



DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE AGENDA

TUESDAY, JULY 22, 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=96tcitGxXtZD4na19NqSUHQuENC2yf.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 minutes from May 27, 2025

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. UPDATES

5. OLD BUSINESS

A. Alleyway update (Beyer)

B. Downtown Business Meet-up: August 4, 2025 at 5:30pm (Broere)

C. Update on raSmith Traffic Study (Beyer)

6. NEW BUSINESS

A. Review and discuss: Current project amenity timeline

B. Review and discuss: Possible water lateral program

C. Review and discuss: Support for businesses during reconstruction

i. Part-time project liaison

ii. Park and Ride

iii. Other ideas

D. Newsletter update: Latest issue draft

7. ESTABLISH NEXT MEETING DATE AND TIME

A. Confirm next meeting date: September 24, 2025 at 2:30pm

8. 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, May 27, 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

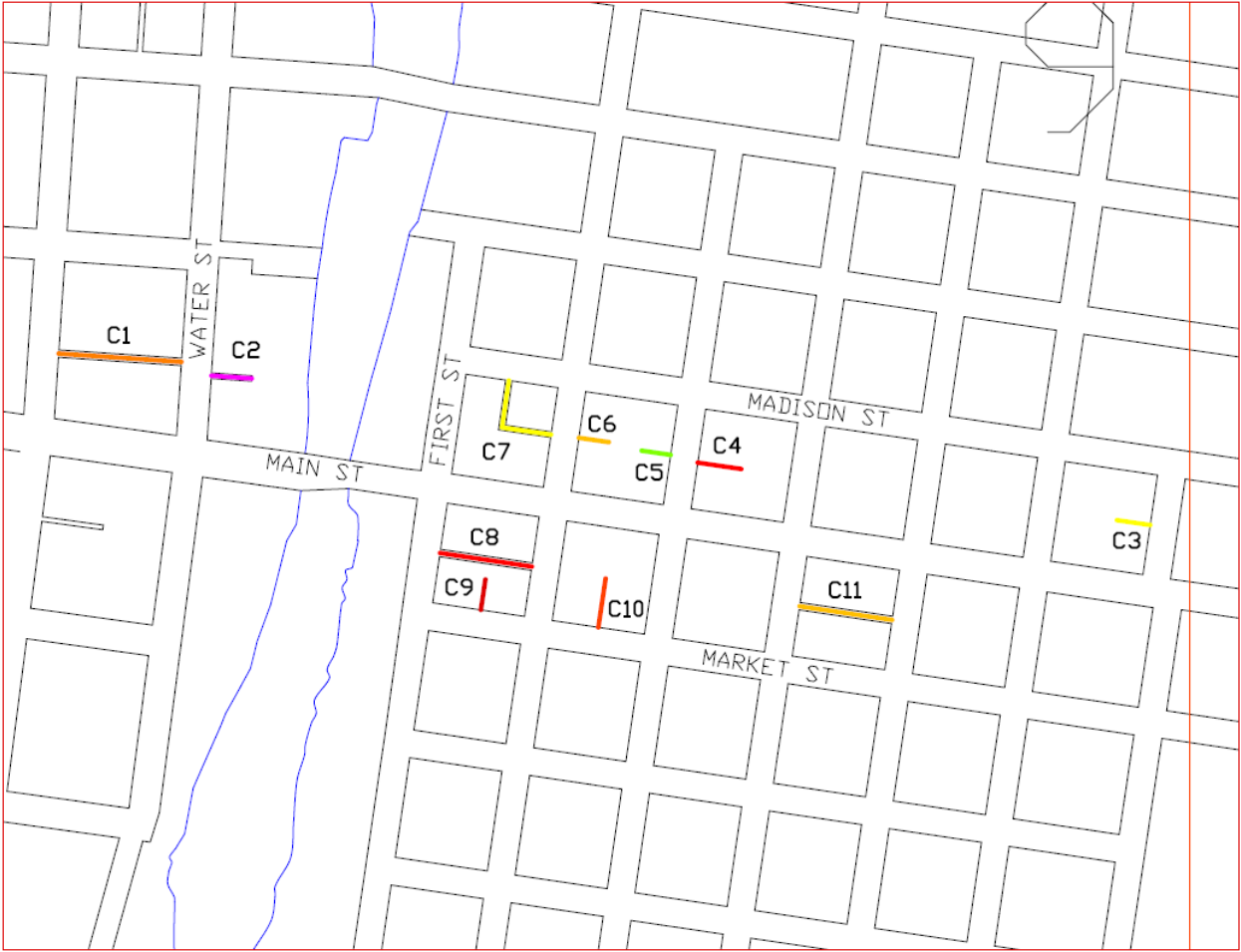
One tap mobile +16469313860

<https://us06web.zoom.us/j/6170655357?pwd=96tcitGxXtZD4na19NqSUHQuENC2yf.1>

1. Call to order at 2:30 pm.
 - a. Attendance- Present: Mason Becker, Andrew Beyer, Ald. Arnett, Mayor Stocks, Ald. Moldenhauer. Mike Trego, Stefanie Broerer and Andy Grinwald. Laurie Hoffman at 2:32pm.
Also present: Nathan Williams, Maureen McBroom, Steph Mazzoni and two residents.
Virtual: Amber Smith, Steven Porter, Pedro Bautista (DOT) and Ryan Wagner at 2:33 PM
Absent: none
2. Approval of prior meeting minutes
 - a. Approval of Minutes 3.25.25
Motioned by Moldenhauer, seconded by Grinwald, carried unanimously.
3. Opening for public comment.
 - i. None
4. Old Business
 - a. Main Street bridge update- Beyer
 - i. The bridge is open. The contractor is finishing a few things. Remove from agenda
 - b. Alleyway update
 - i. Alley C8 (behind Bismarks) removing asphalt and replacing with cement. Will be finished next month.
 - ii. Alley C11 (behind Literatus) planning this year for the construction next year
 - c. Review and take possible action: installation schedule for project streetscaping items
 - i. During construction: gateway arches, pylon feature, lighting, light poles, kiosk, way finding signs, parking lot sign, banners on light poles, trees and grates, underground conduit, rapid flash beacon, crosswalk markers.
