

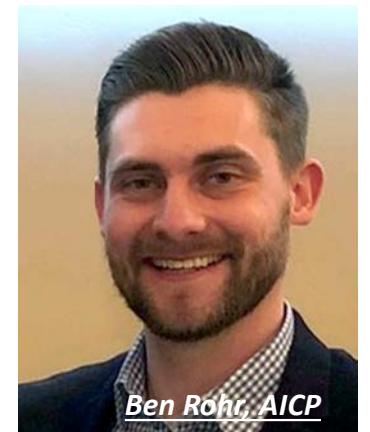
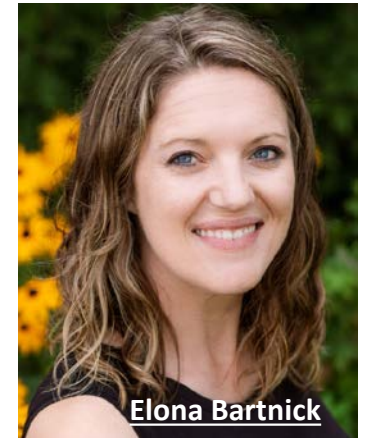


WATERTOWN SOUTHWEST SIDE CONCEPTUAL NEIGHBORHOOD PLAN



Introductions

- Brian Munson – Principal Neighborhood Designer
- Elona Bartnick – Lead Associate Designer
- Ben Rohr – Associate Planner



Meeting Purpose

- Provide background information, context, and site analysis
- Present conceptual Neighborhood Plan
- Gather feedback from you
- Revise and refine Neighborhood Plan

Cover Today



Project goals and process



Key design principals and formats



Draft conceptual development plan review



Project next steps and discussion

An aerial perspective sketch of a proposed urban development along a river. The plan shows a series of multi-story residential or commercial buildings with gabled roofs, arranged in a row along the riverbank. A road, labeled 'HOFFMAN RD', runs parallel to the river, with a bridge crossing it. The area is interspersed with green trees and landscaped spaces. The river itself is labeled 'Rock River' and has a small boat visible. The overall style is a hand-drawn architectural sketch with color washes.

WHY NOW?

Rock River

HOFFMAN RD

We Have a Housing Problem

- **Issues**

- Housing availability
- Housing affordability
- Rising costs
- Unfilled jobs/employer retention
- Demographic shifts
- Personal preference shifts
- Stagnant population/housing growth

- **Opportunities**

- Land availability
- New housing
- Partnerships
- Achieve goals and vision
- Reverse trends
- Turn over housing stock
- Attract new residents

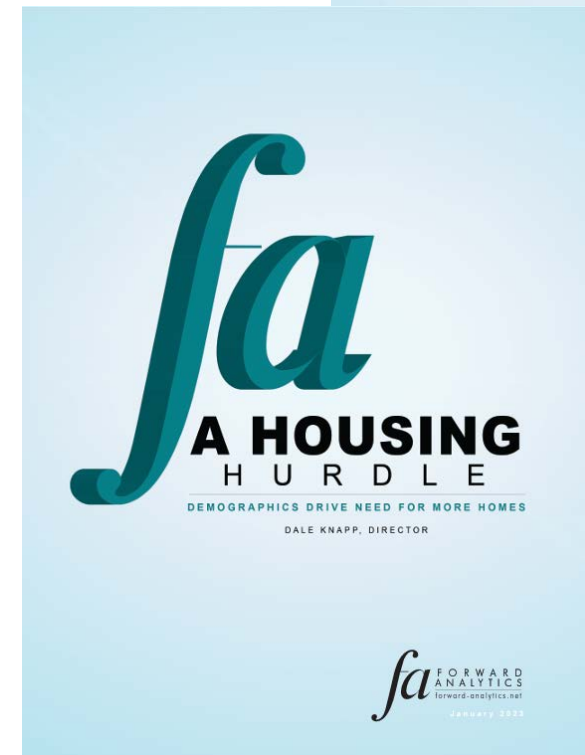
Solution: Increase Diverse Housing

Housing and Market Analysis

- **State-Wide Studies (2022-23)**

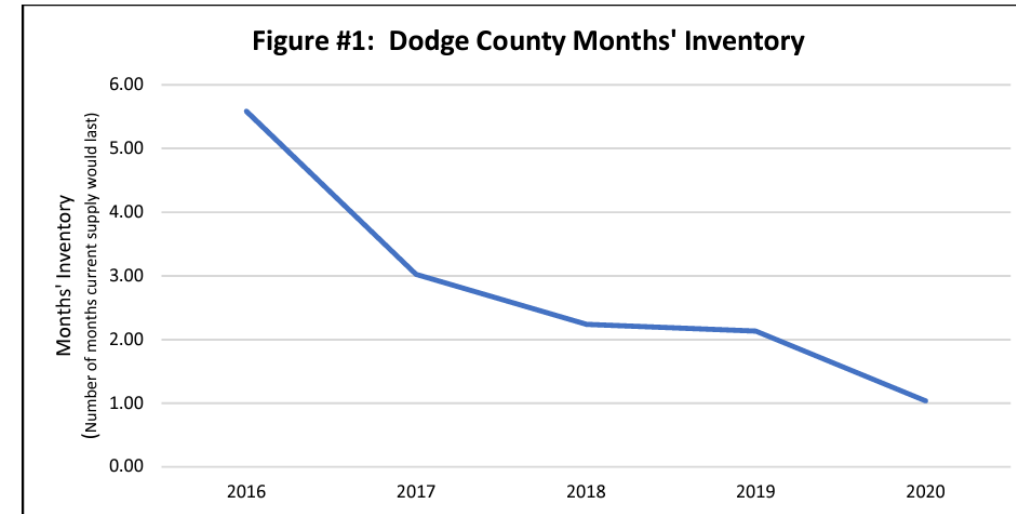
- State lost 106,000 workers under the age of 26 between 2012-2020
- Working Wisconsin residents will decline by 130,000 by 2030, unless migration occurs
- Wisconsin needs 140,000 new housing units by 2023 to keep up with demand
- Baby Boomers will remain in their homes for the next 10-20 years = less available workforce housing stock

Source: Forward Analytics, 2023

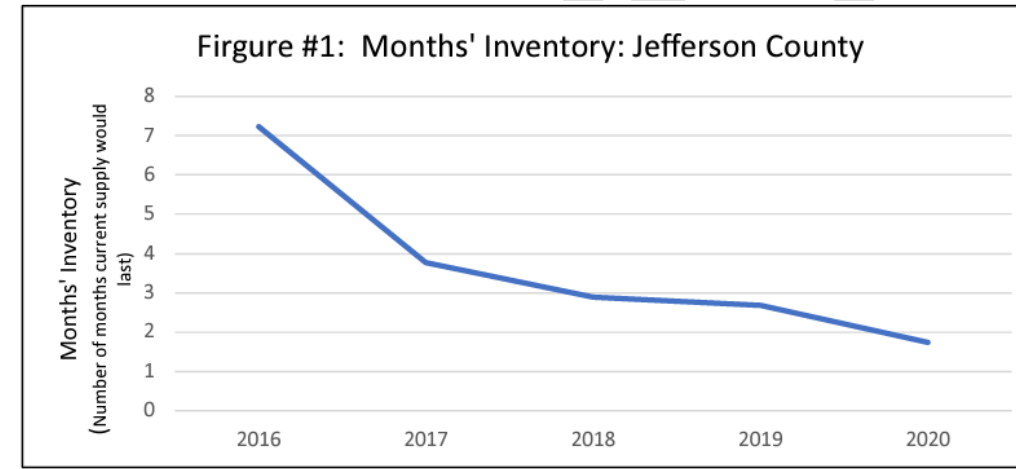


Housing and Market Analysis

- **Dodge and Jefferson County Housing Studies (2021)**
 - High demand for single-family units, shortage of units
 - Need for additional rental units, especially affordable units
 - Increasing home appreciation values and gross rents, low inventory
 - Without intervention, the problem will only get worse



