



## **DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE AGENDA**

**WEDNESDAY, AUGUST 23, 2023 AT 2:30 PM**

**106 JONES STREET, WATERTOWN, WI 53094 - CITY HALL BASEMENT ROOM 0041**

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**By Phone or GoToMeeting:** <https://global.gotomeeting.com/join/471703029>

For the Public, Members of the media and the public may attend by calling: (US)+1 (224) 501-3412

Access Code: 619-906-421

**1. CALL TO ORDER**

**2. APPROVAL OF PRIOR MEETING MINUTES**

A. Downtown Main Street Reconstruction Task Force minutes from June 28, 2023

**3. OPENING FOR PUBLIC COMMENT**

*Each individual who would like to address the Committee will be permitted up to three minutes for their comments.*

**4. OLD BUSINESS**

A. Public/business input session update- Reminder: Lunch and Learn scheduled Sept. 27, 2023

a. Input for Mayor McFarland on what topics she should be sure to touch on

B. Update on Landscape architect (Vandewalle & Associates/Ruekert & Mielke)

a. Review of submittals to DOT and concept map

b. Upcoming items

C. Business Visits-Feedback from members on visits so far

**5. NEW BUSINESS**

A. Next newsletter scheduled for September - Discussion on content for next newsletter

B. Discuss moving to bi-monthly meetings

**6. ESTABLISH NEXT MEETING DATE AND TIME**

**7. ADJOURNMENT**

*Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at [mdunneisen@watertownwi.gov](mailto:mdunneisen@watertownwi.gov), phone 920-262-4006*

*A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only*

**DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE****Wednesday, June 28, 2023****2:30 pm IN-PERSON/VIRTUAL MEETING****Lower Level, Room 0041, City Hall, 106 Jones St, Watertown, WI****By Phone or GoToMeeting:** <https://global.gotomeeting.com/join/471703029>

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1. Call to order at 2:54pm.
  - a. Attendance- Present: McFarland, Holloway, Lampe, Hoffman, Beyer, Moldenhauer, and Mazzoni.  
Absent: Smith, Salas, Elias, Becker and Grinwald.
2. Approval of prior meeting minutes
  - a. Approval of Minutes 5.24.23. Motioned by Lampe; seconded by Moldenhauer; carried unanimously.
  - b. Holloway commented on her appreciation of the minutes.
3. Opening for public comment
  - a. None
4. Old Business
  - a. Public/business input session update – Lunch and Learn scheduled Sept. 27, 2024
    - i. Virtual and in-person to give an update on the status of the Task Force. A box lunch will be provided.
  - b. Update on landscape architect (Vandewalle & Associates/Ruekert & Mielke)
    - i. Feedback on design elements
      1. Discussion on the cost of the design of wayfinding signs. This includes the expertise of where to place the signs. If you have suggestions, give them to Mason ASAP.
      2. Discussion on the custom street scape component. The Force presented it last month, now it's just waiting for suggestions and finalization.
    - ii. Kickoff meeting w/ city staff Thursday, July 6, 2024
  - c. Business visits – handout items
    - i. Take your handouts and cards for delivery.
5. New Business
  - a. Review lamppost decisions
    - i. Waiting for Chris to get back with the prices. Will be ready for the next meeting.
6. Next meeting date: July 26, 2023, 2:30 PM
  - a. Emily reminded everyone to please let them know in advance if members can't make it to the meeting.
7. Adjournment
  - a. Motion to adjourn by Lampe, seconded by Moldenhauer, carried unanimously at 3:02pm.



## VANDEWALLE & ASSOCIATES INC.

To: Steven Porter, P.E.  
Project Manager, SW Region PDS – Madison  
Wisconsin Department of Transportation  
2101 Wright Street | Madison, WI 53704

On behalf of the City of Watertown, we are submitting the attached preliminary Main Street reconstruction plan and supporting documentation communicating the proposed locations for bump outs, permanent features, and temporary parklets as well as proposed curb configurations (for all intersections and one mid-block bump out).

The plan and design recommendations represent the vision of the City and its Downtown Main Street Task Force and their hopes for a reconstructed Main Street/STH 19 that not only safely and effectively routes state highway traffic through the downtown, but also helps to support and enhance the vibrant and thriving downtown for the City of Watertown.

We look forward to working with the Wisconsin Department of Transportation and traffic engineering staff to further develop the street design and look forward to meeting with you soon.

Dean Proctor, AIA  
Principle Designer, Vandewalle & Associates



# VANDEWALLE & ASSOCIATES INC.

To: Mason Becker and Jaynellen Holloway  
From: Dean Proctor and Elona Bartnick  
CC: Emily McFarland, Andrew Beyer, Melissa Lampe  
Date: Friday, July 21, 2023  
Re: Watertown Main Street Reconstruction Enhancement Recommendations  
Submittal of draft documents for City review

We submit these materials for (1) City review and sharing with other stakeholders and, (2) the August 7 submittal to the Wisconsin Department of Transportation. These documents will inform WisDOT of the City's preferences and requests for the 2028 Main Street reconstruction and form the basis for design collaboration between the City and WisDOT.

These preliminary recommendations are based on the Watertown Downtown Main Street Reconstruction Task Force recommendations, additional input from the Task Force representative group, and additional concepts developed in this design process toward achieving the Task Force goals.

The plan was also guided by state and county highway requirements and follows WisDOT standards, urban street design best practices, and local ordinances. Its recommendations are based on local expertise regarding traffic counts, traffic flow, parking needs, future street traffic directions, safety needs, pedestrian uses, etc.

