



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, FEBRUARY 18, 2026 AT 6:00 PM

WATERTOWN MUNICIPAL BUILDING, 106 JONES STREET, WATERTOWN WI 53094 - RM 2044

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 525 709 8273 Passcode: 920567 One tap mobile +16469313860

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

1. PLEDGE OF ALLEGIANCE

2. ROLL CALL

3. DETERMINATION OF QUORUM AND CALL TO ORDER

4. APPROVAL OF PRIOR MEETING MINUTES

A. RDA minutes from January 21, 2026

5. OPENING FOR PUBLIC COMMENT

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

6. PRESENTATION: TOWN SQUARE UPDATE

A. Presentation: Bentzin Family Town Square update-Kristine Butteris, Director of Parks, Recreation, and Forestry

7. PRESENTATION: REFLECTION ON MAIN STREET

A. Presentation: Reflections on Main Street-Opportunities and Challenges - David Paape
i. Recommendation to share with Common Council

8. REVIEW AND TAKE POSSIBLE ACTION: REHAB LOAN

A. Review and take possible action: Downtown Commercial Rehabilitation Loan Program - The Goose and Gander, LLC.

9. DEVELOPMENT UPDATE

A. Development update -Deb Sybell

10. RIVERWALK UPDATE

A. Riverwalk update
i. Kapur estimates for design work
ii. Rock River District Catalytic Sites

11. MAIN STREET 2028

A. Main Street Reconstruction 2028
i. Water laterals for Main Street businesses
a. Cost
b. Financial Assistance

12. SIGN GRANT MATERIALS REVIEW

A. Review and take possible action on Sign Grant materials

13. COMMUNICATION AND SOCIAL MEDIA REPORT

A. Communications and Social Media Report - Lisa Famularo

14. COMMON COUNCIL REPORT

A. Common Council Report - Alder Berg/Arnett

15. EXECUTIVE DIRECTOR REPORT

A. Executive Director Report - Deb Sybell

16. FUTURE ITEMS

A. Future Items

i. Next meeting March 18, 2026

17. ADJOURN

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



Wednesday, January 21, 2026, 6:00 pm

In-PERSON/VIRTUAL MEETING

Room 2044, City Hall

By Phone or Zoom Meeting:

1. Pledge of Allegiance

2. Roll Call

A. Present: Ryan Wagner, Steve Board, Ald. Ken Berg, Todd Huhn, Deb Sybell, Jacob Maas, and Dave Zimmerman

B. Virtual: Ald. Tony Arnett,

C. Absent: None

D. Other attendees: Stefanie Broere, John Kadish, Danielle Bailey, James Kuckkan (WDT-virtual)

3. Determination of Quorum and Call to Order at 6:00 pm. Steve Board chaired the meeting until Ryan Wagner arrived at 6:05 pm.

4. Approval of meeting minutes

A. Regular board minutes 12.17.25.

Dave Zimmerman motioned to approve

Ald. Ken Berg seconded the motion. Motion carried unanimously.

5. Public Comment

A. John Kadish expressed his opinion on continuing to invest in, maintain, and prioritize the Bentzin Family Town Square

6. New Business:

A. **Social media calendar review and feedback-Lisa Famularo, Media & Communications Director**

a. Lisa Famularo presented a 12-month calendar for the RDA Facebook page. She also discussed creating a LinkedIn page for the RDA.

b. The Riverwalk Facebook postings draw the most views.

c. Board talked about a *Selfie* spot(s) on the Riverwalk and boosting Facebook posts

B. **Bentzin Family Town Square maintenance and programming-Kristine Butteris, Park, Recreation, & Forestry Director**

a. Kirstine Butteris discussed the 2026 plans for events and highlighted a future Request For Proposal for Town Square maintenance and answered any board questions.

C. **Beltz Grants**

a. Approve the Holiday Tree Lighting Event grant (Watertown Parks & Rec Dept)

Jacob Maas motioned to approve

Todd Huhn seconded the motion. Motion carried unanimously.

b. Approve the Beauty Beyond Labels grant

Steve Board motioned to approve

Jacob Mass seconded the motion. Motion carried 5-1, Berg voted no and Wagner recused himself.

D. **RDA Sign Grant launch**

RDA STRATEGIC PRIORITIES

1) ~~400 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~

2) Facilitating quality development in downtown, and

3) Creating an approach and working to attract development projects downtown.

- a. Anticipating a March 1st launch. Todd Huhn and Jacob Maas will serve on an application review committee. Related materials will be reviewed at the Feb. 18th RDA board meeting.
- E. **Review and take possible action: Watertown Rehab Program Application**-Sherry Filenius
Ald. Berg motioned to approve
Tood Huhn seconded the motion. Motion carried unanimously
- 7. Status Reports:
 - A. **Social media/messaging report:**
 - a. Lisa Famularo reviewed the report
 - B. **Future Items:**
 - a. Next meeting is Feb. 18th at 6pm.
 - b. Items for next agenda
 - i. Executive Director report, Common Council report, Sign Grant process & material review, Kapur Riverwalk review
 - C. **Riverwalk update**
 - a. Kapur is putting together estimates for engineering plans for catalytic sites, a critical step in applying for grants and funding
- 8. Adjournment at 7:15 pm
Jacob Maas motioned to adjourn.
Todd Huhn seconded the motion. Motion carried unanimously. Meeting adjourned.



A City's Refleciton

By David Paape



Self Reflection

- Though Difficult to admit is one of the best bars to evaluate your works
- Gives you a picture on what you have done and the effects it has caused
- Can assist you in making decisions on future

Concept Planning



\$68,333

The current median household income in Watertown, WI, is \$68,333 as of 2023. This figure reflects an increase from previous years and indicates a growing income level in the area. [City-Data.com](https://www.city-data.com) +1



City Has One Big Problem

Section 7, Item A.

In the past 15 years, Watertown has shown much progress.

During this period of time, there has been a surge of industrial growth. Three new industries, all substantial, have added to our industrial strength, and one of the three, which started with 25 employees 15 years ago, now is Watertown's biggest industry, and largest employer.

We have a modern school system, with fine buildings. No school building in Watertown, with the exception of one area at our high school, is older than 18 years. Lincoln school, dedicated in January of 1949, following the loss of the former building in a disastrous fire, is our oldest school structure. And presently a new junior high school building is going up.

We have a modern Municipal Building, a new post office building, a new modern downtown street lighting system, by the end of summer we'll have a newly paved West Main and Main Street, and currently the club house at the Watertown Country Club is being substantially enlarged, and just a few years ago the course was expanded to 18 holes. New residential districts with fine new homes, have sprung up.

But despite all this Watertown has been branded by one of our leading industrialists as a city lacking in "flare". Which means, in the opinion of this observer, that Watertown must accomplish much more than it has in the past decade and a half.

★ ★ ★

One of Watertown's glaring deficiencies, this industrialist points out—and in this he is joined by officials of other industries—is the lack of a good downtown motel facility. Not only do some of our industrial people point to this growing need, but many others, including business people and organizations, call attention to this deficiency.

We agree. We agree 100 per cent. This IS a deficiency. While we have moved forward on many fronts, in this area we have sadly lagged. Watertown NEEDS a good downtown motel, with fine restaurant facilities which would include meeting rooms and some small private dining areas.

Fortunately, the need for a downtown motel facility has not gone unrecognized. To contribute its part in the effort to bring about a facility of this kind, the City of Watertown has, so to speak, put its shoulder to the wheel. Because motels are among the

commerce to finance, our City Council, to help this much needed project along, has made available a choice location, and has sold this property for a sum much less than its actual commercial value, with the stipulation — and this is spelled out in the quit claim deed — that a motel facility, costing at least \$250,000, must be erected on the property.

If the motel does not become a realization, the city can retrieve the property for the \$35,000 it received for it, with the buyer to be reasonably compensated for his costs. And the costs at this point, as far as the city would be obligated for, are virtually nil. There is no construction underway, so there is not a partly completed building to pay for. (And when the project does proceed, the city should be doubly and triply sure that the facility will be completed, so we don't wind up with a partially erected motel on our hands.)

Because we need a downtown motel so badly, we hope the present owner of the land can handle the project. He should be given a reasonable opportunity to do the job, and if he can't deliver, the city will have no choice but to reacquire the property and start all over.

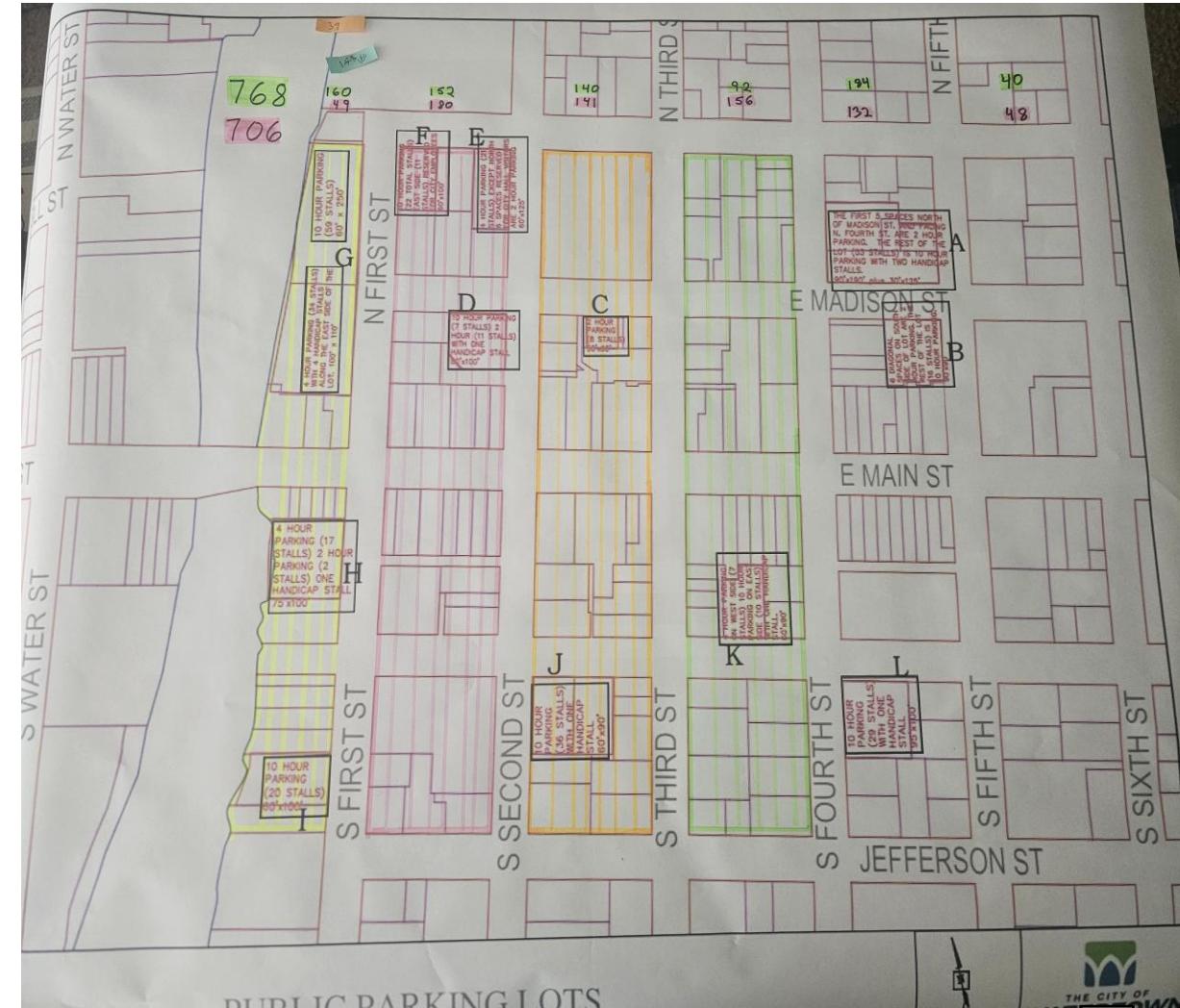
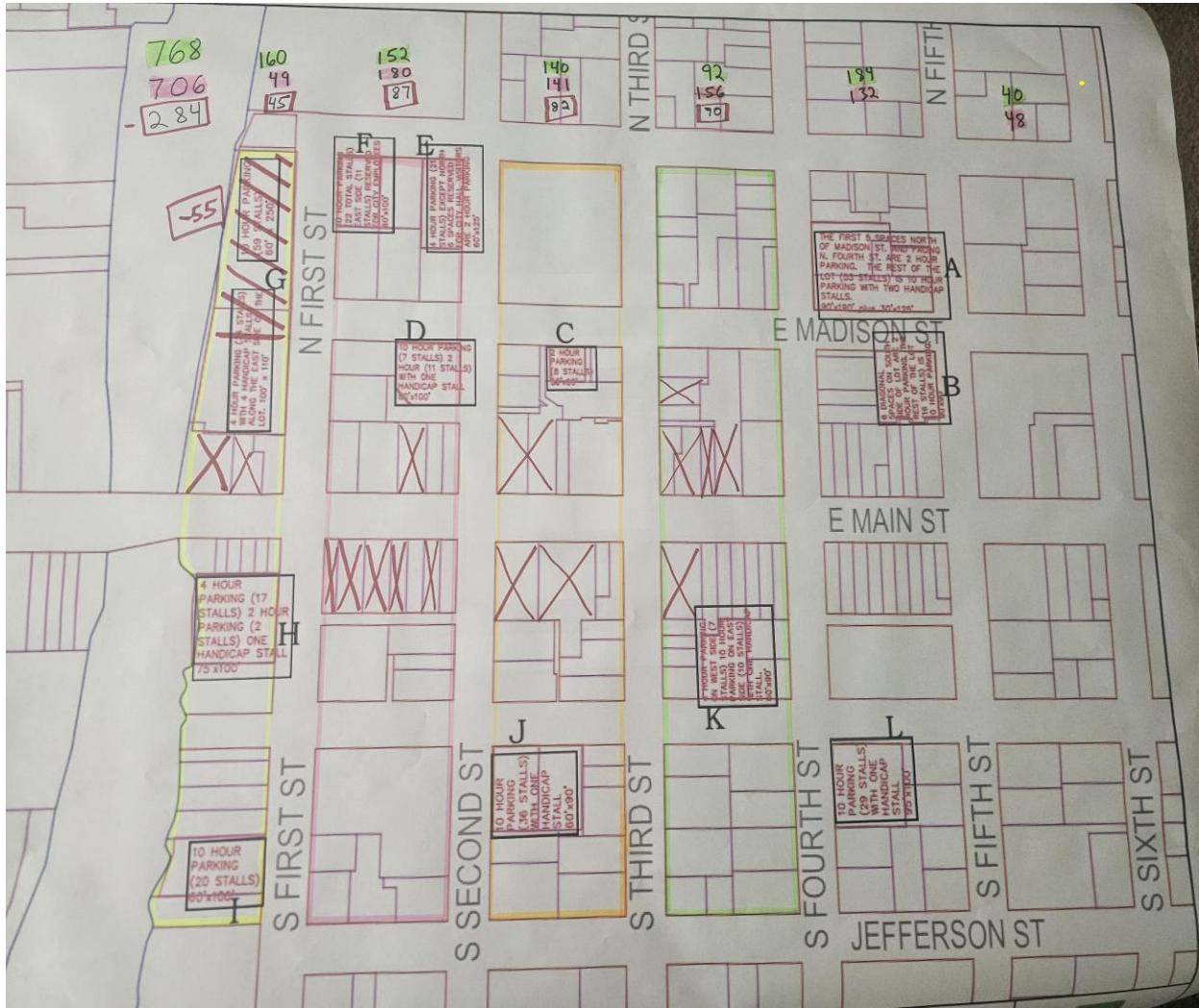
While we can't wait forever for the job to be done, we also are aware that a project of this kind requires time and patience. An acceptable tenant for the approximately 10,000 square feet of commercial space, which will be part of the motel facility, cannot be obtained overnight. And without lessees for the commercial space, financing will be difficult, if not impossible to obtain, and without financing, there will not be a motel.

