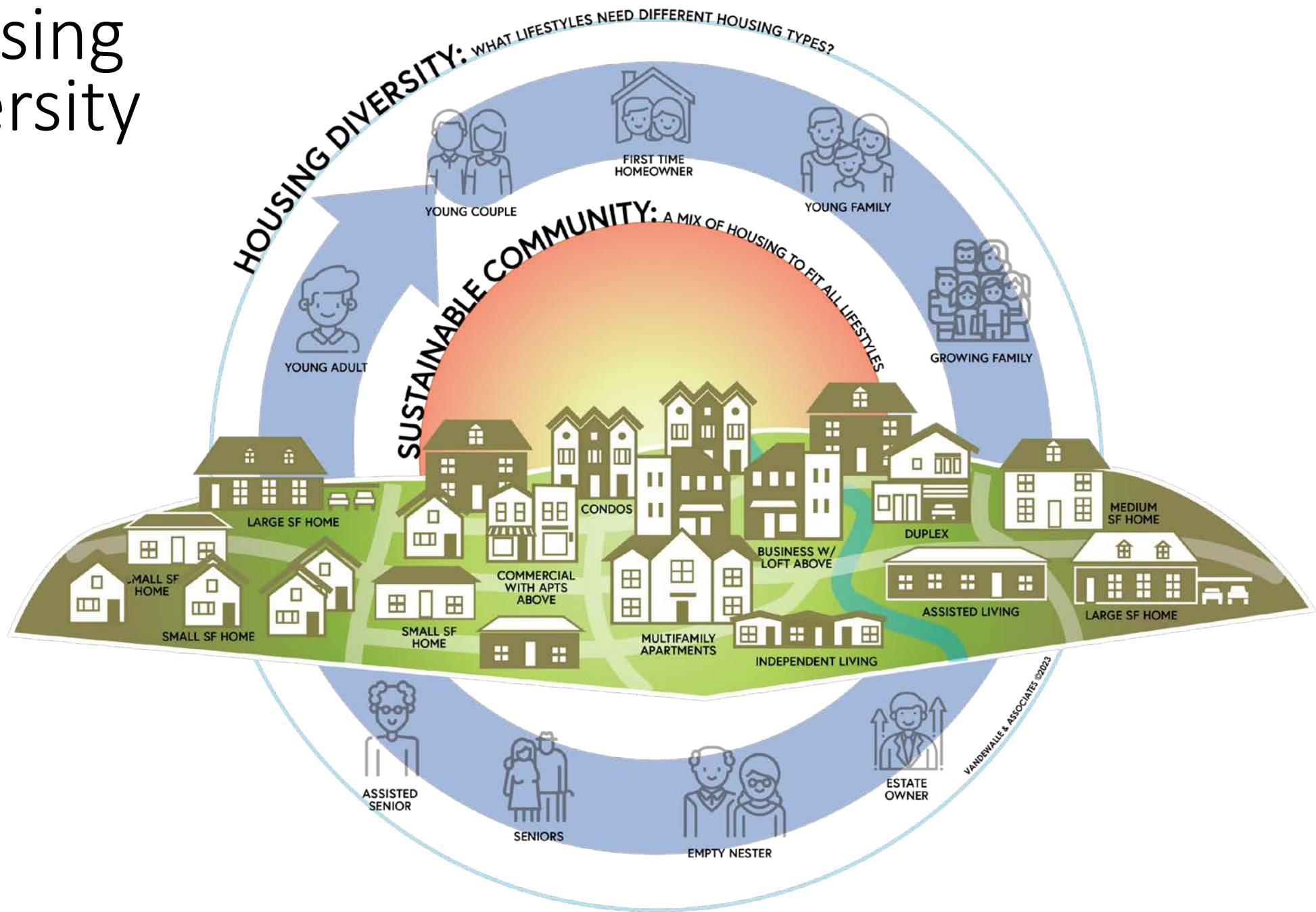
# Neighborhood Examples

- Smith's Crossing (Sun Prairie, WI)





# Housing Diversity





# Single Family





# Single Family





# Twin Home (Duplex or Side by Side)





# Twin Home (Duplex or Side by Side)





# Townhome & Multi-Family





# Townhome & Multi-Family





# Open Space & Trails





# Open Space & Trails





# Community Facilities (YMCA)





# THOUGHTS AND QUESTIONS?



An aerial architectural rendering of a proposed development along a river. The scene shows a mix of residential and commercial buildings, including multi-story townhouses and smaller structures. A network of streets and paths is visible, along with green spaces and trees. A river flows along the right side of the development. The word "CONCEPT" is overlaid in the center.