Some specific assumptions include:

- Signals will remain at Water, First, Third and Fourth Streets
- Third and Fourth Streets will remain one-way
- Other downtown one-way streets will be eliminated
- Third and Fourth Streets will remain truck routes and require two travel lanes
- The Water Street truck route remains north of Main Street but has been removed to the south

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[www.vandewalle.com](http://www.vandewalle.com)

Shaping places, shaping change



- The Main Street cross section and mid-block curb lines will remain in the current location due to the width needed for the safe use of parallel parking
- Costs are shared by the City and WisDOT with DOT responsible for travel lanes and curbs and the City responsible for parking areas and sidewalks
- Bridge reconstruction is a separate project to be completed before the balance of Main Street and the scope of this work

### The Plan

The plan is in CAD, illustrated, and includes a WisDOT base, an aerial photo showing structures and existing conditions, and proposed curb configurations, crosswalks, and permanent features. It includes significant detail and can be magnified to examine specific areas.

The plan shows proposed locations of:

- Bump outs
- Curb configurations
- Temporary parklets
- Crosswalks
- Block identification features
- Street trees
- Art features
- Bike racks
- Kiosk
- Bubbler

These enhancements create space for plantings, seating, business use, identity and art features and gathering. They will enhance the image of Watertown and downtown, communicate the Watertown spirit, and enhance the experience of users – locals and visitors alike.

### Studies

A perspective sketch is included to help visualize a typical Main Street corner, how the guiding principles are implemented, and how elements are placed in the streetscape. A sketch of the proposed Block Identity Feature is also included.

In order to evaluate the possibility of concentrated parking on selected blocks, diagonal parking studies that explore the possibility of clusters of diagonal parking in several selected areas are included. The studies show that the necessary travel, parking, and pedestrian walkways fit within the existing right-of-ways, but other factors (i.e., safety, driver's habits) are still being considered. If this parking approach is taken it will affect the curb configurations at the selected streets.

### Notes

Notes on the plan call out special considerations and where continued study will impact final curb configuration.

Streetscape features are indicated on the plan.

- Street tree planting method is yet to be determined
- Flower planters will sit on paving surface at corners
- Kiosk, bubbler, block identity features, and art features will require foundations
- Kiosk will require electrical service
- Bubbler will require plumbing

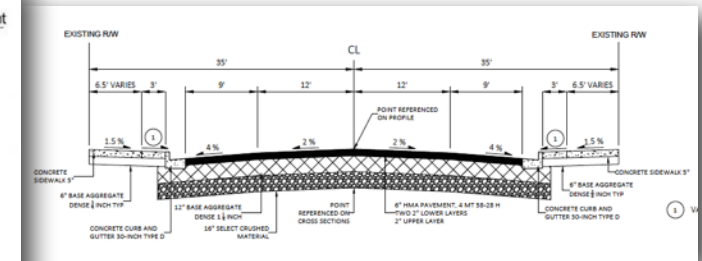
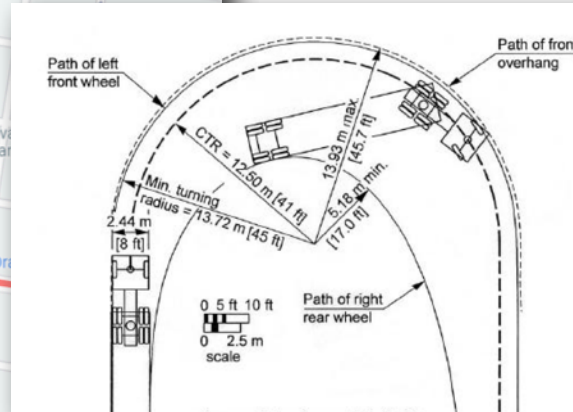
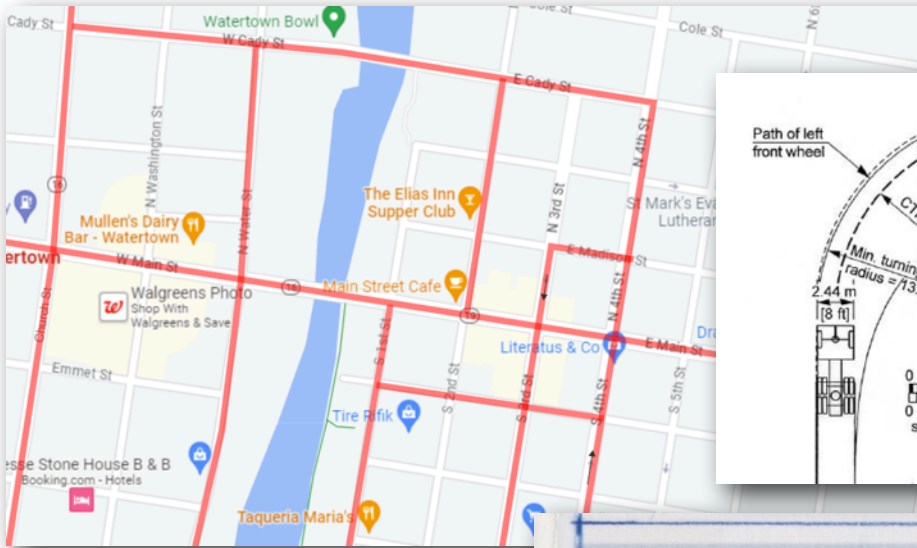
At truck route intersections, potential vehicle turning radii have been indicated as well as preferred curb configurations.

The primary gateway feature, located on Main Street between Church St. and the river, may require curb-protected areas within the Main Street right-of-way for a structure's base.

