

# PRECISE IMPLEMENTATION PLAN

*THE OXBOW*

A multifamily residential development in  
WATERTOWN, WI



A PROPERTY BY  
**NORTH TOWN**  
PARTNERS

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## INTRODUCTION

### NORTH TOWN PARTNER'S DEVELOPMENT EXPERIENCE

North Town Partners started in the automotive business. Van Horn Automotive Group operates 18 new and used car dealerships in Wisconsin and Iowa. While the primary business was selling vehicles, getting that job done required beautiful showrooms in great locations. As the company prospered, the scope of these real estate activities grew. Somewhat unknowingly, Van Horn Automotive developed a strong real estate development and property management organization.

To take advantage of these newly developed competencies, Chuck Van Horn, CEO of Van Horn Automotive Group, merged these two functions into a business unit, Van Horn Real Development LLC. In 2024, Van Horn Development was renamed North Town Partners LLC to reflect the businesses' separate focus from the automotive group.

Currently, North Town Partners' portfolio includes \$85M under management with several others under active construction & development. North Town Partners manages and operates our communities to ensure the on-site Property Management is first-class.

North Town Partners is committed to developing INSPIRED, ENGAGED & DETAILED real estate experiences that provide value to the community and its residents. North Town Partners seeks to bring another property to life in the Watertown community with THE OXBOW.



*Figure 1: Proposed Community Logo*

## PROJECT NARRATIVE

### Project Introduction

North Town Partners LLC (North Town) has an agreement in place with CADY EMERALD LLC to acquire the old Johnsonville Meat Processing property at the intersection of E Division St. & N 2nd St with the intent to build a 67-unit luxury apartment & townhome community known as The Oxbow.

### Community Overview

North Town's proposed community includes 67 rental units. The building will have underground parking with 4-stories above ground with a mix of traditional apartments and townhome units. All units will be for rent – not for sale.

A variety of housing types are included in the design: 4 Studio Units, 36 One-bedrooms, 16 Two-bedrooms, 11 Three bedrooms. Total 67 Rental Units. The Three-bedroom homes will be split amongst traditional apartment style units and a townhome hybrid style unit within the apartment building.

Type	#	%
3-Bed Townhome	4	6
3-Bedroom Apt	7	10
2-Bedroom Apt	16	24
1-Bedroom Apt	36	54
Studio Apt	4	6

## PROPOSED PLANNED DEVELOPMENT DESCRIPTION

### General Project Themes and Images



Figure 2: Watertown Public Library

North Town Partners collaborated with Abacus Architects to bring the Oxbow project to life. After several visits to Watertown, the project team was inspired by the Public Library, which served as the foundation for the project's theme. The design aesthetic of the Oxbow will reflect clean, classic, and simplistic elegance, skillfully blending elements of historic and classical architecture with modern touches.

Along with the design inspiration, the project team also wanted to incorporate a color palette that would stand the test of time and not select a design trend that would fall out of style within a decade. Again, utilizing the library as an example, a warm neutral palette was selected along with a cream-colored masonry which appears to be the predominant masonry theme in Watertown.

Lastly, the team focused on active open spaces to provide an enhanced quality of life & a sense of community that encourages interaction amongst residents with the natural and surrounding amenities. The obvious aspect of this is the activation and use of the riverfront to tie the community to the surrounding area. This includes balcony and patio spaces for the units including large rooftop patios on the tiered, endcap, hybrid townhome units. This also achieved the desired effect of stepping the building down at the periphery to better blend a higher density building into the surrounding residential areas.

Below is a rendered exterior elevation of the front of the building.



Figure 3: Proposed Color Palette



Figure 4: Exterior Rendering

### General Mix of Dwelling Unit Types and Land Uses

As mentioned in the Project narrative the general mix of dwelling types is included in the table below. Land use will be exclusively Residential.

