

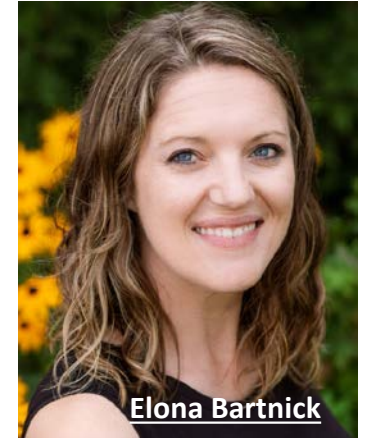


WATERTOWN SOUTHWEST SIDE CONCEPTUAL NEIGHBORHOOD PLAN



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



WHY NOW?

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

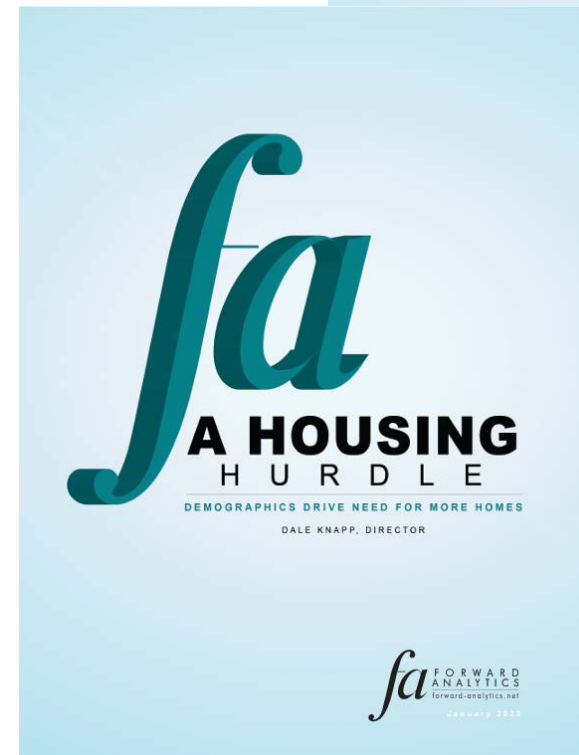
Solution: Increase Diverse Housing

Housing and Market Analysis

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

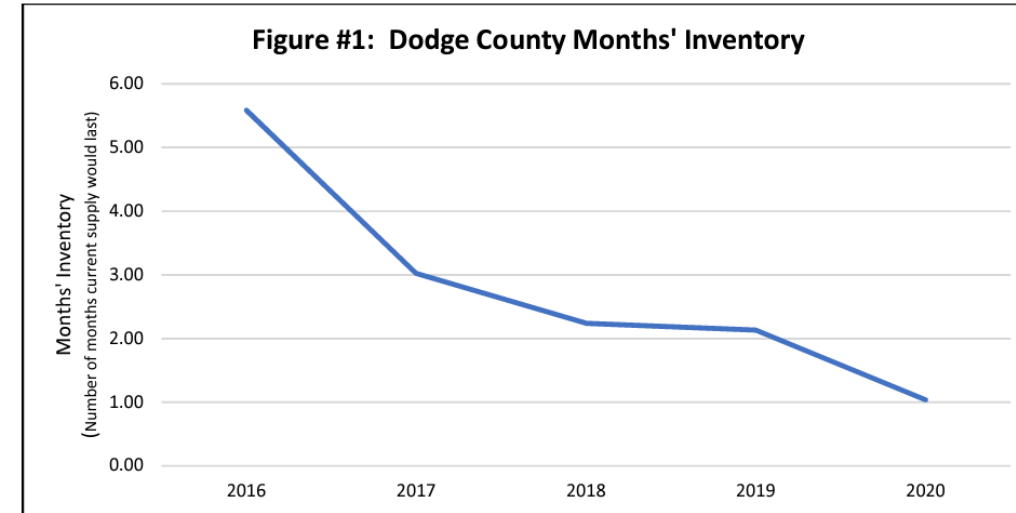
- State lost 106,000 workers under the age of 26 between 2012-2020
- Working Wisconsin residents will decline by 130,000 by 2030, unless migration occurs
- Wisconsin needs 140,000 new housing units by 2023 to keep up with demand
- Baby Boomers will remain in their homes for the next 10-20 years = less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

Source: Forward Analytics, 2023

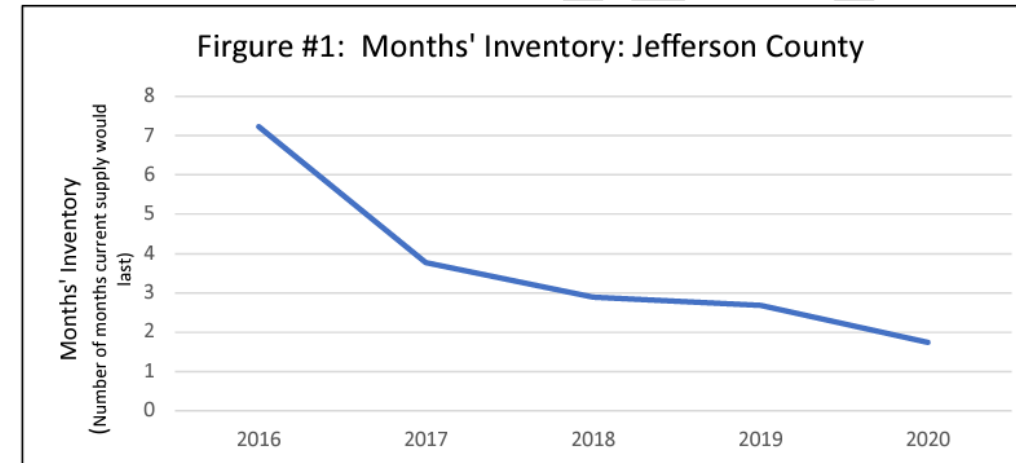


Housing and Market Analysis

- **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 847.025.9400 / info@tracycrossinc.com
www.tracycrossinc.com