★ ★ ★

Watertown IS moving ahead. There is a determination, in many quarters, to continue, and to accelerate our forward progress. There will be more industrial growth and there will be improvements in many areas. We are not standing still. We ARE moving ahead. One of the greatest boosts to this forward progress will be the construction of a good downtown motel facility. When this becomes a reality — and we feel confident it eventually will — we will have covered a great deal of ground in our forward surge, and will have developed, at least to a good extent, some of the "flare" our industry friend asserts we lack.

Understanding City

Section 7, Item A.



Church Street

Washington Street

Zone B

Water Street

Zone A

1st Street E

2nd Street E

Zone D

Jefferson Street

Wisconsin Street

Main Street

Madison Street

3rd S

4th S

5th Street E

6th Street E

7th Street E

Dodge Street

Spring Street

Cady Street

Jones Street

Market Street

2021 Study

JULY 2021, 12012.00

Section 7, Item A.

To: Emily Welty, CEcD, EDFP
Downtown Development Program Director
Wisconsin Economic Development Corporation (WEDC)
From: Tom Sachi, PE, Project Manager
Date: June 29, 2022
Subject: Watertown Downtown Parking Study

Introduction

SRF has completed a parking study update for the Downtown district of the City of Watertown (see Figure 1: Parking Zones). A previous parking study was completed in 2018 with parking utilization surveys of on and public and private off-street parking. This study will serve as an update to those public parking lots and development assumptions. The core project area is generally bounded by Washington Street to the west, Cady Street to the north, Seventh Street to the east, and Milwaukee Street to the south. The defined project area and zones are shown in Figure 1. The main objectives of this study are to review the existing parking utilization within the project area, document any supply issues that exist, and plan for potential future parking opportunities as redevelopment is expected to occur. The following assumptions, analysis, and study conclusions are offered for your consideration.

Existing Conditions

The existing conditions were reviewed to establish a baseline to identify any existing supply issues facing this area of downtown for both the parking lots and on-street parking locations shown in Figure 1. The evaluation of existing conditions includes parking utilization surveys collected during different time periods.

Parking Utilization Survey

Parking utilization surveys were collected during the week of July 15, 2021 and the weekend of June 26, 2021 within public lots in Downtown Watertown. Parking data was collected during several time periods to help identify the fluctuation in parking utilization within the lots. The study time periods included:

- Saturday, June 26, 2021 – 12:00 p.m.
- Saturday, June 26, 2021 – 5:00 p.m.
- Saturday, June 26, 2021 – 6:00 p.m.
- Thursday, July 15, 2021 – 6:00 p.m.
- Thursday, July 15, 2021 – 7:00 p.m.
- Friday, July 16, 2021 – 12:00 p.m.
- Friday, July 16, 2021 – 5:00 p.m.
- Friday, July 16, 2021 – 6:00 p.m.
- Friday, July 16, 2021 – 7:00 p.m.

Field Survey #1

Friday, September 29 (2-3 PM)

This field survey was conducted prior to the 4pm Watertown High School Homecoming Parade. In preparation for the parade, on-street parking was temporarily restricted on Main Street (east of the river) and along S. Third Street from 2-6pm.

As shown in the map on the next page, the temporary restrictions impacted parking demand around these street, especially

on side streets north and south of Main Street, on Madison Street and on Market Street. Similarly, several off-street parking lots near Main Street had elevated parking demand. Yet, only 36% (or 249 of 683) of the available on-street parking spaces in the downtown core were occupied with 34% (or 426 of 1,245) off-street parking lot spaces filled (40% occupied in public lots vs. 30% in private lots). **In total, 35% of the spaces were occupied (675 of 1,928).**



Field Survey #2

Friday, September 29 (6-7 PM)

This field survey was conducted following the 4pm Watertown High School Homecoming Parade. The special event parking restrictions ended at 6pm, but the signs remained during the duration of this field survey. During this time period many retail and office uses were closed or closing, while res-

taurants and bars were starting to see increased activity.

As shown in the map on the next page, parking demand increased between 1st Street and 5th Street east of the river, especially along E. Madison Street. Most of the parking demand during this time period is near restaurant and bar locations.

In total, 36% of the spaces were occupied in the downtown area (698 occupied). 41% (683) of the available parking spaces were filled while only 33% (415) of the off-street parking lot spaces were filled. In total, 37% of the parking lot spaces were filled as compared to only 31% in private lots.

Field Survey #3

Saturday, Oct. 28 (12-2 PM)

This field survey was conducted during downtown Watertown's Main Street Business Trick or Treat. This likely increased pedestrian and parking activity, especially for parents with small children, and did not require any parking or street closures.

As shown in the map on the next page, there was elevated parking demand along Main Street and Market Street; however, the majority of the parking lots were only moderately filled.

In total, 33% of the spaces were occupied in the downtown core (628 occupied). 38% (or 260 of 683) of the available on-street

parking spaces were filled while only 30% (368) of the off-street parking lots were filled. Private and public parking were comparable in usage (i.e., 30% occupied on-street parking lot and 29% occupied private lots).

Utilization Percent

2021 Numbers

Public Utilization	55%	41%	52%	61%
Total Utilization	48%	40%	44%	47%
On-Street	55%	60%	35%	50%
Off-Street (Public)	N/A	29%	75%	83%
Off-Street (Private)	43%	36%	15%	30%

Recommended

New Development Parking Requirements

Require off-street parking to be provided by new developments at agreed upon parking rates. This will require new developments to self park and reduce reliance on public facilities. Note, this type of requirement can increase the overall cost of new developments and reduce the amount of blighted properties that may be improved. Additionally, new developments may be able to work with private lot owners to share parking. A detailed parking study for each new development is recommended to be completed if a shared parking opportunity is desired.

Medium Cost

Communications Plan

Communications can be sent out to both residents and area businesses/chamber of commerce promoting the use of the available parking facilities. While not all visitors are residents of the City, these communications can provide helpful information to a portion of the Downtown users.

With the knowledge of the parking opportunities available to the general public, business owners can help provide guests alternative parking areas if the guests have concerns over parking availability.

This will be crucial if/when the Town Square development occurs and event parking scenarios begin to occur. Given that there is minimal public parking available near the Town Square, a detailed communications plan for guest of those events should be completed to provide them information on where to go. This can help encourage use of facilities east of the river.

Parking Surveys

Perform a business owner survey in the future for the entirety of downtown to understand current communications plans, employee parking behaviors, and opinion on the changes in work habits.

Survey results can help inform and target where improvement strategies are most important and have the highest benefit/cost. A similar survey could be sent to residents of the City. A survey can help identify current issues, how far people may walk/bike, what improvements are needed, and additional non-quantitative information that is not obtainable via parking utilization surveys.

Improved Parking Signing

Installing improved, high visibility signs at entrances to public parking facilities. Signs at the entrances can help promote and advertise the locations. This will be critical for guests who arrive and are not familiar with the area.

church facilities). **If these private lots are unavailable to parkers during non-business hours, the surplus would be 150 spaces.** See *Strategies and Concepts* section for more details.

Again, the Watertown Riverfront/Downtown Plan discusses redeveloping low value uses along the waterfront, specifically low-valued parking lots. This suggests the potential redevelopment of all, or a portion of, the 92-space public parking lot along N. First Street and the waterfront. If you look specifically at this lot, the lot was 53% filled (meaning, 43 spaces available) at the peak period.

Any development on this lot will increase the demand for parking in the parking network, while also reducing the available spaces in the network. Land use(s) will dictate the total impact to the parking network. Currently there are two restaurants across the street from this lot which are major parking generators during the peak period (Friday evenings). Office and retail uses would have less of an impact on the demand of the restaurant business, as their peak demand is during weekdays. Conversely, new residential in this location will increase the demand for evening parking storage.

The Watertown Riverfront/Downtown Plan also noted actions to remove blight and rehab commercial properties. Both opportunities exist within this zone. Should there be an increase density, it would increase parking demand along East Main Street, Madison Street and several north/south cross streets.

Off-street parking will most likely be needed to supplement the remaining on-street surplus. See the *Recommendations* section for opportunities to allow for this increase in density.

Focus Zone "D" South of Main / East of River

This zone has many opportunities to increase usage of the existing upper stories that are mostly vacant (or used for storage). Historically, upper stories remained underutilized due to weak demand, strict code enforcement and cost-prohibitive updates to comply with those codes. However, as noted in the Watertown Riverfront/Downtown Plan, reuse of these upper stories should be a top priority.

Along Market Street, the major opportunity is for residential units, while vacant upper stories along Main Street could be either residential or office space dependent upon current and near future market conditions. One of the largest upper story reuse opportunities is within the 207-209 Main Street (approximately 12,000 square feet). Beyond the potential reuse of the upper stories, there are also several opportunities for blight clearance. However, the more imminent impact to the parking network will be in the increase in upper story use, requiring additional parking primarily in the evenings and weekends (by new residential units).

Based on the occupancy survey, there are 274 off-street spaces in this zone with 34% of the spaces filled at the peak period. There

are 246 on-street spaces that were 39% filled during the peak period. **If you reserve 15% of the available spaces, this leaves a surplus of 254 spaces inclusive of private and public parking facilities.** As shown in the table on page 15, the surplus would be drastically lower if you only factor in public on- and off-street facilities. This difference is largely due to the funeral home businesses in this zone that have empty private lots during non-business evening hours. **If these private lots are unavailable to parkers during non-business hours, the surplus would be 166 spaces.** See the *Recommendations* section for more details.

This surplus will offset reuse of upper stories and/or redevelopment in the short term. For planning purposes, residential in a downtown setting requires approximately 1.65 parking spaces per unit. Therefore, a surplus of 166 public parking facility spaces can support up to 274 units. An addition of uses with peak weekday demand (e.g., retail and office) will not impact the potential expansion of residential units in this zone; however, uses with the same peak period (e.g., restaurants, bars and entertainment venues) will compete for parking spaces, resulting in a reduction of potential residential units being supported without expansion of the parking network.

country would seem to require that the surplus Postoffice revenue here, at least, should be devoted to the increase of those facilities. But instead of that, thousands of dollars have been withdrawn, for the benefit of older states.

A Peep at the Future.

The Watertown Chronicle rejoices in the erection (by Alonzo Platt) of a second brick building in that thrifty and growing village. It will be but a few years before the wonder is, not that brick dwellings are erected, but that wood is used at all. Those who appreciate the immense capabilities of the surrounding country, and its admirable location on a never failing river, have termed Watertown the future Rochester of Wisconsin.

Well spoken, friend CRAMER. Watertown is destined to become the inland town of Wisconsin. It already boasts a larger population and a more extensive business than Rochester did when we first waded through its muddy streets, 31 years ago, and is surrounded by a country far superior to anything in Western New York.

We have the most sanguine hopes of the future greatness of Watertown. We expect soon to see her bound by a Lightning Chain to the principal eastern, southern and western cities; and one of these years to witness the Iron Horse, on his five hours' trip from the Lake to the Mississippi, slaking his thirst from Rock River. From half a score of hundreds, her population will then number a score of thousands; her small wooden buildings will have given place to splendid brick blocks; her streets will have been rendered passable for man and beast at all seasons of the year; the horned and bristled portion of her population will have limits set to their "miscellaneous perambulations;" and we shall be—City Printer, doubtless!

INTELLECTUAL IMPROVEMENTS.—It is refreshing amid the strife to be witnessed on every hand "to get gain," to see any portion of our citizens devoting even a small share of their attention to intellectual improvement. As an evidence of this, we hail the recent establishment of a Singing Society by the German inhabitants of this village and neighborhood. The power of music to elevate the mind and smooth down the hard feelings that the stern realities of life so often awake in the human bosom, are acknowledged by all; and it forms, therefore, where it can be obtained, no unimportant part of the Christian worship.

—A movement of a singular tendency

prevailed.

MILWAUKEE. Advertising in the third and fourth pages of the *Advertiser* of Henry J. KIRKMAN, KIRKMAN, WELL & CO., hardware and KIMBALL, grocer; Wm. H. dealer in drugs and medicines; LER, tobacconist, and J. A. Hause seller. With most of them we are unacquainted; but we are that they are among the most enterprising in that city, and that they acted upon principles calculated to the public favor. We therefore most fully recommend to those of our readers may have occasion to purchase in Milwaukee any article in the above lines, to give stores a call.

MILWAUKEE TOBACCO.—The Indian has long had its lovers, and ever will have. But unfortunately for the Badger party, they have been compelled to pay respects to a representative of that which would have extracted laments even from Sir WALTER RALEIGH. Better time is coming." BUTLER's tobacco is a decided luxury. We consider it as the very best manufactured in the country. It needs only to be known, to drive among us the miserable apology for tobacco which abounds here. His cigars, are said to be equal to any in use, but know not how that is, as we never puff. One thing is certain: his catalogue embraces a great variety of brands, all of which ought to enjoy a local celebrity, at least.

THE GALLANT DEAD.—The remains of the late Capt. QUALES were lately interred in the Protestant Cemetery, at New Orleans, preparatory to being brought to Milwaukee for final interment. The ceremony was as solemn and imposing. The Governor and his staff in uniform, Gen. SHERMAN, Gen. LIEU and staff, and Major GALLY's battalion under arms, were among those who joined the long procession.

ANOTHER DISASTROUS FIRE AT CHICAGO.—Chicago was visited by another destructive fire on Sunday evening, the 8th inst. It broke out in the large cabinet-making establishment of J. B. WOOD, and was not extinguished until 12 or 15 buildings had been destroyed—the New York House and the C. House being among the number. Loss estimated at \$20,000, only a small proportion of which was

N. Y. LEGISLATURE.—A

1847

to

1854

her scorning that of a meek and quiet spirit, which in the sight of God is of great price. She has left a doting husband, four children, and numerous friends, (for all that knew her were such,) to mourn her loss; but they mourn not as those who have no hope. "Let me die the death of the righteous, and my last end be like his."

T. B.

Watertown, June 12, 1849.

DANIEL JONES,
L. E. BOOMER,
Watertown, June 12, 1849.

Section 7, Item A.

Watertown, June 12, 1849.

THE undersigned recommends to his old friends a continuance of their favorite WOOLEN FACTORY.

Now on hand an extensive assortment of cloths of every quality and style, which sold for cash or exchanged for wool. Cloths were manufactured at my establishment at the Hoaco Woollen Factory FIFTEEN THOUSAND LBS. WOOL WANTED. To manufacture or to exchange for cloth.

WOOL CARDING.

My carding machinery will be clothed with the finest and best quality, and put in position to card the finest of wool, if that article is in good order.

CLOTH DRESSING.

Fulling, dyeing and finishing of cloth will be attended to at all seasons of the year. My description of work is as good as any country.

RACKS, OF AN EXTRA QUALITY, constantly on hand, and for sale in quantities to purchasers. These are the best racks made in the country.

GRAIN CRADLES.

Of three different kinds, manufactured of good and after Easter patterns, and furnished with all desired.

Constantly on hand, SPINNING WHEELS, & SKEWERS, and FOX and BROOM HAM.

Most kinds of produce received in exchange for wool and money never refused.

SIMEON F.

DISSOLUTION OF COPARTNERSHIP.

NOTICE is hereby given, that the copartnership existing between Edward B. and Lewis Mann, under the name and firm of Mann, at Fox Lake, Dodge co., Wis., is dissolved by mutual consent; and all debts and demands due to said firm are required to be paid to Edward B. Smith and Lewis Mann, at the store, who are authorized to settle all the business of said copartnership.

EDWARD B. SMITH
LEWIS MANN.

Fox Lake, June 6, 1849.

