



DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE AGENDA

WEDNESDAY, MAY 24, 2023 AT 2:30 PM

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

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

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

Access Code: 619-906-421

1. CALL TO ORDER

2. APPROVAL OF PRIOR MEETING MINUTES

A. Review and Approve: Downtown Main St Reconstruction Minutes 4.26.23

3. OPENING FOR PUBLIC COMMENT

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

4. OLD BUSINESS

A. Update on Landscape and Architect Status

i. Communications Process

B. Review and Potential Action:

i. Design of Logo

ii. Magnet Design

5. NEW BUSINESS

A. Review and Take Potential Action: Task Force Visits and Topics

B. Review: June Newsletter Draft

C. Review: Lamppost Add-on Options

6. ESTABLISH NEXT MEETING DATE AND TIME

7. Group photo

8. ADJOURNMENT

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at mdunneisen@CityofWatertown.org, phone 920-262-4006

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

DOWNTOWN MAIN STREET RECONSTRUCTION TASK FORCE

Wednesday, April 26, 2023

2:30 pm IN-PERSON/VIRTUAL MEETING

Lower Level, Room 0041, City Hall, 106 Jones St, Watertown, WI

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

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

Access Code: 619-906-421

MEETING MINUTES

1. Call to order at 2:30.
 - a. Attendance- Present: McFarland, Holloway, Becker, Lampe, Hoffman, Smith, Moldenhauer & Board. Virtual: Ellias & Grinwald Absent: Pliska & Salas
2. Approval of prior meeting minutes
 - a. Approval of Minutes 3.22.23. Spelling error on 4,b,iv, siting not sitting. Motioned by McFarland, seconded by Holloway, carried unanimously.
 - b. Jaynellen described ways to calm down traffic to do speed limit. Bump outs are circles coming out on both sides of the street, to slow down traffic. Clarified coal bump-outs/shoots explanation. DOT wants any remaining existing coal bins removed.
3. Opening for public comment.
 - a. None present.
4. Introduction of new council representative
5. Old Business
 - a. Discussion and potential action: DOT requested items.
 - i. Notes from DOT meeting to handle by fall of 2023.
 1. Need to talk about parklets, bump-outs.
 2. The city needs real estate agent by 2024, set up a meeting with the state to understand our role and get references, 30% will land Oct. 2023.
 3. The city needs to fund Transportation study in 2024.
 4. Get foundation design and location with landscape architects.
 5. Parklets must be permanent. Get locations to state by Sept. 2023.
 6. PIM at 30%.
 7. If the city wants to upgrade to concrete pavement and the state doesn't, design will be done by 30% this fall.
 8. State has to make all corners ADA. Bump outs may assist with this. Truck turning movements will affect this.
 9. The city needs to provide the state with bump-out locations.
 - ii. Jaynellen will add a public information meeting to the scope of work.
 - b. Update on landscape architect status
 - i. Deadlines from Jaynellen. 2 firms interested. Proposals to come through next week.
 - ii. ARPA money used for architect. Need feedback quickly to get to consultant.
 - iii. Determine locations of permanent parklets and pedestrian bump-outs and style, selection, and proposed location of well-designed amenities. Needs to be completed by Aug 7.

- iv. Main Street entrance feature, determine location of public meeting spaces and well-designed seating and pedestrian friendly intervals, street rotations for temporary closures due to programming, and a naming system for parking lots, wall design, wayfinding and signs placement to completed by Oct. 6.
- v. Importance of Task Force and opinions to get to the architect and timelines.
- vi. Send out scope of work to team.
- c. Review and potential action: Design of logo
 - i. Motion by Hoffman, seconded by Holloway, carried unanimously for first design Extreme Makeover
 - ii. Discussion followed on designs.
 - iii. Motion by Hoffman, seconded by Holloway, carried unanimously for amended/modified design.
- 6. New Business
 - a. Review and potential action: Task Force visits and topics
 - i. Give people a bullet list of topics, why we have the Task Force, where we've been
 - ii. Waiting for the finalized list of locations.
 - b. Review business liaison visits
 - i. Once a quarter to start in August
 - ii. Put out a newsletter in June
 - 1. focused on task force members, where we've been, intentions, important dates, how it affects them, parklets
 - 2. Draft for May meeting
- 7. Next meeting date: May 24th, 2023, 2:30 PM
- 8. Adjournment
 - a. Motion to adjourn by Board, seconded by Holloway, motion carried unanimously.



VANDEWALLE &
ASSOCIATES INC.

Friday, May 5, 2023

Jaynellen J. Holloway, P.E.
Director of Public Works/City Engineer
City of Watertown
106 Jones Street
Watertown, WI 53094

Dear Ms. Holloway and the Downtown Main Street Reconstruction Task Force:

Our price proposal includes itemized costs for the three major service deliverables and their individual tasks as shown in the Scope of Work. Costs were calculated by identifying participating team members and their hours for each task. A cost breakdown by Work Element is outlined on the following page with estimated budget for each. Cost for the individual tasks may vary, time and materials for completing the work described in the Scope of Services will not exceed \$58,940.

- Vandewalle & Associates lead designer, Dean Proctor, would lead the project and the development of design work and recommendations and guide and oversee every task.
- Ruckert & Mielke team members were included in specific tasks where they would offer engineering and cost estimating expertise that inform the designs and decision-making.

Optional services are difficult to calculate precisely without more project context and are presented here as a range. We would be glad to share more about options and discuss these possible services and costs if you are interested.

The tasks in the Scope of Services are listed in bulleted format as requested, but we are happy to provide more detail. A few notes to offer here:

- The kick-off meeting will include a full walking tour of the study area including the Town Square and relevant adjacent areas such as the Riverwalk.
- Our team would be able to start immediately following the kick-off meeting to meet the August 7 deadline, locating parklets, bump-outs, and amenities and selecting those amenities.
- Our proposal includes meeting with the Working Group/Task Force on a regular scheduled basis and adapt as needed to assure good communications and clear direction for our work.

Let us know if you have any questions regarding this price proposal. We would be very happy to discuss modifications to scope and budget to better meet your expectations for this project.

Sincerely,

Dean Proctor, AIA
Principal Designer
Vandewalle & Associates

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Section 4, Item A.

City of Watertown Downtown Main Street Reconstruction Project

Landscape Architecture, Design, and Planning Services

PROPOSED COST OF SERVICES

Total Cost

TASKS FROM SCOPE OF SERVICES

WE 1: Vision and Master Plan		\$24,232
1.A	Review Existing Studies, Outreach, Public Input, and Preliminary DOT Design	\$1,470
1.B	Determine Locations of Permanent Parklets and Pedestrian Bump-outs	\$2,386
1.C	Propose Locations for Multi-Purpose Well-Designed Amenities	\$1,810
1.D	Determine Locations of Public Gathering Spaces	\$2,340
1.E	Determine Locations of Seating at Pedestrian Friendly Intervals	\$1,580
1.F	Determine Appropriate Locations for Temporary Street Closures for Programming	\$1,560
1.G	Recommend Locations for Art Features and Arts Programming	\$2,060
1.H	Create Vision Master Plan	\$3,240
1.I	Design Two Public Meeting Spaces (schematic design)	\$7,786
WE 2: Streetscape Design		\$9,632
2.A	Select Streetscape Components	\$1,500
2.B	Design Main Street Entrance Feature	\$2,809
2.C	Recommend and Design Aesthetic Enhancement of Existing Parking Lots	\$2,390
2.D	Develop Streetscape Cost Estimates	\$2,933
WE 3: Wayfinding Signage Network		\$6,770
3.A	Create a Naming System for Public Parking Lots	\$1,180
3.B	Create Well-Designed Wayfinding Signage Network	\$2,040
3.C	Design Wayfinding Signage	\$2,400
3.D	Develop Wayfinding Signage Cost Estimates	\$1,150
WE 4: City Meeting Attendance		\$12,786
4.A	Site Tour/Kickoff Meeting (1 in-person meeting and visit)	\$1,800
4.B	Working Group/Task Force Meetings (6 virtual meetings)	\$3,808
4.C	City Staff Meetings (3 virtual meetings)	\$2,578
4.D	City Council Presentation (1 in-person meeting)	\$1,020
4.E	Public Workshop/Charrette (1 in-person meeting)	\$3,580
WE 5: Project Process Co-Management		\$5,520
5.A	Correspondence with City Project Manager	\$2,620
5.B	Project Team Coordination Meetings	\$2,900
Total Cost \$		58,940

OPTIONAL TASKS

A	Develop Strategies to Support Businesses during Construction Period	\$2,000 - \$4,000
B	Design Custom Streetscape Components	\$3,000 - \$6,000
C	Develop Construction Documents as Needed	TBD
D	Conduct Lighting Study for Main Street Bridge, Public Spaces, Featured Art	\$4,000 - \$7,000
E	Assist with Public Participation Efforts	TBD
F	Drone Footage of Corridor (before and after)	\$1,700 - \$3,000



May 5, 2023

Downtown Main Street Reconstruction Project

Watertown, Wisconsin

PROPOSAL FOR
Landscape Architecture,
Design, and Planning
Services



STATEMENT OF INTEREST

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PROJECT TEAM	13

TO: Jaynellen J. Holloway, P.E.
 Director of Public Works / City Engineer
 jaynellenh@cityofwatertown.org

Dear Ms Holloway.

Your community of Watertown has a rare and impactful opportunity before it ... to build on momentum from recent impressive projects and initiatives that are transforming Watertown into a vibrant city ready to stake its claim as a top place to live and do business.

We understand that this project is intended to further advance the community's long-term vision and goals by implementing community plans and providing further opportunities to connect the dots. It will provide an inspiring vision increasing the desirability and viability of downtown business and properties in the short-term, and provide a vibrant Main Street and community place supporting businesses and property values in the long run. Last but not least, it will create a stage of social and community interaction and establish the desired community image for decades to come.

To answer the challenge, we have assembled a highly creative and collaborative team of planners, urban (including landscape and architectural) designers, economic development specialists, image building/branding and graphic designers. In other words:

- **We know Watertown.** We have served and continue to serve the City in numerous capacities.
- **We have worked with Ruekert & Mielke** as a complimentary design and engineering team on similar projects and in past Watertown projects.
- **We have helped many communities leverage DOT investments** in their downtowns.
- **Our big-picture, added-impact approach** means we can help Watertown create a far bigger economic, social, and quality-of-life impact for the community that creates vibrancy within the streetscape project and beyond.