Pedestrian-activated crossing signals are not called for in this plan but installing service to their potential locations (Second, Fifth, and Seventh Streets) should be a part of the reconstruction.

# FUNCTION

Section 4, Item B.



# PLACE

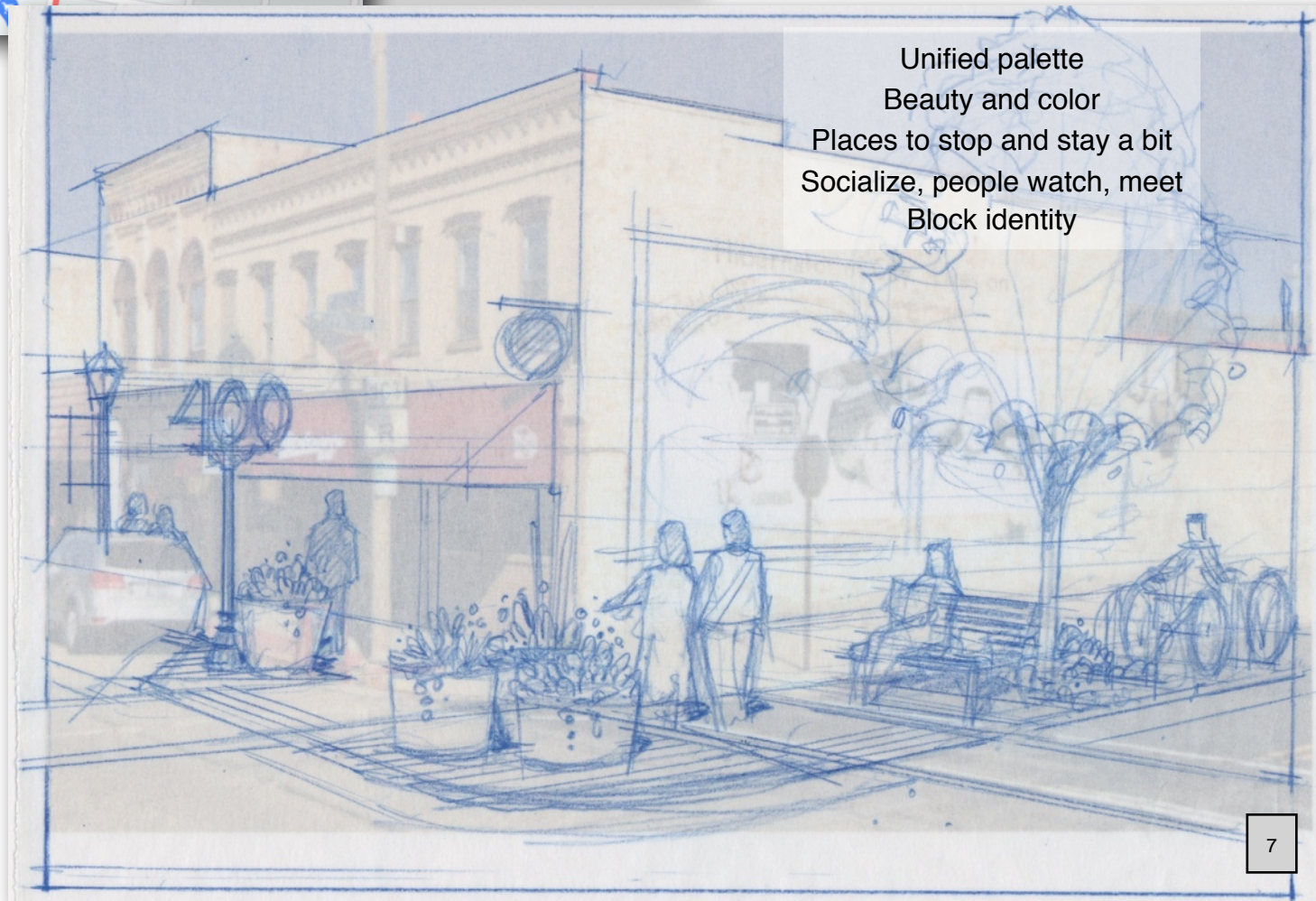
Unified palette  
Beauty and color  
Places to stop and stay a bit  
Socialize, people watch, meet  
Block identity

