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## EXECUTIVE SUMMARY

The vision and mission of Watertown are as follows:

### ***VISION STATEMENT***

*We envision a vibrant full-service community that meets the needs of every citizen.*

### ***MISSION STATEMENT***

*To support this vision, the mission of the Watertown Community is to meet the basic requirements of our citizens in a fiscally responsible way. We will manage the evolution of our community's unique natural amenities to ensure that a balance exists between the needs of all residents. The City will maintain its wonderful historic past while moving forward into an exciting future.*

### **PURPOSE**

The 2030 City of Watertown Comprehensive Plan document is an instrument used to guide policy, development and land-use decisions in order to best meet the vision of our community's future. It provides sets of goals, policies and implementation strategies that addresses economic development, social well-being, environmental issues, and the overall vitality and sustainability of the City in directing its growth through the year 2030. This plan defines the community's current character, describes the desired vision for the community's future, and it anticipates the steps the City must take to accomplish this vision.

### **2030 COMPREHENSIVE PLAN VISION**

The citizens of Watertown, Minnesota, have created this **2030 Comprehensive Plan** as the VISION for the future of their community. Furthermore, this comprehensive plan will be used as a FRAMEWORK to guide planning, development, and administrative decisions regarding Watertown's future.

**Reflecting and respecting the City of Watertown's rural characteristics and historical past, the citizens of Watertown envision the following for their community:**

- ★ **High quality residential neighborhoods** linked together safely and innovatively through a system of planned open spaces and sensitively managed green space corridors.

- ★ **A vibrant downtown district** which is a compact, urban core with walkable access to public buildings, shops, and community facilities.
- ★ **A system of parks and recreational land** which will protect and enhance local environmental resources through a fluid series of spaces and amenities for both active and passive interaction with the natural environment.
- ★ **A balanced tax base** derived from the highest quality residential, industrial, and commercial and retail development.
- ★ **Preeminent accommodations for seniors** to live, work and play.

**The fulfillment of this plan will be guided by five key principles:**

- ★ **High quality residential development** defined as single family detached homes of 1.6 to 3.2 units per acre and active senior housing primarily focused around and in the downtown core.
- ★ **Preservation and conservation of natural resources** and natural aesthetics, managing storm water and improving water quality through the use of ecologically-based infiltration systems, and encouragement of new “green” buildings and residential developments.
- ★ **Fiscally responsible development** paid for by the development community and subject to the adequate public facilities ordinance which requires that all developments have sufficient public infrastructures in place prior to development approval.
- ★ **All development or redevelopment will be in accordance with established community standards**, and design solutions will be innovative, efficient, durable, sustainable, aesthetically pleasing and economically viable.
- ★ **To grow in a sustainable manner** to meet the needs of the present without compromising the ability of future generations to meet their own needs.

## **CONSISTENCY AND COMPATIBILITY WITH PAST AND CURRENT PLANNING EFFORTS**

The 2007-2008 update of the 2030 Comprehensive Plan supports the intent of previous planning efforts. The Watertown Comprehensive Plan of 1981 states:

*Future development should reflect the existing patterns of land use with a compact, well-defined urban core, a minimum of scattered commercial and industrial land use, and residential areas developing contiguous to existing areas all of which will maintain*

*Watertown as a compact, highly-functional city with the ability to accommodate projected growth* (p. 1.12).

The 2001 update of the City of Watertown 2020 Comprehensive Plan advocates growth patterns consistent with the City's level of service (LOS) for public facilities and infrastructure, as well as a fiduciary responsibility to require self-funded development.

In addition to past planning efforts, this plan fits well with growth and development expectations described within the Carver County 2030 Comprehensive Plan, as well as the Metropolitan Council's 2030 Regional Framework. It draws on the information presented in various other studies such as:

- The 2003 City of Watertown Highway 20 Land Use Study  
Dahlgren, Shardlow, and Uban, Inc. May 14, 2003
- The City of Watertown Transportation Plan of 2003  
Bolton & Menk, Inc. May 2003
- The 2005 City of Watertown Parks, Trails, and Open Space Master Plan  
Minnesota State University February 24, 2006
- The 2006 Watertown Growth Area Master Plan  
Hoisington Koegler Group, Inc. April 25, 2006

The City of Watertown will strive to reach its vision and mission statements by continuing to encourage public participation and collaboration within the community, and by exercising planning efforts that are consistent with the unique character of the community.

