

# GENERAL 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 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. Van Horn Development was renamed to North Town Partners 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 all 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. North Town Partners seeks to bring another such experience to the Watertown community with; THE OXBOW



*Figure 1: Proposed Community Logo*

PROJECT NARRATIVE

Project Introduction

North Town Partners (North Town) has an agreement in place with CADY EMERALD LLC to acquire the old Johnsonville Meat Processing Plant at the intersection of E Division St. & N 2nd St with the intent to build a 65-unit luxury apartment & townhome community known as The Oxbow.

Community Overview

North Town’s proposed community includes 65-homes within a single structure - a 4-story, 65-unit apartment building. Of the 65-units, 6 of them are townhomes rather than traditional apartments. All units are rentable as a singular multifamily community and no unit is individually for sale.

A variety of housing types was a guiding principle of this community. 36 One-bedroom apartments, 18 Two-bedroom apartments, 5 Three-bedroom apartments, and 6 Three-bedroom townhomes.

Type	#	%
3-Bed Townhome	6	9
1-Bedroom Apt	36	55
2-Bedroom Apt	18	27
3-Bedroom Apt	5	8

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 with 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 the active open space to provide an enhanced quality of life & a sense of community that encourages community interaction 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. However, this also 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. Please see Exhibit A for the complete Architectural renderings and material selections of the proposed development and Exhibit B for the Site Plan.

Figure 3: Proposed Color Palette



Figure 4: Exterior Rendering



General Mix of Dwelling Unit Types and

Type	#	%
3-Bed Townhome	6	9
1-Bedroom Apt	36	55
2-Bedroom Apt	18	27
3-Bedroom Apt	5	8

Land Uses

As mentioned in the Project narrative the general mix of dwelling types is included in the table to the right. Land use will be exclusively Residential (Central Business Apartments).

Residential Densities

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

- Dwelling Units per Acre [ 37.1 ]
- Floor Area Ratio [ 0.35 ]
- Impervious Surface Area Ratio [ 0.62]

Natural Feature

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 existing 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 Existing Plant



Figure 6: Current Site Conditions

All wet and dry utilities are already available and stubbed into the property given its existing use. 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 and any 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.

A meeting was held on October 29, 2025 with representatives from the City of Watertown, Jefferson County, Dodge County, Fire Department, Developer, Architect, and Builder. A plan was agreed upon to the design and construction of this building.

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 table to the right notates the various setback information. To better blend the building into the surrounding residential areas, the apartment building will step down on the edges. The Townhome building will front N 2<sup>nd</sup> Street in a traditional reduced setback nature to provide that sense of urban/suburban living while still providing access to rear-loaded attached garages. A Location Map provided in Exhibit C also provides further details on the surrounding area.

Setback	Feet
North (Side-Residential)	10
South (Side-Street)	0
East (Front-Street)	3
West (Rear)	64

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
- Encourage redevelopment of brownfield sites

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 brownfield 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 the envisioned riverwalk to fruition.

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. With one to three-bedroom apartment units, hybrid apartment townhomes, and traditional townhome units, the proposed community 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 a 65-unit development. Achieving this density on a prioritized brownfield redevelopment site of just 1.6 acres presents challenges that conflict with standard zoning regulations. The overall impact of this project is intended to catalyze revitalization in 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 (CB) Zoning District		Proposed PD	
Multifamily Apartment Building with first floor Apartments.	Use not permitted.	Allowance for a Multifamily Apartment Building with first floor Apartments within the Central Business (CB) Zoning District.	PD flexibility requested.
Multi-Family Apartments <i>[per 550-49(7)]</i>			
o Consists of attached multifamily residences that take access from a shared entrance or hallway.		N/A	Proposal meets requirement.
o 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.		N/A	Proposal meets requirement.
o No more than 24 dwelling units, and no fewer than three, may be located in a building.		Allowance for up to 65 units.	PD flexibility requested.

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" *Note 4

- 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.
- 4

We would like to round up and request a Maximum Building Height of 60-feet 0-inches.

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	38.9 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, while from the east it is below. Measuring the 1st floor to the highest point is 49'-3" while measuring the garage floor to the highest point is 59'-3". The team requests a maximum height exemption from the Plan Commission.