**Source: Realtor.com and Wisconsin Department of Revenue*



**Source: Realtor.com and Wisconsin Department of Revenue*

***Only includes available 2020 data (from January – October)*

Housing and Market Analysis

- **Tracy Cross Residential Market Study Findings (2022)**

- City needs new market rate housing for rentals and owners
- Rental and owner options are in short supply with adequate demand
- Underserved unit types:
 - Apartments (seniors, market rate, and affordable)
 - Townhomes and rowhouses (owner and renter)
 - Duplexes (owner or renter)
 - Alley-loaded single-family
 - Front-loaded single-family

Residential Market Analysis
-- Strategy Planning Guidelines --
Watertown, Wisconsin

Prepared on behalf of:

Greater Watertown Community Health Foundation
600 East Main Street, Suite 200
Watertown, WI 53094-3827

October 20, 2022



TRACY CROSS & ASSOCIATES, INC.
REAL ESTATE MARKET ANALYSIS
1375 E. WOODFIELD ROAD, SUITE 520
SCHUMBERG, IL 60173
t: 847.925.5400 / info@tracycrossinc.com
www.tracycrossinc.com

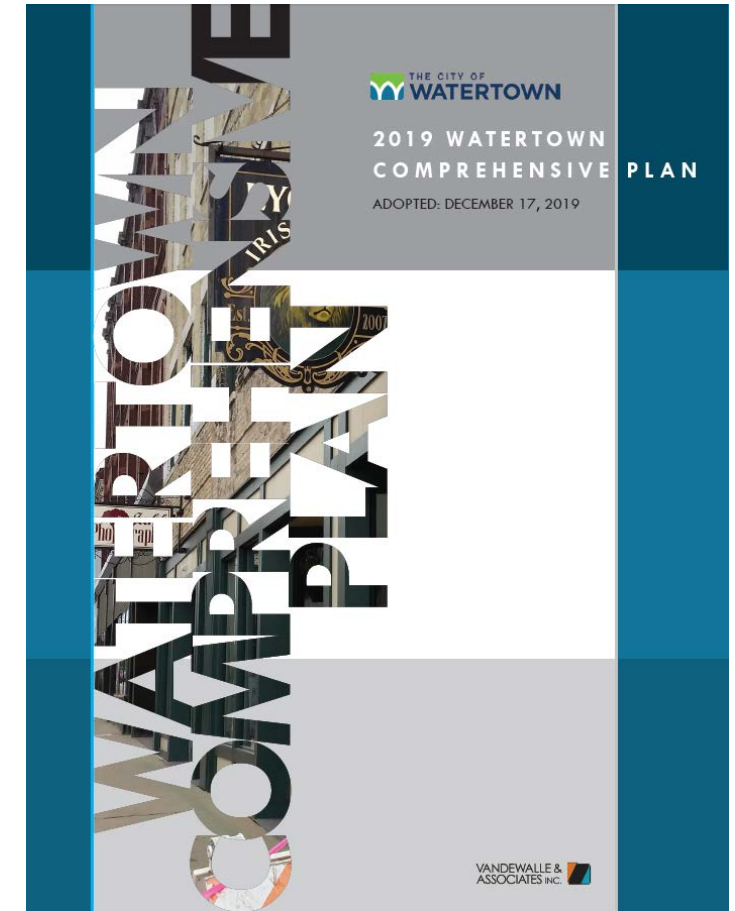
Underserved Unit Types



Established Goals and Objectives

- **City Goals and Objectives**

- Promote traditional neighborhood design
- Foster new entry-level workforce housing
- Require high-quality design
- Retain existing businesses and attract new diverse businesses
- Preserve and highlight natural resources
- Provide quality public outdoor recreation and adequate open space



Established Goals and Objectives

- **Foundation Goals and Objectives**

- Diverse, mixed density neighborhood for all
- Integrate public health and community character in all components
- Build a model for sustainability and positive environmental impacts



Photo Credit: DJHCP, Kim Hiller

2022

Dodge-Jefferson Healthier Community
Partnership
Community Health Needs Assessment
Dodge & Jefferson Counties, WI



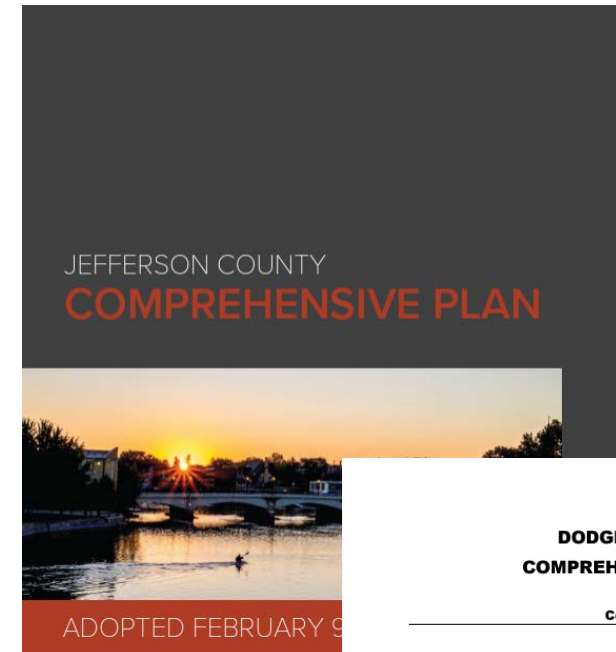
Established Goals and Objectives

- **Dodge County Goals and Objectives**

- Increase housing supply
- Provide housing for all income levels
- Offer a range of housing choices

- **Jefferson County Goals and Objectives**

- Promote housing diversity
- Ensure housing options for the county's workforce
- Provide housing that meets the needs of residents



DODGE COUNTY COMPREHENSIVE PLAN

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Established Goals and Objectives

- **Regional (THRIVE ED) Goals and Objectives (2022)**

- Additional diverse housing
- Thriving businesses
- Activate workforce
- Foster partnerships

- **State (DOA) Goals and Objectives (2022)**

- Provide decent, affordable housing
- Create suitable living environments
- Create economic opportunity
- Provide housing availability, affordability, and sustainability



THOUGHTS AND QUESTIONS?

An aerial perspective sketch of a proposed residential development. The scene shows a series of multi-unit buildings, possibly townhomes or small apartments, arranged in a curved pattern along a waterfront. The buildings are rendered in a light brown or tan color with dark roofs. A network of streets and walkways weaves through the development, connecting it to a larger road labeled 'HOFFMAN RD'. To the right, a wide river, labeled 'Rock River', flows past the development. The riverbank is lined with lush green trees and vegetation. In the background, more residential structures are visible, suggesting an established neighborhood. The overall style is a hand-drawn architectural sketch with a focus on landscape integration and community layout.