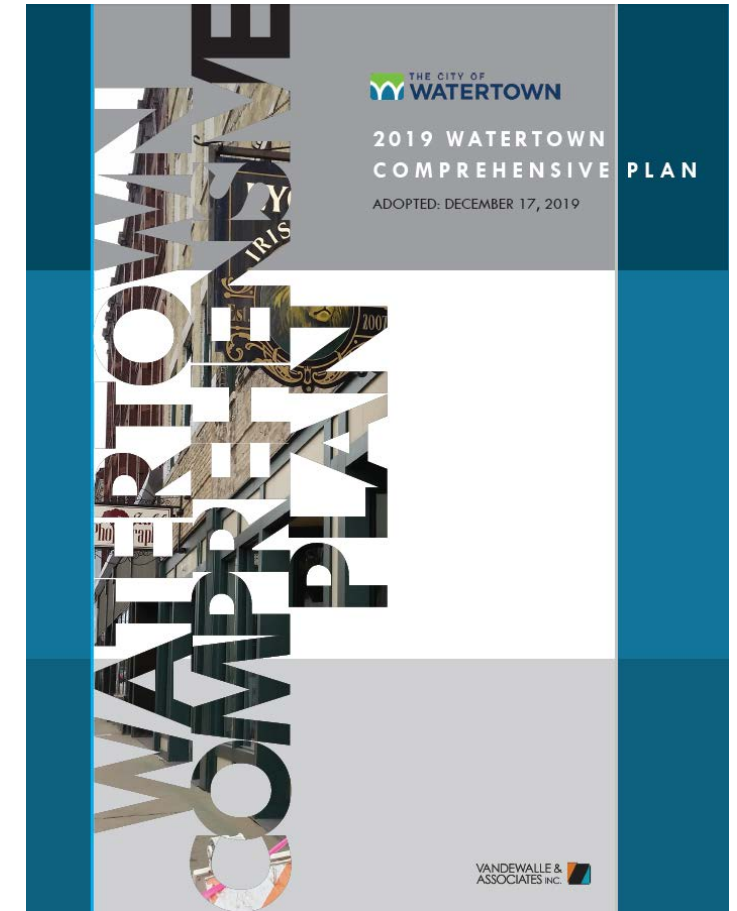
Underserved Unit Types



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



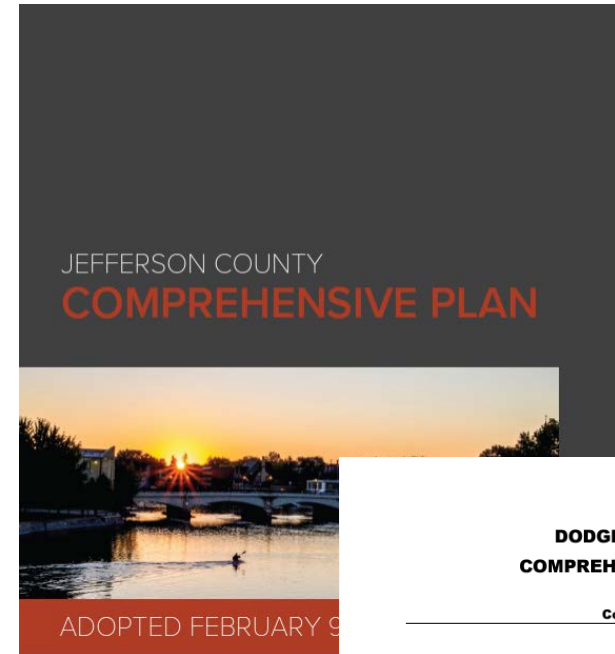
Established Goals and Objectives

- **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?



