



DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE AGENDA
TUESDAY, MARCH 25, 2025 AT 2:30 PM
ROOM 2044, CITY HALL 106 JONES STREET

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 617 065 5357 Passcode: 53094 One tap mobile +16469313860
<https://us06web.zoom.us/j/6170655357?pwd=96tcitGxXtZD4na19NqSUHQQuENC2yf.1>

All public participants' phones will be muted during the meeting except during the public comment period.

1. CALL TO ORDER

2. APPROVAL OF PRIOR MEETING MINUTES

- [A.](#) Approval of prior meeting minutes 1.28.25

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. Main Street bridge closure update (Beyer/McFarland)
- B. Alleyway update (Beyer)

5. NEW BUSINESS

- [A.](#) WisDOT/City team meeting recap (Becker/Beyer)
- B. Discussion of cross street closures
- C. Information from other communities (Becker)
- [D.](#) Review and possible action: Block IDs decision
- E. Update on silva cells and street trees (Beyer)
- [F.](#) Newsletter update: latest issue
 - i. Ideas for next issue
- G. Downtown Business Meet-up status (Becker)
- H. Update on Watertown Main Street WEDC Grant application

6. ESTABLISH NEXT MEETING DATE AND TIME

- A. Confirm next meeting date: May 27, 2025

7. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

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

Tuesday, January 28, 2025

2:30 pm IN-PERSON/VIRTUAL MEETING**Room 2044, City Hall, 106 Jones St, Watertown, WI****Virtual Meeting Info:** <https://us06web.zoom.us/join> Meeting ID: 617 065 5357 Passcode: 53094

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1. Call to order at 2:32 pm.
 - a. Attendance- Present: Andrew Beyer, Ald. Board, Laurie Hoffman, Mike Trego, Ald. Moldenhauer, Andy Grinwald & Steph Mazzoni. Mayor McFarland joined at 2:34. A resident. Virtual: Two residents, a resident caller, Watertown Daily Times, Amber Smith
Absent: Mason Becker, Ryan Wagner, & Michele Elias
2. Approval of prior meeting minutes
 - a. Approval of Minutes 12.17.24
Motioned by Hoffman, seconded by Moldenhauer, carried unanimously.
3. Opening for public comment.
 - a. None
4. Old Business
 - a. Main Street bridge closure update- Beyer/ McFarland
 - i. Girders were delivered and installed. Seven main ones, two fascia.
 - ii. WiDOT meeting tomorrow. Deck should begin being formed this week.
 - iii. Opening still slated for early spring
 - b. Transportation Network Evaluation -Beyer
 - i. RA Smith is finalizing. Once traffic is open on Main Street, they will begin data collection on Main Street at 3rd and 4th Streets, Madison to Western.
 - ii. Will also be looking at turning lanes
 - c. Downtown Business Meetup recap- Beyer
 - i. Mason and Andrew attended the meeting Jan 6th along with other taskforce members. Update was well received.
 1. Most of the questions were on the construction timeline and access.
 - ii. The Mayor attended a state meeting yesterday and was talking to another mayor, who reconstructed their Main St. recently.
 1. We will do a case study with them on what they did and possibly tour other cities that have reconstructed their Main Streets too.
 - iii. There will be community involvement meetings hosted by WIDOT when the time comes.
5. New Business
 - a. Newsletter update: Review current draft
 - i. Email Mason any changes by this week.
 - b. Update on Watertown Main Street WEDC Grant application
 - i. Mason will follow up at next meeting.
 - ii. Ald. Board said there will be an announcement at the end of the month. They received more than they were expecting.
6. Confirm next meeting date:
 - a. Regular meeting date: March 25, 2025, at 3:00pm (tentative)
- b. Adjournment at 3:15 pm **Motioned by Moldenhauer, seconded by Grinwald, carried unanimously**

MEMO

Administration

To: Downtown Main Street Task Force

From: Mason Becker, Manager of Economic Development and Strategic Initiatives

Date: March 25, 2025

Subject: Recent meeting with City and WisDOT team

Background

Members of City staff, including Mayor McFarland, recently met with representatives from the Wisconsin DOT to discuss the 2028 Main Street reconstruction project on February 14, 2025.

Topics discussed included a review of the project timeline, key decision dates, further amenity decisions, and more. Here are a few of the major items discussed in summary:

Distance clarification: There had been a bit of confusion on the exact distance of the project. This was clarified that the project will stop around Ninth Street, near the curve by Elite Lock & Key.

We reconfirmed that the City wants extra conduit run for future data or utility needs. Andrew Beyer will be checking with Digicorp on exact placement. AECOM would be performing this work.

Arch and pillars: We expressed that we would like to see the archway done as part of this project, as this is a signature piece in the reconstruction planning. DOT will need to know the type of base and exact location. City staff will continue working on this.

