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Introduction

Purpose and Scope

The City of Watertown, along with local business owners, residents, potential developers, Riverwalk enthusiasts, naturalists, retail entrepreneurs, and others have recognized the importance and the potential of Watertown's downtown riverfront. The time is right for reinvestment from both the public and private sectors. Planning and initial design initiatives have identified the opportunities of the area, funding tools are in place, and the City is actively taking the initiative to transform Watertown's downtown waterfront into a vibrant focal point for the community and the region. This transformation will be a process of private redevelopment and public improvements phased in over the years.

The City of Watertown Riverfront Plan and the *Redevelopment District No. 2 Project Plan* have identified improvement opportunities, proposed uses, public improvements, priority redevelopment sites, and financing techniques for this transformation. With the goal of achieving efficient, attractive, compatible, and appropriately scaled redevelopment and improvements, Redevelopment Design Standards have been developed to guide the physical form and appearance of new buildings and their sites.

The following standards are intended to communicate the design intentions and requirements of the City and to serve potential developers, City review entities, and designers through the design and review process.

City's Role

The role of the City of Watertown in the revitalization of the Downtown Riverfront Districts and General Development District is to:

- Create a formal redevelopment district.
- Review development proposals and modification to existing properties through the Site Plan Review Committee.
- Apply design standards and existing zoning code to all future projects.
- Establish cooperative planning efforts between City and redevelopment area property owners.
- Communicate the desired vision and character of the district to prospective developers.

The City's contribution to the redevelopment of the district may also include the following public improvements:

- Construction of a Riverwalk, possibly a pedestrian bridge/observation area for river activity, including replacement of boardwalk and upgrading seawalls where needed.
- Improvement of Water and First Streets streetscape.
- Coordination with economic development efforts to create recreational opportunities.
- Relocation of business as necessary to create development sites.

Zoning

These standards are in addition to those provided by the City of Watertown Zoning Ordinance and Sign Ordinance. Where conflicts between these standards and zoning or sign ordinances occur, the most stringent and restrictive rules shall apply.

Design Review Process

All new development, additions, remodels, and renovations within the Downtown Riverfront Districts and General Development District are subject to design review to determine the project's compliance with the Core Principles and specific standards contained within this *Redevelopment District No. 2 Design Standards* document as well as with other components of the *City of Watertown Riverfront Plan*. The process for design review is based on the extent of the work proposed. Projects will be evaluated for consistency with the other components of the *City of Watertown Riverfront Plan*, the City of Watertown Zoning Ordinance and these Design Standards.

The Design Standards are applied during the City Site Plan Review Committee review of development applications. Decisions will be made by the Site Plan Review Committee to approve, approve with conditions, or deny a proposal. When a project is found to be inconsistent with the Design Standards, the Site Plan Review Committee may impose conditions of approval. It may also be determined that design details or other onsite factors warrant project approval without observance of the Design Standards. For those applications that are substantially inconsistent with the guidelines, the Site Plan Review Committee also has the option to deny the development request.

Coordination with Public Improvements

Many future redevelopment projects in the Downtown Riverfront area have the opportunity to take advantage of their riverfront location and existing and planned public improvements. The public places benefit from the increased activity of the private redevelopment. Cooperation between the private and public sectors and the planning and design of their future projects is encouraged.

How to Use This Document

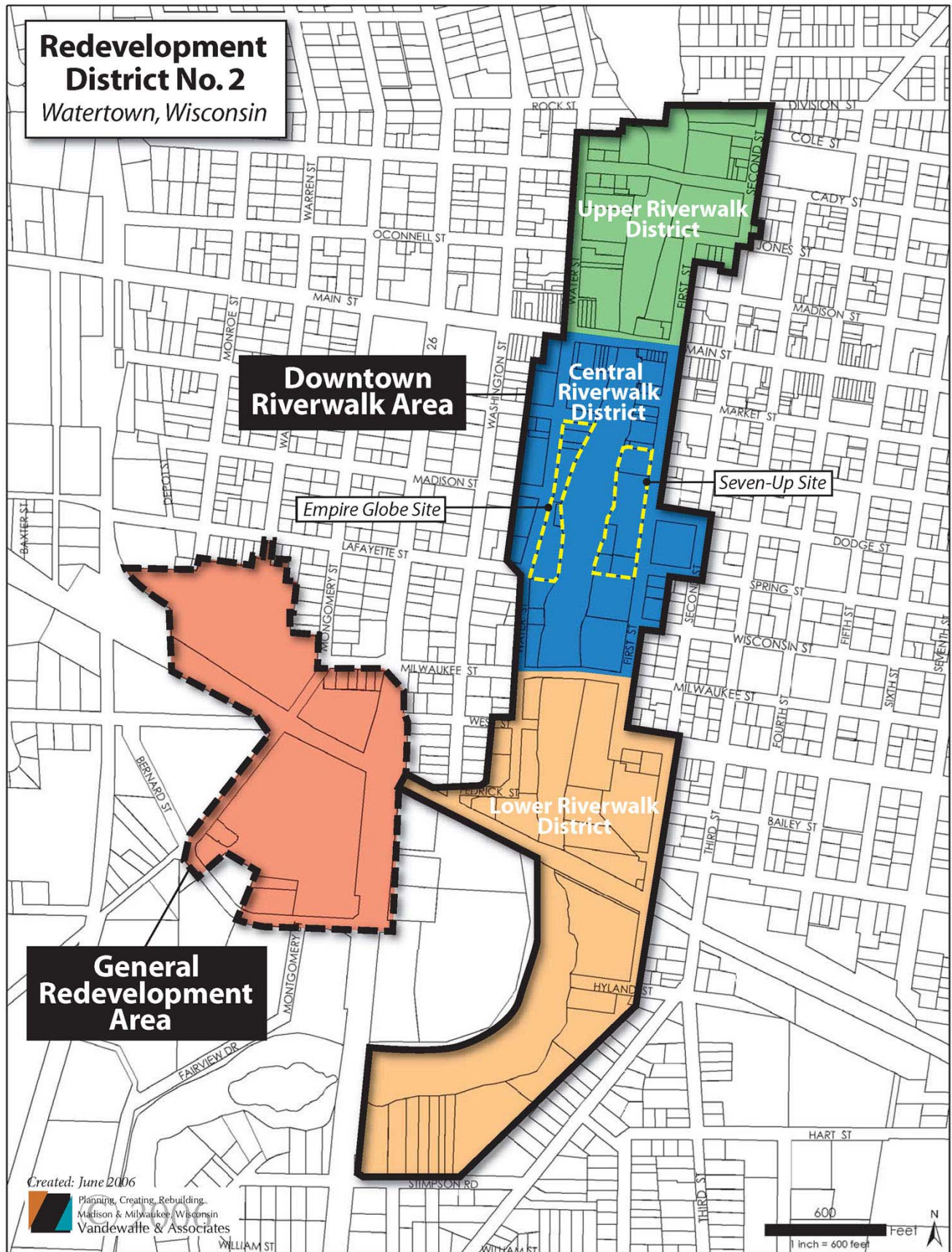
The Redevelopment District No. 2 Design Standards document should be used to plan, design and review development proposals. This Design Standards document is organized with a hierarchical structure. The "Core Principles" are overriding tenets that apply to the entire Redevelopment District No. 2 area. Within Redevelopment District No. 2 are two subset areas, the "Downtown Riverwalk Area" and the "General Redevelopment Area."

The section of this document dedicated to the "Downtown Riverwalk Area" provides principles that apply to three districts within the greater Downtown Riverwalk Area; the Upper, Central, and Lower Riverwalk Districts. Projects located in any one of the three "Riverwalk" districts should refer to both the "Downtown Riverwalk Area" section and the individualized standards that are provided for each of the three Riverwalk districts. These individualized standards are organized by site and building design issue, including: site locations for parking and buildings, site treatments, building bulk standards, signage and lighting, and building form and appearance. Two high-priority redevelopment sites (Empire Globe and Seven-Up) are also located within the Central Riverwalk District and have additional specific standards directly applicable to their site.

The other subset area, the “General Redevelopment Area” has to comply with the Core Principles for the entire Redevelopment District No. 2, and has its own individualized standards.

Design Standards Hierarchy

Project Location		Applicable Design Standards							
		Core Principles	Downtown Riverwalk Area	Upper Riverwalk District	Central Riverwalk District	Empire-Globe Site	Seven-Up Site	Lower Riverwalk District	General Redevelopment Area
Downtown Riverwalk Area	Upper Riverwalk District	✓	✓	✓					
	Central Riverwalk District	✓	✓		✓				
	Lower Riverwalk District	✓	✓					✓	
	Empire-Globe Site	✓	✓		✓	✓			
	Seven-Up Site	✓	✓		✓		✓		
General Redevelopment Area		✓							✓



Vision: Watertown's Downtown Riverfront

Imagine...