# CONCEPT

HOFFMAN RD

Rock River



# Conceptual Neighborhood Plans

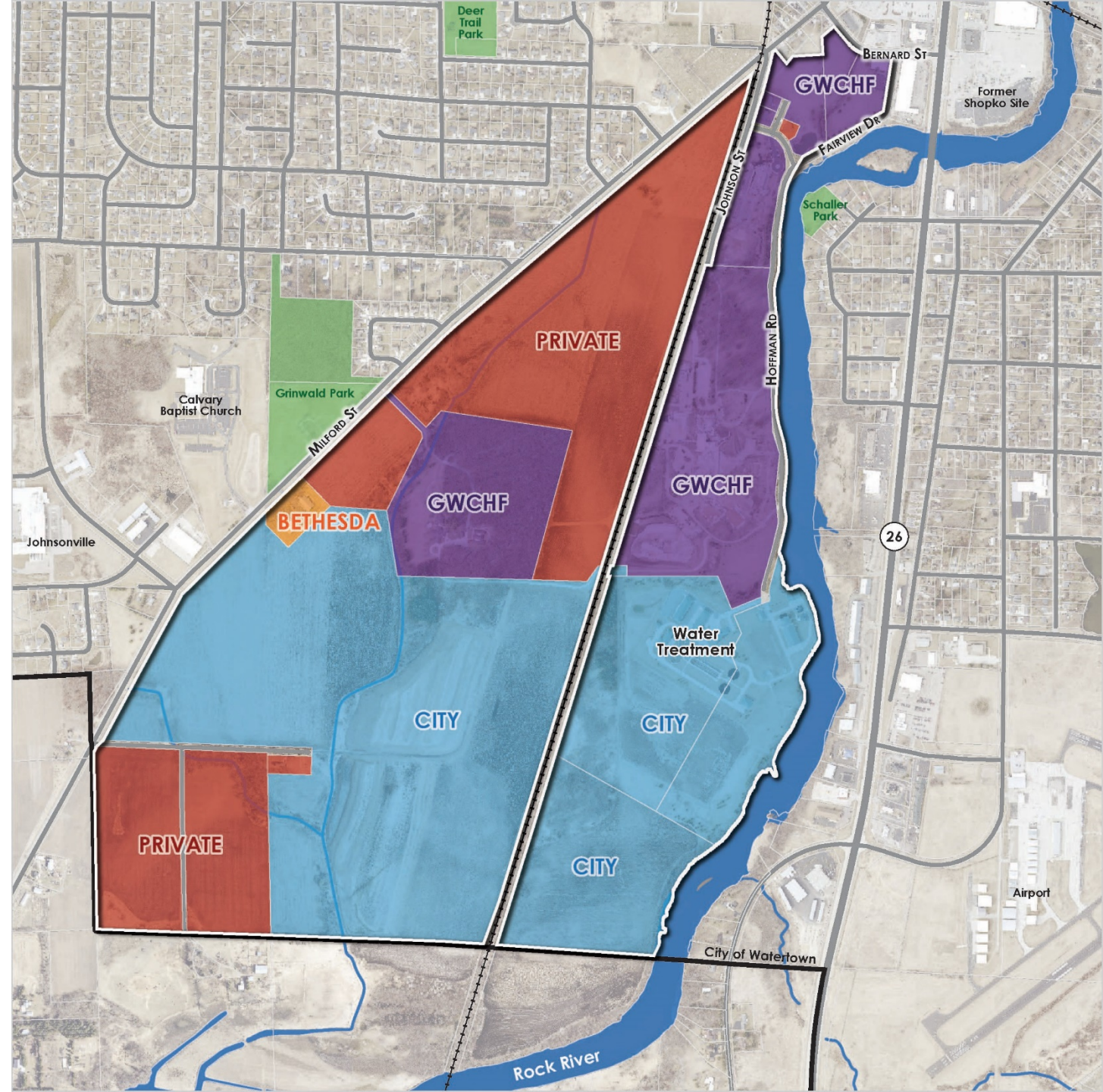
- Site understanding and analysis that led to conceptual plans
- Plans are vision for the future
  - Not subdivision plat or site plan
- Implementation will take a phased approach
  - Not happening over night
- Project of this scale will take many years to develop
  - 10+ year build out