Signs and kiosk: We reconfirmed that we want to see a wayfinding kiosk in front of the movie theater. A rendering will be needed by October 1.

ADA voice boxes at Church St: It was discussed that mounting these ahead of the project might be easier. This could end up being a City capital request for 2028.

Business accessibility/construction sequencing: The often asked about “block by block” approach was discussed. This will not be feasible, as it would be incredibly expensive to utilize this approach. Instead, the project will be split into two parts, essentially a western phase and then an eastern phase. We discussed cross streets that could be kept open in areas during discussion, which is a topic on this agenda.

Regarding accessibility to front doors of businesses and properties, WisDOT officials reiterated that these will still be accessible during construction. There will be small windows when work is happening directly in front of a business where entrances will be inaccessible (e.g. if new laterals

are being installed). Gravel will stay down for walking, and temporary pedestrian foot paths are likely, as previously discussed.

On a final note, 60% plans for the project should be done by April 1st.

A Local Officials Meeting (LOM) took place on March 18, 2025, as a Committee of the Whole (COW) with the Common Council (a copy of the presentation given by Steve Porter from WisDOT is included in this agenda packet). A Public Information Meeting for the general public should be scheduled in the near future.

Budget Goal

- Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
- Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities

Financial Impact

Some of the items discussed today will need to be planned for in the City's long-term Capital Improvement Plan (CIP) budget. That process for the upcoming City budget, which includes updating the CIP, will occur in May 2025.

Recommendation

Some of the items on this meeting's agenda include discussion and decision-making on certain items relating to the project, such as the block ID's and an update on the silva cells and proposed street trees.

2025 Operational Goals

The purpose of our operational goals is to identify, prior to the budgeting process, what work the city intends to achieve in 2025. The goals should align with our mission. Not only will the operational goals inform budget prioritization, but they will also guide the creation of the 2025 Department Work Plans.

Present a budget that (in no particular order):

1. Invests in the strategic planning and maintenance of our city buildings
2. Proactively maintains and improves our parks and infrastructure to ensure safety, quality, and equity
3. Supports employee retention and growth, while also evaluating operations and the associated staffing



MEMO

4. Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities
5. Maintains a safe and healthy community, with an eye toward future needs and trends



Local Official Meeting

Steven Porter, P.E.
Project Manager

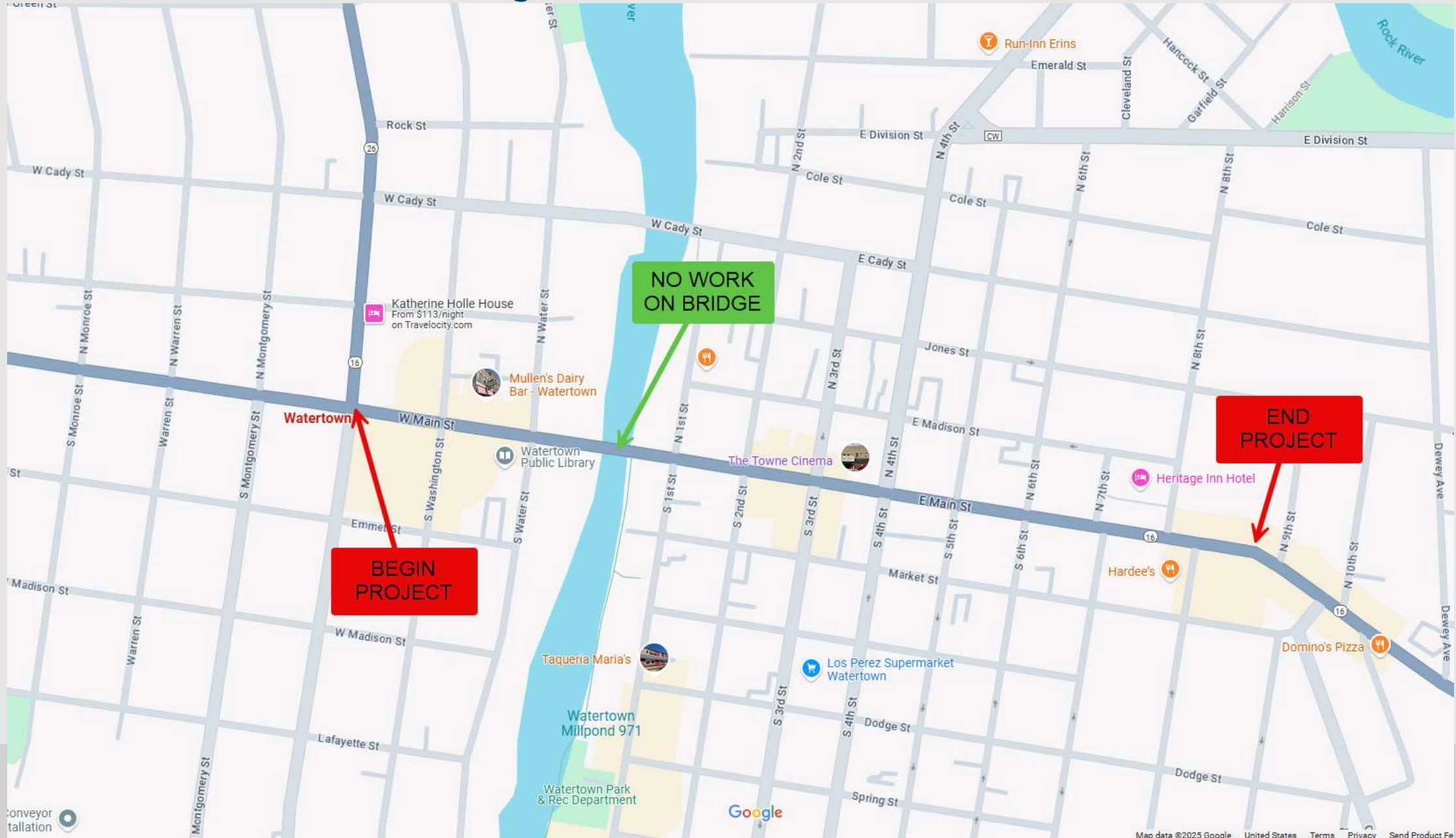
WIS 19/Main Street
Watertown, WI
Jefferson County
March 18, 2025