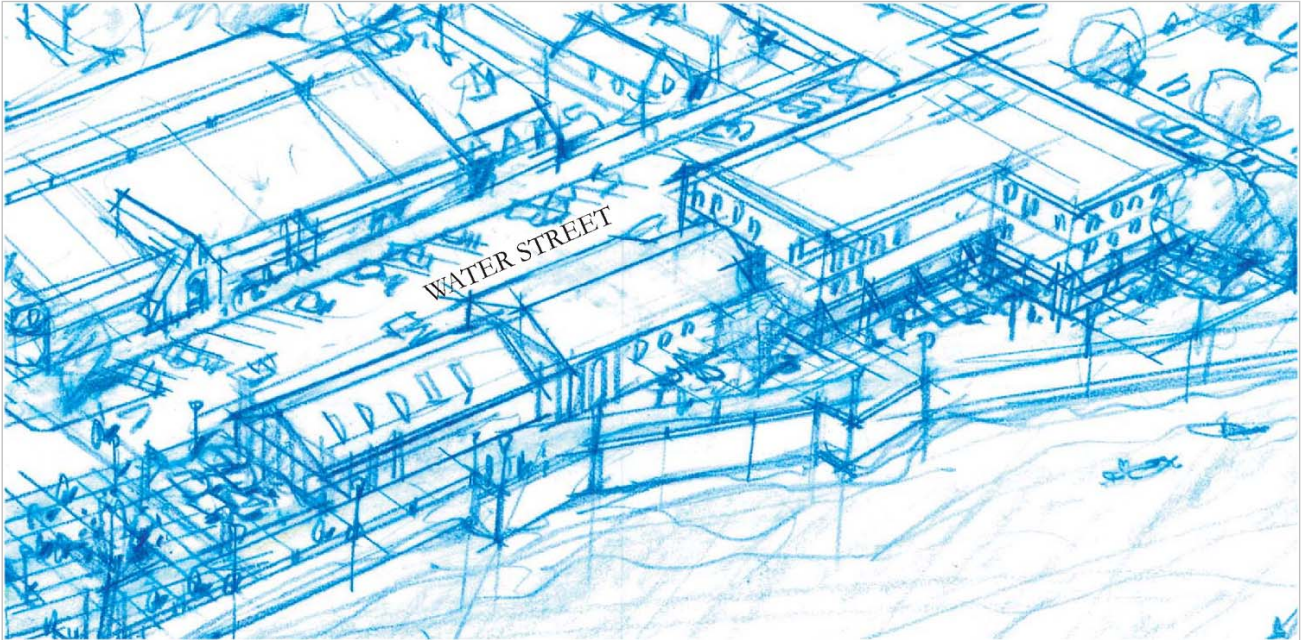
A downtown riverfront experience that integrates Watertown's historic downtown and surrounding neighborhoods with the river providing pedestrian access to active recreation, public open spaces, and local businesses. Picture a visually attractive riverfront from both the street and river perspective. Experience a new business and residential development downtown that enhances, and does not detract from, the appearance and public use of the riverfront while also being sensitive to the ecology of the river. Access the riverfront via efficient parking that accommodates auto and minimizes the impact on the natural aesthetics of the riverfront. Explore the river in interactive riverfront public spaces that showcase art and education along the Riverwalk and throughout downtown. Imagine people living in unique downtown housing, working in retail shops and service businesses, and gathering and socializing in a reborn and historic downtown Watertown.



Core Principles

River Orientation

New development along the river should locate buildings and uses to allow interaction with the river and the Riverwalk. Building activities should be oriented toward the river and open up views between the river and the building and site's activity areas. Large walls without windows, service areas, and utilities should be located away from these river-oriented portions of sites and buildings.



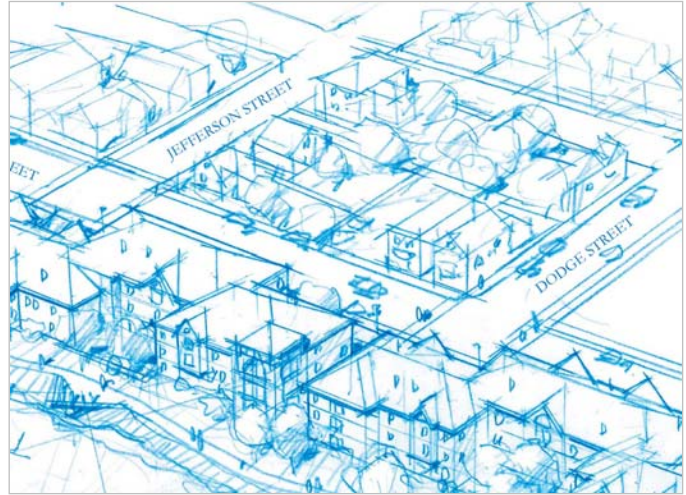
Street Orientation

The location of buildings and parking areas, building setbacks, and façade treatments should all strengthen the definition of the street face. Retail storefronts and residential entries should all be oriented toward the frontage street to add interest and activity to the streetscape.



Integration with Existing Neighborhoods

New development, located adjacent to existing neighborhoods and commercial areas, should be sensitive to the impacts of uses, parking, building height, building scale, and materials. Existing circulation and building patterns should be respected and continued into new projects. Connections between the neighborhood and the river should be maintained.



“Main Street” Commercial Aesthetic

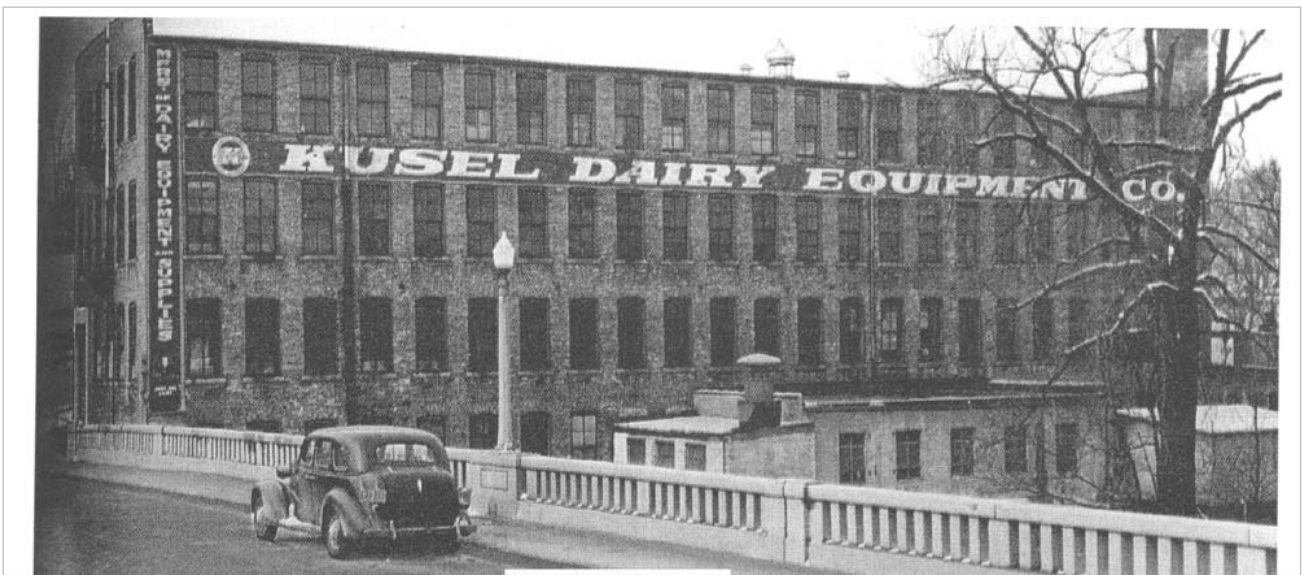
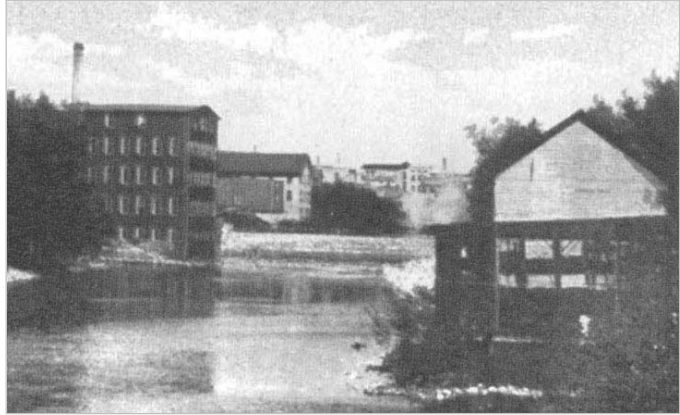
New buildings facing the primary streets of downtown Watertown should draw on the city’s historic commercial aesthetic as a source for today’s architectural design.