# 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



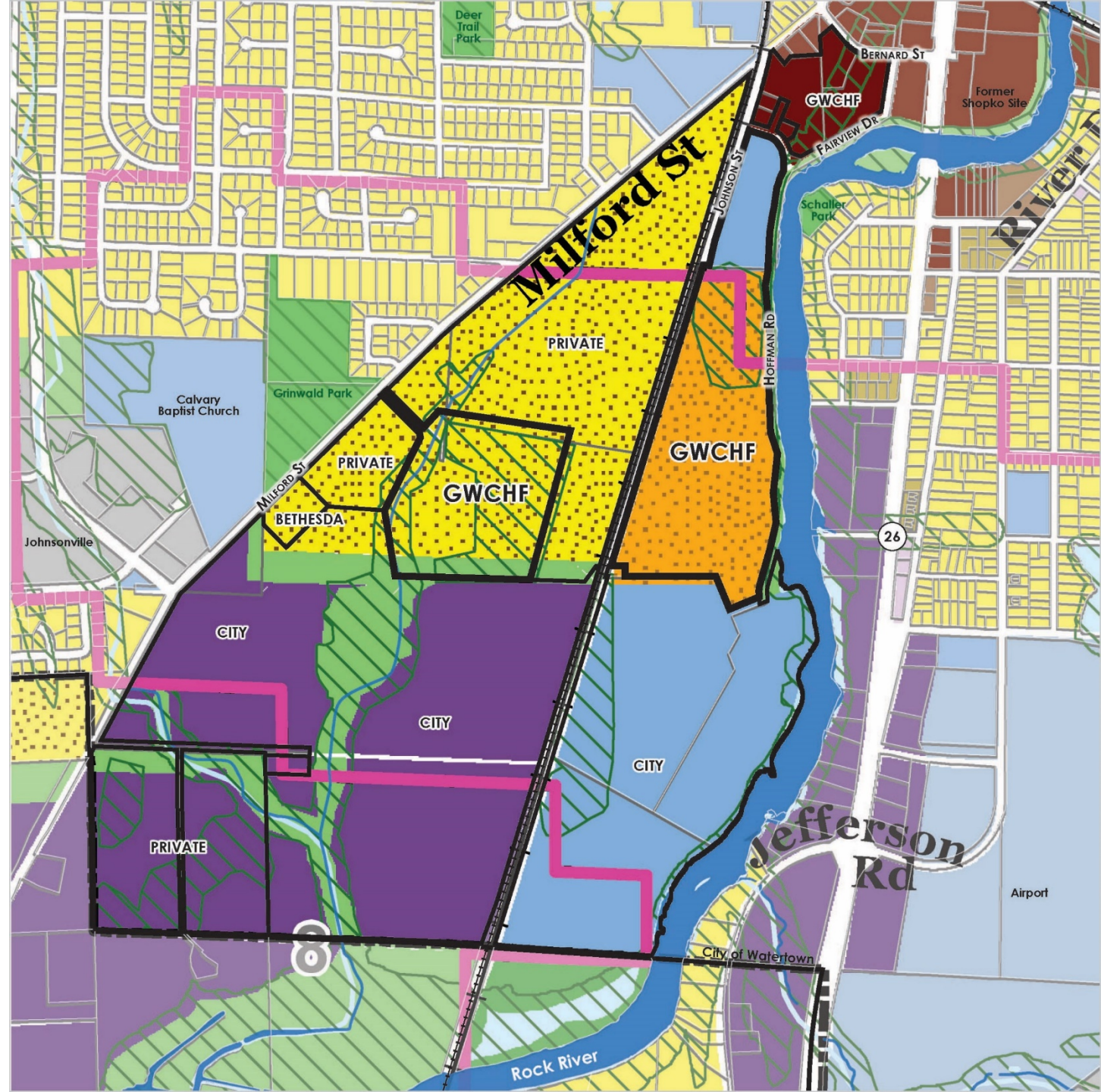


## Future Land Use Urban Area

## Land Use Categories

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

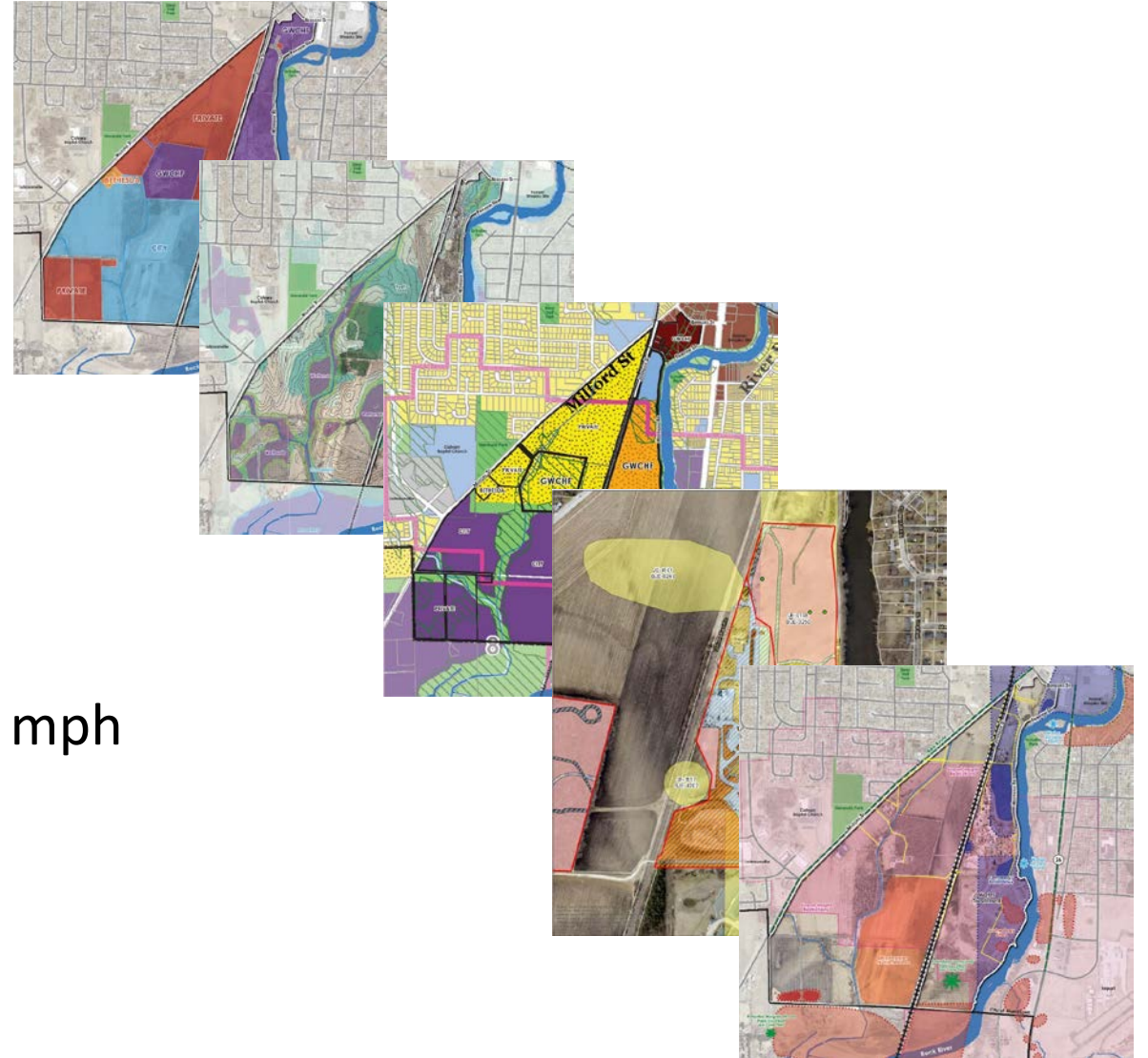
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# Site Constraints

