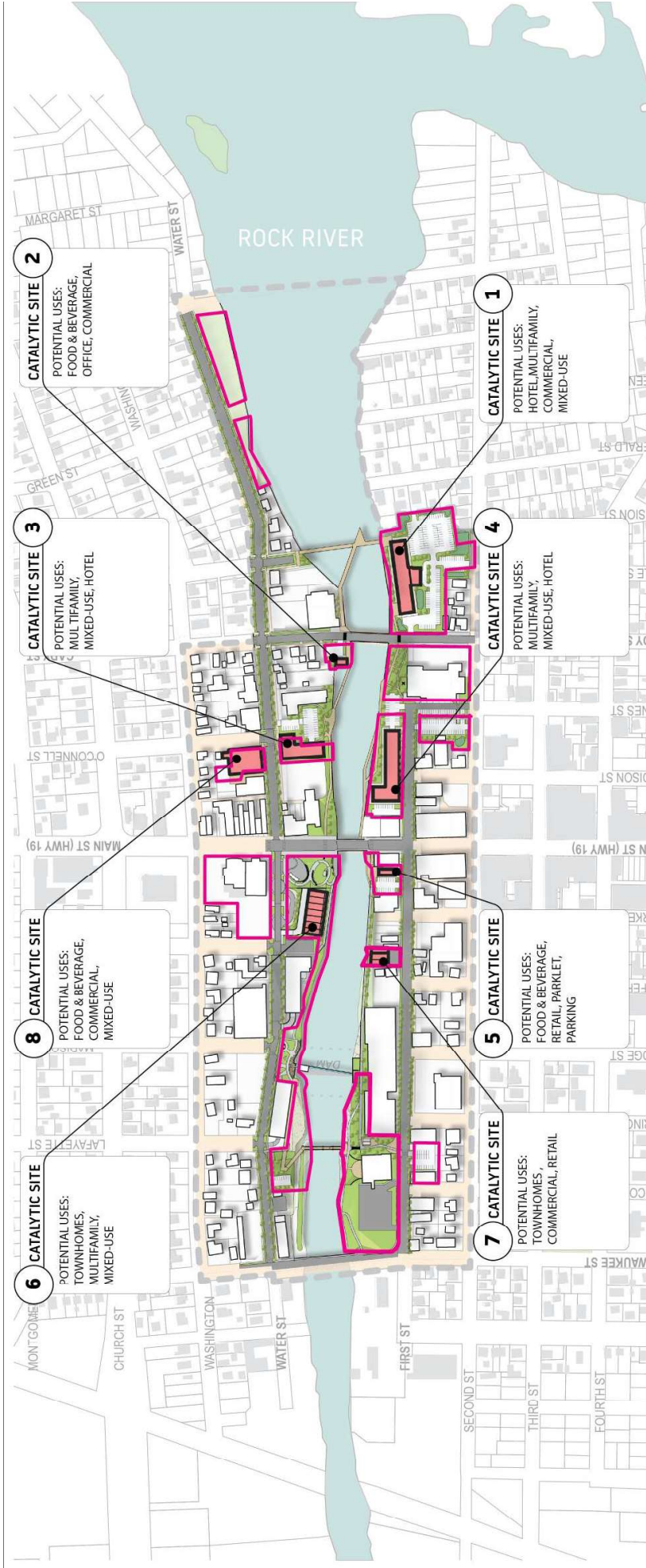
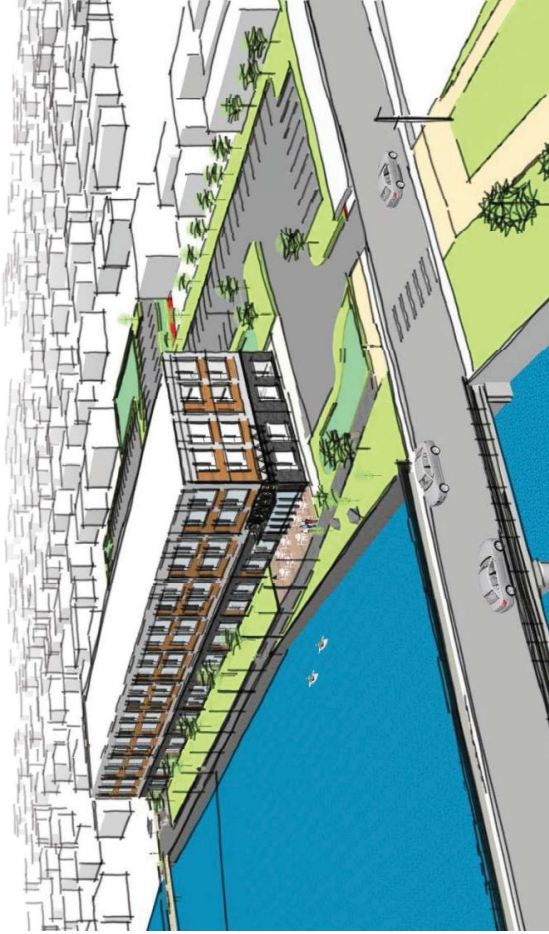