Presentation Agenda

- Project Location
- Project Purpose and Need
- Proposed Improvements
- Project Cost
- Traffic Impacts
- In this Together
- Schedule
- Contact Information



Project Location



Project Purpose and Need

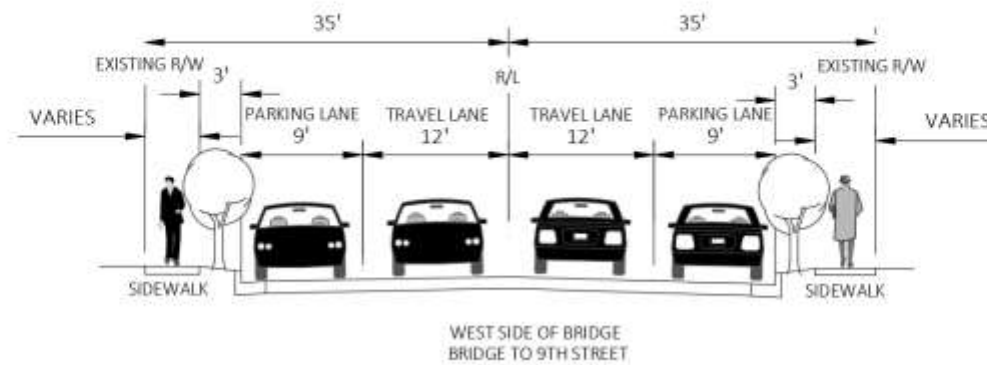
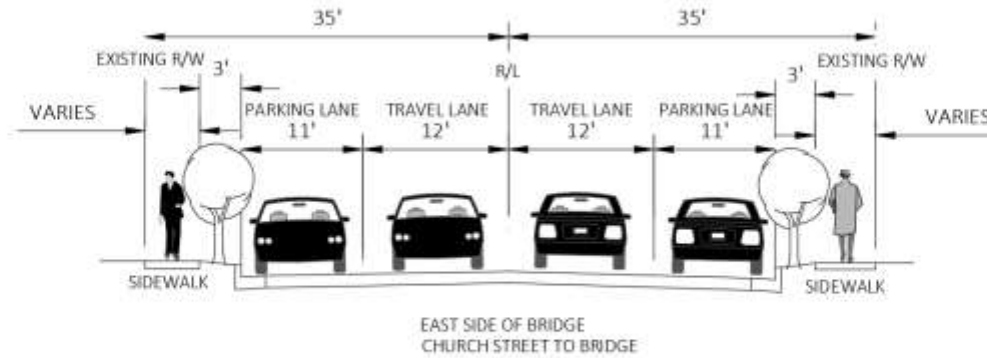


- WIS19 / Main Street Pavement built in 1967
- Pavement shows extensive cracking
- Sidewalk shows settlement and cracking
- Curb ramps do not meet Americans with Disabilities Act standards

Proposed Improvements

- Concrete pavement and curb & gutter
- Concrete sidewalk
- Lighting and signals
- Curb ramps
- Storm sewer
- Water and sanitary sewer by the City of Watertown
- Streetscaping proposed by the City of Watertown