APPROACH

Rock River

HOFFMAN RD

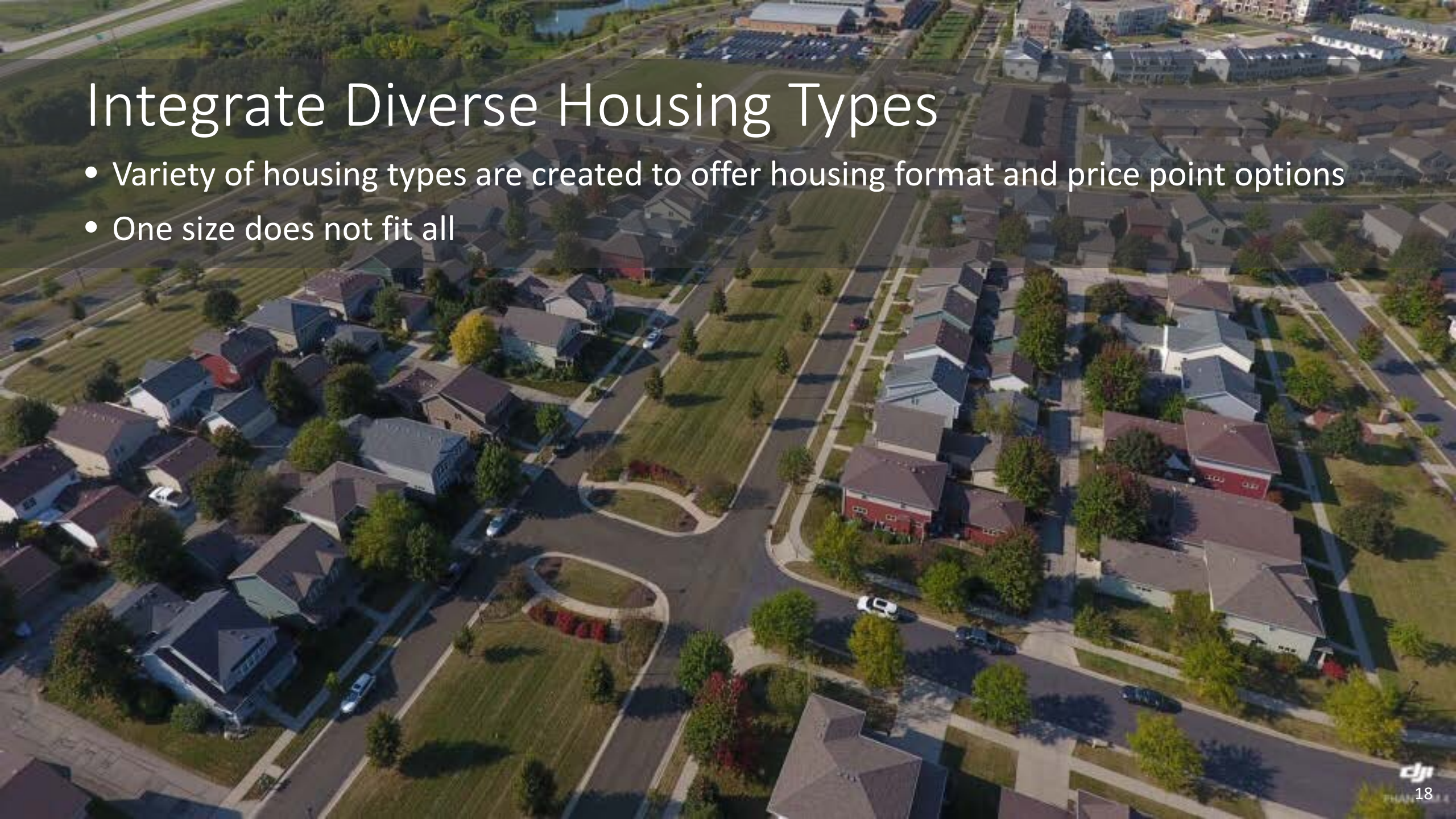


Goals

- 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

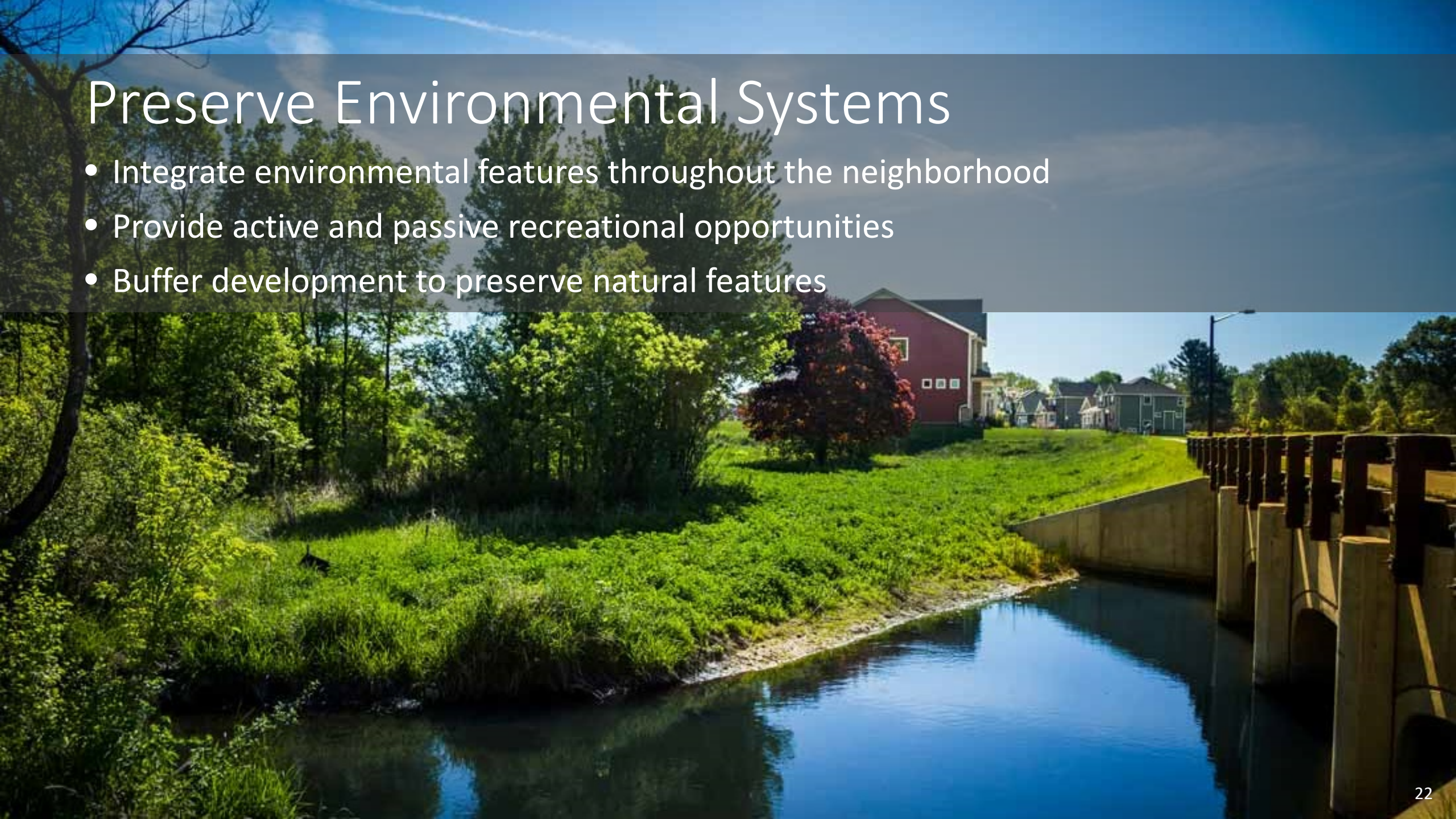
Facilitate Transportation Options

- 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



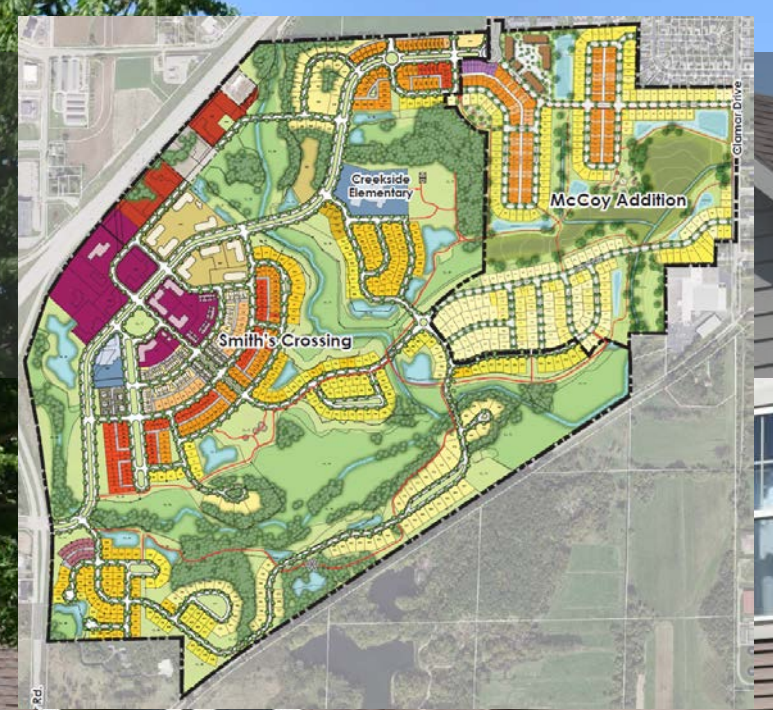
Neighborhood Examples

- Grandview Commons (Madison, WI)