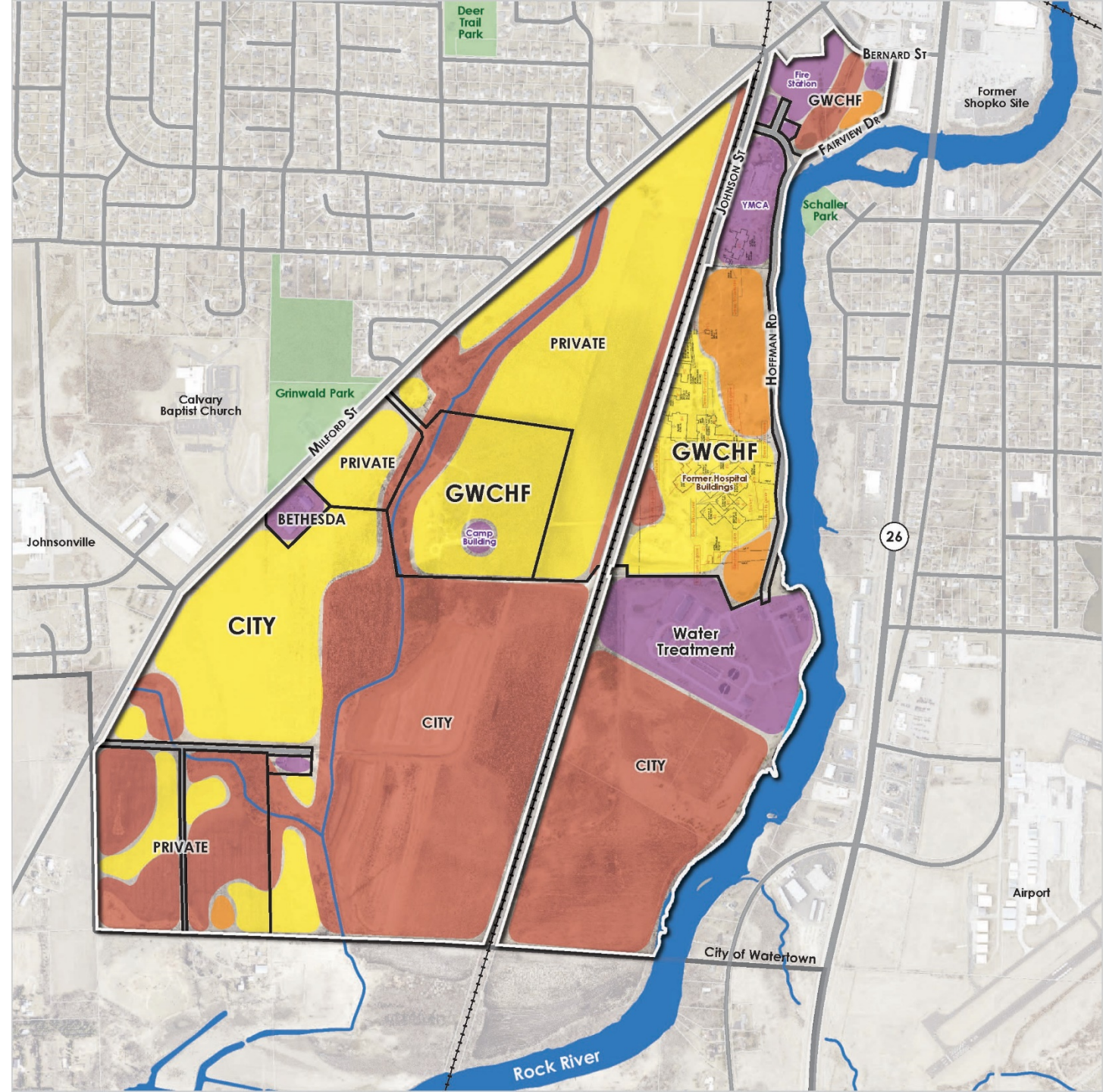
- Ownership
- Environmental/Topography
- Existing/Ongoing Development
- Archeological
- Railroad and Airport
  - 1 train per day, average speed of 10 mph
- Roads, Utilities, and Access