Proposed Improvements Continued



Proposed Streetscaping

- Arch and Pillars
- Kiosk
- Banners
- Block Identifiers
- Trees
- Wayfinding and Parking Lot Signs
- Lighting
- Permeable Pavers
- Benches, Trash Receptacles, Planters, and Bike Racks

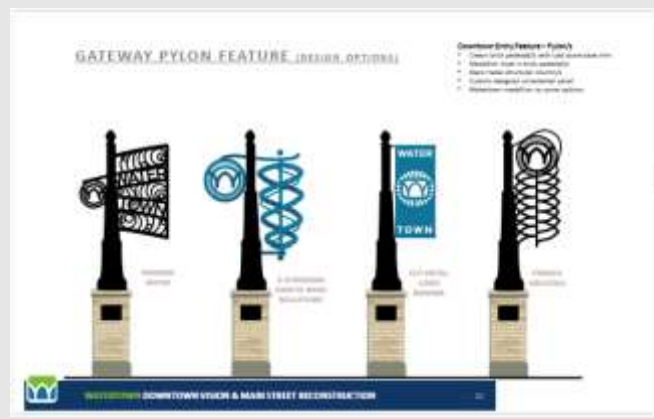
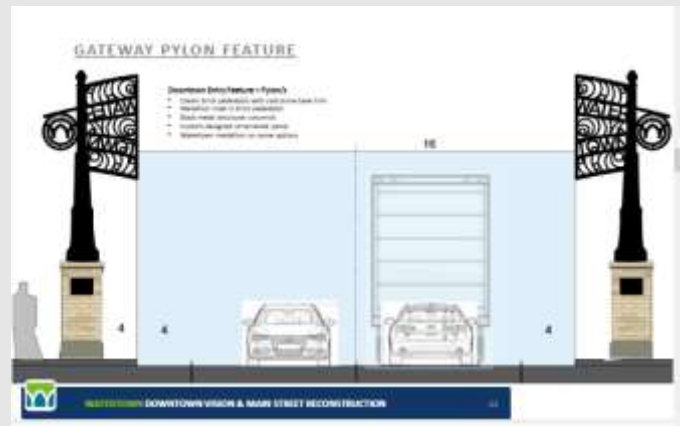
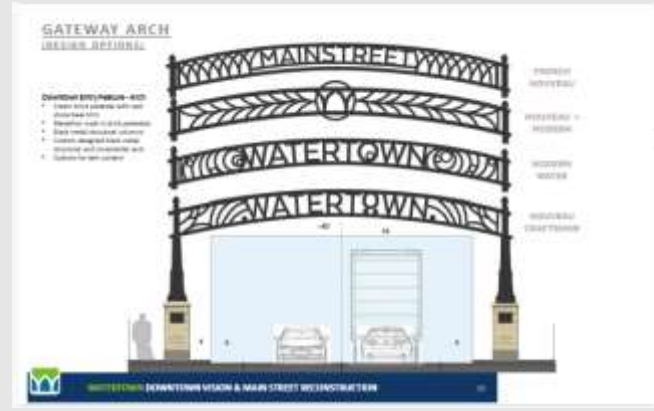
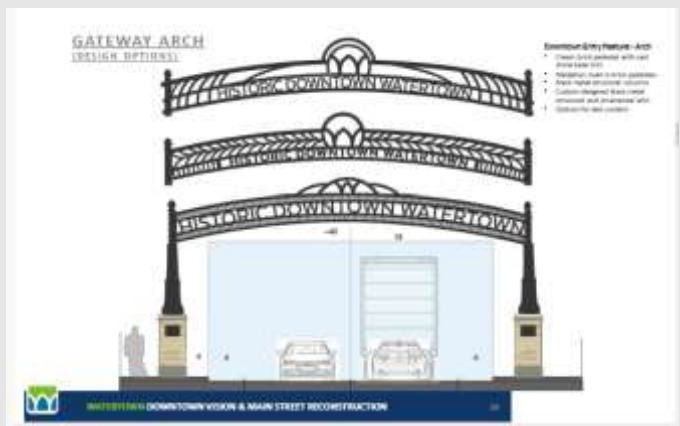
Proposed Streetscaping Continued