APPROACH

HOFFMAN RD

Rock River

16

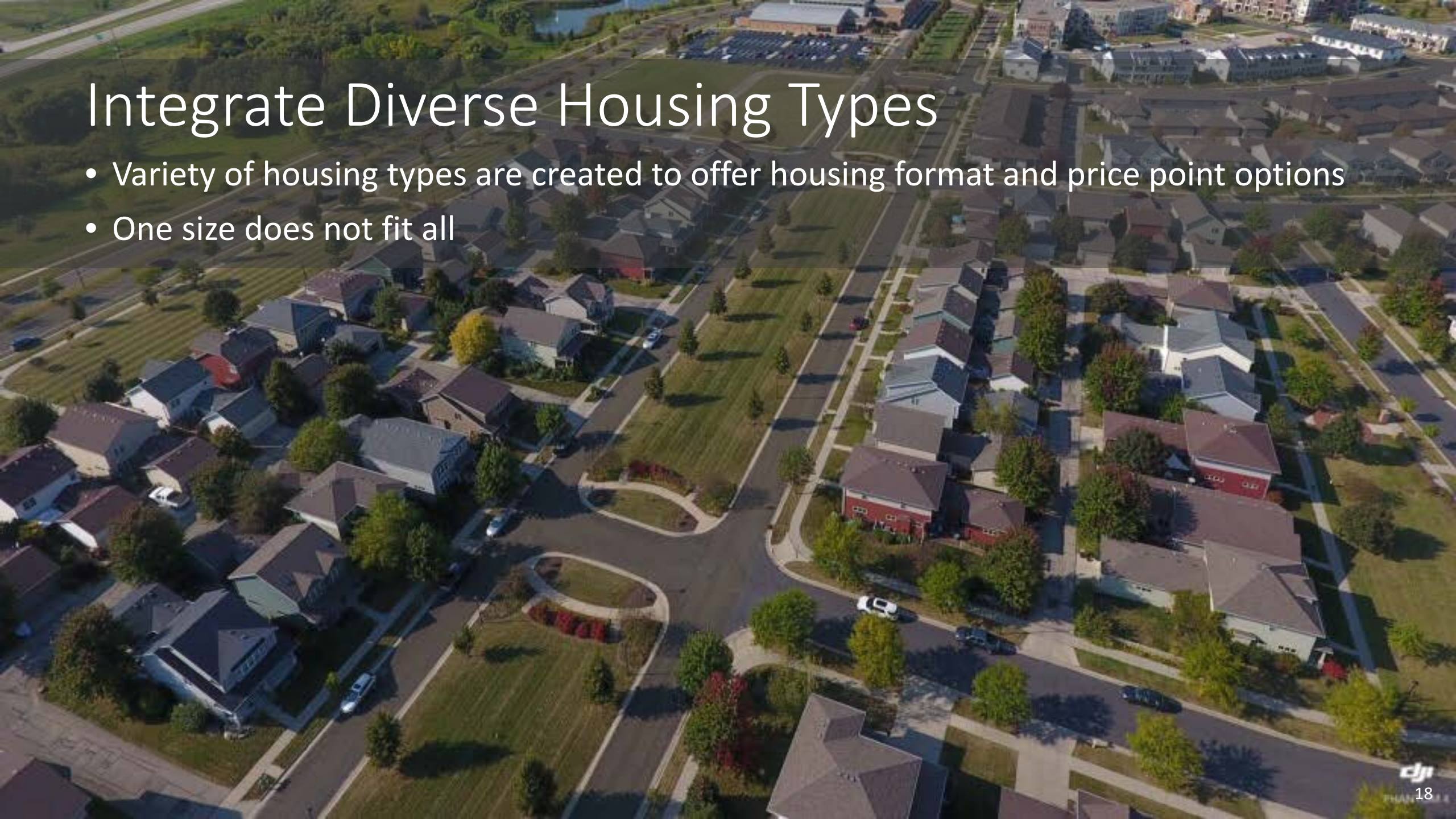


Goals

- Integrate diversity of housing types to accommodate a variety of lifestyles, age groups, formats, and price point.
- Ensure long-term provision of community character and high-quality of life.
- Provide housing, parks, and community uses within walking distance.
- Blend multi-modal transportation options into design.
- Preserve environmental systems.
- Reduce demand on resources for infrastructure and services.

Integrate Diverse Housing Types

- Variety of housing types are created to offer housing format and price point options
- One size does not fit all



Ensure Long-Term Preservation of Community Character

- Neighborhood should advance the overall character and desirability of the greater community
- Design neighborhoods around community gathering places
- Integrate environmental features as common open space for recreation and public gathering



Provide a Variety of Land Uses and Walkability

- Create attractive and active streetscapes
- Integrate neighborhood-scale destinations within walking distance (YMCA)



Institutional

Neighborhood

Open Space &
Trail Network

Multi Family

Employment

Open Space &
Trail Network

Employment

Facilitate Transportation Options

- Facilitate pedestrian and bicycle movement within and between neighborhoods
- Interconnect streets and trails
- Accommodate on-street parking and traffic calming measures



Preserve Environmental Systems

- Integrate environmental features throughout the neighborhood
- Provide active and passive recreational opportunities
- Buffer development to preserve natural features



Reduce Demand for Resources

- Design neighborhood to foster sustainability and promote public health
- Utilize density and mixing of land uses to reduce infrastructure and utility costs



Neighborhood Examples

- Grandview Commons (Madison, WI)

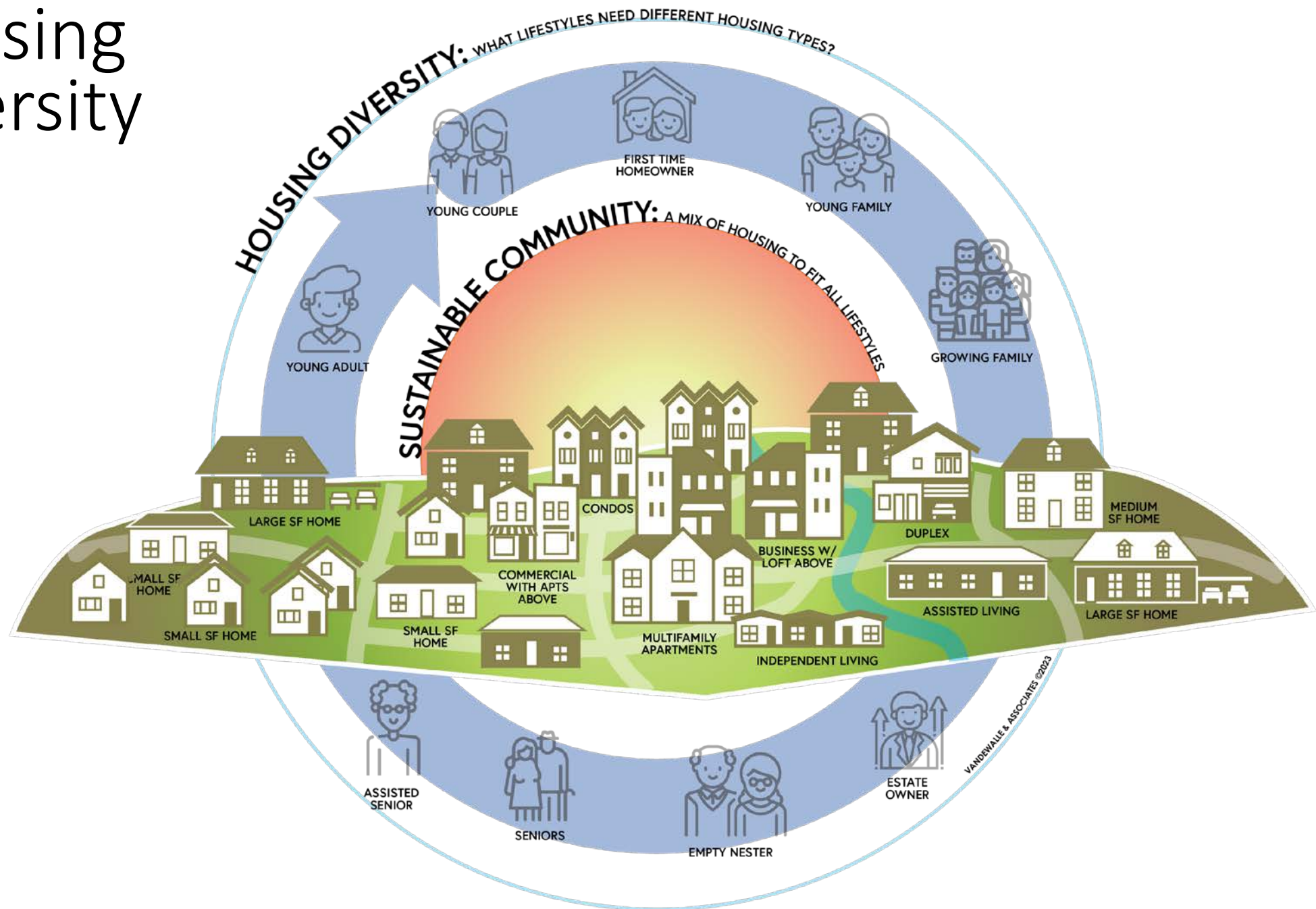


Neighborhood Examples

- Smith's Crossing (Sun Prairie, WI)



Housing Diversity



Single Family



Single Family



Twin Home (Duplex or Side by Side)



Twin Home (Duplex or Side by Side)



Townhome & Multi-Family



Townhome & Multi-Family



Open Space & Trails



Open Space & Trails



Community Facilities (YMCA)



THOUGHTS AND QUESTIONS?

An aerial architectural rendering of a proposed development along a river. The scene shows a mix of residential buildings, including multi-story townhouses and smaller houses, interspersed with green spaces and trees. A road, labeled 'HOFFMAN RD', runs along the riverbank. The river itself is labeled 'Rock River'. The rendering is presented in a sketchy, hand-drawn style with a color palette dominated by greens, browns, and blues. A semi-transparent dark band across the center of the image contains the word 'CONCEPT' in white capital letters.