# SAFETY

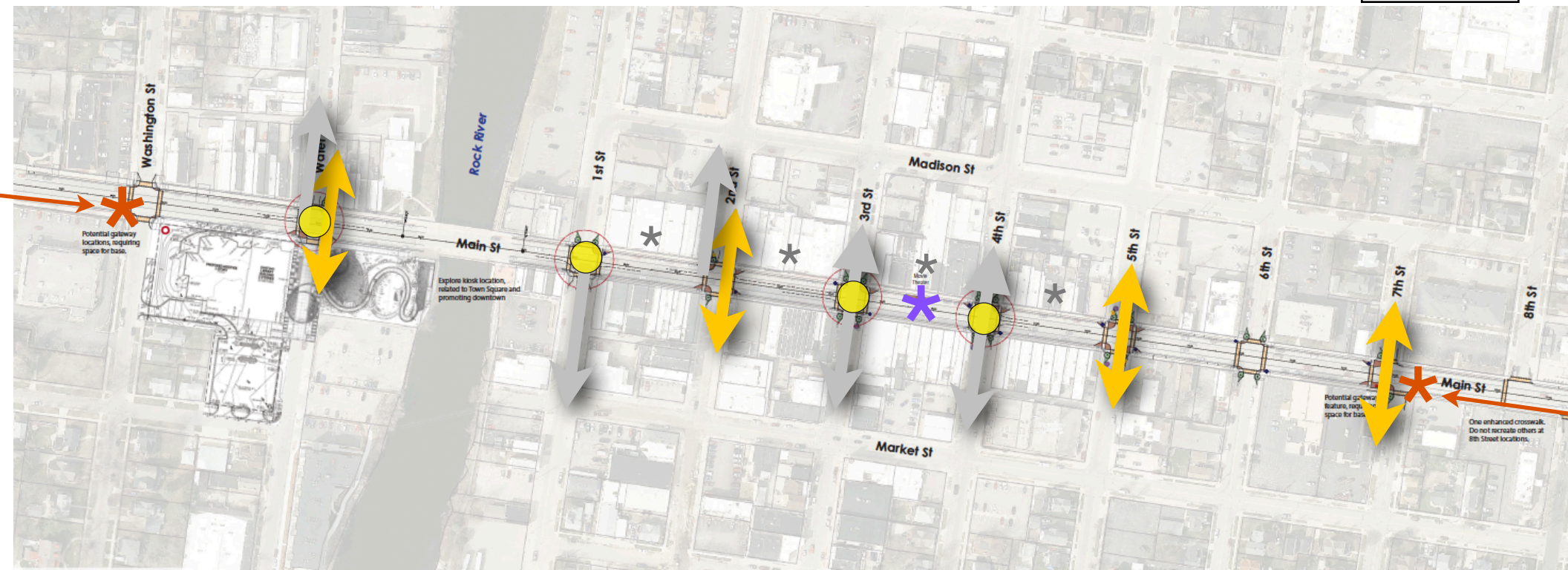
Calmed traffic  
Shorter pedestrian crossings  
Well-marked pedestrian crossings  
Differentiated pedestrian space  
Continuous Main Street walkway

# IDENTITY

Unique streetscape palette  
Downtown center  
Highlighted architecture  
Watertown color palette  
Consistent furniture palette  
Block identity







↑  
Truck route

● Signal

\* Entry feature

\* Downtown focal point

\* Block identity

↕  
Enhanced pedestrian crossing

Standard



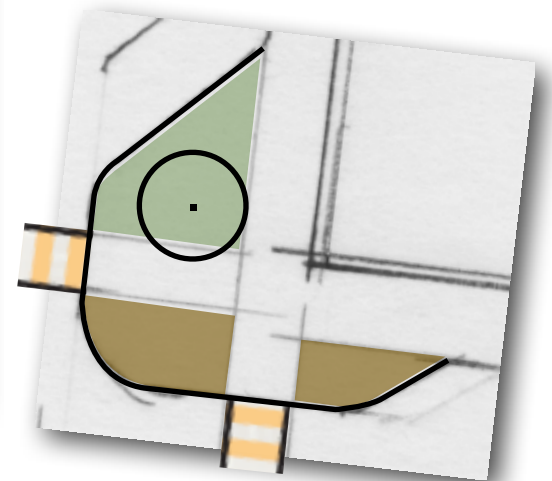
Side street  
bump out



Full  
bump out



Full bump out  
extended



Main Street



Lighting  
(new fixtures  
chosen by others)

Block identity  
features

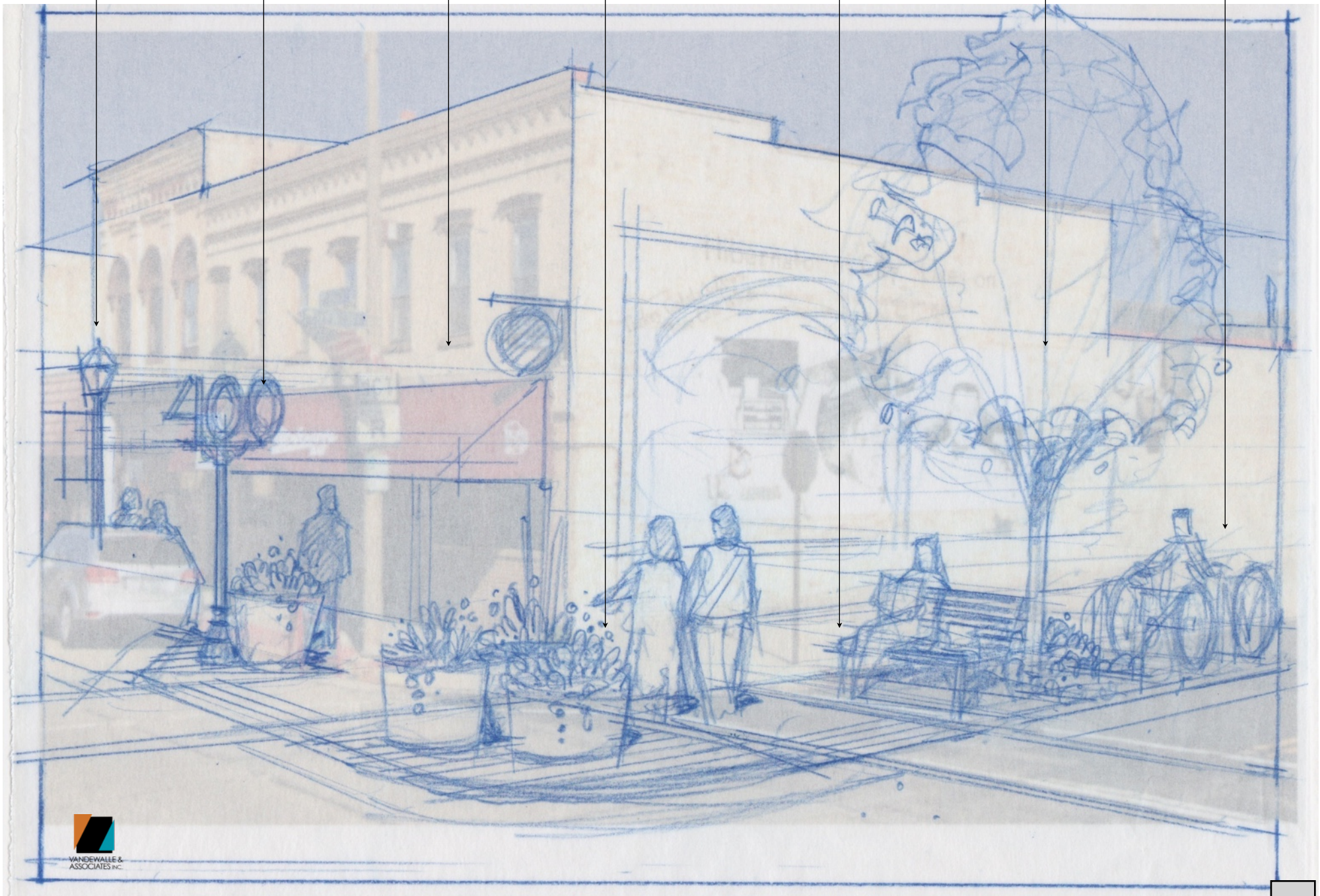
Visible building  
facades and  
signage