- Arch and Pillars



Proposed Streetscaping Continued

- Arch and Pillars Continued



Proposed Streetscaping Continued

- Kiosk



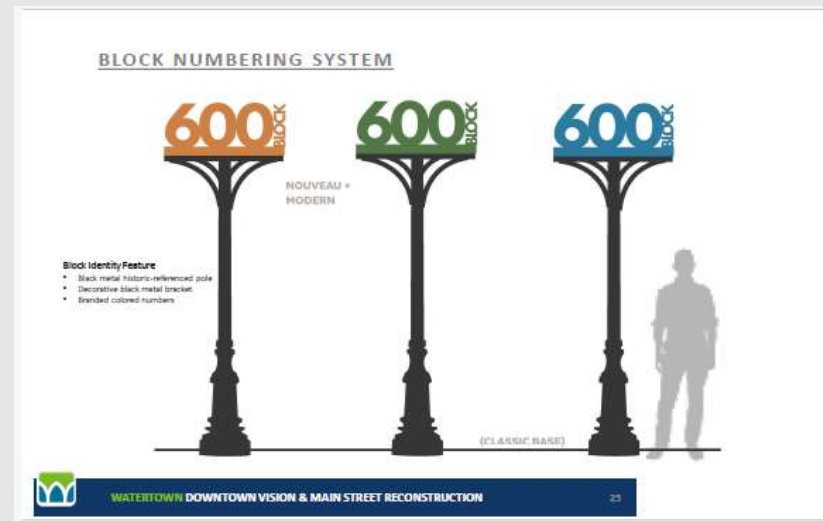
Proposed Streetscaping Continued

- Banners



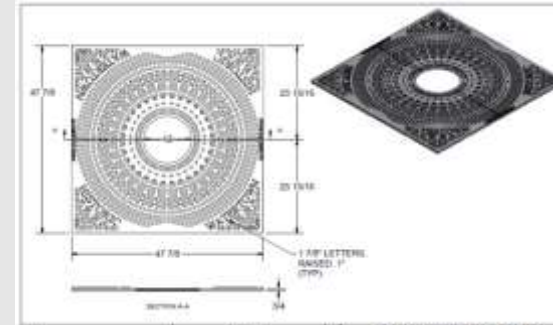
Proposed Streetscaping Continued

- Block Identifiers



Proposed Streetscaping Continued

- Trees
 - Small in size and small root system



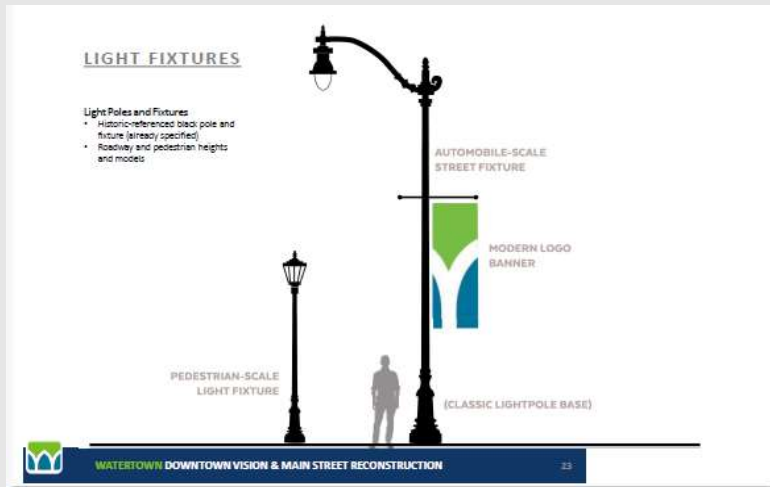
Proposed Streetscaping Continued

- Wayfinding and Parking Signage



Proposed Streetscaping Continued

- Lighting and RRFB



Proposed Streetscaping Continued

- Permeable Pavers



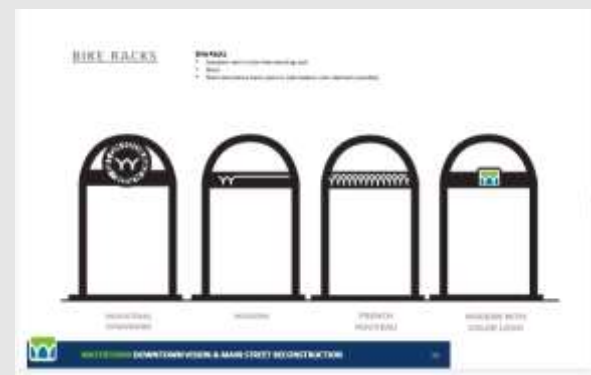
Proposed Streetscaping Continued

- Permeable Pavers



Proposed Streetscaping Continued

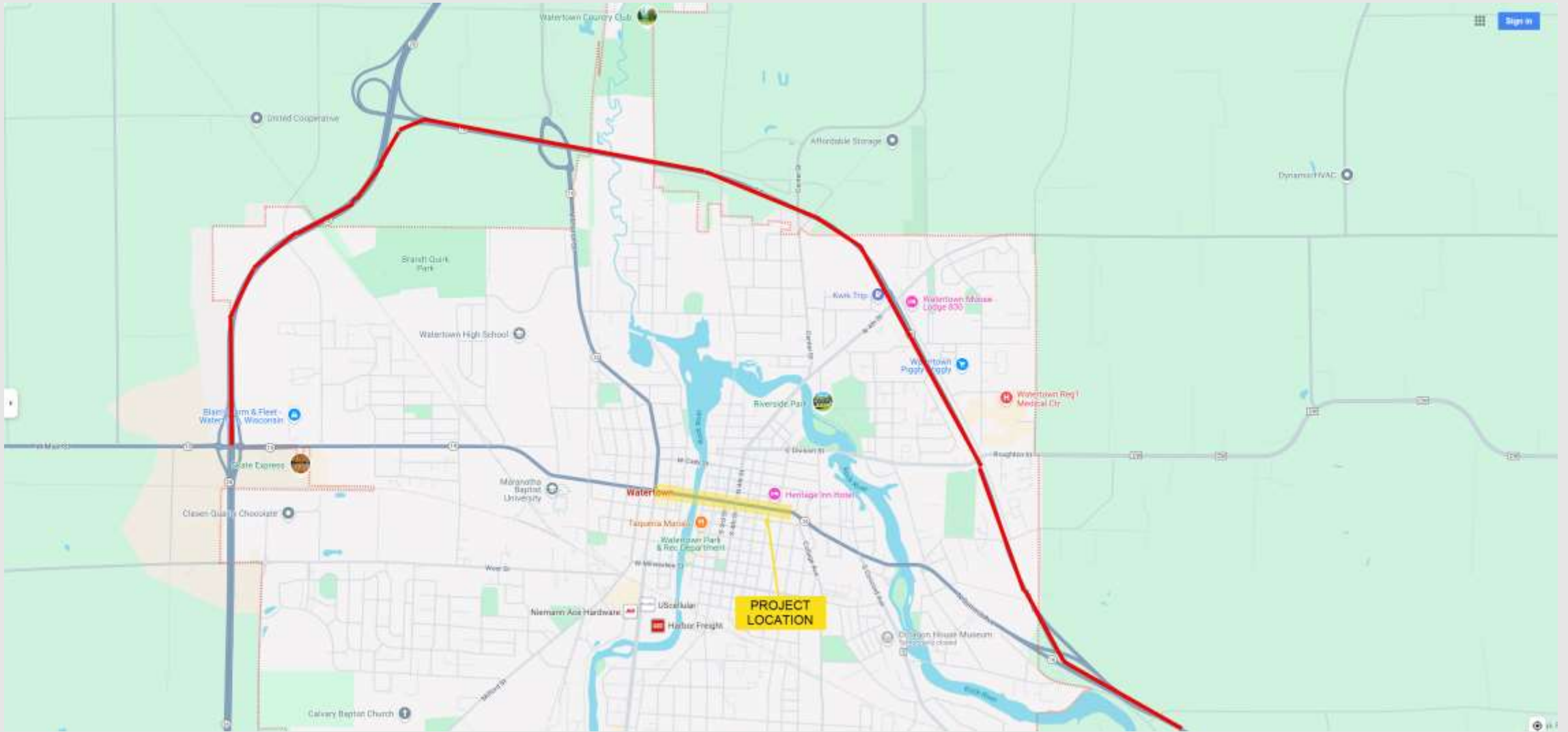
- Benches, Trash Receptacles, Planters, and Bike Racks



Project Costs

- Project Total \$8,100,000
 - Roadway Cost (State and Federal) \$4,100,000
 - City Cost \$4,000,000

Traffic Impacts



Business Coordination

We Are In This Together!

- Visit wisconsindot.gov/together
 - Tips, tools, and resources
 - Business Coordination Guide
- Project team is here to help
 - What information would help you...
 - Inform customers about the project
 - Coordinate with suppliers
 - Communicate with employees

Project Schedule

- Final Plans November 1, 2027
- Project Letting February 8, 2028
- Construction Begins Spring 2028



Thank you for your time

If you have any comments, questions, or concerns please send us an email, give us a call, or send us mail at 2101 Wright St, Madison, WI, 53704.

Project Website: <https://wisconsindot.gov/Pages/projects/by-region/sw/wis19>



Project Contact Information

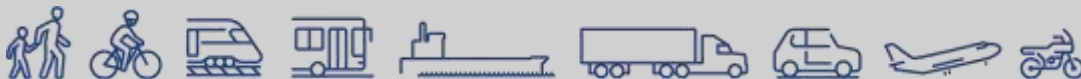
Pedro Bautista (608) 246-5354
pedro.herrerabautista@dot.wi.gov