W. M. E. SMITH AND LEWIS MANN, are just receiving direct from New York, a good assortment of

GOODS.

To which they respectfully invite the attention of friends and the public. Knowing from experience that long credit is injurious to the buyer and ruin to the seller, they have adopted the plan of selling

CHEAP FOR CASH OR SHORT APPROVED CREDIT. From their superior facilities for obtaining goods, they are able to offer great inducements to such purchases and hope to receive a liberal patronage.

Fox Lake, June 12, 1849.

ARRIVAL AND DEPARTURE OF MAIL.

EASTERN MAIL.

ARRIVES daily, except Saturdays, at 8 P.M. Leaves Watertown every morning at 6. Mail closes the evening previous at 6.

WESTERN MAIL.

Leaves Mondays, Wednesdays and Fridays, 8 A.M. Arrives Tuesdays, Thursdays and Saturdays, 6 P.M.

NORTHERN MAIL.

Leaves Tuesdays, Thursdays and Saturdays, 8 A.M. Arrives Mondays, Wednesdays and Fridays, 6 P.M.

OCONONOWOC MAIL.

Leaves Tuesdays, 8 A.M.—Arrives Thursday, 6 P.M.

WATERLOO MAIL.

Leaves Friday morning—Arrives Monday night.

ROCKTON MAIL.

Leaves Wednesday morning—Arrives Friday night.

POSTOFFICE open on Sunday, from 12 M. to 1 P.M.

JOHN F. KIMBALL, Postmaster.

Watertown, June 1, 1849.

1849

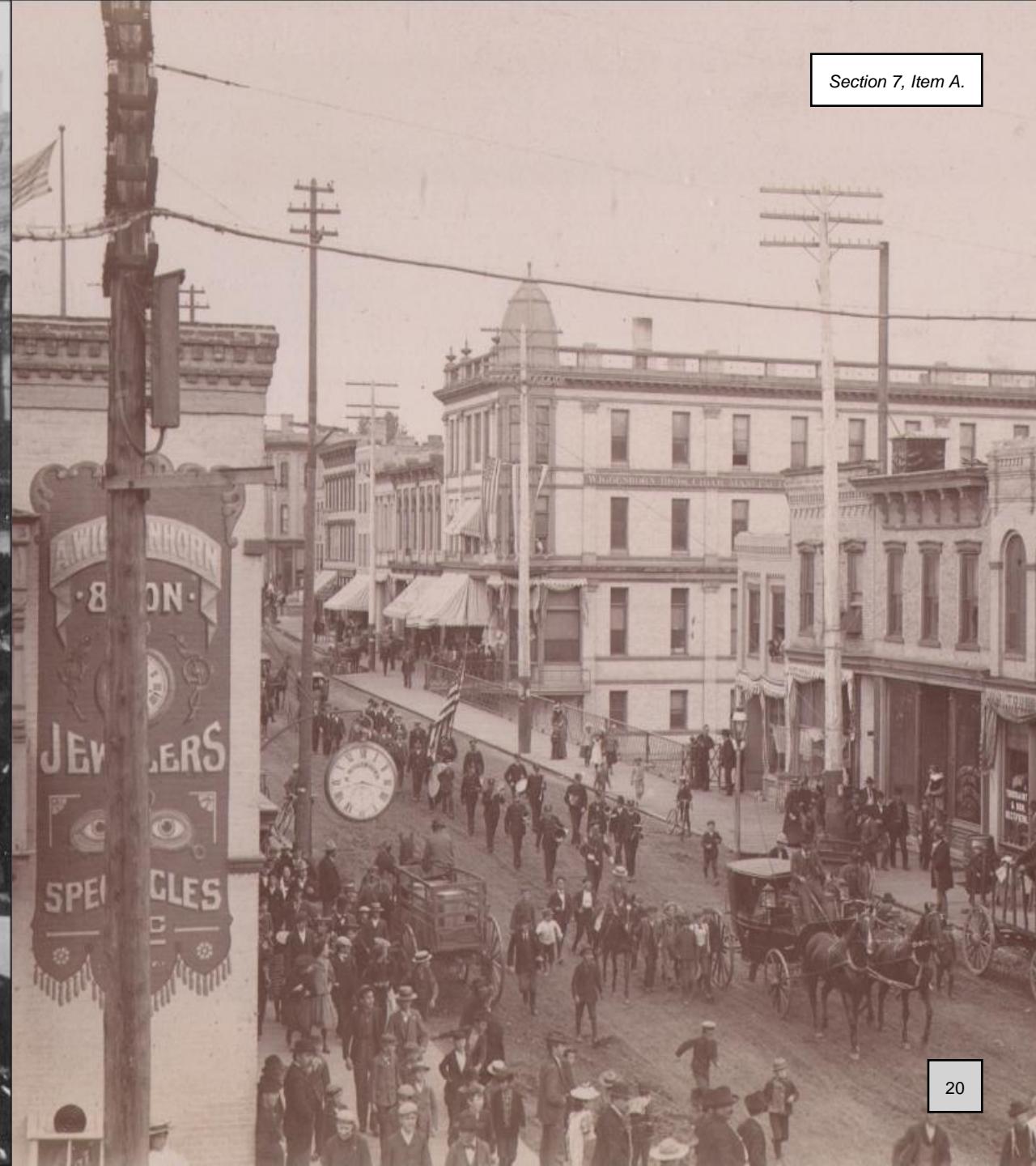
Domestic Goods.

NOTICE,
FROM KIER & HASSENFELDT,
PERSONS having claims or accounts against Kier

1850s Image

Section 7, Item A.





Section 7, Item A.

1968 - Over 205 Businesses in Downtown

2026 - Currently around 150 businesses

Importance of Parking

RAYTOWN, TEXAS. A barge moved on fire-charred "Christians" (top) away from barges it collided with in the Houston ship channel. Only the charred, sunken hulls of the

—(UPI Photo)

13 Aldermen Definitely For Parking Ramp Here

Thirteen of the 14 Watertown aldermen definitely are in favor of the proposed North First Street parking ramp.

A representative of the Daily Times last night, following the meeting of the City Council, polled each alderman present and this morning the Times contacted the aldermen who were not present at last night's meeting.

The aldermen who are for the project are: Roland Roesch of the First Ward, Kurt Ross of the Third Ward, Jerry Waller of the Fourth Ward, Vida Detton of the Fifth Ward, Erich Naesberr of the Sixth Ward, George Lincoln of the Seventh Ward, Carl Seeger of the Eighth Ward, Charles Yeomans of the Ninth Ward, Edward King, Jr. of the Tenth Ward, George Day.

To Launch March of Dimes Drive

Watertown's annual March of Dimes drive will get underway with the opening with a "kick-off" dinner meeting to be held at the Elks Club. The dinner is slated for 6:30 o'clock.

Information on the drive will be given at the meeting and literature will be distributed to the societies present.

Wives chairman will be Ruthie Hoyer, who was present at tonight's gathering.

A brief talk on the importance of the drive will be given by Father James Blantz, C.S.C., assistant pastor of St. Bernard's congregation. He also will provide some entertainment with several acts of magic.

DEATH
NOTICES
ON
PAGE 17



Ed Gein

Gruesome Gein Memories Re

PLAINFIELD, Wis. (UPI) — To the children of this central Wisconsin community, the Ed Gein case is "more of an old tale than anything else."

But to adults who lived here 10 years ago, news that the accused slayer of two women and the alleged moonlight grave robber is being returned for trial after a decade at a state mental hospital has brought back vivid memories they have tried to forget.

The case lay dormant for the past decade while Gein worked in Central State Hospital at Waupun, 100 miles and cleaning stores in the fields after Madison day hospital Superintendent Dr. E.R. Schubert notified Waushara County Dist. Atty. Howard E. Dutcher that 61-year-old Gein is now mentally competent to stand trial.

Butcher said the first consideration at a hearing in Watertown before Circuit Judge Robert Gollmar of Baraboo next Monday will be legal representation for Gein. William Belter, Watertown, who represented Gein in earlier proceedings said Tuesday he may have to resign his present post in the district at-

Gein's office if he is to counsel

Gein again.

The former butcherman was confined to the hospital following the discovery in November, 1957, of the butchered body of one woman and other human

body parts at his farm home "too

Dressed Out"

Gein confessed to the killings of Mrs. Bernice Warden, 58, and 54-year-old tavernkeeper Mary Hogan. Mrs. Warden was found hanging in a closet next to the Gein home, according to authorities, "dressed out like a deer."

Investigation revealed furniture fashioned from human remains, including a chair and a bed apparently made from human hair and skin and a total of 19 human skulls, shrunken heads and death masks.

Gein told authorities the other

body parts came on moonlight raids of area graves.

People are not broken little

since then of the circumstances surrounding the events, especially to youngsters who were too young to remember. Now, they feel the whole thing will again cause an eerie light on the town which has worked hard to dispel what they feel is a false reputation.

Robert Hill, 26, who knew Gein as a fishing and hunting partner before the Butcher came to light, said town people

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Business Men Cite Need of North 1st. St. Parking Ramp

Housing Law 102 Years Old

WASHINGTON (UPI) — Congress passed a "comprehensive fair housing act" 102 years ago which should be used now to help eliminate Negro ghettos, Rep. Henry Reuss, D-Wis., said Tuesday.

Reuss, whose district includes Milwaukee's "inner core" which was hit by riots last summer, asked the U.S. Supreme Court to put the law to work.

The 1866 law to which Reuss referred has been invoked by a St. Louis Negro who was kept out of a private suburban development.

The law says "all citizens of the United States shall have the same right as is enjoyed by white citizens, to inherit, purchase, lease, sell, hold and convey real and personal property."

The high court agreed Dec. 4 to hear the St. Louis case and is expected to decide it within a few months. Reuss' statements were contained in a friend-of-the-court brief.

best interests of a growing community, the council was told at its regular committee meeting. Tonight the aldermen are to decide the issue.

Citing a recent letter issued by the Watertown Area Chamber of Commerce, based on a poll that was taken among its members, as not being representative of the sentiment of the membership, Andrew McFarland, of the Bussel Pharmacy, a former alderman and a member of the board of directors of the chamber of commerce, said the poll re-

Agrees with Editorial

He said he agreed with an editorial in the Daily Times last Saturday that for the council to reject a ramp at this time would be regressive.

He said that neither the council nor the chamber base a decision on such a percentage of returns.

He said he was speaking as a director and not for the chamber of commerce.

He said that both he and Clete Schey of the Warren-Schey House of Music, who was also present at last night's meeting, have had repeated reaction from citizens and out-of-town shoppers who complain about the lack of expanding downtown parking facilities.

He added that the council had acted 14 to 6 on plans for a ramp, had engaged an architect, had taken soil boring and had already spent money on the sites in North First Street. He said he believes the plan should be carried out.

Peterson Objects

Harold Peterson, president of

(Continued on Page 9, Col. 7)

High Flyer

LONDON (UPI) — The perfume seductively called Mid-night proved irresistible to bachelor Jeffrey Tiller. The 19-month-old boy-about-town drank a whole bottle of it.

His mother rushed Jeffrey to the hospital, where doctors

ing.

Editor Spe

John D. Clifford, owner and publisher of the Daily Times, told the council that the paper has editorially supported the North First Street parking plan.

"We see it as a distinct advantage for the entire city. Watertown has long been known as a fine trading area and we feel more downtown parking is one of the crying needs that must be met to keep Watertown in line with business advancement in other cities," Mr. Clifford said.

Gerald E. Flynn, president of the Bank of Watertown, said that one of the prime factors which decided the bank to construct a new and modern building in the North Second Street area was that it would enable the bank to provide adequate parking for its customers and clients.

He said that the new bank layout, now under construction, represents a big investment and that part of the plan calls for parking facilities for 30 cars, in addition to the metered parking areas on adjacent streets.

"Do you think we would be spending all this money for a new bank if the present bank site afforded the parking facilities a bank and other business places need today?" Mr. Flynn asked.

Hillgendorf Stacks Plan

A. W. Hillgendorf, president of the Merchants National Bank,

Section 7, Item A.

Buildings on N First st



THE COMMON COUNCIL, by unanimous vote last night approved a resolution authorizing Mayor A. E. Bentzin and the chairman of the council's public safety committee, Alderman Harris Friedrich to begin negotiations to purchase the Meyer and Wolf properties in North First Street for the purpose of expanding the present parking lot just to the north of the properties. Shown are, left to right, the old city hall, which

the present owners, the Chas. Fischer and Sons Co., will turn back to the city if the other two sites are secured, the Meyer Ambulance building and the Wolf building. The plan was outlined in detail to council members at their committee meeting Monday night and the first step to secure the sites was taken at the regular council session last night.

—(DAILY TIMES PHOTO)

Budget

New Park Board Is

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Hillgendorf Backs Plan

A. W. Hillgendorf, president of the Merchants National Bank, also came out in favor of the North First Street plan, calling it a vital community need.

Clifford Warren of Warren's Jewelry also spoke briefly on the plan, saying he favored it, as did William W. Carroll, executive secretary of the Watertown Association of Commerce, along with Harold Inlow, manager of Kline's Department Store and Dr. George Sanquicet, vice president of the Watertown Association of Commerce.

Mr. Carroll pointed out that a recent survey taken by the association of commerce brought in 350 replies, representing to date a return of 48 per cent of

Police and white mob
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batted Negro
motorists.

— Firebombs
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ardsmen on

Senate approved the com-
promise Thursday.

A bitterly disappointed
Knowles, who pushed for a 21-
year-old beer age and implied
consent, said he was "deeply
shocked" at Democrats' com-
plete lack of support. He said the Legislature "has simply
postponed the day of reck-

interested in some of the
speakers we had last year,"
said national director Miguel
Ribera.

One of the speakers was
an Indian chief who vividly
described being taken on a
flying saucer ride by a
voluptuous blonde spacegirl.

Ribera.

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RESOLUTION

BE IT RESOLVED, by the
Common Council of the City of
Watertown that the architectural
firm of Durrant, Deininger,
Dommer, Kramer, Gordon be
engaged to make a feasibility
study of the North First Street
parking area at a cost not to
exceed \$1200 and this amount
be charged to the Parking Meter
Revenue Account.

Alderman Fredrich moved to
adopt the resolution. This was
seconded by Alderman Rex and
carried by the following vote:
Yes — Ruesch, Fredrich, Rex,
Waller, Delton, Nuernberg, Lin-
coln, Seeber, Yeomans, King,
Day, Lange, Schwenkner, and
Gerloff. (14). No—none.

UNFINISHED BUSINESS

Alderman Fredrich inquired as
to how many bids the City re-
ceived for chipping off the con-

Section 7, Item A.

Bendall and
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Mrs. Maurice
Mrs. Gene P
Warren Walsh;
Don Albrecht
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Vacation
School As

The Lake Mill
Vacation Bible Sc
held Monday, Au
Friday, Aug. 18, 1

Plans for Parking Expansion Studied

Mayor to Give Report on Visit To Monroe Ramp

pointed out by Mayor W. R. Ek-
um and City Engineer H. D. El-
mer of Monroe.

Holds 218 Cars

The ramp holds 218 cars, the
cost of which was \$320,927.00. It
has three levels with foundations
built in at an extra cost of \$15,-
000 for two more stories to be
added later. The cost per car
runs between \$1,400 and \$1,500.

Monroe has set up a parking
utility that handles all of the
parking lots in the city.

The light bill for the parking
ramps averages about \$130 per
month. This includes the running
of the exhaust fans that take out the fumes from the
basement area.

Thirty-nine stalls in the basement
area were set aside without
meters to be rented to local
merchants and business people
of a rental charge of \$20 per
quarter. They have now added
three more stalls to this rental
area by removing the meters.

The meter charge is five cents
an hour downstairs and five
cents for every two hours on
the top level.