This team is excited and posed to help serve your downtown comprehensively by building community image, identifying assets and opportunities, creating public gathering spaces, enhancing corridor and architectural aesthetics, supporting businesses, enhancing wayfinding, and more - precisely the recipe this projects requires to make it a lasting success for the community.

Thank you for inviting our participation and considering our proposal.

Sincerely,



Dean Proctor, AIA
 Principal Designer, Eye Level Studio
 120 E. Lakeside St., Madison WI 53715
608-255-3988
dproctor@vandewalle.com



Jeff Maloney
 Principal Urban Designer
 Vandewalle & Associates

Violet Razo, P.E.
 Project Manager
 Ruekert & Mielke

FIRM CONTACT



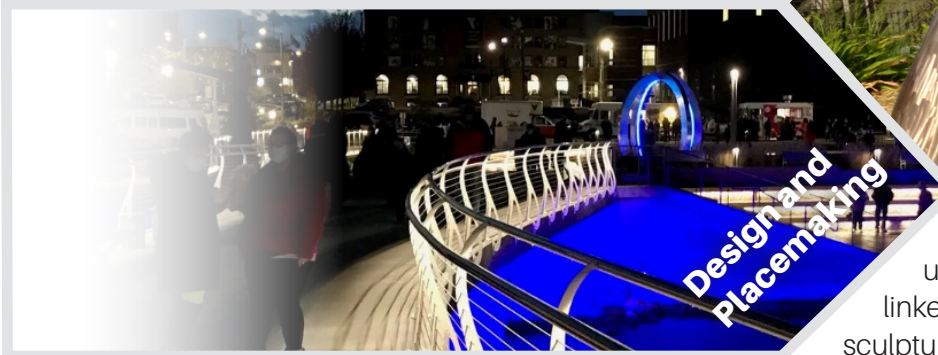
FIRM BACKGROUND

Eye Level Studio



EYE LEVEL
STUDIO™
A Division of Vandewalle & Associates

A division of Vandewalle & Associates



Eye Level Studio is a team of landscape, urban, and graphic designers and storytellers, linked to a vetted consortium of lighting, mural and sculpture artists. We are the quirky design and communication arm of the leading urban planning and economic development firm Vandewalle & Associates.

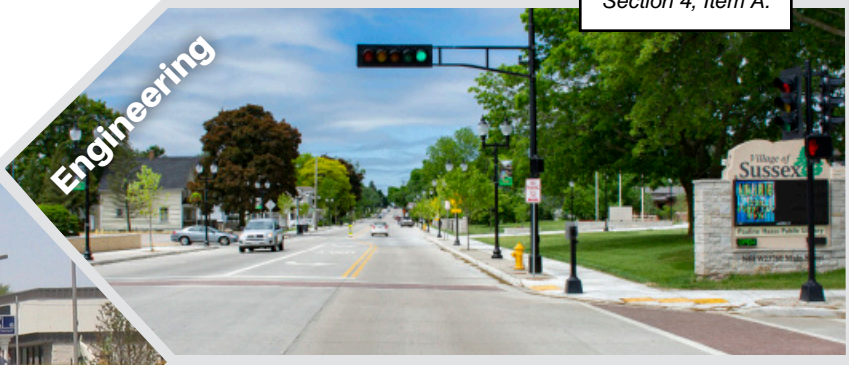


Vandewalle & Associates

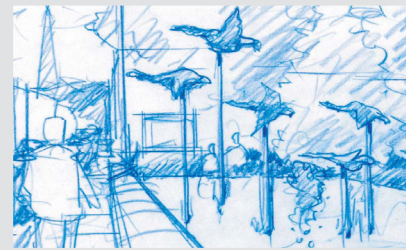


Vandewalle & Associates is a multi-disciplinary team of visionary urban planners, economic development specialists, and communicators working to improve quality of life and economic vibrancy in small-to-mid size communities throughout the Midwest. Working from our offices in Madison and Milwaukee Wisconsin and in the field, we have helped to plan, position, implement, and transform countless sites, corridors, downtowns, communities, and regions into forward-looking opportunities and vibrant and sustainable places for people.

Ruekert & Mielke



Ruekert & Mielke, Inc. (R/M) is a 100% employee-owned civil engineering firm with more than 75 years of service to local communities and organizations. Our engineers, environmental scientists, agricultural experts, and technology consultants empower our clients to thrive by solving infrastructure challenges. We have offices in Waukesha, Milwaukee, Madison, Green Bay, and Kenosha, Wisconsin.



The experience we bring together:

- **Wayfinding & Branding**
 - **Streetscape**
- **Helping Shape Watertown**

The Eye Level Studio / Vandewalle & Associates team and Ruekert & Mielke have established a long-time, complimentary, and strong working relationship. From partnering on the Watertown Comprehensive Plan and developing subdivision ordinances to designing, detailing, and constructing streetscapes, the teams bring the best of planning, creative design, and civil engineering expertise to our clients.

Given the focus on planning, design, and landscape architecture, this project would be led by the Vandewalle & Associates team who brings in-depth knowledge of the community, planning perspectives, economic development expertise, business and real estate experience, urban and public space design, streetscape and landscape design talent, and branding and graphic design expertise.

Ruekert & Mielke will support the urban, public space, streetscape, and feature design work with their engineering, detailed design and construction, and cost estimating expertise.



PROJECT INTEREST & KNOWLEDGE

WATERTOWN IS A CITY THAT OUR PLANNING AND BRANDING TEAM HOLDS CLOSE TO ITS HEART.

We see Watertown’s Main Street as a community and urban center with both a rich history and an even more vibrant future. As planners, designers, and economic positioning specialists, we understand that Watertown has opportunity to shape its formerly rail-hub downtown and historic Main Street into an iconic urban magnet for living, gathering, and doing business today and tomorrow.

On the road to a bold community vision.

Through the planning and design efforts of 2023, the City will be able to offer an inspiring vision, a guiding plan and framework, street-scape and designs, and iconic amenities ready to enhance the coming infrastructure reconstruction.

Knowledge of what is and what is to come. The near future reconstruction of the Cole Memorial Bridge (2024/25) and Highway 19/ Main Street between Church and Market Streets (2028) in downtown Watertown, while challenging the City and downtown businesses, will remake the image of downtown, create gathering and event spaces, enhance pedestrian environments, coordinate and enhance parking, and create business supportive amenities.

By the end of the decade, the downtown and Main Street of Watertown will be reconstructed, refreshed, and ready to become a newly vibrant heart of community and region.

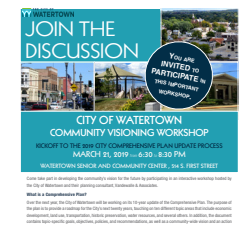
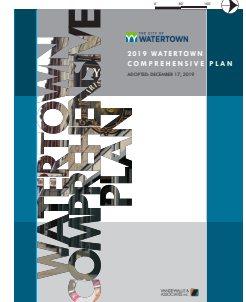
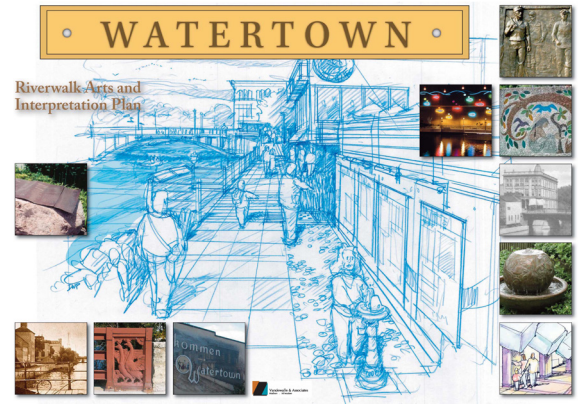
Watertown experience. Not only do we have team members who have lived, played, and shopped there for decades, our urban designers and engineers have worked together professionally on numerous Watertown projects in recent years. These include:

- Watertown Comprehensive Plan
- Watertown River Mill Park
- Watertown Subdivision Plan
- Watertown Park & Open Space Plan



WATERTOWN

Riverwalk Arts and Interpretation Plan



APPROACH

Planning and Design with Impact



UNCOVER OPPORTUNITIES WITHIN PROJECT GOALS

- ✓ Prioritize stated goals of the district
- ✓ Assess the site's and surrounding community's needs, challenges, and potential as a space for pedestrians, commerce, public gathering, events, identity branding, and alternative transportation
- ✓ Explore the site's potential for greater economic impact for the community

Public and Stakeholder Inputs & Participation

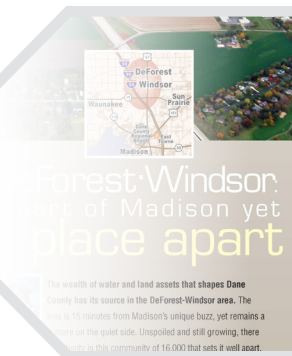
ENGAGE DIVERSE VOICES AT ALL THE RIGHT TIMES

- ✓ Solicit stakeholder participation and build project support
- ✓ Seek out diverse voices while speaking their language
- ✓ Ask the right questions to learn true needs & success drivers
- ✓ Listen to what is said and what is not
- ✓ Synthesize inputs into plans

Community Image & Building a Brand

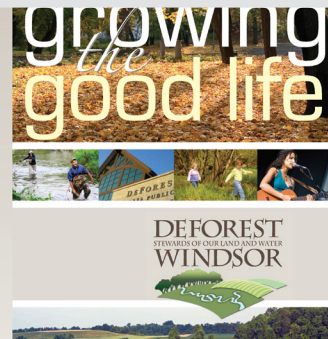
DEFINE CORE VALUES AND PLACE-BASED DIFFERENTIATORS

- ✓ Explore past present and future stories that resonate with people
- ✓ Create core values and define iconography
- ✓ Establish a clear and distinctive hierarchy of messaging

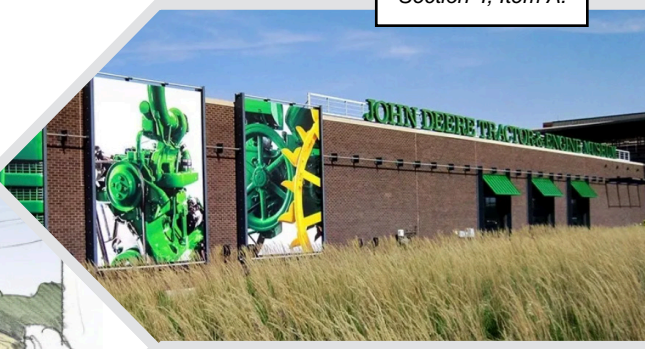


area is exceptionally well connected for quick commutes and commerce by all modes of transport via the Dane County Regional Airport, freight rail, the "triple interstate" of I-39/90/94, and the crossroads of Highways 51 and 19.