Watertown is renowned for its downtown nineteenth century architecture and has a strong prevalent historical commercial architectural aesthetic—two to six stories in height, brick façades, a lower level storefront, upper level punched window openings, and some form of decorative caps (e.g. decorative cornices).



“Riverfront Mills” Aesthetic

New buildings located on the river in downtown Watertown should draw on the historic architectural aesthetic of the city’s “working riverfront” as a source for today’s architectural design. Historically, the Rock River in downtown Watertown was a working river with mill and factory buildings constructed directly adjacent to the waterway. Structures associated with this commerce usually displayed a simple form with repetitive window patterns and punched openings. Typically, they were either rectangular brick with “flat” roofs or wood frame with gable roofs of clapboard or shingle siding. New buildings should reflect these historic aesthetics.

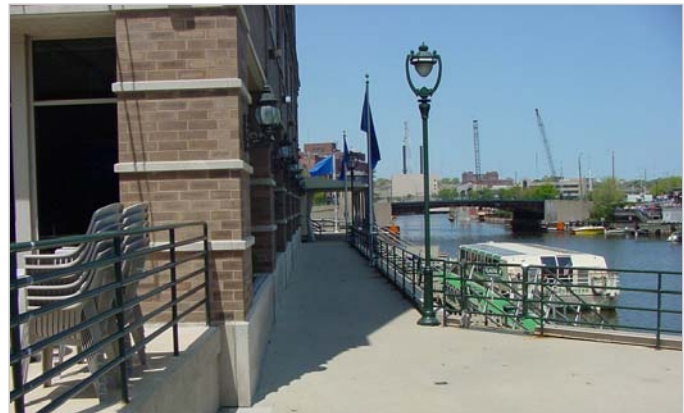


Downtown Riverwalk Area Principles

Located between Cady Street on the north end and the Highway 26 bridge on the south end, the Downtown Riverfront Area follows the Rock River corridor through the heart of downtown and includes riverfront properties and important street frontage on Water, First and Second Streets. Included in this area are the Upper Riverwalk District, Central Riverwalk District, and Lower Riverwalk District. The following principles apply to all properties within the Downtown Riverfront Area. Detailed standards for each of the three districts within the Downtown Riverfront Area are located in individual sections following the principles below.

Building Location and Orientation

- Locate building near street and sidewalk in order to maintain street block face and definition of streetscape.
- Orient building so primary activities face river, Riverwalk, and street frontage.
- Locate and orient building so entries are visible and easily accessible from street and Riverwalk.
- Locate drive-up facilities so as not to dominate street frontage. Do not locate on river frontage.
- Orient service areas to avoid visibility from street and riverfront.
- When siting franchise corporate/trademark buildings, orient appropriate functions and façades to street and riverfront. Modify franchise corporate/trademark building designs if necessary.



Building Setbacks

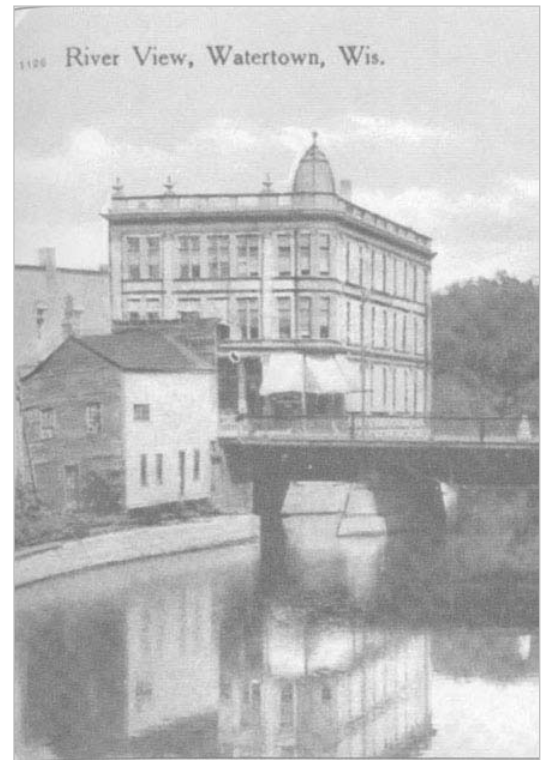
- See individual districts for specific setback requirements.
- For “infill” type projects, match historic context for building setback distance.
- Set back building face far enough for pedestrian comfort and site function while maintaining the definition of the streetscape and the interaction between street, sidewalk and building activities. (Setback requirements include minimum and maximum distances.)
- Create minimal setbacks at most urban streets.
- Create larger setbacks on thoroughfares and in more residential areas.

Building Heights

- See individual districts for appropriate building heights.
- Maximum heights in all districts should not exceed 6 stories.
- A minimum height of 20 feet is required in the Upper and Central Riverwalk Districts.

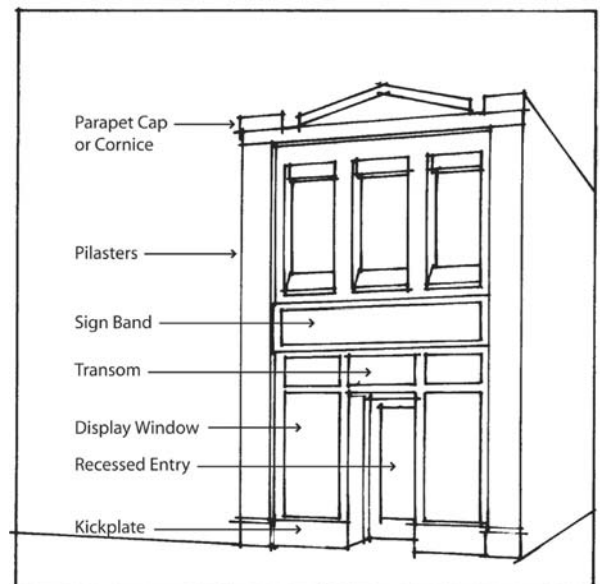
Building and Roof Form

- Use rectangular building forms.
- Use “flat” or “gabled” roof forms. Flat roofs, including gently pitched back-sloped roofs, are most appropriate at street frontage with some applications at river frontage. Gabled roof forms are most appropriate at river frontage locations and in residential areas. Shed roof forms allowable as attached building forms and additions.
- Enhance building corners when located at street intersections. Face the street intersection with distinctive architectural features such as: towers, rounded walls, recessed entries, or other features. Towers have historic Watertown precedent.
- Complement the form, proportion, and scale of adjacent historic structures.
- Do not use bold geometric façades.
- Do not use franchise corporate “trademark” architecture or architectural features. Modify building designs to fit above requirements.



Façade Character and Detailing

- Differentiate the upper and lower stories of buildings.
- In order to “break up” façades of larger buildings and create pedestrian interest at the street level, vary the building face through the use of materials and color, small variations in setback of structural bays, and/or incorporating features such as balconies and reveals.
- Articulate the upper portion of the street level façade and use this area “band” for signage.
- Create a visual termination (such as decorative cornices, parapets, crowns, medallions, etc.) at the top of building façades.



- Respect adjacent structures through the use of similar proportions, materials, colors, and other design elements.
- Provide architectural details at the ground floor to enhance the pedestrian character of the street. Details include window and door trim, recessed entries, awnings, and/or other features.
- Incorporate other detailing that articulates “bases” and “edges” of architectural elements.
- Use quality detailing and materials that will withstand effects of weather.
- Detail all sides of the building visible from street, riverfront, and primary parking areas to complement the front façade.
- Respect adjacent structures through the use of similar proportions, materials, colors, and other design elements.
- Do not use large unarticulated wall planes.

Windows and Doors

- Utilize transparent glazing in all windows, allowing a high level of visibility from the outside to the inside spaces.
- Utilize a simple palette of window types.
- For commercial buildings, utilize more transparent façades that are interactive with the street on the lower stories and utilize more “punched” openings on the upper façades.
- For ground floor retail uses and ground floor areas without retail use (such as customer lobbies, waiting rooms, offices, and employee lounges), devote at least sixty (60) percent of the street wall area to windows in order to enhance the pedestrian character of the primary street.
- At upper level floors, devote at least thirty (30) percent of the street wall area to windows.
- At upper level floors, utilize individual or small groups of similarly shaped and proportioned windows in a regular rhythm.
- On facades facing secondary streets and primary parking areas, enhance facades with windows and doors to avoid large areas of unarticulated facades.
- Do not use large monolithic areas of fenestration.