The reason for building the
ramp was the necessity of guar-
anteeing 200 parking spaces for

(Continued on Page 4, Col. 8)

WISCONSIN —

Mostly fair

and cool tonight.

Sunday partly cloudy and
cool, a chance of scattered
showers in the northwest in
the afternoon or evening.

Low tonight 45 to 50. High
Sunday 75 to 82, mostly in the
70s.

Winds — Light and variable
tonight and Sunday.

Outlook for Monday — Partly
cloudy, chance of scattered
showers in the north Monday.

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DARTMOUTH
(UPI) — Two
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Monroe has a ramp type de-
velopment for parking. It was

Parking Committee Hired

lights, which is in conjunction with the Project, on Main Street to Ninth report such bids, to the Council forderation.

This was seconded by Waller and ear-
lowing vote: Yes—
rich, Rex, Waller, Nuernberg, Archambeau, Yeomans, King, Grinwald, Turke, and Gerloff. (13). No—none.

UNFINISHED BUSINESS Alderman Grinwald moved the Mayor appoint a committee to be known as a "Special Committee on Parking" to check into the possibilities of acquiring more off-street parking. This was seconded by Alderman Gerloff and carried. The Mayor appointed Aldermen Grinwald, Fredrich and Yeomans to this committee.

Alderman Fredrich inquired of the Mayor if he had received any information from Dr. Quartulo relative to the property at Eighth and Main Streets. Mayor White reported he had received no recent information from the property owner in this regard. However, he has heard indirectly that progress is being made.

Alderman Yeomans reported he had received a complaint from a local implement dealer that he was not asked to bid on furnishing a snow blower for the City. Alderman Yeomans suggested that all local dealers be contacted in the future when City purchases

fore the crop is harvested.

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Walkie Talkies com-
\$1,255.60
air or oxygen mask
290.00
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Portalator 360.00

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ceived a complaint from a local implement dealer that he was not asked to bid on furnishing a snow blower for the City. Alderman Yeomans suggested that all local dealers be contacted in the future when City purchases

as this equipment
ed in the budget re-

Gerloff. (14). No—none.

A resolution was presented to proceed with feasibility study of the North First Street Lot.

RESOLUTION

BE IT RESOLVED, by the Common Council of the City of Watertown that the architectural firm of Durrant, Deininger, Dommer, Kramer, Gordon be engaged to make a feasibility study of the North First Street parking area at a cost not to exceed \$1200 and this amount be charged to the Parking Meter Revenue Account.

Alderman Fredrich moved to adopt the resolution. This was seconded by Alderman Rex and carried by the following vote: Yes — Ruesch, Fredrich, Rex, Waller, Delton, Nuernberg, Lincoln, Seeber, Yeomans, King, Day, Lange, Schwenkner, and Gerloff. (14). No—none.

UNFINISHED BUSINESS Alderman Fredrich inquired as to how many bids the City received for chipping off the con-

1, Mrs. Billie James Lottes Don Zimmerman Stel; grade 2 Bendall and Mello; grade 4, Mrs. Maurice Mrs. Gene P. Warren Walsh; Don Albrecht Latsch; grade 2 sky, superintendent Olive Heinzelman Al. Jensen, Fat and Mrs. Don Burton Heinzelman ganist.

The course is to day Visitor". Do be the bell-ringer Bendall will be in play equipment.

Vacation School At

The Lake Mill Vacation Bible School held Monday, Aug. 12, to Friday, Aug. 16, 1957.

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ATLANTA — The pop-
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1.5 million mark,
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in the South.

"Do you think we would be spending all this money for a new bank if the present bank site afforded the parking facilities a bank and other business places need today?" Mr. Flynn asked.

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Section 7, Item A.

the property I would be thing," the m-
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Research

\$1 Billion Voted to Feed Poor

Antihunger Program Is Approved by House, Senate

WASHINGTON (UPI)—A Congress, mindful there are still empty stomachs in affluent America, has agreed to put up nearly \$1 billion in fiscal 1968 to help feed the poor.

The landmark antihunger appropriation swept through the House and Senate Friday without argument. Only President Johnson's signature is needed.

In a departure from previous approaches, Congress added an extra \$4 billion to feed needy persons—mostly children—not reached by the ordinary food stamp and commodity distribution programs.

The food provisions were contained in a \$55 billion annual appropriations package covering all Agriculture Department activities in the 12 months that began July 1.

Bay Lunches

The extra \$45 million will be spent to buy lunches for poor school children or to provide an adequate diet for other persons determined by the secretary of

(Continued on Page 7, Col. 3)

Weather to Be Cooler

At noon today skies were clear and the temperature began the 80 degree mark, but the weatherman insists that wetter and cooler weather, followed by clearing, was on tap for the weekend.

Showers and thunderstorms are expected to sweep the eastern and western parts of the state Friday night in advance of the cooler weather. Showers were approaching the southeastern part of the state early today, the weather bureau reported.

Low tonight will be in the mid to upper 50s.

Post Office Service Is Restored

Senate Action
Prompts Change
On Saturdays

Frederick W. Page, Watertown postmaster, announced this morning that Saturday window service at the post office, which was to have been curtailed today, has been restored and it will continue each Saturday at heretofore

Ramp Needed

Councilmen on Tuesday night are scheduled to act on the low bids in connection with the proposed construction of a parking ramp in Watertown.

We hope the council approves the bids and sets the machinery in motion for the start of the project.

Watertown needs this facility. Off-street parking is inadequate, and becoming increasingly inadequate as each month passes. More and more shoppers are becoming annoyed at having to drive from parking lot to parking lot in quest of a place to park their cars. And in the end, many are out of luck. They're all filled.

The site for the proposed ramp is ideal. We are very lucky, indeed, to have land available virtually in the very heart of the downtown area—and at a bargain price at that. The three properties making up the proposed site of the ramp were acquired for only \$30,000.

To convert the three properties into only surface parking would not be making maximum utilization of this ideal location. While we are about it, the additional expenditure required to put a ramp on the site would take full advantage of the land, and convert it to maximum parking facility use.

* * *

Communities all over are giving prime attention to better parking accommodations for the people who trade in their communities. Watertown for years has been known as an excellent trading town. It won't have this reputation forever if courageous steps are not taken to provide better accommodations for the customers. There are too many other places to go where there are better facilities.

Why provide better accommodations for the customers? Why spend money to help downtown merchants? Businessmen pay income taxes, and the better they do, the more taxes they pay, the more the City of Watertown receives as its share of these taxes. Municipalities get a kick back of 50 percent of income taxes, less administrative expenses. In 1967 this amounted to \$600,000 for Watertown. This is a sizeable sum. It should be protected. And one way of keeping this money flowing into the city treasury is to take measures which not only will help to assure present business levels, but which will help to produce an increasing volume of business.

Accommodating the public cannot be overemphasized. Newcomers to Watertown, many of whom work in our local plants, look for many services and facilities. The town must be attractive to them if they are to stay. Good stores, we know, in talking to newcomers, employed in our local industries, are important to them. Stores to stay sharp, and have a wide variety of quality merchandise to offer, must continue to do a healthy business. Without that they cannot expand and improve.

To spend a lot of money simply to create a surface parking area on this property would be a halfway measure, and would be a short sighted approach to solving our parking situation in Watertown. We have a dandy sight. It should be utilized to the fullest extent.

Hippies Gone, Haight Ashbury Goes Violent

SAN FRANCISCO (UPI)—Haight-Ashbury, rocked by two slayings in three days, is fast losing its claim as the mecca of the love generation. The hippies are leaving, and so is the violence.

The flower children gathered there for fun and sharing not so long ago, but the six-block street near Golden Gate Park has turned into an area of violence. Police say it is infested with dope peddlers and hoodlums.

Friday police found the body of a 9-year-old Pensacola, Fla., youth. Earlier, the son of a prominent East Bay contractor had been shot to death. Both killers are still at large.

"The street has changed 100 per cent in the last year," said a disgruntled shopkeeper after the latest incident. "The old-time hippies were good people, always friendly. But they've been leaving here in droves for the past year or so and heading



SAIGON: Two spectators look at wreckage of Chinese language newspaper office in Cholon district, here, after the three-story building was blown up a five-member Viet Cong team

Whitewater Campus: Upward Program Is

WHITEWATER, Wis. (UPI)—State officials Friday overruled a decision by Whitewater State University officials to terminate the federal Upward Bound program at the campus after a disturbance in which three persons were arrested.

The disturbance followed a campus fight between Upward Bound participants and other students. More than 50 lawmen from Walworth, Rock and Waukesha counties assisted local police in dispersing the crowd.

The cancellation of the program for high school students was made Friday morning by W. M. McNease, school vice president. He said arrangements were being made for students to return to their homes. Later Friday a memorandum, however, Eugene

Marine

and lowered the need to the British withdrawal from Palestine in 1948, which resulted in an Arab war against Israel.

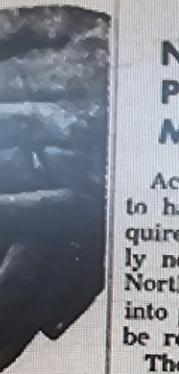
Pike said the Vietnamese have hated the Chinese for 2,000 years and "if we don't want

ly 10 below in the north; 5 to 15 above in the south. High Saturday 10 to 18 in the north; 15 to 24 in the south.

Winds—Easterly 5 to 10 miles per hour tonight. South-easterly 8 to 15 m.p.h. Saturday.

Section 7, Item A.

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By acquiring the two properties in question the city could double the present parking capacity in that section.

N. First Street Properties Are Mentioned Anew

According to reports the plan to have the city attempt to acquire the two properties, directly north of the old city hall in North First Street for conversion into parking areas is expected to be revived in the near future.

The two properties in question include the Meyer Ambulance Service building, known earlier as the Krueger livery stable, and the former Jossi building, part of the Max Wolf Estate.

Directly north of the two properties is one of the city's off-street parking lots, in which a parking gate was installed last year, rather than metering the lot.

Would Double Space

By acquiring the two properties in question the city could double the present parking capacity in that section.

Considerable sentiment in favor of such a plan was voiced when the matter came up a year or more ago. At that time the council discussed it but took no action to acquire the properties.

Whether this issue will come up at next week's meeting of the council was not known today. But some city officials said they expect that sooner or later the plan will again be advanced for further consideration.

A special committee to study the downtown parking situation which will be intensified when the Main Street improvement project is underway is now at work making a survey of available off parking spaces to help solve that problem and it is expected to make preliminary report to the council next week.

There has also been rumor that the old city hall may be made available to the city for possible parking site purposes.

No Warning

BRIDGEPORT, Conn.—The U.S. Weather Bureau failed to fly a warning signal even though winds reached 66 miles an hour.

The tower was blown

WATERTOWN DAILY TIMES

Published by James Publishing Company — 113-115 West Main Street, Watertown, Wis. 53094
John D. Clifford, Editor and Publisher

Entered at post office at Watertown, Wis., as second class mail under Act of Congress of Mar. 3, 1879

Page 7

Thursday, January 18, 1968

COLUMNIATION RATE: By carrier in city 50¢ a week or \$25.00 a year, paid in advance, by mail, \$13 a year in state, and \$16 outside state.

Parking Ramp Will Be Good for City

The members of the City Council deserve a big pat on the back for the manner in which they are supporting the proposed North First Street parking ramp.

Thirteen of the 14 aldermen are definitely for it, and the one who has not committed himself has shown in the past an interest in more offstreet parking.

The need is great, and the 13 council members are fully aware of the lack of sufficient offstreet parking facilities in the downtown area, and are not wasting any time in doing something about it.

The 13 welcome the project. They know that a facility less than a block from Main Street, and which will accommodate 138 cars, will be most helpful to Watertown, and will do much in making it possible for Watertown to continue to be a strong shopping center.

The fact that the ramp can be expanded to accommodate twice as many cars as presently planned is a definite asset. And the cost per stall for additional parking places will be less than the cost of the facility for the 138 cars.

Mayor A. E. Bentzin and his administration are performing a genuinely fine service for Watertown in pushing for a project of this kind. It's needed, and needed badly. With the mayor and the vast majority of the council definitely behind it, no time will be lost in making the ramp become a reality.

New Home of Coffee House Is a Dandy

The young people of Watertown

plete the work they have planned to properly dress up the quarters, it will be a most attractive place for the teenagers.

Karl Fischer, manager of Charles Fischer & Son, and the Fischer organization, deserve the grateful acknowledgement of the community for making the home available rent free. The boys and girls have searched for a long time trying to find a location. Every time it appeared they had something lined up, they came to a dead end. Now the search has ended. They have a home, and a dandy.

Snowmobile Operators Must Be Reined in

The City Council is wasting no time in tackling the problem created by the many snowmobiles on Rock River.

At Monday night's committee of the whole meeting of the council, and again at the regular session on Tuesday night, much attention was directed to the problem, and much determination was shown in desiring to get fast action to put an end to the hazards.

And the hazards are many. Speeding snowmobiles scooting around in areas where small children are skating is definitely dangerous, and if something is not done about it fast, there surely will be an accident, and even a fatality.

The operators of this equipment ought to know better than perform the way they have been performing, but obviously they are not aware of the dangers they are creating, or if they are, they are not interested in exercising some self discipline.

Up to a point, the police department can and will take measures to eliminate at least some of the hazardous antics of the snowmobile operators. Beyond that local regulatory

MR. TWEEDY



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"I don't know what to say
birthday, dear. How abo-

Japan's Art About Red C

By SHOJI UENO

TOKYO (UPI) — Reports that Communist China is peddling some of the world's priceless art treasures for a song have touched off some polite and scholarly debate in Japan.

One story is that the communists don't want the art mainly calligraphy, because the cultural revolutionists consider it part of a "capitalistic inheritance."

The opposing view is that the so-called "art" being bought in China these days is junk.

Kunio Harada, 50, is considered one of the Japanese masters of calligraphy, the art of painting Chinese characters. True calligraphy must show originality, style, strength and the personality of the calligrapher, who uses a brush lacquered before the 16th century E. C. and absorbent paper that prevents distortion of the characters while drying.

Calligraphy is an art that does not require because unsatisfactory lines and strokes cannot be altered once they are on the paper. What a calligrapher chooses to write about is not

of the Minutemen on the heels of the Possebros success.

David Jones, commander of the nuclear explosives. Each MIRV system also will carry decoys and other devices to confuse enemy defenses.

Unlike a shotgun-type weapon

as accurate.

Section 7, Item A.

Chamber Board Reverses Its Stand; Is for Parking Ramp

No Dissenting Votes Cast at Meeting Here

The board of directors of the Watertown Area Chamber of Commerce, at a meeting held yesterday afternoon at the Municipal Building, reversed its stand on the proposed city parking ramp and, without a single dissenting vote, voted for the construction of the proposed ramp.

The board, at a meeting held on August 6, opposed the ramp unanimously with all ten members at the meeting voting against the ramp. At that time, the board recommended that instead of a ramp the North First Street ramp site should be fixed up to accommodate 60 cars.

In yesterday's action, the

board went on record as favoring a two floor ramp, which is the proposed ramp which the City Council is considering, and which will be voted upon by the council on Tuesday night. This ramp will accommodate 144 cars.

Nine board members voted for the ramp, three were absent.

State Lags In Growth

STEVENS POINT, Wis. (UPI) — Les Aspin, a Democratic candidate for state treasurer, said Thursday night Wisconsin had the lowest economic growth rate of any of the Great Lakes states during the last four years.

"In value added by the manufacturer Wisconsin has had a 40 per cent increase since 1964 compared with Michigan's 60

and three did not vote.

The change in the attitude of the board members is due to additional information on the project which had been brought to the attention of board members since the August 6 meeting.

Explained in Detail

The proposed ramp project was explained in detail at yesterday's meeting. Some of the explanation was given by Jerry Dommer of the architectural firm of Durrant, Dommer, Kramer & Gordon.