 - ii. After construction: bike racks, benches, planters, trash receptacles
 - iii. Remove pavers from scope
5. New Business
 - a. Introduction of Task Force members
 - b. WisDOT/City team update meeting recap (Beyer)
 - i. Storm sewer laterals installed correctly so there is no icing.
 - ii. 60% review later this summer
 - c. Updated cross street sections
 - i. Updating still in progress. No new information
 - ii. Traffic counts tomorrow. One for a Wednesday and on a weekend for high traffic times.
 - d. Block IDs decision.
 - i. Drop for now. Can be added after construction if wanted.
Motioned by Hoffman, seconded by Moldenhauer, carried unanimously. Trees were picked by forester and are at the state for review.
 - e. Future Google map update
 - i. Engineering summer interns to take this on.

- f. Update on newsletter-ideas for next one
 - i. Get ideas to Mason for summer issue
 - g. Downtown Business Meet-up status (Becker)
 - i. Would like to see more Task Force participation at next one.
6. Confirm next meeting date:
- a. Regular meeting date: July 22, 2025, at 2:30pm
 - b. Adjournment at 3:04 pm **Motioned by Moldenhauer, seconded by Stocks, carried unanimously**

2023 ALLEY RATINGS



Key: Colors correspond to PASER ratings 1-10 from Red to Green. Purple represents unable to rate.

C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11
4	-	6	2	8	5	6	2	0	3	5

2028 Main Street Reconstruction itemized cost estimates

Note: This is a draft only and is still pending further staff review and finalization by WisDOT.

CITY RESPONSIBILITIES – PRICING IN 2028 PRELIMINARY ESTIMATED COSTS:

<u>ITEM</u>	<u>QTY.</u>	<u>ESTIMATED COST</u>
<u>2028 PROJECT CITY AMENITIES</u>		
Street Trees, no boxes	34	\$43,500
Small Bumpouts	32	\$286,000
Large Bumpouts	16	\$194,000
Mid-Block Bumpout	1	\$14,050
Gateway Feature, Arch	1	\$276,000
Gateway Feature, Pylons	2	\$101,000
Parking Directional Signs	9	\$ 69,000
Directional/Wayfinding Signs	8	\$ 22,500
Mid-Block Kiosk	1	\$18,150
Second Conduit, Lump Sum	1	\$ 83,500
Decorative and Pedestrian Lighting, Lump Sum	1	\$1,829,500
Signal Powder Coating, Lump Sum	1	\$29,000
Rectangular Rapid Flashing Beacon (RRFB)	2	\$13,000
Voice Boxes	2	\$1,500
<u>TOTAL</u>		<u>\$2,980,700</u>