Fertile ground for growing businesses. Now seeking regional retail, commercial, restaurant, bio-based, research, green, manufacturing, health care, and sustainable businesses of all varieties, the DeForest-Windsor area is eager to offer its highly educated workforce, dedicated economic development staff, and business building incentives.



Placemaking



CREATING PLACES PEOPLE WANT TO BE

- ✓ Identify unique place-based assets
- ✓ Identify challenges and from these create opportunities
- ✓ Embed economic goals into activities that drive short- and long-term vibrancy
- ✓ Create an inspiring cultural and image asset for the community that, as much as possible, actively speaks to and involves people of all ages and from all cultural backgrounds
- ✓ Create a memorable place that draws activity, fosters safety, connects and energizes the community

Fish and Fowl

The Back River and its tributaries are home to many species. The most prominent and historically important may be the fish and fowl. People are already aware of how the fish and fowl affect, and are affected by, the environment, the way they enjoy the changing seasons, and the connection to a rich, long and vibrant regional, regional and national history, culture, and identity.

The Back was full of fish including fish, and not just for the sake of the fish. People were fishing for fish, and not just for the sake of the fish. People were fishing for fish, and not just for the sake of the fish.

Application

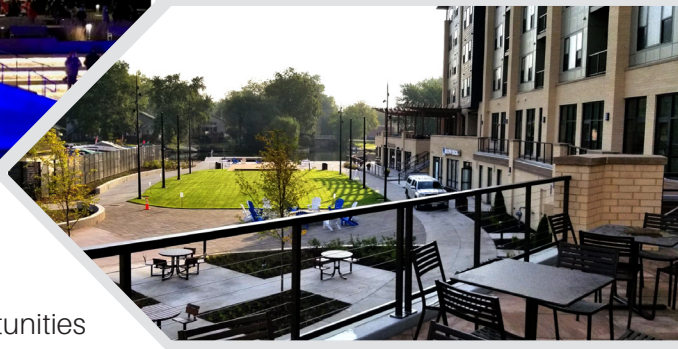
Designed features, art, sculpture, and interpretation can tell the stories of the fish and fowl. They can create a sense of place and identity. They can create a sense of place and identity. They can create a sense of place and identity.

- Enhance and interpret an existing green
- Located heavily through the Riverwalk corridor
- Situated in the north and to the south depending on the season
- Located in the City Street bridge crossing from Historic March
- Fish sculpture integrated into the water edge and the Riverwalk
- Sculpture serves as a water edge fish sculpture around the Back River
- Fish sculpture and education station
- Fish sculpture at the river
- Fishing platform and fishing station

Asset Transformation

EXPLORE ASSET-TRANSFORMING ALTERNATIVES

- ✓ Create a visual gateway into the district
- ✓ Evaluate current uses against needs and opportunities
- ✓ Create a memorable place that draws activity, fosters safety, connects and energizes the community



SCOPE OF SERVICES

In support of the City of Watertown and your preparations for implementation of the intergovernmental agreement with the Wisconsin DOT, leveraging this investment, and taking advantage of this opportunity to remake your downtown Main Street, Vandewalle & Associates and Ruekert & Mielke offer the following proposal.

The scope of work includes three major components, supporting and management services, and multiple optional services.

- Create a “vision” for the Church Street to Market Street section of Main Street and its tangible components in a “framework plan” that will guide all of the enhancements and investments – from public spaces to streetscape furniture - in a unified plan.

- Select and Design identified Main Street spaces and features of Watertown’s future heart of downtown as well as recommendations for aesthetic enhancements and possibilities for existing facilities (i.e., parking lots)
- Create a wayfinding and community image system including its circulation pattern, destinations, and signage design.
- Attend virtual and in-person meetings to receive input and present project progress and deliverables and work with City staff and the Downtown Main Street Reconstruction Task Force to coordinate and manage the project process.
- Provide selected optional services
 - **(D1) = Deliverables submitted by August 7**
 - **(D2) = Deliverables submitted by October 6**

1. Vision and Master Plan

- Review all existing studies, outreach results, public input, and preliminary DOT design of the street. Conduct additional interviews and work sessions to document all the programmatic needs and possibilities of the project. **(D1)**
- Determine locations of permanent parklets and pedestrian bump-outs **(D1)**
- Recommend locations for well-designed multi-purpose amenities **(D1)**
- Determine locations of public gathering spaces **(D2)**
- Determine locations of seating at pedestrian friendly intervals **(D2)**
- Determine appropriate locations for temporary street closures for programming **(D2)**
- Recommend locations for art features and arts programming **(D2)**
- Create Vision Master Plan communicating the above components **(D2)**
- Design two public gathering spaces (schematic design) **(D2)**

Deliverables: Illustrative Vision and Master Plan locating parklets, gathering spaces, seating, art features, and streetscape enhancements; Overlay plan locating programming areas and street closures; Two schematic public space site plans

2. Streetscape Design

- Select streetscape components (including, but not limited to bubbler, pedestrian level flowerpots/ planters, tree boxes/planters, seating/benches, trash receptacles, etc.) **(D1)**
- Design Main Street entrance feature (schematic design) **(D2)**
- Recommend and design aesthetic enhancement of existing parking lots **(D2)**
- Develop cost estimates for the above improvements **(D2)**

Deliverables: Detailed streetscape plan locating streetscape components; Streetscape furniture and component image board; Site plan and elevations of Main Street entrance feature; Plan and sketch representations of parking lot frontage enhancements; Preliminary cost estimates for the above

3. Wayfinding Signage Network

- Create a naming system for public parking lots (D2)
- Create a well-designed way finding signage network including sign locations (D2)
- Design wayfinding signage (D2)
- Develop cost estimates (D2)

Deliverables: Downtown wayfinding system plan showing circulation network, destinations, and sign locations; Wayfinding signage design with dimensions, color and fonts; Preliminary cost estimates

4. City Meeting Attendance

- Site tour/kickoff meeting (1 in-person meeting and visit)
- Working Group/Task Force meetings (6 virtual meetings)
- City staff meetings (3 virtual meetings)
- City Council presentation (1 in-person meeting)
- Public Workshop/Charrette (1 in-person meeting)

5. Project Process Co-management

- Correspondence with City project manager
- Team meetings

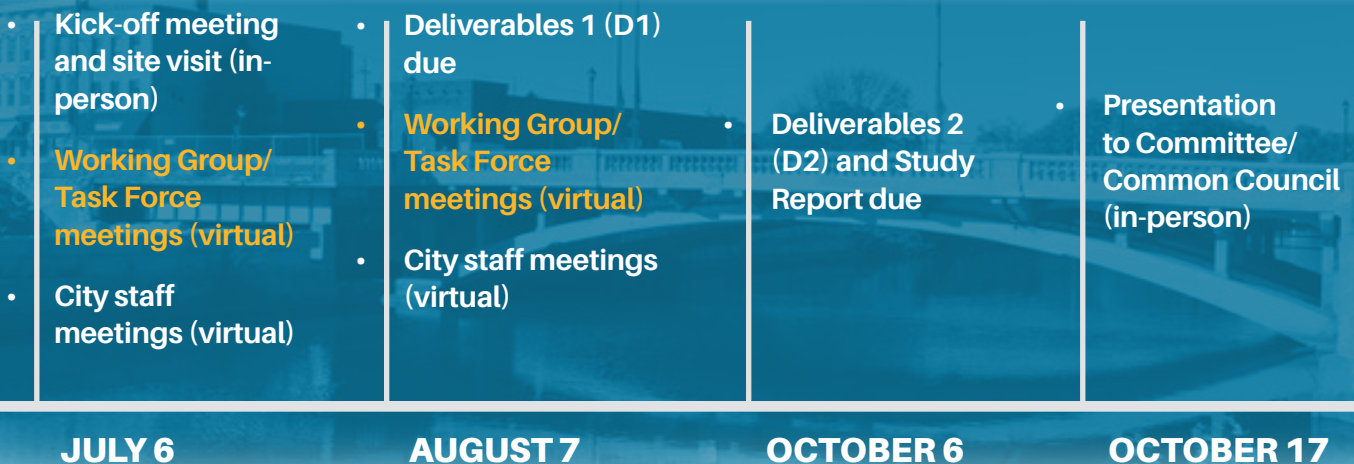
BUDGET

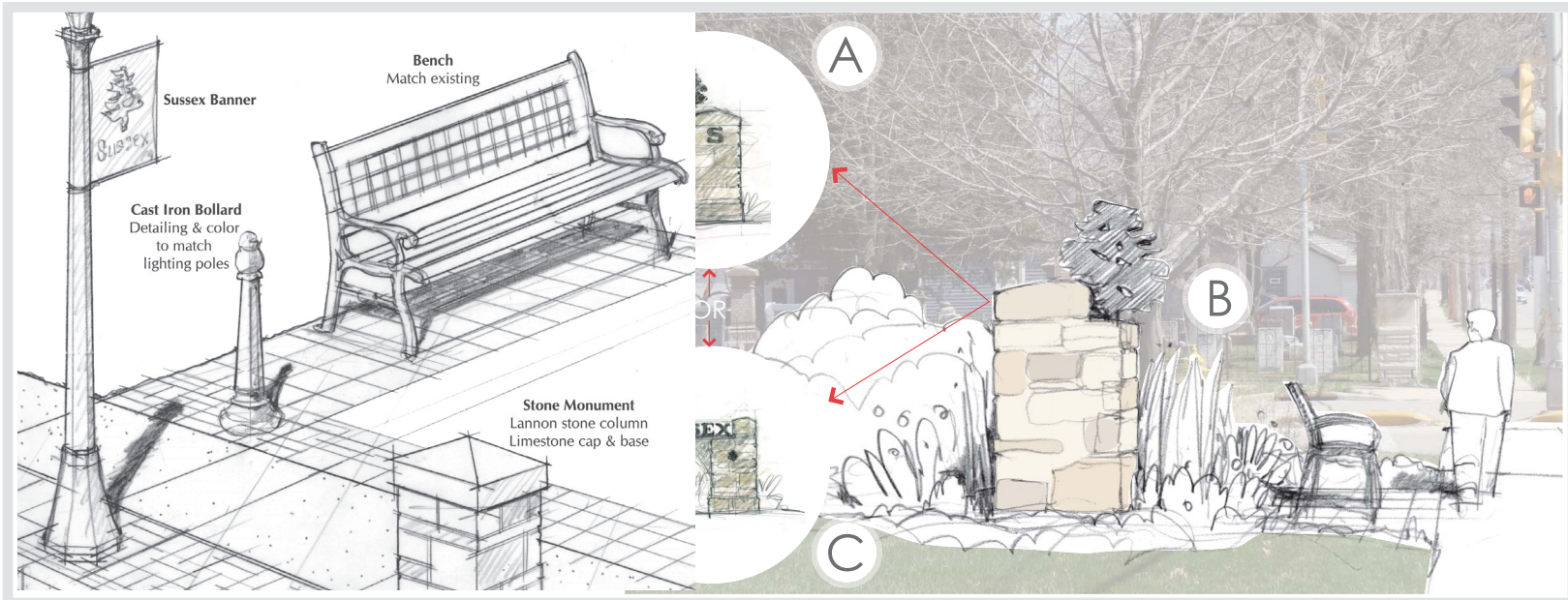
- Core services: see separate Price Proposal.