CONCEPT

Rock River

HOFFMAN RD

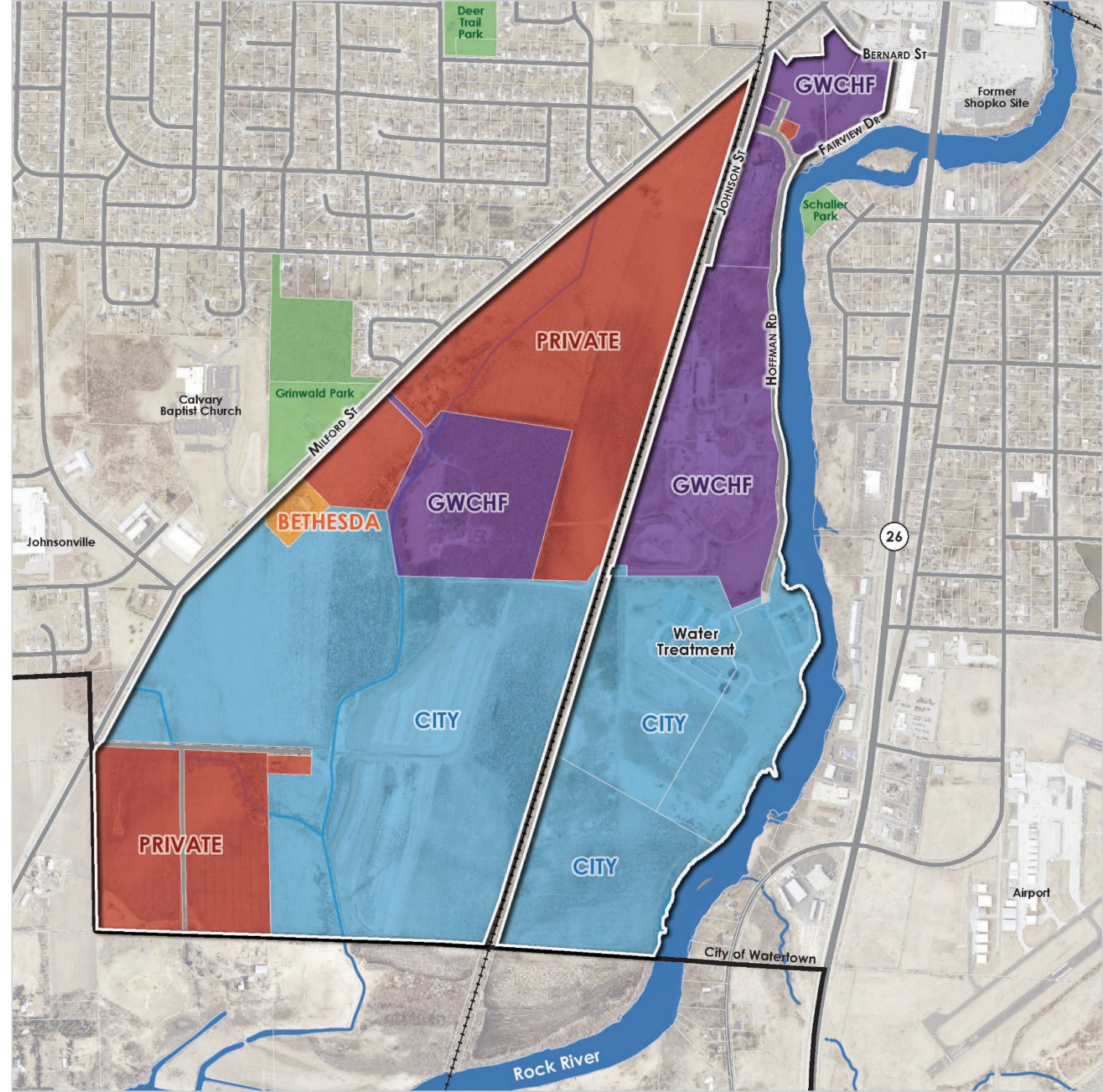
Conceptual Neighborhood Plans

- Site understanding and analysis that led to conceptual plans
- Plans are vision for the future
 - Not subdivision plat or site plan
- Implementation will take a phased approach
 - Not happening over night
- Project of this scale will take many years to develop
 - 10+ year build out

Study Area

STUDY AREA OWNERSHIP

-  Study Area
-  GWCHF Ownership
-  City of Watertown Ownership
-  Private Land Owners
-  Bethesda Ownership
-  Municipal Boundary
-  Streets
-  Railroad
-  Parcels
-  Existing Parks
-  Open Water



Adopted Comp Plan (2019)

Future Land Use Urban Area

Map 6b

City of Watertown Comprehensive Plan

Land Use Categories

	Agricultural		Rights-of-Way
	Single-Family Residential - Unsewered		Neighborhood Mixed Use
	Single-Family Residential - Sewered		Planned Mixed Use*
	Two-Family Residential		Central Mixed Use
	Multi-Family Residential		Riverside Mixed Use***
	Planned Neighborhood**		Mixed Industrial
	Institutional		Parks & Recreation
	Airport		Environmental Corridor
			Surface Water

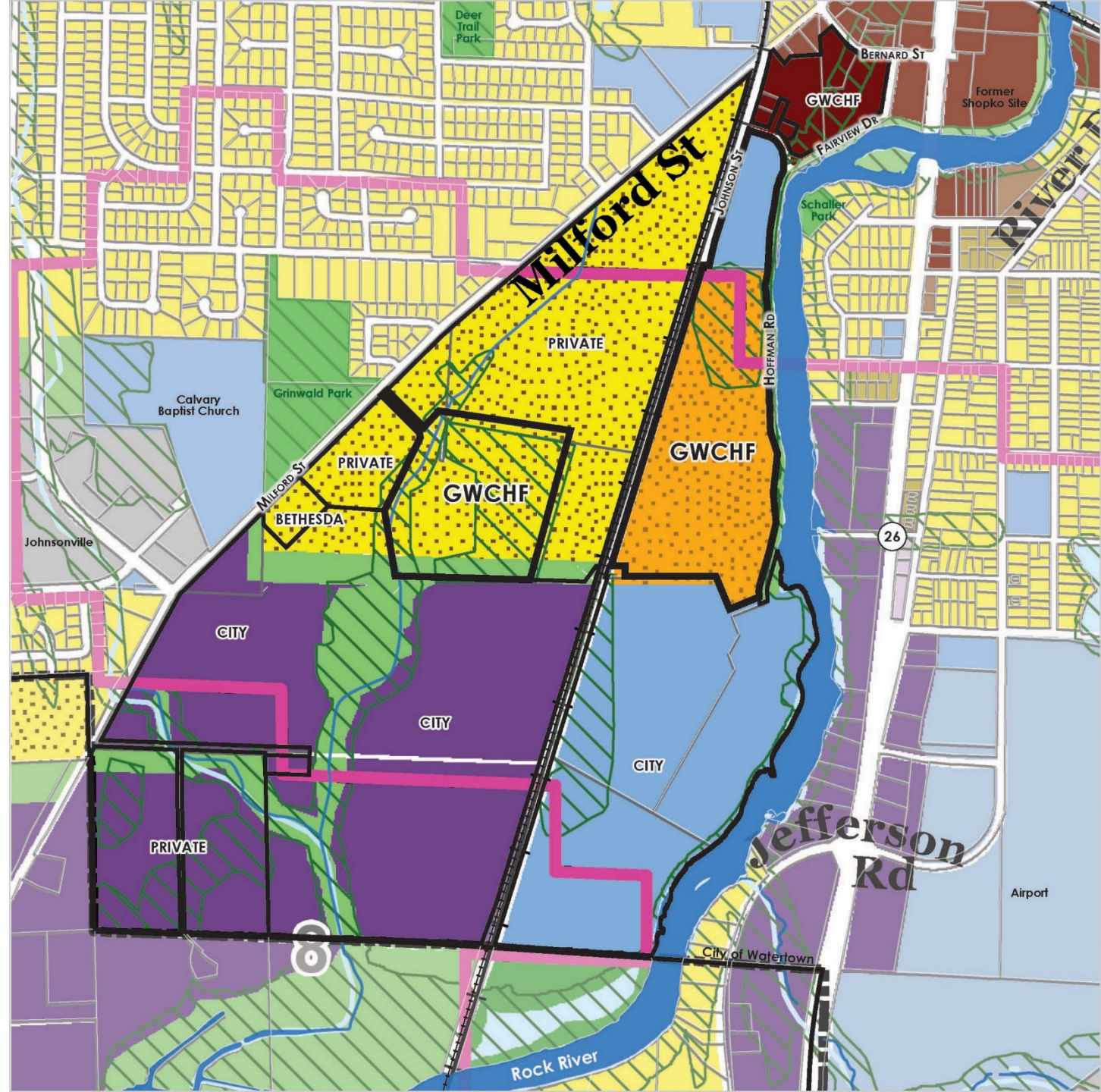
**"Planned Neighborhoods" should include a mix of the following:

1. Single-Family - Sewered (predominant land use)
2. Two-family Residential
3. Multi-Family Residential
4. Institutional
5. Neighborhood Mixed Use
6. Parks & Recreation



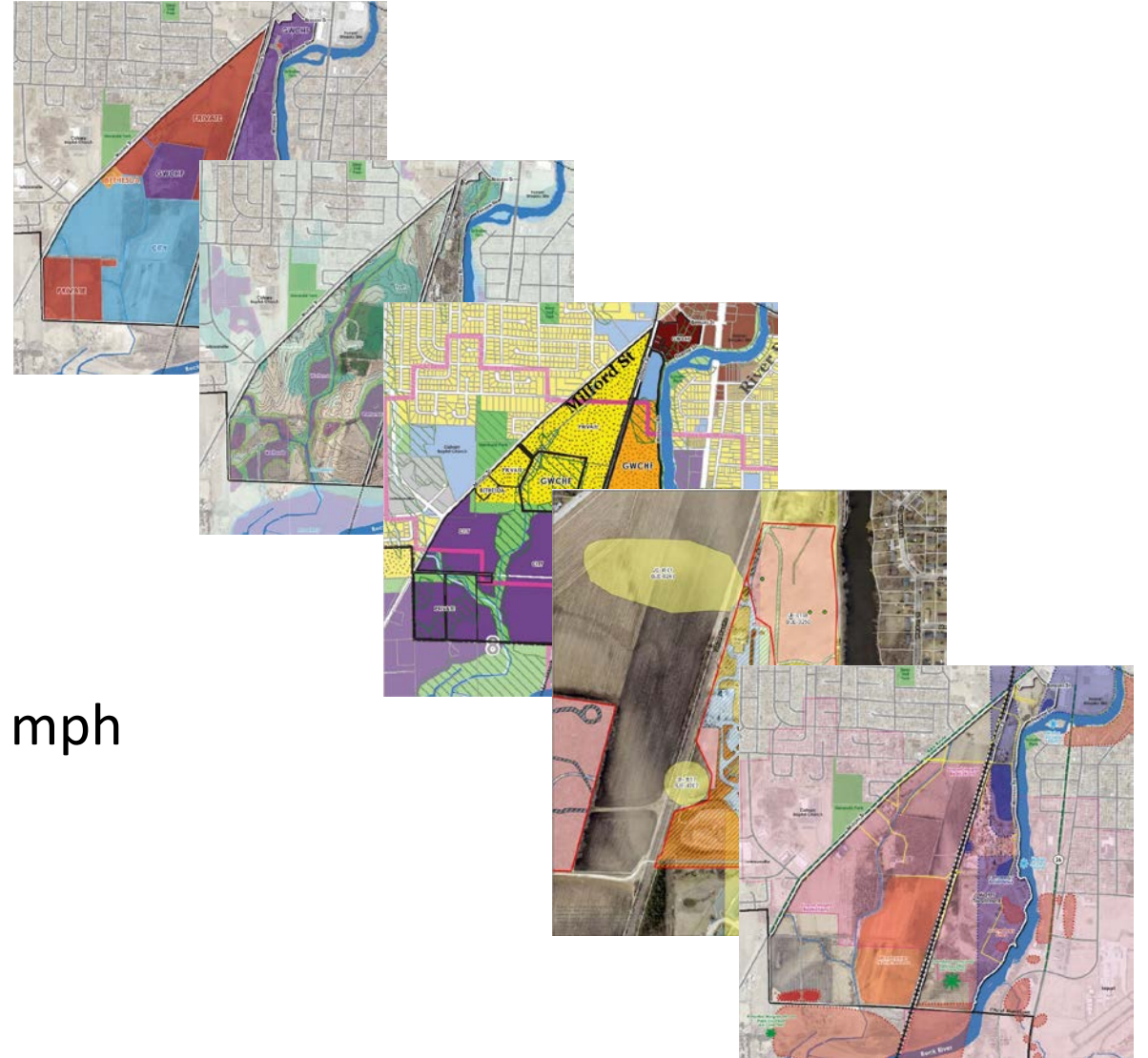
***Each "Riverside Mixed Use Area" may include mix of:

1. Office
2. Single-Family - Sewered
3. Two-Family Residential
4. Multi-Family Residential
5. Commercial Services/Retail
6. Institutional
7. Parks & Recreation



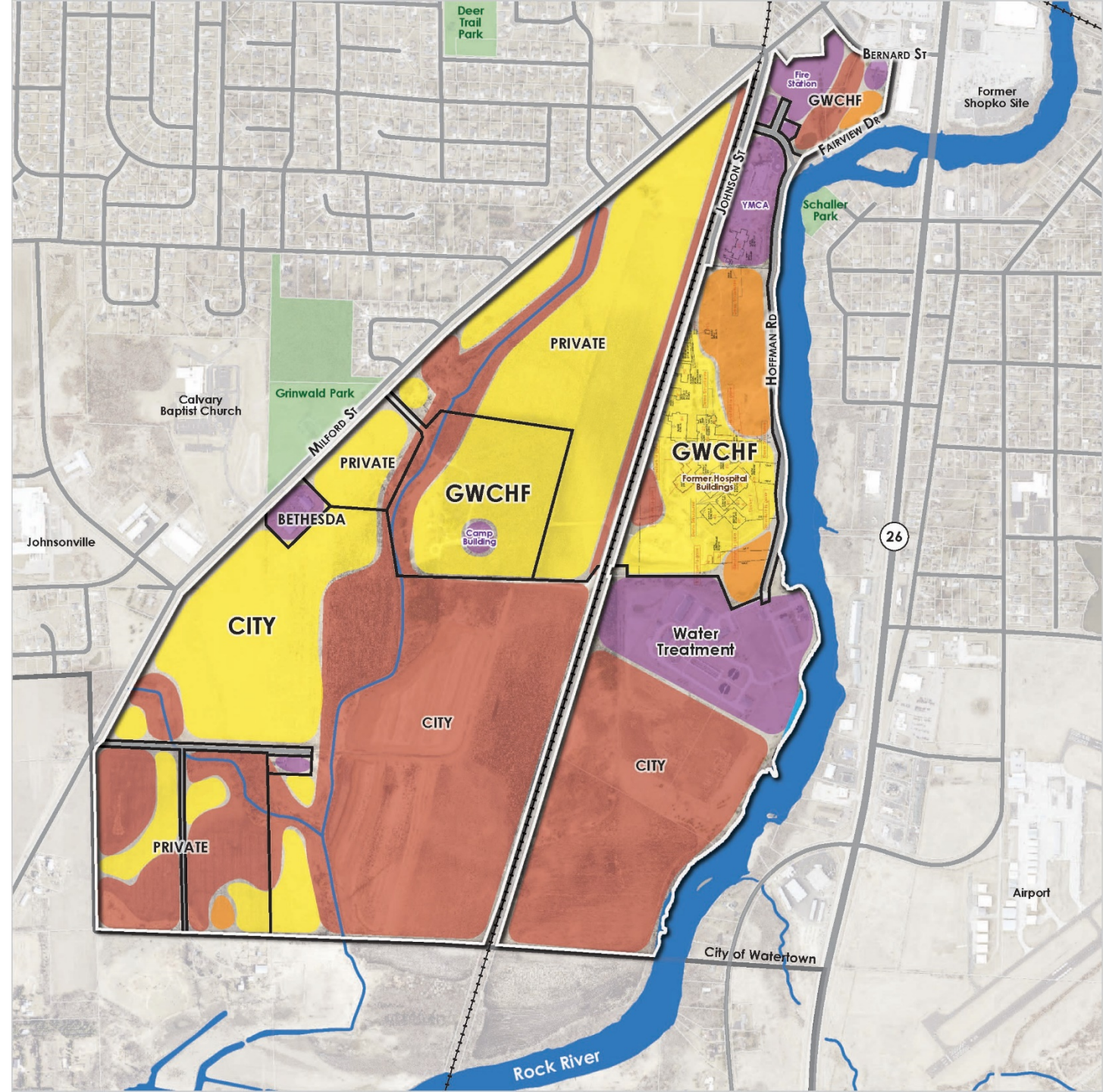
Site Constraints

- Ownership
- Environmental/Topography
- Existing/Ongoing Development
- Archeological
- Railroad and Airport
 - 1 train per day, average speed of 10 mph
- Roads, Utilities, and Access