# Opportunity Analysis: “DEVELOPABLE” AREAS

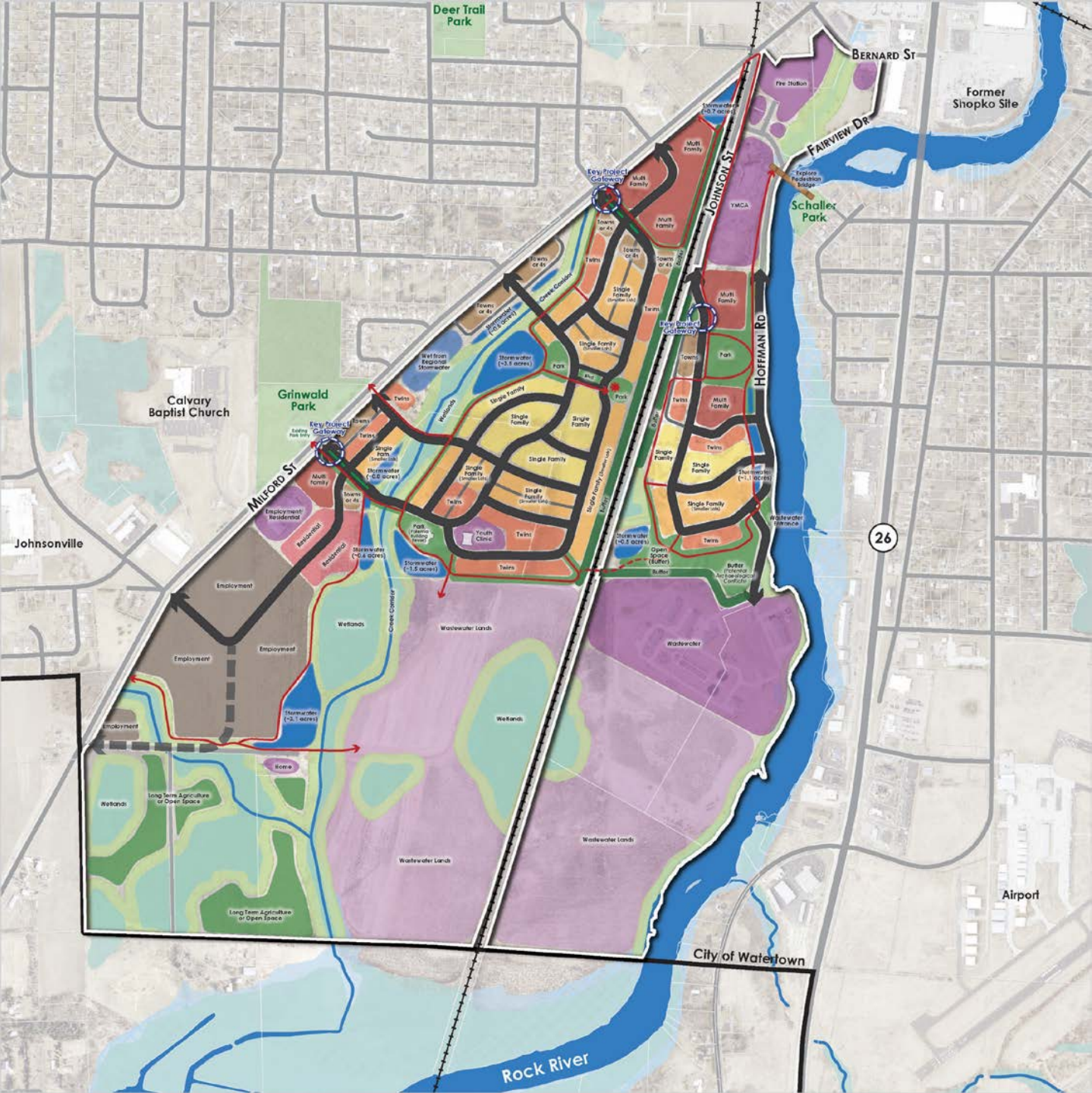
- Areas Likely Developable
- Areas Potentially Developable, but with Highest Likelihood of Archaeological Conflicts
- Area Undevelopable
- Areas with Existing or Planned Development