The board, at a meeting held on August 6, opposed the ramp unanimously with all ten members at the meeting voting against the ramp. At that time, the board recommended that instead of a ramp the North First Street ramp site should be fixed up to accommodate 60 cars.

In yesterday's action, the

board went on record as favoring a two floor ramp, which is the proposed ramp which the City Council is considering, and which will be voted upon by the council on Tuesday night. This ramp will accommodate 144 cars.

Nine board members voted for the ramp, three were absent.

Not Adequately Explained

This is a feature of the proposed ramp which apparently has not been sufficiently emphasized. It was pointed out, with a small model of the proposed ramp used to aid the explanation, that there will definitely not be a steep climb from the

basement area to the top area.

It also was emphasized that the proposed ramp will not be one "built to the sky". The ramp will utilize the present basement of the three buildings which have been razed to make way for the ramp site. Over the basement will be one floor. Parking will be available both on the basement level and on the upper floor which will be a little above ground level.

A 14 days extension has been secured from contractors. The new deadline will extend to August 26.

Opinion Secured

An opinion has been secured by Mayor Bentzin from attorneys for the Wisconsin League of Municipalities relative to the utilization of surplus city funds. This can be done, the attorneys have advised, by a two-thirds vote of the 14 member council. On this basis 10 votes will be required on Tuesday night to authorize the transfer of funds.

At the August 6 council meeting, City Attorney David Fries has advised the council that the transfer could not be made, and he based his opinion on information he had received from the league lawyers. However,

when additional and complete information was presented to the lawyers they saw the situation differently, and advised both Bentzin and Fries that transfers could be made by a two-thirds vote.

Jews Building First Synagogue in Madrid

MADRID (UPI) — Spain's distinguished the synagogue

3 New Resolutions Prepared for Ramp

Council to Vote On Contracts at Meeting Tuesday

Three new resolutions awarding contracts for the construction of the proposed North First Street parking ramp are being prepared for action by the common council next week.

The regular meeting will be held Tuesday night.

The decision on the ramp, which has long been hanging fire, is due to be made at Tuesday's session.

At the Aug. 6 meeting it was found the resolutions prepared for a vote that night were faulty in that they did not specify what funds were to be used to finance the ramp.

The vote was also put over previously when an opinion cited by City Attorney David Fries, based on what information he had at that time from the legal counsel of the League of Wisconsin Municipalities held that the city council could not transfer funds for the ramp or for any other major development.

Got New Rating
However, when additional information was supplied to league counsel at Madison and the Wisconsin Audit Commission it was ruled the only funds that cannot be touched or trans-

ferred are trust funds, pension funds, etc.

As a result, the new resolutions are being prepared for presentation to the aldermen next week.

A two-thirds vote of the council is required for passage.

The successful bidder for the construction of the two level facility is the Fluor Construction Co. of Oshkosh.

The Watertown Plumbing Co. entered the successful bid for the plumbing work and the Electric Wiring Service, Oconomowoc, entered the successful bid for the electrical work.

Also up at next Tuesday night's meeting will be final action on a number of routine ordinance and resolutions and a public hearing on the proposed sidewalk construction on the south side of Boughton Street and Park View Lane.

Film Star OK

SOUTHAMPTON, England (UPI)—Actress Elizabeth Taylor and husband Richard Burton left for New York Wednesday aboard the liner Queen Elizabeth for what their spokesman called "a recuperative cruise."

Miss Taylor, 34, underwent a partial hysterectomy last month.

PATROL received the outstanding service provided annually by the Kiwanis Club at dinner meeting of the Watertown Safety Patrol at Deutacher Hall. In the picture are from

left: William Person, public relations chairman of the Kiwanis Club, who presented the trophy to Mark Schneid Ebert of St. Mark's patrol. At the right is George principal of St. Mark's School.

—(DAILY T)

Section 7, Item A.

Permit Granted For Ramp Here

Final Plans Are To Be Submitted, For OK, Is Ruling

The city of Watertown's application for a permit to construct a parking ramp partially located in Rock River, which was the subject of a public hearing here on Feb. 20, has been granted, it was announced today by Freeman Holmer, administrator for the Department of Natural Resources, Division of Resource Development, on behalf of the department.

The original application for the permit was filed on Jan. 25 of this year following action by the common council authorizing the proper city officials to proceed with the plan.

Mr. Holmer told the Times that the city is to obtain approval by the division of a set of final plans before letting a contract for the construction of the ramp.

The Rock River area involved

is approximately that section in the west of the sites formerly occupied by the Wolff Estate building and the Meyer Ambulance Service building, both of which were acquired through purchase and which have since been demolished as part of the new parking facility site.

Additional Area

Also involved in the parking area is the site of the former city hall which was torn down along with the other two buildings.

Under the plan the city is to construct a parking structure with approximate dimensions in a north - south direction in North First Street of 186 feet and in an east - west direction of 130 feet. There will be a triangular area of approximately 1,000 square feet of the northwest corner of the structure which will extend over the bed of Rock River.

The structure will be supported

Continued on Page 12, Col. 3

City Se Council Meetin

Safety Pa And Princ Are Guest

Members of School Safety Patrol principals were Watertown Safety Patrol regular monthly held last evening at Deutacher Hall. members and guest.

H. B. Pearce, presi-
sided at the me-
tended an addre-
to the various schools
their principals.

William Person, presi-
tions representative
tertown Kiwanis Club
on the excellent work
school patrol mem-
sented the Kiwanis
trool Award to St. Mark's
Lutheran School as
of the 1967-68 award.
School was repre-
Quentin Albrecht, a
patrol members, M
er and William Eber-

The following
were represented
of their school patrol
Continued on Page

Permit Acquired Bids in Ready to build Awaiting Vote

Murray Is Endorsed For City Director

City in

GREEN BAY (UPI)—If the enthusiasm of Green Bay Packers fans has anything to do with a team's success, Leo Durocher's Chicago Cubs can confidently swing away.

The Cubs, in a poll conducted by the Green Bay Press-Gazette, drew 130 votes as the area's "favorite" baseball team. The Washington Senators, who boast a local boy—Frank Howard—on the roster, were a distant second with 79 votes.

A few Braves' fans were still around as the new Atlanta team finished third with 52 votes. The Chicago White Sox were fourth with 32.

The newspaper admitted the validity of the poll can be questioned because only 321 ballots were cast—"a relatively small number of votes."

76ers Knot Playoff Series

By UP-International

The question is not who's going to win the playoff between the Philadelphia 76ers and Boston Celtics—but who's going to survive.

The isolated rivals resumed their Eastern Division finals series in Boston Wednesday night and the game resembled a backyard brawl.

There were a near fight on the court, three technical fouls, a shattered backboard, and an

at 1-1. The third game will be played tonight in Philadelphia. In the Western Division finals Los Angeles topped San Francisco to take a 2-0 lead in their best-of-seven series. The third game will be played tonight in

spawning sessions. Russell and Wayne Embry. Referee Menedy Rudolph was knocked semi-conscious in the second period when he was accidentally hit by Boston's Sam Jones.

Voice of the People

•All articles submitted for publication in this column MUST BE SIGNED. Reminders of whether the name is published, address also must be submitted.

•USE ONE SIDE of paper.

•Typewritten copy should be DOUBLE SPACED.

•Please avoid long articles.

Editor, Daily Times:

Please do not construe this letter as either for or against the proposed parking ramp. The main purpose of this letter is to bring forth what I believe to be a financial problem facing the council if they choose to continue with the construction of the ramp. I made this point to several councilmen a few months ago. However the audit report had not been completed to verify my statement.

The audit report has now been given to the aldermen, and if my interpretation is correct, it bears out some interesting figures. Figures which I think would cause any alderman to "re-assess" his or her position on the ramp.

First, I realize the aldermen were told there would be ample money in the 1967 surplus account to pay for the ramp, and an

they were told the revenues from the parking meter utility would pay back to the surplus fund any money borrowed. They were told there was a possibility of \$600,000 in the surplus account, however no mention of the fact that most of this money was already committed in the 1968 budget to be used to reduce the amount to be raised by taxes for this year. \$400,000 of the surplus has been taken and used for this purpose. I call the aldermen's attention to page 4 of the budget, second line, titled "Balance January 1st," showing that \$400,000 of the surplus has already committed for 1968.

Now, according to the audit report page 51 the surplus for the year of 1967, was \$481,219.80. From this figure we must deduct the \$400,000 I discussed in the above paragraph, leaving a balance in the surplus account of \$81,219.60. It is totally impossible to borrow \$300,000 from this account when it contains only \$81,219.60, therefore there are three choices left: 1) Drop the project for the time being; 2) Finance under revenue notes or bonds; 3. Finance under general obligation notes or bonds. Let us assume you wish to continue the project and finance under revenue notes, that is, pledging the revenues of the parking utility to the indebtedness. I don't think this can be done because the parking meter reserve is already in the red (page 7 of the audit) by \$48,329 and the receipts from the parking meters during 1967 were \$26,722.19. This is a gross loss and you must deduct from the parking meter revenue the expenses estimated for 1968 of \$20,000 (page 20 of the budget). This expense is quite stable each year, therefore this leaves only about \$7,000 per year which could be pledged against the revenue bond or note debt. The additional payment on \$300,000, which I am sure the ramp will cost, is over \$37,000 a year for 10 years based on 4 per cent interest. The parking meter revenues could not possibly increase enough to net \$30,000 more per year.

Bowling Scores

MEN'S LEAGUES

HEVI-DUTY COMMUNITY

Five High Scores: AL HAAS

TEST 96 (222) Clarence Smith 578

(221) John Gammill 566 (193)

Marty Warner 554 (222) Lee Kett

Johnson 527 (211) Louis Addeo 540

Jerry's Tap 510 554

Schaefer's 506 787 749-2539

Durts Ringers 555 867 887-2609

Carlton Hotel 559 828 828-5853

Turner's Bar 559 828 828-5853

Kush's Bar 561 828 828-5853

Jim & Bam 561 828 828-5853

Timmer's Service 561 828 828-5853

Sell's Truckers 561 828 828-5853

Turner's Bar 561 828 828-5853

Carlton Hotel 561 828 828-5853

Jerry's Tap 561 828 828-5853

Standings Points

Turner's Bar 100

Carlton Hotel 98

Kush's Bar 96

Jim & Bam 94

Timmer's Service 92

Sell's Truckers 89

Turner's Bar 87

Carlton Hotel 85

Jerry's Tap 83

Standings Points

Turner's Bar 100

Carlton Hotel 98

Kush's Bar 96

Jim & Bam 94

Timmer's Service 92

Sell's Truckers 89

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Carlton Hotel 85

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The annual event will be highlighted by a banquet at Platt-deutscher Hall Saturday night, at which time trophies will be presented.

Three out-of-state judges will select the winners.

JUNEAU — Dodge County chalked up its 21st traffic fatality with the death of Philip Stuby, 54, rural Pewaukee, who died Tuesday at Wisconsin General Hospital as the result of injuries he suffered in a one-car auto accident on Saturday. He had been transferred there from

Wisconsin Dodge County Coroner, Dr. W. Nordell and the Dodge County Sheriff's Department were notified of the death.

Deer Struck

Two accidents involving deer were reported by the Dodge County Sheriff's Department as

(Continued on Page 10, Col. 7)

predominantly Negro neighborhoods where vandalism, rock-throwing and erupted Tuesday.

At least 17 persons injured by flying debris. Police estimate 200 were rounded

groups of Negro youth

marauding rampages

rate areas of the city

North Side and South

Squads of police were

in and met the three

Negroes, most of them

school age, with run

scatter tactics

A 13-year-old

in a car-bicycle

Friday afternoon in

The accident

2:35 p.m. on High

miles west of Hart

cycle rider, Richard

age 1, Rubicon, re

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when the bike

turned into a car

James R. Wagner, 21.

The boy was tak

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**RELAX
SLEEP**

Do you have
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solutions. N
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Tablets to hel
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31

Bentzin, White Clash at Budget Hearing Last Night

Ex-mayor Ruled Out of Order by His Successor

Mayor A. E. Bentzin and former Mayor Robert P. White clashed at last night's budget hearing, held in the council chamber at the Municipal Building.

White had come prepared to take part in the hearing but before he barely had gotten "off the ground", so to speak, he was gavelled down by the mayor.

The clash took place after City Clerk Glenn Ferry had read the total of expenditures in each category.

White was the only one in the audience to get up to ask questions. He explained that he would be in a much better position to discuss the budget had he succeeded in getting a copy of the proposed budget well ahead of time. He said that he had made a request of the city clerk for a copy and was turned down. He

said that legally he was entitled to a copy, and could have taken legal steps to obtain one.

White also said that last night was the first time aldermen had had an opportunity to see the proposed budget.

Procedures Same

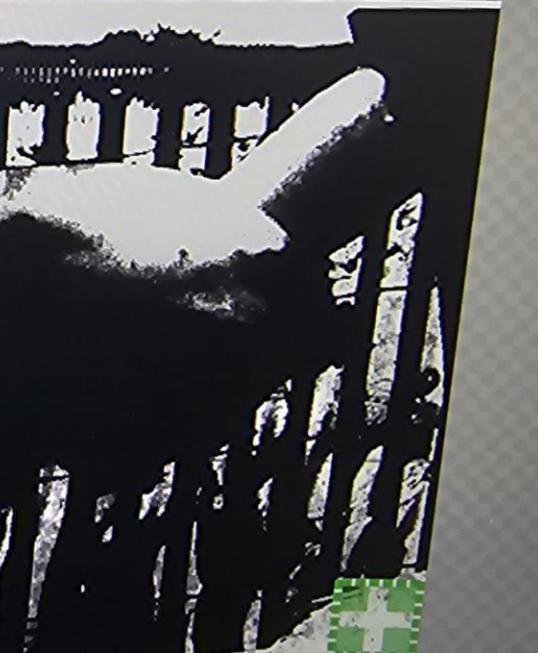
Bentzin explained that the procedures followed were the same as in past years, and the same as during the time White was mayor. He insisted that White limit his discussion to the items on the budget, and when he did not do so, he slammed the gavel, which ended White's participation.

Bentzin said later that all of the aldermen had a good idea of what the budget figures would be two weeks ago.

The budget was adopted following the hearing. Details on the budget appear in another article in today's issue of the Times.

Says not Ready

Ferry pointed out today that



Home of Rabbi Is Shattered by Blast

ed. All toll, nearly 50 trophies will be presented to exhibitors.

The annual event will be highlighted by a banquet at Platt-deutscher Hall Saturday night, at which time trophies will be presented.

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(Continued on Page 10, Col. 7)

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At least 17 persons injured by flying debris. Police estimate 200 were rounded

groups of Negro youth marauding rampages

rate areas of the city

North Side and South

Squads of police were

in and met the three

Negroes, most of them

school age, with run

scatter tactics

The youths retaliated

showers of bricks, bottles

garbage. Police exchanged

fire briefly with snipers

from buildings of a

project near the Old

District.

Bands of Negroes

through the district, a

of tenements standing

to-shoulder with luxury

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DRIVE AUTO SAFETY inspectors were in this city this morning and part of the afternoon giving free inspections of automobiles under a new state law. Interest was high. Cars were lined

up for many blocks. In the foreground is Inspector Robert Koraff.

—(DAILY TIMES PHOTO)

Bentzin Reads Statement On White's Ramp Claims

Mayor Points Out There's Precedent For Using Funds

(Mayor A. E. Bentzin at last night's meeting of the common council read a prepared statement replying to a recent news article written by Robert P. White, former mayor of Watertown, relative to the parking ramp under consideration for the North First Street parking lot expansion. The text of the mayor's statement is published here in full.)

I have been asked to respond to a news article in the Daily

Times, which criticized the proposed financing of the parking ramp. These articles serve to confuse the issue rather than clarify it. It is a little hard to understand the several positions taken by the writer. Once he signs petitions against the parking ramp then he says he is for the ramp, but it is in the wrong place. He says the money isn't available but then tells other people that it is available but should be used for a different purpose.