Steven Porter, PE (608) 243-3366
steve.porter@dot.wi.gov

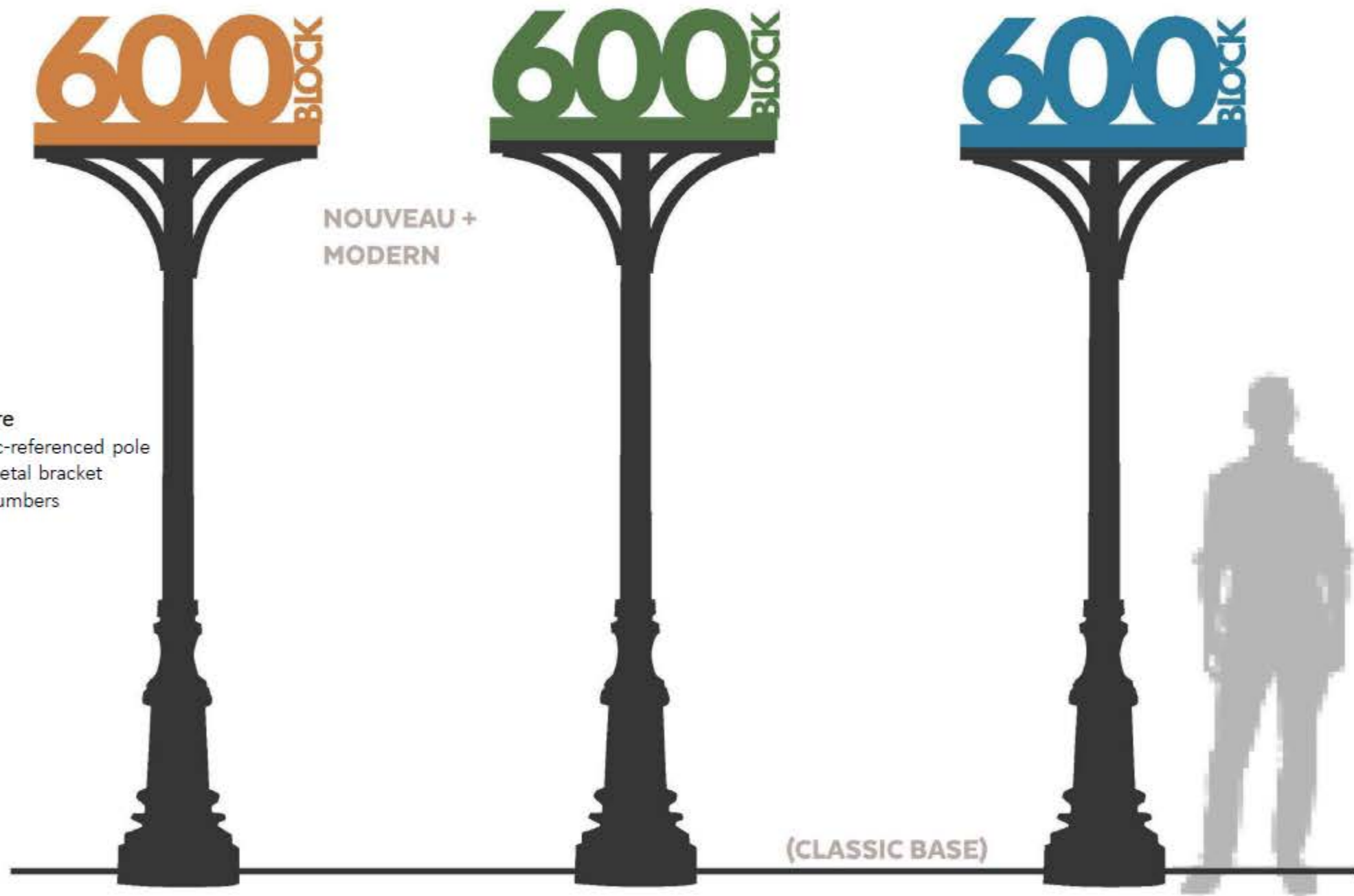
Alex Hagen, PE (608) 246-3830
alex.hagen@dot.wi.gov

Mailing Address

Attn: Steve Porter
WisDOT SW Region
2101 Wright Street
Madison, WI 53704



BLOCK NUMBERING SYSTEM



- Block Identity Feature**
- Black metal historic-referenced pole
 - Decorative black metal bracket
 - Branded colored numbers





MAIN STREET

Reconstruction News



Girders being delivered for the Main Street (Cole) bridge project, January 2025.

DOWNTOWN BUSINESS MEET-UP RECAP

The Watertown Main Street Program recently hosted its second quarterly Downtown Business Meet-Up meeting on Monday, January 6th, 2025. This was an opportunity for downtown business and property owners to hear updates about the 2028 Main Street reconstruction and learn additional details of the planning.

Around 30 members of the public attended the meeting, as well as several city staff and Common Council members. Andrew Beyer, the City's Director of Public Works, led a recap presentation.