Materials and Colors

- Use brick and clapboard siding as the two primary façade materials.
- Use brick as the primary exterior finish material in most commercial and street-oriented projects. Detail and trim with brick, limestone, or pre-cast elements.
- Use high-quality (e.g. stable, long-lasting, and resistant to rot, UV, insects, freeze/thaw, etc.) wood, fiber cement, or “hardboard” horizontal clapboard siding for river-oriented “mill” type structures and for neighborhood-scaled residential projects.
- Use durable, high-quality exterior materials to convey a sense of permanence.
- Use smaller-scale exterior building materials and building surfaces at lower levels and areas of pedestrian contact.
- Use materials and colors that help differentiate building features such as window and door trims and cornices, signs, awnings, and other architectural details from the majority of the building surface.
- Use colors that are compatible with the existing and historic palette of the downtown (e.g. prominent brick colors).
- Use primarily natural or subdued building colors.
- Do not use simulated stone, prefabricated metal and concrete panels, large scale metal siding, obviously false materials and faux finishes.
- Do not use primary, bright, high-intensity, metallic and neon colors or bright corporate trademark colors.
- Do not use unfinished concrete block and similar exposed structural materials that are low quality.

Signage (Refer also to the City of Watertown Sign Ordinance)

- Use monument-style signs for all freestanding sign locations. Use only one primary freestanding business sign per site.
- Coordinate the design and location of freestanding signs with adjoining properties and regulatory signage to avoid visual clutter.
- For signs located on buildings, use flush building mounted signs, window signs, externally lit projecting signs, awning signs, and individually mounted backlit letters.
- Use neon signage only up to twenty percent of the window area.
- Locate signage in “signage band” (horizontal area at upper portion of storefront) or in windows if appropriately sized.



- Integrate signage with building architecture. Incorporate sign designs, locations and colors to fit the character of the building.
- Utilize pedestrian-scaled signage in all pedestrian areas.
- Use durable and long-lasting signage materials.
- Utilize on-site and on-building historic interpretive signage and markers.
- Do not use high mast lighting, pole-mounted signs.
- Do not use LED, animated, flashing, and video signs, internally-lit, plastic box signs, signage that obscures architectural details.
- Do not use satellite dishes and antenna visible from primary street and river walk.



Lighting

- Use cut-off light fixtures that direct light downward and minimize spillage onto adjoining properties.
- Adequately, but not excessively, light building entries, pedestrian walkways, stairs, and outdoor use areas.
- Incorporate low-level landscape accent lighting.
- Select and locate lighting to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- Highlight building detailing and signage with indirect wall-washing, sconce, and up lighting-type fixtures.

Preservation and Reuse of Historic Structures

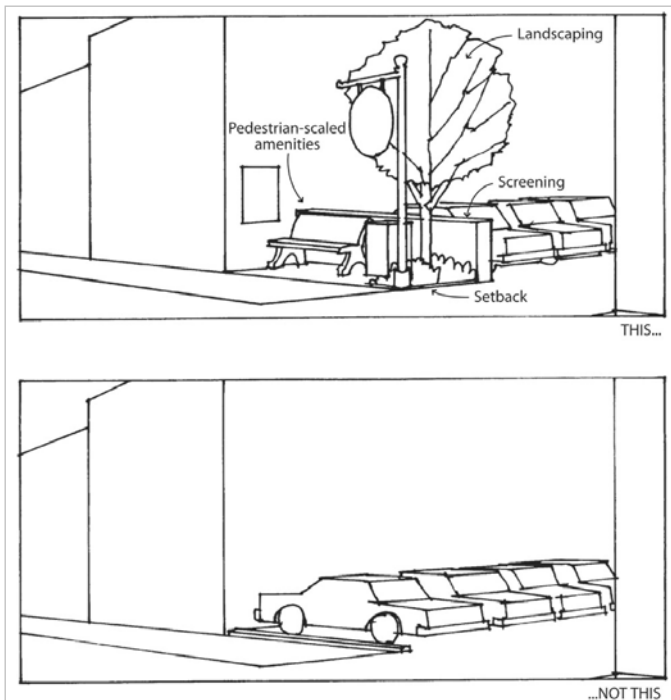
- Reuse historic structure where feasible and maintain their architectural integrity.
- Preserve the distinguishing features of historic buildings. Avoid the removal or alteration of historic materials or distinctive architecture features.
- Restore original masonry walls and reconstruct missing elements such as cornices, windows and storefronts that were part of the original building design. If restoration is not feasible, utilize new elements to compliment the character, materials and design of the original building.



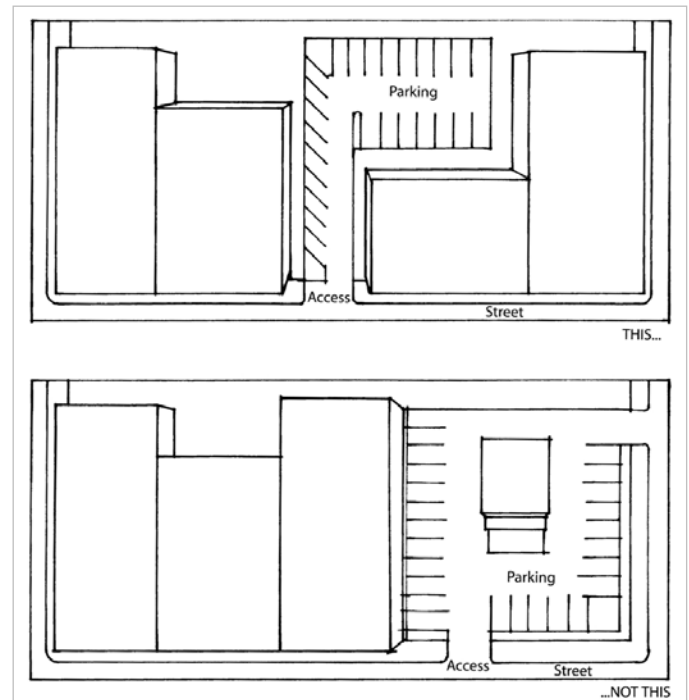
- Remove inappropriate elements, signs, canopies, etc. that cover details and features of the original historic building.
- Avoid painting of natural brick or stone when those materials are in good condition.

Parking and Access

- Locate parking underground, at the rear of a site, or internally on a site with no frontage on or with minimal visual exposure to the Riverwalk or street.
- Parking at the side of buildings must be screened and buffered from Riverwalk and street. Minimize frontage on Riverwalk or street.
- Any parking areas with visual exposure to the Riverwalk or a street must be set back, screened, and buffered.
- Minimize impact of parking structures with habitable spaces and façade treatments.
- Minimize the number and size of access drives from streets in order to reduce conflicts with pedestrian walkways.
- Share parking areas between businesses and property owners. Link adjoining parking lots to provide internal traffic circulation.
- Surface parking areas are prohibited at corners unless no other alternative is available.



Provide screening, setback, landscaping and amenities where parking abuts street.



Locate parking to minimize impact on street

Site Circulation and Amenities

- Connect pedestrian walkways and street sidewalks with the river.
- Provide adequate bicycle and moped storage facilities and locate them near building entrances in a manner that does not obstruct pedestrians.
- Include walkways in all parking areas to allow safe pedestrian access to the building entrance.
- Provide access to buildings for persons with disabilities including ramps, special walkways or entries. Integrate these facilities with the site and building configuration.
- Provide public space and amenities at Riverwalk and river's edge.
- Incorporate outdoor gathering and activity areas consistent with primary building entry points and the ground floor uses in the building as well as the Riverwalk.
- Incorporate artwork specifically designed for and integrated with the site. Coordinate with Riverwalk public art program.
- Utilize decorative fences, walls and/or landscaped edges to screen surface parking and service areas from sidewalks and streets.
- Where security fencing is necessary and permitted, use decorative materials (such as wrought iron, brick or stone). Do not use chain link, metal mesh, wire or barbed wire fencing.
- Select and locate site furnishings (benches, trash receptacles, bicycle racks, etc.) to complement the character of the building and provide a pleasing relationship with adjoining properties, the public sidewalk, and Riverwalk.
- Provide seating for retail establishments and to take advantage of nearby public places.



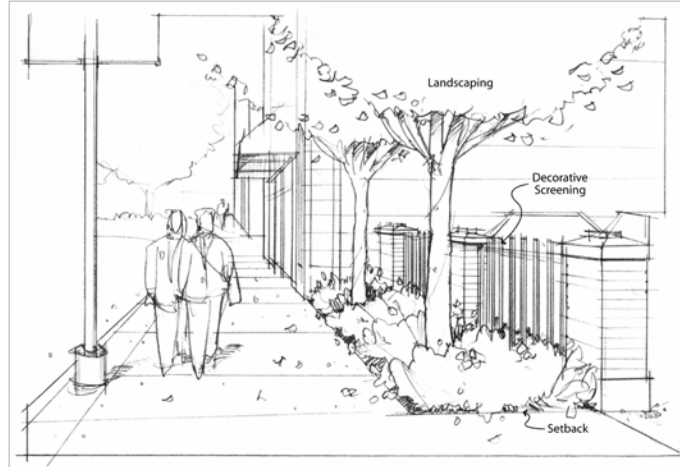
Landscaping and Site Treatment

- Incorporate landscape elements that complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- Use appropriate landscape elements to establish continuity between buildings and to define the block face where there are no buildings.
- Plant shade trees in surface parking lots. Mid-level plantings and ground cover may also be incorporated.
- Use plant materials that are compatible



with urban environments, provide year round interest, and will maintain their health with the expected amount of care.