OPTIONAL SERVICES

- Develop strategies, specific techniques, and designs to **support businesses during construction period** including signage, programming and marketing, street presence, alternative parking, and cafe spaces
- Design selected **custom streetscape components** (i.e., benches, kiosks) as needed
- Develop **construction documents** as needed for client-selected streetscape elements, parklets, bump-outs, public spaces, entrance feature, wayfinding signage, etc.
- Conduct **lighting study** for Main Street bridge, public spaces, featured art
- Assist with **public participation** efforts (i.e., Public Workshop/Charrette) as needed
- Conduct **drone flight** of the Main Street corridor and adjacent blocks to get before and after footage, to support informational and fundraising efforts, etc.

TIMELINE





Sussex Civic Campus Site Design and Main Street Streetscape Plan

BUILDING ON ITS HERITAGE AND IMPROVING ITS KEY CORRIDOR + PUBLIC SPACES

As part of Main Street Reconstruction project, the Village of Sussex retained V&A to design the area around the new Civic Building and existing library. The full site includes open space, parking, drives, and plaza—each area requiring respect for the architecture of existing structures, and attention to the Village’s specific needs and goals. Drawings were included in the Main Street Reconstruction project V&A teamed with Ruckert Mielke, who provided engineering, bid, and construction administration services. The Civic Campus Site project was constructed in 2017.

Although a relatively small community, Sussex saw the potential in building on its heritage and improving its key corridor and the community’s public spaces with gateways, streetscape design, pedestrian circulation and experience, continuity in their public facilities through place references, hand-drawn design concepts, and computer simulations.

Design elements included Pedestrian lighting with banners and flower baskets; Custom stamped concrete crosswalks; Exposed aggregate terraces; Street trees and tree grates; Community gateway design – primary and secondary; Civic campus and stream bridge; Local Lannon stone retaining walls and seat planters; Relocation of existing donor bricks and benches; Memorial sign relocation.

CLIENT: Village of Sussex

DATES: 2015-2016

PARTNERS: V&A, ELS, R/M

BUDGET: TBD





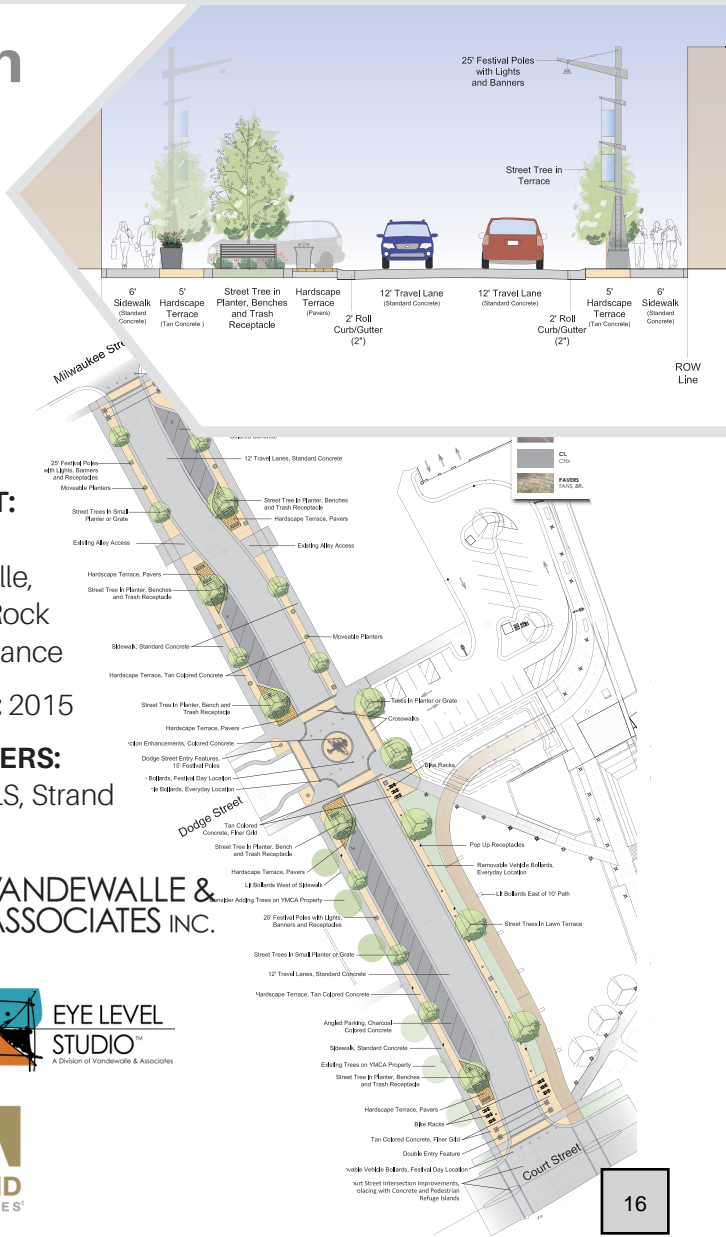
Janesville Riverfront Town Square & Event Streets

RENAISSANCE ON THE ROCK RIVER

In 2015 the City of Janesville completed a two-year planning process working with Vandewalle & Associates to revitalize the downtown. The ARISE Rock Renaissance Redevelopment and Implementation Strategy laid out a number of redevelopment projects including Main Street Riverfront, Festival Ground area and Traxler Park expansion, Milwaukee Street Commercial, Riverfront Housing, Downtown Campus/ Neighborhood Area, and the centerpiece of the riverfront revitalization: Janesville's new Town Square.

The Town Square is designed to be a catalyst for the other redevelopment and revitalization efforts, bringing the focus of Downtown Janesville back to the Rock River. Beginning with removal of a 1960s-era parking plaza spanning the River, the new Town Square included interactive features and a pedestrian bridge. Event space design included reworking of River and Water Streets as event streets with hard-scaped plazas, gateway features, and streetscapes.

Plans include new river-facing enhancements to historic buildings and mixed-use infill attractive to new retail, restaurants, residents, and visitors. The new plan provides for ample parking. Reworked two-way streets in the riverfront area are designed to be more pedestrian friendly.

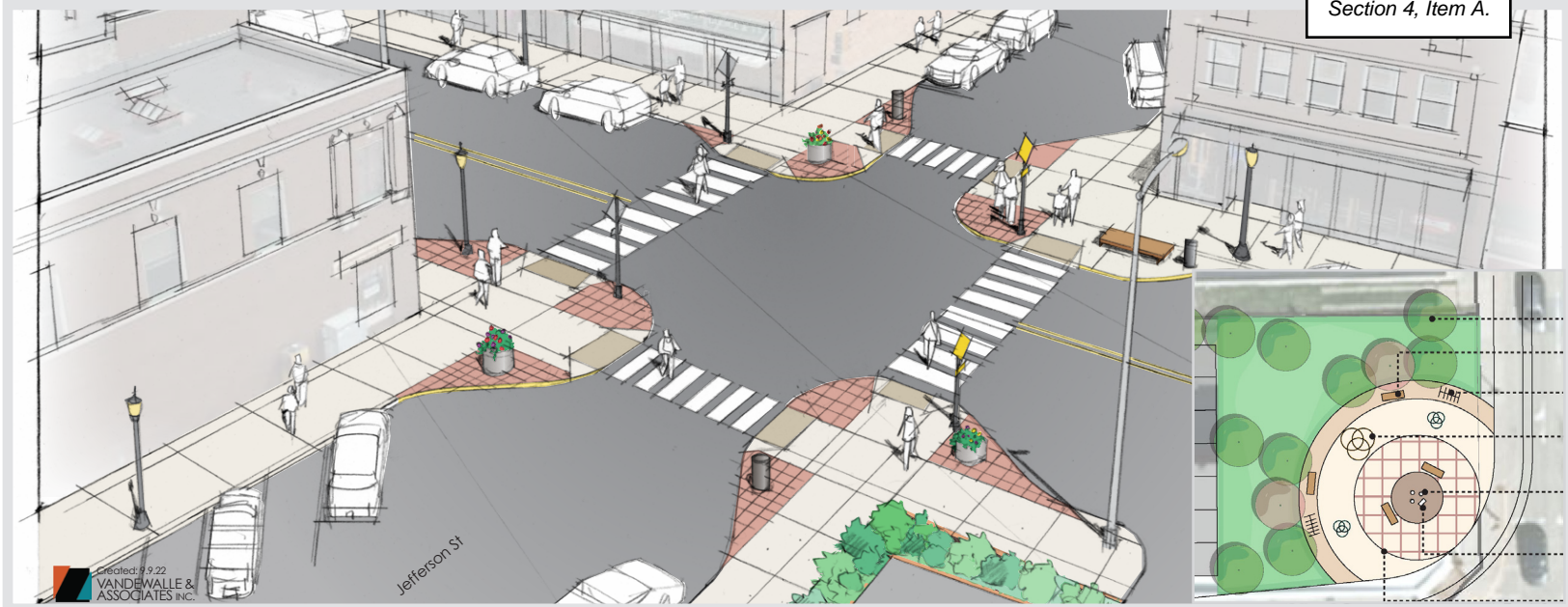


CLIENT:
City of Janesville,
ARISE Rock Renaissance

DATES: 2015

PARTNERS:
V&A, ELS, Strand





Viroqua Main Street Pedestrian Safety and Placemaking Improvements

CONNECTING PEOPLE TO DOWNTOWN

CLIENT: City of Viroqua
DATES: 2021-present
PARTNERS: V&A, ELS, Strand
BUDGET: TBD

City received a state grant to make pedestrian safety improvements on Main Street in the heart of the downtown that also serves as a busy state highway. Viroqua is top tourist destination in Wisconsin's Driftless region, boasting several local food, crafts, and arts establishments. Vandewalle's role was to identify current and future redevelopment sites, parking needs, and circulation patterns as a basis for evaluating various improvement alternatives prepared by Strand Associates Engineers. In addition, we prepared goals and concepts for beautifying and further activating Main and other downtown streets. We conducted direct outreach to downtown merchants and property owners as well as hosting two well-attended, virtual public meetings in the midst of the pandemic.