Flower  
planters

Seating  
(in selected  
locations)

Street trees

Parking  
locations)  
Section 4, Item B.





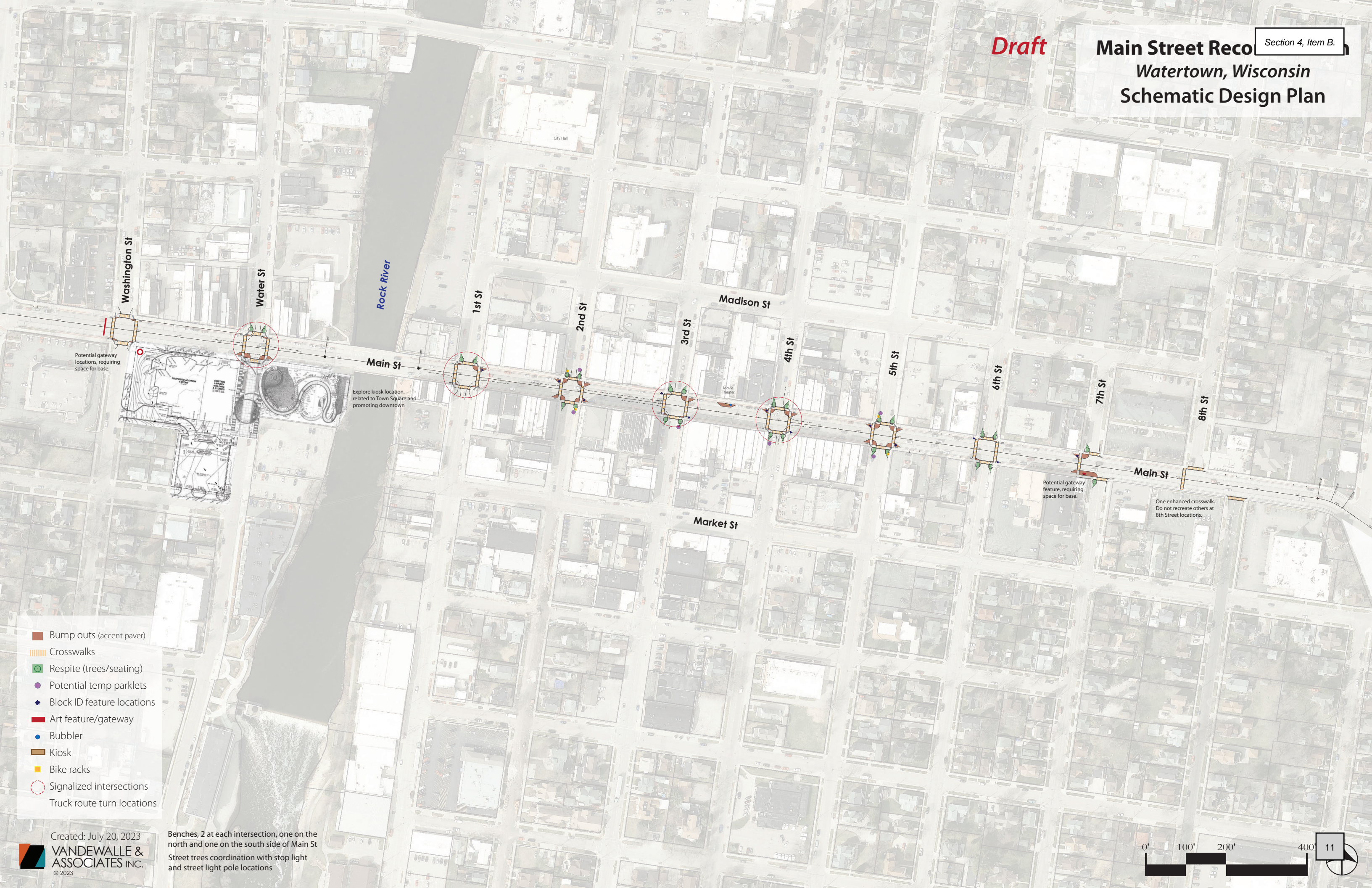
Draft

Section 4, Item B.