These articles are supposed to create the impression that this has never been done before. The new lighting on Main Street, with a cost of \$94,285.67 which included extras over and above the contract price, was paid for entirely by funds transferred from other accounts and never replaced.

Fifty-four thousand dollars (\$54,000) was taken from the Oconomowoc Avenue bridge improvement fund. The bridge was repaired instead of building a new one. Twenty-seven thousand dollars (\$27,000) was transferred from the parking meter fund. Fourteen thousand dollars (\$14,000) was taken from the Hospital Improvement Reserve fund for a total of \$95,000.00.

The same hassel over who and how the Main Street lights should be paid for, occurred in 1960 as is happening now on financing and building the parking ramp. The new Main

Street lights would not have been put in at that time if the available funds had not been used and the cost put on the tax roll instead.

Far From Truth

The statement that the Permanent Improvement Fund is being stripped, is far from the truth. According to the chairman of the Board of Public Works, the total of all the sewer, water, curb and gutter and sidewalk contracts for this year, amounts to \$120,000. This amount was deducted from these accounts so that all the

(Continued on Page 17, Col. 6)

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Mayor Also Makes Appointments to Other Boards

Watertown's first Civil Service Commission which will act in connection with the naming and appointments of city officials, heretofore elected, was named at last night's meeting of the common council.

The charter ordinance, doing away with election of certain officials, became effective last Wednesday, 60 days after its adoption and publication.

Heading the commission is

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City's First Civil Service Body I

Maurice La Street, for Others are North Four year term; 430 College year term; South Conc two year le 314 Arcade year term.

Future ap for five year

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The appoi by Mayor A state statute ordinance.

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VOL 73 NO 317

Bethlehem Steel Cuts Increase

US Steel Still Going Ahead with Price Increase

PITTSBURGH (UPI)—Bethlehem Steel has cut its prices again, and the company's leaders said last week that prices will be cut again.

The firm said its new rates would be effective on Sept. 1 instead of the 1st of the month as previously planned.

The U.S. Steel's

announced

that it would

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Bentzin Says Ferry Quit Because of Harrassment

'Real' Reason Is Told Council by Mayor Last Night

Mayor A. E. Bentzin last night gave what he said is the "real" reason for the resignation of Glenn Ferry as city clerk.

The mayor made his remarks at last night's council meeting after he had read the letter of resignation from Ferry.

He said that Ferry resigned because "of a campaign of harrassment by the former mayor." The former mayor is Robert P. White, who was defeated by Bentzin in the last election.

Bentzin pointed to the efforts of White to obtain a copy of the proposed city budget, saying that White asked Ferry for a copy of the budget on three different occasions, and that each time was advised "that no

copies of the proposed budget were given out during the six years of his administration, and that the procedure had not been changed, which I verified with members of the finance committee who had served in previous years."

Bentzin also said that when the requests were made the budget still was in the hands of the finance committee.

Bentzin said that White replied to the turndowns by say-

ing, "that someone else had asked him to look at it."

Makes Threat

Bentzin told the council that Ferry had showed White the "ordinance covering the situation," and added that "this did not satisfy him."

Because of the turndowns by the City Clerk, Bentzin said that White threatened "to get somebody to run against him and get him out of office and that he would give them finan-

(Continued on Page B, Col. 4)

Cold to Linger

A six below zero reading greeted early risers in Watertown today with more of the same forecast for tonight and Thursday.

Temperatures are expected to drop even further tonight, ranging between 8 and 13 below. Today's below zero temperature was the fourth one recorded so

Viet Cong In Hue Wilting

SAIGON (UPI)—U.S. Marines striking while their enemy slept

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WASHINGTON: Police inside the Soviet Embassy examine the damage caused by an ex-

plosion which rocked the building. No injuries were reported in the blast. —(UPI Photo)

Former Mayor Says He Did Not Harrass Ferry

Robert P. White Refutes Charge Of Mayor Bentzin

Former Mayor Robert P. White today asserted that he has not harrassed City Clerk Glenn Ferry, as charged by Mayor A. E. Bentzin in a statement at Tuesday night's council meeting.

The mayor made the charge after reading the resignation of Ferry, who has accepted the position of city clerk at Brookfield. His resignation takes effect at 5 o'clock Thursday afternoon, Feb. 22.

In his statement, the mayor said he was giving the "real" reason for Ferry's resignation—namely harrassment by the former mayor.

Bentzin asserted that the city clerk was harrassed by White in the attempt the former mayor made to obtain a copy of the proposed budget. Ferry, Bentzin said, turned down the mayor's requests, made on three different occasions, because the budget was in the hands of the finance committee, and that, in

Unemployment Clings to 10.1%

accordance with past procedure, a copy of the proposed budget is not given out ahead of time.

White's Statement

Following is the statement of the former mayor:

"I have no choice but to make a statement regarding Mayor Bentzin's charges that I harrassed Glenn Ferry. The statement I used to leave the impression that I was constantly bugging Mr. Ferry, whereas, the truth is that I have had very little contact with Mr. Ferry in the last 10 months.

Bentzin also tried to make it sound like I was doing something unlawful in asking for the budget or calling the radio station.

"First, Bentzin said I harrassed Ferry by asking for a copy of the budget. I asked for

it in a gentleman like manner. I insisted it was public record since the councilmen had received it. However I was refused after several more attempts.

"Mr. Bentzin's statement that my administration would not give out budgets prior to final approval is not correct. I took the position that once the councilmen received the budget it became public record, and anyone who wanted such was entitled to it.

"The point remains that during this request for the budget, both Mr. Ferry and I acted in a gentlemanly like manner. If Mr. Ferry was offended by these actions, he is very easily offended.

Not True Comparison
"In regards to my calling the radio station, Mr. Bentzin's in-

(Continued on Page E, Col. 2)

Plan to Occupy Jr. High Apr. 1

The target date for occupancy of the new Riverside Junior High School is April 1, Russell T. W. 6 a.m. Superintendent of schools told the Watertown Pi-

the board of the work still to be done on the project. One of the items running behind schedule, he said, is the installation

cannot accept the teachings of the church "would do better to leave the church."

Statement Released

In a statement released Tuesday by the Rev. Ray Runde, a diocesan priest assigned to teach at St. Mary's College, South Bend, Ind., the priests termed the bishop's

MARKETS

MILWAUKEE LIVESTOCK

Cattle: 800. Steady - weak. Good-choice steers 23.50 - 27.00. Good-choice heifers 23.00-25.50. Good Holstein steers 23.50-24.50. Commercial dairy heifers 21.00-22.00. Utility cows 19.00 - 20.00. Canner-cutter cows 17.00-19.00. Commercial bulls 23.50 - 24.50. Utility bulls 21.50-23.50.

Calves: 500. Steady. Choice veal calves 38.00 - 42.00. Good 34.00-38.00. Common 30.00-34.00. Culls 30.00 and down.

Hogs: 300. Steady. 25 higher. Top 21.50. Lightweight butchers 19.50-21.00. Heavyweight butchers 18.00-19.00. Lightweight sows 15.75 - 17.75. Heavyweight sows 14.00 - 16.00. Boars 13.00 and down.

Sheep and lambs: 100. Steady. Good-choice 23.50 - 25.50. Common - utility 18.50-22.50. Culls 14.00-17.00. Ewes and bucks 3.50-5.50.

CHICAGO PRODUCE

Butter steady; 93 score 86; 92 score 88; 90 score 65 1/2; 89 score 60 1/2.

Eggs about steady; white large 33; mixed large extras untraded; mediums 28; standards 29.

MILWAUKEE GRAIN

Oats: 2 received, 2 inspected No 2 59%. Corn: 20 received, 10 inspect ed. No 2 yellow 1.05%.

CLASSIFIED DISPLAY

Used Car Guarantee
100% - 100 Days or
3,000 Miles

Whichever Comes First On
Used Cars Up To 7 Years Old.

Legal—

(Continued from Page 1)

appears this has not been legal but Watertown "is in the same boat" as other cities where the practice has also been followed.

The council had been scheduled to act on three resolutions last night awarding the ramp construction, plumbing and electrical work for a facility that would provide parking space for 144 cars.

As a result of the sudden and surprising development with the Fries' announcement, the council decided to adjourn until Thursday night at 7:30 o'clock and in the meantime seek an extension of the contract deadline from the successful bidder.

Friday of this week is the last day on which the council can approve the awarding of the contracts, but an attempt will be made to obtain an extension beyond the 45 day deadline from the date of the opening of the bids.

Express Surprise
Mayor Bentzin and Alderman Harris Fredrick, who was to sponsor the contract resolutions, expressed surprise that the legal question should have been raised at the last possible moment, after the ramp issue has had more than usual publicity.

Alderman Roland Ruesch also expressed surprise as did several other council members.

It was also pointed out that the city has already spent around \$20,000 on the ramp preparations, such as soil borings, surveys and architectural fees.

Alderman Fredrick remarked at one point, "Maybe we'll have to take out the Main Street white way lighting system, since it was paid for through the transfer of funds..."

Other aldermen were equally caustic in their remarks.

Mr. Ruesch said he could not understand why there is now such sudden opposition to the ramp when there was plenty of time over the past year or more to voice it. He said the practice

methods were used only for pleasure or convenience.

Had to React

"We just had to react to that headline the other day," the Rev. Patrick Runde, Verona, trap grower, said in reference to news North Car-

Rev. Ro
Mary's
Janesville.

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CITY OF WISCONSIN

COUNCIL OF WATERTOWN LAWS

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Adopted 8-6-68
Alice E. Erl
City Clerk

Moved 8-6-68
E. Bentzin
Mayor

Moved the
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Yes-Ruesch, Friedrich, Mrs.
Walker, Nuernberg, Lincoln,
Wilkes, Veomans, Gutzlaff,
Day, Radtke, Schwenker and
Gerhoff. 134 No-vote.

RESOLUTIONS

Mayor Bentzin announced the next item on the Agenda would be resolutions. The Attorney

David Fries said before the reading of the resolutions, he had something to say concerning a conversation he

had with the Legal Advisor of the League of Wisconsin Municipalities. It was brought

to his attention by a citizen that funds which had been raised for specific purposes could not then be used for other purposes such as the construction of the Parking Ramp, in this case. He examined the Statutes and discovered Statute 62.12 which states

The amount which is not appropriated on the Treasurer's pay out funds so appropriated for a special purpose, except for that purpose for which it was raised. He stated it was his understanding the funds from Surplus, Per-

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resolutions for financing
Parking Ramp must stan
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which they will be dra
Mayor Bentzin stated he
have the City's Auditor set
up for the next Council Me
of August 20, 1968. He als
formed the Council he
received an extension on
ads to August 21, 1968.

RESOLUTIONS

The three resolutions for awarding of the bids on proposed parking ramp were presented. Attorney Fries informed the Council that League also said the award of the bids would only take majority vote, whereas

US Release Viet Prisoners

PARIS (UPI)—The United States told North Vietnam today it would release 14 North Vietnamese prisoners as a session of the "gesture of goodwill"—a move obviously aimed at thawing the Vietnam talks which have made no progress since their start.

He appealed to Hanoi to release more U.S. war prisoners.

The prisoners have been held by the United States since 1966 when the U.S. Navy captured a group of North Vietnamese seamen in an incident related to the Gulf of Tonkin incident which provoked the first U.S. bombing of North Vietnam.

U.S. Ambassador W. Averell

Bethlehem—

(Continued from Page 1)
production.

The rollback by Bethlehem and the approximate government-recommended price increases by U.S. Steel were expected to result in price rollbacks by other firms which had announced blanket or near blanket boosts—Inland Steel and Armco.

U.S. Steel said "additional

price announcements" could be expected over the next 12 months.

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set forth new qual
his running mate
peared to best fit
Mark Hatfield or
James A. Rhodes.

Sources close to
that if he gets the

PITTSBURGH (UPI)—U. S. Steel Corp., the nation's biggest producer, today ignored government requests to hold the line on steel prices and announced a general increase ranging from \$4.50 to \$6.00 per ton.

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PITTSBURGH (UPI)—U. S. Steel Corp., the nation's biggest producer, today ignored government requests to hold the line on steel prices and announced a general increase ranging from \$4.50 to \$6.00 per ton.

Parking Ramp Decision Is Delayed Until August 6th

Lincoln Halts All Action on Bids Till Then

All action on the proposed North First Street parking ramp has been delayed until the Aug. 6 meeting of the common council.

The aldermen at their meeting last night approved a motion by Alderman George Lincoln of the seventh ward to lay the matter over until that time.

The Aug. 6 date is just three days before the expiration date for the council to act on the bids received for construction of the 144-car facility.

Reports Opposition

Mr. Lincoln said that he wanted to delay a vote until August so he and other aldermen can test public sentiment relative to the ramp, especially among business men.

He said that some business men had told him they do not want the ramp. To this Alderman Harris Fredrich commented, "This thing has been before the public for six months, why didn't they express their objections before this?"

Three resolutions are involved in the delay — dealing with awarding of contracts for construction of the ramp, another for the plumbing work and a third for the electrical work.

The resolution to accept the bids and authorize contracts was sponsored by Alderman Harris Fredrich but Mr. Lincoln moved to table the issue until

Aug. 6 and that was adopted by a vote of 11 to 2.

The only two aldermen who voted against delay were Fredrich and Phil Gerloff.

Alderman G. G. Waller was absent.

In a report published yesterday, the Daily Times had forecast there would be no "hasty vote" on the matter of the ramp, that sentiment in the council was to delay action, probably until the near deadline in August.

File Petition

A petition, bearing some 1,100 signatures asking council action on a plan for a recreation building, including an indoor swimming pool, was received and filed by unanimous vote last night.

Later in the meeting a resolution was adopted instructing the City Park and Recreation Commission to start seeking a suitable site for such a facility and report back with any recommendations it may have to offer.

It was pointed out by Mayor A. E. Bentzin that no hasty action can be expected on this matter since there is at present no provision in the city budget for such a building and pool and that it will probably be considered at the time the next budget is prepared.

Confirm Appointments

The council confirmed the mayor's appointment of Robert E. Wicker, 817 Cole Street to be a member of the board of review to replace the late E. T. Hornickle.

It also confirmed the ap-

pointment of Howard Stellmann, 601 Clyman Street to serve on the Board of Zoning Appeals, replacing Eugene E. Radtke who resigned from the board

because he is now serving as an alderman.

Ask Preservation

The Watertown Historical Society filed a request that the city preserve the present tile-type concrete sidewalk on the premises of the old Theodore Prentiss property at 808-810 Clyman Street when the sidewalk repair and replacement program is undertaken in that area.

The society points out it should be preserved as a historical installation in this modern age and as a tribute

(Continued on Page II, Col. 8)

Bids on New Are Announced

United Methodist Parish Plans for Its Construction

Bids were opened yesterday on the educational and fellowship portion of a new United Methodist Church to be constructed in Hall Street, a block north of the Main Street bridge. The building will include 12 classrooms, a kitchen and a fellowship hall. The exterior is primarily of brick and will

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Delays upon Delays New Aldermen were appointed

a very good day and general Eisenhower had a recurrence of cardiac irritability this with frequent extra and two short episodes of bad heart action. He is resting comfortably but in critical condition."

Leaders Mud

Council Must Still Act on Parking Lot

It Also Faces Movement for Rec. Pool Unit

There are at present no official plans on what to do with the three demolished building sites in North First Street which were to be used for expanding the present parking lot, including construction of a 144 car parking ramp, but the common council is expected to take up the matter at its next meeting or soon thereafter, city officials said today.

The present stalemate results from the council's action which rejected plans financing the ramp by the transfer of certain funds. This was done by a vote of 9 to 5 at the Aug. 20 meeting.