As part of the plan process, we prepared streetscape enhancement goals and concepts based on existing community/downtown assets and the City's rich history; elements included street furniture, planters, trees, public art, and enhanced lighting; enhanced sidewalks and crosswalk paving/markings and signals; wayfinding and informational kiosks; and activity areas for outdoor dining, gathering and small performances.

Based on our impact analysis and public input, the City Council unanimously approved one of the alternatives, which also was accepted by the state DOT and is currently under final design with construction scheduled for 2024.



PROJECT TEAM



Dean P, Elona B; Sue H: Urban & Brand Design

L to R: Dean Proctor, AIA, Principal Urban Designer.
Elona Bartnick, Senior Urban Designer.
Sue Hansen, Communications Lead.



Jeff M, Sonja K, Ben R; Planning & Economic Development Perspective

L to R: Jeff Maloney, Principal Urban Designer.
Sonja Kruesel, Associate Planner.
Ben Rohr, Associate Planner.



Violet R, Steve W; Engineering

L to R: Violet Razo, P.E.
Steve Wurster, P.E.



INDIVIDUAL BIOS

Dean Proctor, AIA



PRINCIPAL URBAN + LANDSCAPE DESIGNER, ARCHITECT.

Dean Proctor is an architect, urban designer, and graphic communicator. He has more than 25 years of professional experience in design and management positions with architectural, urban design, and planning consulting firms.

As a principal at Eye Level Studio/Vandewalle & Associates, Dean helps shape the direction of the firm and serves as co-leader of the urban design and communications teams. His unique contributions include redevelopment collaboration and perspective illustrations, which are used to help clients envision the recommendations of the ELS/Vandewalle & Associates team.



Elona Bartnick



ASSOCIATE URBAN DESIGNER.

Elona Bartnick delivers detailed and sensitive site analysis, dynamic site planning and design, neighborhood design, landscape architecture, and graphic communication. These skills are utilized and communicated through computer graphics, CAD design, SketchU modeling, GIS analysis, and hand illustration.

Elona regularly assists in land and development plans for mixed-use and traditional neighborhood projects. She has worked on a number of redevelopment and downtown master plans, construction documents for hardscape and planting plans for parks, streetscapes, naturalized areas, roadway planting schemes, riverfronts, and urban design elements.



Susan Hansen



PRINCIPAL MARKETING COMMUNICATIONS.

Susan believes strongly in the power of impactful, clear, and intriguing communication. At Eye Level Studios and Vandewalle & Associates she develops marketing solutions; and directs, designs and produces marketing concepts, copy, design, and materials.

Susan was responsible for the branding and marketing materials for Deforest, the Deforest-Windsor area, Mazomanie, and for the design of numerous streetscaping signs, banners and other graphic elements.

Susan brings a senior-level background working as a writer, designer and creative director at business to business advertising agencies in Milwaukee and Madison, and has studied landscape architecture.



Jeff Maloney



PRINCIPAL URBAN DESIGNER.

Jeff Maloney is a Principal Urban Designer specializing in urban redevelopment, mixed-use neighborhood design, and streetscape/riverwalk design. Jeff has over two decades of experience leading design and public processes for redevelopment projects by envisioning site reinvestment opportunities through place-based assets, preparing site plans, and recommending and designing associated public improvements.

He also has experience guiding private projects through the entitlement process, focusing on site design, landscape architecture, and site rezoning. As the lead designer, project manager, and implementation specialist for communities of various populations throughout the Midwest, Jeff is able to prioritize community needs to create a revitalization strategy and associated public improvement program.



Ben Rohr



ASSOCIATE PLANNER.

Benjamin Rohr is an Assistant Planner at Vandewalle & Associates and works on a variety of Growth Management projects. It is the perfect fit for Ben, as it is his personal goal to help communities better plan and understand systems.

Ben has worked on or been the project manager for numerous full zoning ordinance rewrites, several minor zoning ordinance updates for our municipal planning clients, over ten Comprehensive Plan updates, two Park and Open Space Plan updates, four Housing Affordability Reports, and an Urban Service Area Amendment, among others. In all of these roles, Ben has worked to actively foster public engagement, more efficiently integrate government systems, and establish links between planning, public health, sustainability, and equity.



Sonja Kruesel



ASSOCIATE PLANNER.

Sonja brings 10 years of professional leadership in municipal planning and zoning, along with a passion for community development and Midwest places.

Having served previously as City Planner / Planning Director for both the cities of Monona and Fitchburg, WI, she has experience in comprehensive planning, project leadership and management, and strategic planning across a variety of geographies and socio-economic contexts.

She also brings technical expertise in the implementation of park and open space plans and policies, TIF, environmental issues, municipal zoning, subdivision regulations, housing, real estate, greenfield development, urban redevelopment/revitalization, form-based regulation, and farmland preservation zoning.



Violet Razo, P.E.



PROJECT MANAGER AND ENGINEER.

Violet is involved with the design and construction administration of municipal utility and street projects, and as a project engineer on numerous road, water main, sanitary and storm sewer projects, and annual street projects.

Violet was the project manager on the Field Park subdivision utility and road reconstruction project in the Village of Mukwonago. The project included alternative analysis, planning, permitting, and design to reconstruct 10,000 feet of roadway, including the relay of 9,000 feet of water main and services, 3,200 feet of sanitary sewer and laterals, and installation of 4,300 feet of storm sewer.

Violet's bilingual skills enable her to communicate on projects involving the Hispanic community.



Steve Wurster, P.E., CFM, CPSWQ,



CHIEF OPERATING OFFICER.

Steve's experience as a project manager includes municipal water resources master planning, storm water management facilities design, green infrastructure design, NR216 permitting and compliance, storm water utility implementation, environmental permitting, and hydrologic, hydraulic, and floodplain modeling.

He prides himself on integrating his storm water solutions with other community amenities and the natural environment. He regularly provides a number of key project roles including Group Leadership and Facilitation, Transportation Facility Improvements, Industrial Park Design and Construction Administration, Water Resources/TMDL Master Planning, and Storm Water Permit Compliance.





DOWNTOWN

Main Street Task Force News



Photo credit: Cindy Scherer

YOUR TASK FORCE

While it may seem like 2028 is still a long ways off, the reality is that a great deal of planning for the complete reconstruction of our city's critical Main Street corridor is already under way.

In 2021, the Common Council approved creation of a Downtown Main Street Task Force to engage in the planning of this critical infrastructure project. These are the current members of this team of residents and city staff:

- Mayor Emily McFarland
- Alderman Myron Moldenhauer
- Amber Smith - The Chic Boutique
- Andrew Beyer - City Assistant Engineer
- Andrew Grinwald - Grinwald Ford
- Jaynellen Holloway - City Director of Public Works
- Laurie Hoffmann - A1 Cable Solutions
- Melissa Lampe - Watertown Main Street
- Michelle Ellias - Wisconsin DOT
- Nathan Salas - Watertown RDA
- Steve Board - Maranatha Baptist University



IMPORTANT DATES

Next Main Street Task Force Meeting:
June 28, 2023

Landscape Architect Recommendations:
October 17, 2023

Spring 2028: Full reconstruction begins.

2029: Reconstruction of Main Street, from College Ave to Tivoli Drive.



LANDSCAPE ARCHITECT APPROVED

Section 5, Item B.

Following a Request for Proposal from City Engineer Jaynellen Holloway, five firms submitted bids to conduct landscape architect work for the Main Street reconstruction. This contract is being funded by an ARPA allocation.

The City is pleased to announce that a bid from Eye Level Studio, in combination with Vandewalle & Associates and Rueckert & Mielke, was awarded the contract for this important work. In the next few weeks, they will begin assessing specific needs and recommendations related to the Main Street project.


BUSINESS VISITS

Over the next few weeks, members of the Downtown Main Street Task Force will begin visiting downtown businesses that are expected to be impacted by reconstruction work on Main Street. The goal is to gain an understanding of specific business and building needs, so these can be addressed in a proactive manner before work begins in 2028.



Mason Becker
Watertown RDA Executive Director

 mbecker@watertownwi.gov

 106 Jones St. Watertown, WI 53094

Smart City Solutions

www.SternbergLighting.com

Sternberg Lighting
Ripon 1130ALED



Wireless Dual Band Mesh Transceiver



Wireless Lighting Control

- 0-100% dimming
- On-demand light levels



Alert Notification
(Indicator Light)



Concealed Placement Speaker (CPS)

- Music - 360 Degree Sound
- Announcements
- Alerts



Controlled Public Wi-Fi



Switched GFI Receptacle



Digital Signage

- Event and holiday promotion
- Way finding, traffic direction
- Emergency alert notification
- Advertising



Image Sensors

- HD concealed camera
- Pedestrian, motorist counter
- Homeland security



Dynamic Lighting

Flood lighting, color changing for events and holidays.



Tech Base

Fiber to Ethernet Network
Wi-Fi Access Points



Emergency Call Station

2-Way 'Push Blue' emergency call station. Flashes blue, hands free, records conversations.



Mobile Device Charger



Water Level Sensors

intelligTMstreets

Intelligstreets / Catalog 2019



SternbergLighting

ESTABLISHED 1923



Features and Benefits

Sustainability:

Intellistreeets is the most effective way to maintain and conserve natural and human resources needed to protect our country and reduce our carbon footprint. The Intellistreeets multi-media system is described below:

- Intellistreeets LED Streetlights can achieve up to 70% energy reduction over existing sources.
- Intellistreeets LED Streetlights are able to save valuable energy through adjustment of lighting levels, available via programming or via on-demand basis.
- Intellistreeets has multi-patented lighting and thermal management that can extend system life over competitors via on-board sensor input analysis.
- Accurate reporting and monitoring of streetlighting systems saves maintenance, energy and administration costs.

Security:

Intellistreeets offers the only wireless mesh system using bidirectional/multi-media communication between individual luminaires and the web-based user interface.

