



To: Plan Commission
CC: Mayor McFarland
From: Mason Becker, Strategic Initiatives and Development Coordinator
Date: June 4, 2024
Re: Proposed Development on Allwardt Street

Dear Commission Members,

I am writing to give a recap on the proposed development from Hartland Shores for the property located at 1310 Allwardt Street.

As you are likely aware, this development group has been engaged with the Watertown Unified School District for several months to purchase the currently tax-exempt 20 acres of land. An initial request to change the future land use of the parcel was denied by the Common Council (after recommended approval by the Plan Commission) earlier this year. Since that time, the development group presented a revised concept plan at a Committee of the Whole meeting on May 7, 2024. At that time, there was a consensus from members of the Council to continue moving the project forward, with requested site revisions.

The new concept for the site rearranges the layout of the apartment buildings, adds more communal space, and has added a third building phase consisting of single-family condo units. This would be a new product type within the City of Watertown and one that has been becoming more popular in other communities throughout Wisconsin. This will also enhance the requested buffer between the seven existing single-family homes and the proposed apartment buildings.

Necessary changes to future land use and parcel zoning are also included on the meeting agenda. Approval of the concept site plan, rezoning, and future land use are necessary to continue moving this project forward.

Your packet materials include requested information showing rental comparisons, land sale price comparisons, and density comparisons. These should all demonstrate that the project they are proposing is competitive with the current real estate and rental markets.

I believe Hartland Shores has tried to be very accommodating to the concerns expressed during this process, as this is now their third revision to their site plan. The proposal to invest over \$30 million into our community represents an opportunity that does not come along often. I also believe it is important for the City of Watertown to maintain a reputation of being good partners with the development community, and to keep the entire community's needs in mind when evaluating this proposal.

Sincerely,

Mason T. Becker
Strategic Initiatives and Development Coordinator