Under terms of the agreement with the Fischer and Son Co., which presented free to the city the old city hall, the city must use the area for a parking lot. The city hall was demolished, along with the former Meyer and Wolf Estate properties to make room for present parking expansion in the area.

A woman and a child were killed when a tank ran over them. There were "accidents," more than one son was run over by a tank. Some were shot at for no son other than they wore our national flag," a Czech teacher said.

Down the road, Czechoslovakia had turned around signs or painted them over. But the Soviet military always have no trouble finding their way down E14. They can tell the way from the roadway churned up by the earlier tanks and by the little signs in Russian, Czech and even English. The signs read, "Ivan Go Home."

At present there are no finances available for any

center or pool. Since the transfer of funds for a parking ramp failed to win council approval it is considered not likely that the council now would do an about face and transfer funds for a recreation center.

Call for Park

One plan proposed for at Thursday night's hearing advanced by a spokesman for Friends of Recreation, a group which favors the center, involves locating the recreation building and pool on a 40 acre tract which would have to be acquired and which, the group asserts, should be developed into a second major park since Riverside Park has reached its peak of facilities. No estimate of the cost of such a project has been made but it is one the council will eventually have to face if the movement for a recreation center progresses.

There were some 1,100 signatures on a recent petition sent to the council calling for a recreation center with indoor swimming pool.

It was this petition that caused the council to turn the matter over to the Park and Recreation Commission to recommend a site for a new city recreation center, including plans for an indoor swimming pool.

The public hearing held on this matter was conducted Thursday night by the commission and yesterday's report on the proceedings at the meeting indicated if the plans proposed by speakers at the meeting are carried out it will involve a considerable sum of money.

At present there are no finances available for any

center or pool. Since the transfer of funds for a parking ramp failed to win council approval it is considered not likely that the council now would do an about face and transfer funds for a recreation center.

Call for Park

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REDEVELOPMENT AUTHORITY OF THE CITY OF WATERTOWN (RDA) CITYWIDE SIGN GRANT APPLICATION

The Redevelopment Authority (RDA) of the City of Watertown has established the Citywide Sign Grant Program to assist businesses in improving their signage. This program provides a 50% matching grant for eligible sign improvements, up to a maximum grant amount of \$1,000.

Please note: Businesses located within the City's downtown historic district are ineligible (please inquire with the Watertown Main Street Program about their sign and façade grant programs if your business is located within the district).

New signage must be visible from a public street, and must either be mounted to the building exterior, or be part of a monument sign located along a public street. Signage must be a permanent installation. Temporary signage, such as vinyl banners or window clings, are ineligible. Signage may not be electronic (e.g. neon or LED) but should be appropriately lighted to be visible during evening hours.

APPLICANT INFORMATION

Business Name: _____

Business Address: _____

Business Owner Name: _____

Phone Number: _____

Email Address: _____

PROPERTY OWNER INFORMATION (if different from applicant)

Property Owner Name: _____

Property Owner Address: _____

Phone Number: _____

Email Address: _____

SIGN PROJECT DETAILS

Total Cost of Signage: \$_____

Amount Requested (50% of Total Cost, up to \$1,000): \$_____

Description of Signage Project:

Location of Sign on Property:

REQUIRED DOCUMENTATION

- **A detailed quote or invoice** from a sign company for the proposed sign work.
- **A design rendering** or drawing of the proposed sign, including dimensions and materials.
- **Photographs** of the building and the current signage (if applicable).
- **Approval letter from the property owner** (if applicant is not the property owner).
- **Any necessary City permits or approvals**

GRANT TERMS & CONDITIONS

1. The grant award is **50% of the total eligible project cost, up to a maximum of \$1,000.**
2. The grant is **reimbursable**, meaning the applicant must complete the project and submit proof of payment before receiving funds.
3. On-site activity must commence within **90 days** of grant approval and be completed within **six (6) months**.
4. Signage must comply with **City of Watertown zoning and sign regulations.**
5. The applicant must maintain the sign in good condition.
6. Grants are awarded **subject to the availability of funds.**

APPLICANT CERTIFICATION

I hereby certify that the information provided in this application is accurate and complete. I understand the terms and conditions of the RDA Sign Grant Program and agree to comply with all requirements.

Applicant Signature: _____

Date: _____

Property Owner Signature (if applicable): _____

Date: _____

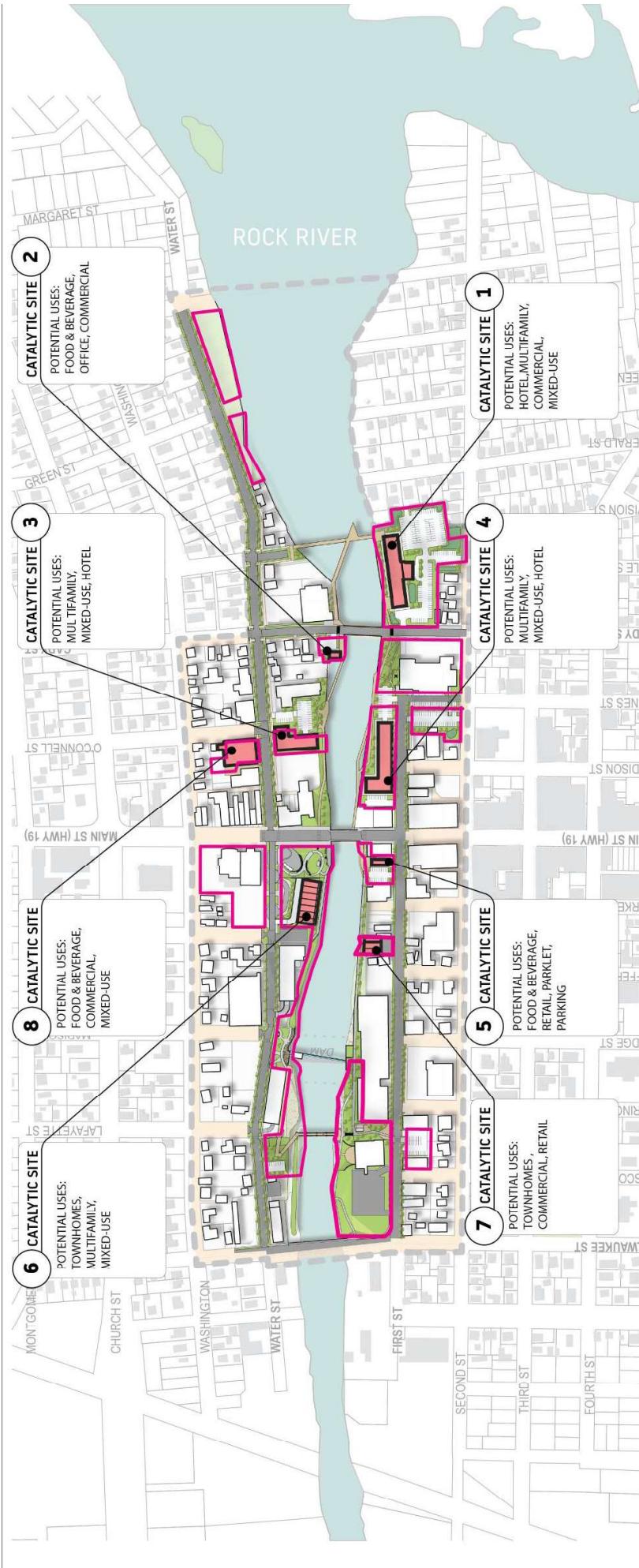
SUBMIT APPLICATION TO:

Redevelopment Authority of the City of Watertown (RDA)

Attn: Ryan Wagner, RDA Chairperson

106 Jones Street

Watertown, WI 53094



5.1 OVERVIEW

The Redevelopment Authority (RDA) tasked the design team with envisioning sustainable growth and development for each site. These catalytic parcels are central to a feasibility study, exploring what could be realized within the area's potential. The analysis draws from a comprehensive range of data, including zoning regulations, land use studies, projected program requirements, and insights from relationships with experienced developers. Through careful examination of these reports, supporting documents, discussions with the City and the RDA, and community engagement, the design team has crafted the following strategic, flexible, and long-term vision of development. This vision aims to transform the identified parcels into thriving spaces that will support a vibrant, dynamic future for the area.



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider combining available parcels to streamline future redevelopment opportunity
- Future redevelopment may consider communication with DNR to understand riverfront improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the west and south will connect to this parcel. Future riverwalk design to consider connection point to Cady Street for future expansion to the south

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG TRM
VSG UNPSWM
ISRP CWAG
LWCP CDIG



SITE CONSIDERATIONS

- Potential sewer rerouting may be necessary
- Discussion with City Engineering is recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area

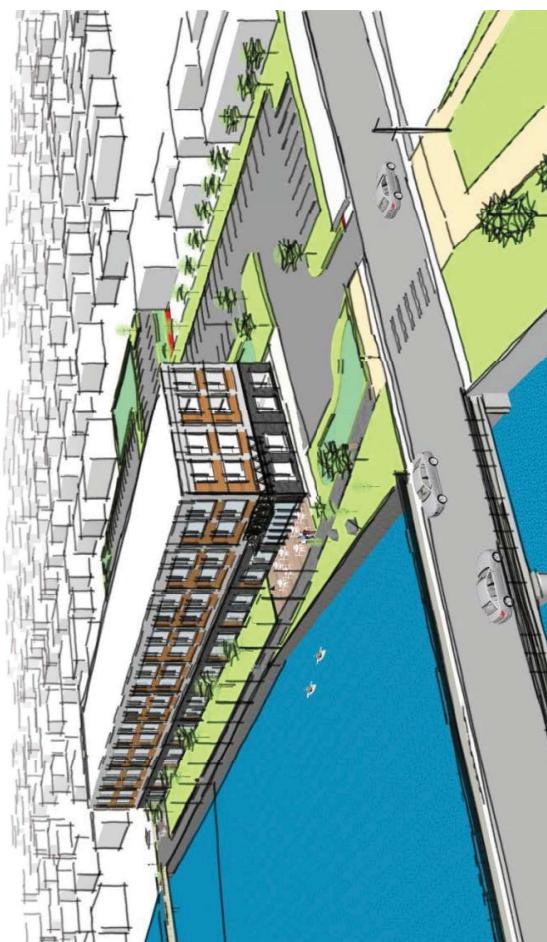
SUPPORTING DOCUMENTATION

- 2020 Market Feasibility Study for a Limited-Service Hotel
- 2019 Comprehensive Plan
- 2021 Housing Affordability Analysis

- EXISTING CONDITIONS
- EXISTING CONDITIONS

- The site is bordered by North 2nd Street to the east, with several Two-Family Residential parcels situated in the southeast corner. To the south, it is bounded by Cady Street, while the Rock River forms the western boundary. Along the northern edge, the site is adjacent to a mix of Two-Family Residential and Neighborhood Business parcels.
- No current active use of site
- Existing Land Use: Central Business District & General
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown

- POTENTIAL USES**
- Hotel / Multifamily / Commercial / Mixed Use



CATALYTIC SITE ①

Identified by the Redevelopment Authority (RDA) for its strategic location, size, and market potential, this site offers approximately 400 linear feet of riverfront access across three parcels north of Cady Street and west of North 2nd Street. Its location along the proposed riverwalk and proximity to key downtown attractions make it suitable for a variety of land uses.

The 2020 Market Feasibility Study recommends this site for a 100-key hotel with ground-floor amenities such as a restaurant, club room, and fitness center to enhance the guest experience. These amenities could capitalize on the riverfront views and pedestrian access to the riverwalk. Alternatively, the site is also viable for a multifamily development, offering residents direct connectivity to the riverwalk. The report's conceptual study confirms that these contemplated uses can be accommodated within the site, supporting long-term economic and community growth.



TEST FIT DEVELOPMENT EXAMPLE



AERIAL PARCELS

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider separating drive access from 109 W Cady Street parcel
- Future redevelopment may consider communication with DNR to understand riverfront improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the south will connect to this parcel. Future riverwalk design to consider connection point to Cady Street for future expansion to the north
- Future riverwalk redevelopment should consider how additional riverwalk sections to the south will connect to this parcel. Future riverwalk design to consider connection point to Cady Street for future expansion to the north

SITE CONSIDERATIONS

- Potential sewer rerouting may be necessary
- Discussion with City Engineering is recommended
- Shared drive access with adjacent parcel to the west
- Seawall improvements along river edge recommended
- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area

ENVIRONMENTAL CONSIDERATIONS

- Seawall improvements along river edge recommended
- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area

SUPPORTING DOCUMENTATION

- 2019 Comprehensive Plan

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by a Two Family Residential parcel, while a Central Business District parcel forms the western boundary. Along the northern edge, the site is adjacent to Cady Street as it meets the Cady Street Bridge.
- Two structures including a metal building abutting the Rock River and a brick two-story structure adjacent to the street.
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Privately owned. Site was identified by the RDA as a potential redevelopment site alongside conversations with the current land owner

CATALYTIC SITE (2)

Identified by the Redevelopment Authority (RDA) for its strategic location, this site offers approximately 140 linear feet of riverfront access, situated just south of the western bank adjacent to the Cady Street Bridge. Its prime location along the proposed riverwalk and close proximity to key downtown attractions make it attractive for a commercial, waterfront-engaged business.

This site presents an opportunity to create an engaging, community-centric space that enhances public interaction and supports local economic development. Commercial development could provide a vibrant gathering location for residents and visitors while maximizing views and access to the riverwalk. This aligns with the city's broader goals of revitalizing the river corridor by fostering community engagement and enhancing public space along the Rock River.

POTENTIAL USES

Food & Beverage / Office / Commercial





TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand riverfront improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the north will connect to this parcel.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

- | | |
|------|--------|
| BSAG | UNPSWM |
| VSG | CWAG |
| LWCP | CDIG |
| TRM | |



SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

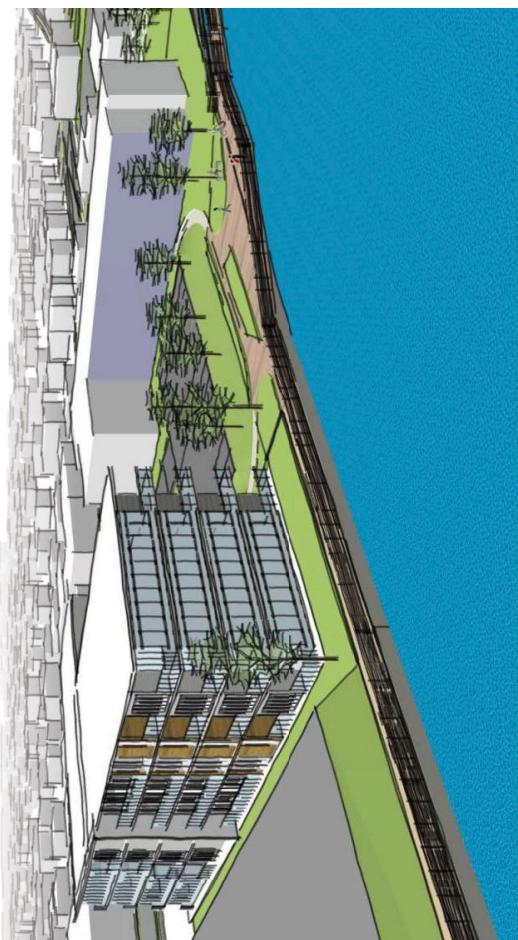
- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area

CATALYTIC SITE (3)

2020 Market Feasibility Study for a Limited-Service Hotel
2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by Bank First Watertown, while N Water Street forms the western boundary. Along the northern edge, the site is adjacent to Johnson Arms Apartments.
- Previous structures have been removed at 125 N Water Street
- Natural and seawall river edge conditions
- Adjacent Senior Living / Apartments / Parking
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



POTENTIAL USES

- Multifamily / Mixed-Use / Hotel
- Adjacent Senior Living / Apartments / Parking
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



TEST FIT DEVELOPMENT EXAMPLE



AERIAL PARCELS

POTENTIAL OPPORTUNITY CONSIDERATIONS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended
- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand riverfront improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the north will connect to this parcel.