Lastly, the Team has provided some conceptual landscaping within the architectural renderings but understands that the City of Watertown has robust landscaping calculations and standards listed per code. The Team plans to meet or exceed these requirements upon full buildout of the Site Landscaping Plans.



EXHIBIT A

Architectural Renderings  
&  
General Conceptual Landscaping



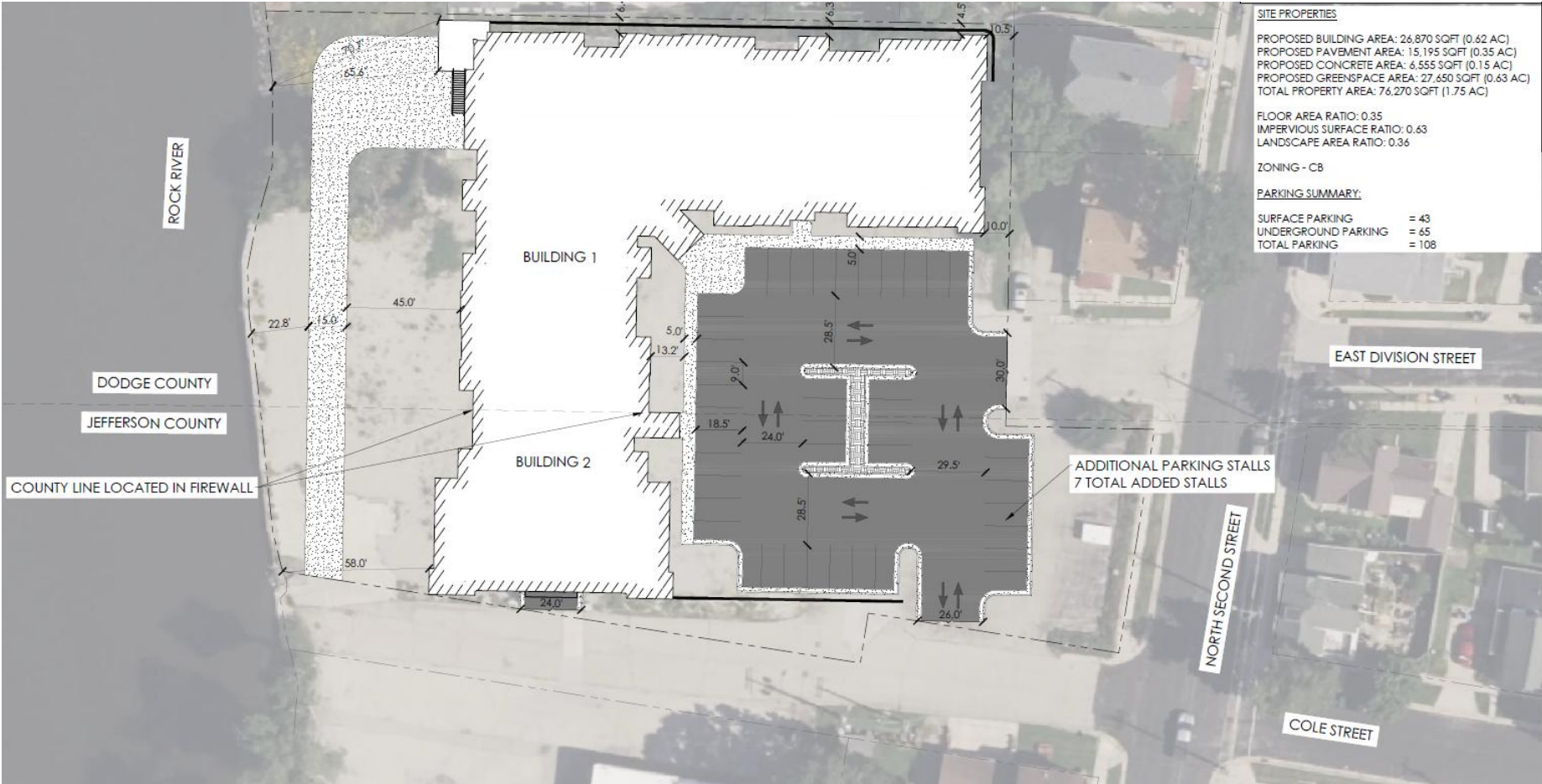




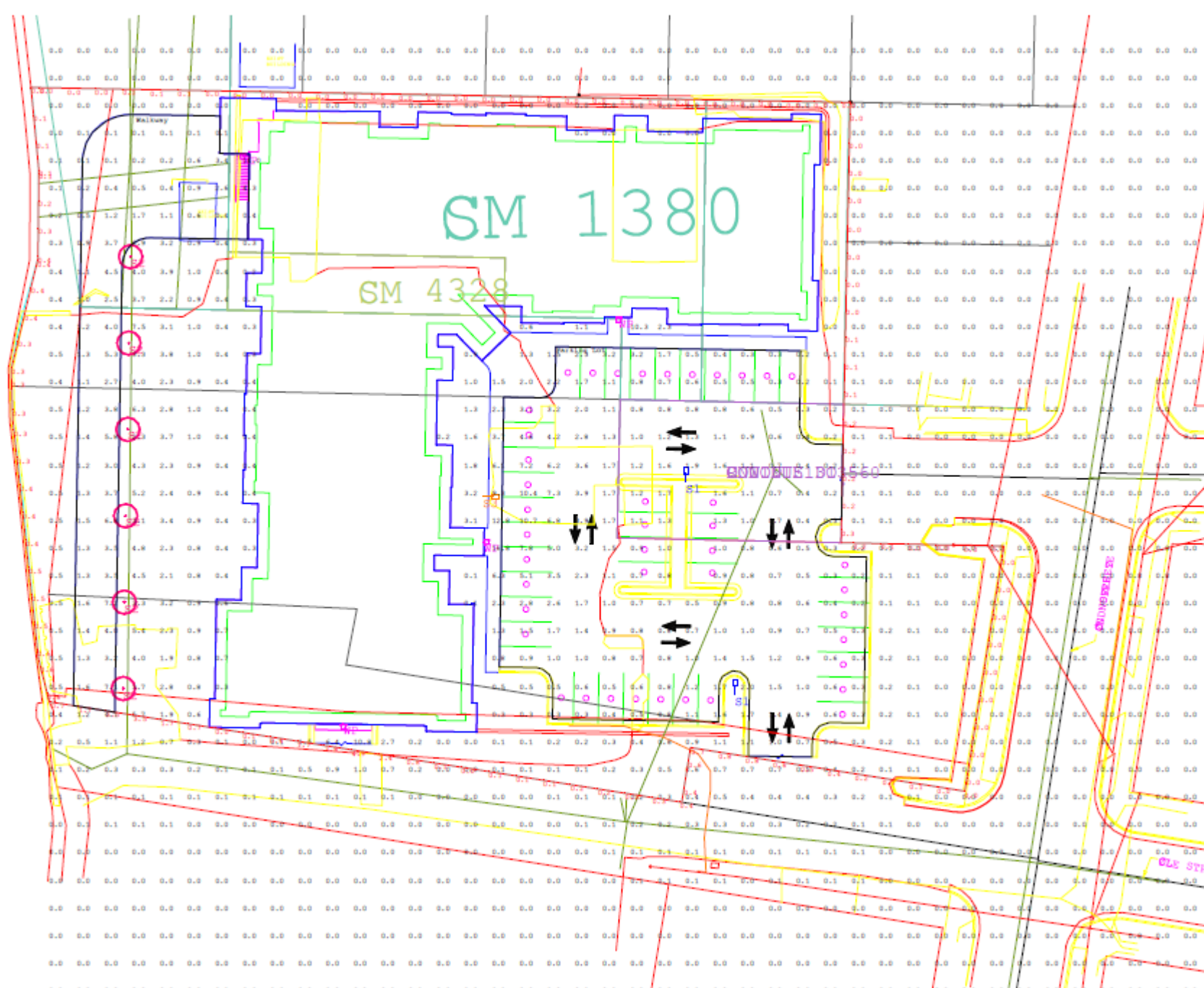


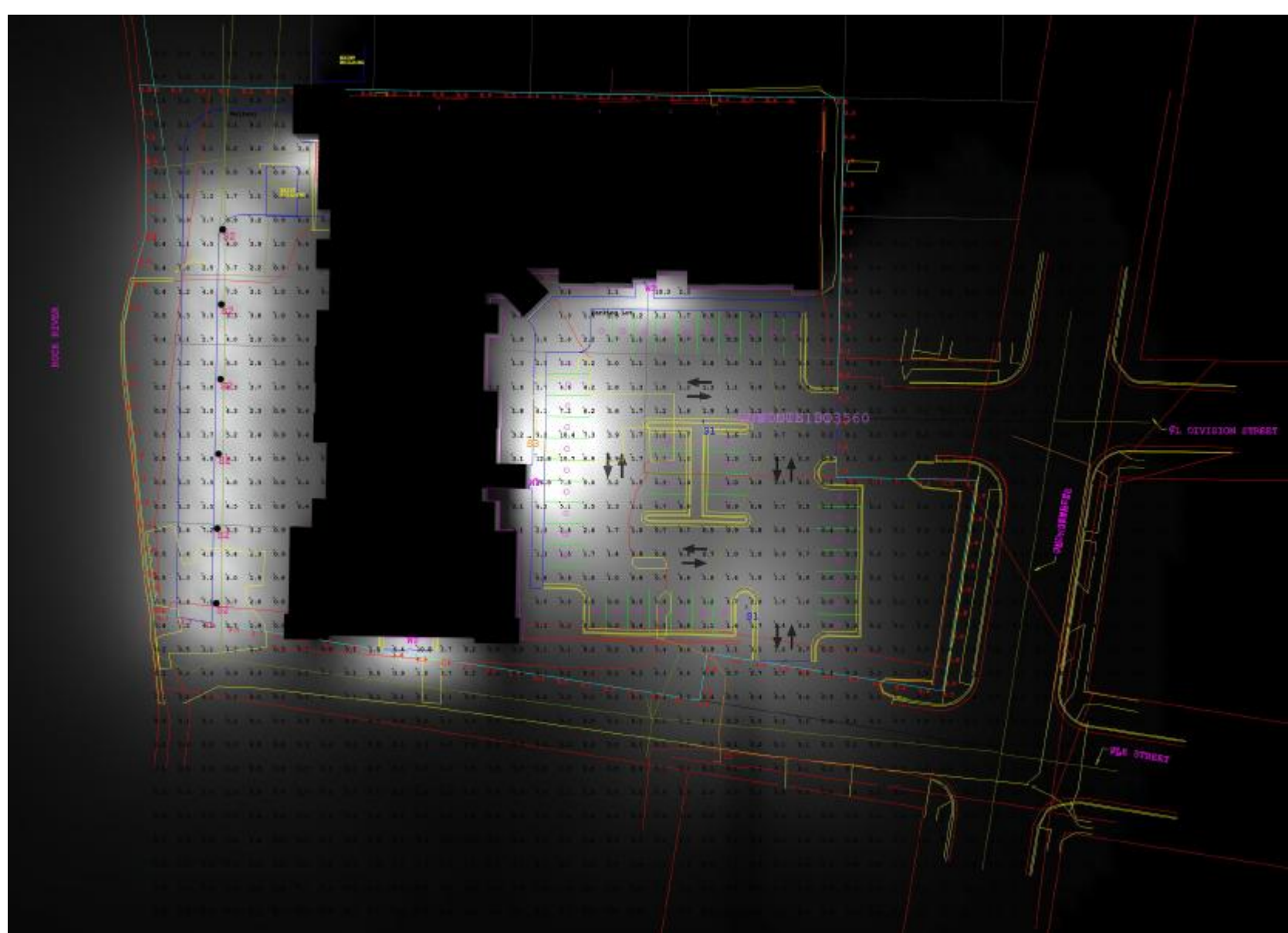