# 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)









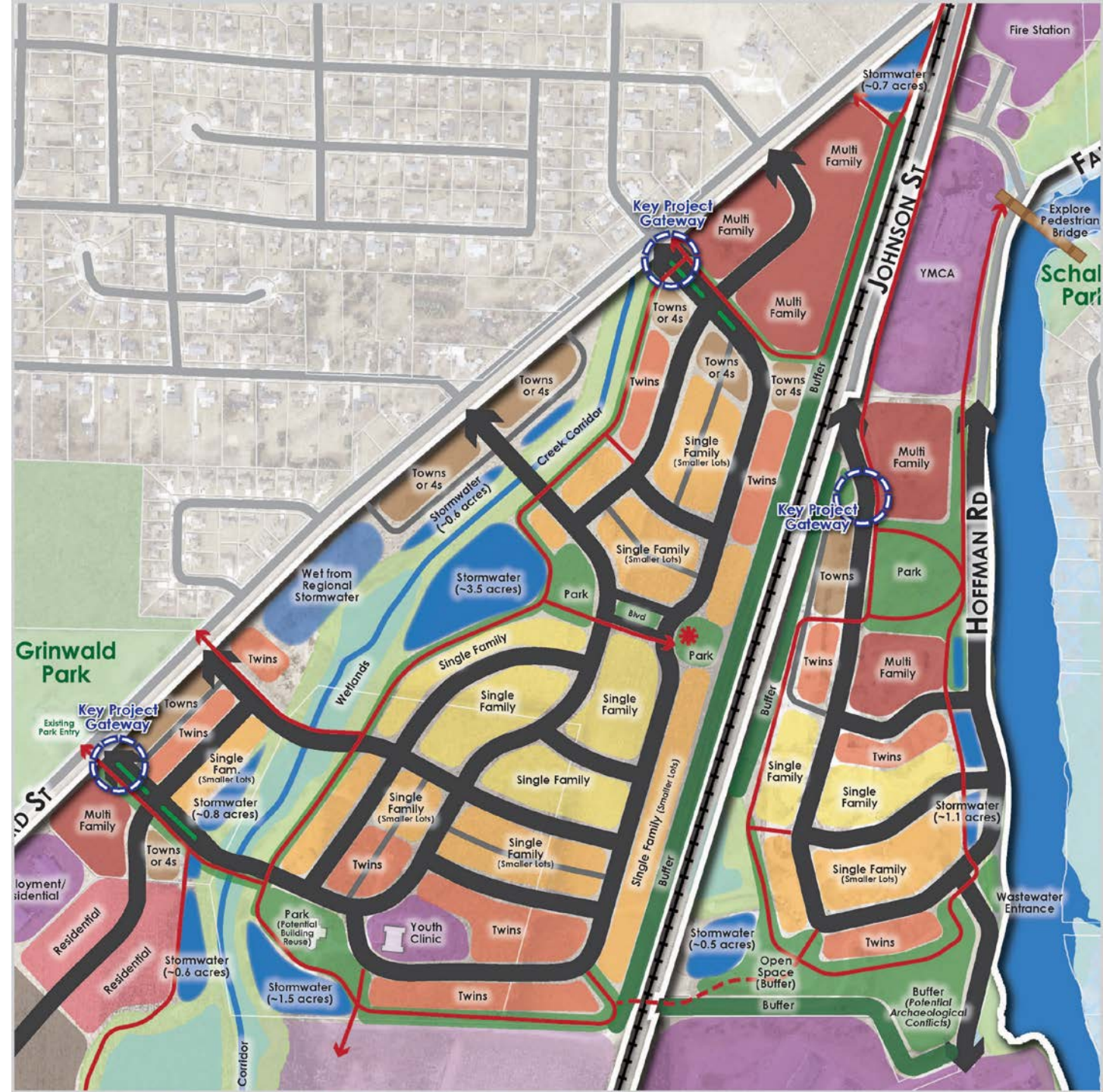


# Draft Conceptual Neighborhood Plan

-  Existing Uses
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# Draft Conceptual Neighborhood Plan

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**Total ~700 units**

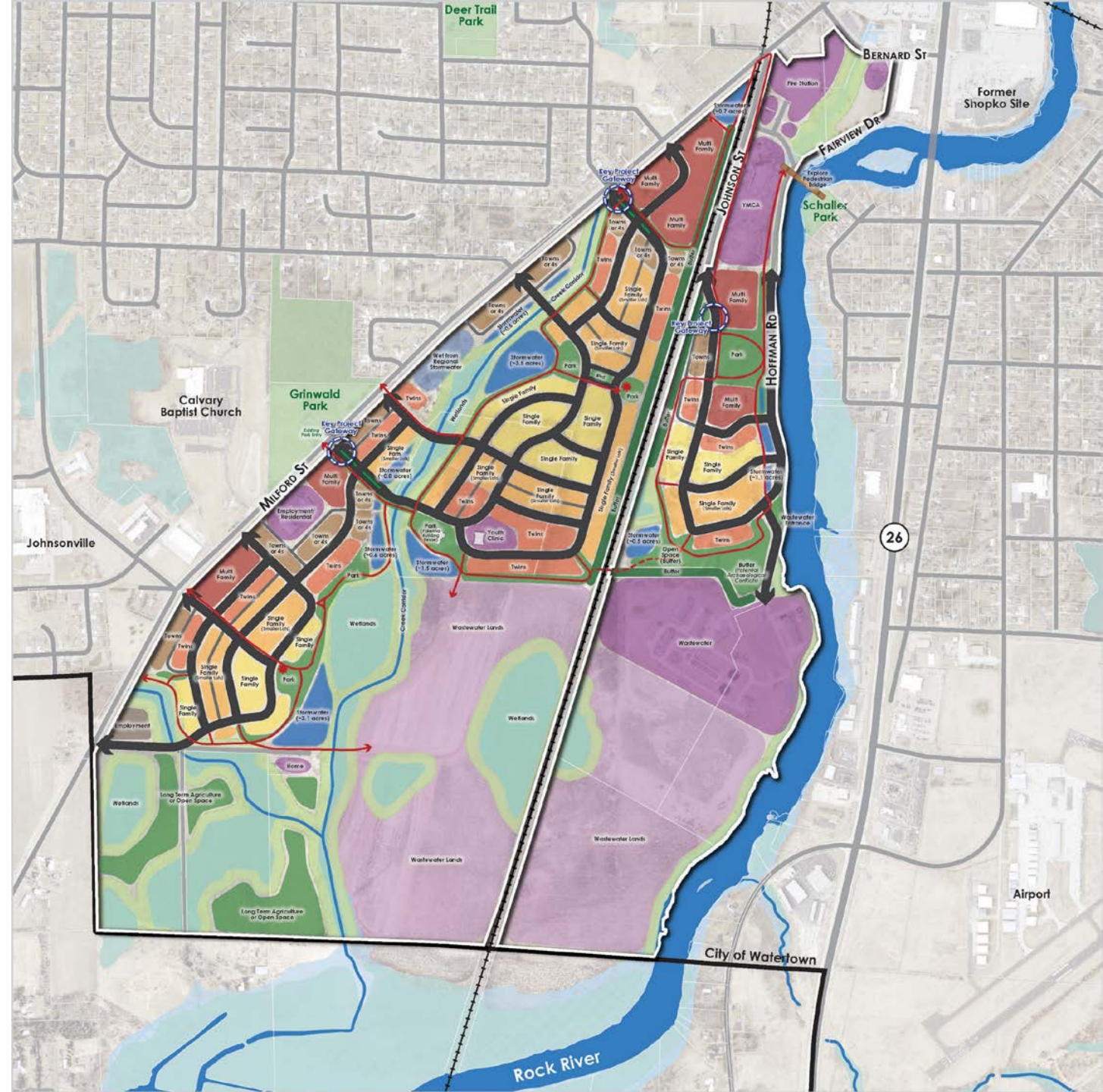


# Draft Conceptual Neighborhood Plan City Land Alternative

-  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)