NON-PARTICIPATING 2028 PROJECT WATER & SANITARY SEWER

(Funded by the Water and Wastewater Utilities)

Non-Participating Water & Sanitary Sewer, Lump Sum	1	\$1,389,500
<u>TOTAL</u>		<u>\$1,389,500</u>

POST 2028 PROJECT CITY AMENITIES

Banners	24	\$3,100
Benches	10	\$57,700
Bike Racks	3	\$3,900
Movable Planters	16	\$20,500
Trash Receptacles	14	\$26,800
Parking Lot Enhancements	13	\$457,500
<u>TOTAL</u>		<u>\$569,500</u>

2028 CITY AMENITIES DELETED FROM PROJECT BY DOWNTOWN TASK FORCE

Block Numbering/Identifiers	12	\$130,200
Bubbler	1	\$7,150
Green Infrastructure, Pavers, Lump Sum	1	\$49,150
Potential Side Street Parklets	6	\$153,200
<u>TOTAL</u>		<u>\$339,700</u>

MEMO

Administration

To: Downtown Main Street Task Force

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

Date: July 22, 2025

Subject: Water lateral replacement program options

Background

As the City continues to prepare for the 2028 reconstruction of Main Street, the topic of replacement of water laterals has come up several times. Many buildings have water laterals that are undersized for modern needs, including sprinkler systems. Upsizing of these laterals could allow property owners to install sprinkler systems, which could enable reactivation of disused spaces in some buildings, particularly upper floors. The opportune time to do this work would be during the 2028 reconstruction project, so as to avoid future cutting into pavement and subsequent restoration and related costs.

Department of Public Works Director Andrew Beyer shared this previous information with me:

Pete (Hartz) and I connected regarding new water service laterals on Main Street tied to the Downtown Main Street Reconstruction Project. Costs are variable but a ballpark estimate for each property owner for a new lateral in the public right-of-way is around \$10,000. This estimate is based on this year's utility contract prices for a 6" service lateral and doesn't include pavement, curb, or sidewalk restoration. Property owners will also likely have expenses for improvements inside the building. Some property owners may have back alley alternative options to provide a fire service (from the north – south side streets); one that could be shared with other owners.

This expense may be difficult for some property owners. It may be desirable to create some method of assistance, either through a grant or loan program, though sources of funding would need to be identified.

Alternatively, the City could also decide to make this a required program and charge property owners through billing or special assessment. From what I have been able to research, and also through discussion with Errin Welty from the Wisconsin Economic Development Corporation, it seems like most communities in Wisconsin take this approach. It is worth noting that some property owners may find savings in insurance rates after installing sprinkler systems.

MEMO

Some example information is included in your agenda packet, which was solicited from the Wisconsin Main Street Program. This was from a community in Iowa. I have also included an article highlighting a grant program from a community in Kansas.

Budget Goal

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

Financial Impact

The City would not likely be able to bear the full cost of these improvements. Private property owners would likely need to participate. Full financial impact would depend on method of assistance (grants, loans, etc). Decisions regarding City participation would ultimately be made by the Common Council.

Recommendation

This item is for discussion purposes only at this point. No formal action is needed at this time.

Exhibit B – Valley Junction Sprinkler Infrastructure Project

PROJECT DESCRIPTION:

As with many older Main Street areas, the buildings in Valley Junction are contiguous. Should a fire occur an entire block could be destroyed. This presents life safety issues and obvious concerns with the viability of the affected businesses and the district as a whole. With the current building and fire codes, the existing buildings within the business district are restricted on changes in use, building improvements and expansions unless they have a fire sprinkler system. Adding to the issue is the difficulty of retrofitting a sprinkler system in an existing building. Realizing the hurdles noted above and the unnecessary repetition of the system infrastructure due to the typical small building size, the City has initiated a project to allow contiguous buildings to share some of the required infrastructure for a fire protection system to encourage the installation of fire protection systems in the Valley Junction Business District.

Shared System Elements:

Connection to the water main under 5th Street.

Connection continued under the street and then brought up vertically in a building mid block.

Vertical connection tees to a horizontal line along the ceiling area of the main floor of all contiguous buildings.