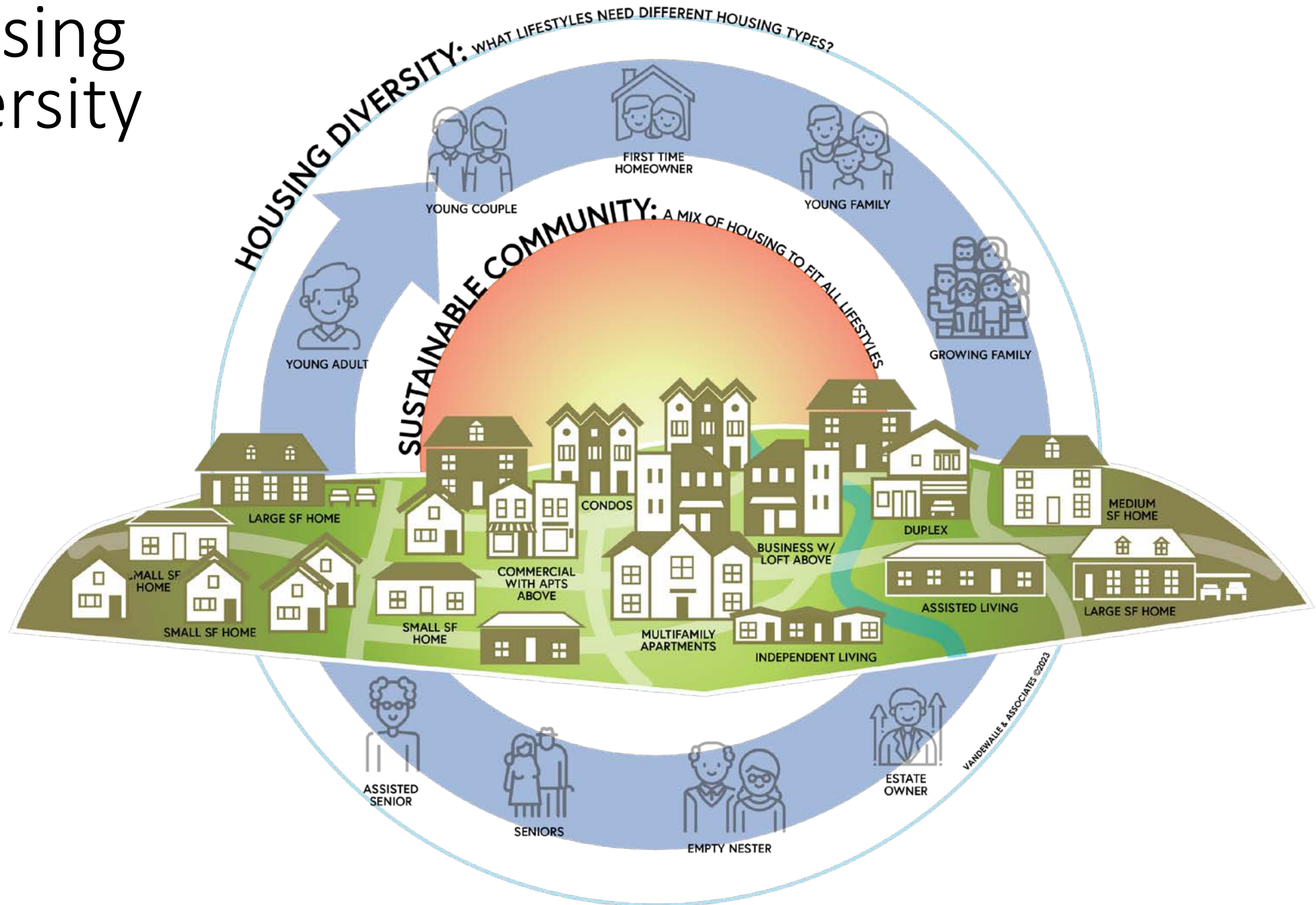


Neighborhood Examples

- 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 architectural concept drawing of a residential development. The drawing is an aerial view showing a cluster of houses with gabled roofs and porches, arranged in a somewhat irregular pattern. The houses are colored in shades of brown and tan. The development is situated along a river, with a road labeled 'HOFFMAN RD' running parallel to the water's edge. The river is labeled 'Rock River' and is shown in a light blue color. There are several small boats on the river. The drawing is overlaid with a semi-transparent dark grey band that contains the word 'CONCEPT' in white, uppercase letters. The overall style is a hand-drawn architectural sketch with colored washes.