5.1 OVERVIEW

The Redevelopment Authority (RDA) tasked the design team with envisioning sustainable growth and development for each site. These catalytic parcels are central to a feasibility study, exploring what could be realized within the area's potential. The analysis draws from a comprehensive range of data, including zoning regulations, land use studies, projected program requirements, and insights from relationships with experienced developers. Through careful examination of these reports, supporting documents, discussions with the City and the RDA, and community engagement, the design team has crafted the following strategic, flexible, and long-term vision of development. This vision aims to transform the identified parcels into thriving spaces that will support a vibrant, dynamic future for the area.



CATALYTIC SITE 1

Identified by the Redevelopment Authority (RDA) for its strategic location, size, and market potential, this site offers approximately 400 linear feet of riverfront access across three parcels north of Cady Street and west of North 2nd Street. Its location along the proposed riverwalk and proximity to key downtown attractions make it suitable for a variety of land uses.

The 2020 Market Feasibility Study recommends this site for a 100-key hotel, with ground-floor amenities such as a restaurant, club room, and fitness center to enhance the guest experience. These amenities could capitalize on the riverfront views and pedestrian access to the riverwalk. Alternatively, the site is also viable for a multifamily development, offering residents direct connectivity to the riverwalk. The report's conceptual study confirms that these contemplated uses can be accommodated within the site, supporting long-term economic and community growth.

POTENTIAL USES

Hotel / Multifamily / Commercial / Mixed Use

SUPPORTING DOCUMENTATION

- 2020 Market Feasibility Study for a Limited-Service Hotel
- 2019 Comprehensive Plan
- 2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by North 2nd Street to the east, with several Two-Family Residential parcels situated in the southeast corner. To the south, it is bounded by Cady Street, while the Rock River forms the western boundary. Along the northern edge, the site is adjacent to a mix of Two-Family Residential and Neighborhood Business parcels.
- No current active use of site
- Existing Land Use: Central Business District & General Business
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential sewer rerouting may be necessary
- Discussion with City Engineering is recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider combining available parcels to streamline future redevelopment opportunity
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the west and south will connect to this parcel. Future riverwalk design to consider connection point to Cady Street for future expansion to the south

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

- | | |
|------|--------|
| BSAG | TRM |
| VSG | UNPSWM |
| ISRP | CWAG |
| LWCP | CDIG |



CATALYTIC SITE

2

Identified by the Redevelopment Authority (RDA) for its strategic location, this site offers approximately 140 linear feet of riverfront access, situated just south of the western bank adjacent to the Cady Street Bridge. Its prime location along the proposed riverwalk and close proximity to key downtown attractions make it attractive for a commercial, waterfront-engaged business.

This site presents an opportunity to create an engaging, community-centric space that enhances public interaction and supports local economic development. Commercial development could provide a vibrant gathering location for residents and visitors while maximizing views and access to the riverwalk. This aligns with the city's broader goals of revitalizing the river corridor by fostering community engagement and enhancing public space along the Rock River.