Fire department connection on the exterior of the mid block building.

A monitoring panel and sprinkler room installed inside the mid block building.

Implementation:

The City intends to contract the design and installation of the shared segments of the system and when complete, convey the system to an association formed for the property owners to manage the operation and maintenance of the system.

Each individual property owner or merchant will be responsible for the costs of the distribution of the system throughout their building.

Participation in the program does not obligate the building owners to fire sprinkle the building (changes in uses, expansions or future code updates may).

Project Phasing:

Phase 1: East side of the 200 block of 5th Street. 8 contiguous buildings. The Community Center (City owned) is located approximately mid block to bring up the vertical riser.

Phase 2: West side of the 200 block of 5th Street. 7 contiguous buildings. Currently there is no building identified to bring up the vertical riser.

Phase 3: East side of 100 Block of 5th Street. 3 contiguous buildings. Historic City Hall (City owned) is at mid block to bring up the vertical riser.

PROJECT CONTEXT:

The Town of Valley Junction was incorporated in 1893 and became the City of West Des Moines in 1938. Valley Junction is one of the original Main Street Iowa communities, managed by the Historic Valley Junction Foundation. Valley Junction also has the designation of an Iowa Cultural District and is one of the communities participating in the Iowa Great Places program.

The majority of the buildings contained in the project area were constructed around the turn of the century; however there are some building that were built as late as the 1950's. There is a mix of one and two story buildings most typically in the range of 3000 to 5000 square feet, most being constructed with load bearing masonry walls. Many of the buildings are occupied with retail establishments which will require careful coordination of the construction with the property owners and tenants for those buildings.

Great Bend has first nibble on downtown loft project grants

Posted Jan 07, 2022 11:19 AM

By COLE REIF

[Great Bend Post](#)

GREAT BEND — The first loft project grant application has been submitted to the Great Bend Economic Development (GBED) with hope of improving upper levels of downtown businesses for housing or commercial space.

Any multi-level building within a restricted corridor downtown is eligible to receive funds to assist in the cost of fire protection necessitated by city code. Costs eligible include the labor and materials to connect to the city's main water line and the cost of the sprinkler system and fire alarm installation.

Economic Development Director Sara Hayden said a handful of downtown businesses are also in the running for the state's Historic Economic Asset Lifeline (HEAL) grant.

"The HEAL grant was for \$25 per square foot up to \$75,000," said Hayden. "We had four properties able to submit for this grant. They won't announce until mid-January, but we had some really strong applications."

The loft project grant through Great Bend awards funds as a forgivable loan with a 0% interest rate if the project is completed by the end of 2024. The loan is in the

amount of \$5.50 per interior square foot.

Hayden said the business that submitted the grant application will most likely be announced next week after the new GBED board is set.

The City of Great Bend appropriated \$1 million from their American Rescue Plan Act funds to help fund the loft project initiative.

MEMO

Administration

To: Downtown Main Street Task Force

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

Date: July 22, 2025

Subject: Part-time Main Street Reconstruction Project Liaison

Background

As part of planning for the 2028 Main Street reconstruction project, the Watertown Main Street Program began hosting quarterly Downtown Business Meetups, open to downtown business and property owners and other stakeholders. This began in the later part of 2024.

One topic that has come up during these meetings was concern over maintaining timely contact between downtown businesses and the City during the reconstruction project. While City staff will be involved working with WisDOT during the project, there has been some expressed desire to have a dedicated person with “boots on the ground” on a daily or semi-daily basis. It is important to acknowledge that some of these concerns have arisen due to the unforeseen project delays that occurred with the Main Street bridge project.

I was able to connect with Duane Vandermause, Assistant Director of Public Works from the City of Lake Mills, to discuss how their Main Street reconstruction project was handled. In their case, they hired a former city employee to serve as a part-time project liaison. The liaison helped coordinate with City staff, the fire and police departments, and also checked in with downtown businesses and residents on a regular basis. They found this to be very helpful during their project. Note that this was in addition to the Wisconsin DOT rep who was the City’s liaison with the contractor for the project.

This could be one possible solution for the City to consider for 2028. The job description Lake Mills used is included in your agenda packet.

Budget Goal

Supports employee retention and growth, while also evaluating operations and the associated staffing

MEMO

Financial Impact

The City would need to budget for this position as part of the 2028 city budget. Exact potential salary would need to be evaluated.