- Efficiently lay out parking lots, walkways and other paved areas to minimize the amount of impervious surfaces, minimizing run off and maximizing storm water infiltration.
- Use high-quality paving and structural materials especially in pedestrian areas.
- Earthwork and structural work for foundations and parking facilities must be coordinated with shoreline and flood protection infrastructure.



Setback, screen, and buffer parking areas

Storage and Utility Areas

- Locate service areas to minimize impact on views from streets, Riverwalk, public/customer users, seating, and adjacent residential users.
- Screen parking and service areas from view of streets, sidewalks, and adjacent properties with decorative fences, walls and/or landscaped edges.
- Physically separate delivery, service, and drive-through areas from pedestrian areas and customer parking areas. Use walls and/or landscaped areas where necessary.
- Conceal waste containers with enclosures that compliment the colors and materials of the building it serves.
- Separate ground-mounted mechanical and utility equipment from customer parking and pedestrian areas. Use walls and/or landscaping to screen where necessary.
- Screen roof top and ground mounted mechanical and utility equipment so that it is not visible from ground level.
- Do not use prefabricated storage sheds.



Upper Riverwalk District Standards

Located between Cady Street and Main Street at the north end of the Downtown Riverfront Area the Upper Riverwalk District should include an extension of the Riverwalk system, connections between the river and surrounding neighborhoods and existing open space, and river-oriented new commercial and residential development on underutilized sites. For a project in the Upper Riverwalk District, see all standards under “Downtown Riverwalk Area Principles” and the following standards specific to this District.



District Character

New development should relate strongly to the river, integrate with public spaces and Riverwalk, allow public access to river, maintain scale and character of the frontage streetscape, reuse historic structures where feasible, and be compatible with its historic neighbors.

Building Location and Orientation

- Locate and orient buildings to interact with Riverwalk loop on Cady Street, Main Street and the river frontage.
- Locate and orient buildings on Water Street toward both the street and the river.
- Use extra care locating and orienting buildings on the shallow lots between First Street and the river. Present quality façades and activities toward both the street and river.

Street Setbacks

Maintain the following minimum and maximum front yard and riverwalk setbacks for at least eighty (80) percent of building frontage:

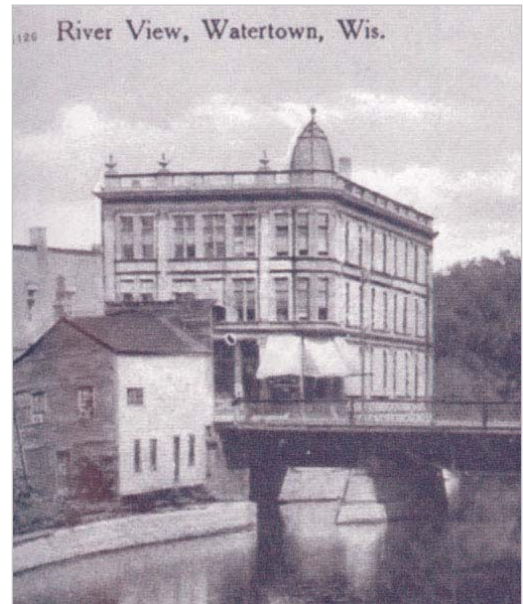
- | | |
|---------------------------|---------------------------------|
| • Riverwalk (0-5 feet) | • Second Street (5-10 feet) |
| • Water Street (0-5 feet) | • Jones Street (5-10 feet) |
| • First Street (0-5 feet) | • O’Connell Street (5-10 feet) |
| • Main Street (0-5 feet) | • Division Street (5-10 feet) |
| • Cady Street (0-10 feet) | • Rock Street (20 feet minimum) |

Building Heights

- Minimum 20 feet
- Maximum 6 stories

Building and Roof Form

- Consider distinctive corner building treatment at junctures of river and Cady and Main Streets.



Façade Character

- Maintain street-orientation of activities and storefronts at the street-level façade of Fischer Department Store. Maximize transparency of façade.
- Orient activities toward river and maintain transparency of window openings of Fischer Department Store at the lower level, river side facades.



Preservation and Reuse

- Maintain historic integrity of Fischer Department Store.
- Maintain integrity of and reuse historic structures at Cady Street and the river.

Site Circulation and Amenities

- Provide for continuous Riverwalk loop on river frontage, Cady Street and Main Street.
- Consider access to boat moorings.

Central Riverwalk District Standards

Located between Main Street and Milwaukee Street, the Central Riverwalk District is at the heart of the Downtown Riverfront Area. The District should include the completion of the Riverwalk system and loop, connections between the river and surrounding neighborhoods, and river-oriented new commercial and residential development on underutilized sites. For a project in the Central Riverwalk District, see all guidelines under “Downtown Riverwalk Area Principles” and the following standards specific to this District.

District Character

New development should relate strongly to the river, take advantage of existing amenities including the Riverwalk and the dam, integrate with public spaces and Riverwalk, relate to existing activity centers (e.g. Senior Center and Library), allow public access to river and Riverwalk, maintain the scale and character of the frontage streetscape, properly locate and screen parking areas, and be compatible with its historic neighbors.

Building Location and Orientation

- Locate and orient buildings to interact directly with Riverwalk loop on Main Street and the river frontage.
- Locate and orient buildings to take advantage of river views.
- Locate and orient buildings on First Street toward both the street and the river.
- Utilize extra care locating and orienting buildings on the shallow lots between Water Street and the river. Present quality façades and activities toward both the street and river.



Building Setbacks

Maintain the following minimum and maximum front yard and riverwalk setbacks for at least 80% of building frontage:

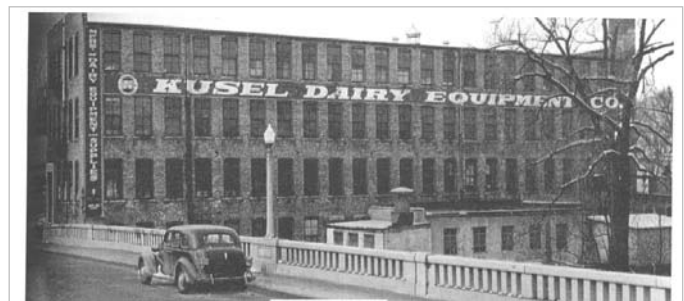
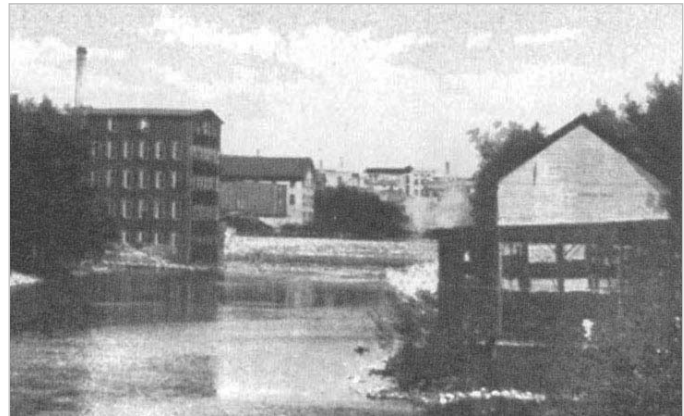
- | | |
|-----------------------------|--------------------------------|
| • Riverwalk (0-5 feet) | • Madison Street (0-10 feet) |
| • Water Street (0-5 feet) | • Lafayette Street (0-10 feet) |
| • First Street (0-5 feet) | • Dodge Street (0-10 feet) |
| • Main Street (0-5 feet) | • Spring Street (0-10 feet) |
| • Second Street (0-10 feet) | • Wisconsin Street (0-10 feet) |
| • Emmet Street (0-10 feet) | • Milwaukee Street (5-10 feet) |

Building Heights

- Minimum 20 feet
- Maximum 6 stories

Building and Roof Form

- Create building forms matching or similar to historic factory and mill buildings. Rectangular brick buildings with punched window openings or clapboard clad buildings with gabled roofs would be especially appropriate. Historically this was the location of important river-oriented structures.
- Allow building forms to directly interact with the Riverwalk (e.g. carving out building mass for arcades).