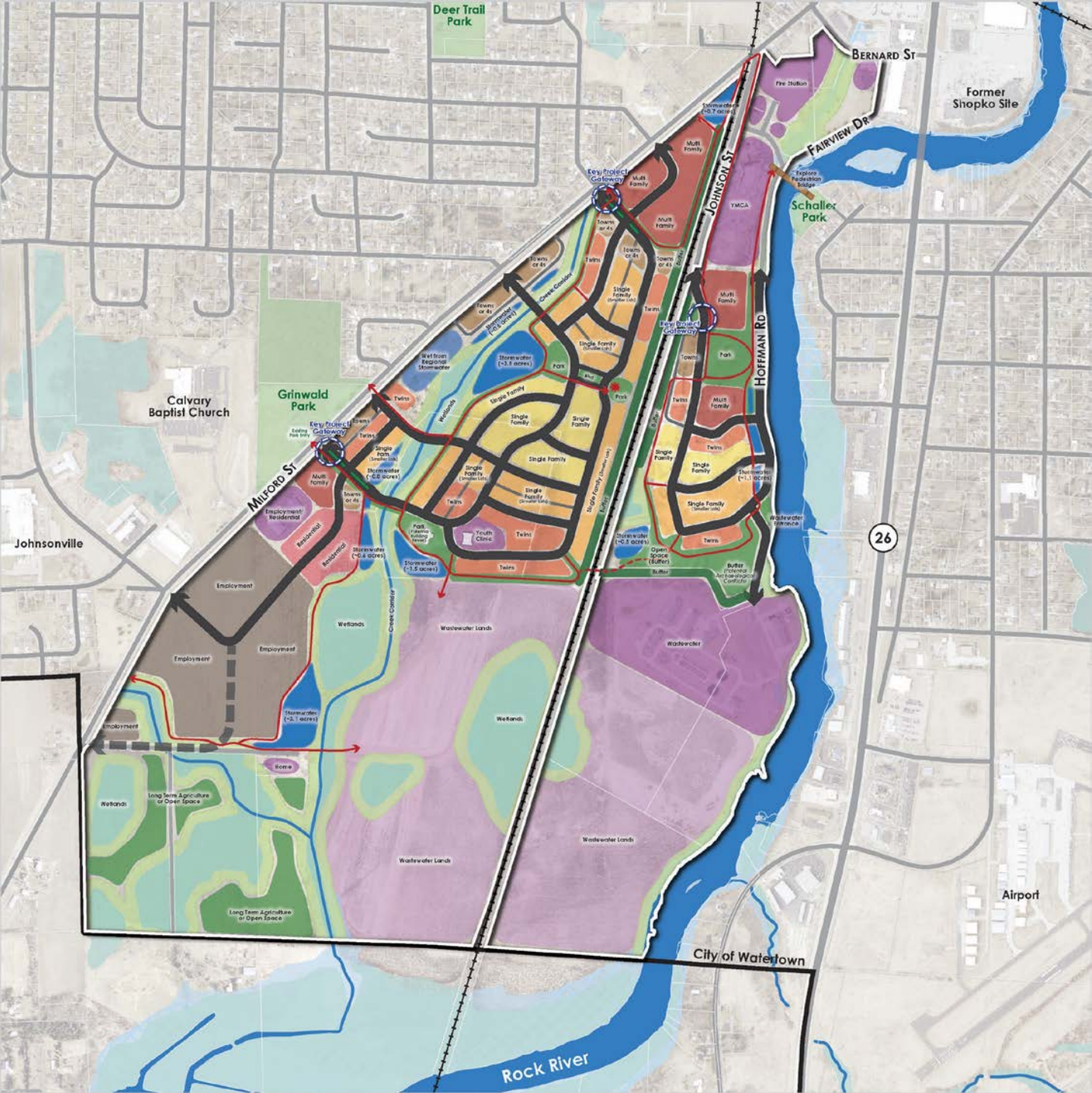
Opportunity Analysis: “DEVELOPABLE” AREAS

- Areas Likely Developable
- Areas Potentially Developable, but with Highest Likelihood of Archaeological Conflicts
- Area Undevelopable
- Areas with Existing or Planned Development



Draft Conceptual Neighborhood Plan

- Existing Uses
- Environmental Constraints
- Environmental Buffers
- Stormwater
- Circulation (Street Rights of Way)
- Potential Alley or Private Drive
- Open Space
- Trail Network
- City Parcel Employment (~36 acres)
- City Parcel Residential (~6 acres)
- Potential Housing**
 - Single Family (4 du/ac, ~65 units)
 - Mixed Residential (6-8 du/ac, ~335 units)
 - Single Family (Smaller Lots)
 - Twinhomes (Duplex)
 - Townhomes or 4 Units
 - Multi Family (20 du/ac, ~300 units)