Recommendation

Formal action is not needed at this time. This topic is for discussion only.

CITY OF LAKE MILLS

DEPARTMENT: PUBLIC WORKS
POSITION: S. MAIN STREET PROJECT LIAISON
REPORTS TO: CITY MANAGER
SUPERVISES: N/A

PURPOSE OF POSITION:

The purpose of this position is to ensure effective, timely communication and provide a personal link between city residents, business-owners, WisDOT project managers, and city officials during the reconstruction of S. Main Street.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The Liaison is responsible for the following specific duties:

1. Provide city residents and business-owners with prompt, condition appropriate and up-to-date information on the S. Main Street construction progress.
2. Foster a positive working environment between city residents, business-owners, WisDOT project managers and city officials.
3. Communicates city resident and business-owner concerns to the appropriate representatives of WisDOT project managers and city officials.
4. Helps to resolve problems and issues between city residents, business-owners, and WisDOT project managers.
5. Works with Main Street and Chamber on construction project information for website/ facebook page.
6. Provides follow-through to ensure agreements are mutually approved as changes occur and completed.
7. Meets with the public in small and large groups to discuss project progress.
8. Prepares and maintains a record of complaints, problems, and other comments expressed by city residents and business-owners.
9. Participates in project progress meetings.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is often required to walk; use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.

The employee may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. The employee will occasionally encounter loud, dusty conditions, uneven terrain and weather extremes.

EQUIPMENT/JOB LOCATION: Employee should possess a valid Wisconsin driver's license and be responsible for transporting him/herself to job sites for the purpose of checking the progress of the work, or checking on complaints.

REQUIRED KNOWLEDGE AND ABILITY:

The employee must have:

- effective problem solving skills,
- strong verbal and written communication skills,
- ability to maintain effective working relationships with city residents, business-owners, WisDOT project managers and City personnel,
- ability to prepare, generate and maintain clear, concise, and accurate records. Considerable skill with personal computers,
- physically ability to perform essential functions as required with or without reasonable accommodation.

QUALIFICATIONS: Willingness to work with people and foster a positive working relationship with city residents, business owners, WisDOT project managers and city officials. An equivalent combination of training and experience that provides the required knowledge, skills and abilities to be successful in this position.

MEMO

Administration

To: Downtown Main Street Task Force

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

Date: June 22, 2025

Subject: Park and Ride considerations

Background

The topic of offering “Park and Ride” services during the 2028 Main Street reconstruction project has come up several times, both in Task Force meetings and in discussions with downtown business owners and other stakeholders.

A few considerations:

Park and ride programs can be a valuable tool to mitigate traffic congestion and improve mobility during major reconstruction projects, such as highway or road closures. By establishing locations where residents and visitors can park their vehicles and transfer to buses or other modes of transportation, these programs can reduce the number of vehicles on affected roadways.

Key aspects

- **Traffic Management:** Park and ride programs help manage traffic flow by intercepting motorists before they enter congested areas affected by construction.
- **Community Involvement:** Successful implementation involves the local community (merchants, employers, residents) in the planning and design process to address concerns and ensure the program meets community needs.
- **Benefits:** These programs can reduce traffic congestion, encourage visitors to areas (such as the downtown), enhance resident well-being, and potentially reduce parking costs for the City (such as acquiring additional property for parking).
- **Costs:** Costs are primarily associated with operation, which in the case of Watertown, would likely mean contracting with a private company.

Considerations

MEMO

- **Timeframe:** Designing and implementing a park and ride system generally requires more than a short lead-time, but this is less a concern given the reconstruction project will be occurring in 2028.
- **Service Times:** It is likely that park & ride services would only need to be offered during certain days or dayparts, such as evenings or weekends.
- **Funding:** Park and ride services often require subsidies, either through the municipality or other organizations or businesses.
- **Evaluating Effectiveness:** Assessing the actual impact of park and ride on traffic reduction and visitation to the downtown requires data-driven analysis, considering factors such as time of day, weather, etc. One method could be through use of geofencing programs, which track entry and exit of mobile devices around a given area.
- **Balancing Needs:** Striking a balance between the needs of motorists and the goal of promoting visitation to Watertown's downtown needs to be considered. While park and rides may reduce traffic and increase visitation to the downtown area, it might also shift vehicle miles traveled to areas surrounding the designated park and ride locations.