- Audio storage and playback capability for mass notification concealed in light poles or light fixtures.
- Egress wayfinding- Only Intellistreeets offers pre-programmed simultaneous routing via sequenced lights, graphic banners and audio.
- Encrypted control interface provides robust security against hacking and misuse.
- Real time dial-up lighting control and multimedia features with mobile devices

Community Engagement:

This system is an integral component to the environmental streetscape, enhancing the pedestrian experience through a wide variety of multimedia options.

- Dynamic Lighting- Wireless control of color-changing accessory lights facilitates the transformation of an ordinary space for a special event without additional equipment.
- Intellistreeets facilitates the use of audio broadcast from playlists. The simple drag-and-drop interface acts like a standard MP3 player.
- Intellistreeets wireless full range audio eliminates conduit and cabling costs; only wired audio systems are on the market.

Multi-Media Luminaire and Post Top Module (PTM)

The core component of Intellistreeets at the pole level is the ECM (Electronic Control Module). The ECM sound system and notification LEDs are integrated into a variety of luminaires. The PTM is a separate housing that includes the same features but allows for controlling virtually any LED luminaire without modification.



Integrated within LED luminaire

All lighting control multi-media components are concealed within the LED luminaire



Integrated within Post Top Module (PTM) with separate LED luminaires

All lighting control multi-media components are concealed within the PTM

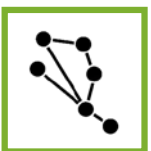
Intellistreets - Glossary of Terms

- **Standard System Features**



Lighting Control

With patented wireless technology to communicate to individual luminaires, streetlights are able to save up to 70% in energy consumption and extend life to 10 years and beyond. The system provides unique flexibility in dimming and on-demand adjustability. Available in multi-media and on-off dim (OOD) formats.



Wireless Mesh Transceiver

With a centralized interface and wireless transceivers on each pole, the system allows for bidirectional communication between streetlights and other integral sensors. The mesh topology also provides self-healing for the network should one or more light poles become disabled. Available in multi-media and on-off dim (OOD) formats.



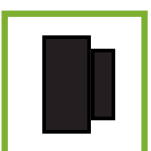
RGBA Notification

Visible 24 hours a day, with four selectable colors, the LED indicator provides customized indication for egress routes, notifications and managing traffic conditions. Standard for multi-media format.



Concealed Placement Speaker (CPS)

A fully integrated speaker within each multi-media luminaire provides audio at the street level for ambient music, pre-recorded announcements, dial-up mass notification and advertising. Standard for multi-media format.



Controlled Ground Fault Receptacle

Programmed through the user interface. Great for holiday lighting and vendor carts.

Intellistreets - Glossary of Terms

- **Optional System Features (Multi-Media Format)**



Digital Signage

The digital banner is a 2-sided LED display that provides street level visual communication. Custom graphics can be used for advertising, community announcements and real-time alert notifications. Additionally, digital street-signs allow for better traffic management.



Dynamic Lighting

Wireless control of color changing lights facilitates the transformation of an ordinary space for a special event without additional equipment.



“Push Blue” Emergency Call Station

The Push Blue emergency notification button is a communication device designed for the public to easily call for help. Available as a stand alone unit or mounted to a pole, utilizing the Intellistreets audio notifications and LED indicator lights.



Image Sensors

180 degree image sensors are concealed and offer a unique method of gauging pedestrian traffic, providing accurate data by the minute, hour or day. This is a powerful tool for tenants, landlords and public safety officials.



Environmental Sensors

Environmental sensors can detect and report the presence of Wind, Water Level, Temperature, Humidity, Barometric Pressure, Pedestrian Sensors, Pedestrian counters.



Post Top Module (PTM)

The PTM is designed to be mounted on an existing pole. The PTM utilizes the Intellistreets Electronic Control Module (ECM). Core features include the ability to control lighting, connect LED way-finding devices and DMX color controlled lighting, connect audio devices for background music, message playback and paging capabilities, and input connections for a variety of environment sensing devices. 2 LED control conductors extend to the luminaire.

Integrated Multi-Media Luminaire: Full Feature

• (Luminaire by Sternberg)

Wireless Mesh Transceiver

- App Based Wireless Control
- Dual 2.4 GHZS



Lighting Control

- Photocell Control
- 0-100% Dimming
- On-Demand Light Levels

RGBA Notification

- Indicator Light
- Red, Green, Blue, Amber



Concealed Placement Speaker (CPS)

- Music
- Alerts
- Announcements

Digital Street Sign



Controlled Receptacle



Dynamic Lighting

- Color changing



Digital Signage

- Way finding
- Traffic direction
- Alert notification
- Civic information
- Revenue generation (via advertising)

Environmental Sensors

- Wind Detection
- Water Level Detection
- Temperature
- Humidity
- Barometric Pressure
- Pedestrian Sensors
- Pedestrian counters



Push Blue

Emergency Call Station (Optional)

* Many luminaire, pole and base styles available



Integrated Multi-Media Luminaire: Core Product

- (Luminaire by Sternberg)

Wireless Mesh Transceiver

- App Based Wireless Control
- Dual 2.4 GHz



Lighting Control

- Photocell Control
- 0-100% Dimming
- On-Demand Light Levels

RGBA Notification

- Indicator Light
- Red, Green, Blue, Amber

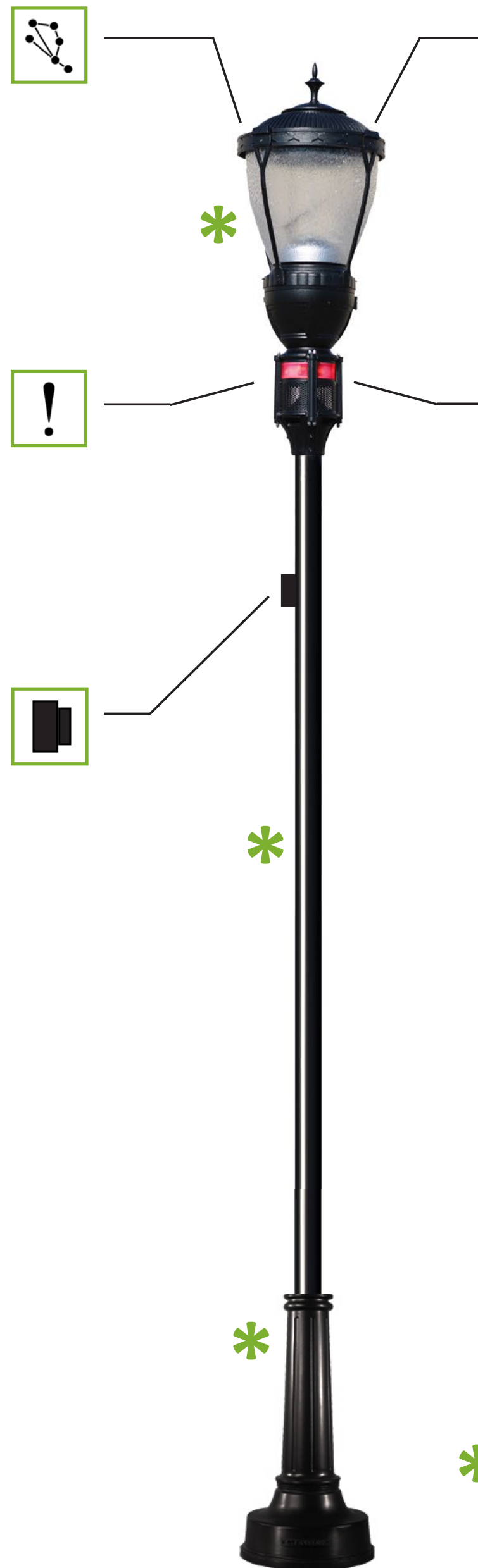


Concealed Placement Speaker (CPS)

- Music
- Alerts
- Announcements

Controlled Receptacle

- Holiday Lighting
- Vendor Carts



* Many luminaire, pole and base styles available

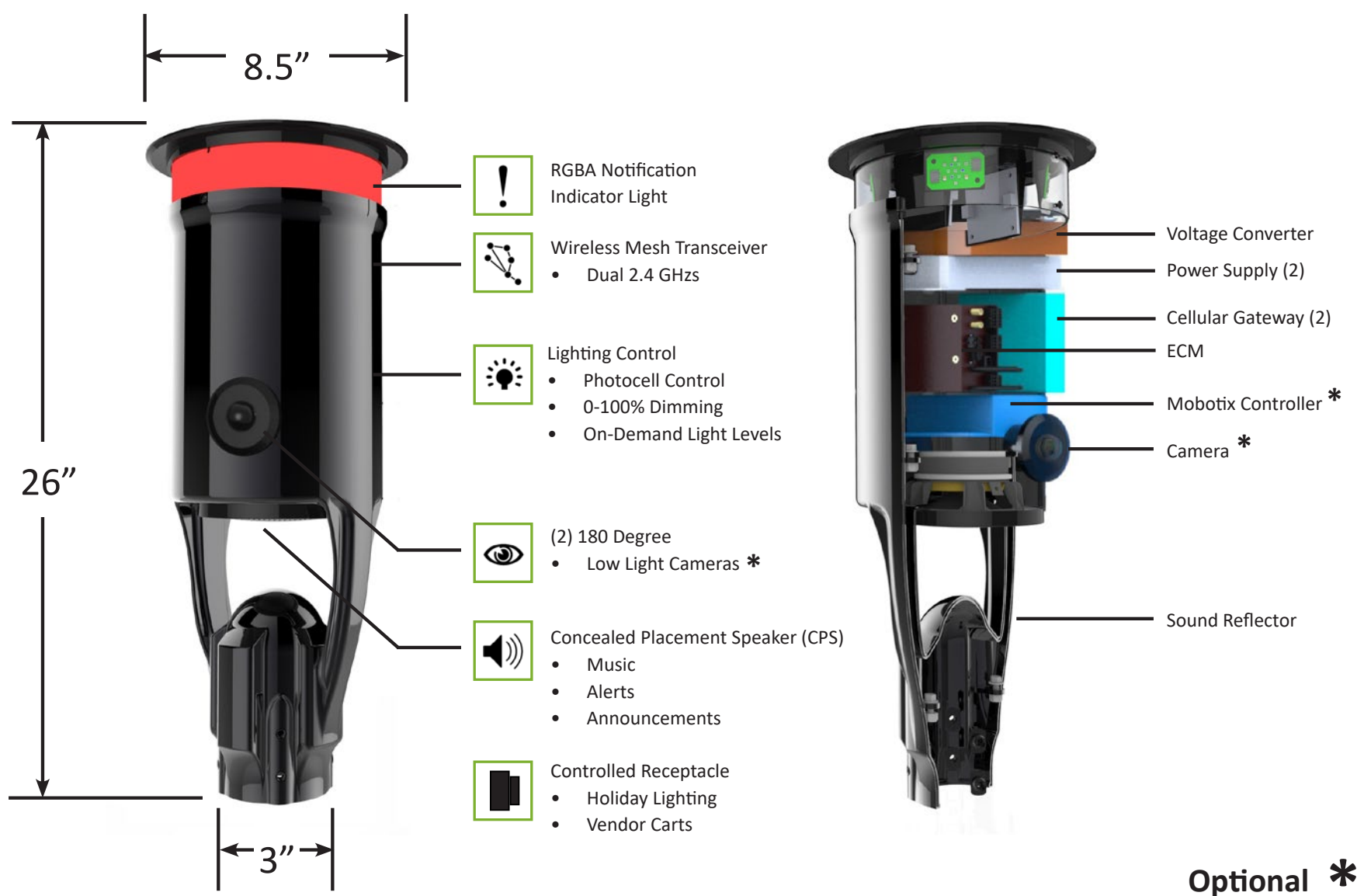
Post Top Module (PTM) - Features

The PTM is designed to be mounted on a new or existing pole. Initial design is for use with LED luminaires, but can be adapted to other light sources with some limitations. The PTM utilizes the Intellistreets Electronic Control Module (ECM). The ECM is a compact wireless device that provides a full set of lighting control, monitoring, and multimedia options for operation of LED luminaires.

