



THE CITY OF  
**WATERTOWN**

*Opportunity runs through it.*

Highway A, City Owned



### Development Property Snapshot

**Property Owner:** City of Watertown  
**Lot Size:** 60.0 acres (approx.)  
**Zoning:** Planned Office/Institutional  
**Asking Price:** Negotiable  
**Resources Available:** Potential TIF, City-owned

### Property Narrative

This City-owned parcel is situated conveniently off County Road A and is one of the City's highest priority sites for development. With easy access to the Highway 26 bypass, this property has the potential to accommodate mixed- and light-use industrial and office.

This site is in close proximity to a brand new YMCA (including childcare), currently under construction, as well as the Rock River Ridge housing development, featuring nearly 200 units of new housing (both owner-occupied and rental), currently under construction.

The City is interested in seeing this property brought to highest and best use, with suitable job creation projects focused on BioTech or FaB. Nearby commercial users include Johnsonville, Rock River Laboratory, and Watertown Hops Company.

### Watertown Community Profile

**Population (2023):** 22,692  
**Median Home Value (2023):** \$211,500  
**Total Workforce:** 12,286  
**Median Household Income (2024):** \$67,778  
**Average Household Income (2024):** \$84,250  
**Educational Attainment (2023):**  
Associates degree or higher: 34.2%  
Some college: 20.6%  
High School or higher: 91.7%  
(Sources: ESRI & US Census Bureau)

## Site Details

### Transportation

**Highways:**

Access to Hwy 26

6 miles to 1-94

**Airports:**

Watertown Municipal Airport (less than 2 miles)

General Mitchell International (50 miles)

Dane County Regional (40 miles)

### Utilities

**Electric Service Supplier:** We Energies

**Natural Gas Supplier:** We Energies

**Water Supplier:** City of Watertown

**Capability:** Water service 10 inch main directly adjacent to site

**Wastewater Supplier:** City of Watertown

**Capability:** 15" Sanitary Main with manhole directly adjacent to property line.

**Telecommunications Supplier:** Spectrum

**Fiber:** Planned in near future w/ Jefferson County

### Land Use

**Current Zoning:** Planned Office/Institutional

**Current Land Use:** Agricultural

**Previous Uses:** Agricultural

**Future Land Use/Zoning:** Planned Mixed Use

**Flood plain:** Adjacent

**Wetlands:** Partial

**Environmental:** Greenfield

**Stormwater:** Infrastructure on site

**Easements:** None

**Additional Notes:** Phase I & II ESAs and Phase I Archaeological surveys have been completed for this site, with no major concerns found. Copies available on request.

### Taxes and Incentives

**Property tax mill rate/\$1,000 (2024):** 15.1 (approx.)

**Sales and Use Taxes:** 5.5%

**Incentives:**

Tax Increment Financing

Negotiable land purchase price

Please direct inquiries to:

Mason Becker

*Manager of Economic Development*

*(920) 567-8181*

*mbecker@watertownwi.gov*