



Watertown, Wisconsin  
 Watertown Main Street Program  
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 Watertown, WI 53094  
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 920-261-5185  
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 Manager

As one walks Main Street, the charm and nostalgia of the past is evident in the numerous authentically preserved facades. In fact, Watertown boasts over 100 commercial buildings built between 1856 and 1879. Carved moldings, Art Deco, Italianate and Romanesque influences abound. Downtown offers a unique character and atmosphere conducive to retail and service development.

Watertown is a community on the move. Its historic buildings, well-kept homes and gardens, nice places to shop, parks, murals and friendly people create an unbeatable combination.

Building (Sale or Lease):

- ✓ New commercial opportunities are available through the Watertown Main Street Program. Contact us for more information at 920-261-5185 or visit our website for assistance in finding an active downtown location.

Investments:

(Over \$3 Million dollars total)

- ✓ Watertown Riverwalk Project
- ✓ Rock River Pizza
- ✓ 208 W Main St
- ✓ Piggly Wiggly
- ✓ Clausen Quality Coatings

### Main Street Representative Market

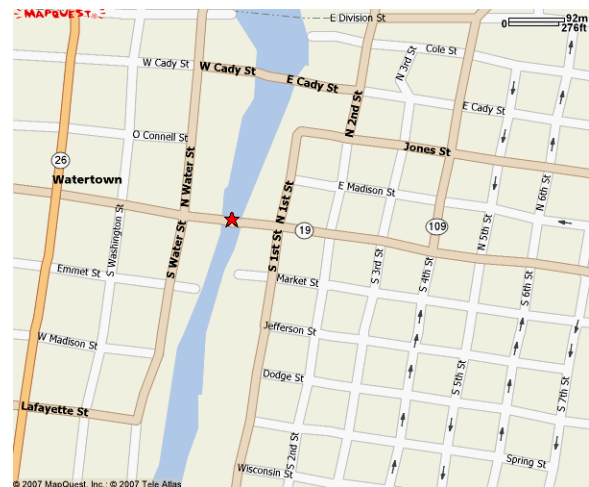
- ✓ Amado's Restaurant
- ✓ Bismarck's Bar
- ✓ Town Cinema
- ✓ Brown's Shoes
- ✓ Johnson & Helleckson
- ✓ Town & Country Bank
- ✓ Draeger's Floral
- ✓ Bradow Jewelers
- ✓ Richards Insurance

### National Representative Market

- ✓ Chase Manhattan Bank
- ✓ Hardee's
- ✓ Speedway
- ✓ EconoLodge
- ✓ Walgreens

### Traffic Volume:

As Main Street is State Highway 19, and is intersected by State Highway 26, the major north-south thoroughfare for Watertown, it experiences one of the largest traffic counts in Watertown, 14,000 cars a day.



Employers:

The largest employers in Watertown are presented below. These companies are long standing businesses in the trade area and provide a significant daytime consumer population.

1. Bethesda Lutheran Homes
2. Watertown Unified School District
3. Watertown Area Health Services
4. Wal-Mart

Assets & Special Features:

- ✓ Unique Historic Architecture
- ✓ Watertown Riverwalk
- ✓ Special TIF Districts
- ✓ Old World shopping feel of “The Market”
- ✓ Façade Grants
- ✓ Loan Program

1. Over 1,000 sq ft - 2 E Main Street
2. 1,000 sq ft. - 209 E Main Street

Population:

2006

28,198 – 5 mile area  
 41,054 – 10 mile area

2011 Est.

30,157 – 5 mile area  
 43,650 – 10 mile area

Since 2000 the population of the 5 mile trade area has increased over 12%. Over the next 5 years the area is expected to grow another 7%, opposed to the Wisconsin rate of 4% and the national rate of 6%.

Income Trends:

2000 = \$50,777 Household Income  
 2006 = \$62,722 Household Income  
 2011 = \$76,475 Household Income

Household income in the area is rising at a rate just over the Wisconsin and National Averages.

Spending:

Consumer spending in the Watertown area shows \$236,682,018 spent on retail goods in the 5 mile area, and \$972,476,320 in the 15 mile area.

Façade & Historical Development:

1. Bradow Jewelers - \$27,930
2. Johnson & Helleckson - \$13,227
3. Elks Lodge - \$70,000 est.

Number of Households:

9,476 Households (2000) Census  
 11,167 Households (2006)  
                   338 New Households \ Year  
 12,167 Households (2011 Est.)  
                   200 New Households \ Year

Housing 2006:

<input type="checkbox"/>	% Owned	65%
<input type="checkbox"/>	% Rented	30.9%
<input type="checkbox"/>	% Other	4.1%

Home Values:

15 mile trade area:

Median 2006 Value = \$195,537  
 Median 2011 Value = \$248,669