Type	#	%
3-Bed Townhome	4	6
3-Bedroom Apt	7	10
2-Bedroom Apt	16	24
1-Bedroom Apt	36	54
Studio Apt	4	6

### Residential Densities

The residential density of the proposed development is described by the various intensity calculations below:

- Dwelling Units per Acre [ 38.9 ]
- Floor Area Ratio [ 0.36 ]
- Impervious Surface Area Ratio [ 0.62 ]

### Natural Features

As alluded to earlier in the narrative the existing site condition is a vacant, partially paved & graveled site that generally slopes from N 2<sup>nd</sup> Street down to the Rock River. The site was the past location of a Johnsonville meat processing plant that has since been demolished, filled in, and rough-graded to its current state. Based on Aerial Images and historical records the site was fully improved and impervious to the river except for the NW flag parcel that has since been incorporated into the property.



Figure 5: Aerial of Past Plant



Figure 6: Current Site Conditions

All wet and dry utilities are available and stubbed into the property. Of note, there is a sewer line that crosses under the Rock River along the direction connecting Rock Street to Cole Street and then a lateral extends north running parallel to the river. The proposed building orientation and setback account for this sewer line to ensure no part of the building is over the sewer line or easement.

Given the sloping topography of the site, the team is proposing a lower parking level, exposed on the west side and underground on the east side. This will allow the community to be developed with reduced impact on the overall mass grading of the site.

Lastly, it should be noted that this property is bisected by the county line separating Dodge and Jefferson counties. Additional considerations are being made to account for this demarcation as it will affect municipal reporting, voting districts, zoning requirements, etc.

It was recommended to the development team that we include a visual indicator within the building hallways to show where the county line is located. The architectural team acknowledges that will be part of the design but has not identified those details yet. We will work with City representatives to come to an agreement on design details that work with the overall high-end architectural design, project budget, and the City's / County's desire to have a differentiation between the counties.

Furthermore, as Property Managers we can inform our tenants with paperwork and a verbal description of the addresses, county line details, and why this matters for paying bills, voting, etc. We believe that adding this to the move-in procedure and paperwork will help tremendously.

### Relationship to Nearby Properties and Public Streets

The site is bounded by a mix of business & single-family homes to the north, Cole Street to the south, N 2<sup>nd</sup> Street to the east, and finally by the Rock River to the west. The Civil Engineering Site Plans are attached to this submittal for review – all setbacks are outlined in this plan.

To better blend the building mass into the surrounding residential areas, the apartment building will step down on the edges.

### Cohesion to Watertown's Guiding Principles

The Oxbow will contribute to and reinforce Watertown's 2040 Vision Statement and its Overarching Plan Recommendations such as:

- 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
- Focus investment downtown and along the Rock River

Watertown boasts impressive community assets that enhance its appeal to residential development. Located midway between Milwaukee and Madison, the city sits along the Rock River, featuring an up-and-coming downtown area and a beautiful riverwalk. The Oxbow will seek to tap into these assets and design esthetics, amenities, and connectivity around these features.

The main focus will be the Rock River. The Oxbow will be oriented to maximize views of the Rock River, both to the immediate west and the north. A sanitary sewer line running parallel to the river will inherently create a greenspace that will be activated with public-private features. A promenade, grilling stations, a fire pit, and lounge areas will not only provide great community amenities but will also provide access for

sanitary line maintenance if required.

Although not located on the main downtown corridor, the Oxbow aims to enhance the overall downtown area. By redeveloping an underutilized (ex-industrial) site, the Oxbow intends to serve as a catalytic development that will draw further investment into this part of Watertown. This site is identified in various downtown planning efforts as a key area for pedestrian connectivity. North Town Partners will collaborate with the City to establish a pedestrian corridor anchor and hopes to bring this part of the riverwalk to life.

According to RINKA's Downtown River Corridor Opportunity Analysis & Strategic Development Plan, respondents prioritized high-quality public amenities, investment opportunities, and walkability/connectivity. The Oxbow will address these priorities while leveraging residential density to support existing businesses. The spending power of future residents is expected to bolster local businesses and retailers, contributing to economic and employment growth. Exhibit D presents the estimated annual spending by residents of The Oxbow, showing a total estimated spending by households of around \$5,500,000.

Furthermore, housing demand is significantly driven by the need to provide accommodations for a growing population, along with a variety of housing options for a diverse community. The Oxbow offers a range of new housing options that specifically address these needs for current and future residents. Offering studio units to three-bedroom apartment units, and hybrid apartment townhomes, the Oxbow will attract young professionals, provide new opportunities for current City residents, and allow residents to age and thrive in place.