Façade Character

- Maximize use of windows and the transparency of façades facing Water and First Streets, Riverwalk, and pedestrian spaces and walkways.
- Minimize large areas of opaque wall surfaces.

Preservation and Reuse

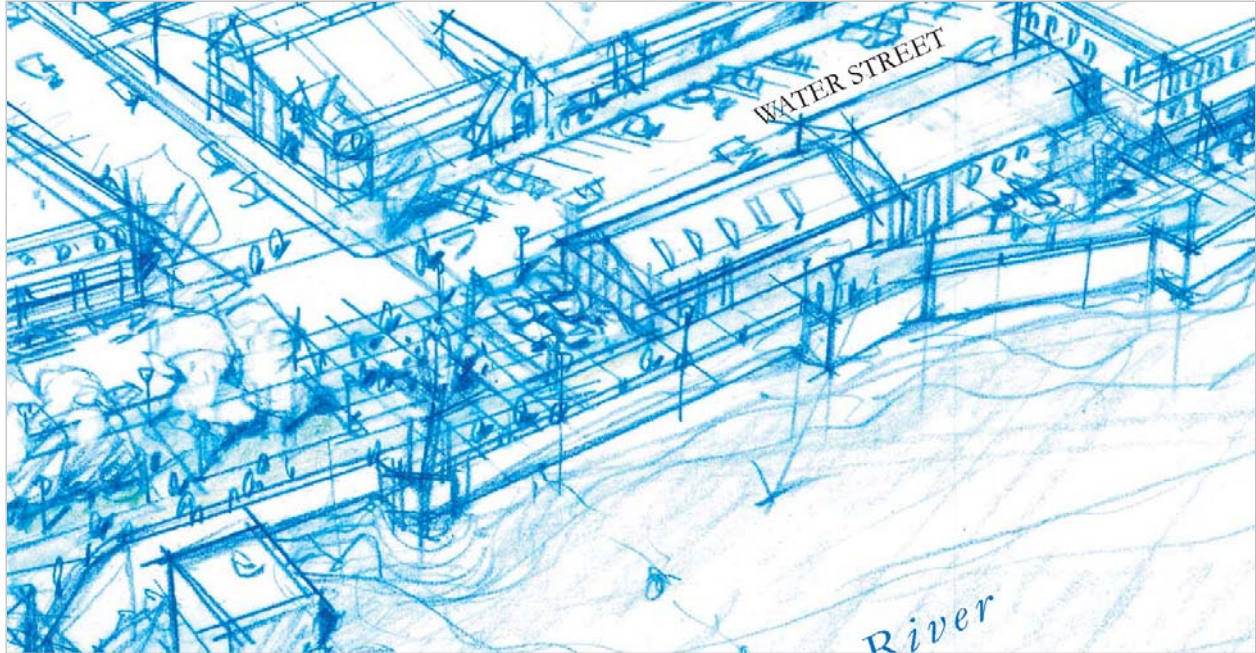
- Preserve existing historic riverfront buildings.

Parking and Access

- Accommodate flexible use of parking lots (e.g. art fairs and special exhibits).
- Maximize use of on-street parking on Water and First Streets.
- Do not locate surface parking or parking structures on river frontage.

Landscaping and Site Amenities

- Provide for continuous public circulation on Riverwalk along river frontage.
- Provide public space and amenities at Riverwalk and river's edge.
- Allow for pedestrian connections between Water and First Streets and the river.

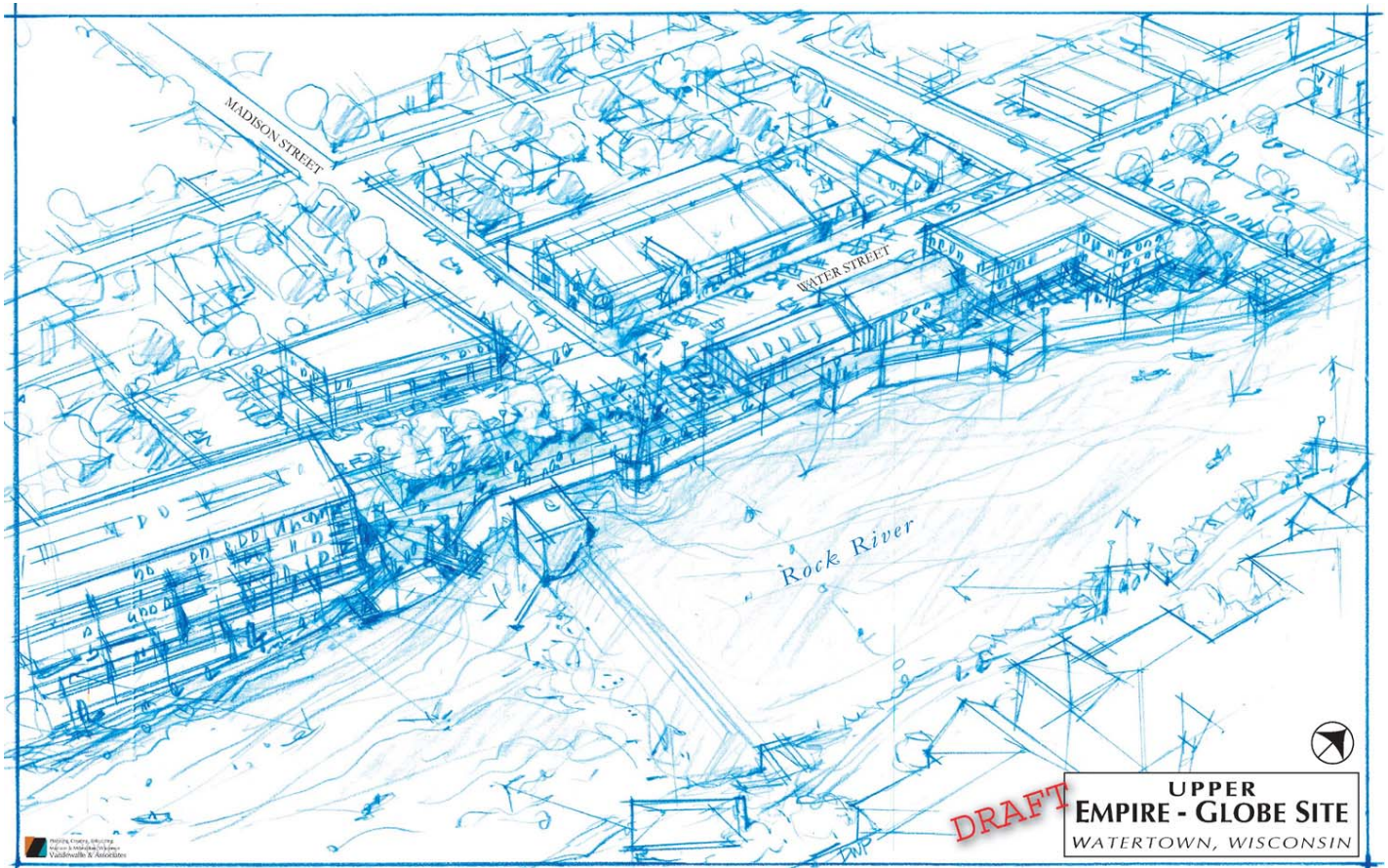


Storage and Utility Areas

- Locate service areas and utility equipment so that it is not visible from the Riverwalk, Water and First Streets, and pedestrian walkways.

Empire Globe Site Standards

The Empire Globe Site holds a prominent location in the Central Riverwalk District, occupying more than half of the District's west river frontage. The following guidelines apply specifically to projects on this site. The parcels between Water Street and the river are shallow and will require careful integration with the Riverwalk and street frontage. Building configuration and site design will require creative design for service areas.