Budget Goal

Fosters community growth by assessing opportunities, stakeholder input, environmental needs, and modern code and policy priorities

Financial Impact

Financial cost of offering such services would need to be evaluated and potentially budgeted for by the City in 2028. As a reference, the hourly cost for bus services during Riverfest for 2024 was about \$80-90/hr with everything needed to run the service (including cleaning fees, supervisory fees, etc). There could be potential to collaborate with other groups on funding, or to solicit sponsorships.

Recommendation

No formal action is needed. This item is for discussion purposes only.



MAIN STREET

Reconstruction News



Picture from the Main Street (Cole) bridge re-opening in April 2025.

ALLEYWAY UPDATE

In preparing for the 2028 reconstruction of Main Street, one topic that has been considered at length is ensuring that residents and visitors are still able to access businesses on Main Street. While front doors of businesses will generally still be accessible during the project, aside from when sidewalk or utility work is happening directly in front of each building, the Task Force has wanted to consider alternate options.

There are several public alleyways located throughout the downtown area. While private alleyways are the responsibility of the property owners, public alleyways are a responsibility of the city.

Recently, the alleyway between S First St and S Second St (behind Bismarck's, The Chic Boutique, etc) was completed by the city's street department. A new concrete surface was installed down the length of the alleyway.

As a further enhancement, the 2025 Leadership Watertown class will be completing visual enhancements to the alleyway, including new artwork, lighting, and other improvements. This should be completed soon.

This year, the city's Public Works Department is completing design work for the alleyway between S Fourth St and S Fifth St (behind Literatus, Amado Jr's, etc). This construction project will occur in 2026.

Further public alleyway improvements may take place before 2028.

IMPORTANT DATES

Next Downtown Main Street Task Force Meeting: September 23, 2025 2:30 PM, Room 2044 City Hall

Downtown Business Meetup: August 4, 2025, 5:30 PM

Evaluation of downtown one-way streets: Started in May 2024, finished report expected 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 N Ninth St expected to begin

2030: Reconstruction of E. Main Street, from N Ninth St to Irene Street.



An example image from the Main Street Vision document, which can be found on the Task Force website.

YOUR TASK FORCE MEMBERS:

MAYOR ROBERT STOCKS
ALDERMAN TONY ARNETT
ALDERMAN MYRON MOLDENHAUER
STEFANIE BROERE - WATERTOWN MAIN STREET PROGRAM
ANDREW GRINWALD - CHAMBER OF COMMERCE REP.
ANDREW BEYER - DIRECTOR OF PUBLIC WORKS
NATHAN WILLIAMS - CIVIL STAFF ENGINEER
LAURIE HOFFMANN - CITIZEN-AT-LARGE
AMBER SMITH - DOWNTOWN BUSINESS REPRESENTATIVE
MICHAEL TREGO - HISTORIC DOWNTOWN DESIGN COMMISSION
RYAN WAGNER - WATERTOWN RDA CHAIR
PEDRO HERRERA BAUTISTA/STEVE PORTER - WISCONSIN DOT
MASON BECKER - MGR. OF ECON. DEV. & STRATEGIC INITIATIVES

TASK FORCE RESOURCES FOR YOU

The Downtown Main Street Reconstruction Task Force was created in 2021 in order to plan a strategic course of action for reconstruction of Main Street and to oversee, identify and delineate needs and preferences of the community for this area.

A wealth of information is available on the Task Force web page, which is accessible through the City of Watertown's website.

Information available includes the Task Force's Recommendations Report and the Main Street Vision document. Newsletter copies and meeting minutes are also available.

You can find it all at: <https://www.watertownwi.gov/page/downtown-main-street-reconstruction-task-force>

Alternatively, you can search for "Main Street Task Force" from the main page of the city's website.



FINAL NOTE ON BLOCK IDs

Sometimes ideas are proposed that may not work with a plan long term. One suggested item from the Main Street Vision document from late 2023 was the concept of block IDs for the downtown Main Street block sections. An example concept is shown to the right. The idea was to merge a classic black post design with more modern looking number ID pieces, which also would utilize the City's official color scheme.

While there was some appeal to the idea, the concept did not garner widespread support. In April, the Task Force decided to remove this concept from the 2028 reconstruction plan. It's possible the idea could be re-examined after 2028, if there is public interest.