POTENTIAL USES

Food & Beverage / Office / Commercial

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by a Two Family Residential parcel, while a Central Business District parcel forms the western boundary. Along the northern edge, the site is adjacent to Cady Street as it meets the Cady Street Bridge.
- Two structures including a metal building abutting the Rock River and a brick two-story structure adjacent to the street.
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Privately owned. Site was identified by the RDA as a potential redevelopment site alongside conversations with the current land owner



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential sewer rerouting may be necessary
- Discussion with City Engineering is recommended
- Shared drive access with adjacent parcel to the west
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

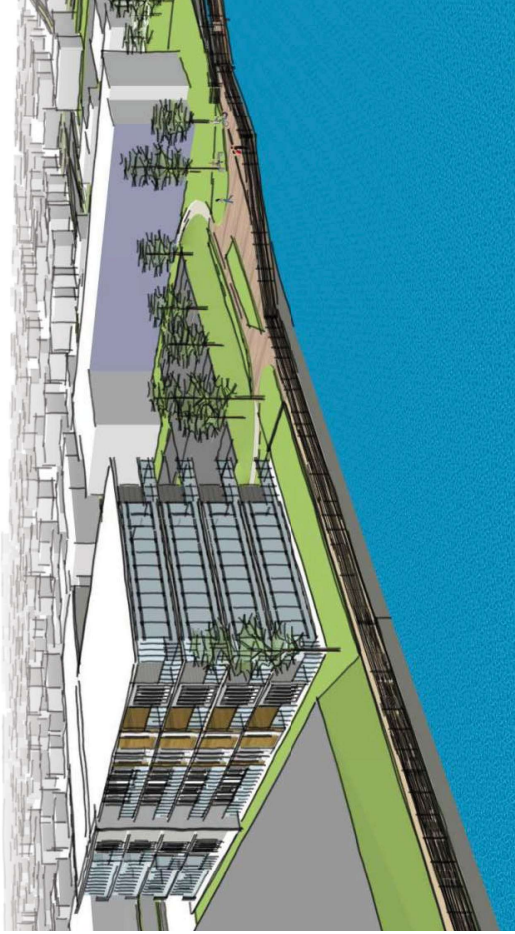
POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider separating drive access from 109 W Cady Street parcel
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the south will connect to this parcel. Future riverwalk design to consider connection point to Cady Street for future expansion to the north

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG TRM
VSG UNPSWM
HPTC CWAG
LWCP CDIG



CATALYTIC SITE 3

Located along Water Street, this site provides approximately 300 linear feet of riverfront access just south of the Cady Street Bridge.

The site is adjacent to an existing senior living facility to the north, with direct access to the potential riverwalk. Such development could enhance connectivity, increase housing options, and align with the city's broader economic objectives of diversifying housing options.

POTENTIAL USES

Multifamily / Mixed-Use / Hotel

SUPPORTING DOCUMENTATION

- 2020 Market Feasibility Study for a Limited-Service Hotel
- 2019 Comprehensive Plan
- 2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by Bank First Watertown, while N Water Street forms the western boundary. Along the northern edge, the site is adjacent to Johnson Arms Apartments.
- Previous structures have been removed at 125 N Water Street
- Natural and seawall river edge conditions
- Adjacent Senior Living / Apartments / Parking
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

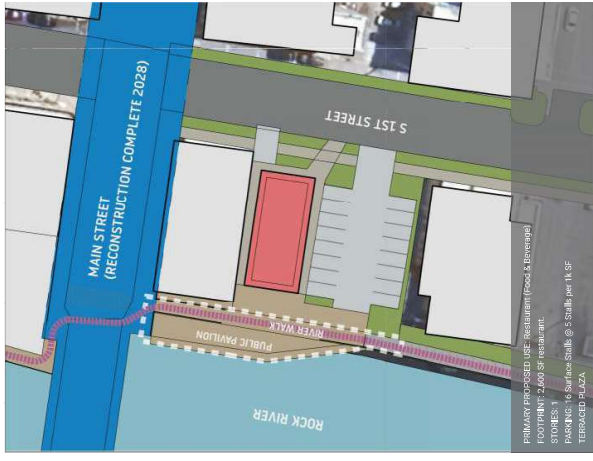
POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the north will connect to this parcel.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

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| BSAG | UNPSWM |
| VSG | CWAG |
| LWCP | CDIG |
| TRM | |



CATALYTIC SITE

5

Located along S 1st Street, this site provides over 150 linear feet of riverfront access just south of the Cole Bridge on Main Street and across the river from Bentzin Family Town Square.