### Planned Development Rationale

North Town Partners respectfully requests that the City consider this development, as outlined in the accompanying information and drawings. In alignment with the City's overarching principles, North Town Partners aims to create inspired, detailed, and engaged communities that feature dynamic, community-oriented amenities. This approach is designed to enhance the area's character, foster a sense of place, and support future investments. Maximizing the overall density of the community is essential for the financial viability of the project. To ensure a high-quality, well-amenitized, and efficiently-managed operation, we are seeking to develop this 67 unit facility. Achieving this density on a site of just 1.6 acres presents challenges that conflict with standard zoning regulations. The overall impact of this project is intended to continue the revitalization of the Downtown River Corridor and fulfill one of the City's top three priorities as outlined in the Comprehensive Plan. To accomplish this goal, North Town Partners is requesting the proposed PD zoning with requested exemptions as listed below.

### Zoning Standards Comparison

Listed below are the zoning standards listed for the Central Business District and how they compare to the proposed Planned Development:

#### Residential Land Use Standards

Central business apartments (more than 12 dwelling units).	Proposed PD
This dwelling unit type consists of an attached, multifamily residence that takes access from a shared entrance or hallway.	Meets
Dwelling units are allowed on the first floor.	Utilized
A minimum building code required fire-rated wall assembly division, separating living areas from the lowest level to the underside of the roof is required between each dwelling unit.	Meets
No fewer than 12 dwelling units may be located in a building.	Meets
Central business apartments shall only be allowed within the Central Business Zoning District.	Meets
Central business apartments shall not be allowed on a historic site or a contributing property located within a historic district regulated under Chapter 325 of the City of Watertown Municipal Code.	Meets (subsections do not apply)
Central business apartments shall also be required to go through the planned unit development process under § 550-152.	Meets
Access limitation of dwelling unit to commercial uses. No dwelling unit shall open directly into or shall be used in conjunction with a principal or accessory commercial land use.	Meets

#### Bulk Standards

Zoning District	Minimum Lot Area (sqft)	Minimum Lot Width (ft)	Minimum Setbacks (feet)				Minimum Building Separation (feet)	Maximum Building Height (feet)
			Front / Street; Side	Rear	Side/Rear from Accessory	Pavement		
Central Business	2000	10	Maximum setback of 0 feet or block average, except per Plan Commission as a component of site design; side yard is 10 feet from residential	0/10 <sup>1</sup>	3/5 <sup>2</sup>	0 <sup>3</sup>	Maximum is 0, except per Plan Commission	50; minimum is 20, except per Plan Commission
Proposed PD	70,567	225	3 Front, 4 side (street), 10 side (residential)	64	NA	14	NA	49'-3" - 59'-3"

Notes:

- 1 Ten feet from residential districts
- 2 Accessory buildings shall be three feet from the property line, five feet from an alley
- 3 Five feet from side and rear lot lines, except where modified along district boundary by required buffer yard; see § 550-99; 10 feet from front or street line.

Regarding the parking and loading standards, it's important to note that "within the Central Business (CB) District, the parking requirements of this chapter are hereby waived" §550-107G(4). Nevertheless, the team aims to comply with the guidelines outlined in this chapter to the best of their ability. The proposed standards related to the code are listed in the table below.

#### Off-street Parking Layout Dimensions

Description	Parking lot design standards (90-degree parking angle) (feet)					Parking module width (feet)	
	Stall width at parking angle	Stall width parallel to aisle	Stall depth to wall	Stall length (including 1.5-foot curb overhang)	Aisle width	Wall to wall (single-loaded)	Wall to wall (double-loaded)
Code	9	9	18.5	18.5	26	44.5	63
Proposed	9	9	exceeds	19.5	24	42	60

Below are the Density and Intensity standards comparison tables for review:

#### Density Standards

Zoning District	Development Option	Maximum Gross Density (MGD)	Minimum Lot Area (MLA)	Minimum Zoning District Area	Minimum Landscape Surface Ratio (LSR)
Central Business	Conventional	Up to 50 du/acre per the limits of the conditional use permit	9,000 sf	9,000 sf	0%
Proposed PD	Conventional	41.9 du/acre	70,567 sf	70,567 sf	38%