CONCEPT

HOFFMAN RD

Rock River

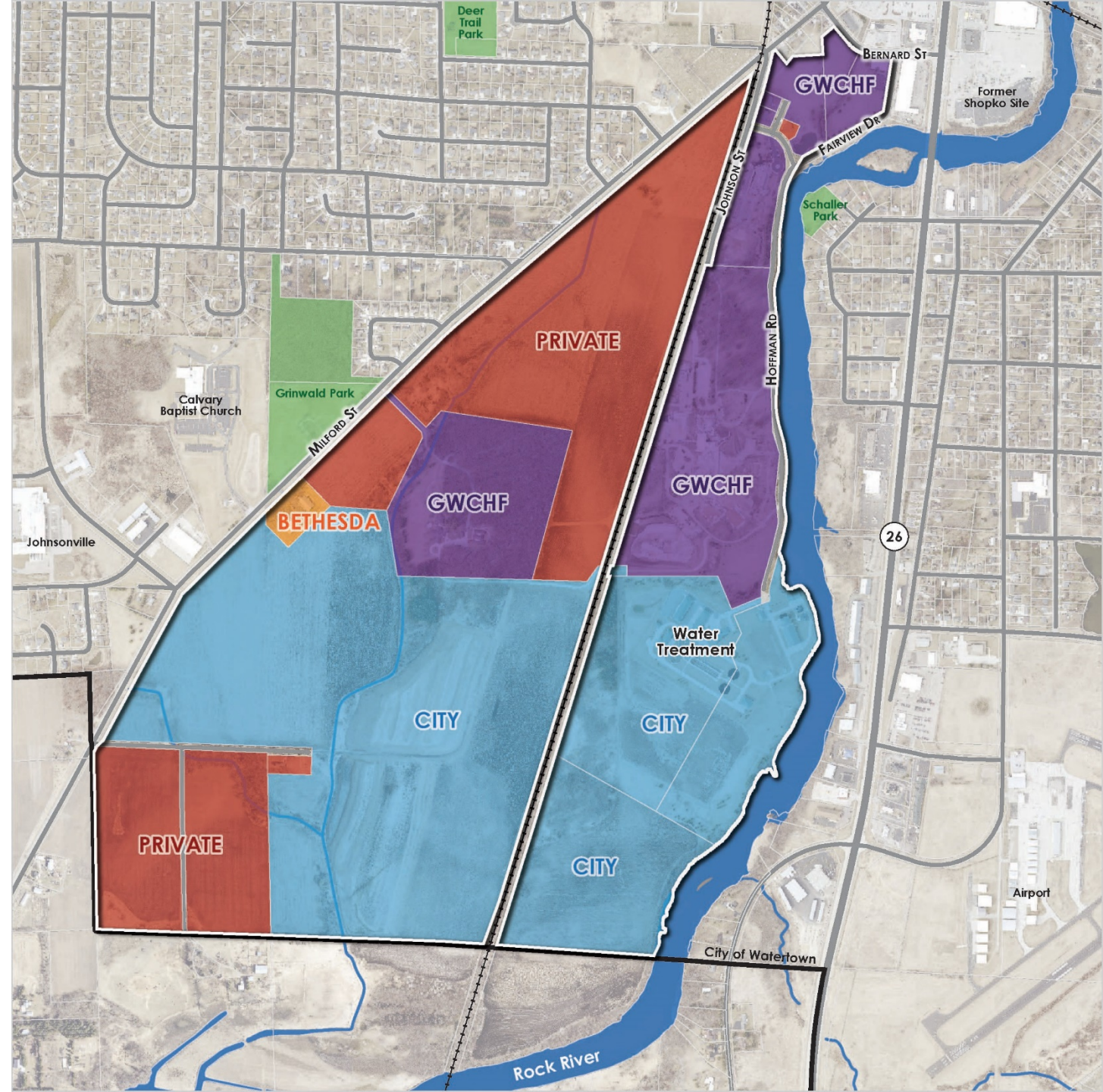
Conceptual Neighborhood Plans

- 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

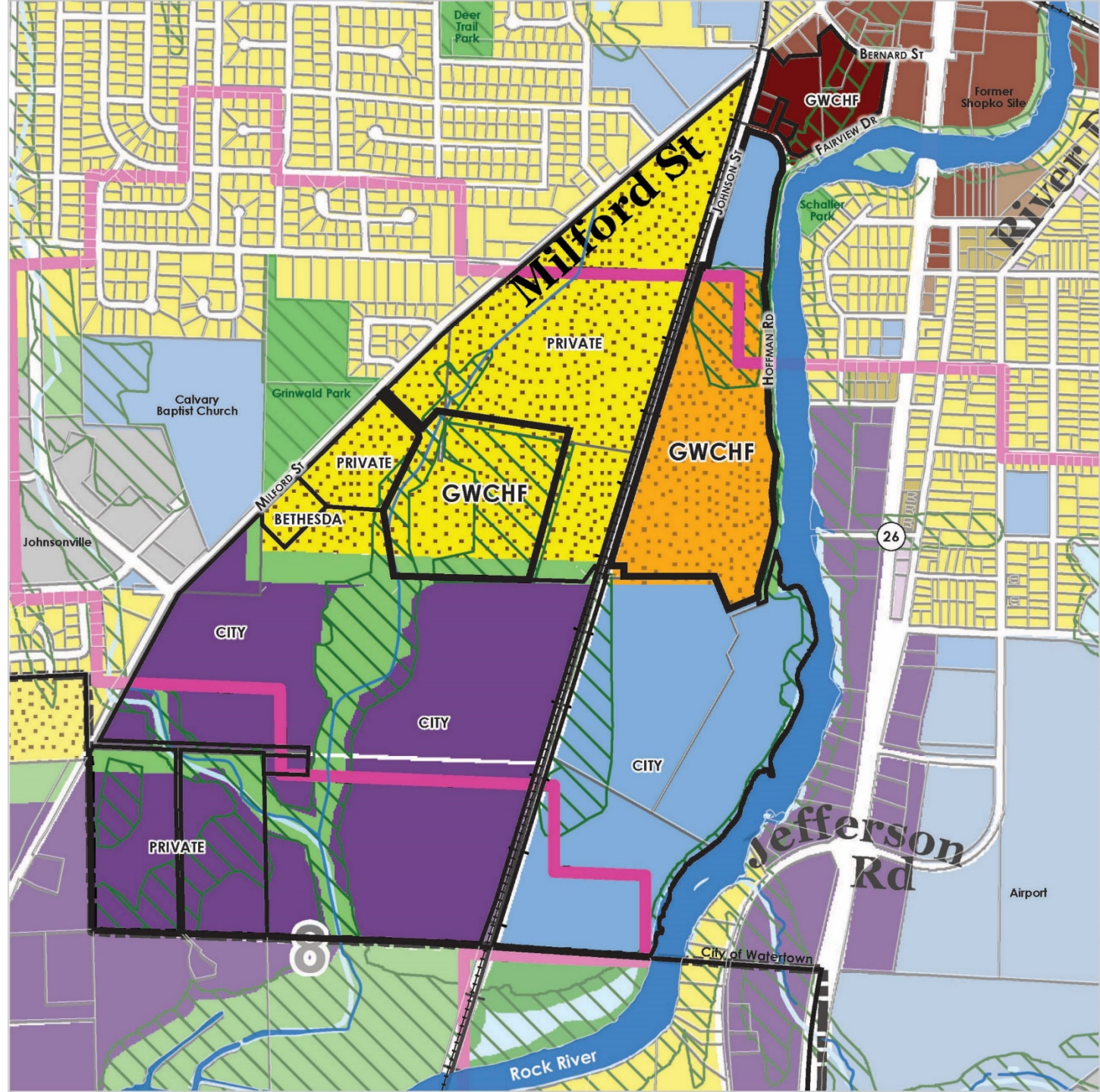
**"Planned Neighborhoods" should include a mix of the following:

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



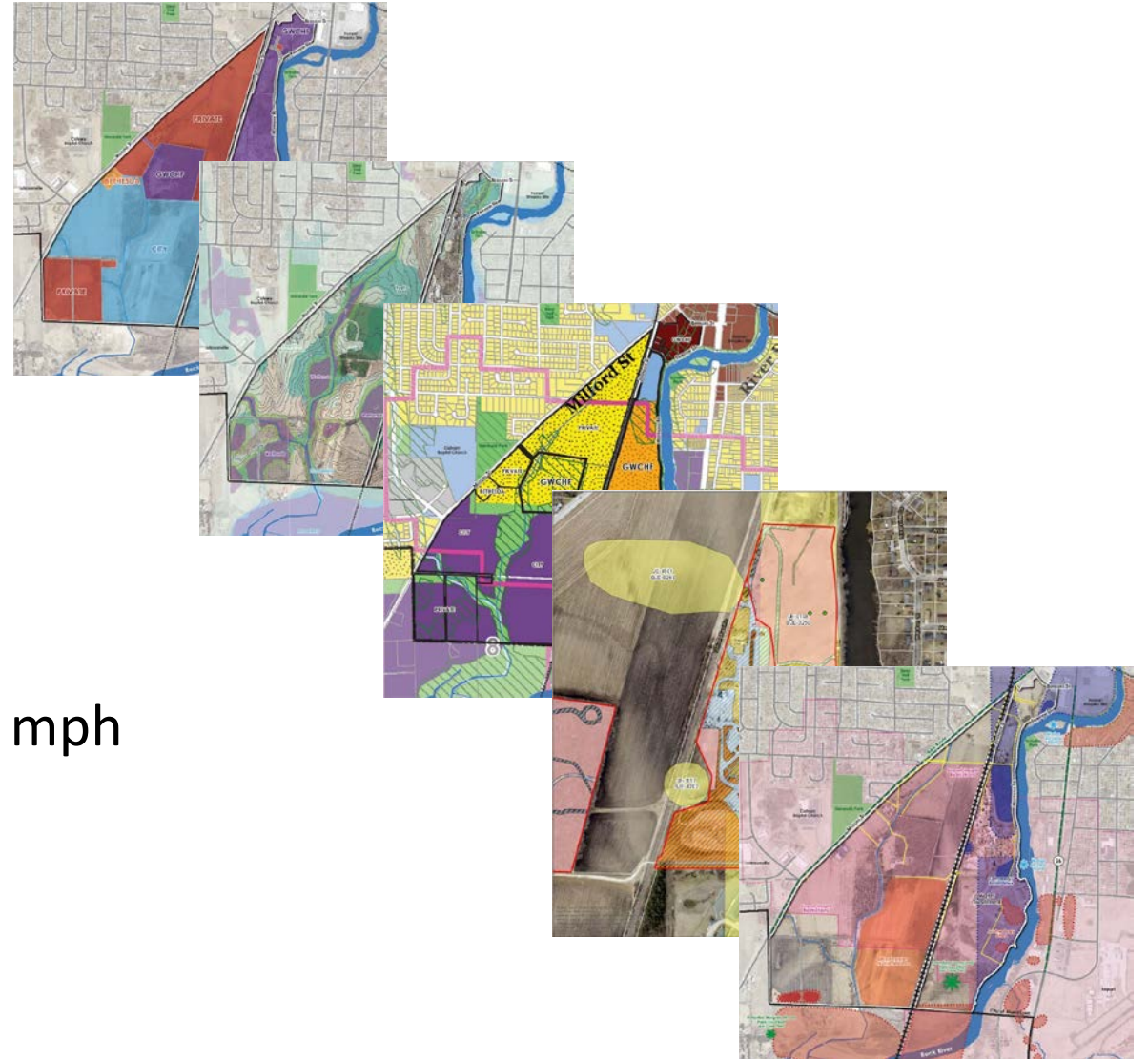
***Each "Riverside Mixed Use Area" may include mix of:

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



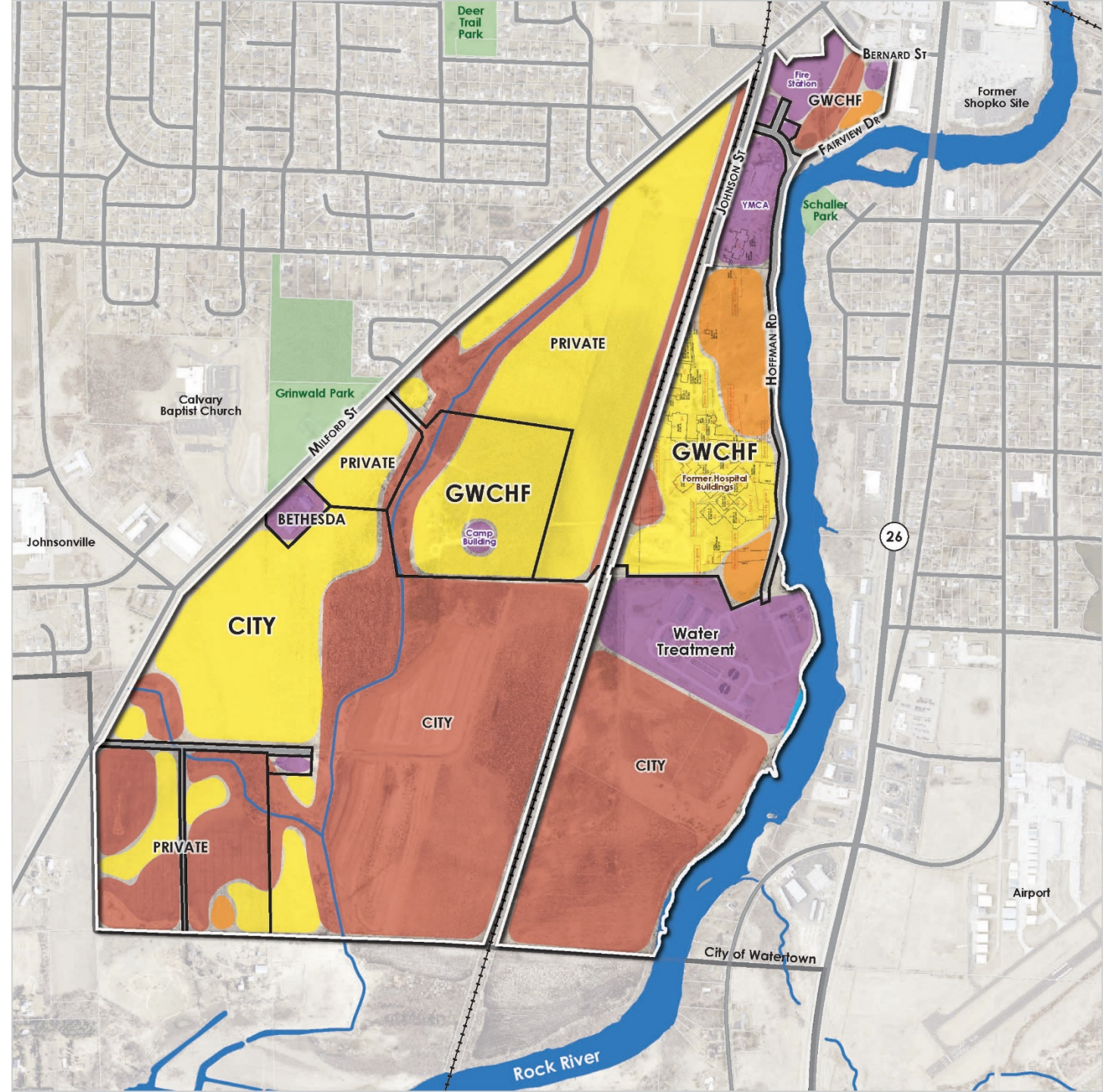
Site Constraints

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














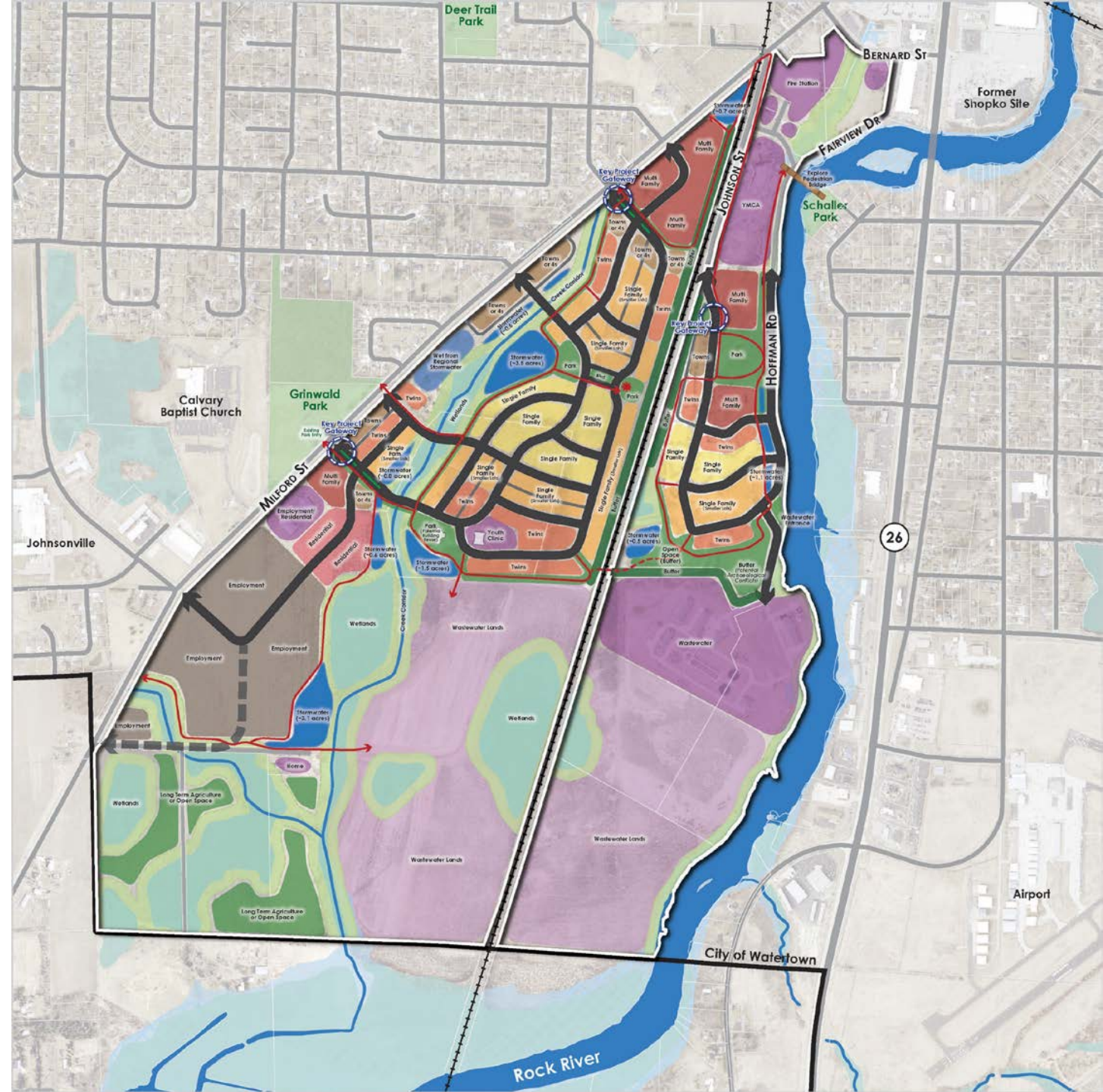
Opportunity Analysis: “DEVELOPABLE” AREAS