The site is centrally located within the study area between existing businesses on the 1st Street Corridor, with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction and supports local economic development. Commercial development could provide a vibrant gathering location for residents and visitors while maximizing views and access to the riverwalk. This aligns with the city's broader goals of revitalizing the river corridor by fostering community engagement and enhancing public space along the Rock River.

OTHER POTENTIAL USES

Food & Beverage / Retail / Parklet / Parking

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. To the south, it is bounded by several small businesses, while S 1st Street forms the eastern boundary. Along the northern edge, the site is adjacent to small businesses along the Main Street corridor.
- Current use as public parking lot and vacant parcel
- Stabilized river edge condition
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection point to Main Street for future expansion to the north. Future riverwalk design to consider public gathering area to mirror Bentzin Family Town Square and support development.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG UNPSWM
VSG CWAG
LWCP CDIG
TRM

CATALYTIC SITE 6

Located along S Water Street, this site provides over 180 linear feet of riverfront access just south of the Cole Bridge on Main Street.

The site is centrally located within the study area between existing businesses and the Watertown Public Library on the Main Street Corridor, with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction.

OTHER POTENTIAL USES

Townhomes / Multifamily / Mixed-Use

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by Globe Apartments, while S Water Street forms the western boundary. Along the northern edge, the site is adjacent to Bentzin Family Town Square along the Main Street corridor.
- No current active use of site
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection point to Bentzin Family Town Square for future expansion to the north

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG UNPSWM
VSG CWAG
LWCP CDIG
TRM

CATALYTIC SITE 7

Located along S Water Street, this site provides approximately 100 linear feet of riverfront access just south of the Cole Bridge on Main Street.

The site is located within the study area between existing businesses on the 1st Street corridor with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction.

OTHER POTENTIAL USES

Townhomes / Commercial / Multifamily

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. It is bordered from the north and south by privately owned businesses. S 1st Street forms the western boundary.
- Current use as parking
- Seawall and natural river edge conditions with existing boardwalk
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS



TEST FIT DEVELOPMENT EXAMPLE

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection existing riverwalk sections to the south and future connections to the north.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG UNPSWM
VSG CWAG
LWCP CDIG
TRM



CATALYTIC SITE 8

Located along N Water Street, this site is situated between residential and commercial parcels. As a historical building, this site could be repurposed for modernized uses.

This site features a historic cream city brick building with unique architectural character and flexible space, ideal for adaptive reuse—the practice of repurposing structures while preserving their historic integrity. The building's open-plan, warehouse-like interior and high ceilings allow for versatile uses that enhance the Rock River District.

Potential concepts include a taproom or brewpub with open-plan dining and large brewing installations for an immersive experience, an event center for community gatherings, or an art gallery featuring large installations and creative displays. Another option includes establishing an Arts Council office with administrative spaces alongside a gallery, creating a central arts hub for exhibitions, workshops, and arts programming.

This adaptive reuse approach preserves the building's architectural appeal, supports sustainable

redevelopment, and creates a distinctive, community-oriented destination that enhances the vibrancy of the Rock River District.

POTENTIAL USES

Food & Beverage / Commercial / Mixed Use / Retail

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- 5 parcels located between O'Connell Street to the north, an alleyway to the south, N Water Street to the east, and N Washington Street to the west
- Alleyway access on southern boundary of site
- Existing Land Use: Central Business District & Two-Family Residential
- 2019 Comprehensive Plan Land Use: Central Mixed Use & Two-Family / Townhouse Residential
- Located within Historic District Downtown overlay
- Privately owned. Site was identified by the RDA as a potential redevelopment site alongside conversations with the current land owner



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Survey existing conditions

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area
- Potential to reuse of existing building elements



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment should consider working with owner and city in tandem to determine possible zoning requirements including on/off street parking considerations

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

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| BSAG | UNPSWM |
| VSG | CWAG |
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| TRM | |