

Figure 7.7 Future Land Use and Existing Zoning District Translation	
Future Land Use Category	Associated Zoning District
Agriculture	Outside of the City Limits
Single-Family-Exurban	Countryside Residential-10, Exurban Residential-1, Outside of the City Limits
Single-Family-Urban	Single Family Residential-4
Two-Family	Two Family Residential-6
Multi-Family	Multi-Family Residential-8, Multi-Family Residential-10, and Senior Residential
Planned Neighborhood	All Residential Districts, Neighborhood Office, and Neighborhood Business
Neighborhood Mixed-Use	Neighborhood Office, Neighborhood Business, and all Residential Districts
Planned Mixed-Use	All Office, Commercial, Institutional, and Multi-Family Residential Districts, plus the Planned Industrial District
Riverside Mixed-Use	All Office, Commercial, Institutional, and Residential Districts
Central Mixed-Use	Central Business
Mixed Industrial	Planned Industrial, General Industrial, and Heavy Industrial
Institutional	All Districts
Airport	Planned Industrial
Parks and Recreation	All Districts
Environmental Corridor	All Districts
All Overlay Zoning Districts can be associated with all Future Land Use Categories where appropriate, subject to the standards, rules, and regulations of the Overlay Zoning District.	

Multi-Family Residential

This future land use category is intended to accommodate a variety of residential uses, including multi-family housing units (e.g. multiplexes, apartments, condominiums, townhouses) and some single- and two-family residences, all served by Watertown sanitary sewer and water systems. Multi-Family Residential is depicted in areas of the City where this type of development existed at the time this Plan was prepared. New development is recommended in the following areas: (1) south of West Street and east of Horseshoe Road; (2) on the City's west side between the rail lines; and (3) north of CTH CW and east of STH 16 on the City's east side. The City's MR-8 and MR-10 zoning districts are most appropriate to implement this future land use category.

Policies and Programs:

1. Disperse multi-family development throughout the City, rather than creating large concentrations of this type of development in just a few areas.
2. Require a detailed site plan, building elevations, landscape plan, lighting plan, grading/stormwater management plan, and signage plan for all residential buildings containing three or more dwelling units prior to development approval.
3. Require Multi-Family Residential housing developments to provide on-site open space areas that serve the needs of the project's residents, in addition to public park land requirements applicable to all residential development.
4. Include facilities for bicyclists (bike storage racks, bike paths, etc.) in all development designs.
5. Link parking lots to building entrances by pedestrian walkways that are physically separated from vehicular movement areas.
6. Encourage the use of balconies, porches, stoops, garden walls, varied building and facade setbacks, varied roof designs, bay windows, and similar design features in new multi-family residential project designs. In general, multifamily dwelling units should be designed so that they appear to be a grouping of smaller residential units and match the scale of the surrounding neighborhood.
7. Promote architectural design of new development that is compatible with the surrounding neighborhood, including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors.

Riverside Mixed Use

This future land use category is intended to facilitate a carefully controlled mix of residential, commercial, and institutional uses on public sewer, public water, and other urban services and infrastructure. Riverside Mixed-Use areas are intended as unique locations that should function as neighborhood and community gathering spots. This category advises a carefully designed blend of Single-Family Residential, Two-Family Residential, Multi-Family Residential, Office, Business, Industrial, and Institutional land uses. This may include residential neighborhoods at various scales, high-quality indoor professional office uses, health care facilities, indoor retail, commercial services, and community facilities. Riverside Mixed Use areas have only been designated in one area on the City's Future Land Use maps, adjacent to the western shores of the Rock River on the site of the former Bethesda complex. The best option for future zoning of the lands mapped under the Planned Mixed-Use future land use category is often a Planned Development (PD) zoning district. This district allows the desired mix in uses and provides flexibility in layout, in exchange for superior design. The zoning is tied to City approval of a specific plan for the project. Alternatively, a mix of the City's SR-4, TR-6, SNR, MR-8, MR-10, I, PB, and PO zoning districts may also be appropriate for areas within this future land use category.

Policies and Programs:

1. Follow the policies listed above for the Planned Neighborhood land use category for single-family, duplex, townhouse, and multi-family residential development within the Riverside Mixed Use category.
2. For commercial and office development, follow the policies for the Planned Mixed Use land use category described below.