-  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)

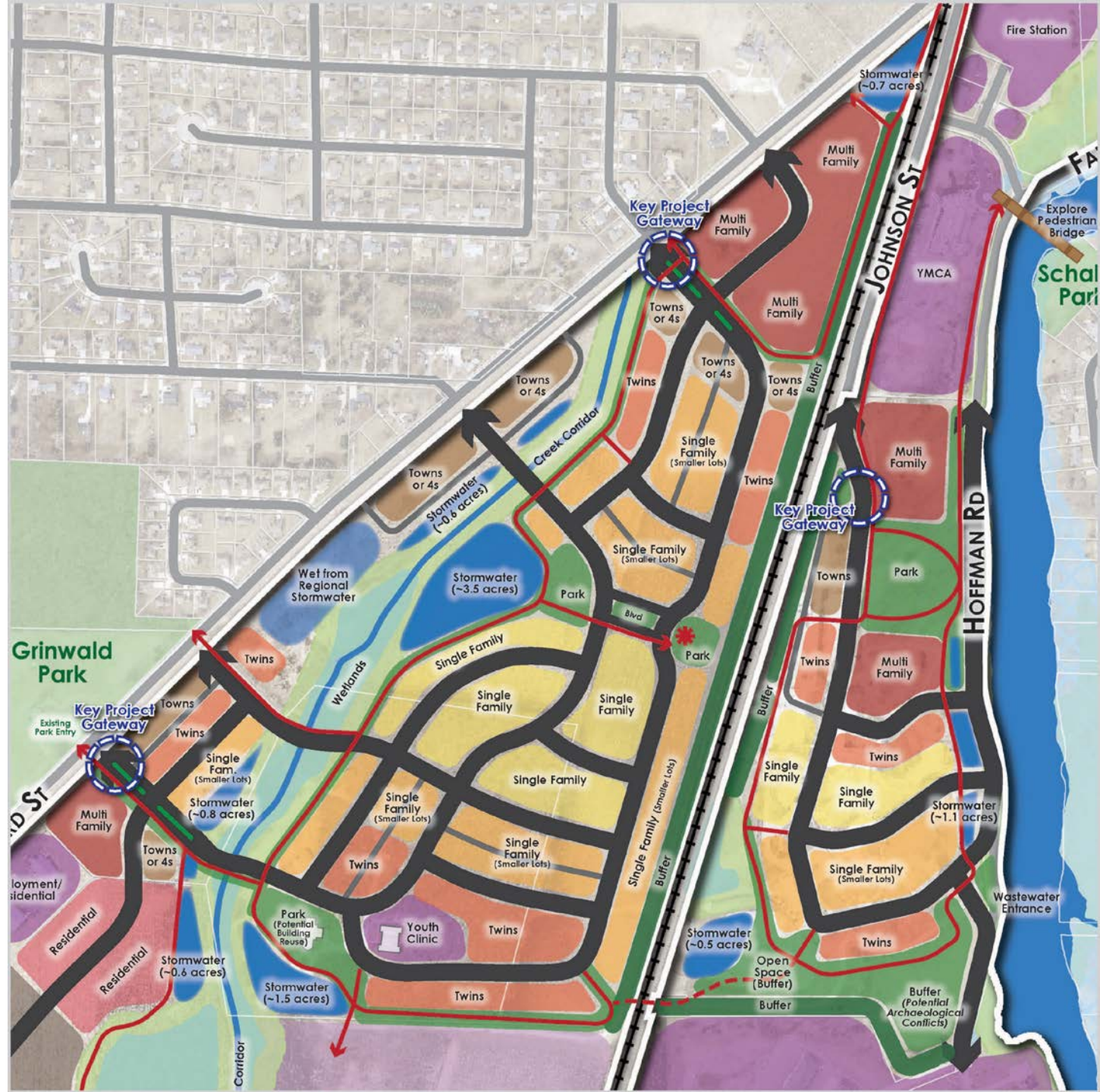


Draft Conceptual Neighborhood Plan

-  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

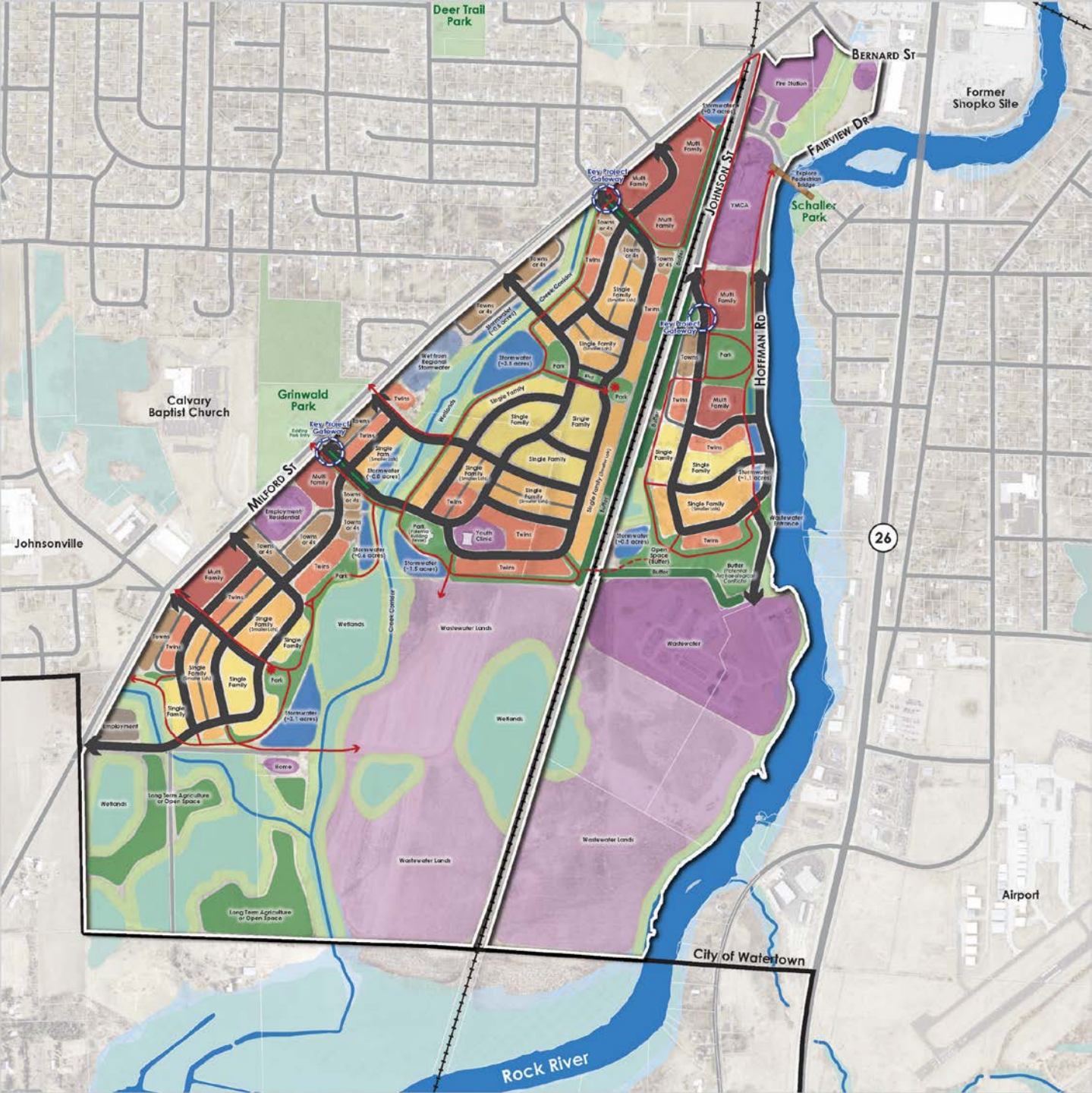
Potential Housing

-  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)