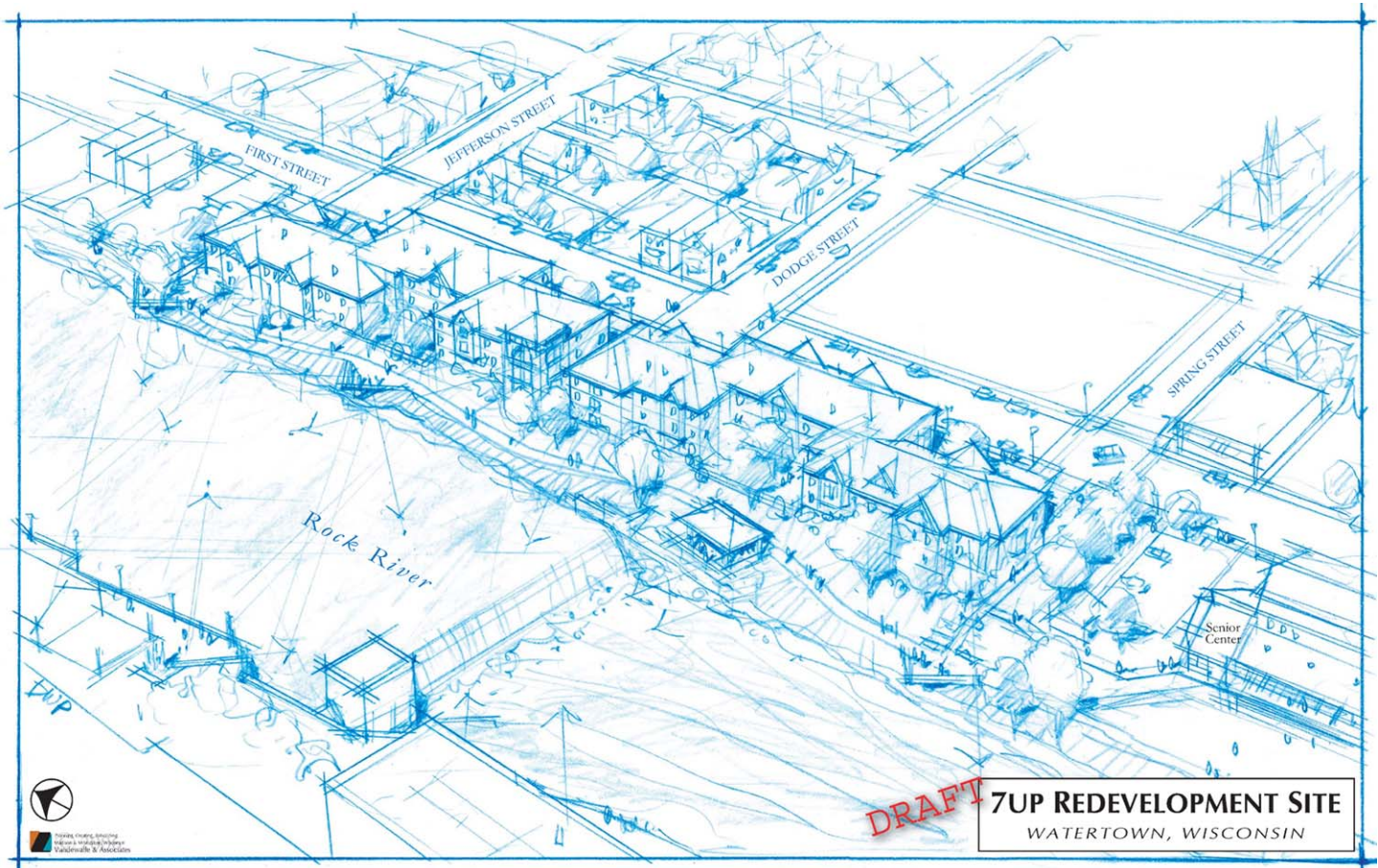


- Create a pedestrian-friendly Water Street frontage. Encourage building interaction with Water Street sidewalk areas, on-street parking, and streetscape.
- Integrate buildings and their activities with the Riverwalk and common spaces. Consider arcades and other “inside/outside” spaces at the juncture of buildings and Riverwalk and other common spaces.
- Coordinate private design and construction with the creation of public access to the river's edge and Riverwalk as well as the creation of public plazas, overlooks, etc.
- Coordinate structural design of buildings, underground parking, as well as site design of walls, railings, and surfaces with public improvements associated with the river's edge and Riverwalk.
- Ensure continuity of Riverwalk and public access to river's edge.
- Coordinate design, selection, and construction of site amenities of private projects with public improvements. Consider integration of water features, “education stations,” and art installations in private projects.

- Compliment the design of new buildings between Water Street and the river and south of Madison Street with the existing renovated brick factory building at corner of Water and Milwaukee Streets by using brick, repetitive “punched” window openings, and vertically proportioned openings.
- Service areas and utilities should be carefully located and/or screened from sight of public walkways and spaces.
- Eliminate or minimize surface parking, especially abutting the Riverwalk.

Seven-Up Site Standards

The Seven-Up Site holds a prominent location in the Central Riverwalk District, occupying more than a third of the District's east river frontage. The following standards apply specifically to projects on this site. Redevelopment should relate to First Street and the Riverwalk and maintain access from surrounding neighborhoods to the Riverwalk. Potential relationships with the Senior Center should be considered.



- Create a pedestrian-friendly First Street frontage. Encourage building interaction with Water Street sidewalk areas, on-street parking, and streetscape enhancements.
- Ensure continuity of Riverwalk and public access to river's edge.
- Allow reasonable public access from neighboring streets and walkways to the Riverwalk and river's edge.
- Coordinate design, selection, and construction of site amenities of private projects with public improvements. Consider integration of water features, "education stations," and art installations in private projects.
- Eliminate or minimize surface parking, especially abutting Riverwalk.
- Service areas and utilities should be carefully located and/or screened from sight of public walkways and spaces.
- Coordinate structural underground parking, as well as site design of walls, railings, and surfaces with public improvements associated with the river's edge and Riverwalk.

- Coordinate private design and construction with the creation of public plazas, overlooks, etc.
- Enhance building appearance and site amenities on the river frontage of private development. Create appropriate connections and security.
- If feasible, preserve and integrate original portions of historic tobacco warehouse into redevelopment of balance of site.

Lower Riverwalk District Standards

Located between Milwaukee Street and the Highway 26 Bridge at the south end of the Downtown Riverfront Area, the Lower Riverwalk District should become less urban in character and include an extension of the Riverwalk system, connections between the river and surrounding neighborhoods and existing open space, and river-oriented new commercial and residential development on underutilized sites. For a project in the Lower Riverwalk District, see all guidelines under “Downtown Riverwalk Area Principles” and the following standards specific to this District.



District Character

New development should relate strongly to the river, integrate with the Riverwalk system, compliment a more naturalistic aesthetic, present an attractive face to Highway 26, and allow public access to river.

Building Location and Orientation

Place building at Stimpson and Highway 26 to enhance gateway quality of the site.

Building Setbacks

Maintain the following minimum and maximum front yard and riverwalk setbacks for at least 80% of building frontage:

- Riverwalk (0-20 feet)
- Water Street (0-10 feet)
- First Street (0-20 feet)
- Second Street (5-20 feet)
- Milwaukee Street (5-20 feet)
- Washington Street (5-20 feet)
- Hyland Street (5-20 feet)
- Stimpson Street (5-20 feet)
- West Street (5-20 feet)
- Frederick Street (5-20 feet)
- Highway 26 (5-20 feet)

Building Heights

Maximum 35 feet.

Building and Roof Form

Building scale and forms should be similar to existing adjacent residential houses.



Parking and Access

- Do not locate surface parking or parking structures on river frontage.
- Locate parking internally in site.
- Provide facilities for bicycle parking and other recreational activities.

Landscaping and Site Amenities

Coordinate site design of outdoor amenities with Riverwalk.

General Redevelopment Area Principles & Standards

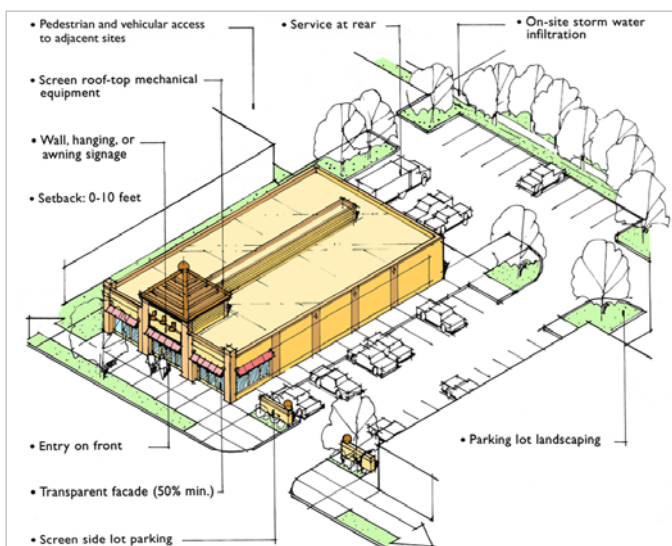
Located to the north and west of the Rock River and in the western-most portion of Redevelopment District No. 2, the General Redevelopment Area has a different context than the Downtown Riverwalk Area. Surrounding residential properties, a rail corridor, frontage on Highway 26, and no frontage on the river affect the design concerns and focus of the guidelines. The southern portion of this District is primarily highway-oriented, while the northern portion is mostly set back from the highway and directly adjacent to single-family properties. Some standards refer specifically to northern and southern portions of the Area.

District Character

Improvements should present an attractive face to Highway 26, integrate development sensitively with existing residential properties, connect effectively with the existing pattern of streets, and utilize rear and rail frontage portions of parcels for parking and service areas.