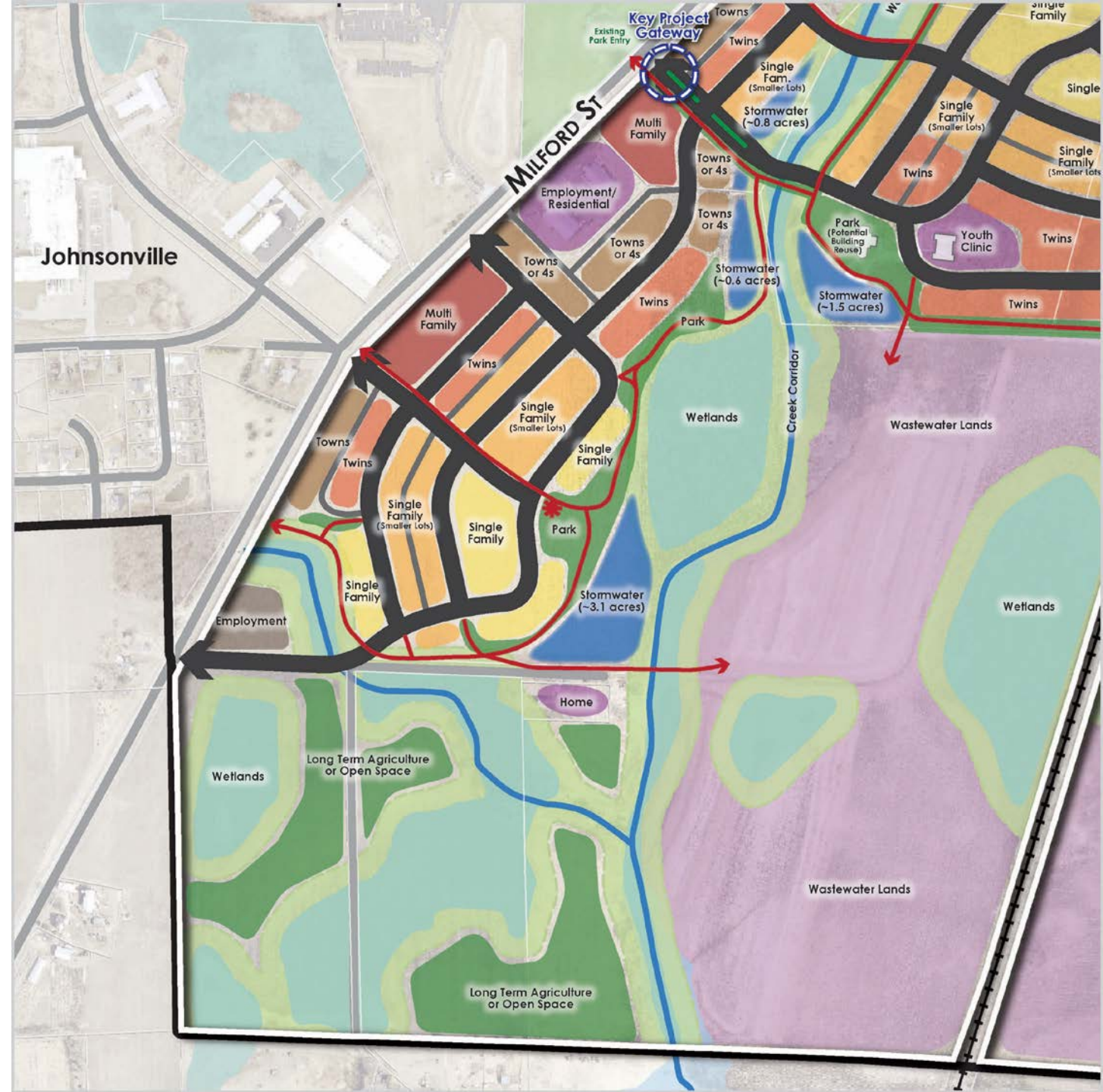


# Draft Conceptual Neighborhood Plan City Land Alternative

-  Existing Uses
-  Environmental Constraints
-  Environmental Buffers
-  Stormwater
-  Circulation (Street Rights of Way)
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# Draft Conceptual Neighborhood Plan

## City Land Alternative

### Potential Housing

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-  Single Family (Smaller Lots)
-  Twinhomes (Duplex)
-  Townhomes or 4 Units
-  Multi Family (20 du/ac, ~360 units)