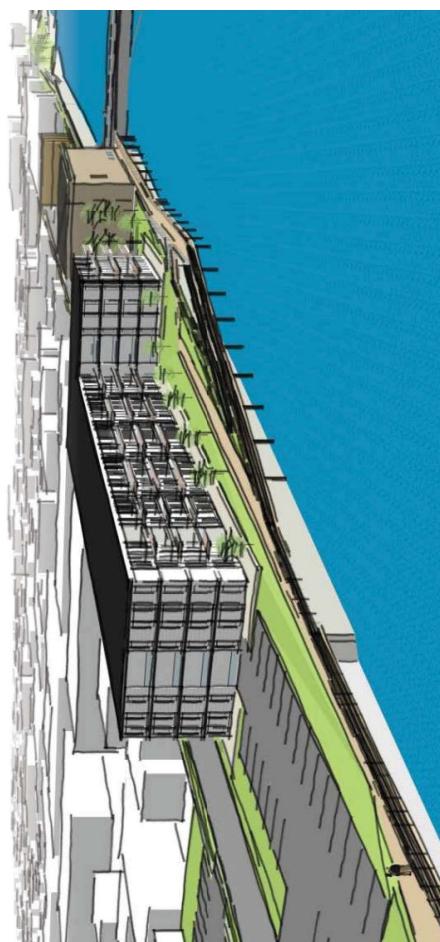
ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

- BSAG
UNPSWM
CWAG
CDIG
VSG
LWCP
TRM



CATALYTIC SITE (4)

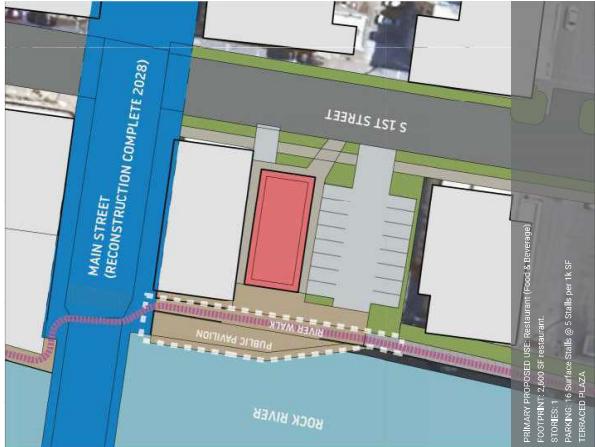
Located along N 1st Street, this site provides over 400 linear feet of riverfront access just north of the Cole Bridge on Main Street.

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. To the south, it is bounded by the Masonic Building, while N 1st Street forms the eastern boundary. Along the northern edge, the site is adjacent to City Hall.
- Current use as public parking lot
- Study area includes 100 feet of Jones Street between N 1st street and the Rock River
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown

OTHER POTENTIAL USES

Multifamily / Mixed-Use / Hotel



TEST FIT DEVELOPMENT EXAMPLE



AERIAL PARCELS

POTENTIAL OPPORTUNITY CONSIDERATIONS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG
UNPSWM
CWAG
LWCP
TRM



CATALYTIC SITE (5)

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. To the south, it is bounded by several small businesses, while S 1st Street forms the eastern boundary. Along the northern edge, the site is adjacent to small businesses along the Main Street corridor.
- Current use as public parking lot and vacant parcel
- Stabilized river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown

OTHER POTENTIAL USES

Food & Beverage / Retail / Parklet / Parking



TEST FIT DEVELOPMENT EXAMPLE



AERIAL PARCELS

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection point to Bentzin Family Town Square for future expansion to the north

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

- BSAG
UNPSWMM
CWAG
VSG
LWCP
CDIG
TRM

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended
- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area

ENVIRONMENTAL CONSIDERATIONS

SUPPORTING DOCUMENTATION

- The site is bordered by the Rock River to the east. To the south, it is bounded by Globe Apartments, while S Water Street forms the western boundary. Along the northern edge, the site is adjacent to Bentzin Family Town Square along the Main Street corridor.
- No current active use of site
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown

CATALYTIC SITE ⑥

- Located along S Water Street, this site provides over 180 linear feet of riverfront access just south of the Cole Bridge on Main Street.
- The site is centrally located within the study area between existing businesses and the Watertown Public Library on the Main Street Corridor, with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction.

OTHER POTENTIAL USES

Townhomes / Multifamily / Mixed-Use





TEST FIT DEVELOPMENT EXAMPLE



AERIAL PARCELS



CATALYTIC SITE ⑦

Located along S Water Street, this site provides approximately 100 linear feet of riverfront access just south of the Cole Bridge on Main Street.

The site is located within the study area between existing businesses on the 1st Street corridor with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction.

SUPPORTING DOCUMENTATION

- 2019 Comprehensive Plan
- 2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. It is bordered from the north and south by privately owned businesses. S 1st Street forms the western boundary.
- Current use as parking
- Seawall and natural river edge conditions with existing boardwalk
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown

OTHER POTENTIAL USES

Townhomes / Commercial / Multifamily

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection existing riverwalk sections to the south and future connections to the north.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

- BSAG
UNPSWM
CWAG
VSG
LWCP
CDIG
TRM



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment should consider working with owner and city in tandem to determine possible zoning requirements including on/off street parking considerations

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG	UNPSWM
VSG	CWAG
LWCP	CDIG



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Survey existing conditions

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area
- Potential to reuse of existing building elements



CATALYTIC SITE (8)

redevelopment, and creates a distinctive, community-oriented destination that enhances the vibrancy of the Rock River District.

POTENTIAL USES

Food & Beverage / Commercial / Mixed Use / Retail

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- 5 parcels located between O'Connell Street to the north, an alleyway to the south, N Water Street to the east, and N Washington Street to the west
- Alleyway access on southern boundary of site
- Existing Land Use: Central Business District & Two-Family Residential
- 2019 Comprehensive Plan Land Use: Central Mixed Use & Two-Family / Townhouse Residential
- Located within Historic District Downtown overlay
- Privately owned. Site was identified by the RDA as a potential redevelopment site alongside conversations with the current land owner

Located along N Water Street, this site is situated between residential and commercial parcels. As a historical building, this site could be repurposed for modernized uses.

This site features a historic cream city brick building with unique architectural character and flexible space, ideal for adaptive reuse—the practice of repurposing structures while preserving their historic integrity. The building's open-plan, warehouse-like interior and high ceilings allow for versatile uses that enhance the Rock River District.

Potential concepts include a taproom or brewpub with open-plan dining and large brewing installations for an immersive experience; an event center for community gatherings, or an art gallery featuring large installations and creative displays. Another option includes establishing an Arts Council office with administrative spaces alongside a gallery, creating a central arts hub for exhibitions, workshops, and arts programming.

This adaptive reuse approach preserves the building's architectural appeal, supports sustainable

REDEVELOPMENT AUTHORITY OF THE CITY OF WATERTOWN (RDA) CITYWIDE SIGN GRANT APPLICATION

The Redevelopment Authority (RDA) of the City of Watertown has established the Citywide Sign Grant Program to assist businesses in improving their signage. This program provides a 50% matching grant for eligible sign improvements, up to a maximum grant amount of \$1,000. Regional or national chains and franchised businesses are not eligible for this program.

Please note: Businesses located within the City's downtown historic district are ineligible (please inquire with the Watertown Main Street Program about their sign and façade grant programs if your business is located within the district).

New signage must be visible from a public street, and must either be mounted to the building exterior, or be part of a monument sign located along a public street. Signage must be a permanent installation. Temporary signage, such as vinyl banners or window clings, are ineligible. Signage may not be electronic (e.g. neon or LED) but should be appropriately lighted to be visible during evening hours.

APPLICANT INFORMATION

Business Name: _____

Business Address: _____

Business Owner Name: _____

Phone Number: _____

Email Address: _____

PROPERTY OWNER INFORMATION (if different from applicant)

Property Owner Name: _____

Property Owner Address: _____

Phone Number: _____

Email Address: _____

SIGN PROJECT DETAILS

Total Cost of Signage: \$_____

Amount Requested (50% of Total Cost, up to \$1,000): \$_____

Description of Signage Project:

Location of Sign on Property:

REQUIRED DOCUMENTATION

- **A detailed quote or invoice** from a sign company for the proposed sign work.
- **A design rendering** or drawing of the proposed sign, including dimensions and materials.
- **Photographs** of the building and the current signage (if applicable).
- **Approval letter from the property owner** (if applicant is not the property owner).
- **Any necessary City permits or approvals** (if required).

GRANT TERMS & CONDITIONS

1. The grant award is **50% of the total eligible project cost, up to a maximum of \$1,000.**
2. The grant is **reimbursable**, meaning the applicant must complete the project and submit proof of payment before receiving funds.
3. Work must commence within **90 days** of grant approval and be completed within **six (6) months**.
4. Signage must comply with **City of Watertown zoning and sign regulations**.
5. The applicant must maintain the sign in good condition.
6. Grants are awarded **subject to the availability of funds**.

APPLICANT CERTIFICATION

I hereby certify that the information provided in this application is accurate and complete. I understand the terms and conditions of the RDA Sign Grant Program and agree to comply with all requirements.

Applicant Signature: _____

Date: _____

Property Owner Signature (if applicable):

Date: _____

SUBMIT APPLICATION TO:

Redevelopment Authority of the City of Watertown (RDA)
Attn: Deb Sybell
106 Jones Street
Watertown, WI 53094

Applications may also be sent by email to: dsybell@watertownwi.gov

For more information, please contact Deb Sybell, RDA Executive Director, at dsybell@watertownwi.gov

City of Watertown Introduces Sign Grant Program to Support Local Businesses

Watertown, WI – March 1, 2026 – The City of Watertown Redevelopment Authority (RDA) is excited to announce the launch of the Citywide Sign Grant Program, a new initiative designed to help local businesses offset the cost of installing or upgrading signage.

This program underscores the RDA's commitment to strengthening Watertown's business community, enhancing curb appeal, and driving economic growth citywide. Through the program, eligible businesses can receive a 50% matching grant up to \$1,000 for sign installation and improvements.

"This program is about investing in our businesses and our community," said Ryan Wagener, RDA Board Chair. "Attractive, visible signage helps businesses succeed and, in turn, contributes to a more vibrant, welcoming city."

Eligibility Requirements:

- Businesses must be located outside the downtown historic district, which is already served by the Façade and Sign Grant Program managed by the Watertown Main Street Program.
- Applicants cannot be part of a regional or national chain.
- Signage must be permanent, visible from a public street, and comply with city regulations.

How to Apply: Applications open March 1, 2026, and will be accepted on a rolling basis while funds remain available. Funding for this program comes from the closeout funds of Tax Increment District (TID) 4.

Signage improvements made possible through the grant program are expected to deliver long-term community benefits, including increased property values and strengthened business visibility.

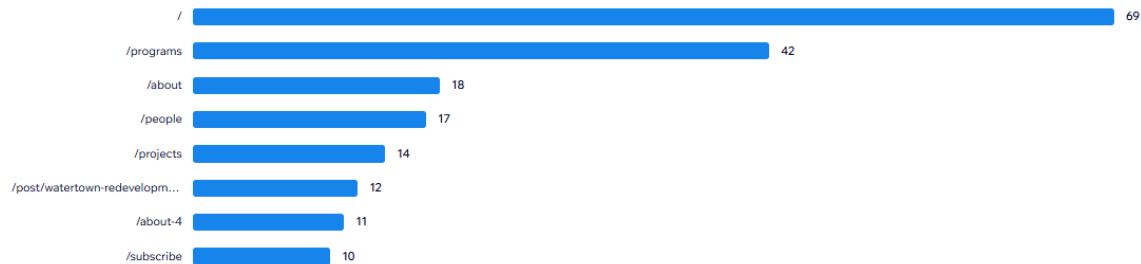
Businesses can download the application and review full program details at watertownredevelopment.org.

Watertown Redevelopment Authority

Social Media Report – 2/12/26

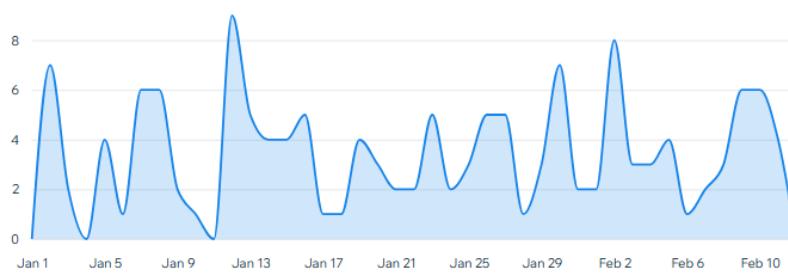
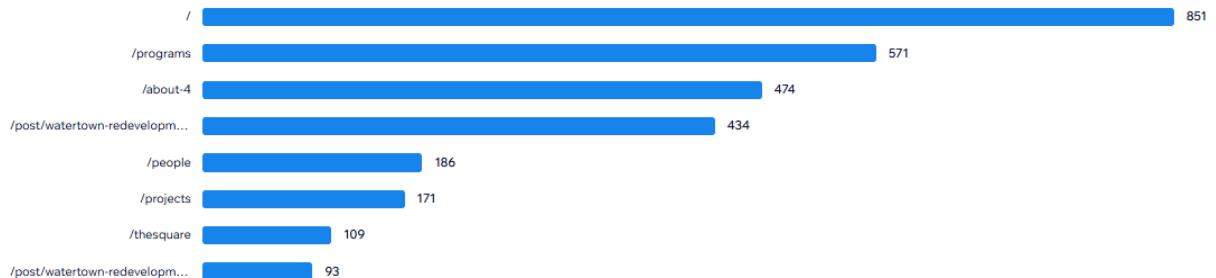
Website Metrics (last 30 days)

- 114 Site sessions (up 10%)
- 89 Unique visitors (79 new, 10 returning – up 9%)
- Page visits:



Website Metrics (2025 total)

- 2,105 Site sessions
- 1,539 Unique visitors (1491 New, 48 returning)
- Page visits:



Year-to-date Activity: Website Visits

Facebook (last 28 days)

The top performing post so far is the videos we recorded last month. I have posted one of these a week for the next few weeks.

- Content interactions: 34 (down 75%)
- Followers: 1742
- New Followers: 4
- Link Clicks: 7

Facebook (2025 totals)

- Content interactions: 2,442
 - New Followers: 249
 - Link clicks: 1,325
-

Thank you for inviting me to January's meeting and for the opportunity to review the RDA's 2026 social media strategy! Here's a recap of our discussion and some things we can act on in the future:

Conversation notes:

- The 2026 calendar is flexible. It was developed by reviewing 2025 post data, identifying high-engagement topics, incorporating relevant holidays, and leaving room for timely announcements such as grant/loan approvals and major development updates.
- Riverwalk content is really popular! Posts featuring renderings, progress updates, and public input reached nearly 9,000 users, while typical post engagement is in the hundreds.
- Local business success stories get attention. Highlighting grant and loan recipients demonstrates RDA impact and generates positive engagement.
- A Riverwalk "selfie spot" could encourage user-generated content and increase reach. This could be a collaboration with Tourism and Main Street.

Suggested Next Steps

- Continue prioritizing Riverwalk updates and consider launching a selfie campaign.
- Continue featuring grant recipients as grants are issued. Tag grant recipient accounts.
- Begin Instagram cross-posting when relevant.
- Explore LinkedIn for development- and business-focused content.
- Include seasonal themes (e.g., Small Business Month, Dairy Month) to maintain variety while reinforcing the RDA's mission

Please feel free to reach out if you have questions or suggestions!

~Lisa