Building Location and Orientation

- Locate buildings close enough to Highway 26 and streets and with adequate amount of transparent facades so that interior activities are visible from these roadways.
- Locate buildings to break up areas of parking.
- Locate and orient building so public entries are visible and easily accessible from street and highway.
- Locate drive-up facilities so as not to dominate street or highway frontage.
- Orient service areas to avoid visibility from streets.



- Locate at least a portion of larger foot print building near highway (Applicable in South portion).
- In development of North portion, match setback distance of adjacent single-family properties.

Building Setbacks

- For “infill” type projects, match historic context for building setback distance.
- Use standard zoning setbacks on thoroughfares and in residential areas.
- Maintain the following minimum and maximum front yard setbacks for at least eighty (80) percent of building frontage:
 - Highway 26 (10 feet minimum)
 - Milford Street (10 feet minimum)
 - Bernard Street (10-20 feet)
 - Montgomery Street (10-20 feet, or match adjacent residential setback distance)
 - Milwaukee Street (5-20 feet)
 - Lafayette Street (25 feet minimum)



Building Heights

- Maximum 35 feet (North of rail R.O.W.)
- Maximum 40 feet (South of rail R.O.W.)

Building and Roof Form

In residential development north of rail R.O.W., match roof types of adjacent single-family properties.

Façade Character and Detailing

- Differentiate the upper and lower stories of buildings.
- In order to “break up” façades of larger buildings vary the building face through the use of materials and color, small variations in setback of structural bays, and/or incorporating features such as dormers and reveals.
- Create a visual termination (such as decorative cornices, parapets, crowns, medallions, etc.) at the top of building façades.
- Provide architectural details at the ground floor to enhance the pedestrian character of the street. Details include window and door trim, recessed entries, awnings, and/or other features.
- Incorporate other detailing that articulates “bases” and “edges” of architectural elements.
- Use quality detailing and materials that will withstand effects of weather.
- Detail all sides of the building visible from street, riverfront, and primary parking areas to complement the front façade.
- Do not use large unarticulated wall planes.

Windows and Doors

- Utilize transparent glazing in all windows, allowing a high level of visibility from the outside to the inside spaces.
- Utilize a simple palette of window types.
- Do not use large monolithic areas of fenestration.

Materials and Colors

- Use durable, high-quality exterior materials to convey a sense of permanence.
- Use smaller-scale exterior building materials and building surfaces at lower levels and areas of pedestrian contact.
- Use materials and colors that help differentiate building features such as window and door trims and cornices, signs, awnings, and other architectural details from the majority of the building surface.
- Use colors that are compatible with the existing and historic palette of the downtown (e.g. prominent brick colors).
- Use primarily natural or subdued building colors.
- Do not use simulated stone, prefabricated metal and concrete panels, large scale metal siding, obviously false materials and faux finishes.
- Do not use primary, bright, high-intensity, metallic and neon colors or bright corporate trademark colors.
- Do not use unfinished concrete block and similar exposed structural materials that are low quality.

Signage (Refer also to the City of Watertown Sign Ordinance)

- Use monument-style signs for all freestanding sign locations. Use only one primary freestanding business sign per site.
- Coordinate the design and location of freestanding signs with adjoining properties and regulatory signage to avoid visual clutter.
- For signs located on buildings, use flush building mounted signs, window signs, externally lit projecting signs, awning signs, and individually mounted backlit letters.
- Use neon signage only up to twenty percent of the window area.
- Integrate signage with building architecture. Incorporate sign designs, locations and colors to fit the character of the building.
- Utilize pedestrian-scaled signage in all pedestrian areas.
- Use durable and long-lasting signage materials.
- Do not use pole-mounted signs.
- Do not use LED, animated, flashing, and video signs, internally-lit, plastic box signs, or signage that obscures architectural details.



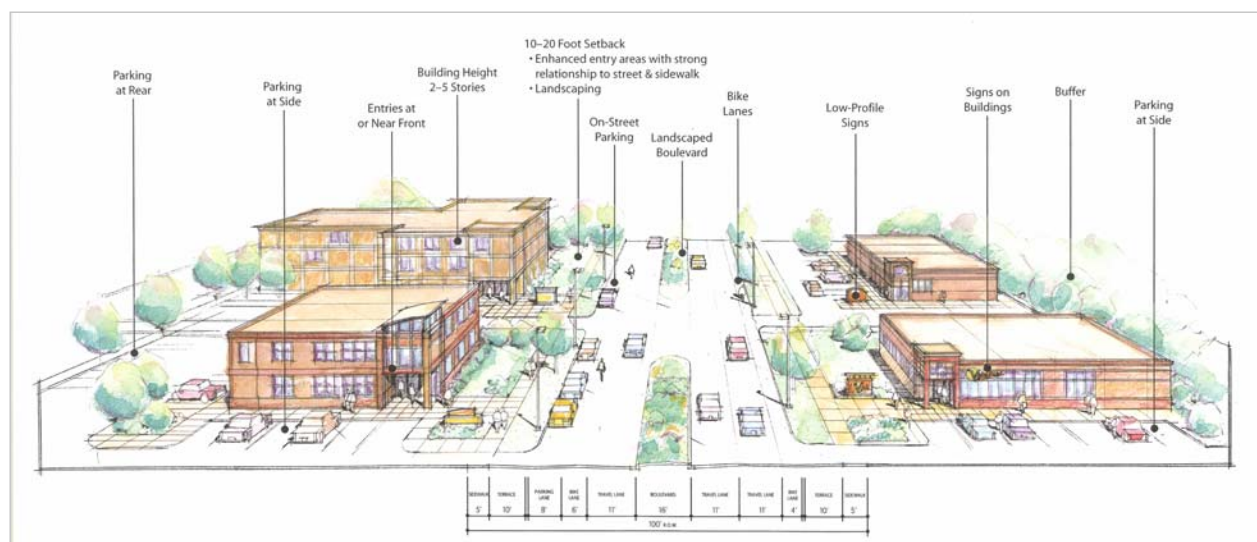
- Do not use satellite dishes and antenna visible from primary street.
- Do not use bill boards.
- Do not use high-mast lighting in the portion of the District to the north of the rail R.O.W.

Lighting

- Use cut-off light fixtures that direct light downward and minimize spillage onto adjoining properties.
- Adequately, but not excessively, light parking areas, building entries, pedestrian walkways, stairs, and outdoor use areas.
- Incorporate low-level landscape accent lighting.
- Select and locate lighting to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- Highlight building detailing and signage with indirect wall-washing, sconce, and up lighting-type fixtures.

Parking and Access

- Minimize areas of parking. Break up large parking areas with building locations, green space, etc. Landscape and screen parking areas.
- Set parking back at least 15 feet from Highway 26 right-of way.
- Parking at the side of buildings must be screened and buffered from street. Minimize frontage on street.
- Any parking areas abutting a street must be set back, screened, and buffered.
- Minimize the number and size of access drives from streets.
- Share parking areas between businesses and property owners. Link adjoining parking lots to provide internal traffic circulation.
- New traffic circulation should tie into existing street pattern (North portion).



Site Circulation and Amenities

- Provide adequate bicycle and moped storage facilities and locate them near building entrances in a manner that does not obstruct pedestrians.
- Include walkways in all parking areas to allow safe pedestrian access to the building entrance.
- Provide access to buildings for persons with disabilities including ramps, special walkways or entries. Integrate these facilities with the site and building configuration.
- Utilize decorative fences, walls and/or landscaped edges to screen surface parking and service areas from sidewalks and streets.
- Where security fencing is necessary and permitted, use decorative materials (such as wrought iron, brick or stone). Do not use chain link, metal mesh, wire or barbed wire fencing.
- Select and locate site furnishings (benches, trash receptacles, bicycle racks, etc.) to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.

Landscaping and Site Treatment

- Use high-quality paving and structural materials especially in pedestrian areas.
- Connect walk and bikeways to existing park and open spaces.
- Plant shade trees in surface parking lots. Mid-level plantings and ground cover may also be incorporated.
- Use plant materials that are compatible with urban environments, provide year round interest, and will maintain their health with the expected amount of care.
- Efficiently lay out parking lots, walkways and other paved areas to minimize the amount of impervious surfaces, minimizing run off and maximizing storm water infiltration.
- Convey storm water to on-site detention areas.

Storage and Utility Areas

- Locate service areas to minimize impact on views from streets, highway, public/customer users, seating, and adjacent residential users.
- Screen parking and service areas from view of streets, sidewalks, and adjacent properties with decorative fences, walls and/or landscaped edges.
- Separate pedestrian areas and customer parking areas from delivery, service, and drive-through areas.
- Conceal waste containers with enclosures that compliment the colors and materials of the building it serves.
- Separate mechanical and utility equipment from customer parking and pedestrian areas.
- Screen roof top and ground mounted mechanical and utility equipment.
- Do not use prefabricated storage sheds.