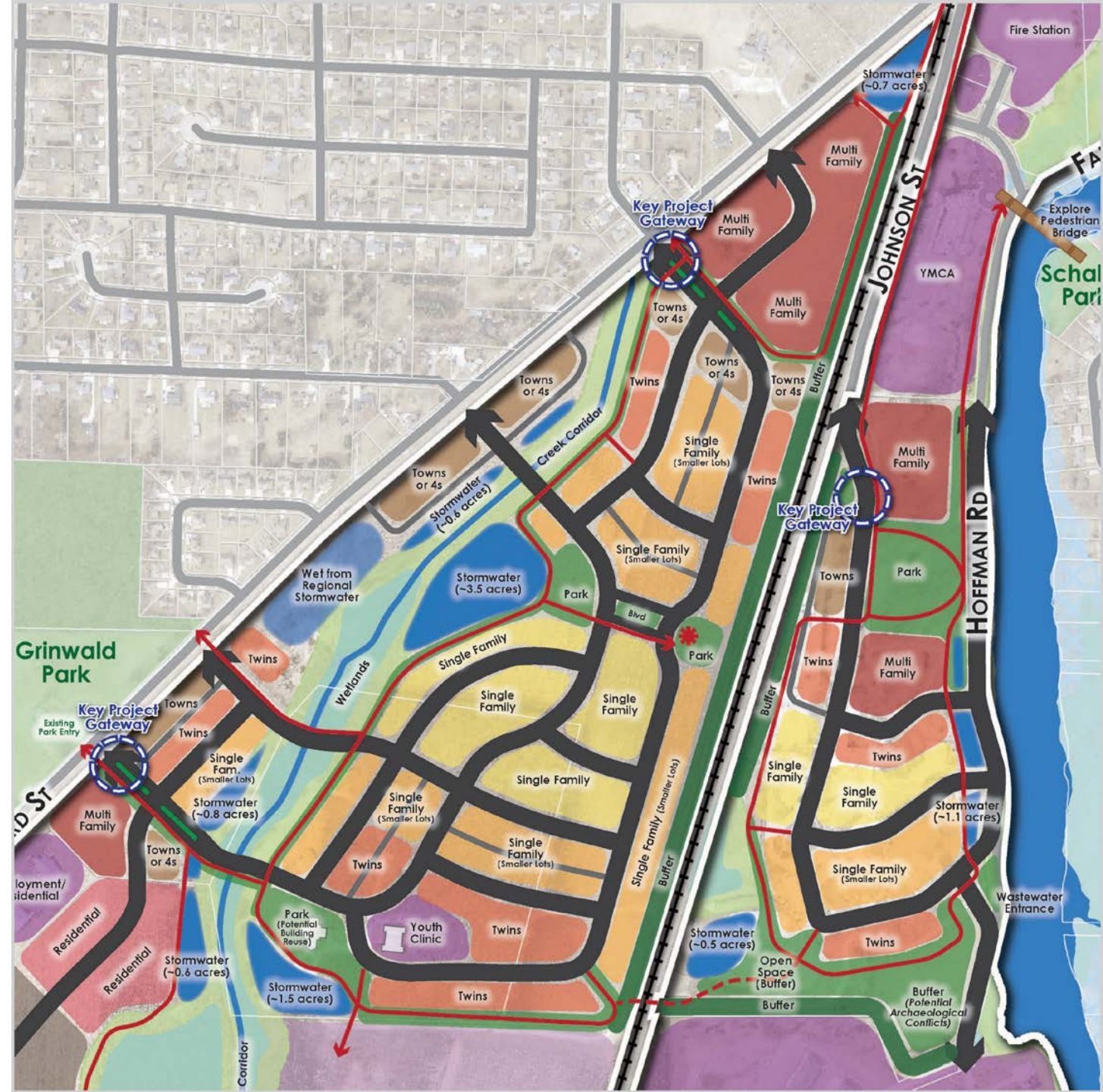


Draft Conceptual Neighborhood Plan

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Draft Conceptual Neighborhood Plan

Potential Housing

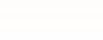
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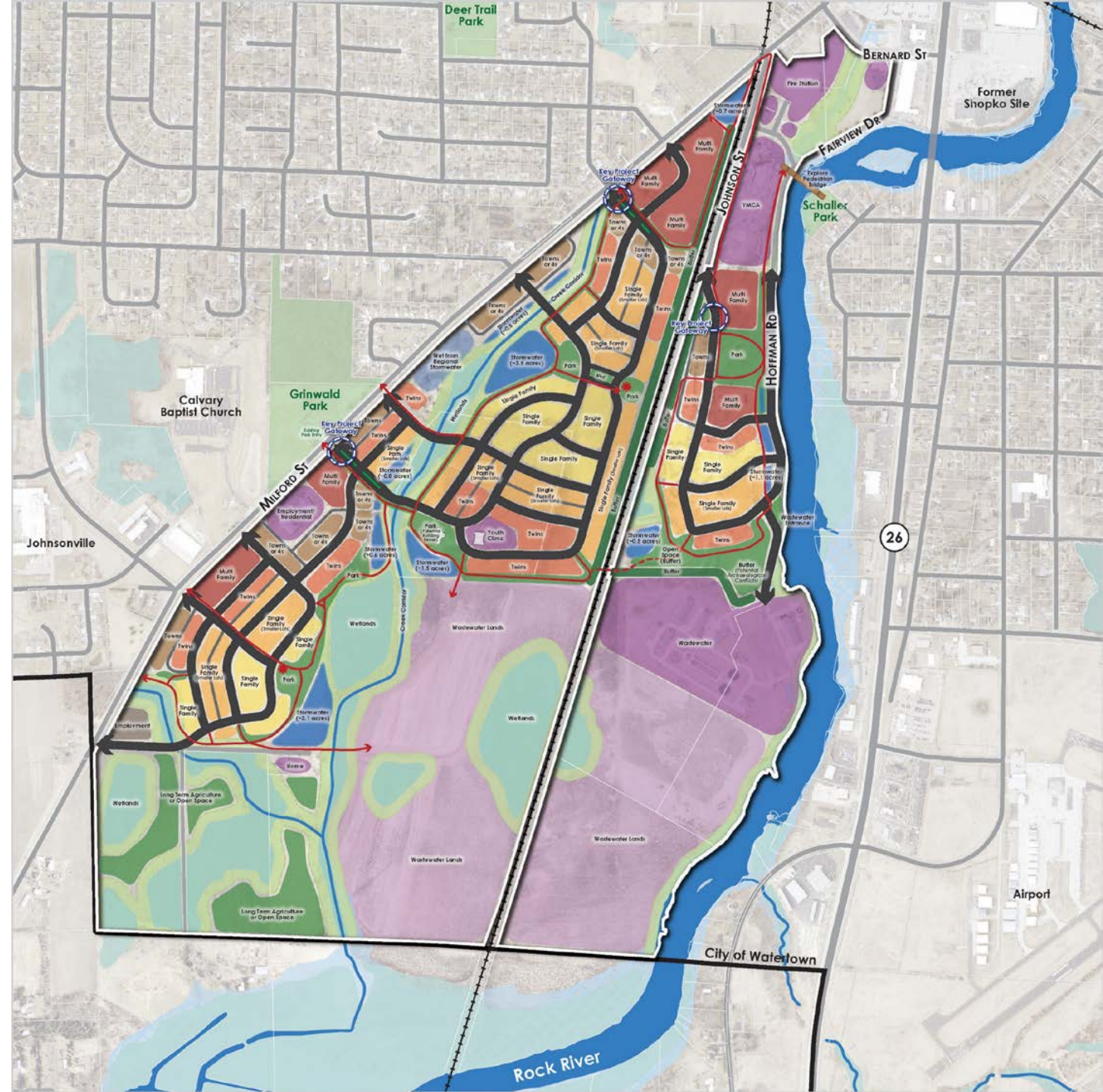
Total ~700 units

Draft Conceptual Neighborhood Plan City Land Alternative

-  Existing Uses
-  Environmental Constraints
-  Environmental Buffers
-  Stormwater
-  Circulation (Street Rights of Way)
-  Potential Alley or Private Drive
-  Open Space
-  Trail Network
-  City Parcel Employment (~1.5 acres)

Potential Housing

-  Single Family (4 du/ac, ~90 units)
-  Mixed Residential (6-8 du/ac, ~470 units)
-  Single Family (Smaller Lots)
-  Twinhomes (Duplex)
-  Townhomes or 4 Units
-  Multi Family (20 du/ac, ~360 units)