# Main Street Reco

## Watertown, Wisconsin

### Schematic Design Plan



- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations



Draft

Main Street Reconstruction  
Watertown, Wisconsin  
Schematic Design Plan

Washington St & Water St  
STA 7+00 - 15+00

Washington St

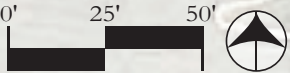
Water St

Main St

Potential gateway locations, requiring space for base.

Explore kiosk location, related to Town Square and promoting downtown

- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations



Rock River



# Main Street Reconstruction Watertown, Wisconsin Schematic Design Plan

1st St & 2nd St  
STA 16+75 - 22+00

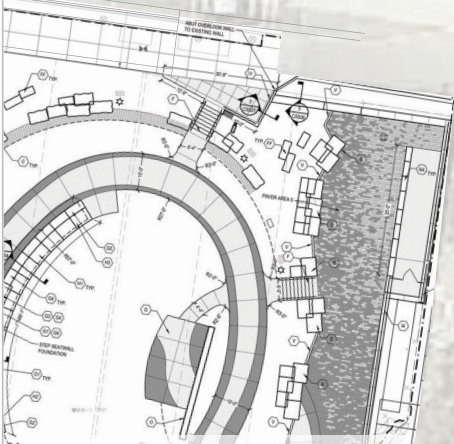
Madison St *Draft*

Rock River

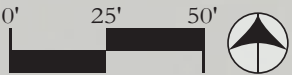
1st St

2nd St

Main St



- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations

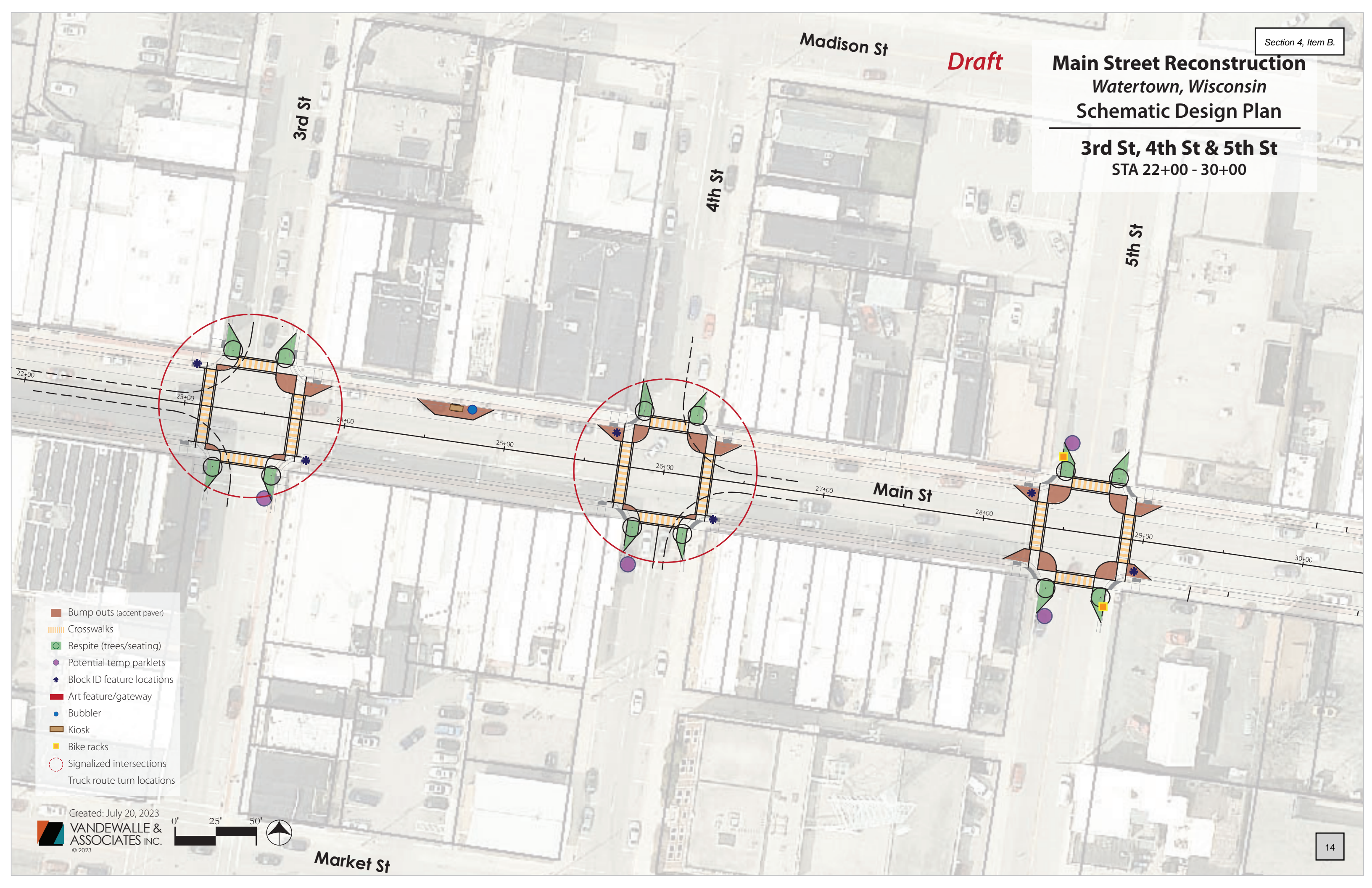




Draft

Main Street Reconstruction  
Watertown, Wisconsin  
Schematic Design Plan

3rd St, 4th St & 5th St  
STA 22+00 - 30+00



- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations



Draft

Main Street Reconstruction  