#### Non-Residential Intensity Standards

Zoning District	Maximum Number of Floors	Minimum Landscape Surface Ratio (LSR)	Maximum Floor Area Ratio (FAR)	Minimum Lot Area (MLA)	Maximum Building Size (MBS)
Central Business	4	0%	3.00	2,000 sf	NA
Proposed PD	4+1	38%	0.36	70,567 sf	27,798 sf

Requested Exemptions

As shown in the previous section, the project team has designed the Oxbow community to almost all of the standards listed for the Central Business District. The exception is the maximum building height. Due to the sloping nature of the site and the exposed lower parking level the height of the building from the west exceeds the 50 feet maximum. The team requests a maximum height exemption from the Plan Commission. The attached building elevation plans show the dimensions and details.

**EXHIBIT A**  
Architectural Renderings









Exhibit B: Elevation Plans

\*\*\*NOTE\*\*\* The actual pdf file will be attached to submittal so you can zoom in and review details.





EAST ELEVATION  
SCALE: 1/8" = 1'-0"



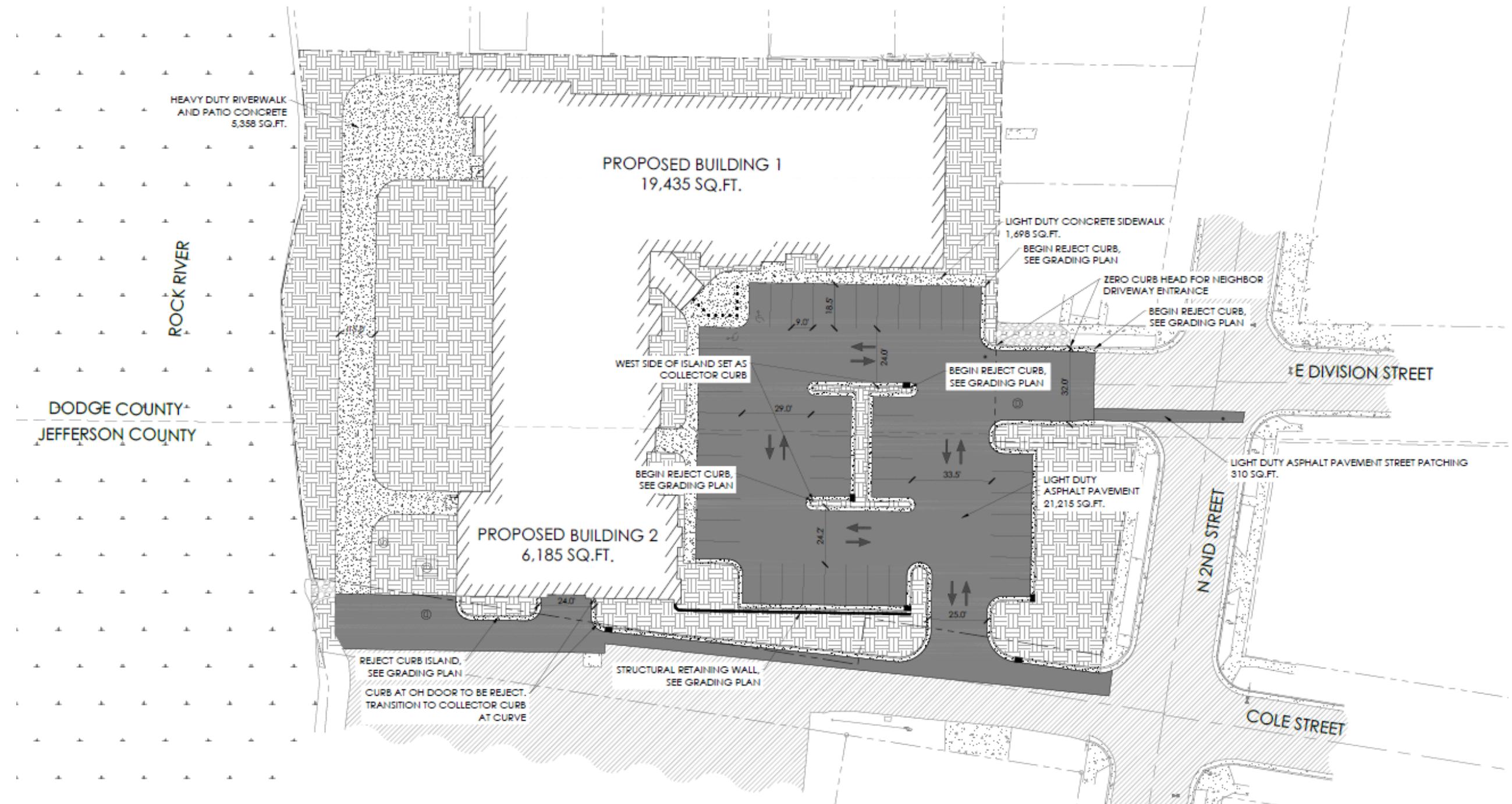
SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"