Core Features Include:

- Ability to control lighting (patented energy management and LED optimizing software)
- Connect LED way-finding devices and DMX controlled lighting
- Connect audio devices for background music
- Message playback and paging capabilities
- Input connections for a variety of environment sensing devices

A cloud based web interface and content storage system are standard allowing a secure yet robust portal for accessing all the features of the system. Secure access to the module is only available through the Intellistreets Virtual Command Center portal.

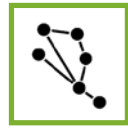


Integrated Multi-Media: Post Top Module (PTM)

- (Luminaires by Sternberg)

Wireless Mesh Transceiver

- App Based Wireless Control
- Dual 2.4 GHZS



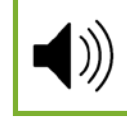
Lighting Control

- Photocell Control
- 0-100% Dimming
- On-Demand Light Levels



RGBA Notification

- Indicator Light
- Red, Green, Blue, Amber



Concealed Placement Speaker (CPS)

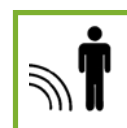
- Music
- Alerts
- Announcements

PTM (Top Mount Luminaire)



Controlled Receptacle

- Holiday Lighting
- Vendor Carts



Push Blue

Emergency Call Station (Optional)



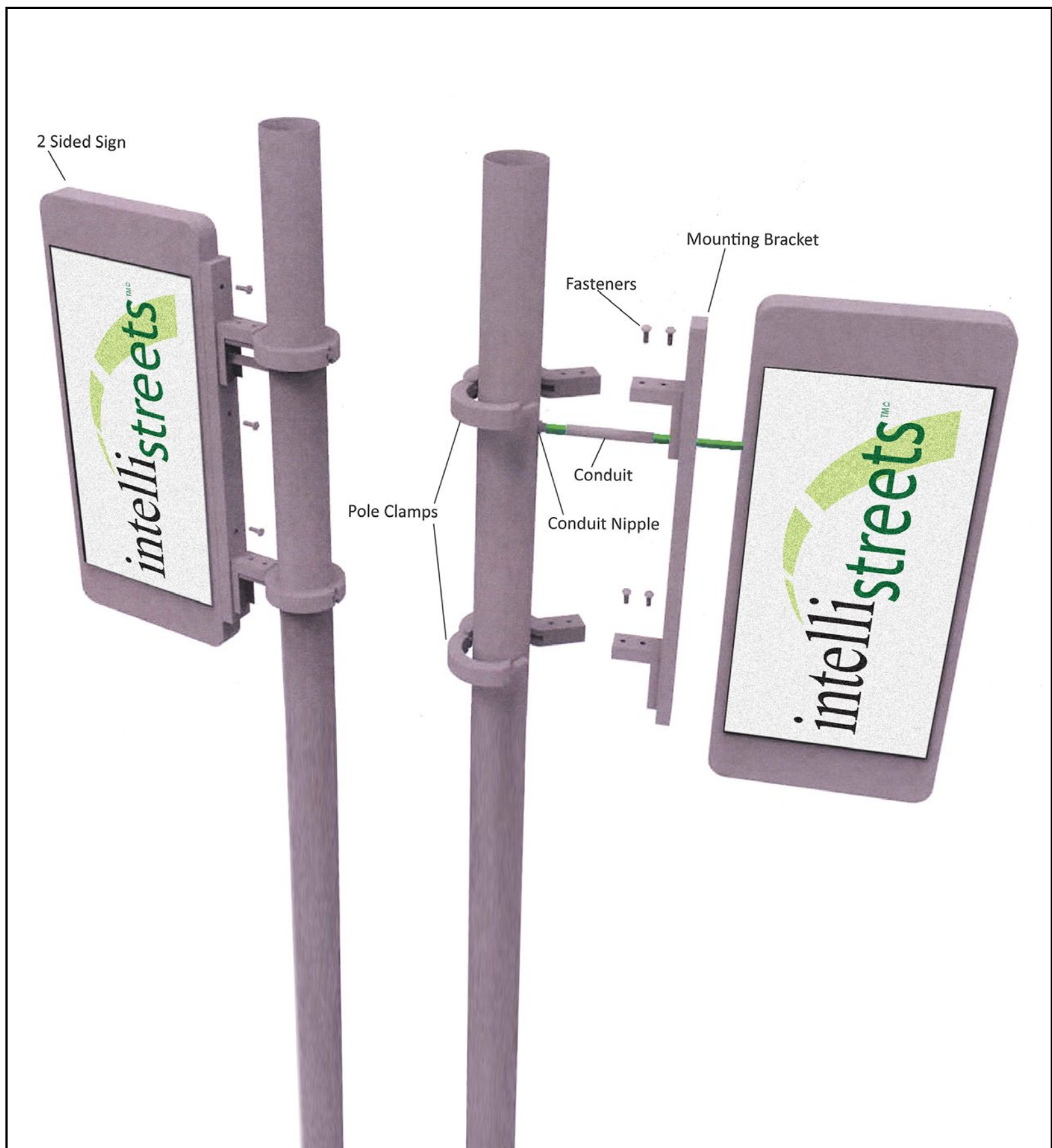
- PTM (Side Mount Luminaire)

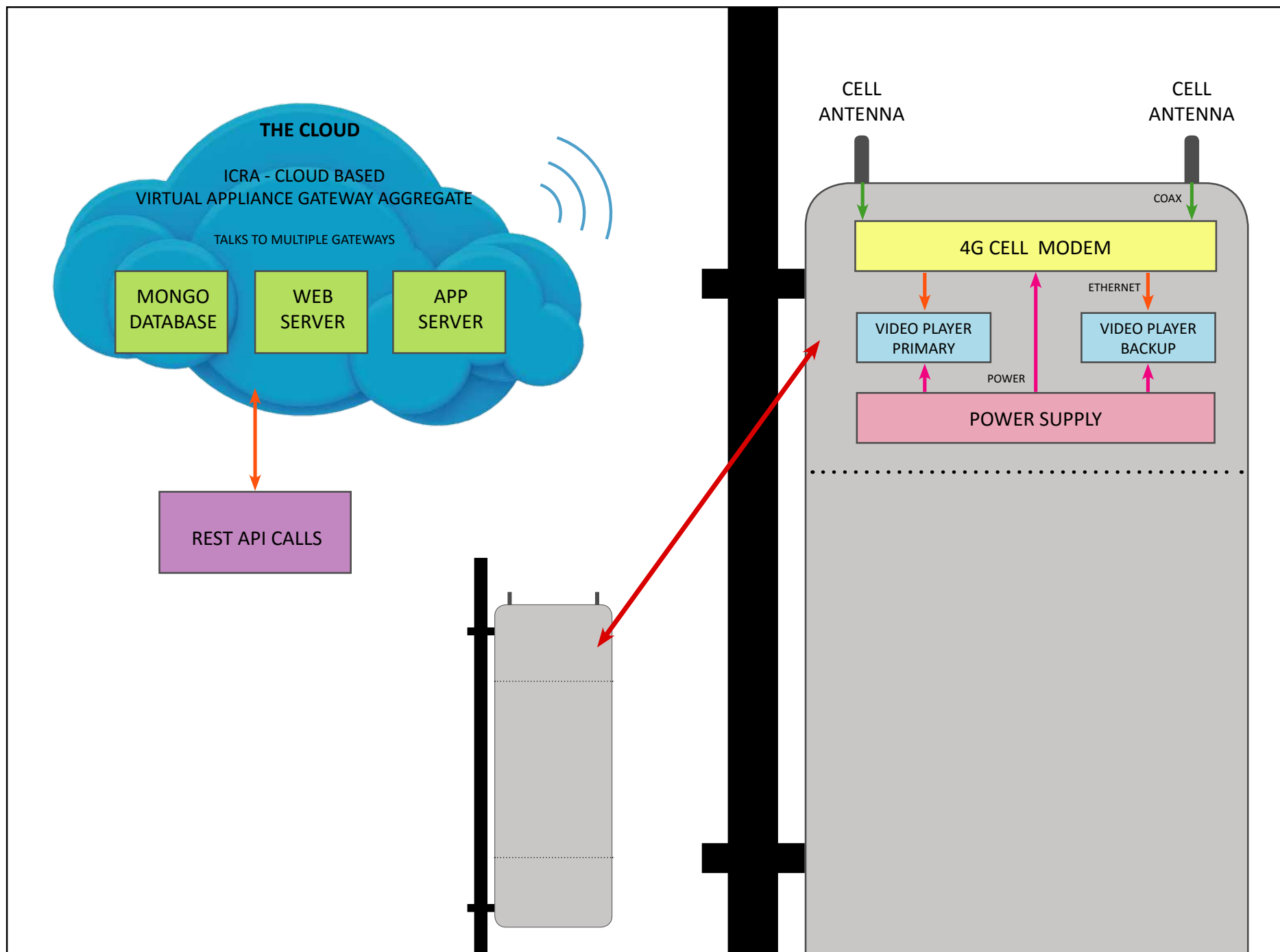


Many luminaire, pole and base styles available

Digital LED Banner - Features

The Intellistreeets Digital Banner is a rugged, IP65 rated LED display delivering excellent brightness and contrast levels even in direct sunlight. Designed to resemble a typical double-sided vinyl banner the display system includes all components necessary to deliver on-demand messaging to the typical street corner. Key components of this system include the 6mm pitch LED display, Video Playback Module mounted internal to the display, and access to the Intellistreeets web-based Virtual Communication, allowing easy upload and scheduling of all content.