# EXHIBIT B

Site Plan  
&  
General Floor Plans

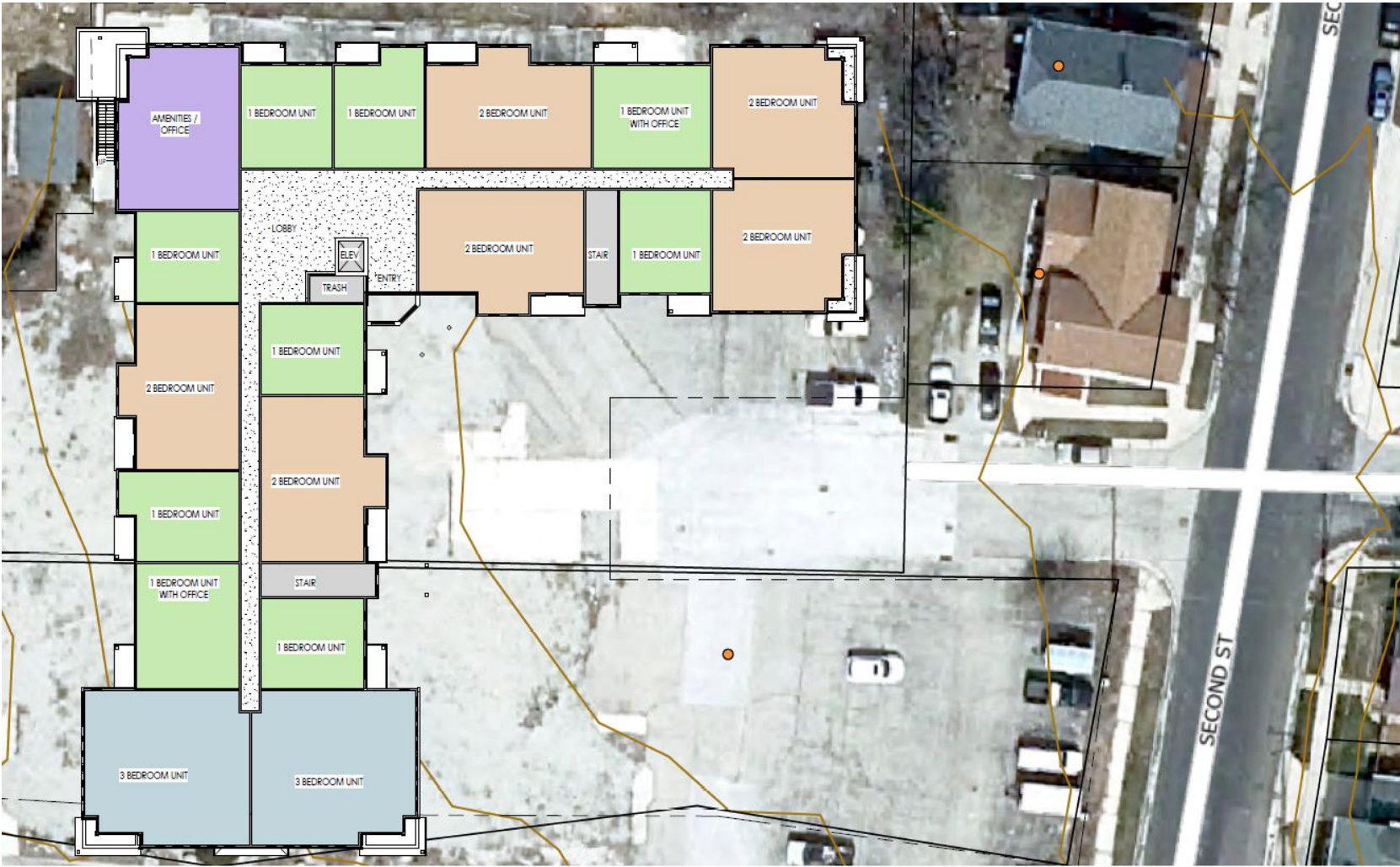
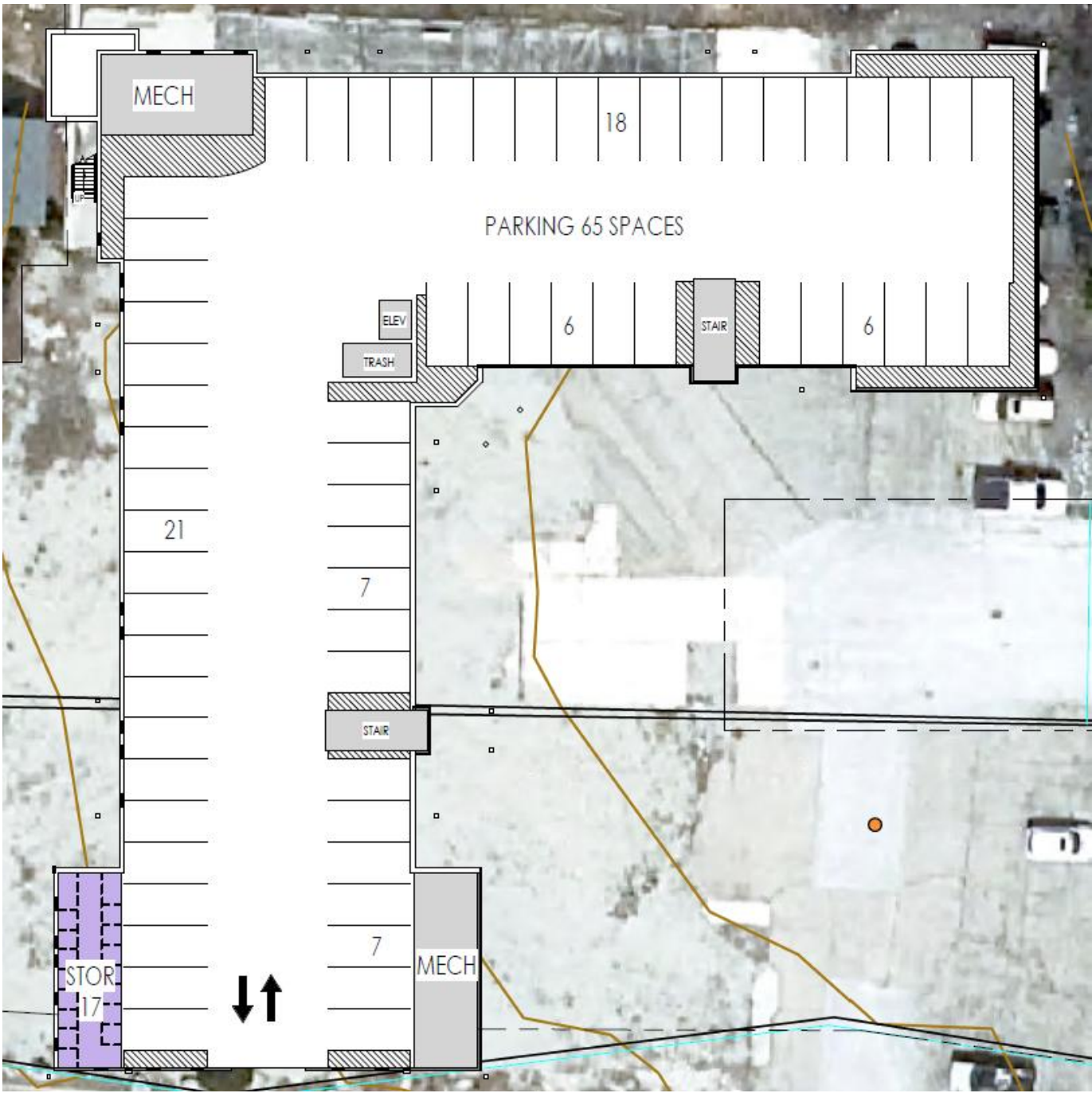