---

**Total ~920 units**



**Vision Graphic**  
**Neighborhood Development Plan**  
Watertown, Wisconsin





# Single Family





# Twin Home (Duplex)





# Townhomes





# Multi Family



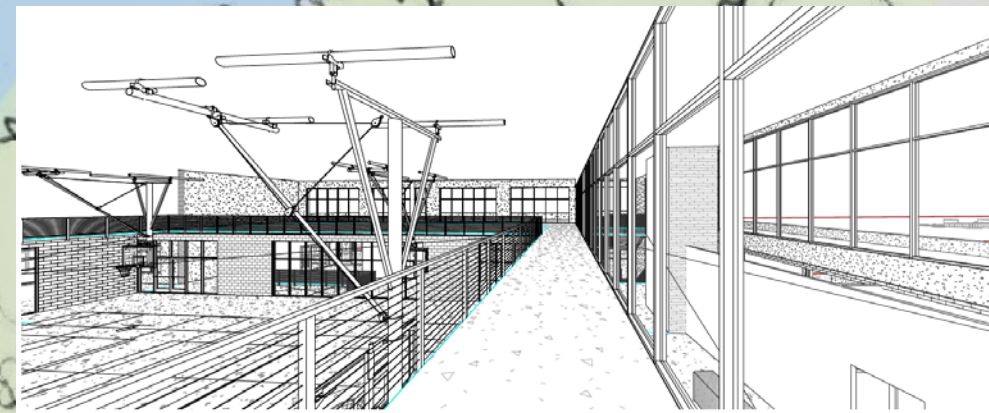
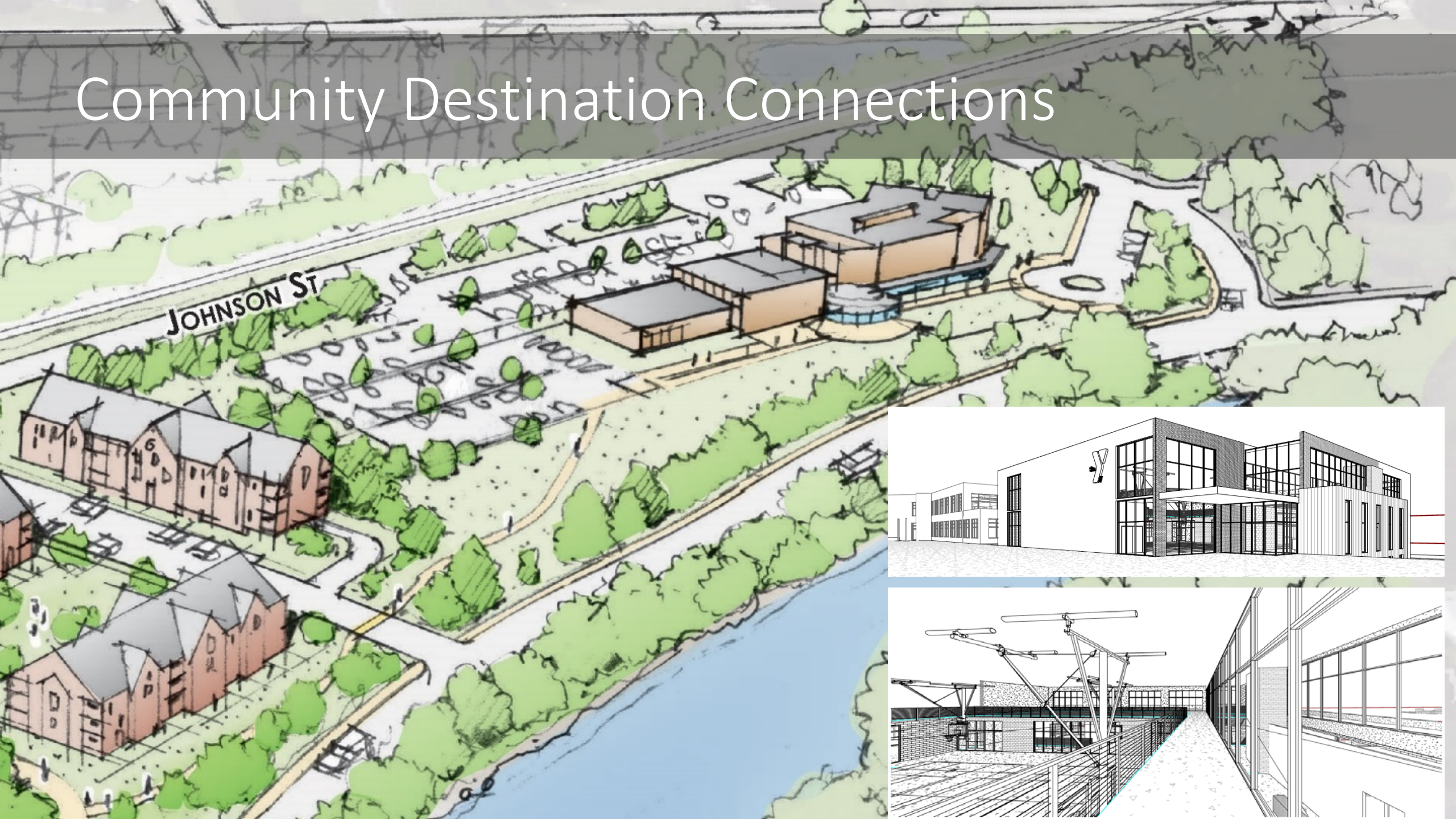


# Parks, Open Space & Riverfront





# Community Destination Connections





# Project Process

Timing	Task
October	Property Site Tour and Stakeholder Meetings
November	Site Analysis and Madison Tour
December/January	Develop Draft Concept Plans
January	Initial Discussions
April 24	Plan Commission Conceptual Review
<b>TODAY</b>	<b>City Council Conceptual Review</b>
May 18	Public Informational Meeting 5:30 PM @ Watertown Country Club
June/July	Plan Adoption



# THOUGHTS AND QUESTIONS?