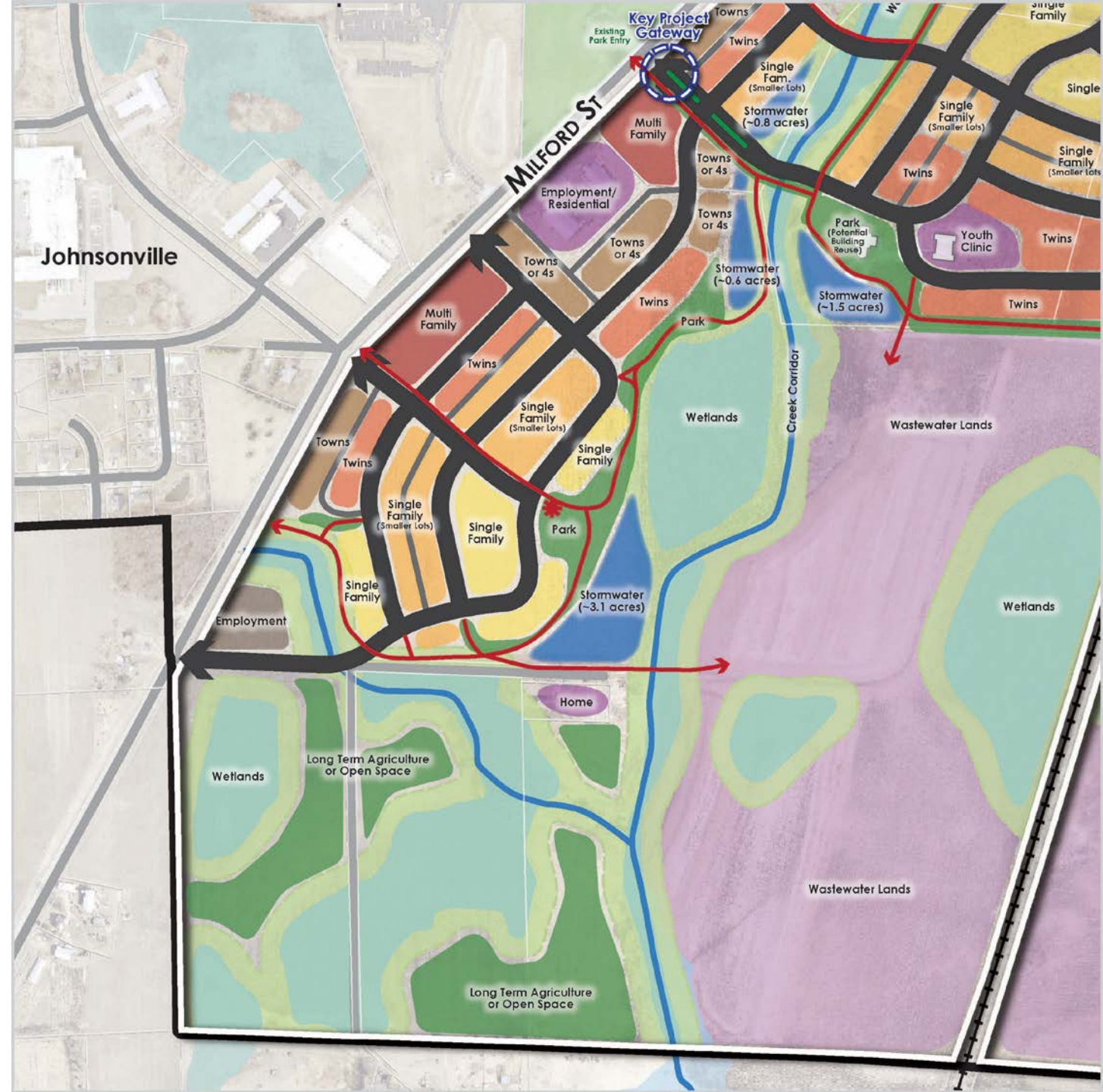


Draft Conceptual Neighborhood Plan City Land Alternative

-  Existing Uses
-  Environmental Constraints
-  Environmental Buffers
-  Stormwater
-  Circulation (Street Rights of Way)
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Draft Conceptual Neighborhood Plan

City Land Alternative

Potential Housing



Single Family (4 du/ac, ~90 units)

Mixed Residential (6-8 du/ac, ~470 units)



Single Family (Smaller Lots)



Twinhomes (Duplex)



Townhomes or 4 Units



Multi Family (20 du/ac, ~360 units)

Total ~920 units

Vision Graphic

Neighborhood Development Plan

Watertown, Wisconsin



Single Family



Twin Home (Duplex)



Townhomes



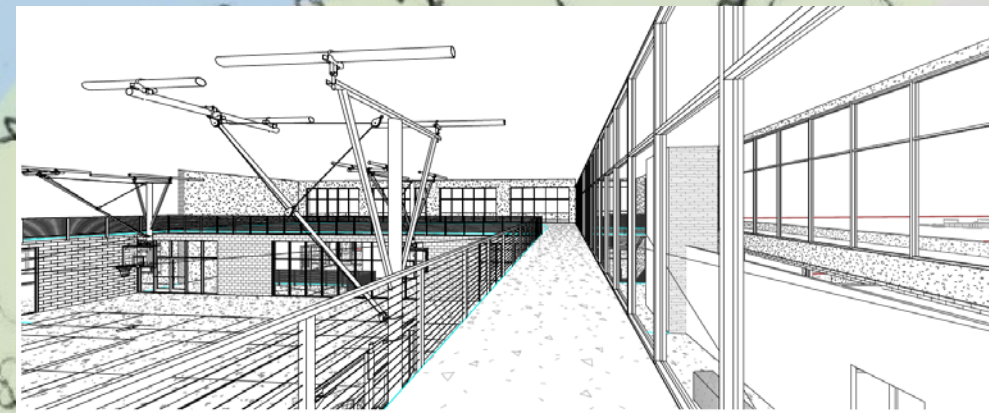
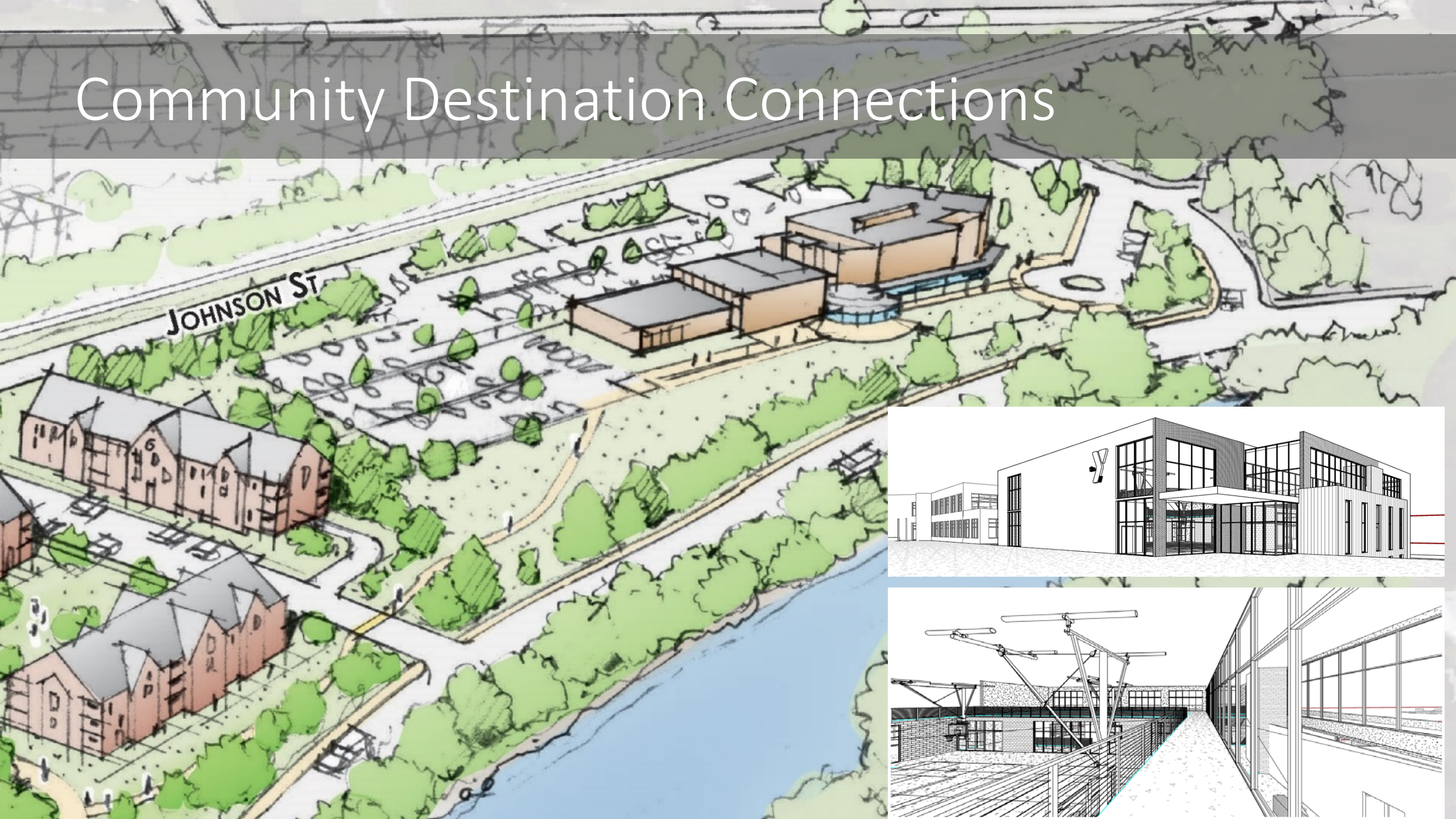
Multi Family



Parks, Open Space & Riverfront



Community Destination Connections



Project Process

Timing	Task
October	Property Site Tour and Stakeholder Meetings
November	Site Analysis and Madison Tour
December/January	Develop Draft Concept Plans
January	Initial Discussions
TODAY	Plan Commission Conceptual Review
May 2	City Council Conceptual Review
May 18	Public Informational Meeting 5:30 PM @ Watertown Country Club
June/July	Plan Adoption

THOUGHTS AND QUESTIONS?