Enhanced Site Lighting Plan \*\*\*Note\*\*\* Separate .pdf file to be emailed so detailed notes can be read easily.









17 UNITS  
2 - 3 BEDS  
6 - 2 BEDS  
9 - 1 BEDS









EXHIBIT C

Location Map

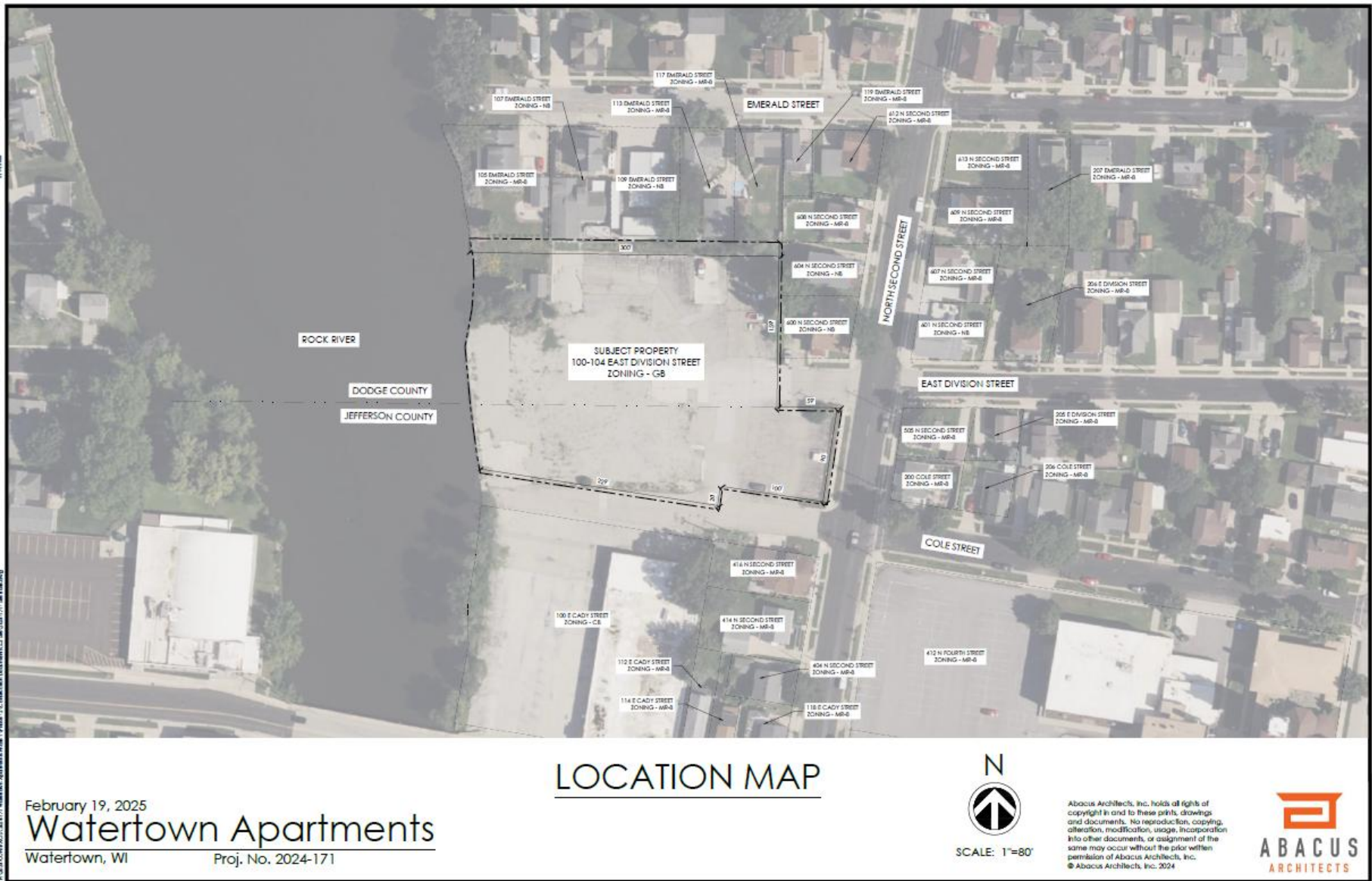




EXHIBIT D

Estimated Annual Spending by Residents  
The Oxbow  
Watertown, WI  
February-25

Cataorgy	Avg. Annual Expenditure
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
Total Average Annual Expenditures per HH	\$ 78,292

LESS "Homeowner Expenses"	
Mortgage Payment & Basics	\$ 13,811
Maintenance & Remodeling Services	\$ 4,639
Maintenance & Remodeling Materials	\$ 752
Lawn & Garden	\$ 662
Subtotal	\$ 19,864

SUBTOTAL - Annual Expenditures per Renter Household Excluding Rent	\$ 58,428
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Average monthly rent at The Oxbow	\$ 2,030
PLUS Ave. Annual Rent	\$ 24,360
TOTAL - Annual Expenditures per Oxbow Household	\$ 82,788

Total Homes in the Oxbow Community	69
Adjusted for (95% occupancy)	66
Total Residents (avg. household size of 2.4)	158

TOTAL Annual Expenditures by The Oxbow Households	\$ 5,500,000
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Source: North Town Partners analysis, Bureau of Labor Statistics & ESRI "Retail Goods & Services Expenditures" report

EXHIBIT E

General Signage Plan