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

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



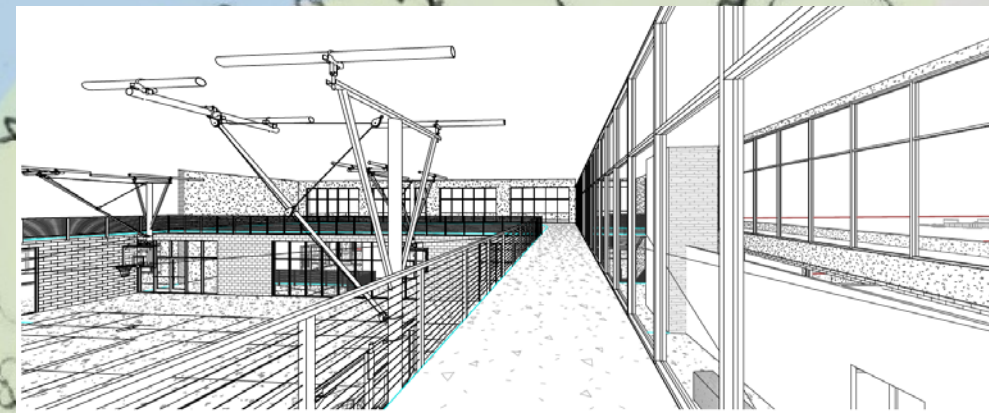
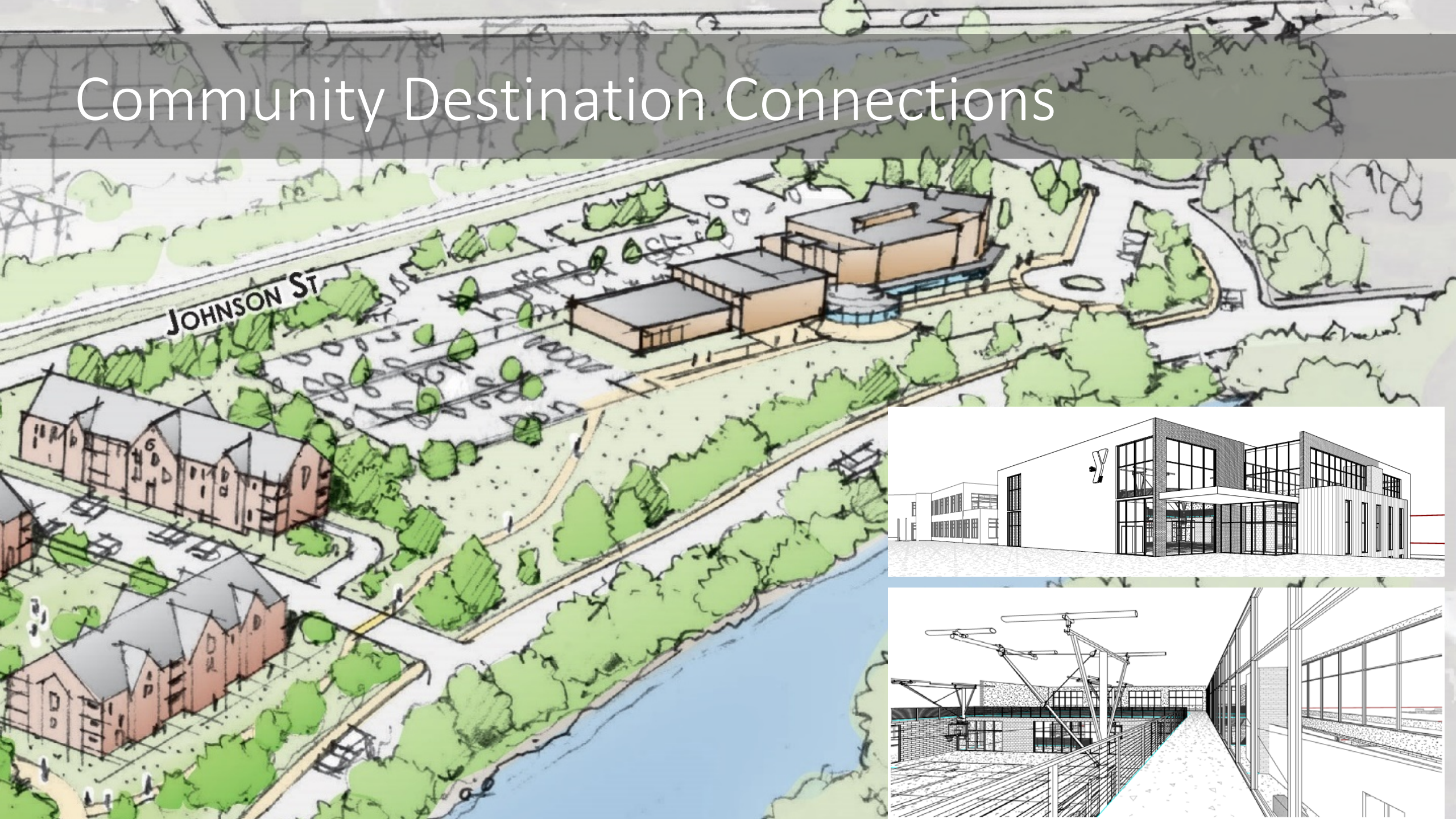
Multi Family



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?