WEST ELEVATION

Exhibit C: Site Plan & Landscaping Plan

\*\*\*NOTE\*\*\* Full Civil Plans will be provided as a separate pdf file for detailed review.



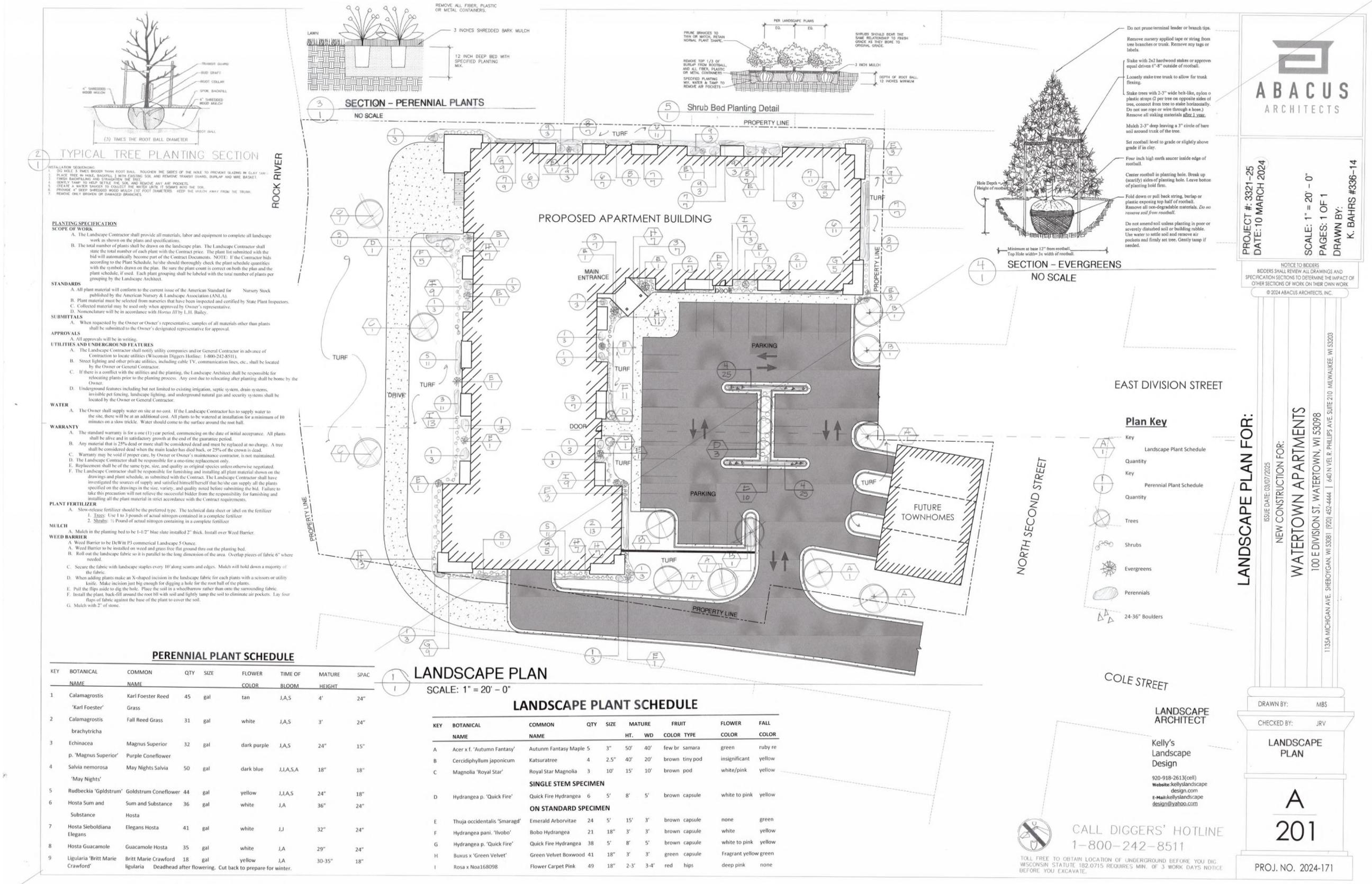


Exhibit D: Estimated Annual Spending by Residents

## Estimated Annual Spending by Residents

*The Oxbow*

Watertown, WI

December-25

<i>Cataorgy</i>	<i>Avg. Annual Expenditure</i>
Food	\$ 10,100
Alcoholic beverages	\$ 626
Housing	\$ 25,758
Apparel and services	\$ 2,036
Transportation	\$ 13,310
Healthcare	\$ 6,263
Entertainment	\$ 3,680
Personal care products and services	\$ 940
Reading	\$ 157
Education	\$ 1,644
Tobacco products and smoking supplies	\$ 391
Miscellaneous	\$ 1,253
Cash contributions	\$ 2,427
Personal insurance and pensions	\$ 9,708
<b>Total Average Annual Expenditures per HH</b>	<b>\$ 78,292</b>