Watertown, Wisconsin  
Schematic Design Plan

6th St , 7th St & 8th St  
STA 30+00 - 38+00

6th St

7th St

8th St

Main St

7th St

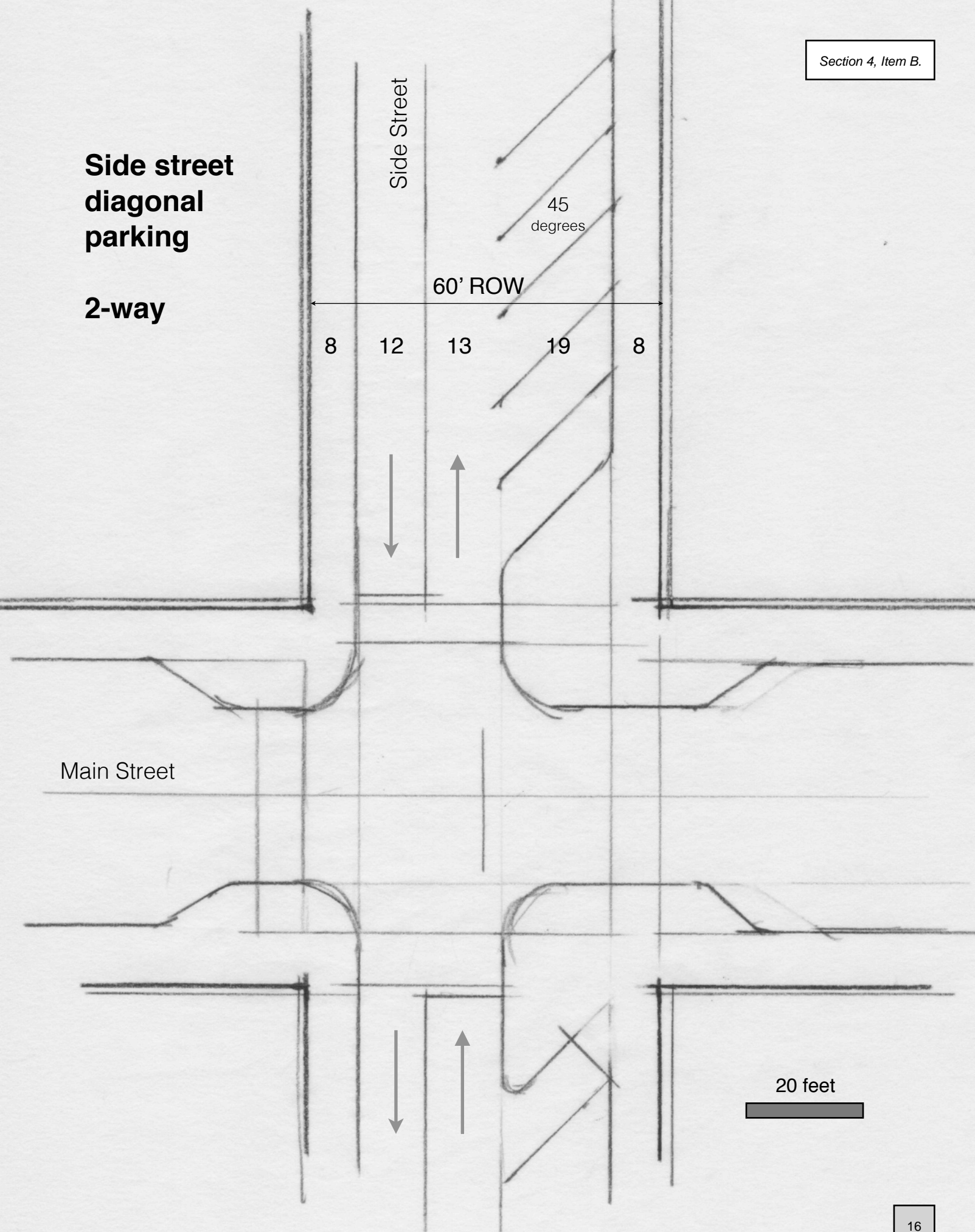
8th St

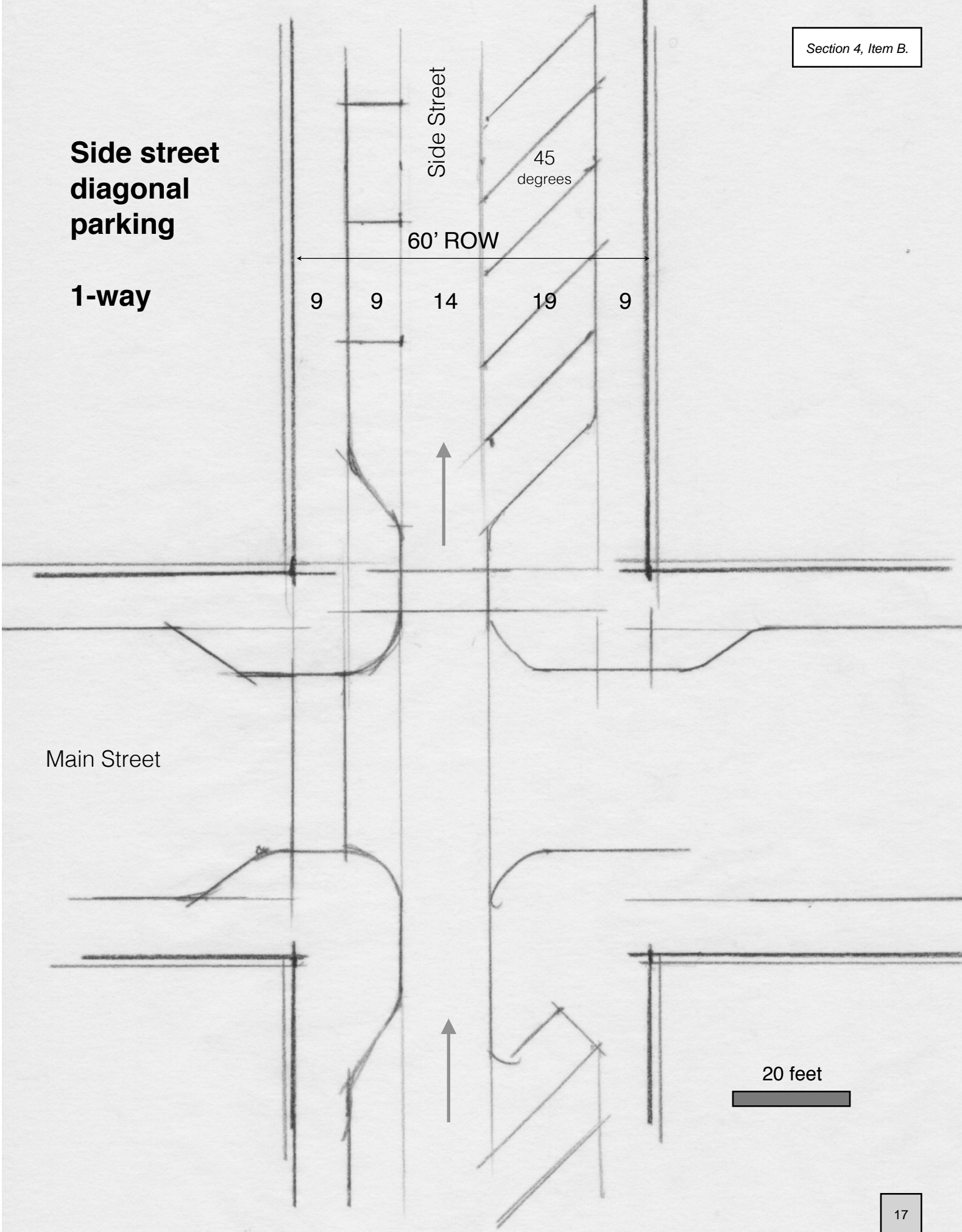
- Bump outs (accent paver)
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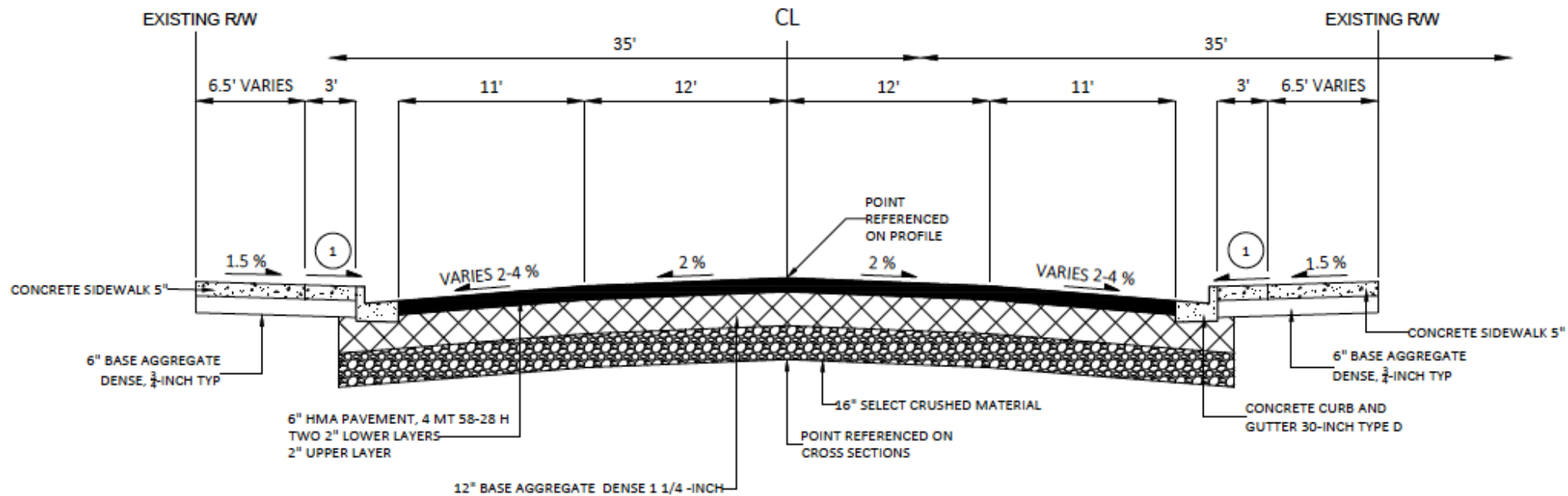
**Side street  
diagonal  
parking**

**2-way**





	Walk	Terrace	Gutter	Parking	Travel
Existing	6.5	3	2.5	11	12
Consideration	8.5	3	2.5	9	12
WisDOT	11.5	3	2.5	6	12



### FINISHED TYPICAL SECTION

STA 7+01 - 15+08