## **THE PLANNING PROCESS**

The planning process allows for the opportunity to describe the community's strengths, limitations and opportunities. It clarifies needs of the community, act as a coordinating force between stakeholders involved with a community's development, and act as a means of solving problems and achieving goals. It is both a visioning and problem-solving process.

The general approach of the planning process in Watertown consists of:

- 1) Creating an inventory of community attributes
- 2) Analyzing and interpreting the data
- 3) Anticipating future needs of the community, as well as the potential impact on municipal systems and land use, based on projections and forecasts of data gathered during steps 1 and 2 above.

- 4) Developing goals, objectives and strategies through public participation
- 5) Establishing and formalizing goals into policies
- 6) Implementing the policies and plans

## **INVENTORY AND ANALYSIS**

Inventory and analysis involves the gathering, interpretation and presentation of community attributes. The analysis and assumptions derived from the information serve as the basis of the plan.

After gathering data and creating an inventory of community attributes, the next step in the planning process is to interpret the data and turn it into information that can be presented to and understood by the public, in order to aid in the public participation process. Watertown's encouragement of public participation is explained in more detail in chapter nine of this document.

## **GOALS, POLICIES AND IMPLEMENTATION STRATEGIES**

*Goals* are lasting desired future conditions of our community. They are outcomes that the community wishes to achieve in order to maintain and/or improve the quality of life for its residents.

*Policies* are statements of transitional requirements needed to achieve a broader goal. Policies need to be specific enough to help determine whether a proposed project or program would advance community values expressed in the goals.

*Implementation Strategies* are statements that carry out a plan in the short term, and they describe how the community will go about achieving the broader purposes expressed in policies and goals. They are often measurable and have a definitive result.

The 2030 Watertown Comprehensive Plan determines the goals of the community, and it outlines the policies and implementation strategies by which those goals ought to be achieved.

The following is a compilation of all goals found within this Comprehensive Plan (See Figure 1-1). Policies and implementation strategies are further expounded within the respective chapters of this plan.

**FIGURE 1-1 GOALS COMPILATION**

<b>CHAPTER</b>	<b>TITLE</b>	<b>GOAL</b>
<b>3</b>	<b>Land Use</b>	Maintain an economic balance and enhance the geographic advantage of the City
		Maintain and enhance the exceptional quality of the community
		Provide a high-quality spaces for people to live, work and play
		Ensure the availability of lifecycle housing
<b>4</b>	<b>Economic Development &amp; Employment</b>	Redevelop and revitalize the downtown for prime retail service, office, medical, entertainment, housing and recreational uses, using quality design, architecture and scale
		Promote and attract quality industrial and commercial business to the City of Watertown by promoting the City and its high quality of life
<b>5</b>	<b>Sewer System &amp; Water System</b>	Provide sewer service in an efficient and orderly manner that balances resident and development demands with low cost
		Provide quality water service in an efficient and orderly manner that balances resident and development demands
<b>6</b>	<b>Transportation &amp; Circulation</b>	Achieve ongoing and regular involvement of all stakeholders
		Provide a well-planned and fully-functional transportation system
		Establish a well-planned transportation system which safely links our community.
<b>7</b>	<b>Parks, Open Space &amp; Natural Resources</b>	Establish a visual project identity in harmony with the physical context that reflects and respects the City of Watertown’s rural characteristics, historical past, and future with design solutions that are innovative, efficient, durable, beautiful and economically viable
		Provide the community with a variety of affordable choices for physical activity and recreational opportunities for people of all ages
		Provide ample safe and clean park and trail facilities for everyone to enjoy
		Achieve excellence in the health and overall quality of life in our community
		Preserve, maintain, enhance and protect the region’s natural resources
		Achieve ongoing and regular involvement of community in the planning of parks and open space
<b>8</b>	<b>Historic Preservation</b>	Encourage a sense of pride about living in Watertown
		Maintain the City of Watertown’s unique historical character and identity