
EXECUTIVE SUMMARY

2040 Vision Statement

OPPORTUNITY RUNS THROUGH IT.

Halfway between Madison and Milwaukee, with the Rock River coursing through its historic downtown, the City of Watertown is an ideal – and idyllic – location for companies and people looking for a place where family and fellowship still matter. Here, residents cherish history and tradition, but also see a community full of opportunity and possibilities. Watertown citizens know the value of an excellent education, the pride that comes from an honest day's work and the importance of a strong foundation guided by a moral compass.

Overarching Plan Recommendations:

Agricultural Resources

- Direct growth into municipal service areas and support compact development patterns
- Encourage clustering of agricultural processing industries
- Promote marketing of farm products and continue to incorporate community gardens within the City

Natural Resources

- Protect environmental corridors through fostering a compact, mixed-use development pattern
- Continue progressive erosion control and stormwater management practices
- Link natural area preservation with recreational opportunities

Historic and Cultural Resources

- Support local events and attractions
- Continue to promote historic preservation

Community Character and Design

- Continue to regulate signs
- Preserve and protect community entryways, community corridors, and special areas in the City

Land Use

- Review land divisions in the City's Extraterritorial Jurisdiction and work with neighboring jurisdictions to protect environmental corridors and agricultural lands
- Don't extend sanitary sewer or public water into agricultural areas
- Require grading and stormwater management plans for all new development
- Promote high-quality design in any new multi-family, mixed-use, commercial, and industrial development, traditional neighborhood development, and interconnected neighborhoods.
- Facilitate smart growth by utilizing opportunities for redevelopment throughout the city



Transportation

- Facilitate the implementation of multi-modal transportation options through the interconnection of pedestrian, bicycle, and vehicle facilities
- Continue to upgrade existing roadways
- Prepare for transportation technology changes

Utilities and Community Facilities

- Implement the Park and Open Space Plan
- Develop a City-wide 5-year Capital Improvement Plan
- Continue to work with the School District to plan for future facilities

Housing and Neighborhood Development

- Support affordable housing and foster housing rehabilitation and reinvestment
- Foster new entry-level workforce housing in the City
- Encourage new smaller residential lot sizes

Economic Development

- Focus investment downtown and along the Rock River
- Help retain and expand existing businesses, while also actively attracting new diverse businesses to the City
- Encourage redevelopment of brownfield sites

Intergovernmental Cooperation

- Continue to work with both Jefferson and Dodge Counties and the state on future planning initiatives
- Promote regional planning initiatives
- Continue intergovernmental agreement discussions with neighboring jurisdictions