Topics discussed included potential locations of new streetscape trees and underground stormwater facilities, which will be included as part of the 2028 reconstruction project. Locations were selected by city staff, in conjunction with McMahon (an engineering firm based in Neenah, WI).

Utility improvements and locations of proposed curb bumpouts were also discussed.

Over 20 questions were asked, and City staff engaged in conversation with residents during and after the meeting.

The next quarterly Downtown Business Meet-Up meeting will likely be scheduled after a new director of the Watertown Main Street Program is hired and on-boarded.

IMPORTANT DATES

Next Main Street Task Force Meeting:
March 25, 2025 2:30 PM

Next quarterly Downtown Business Meet-Up: TBD
(please watch for announcements from the Watertown Main Street Program)

Reconstruction of Main Street (Cole) Bridge:
Currently started, anticipated to re-open for traffic in Spring 2025.

Evaluation of downtown one-way streets: Started in May 2024, finished report expected by mid-2025

Further planning & work on public parking lots and other necessities: 2025-2027

Spring 2028: Full reconstruction of Main Street, from Church Street to Market Street/Sharp Corner Park expected to begin

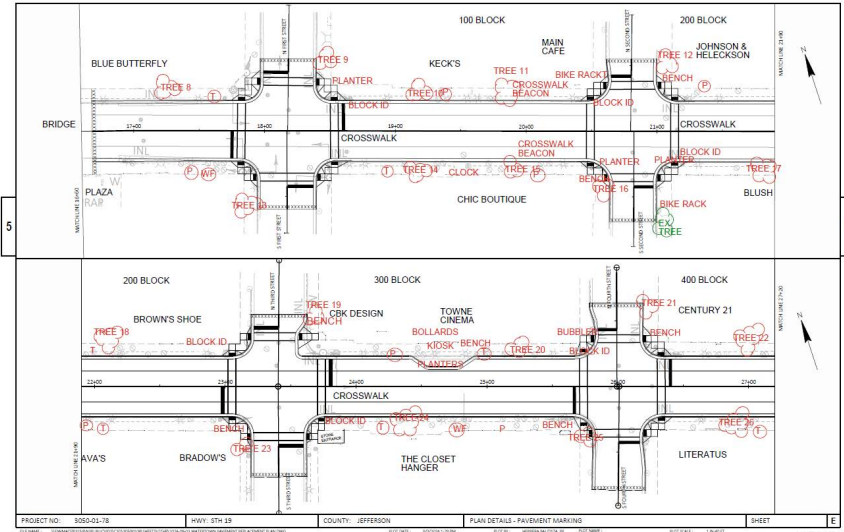
2030: Reconstruction of E. Main Street, from Market Street/Sharp Corner Park to Irene Street.

Planning for 2028 includes recommended placements of potential streetscape enhancements, including items like trees and pavers, which not only enhance the appearance of our downtown, but can help mitigate stormwater drainage issues.

Stormwater Trees can be planted in grid systems under the sidewalk and/or street. The grid systems provide space for tree roots to grow as well as storage/pollutant removal for stormwater management.

Permeable pavers allow rain and snow melt to flow between individual paver blocks into specifically designed gravel and soils underground.

An example image showing potential placements is shown to the left.



YOUR TASK FORCE MEMBERS

- MAYOR EMILY MCFARLAND
- ALDERMAN MYRON MOLDENHAUER
- ALDERMAN STEVE BOARD
- VACANT - WATERTOWN MAIN STREET PROGRAM
- ANDREW GRINWALD - CHAMBER OF COMMERCE REP.
- ANDREW BEYER - DIRECTOR OF PUBLIC WORKS
- LAURIE HOFFMANN - CITIZEN-AT-LARGE
- AMBER SMITH - DOWNTOWN BUSINESS REPRESENTATIVE
- MICHELLE ELLIAS - WISCONSIN DOT
- MICHAEL TREGO - HISTORIC DOWNTOWN DESIGN COMMISSION
- RYAN WAGNER - WATERTOWN RDA CHAIR
- MASON BECKER - MGR. OF ECON. DEV. & STRATEGIC INITIATIVES



MAIN STREET BRIDGE LATEST

Like all of you, we are eagerly awaiting the completion of the Main Street bridge. We do believe the wait will be worth it!

Recently, there was a delay to the installation of the girders that will form the major supports of the underside of the bridge deck. While installation was hoped to happen the week of January 13th, the extremely cold temperatures have slightly delayed that.

Bridge girders have now been delivered and placed as of January 27th. The police and streets department coordinated road closures and traffic re-routing as needed during the delivery period.

The City is also having temporary mats placed to allow access to businesses near the bridge, while necessary sidewalk work is underway.

Re-opening of the bridge is still planned for early spring of this year.

Follow the City's Facebook page for weekly updates on the project.