### LESS "Homeowner Expenses"

Mortgage Payment & Basics	\$ 13,811
Maintenance & Remodeling Services	\$ 4,639
Maintenance & Remodeling Materials	\$ 752
Lawn & Garden	\$ 662
<b>Subtotal</b>	<b>\$ 19,864</b>

**SUBTOTAL - Annual Expenditures per Renter Household** \$ 58,428  
**Excluding Rent**

Average monthly rent at The Oxbow	\$ 1,935
<b>PLUS Ave. Annual Rent</b>	<b>\$ 23,220</b>
<b>TOTAL - Annual Expenditures per Oxbow Household (includes rent)</b>	<b>\$ 81,648</b>

Total Homes in the Oxbow Community	67
<b>Adjusted for (95% occupancy)</b>	<b>64</b>
<b>Total Residents (avg. household size of 2.4)</b>	<b>154</b>

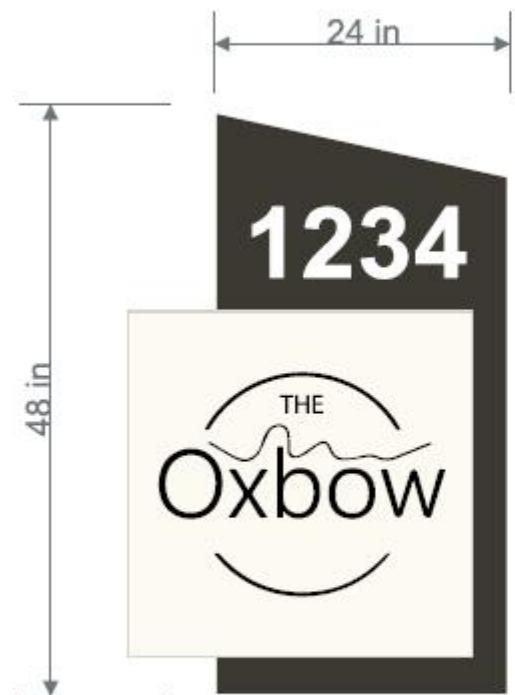
**TOTAL Annual Expenditures by Households** \$ 5,225,480

Exhibit E – Site Signage



**B**

Qty: 1  
Single Sided  
Address Sign

**C**

Qty: 1  
Halo Illuminated Letters