The Intellistreets Gateway module provides a secure connection from the Luminaire installed wireless controller units to the Intellistreets cloud-based Virtual Command Center (VCC). The Gateway is provided with the same high power radio unit placed in each luminaire and then programmed with Intellistreets proprietary compressed data-throughput software delivering the most secure and robust connections possible.

The Gateway module comes in 2 versions:

- Power/Over Ethernet Version (PoE) that can be mounted externally to a surface, structure or pole, and connected to the customer’s existing internet connection.
- Verizon M2M 4G-LTE cellular version that can be mounted anywhere.



Gateway Key Features - Standard

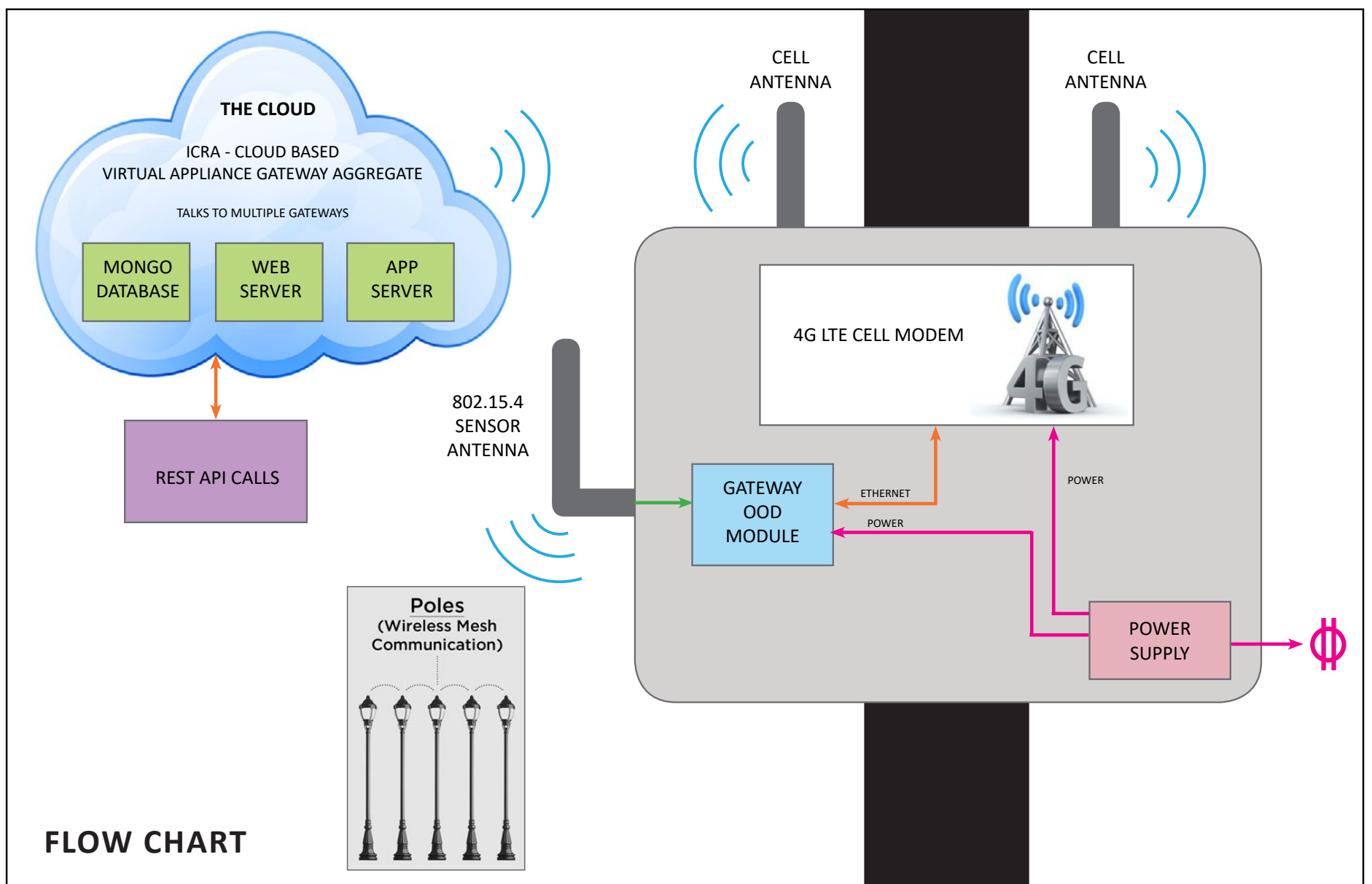
- Small Lightweight Weatherproof Enclosure
- Up to 5,000 feet to first node (Line of Sight)
- Low Power Consumption
- Compressed Data-Throughput Strategy

Power/Over Ethernet (PoE) - Option

- Power & Communications over CAT5 network cable
- Gateway must be installed within 100 meters of network switch

Cellular Unit

- Provided with 4G Cellular CDMA or EVDO Modem



The Intellistreets Gateway module provides a secure connection from the luminaire installed multi-media units to the Intellistreets Cloud based Virtual Command Center (VCC). The Gateway is provided with the same high power dual radio ECM core as the units placed in each luminaire and then programmed with Intellistreets proprietary compressed data-throughput software delivering the most secure and robust connections possible.

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Gateway Key Features - Standard

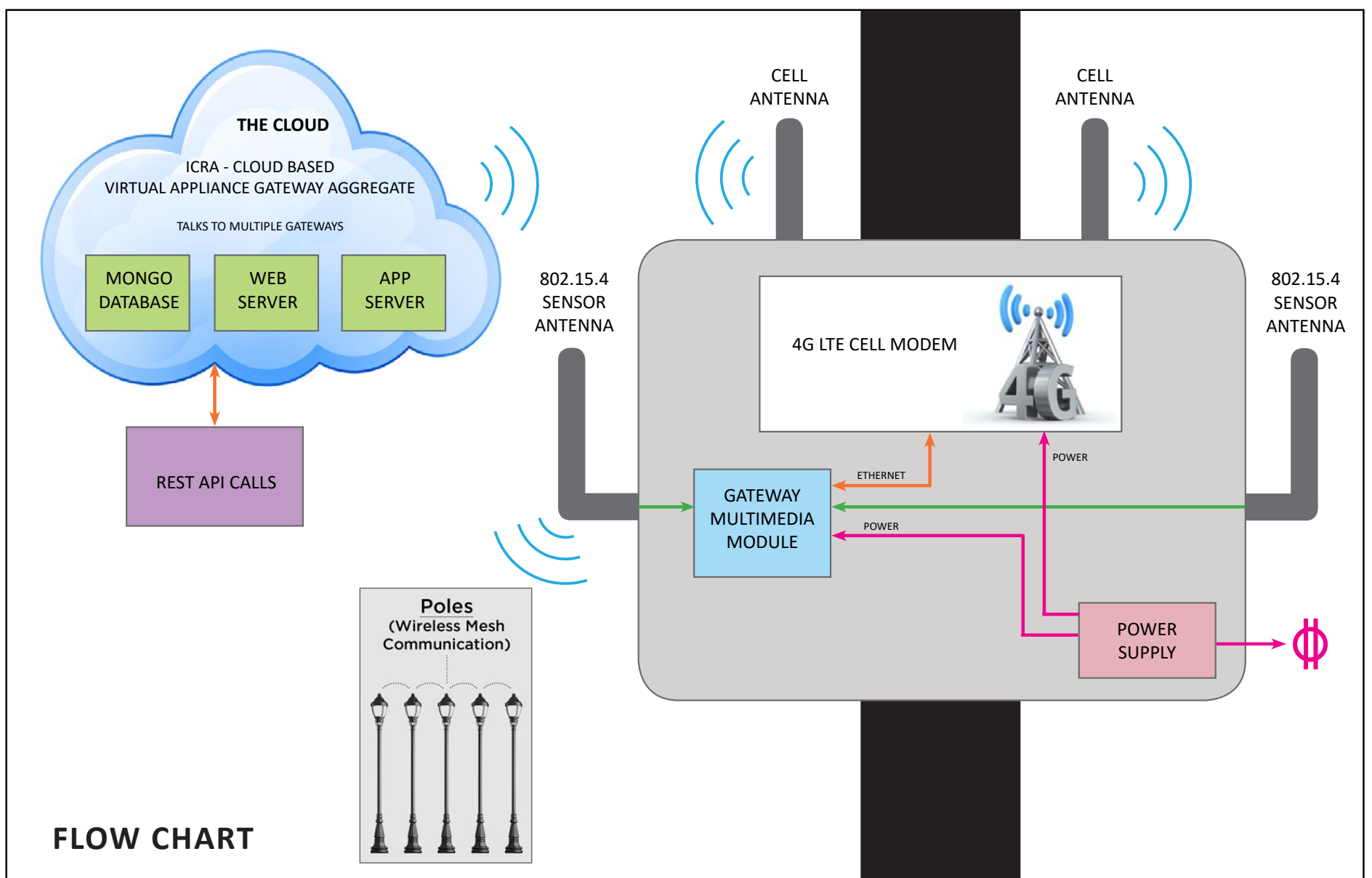
- Small Lightweight Weatherproof Enclosure
- Up to 500 feet to first node (Line of Sight)
- Low Power Consumption
- Compressed Data-Throughput Strategy

Power/Over Ethernet (PoE) - Option

- Power & Communications over CAT5 network cable
- Gateway must be installed within 100 meters of network switch

Cellular Unit

- Provided with 4G Cellular CDMA or EVDO Modem



The Intellistreets Gateway module provides a secure connection from the Luminaire installed ECM units to the Intellistreets Cloud based Virtual Command Center (VCC). The Gateway is provided with the same high power dual radio ECM core as the units placed in each luminaire and then programmed with Intellistreets proprietary compressed data-throughput software delivering the most secure and robust connections possible. An additional OOD module is included and connects via the same 4G LTE modem.

The Gateway module comes in 2 versions:

- Power/Over Ethernet Version (PoE) that can be mounted externally to a surface, structure or pole, and connected to the customer’s existing internet connection.
- Verizon M2M 4G-LTE cellular version that can be mounted anywhere.



Gateway Key Features - Standard

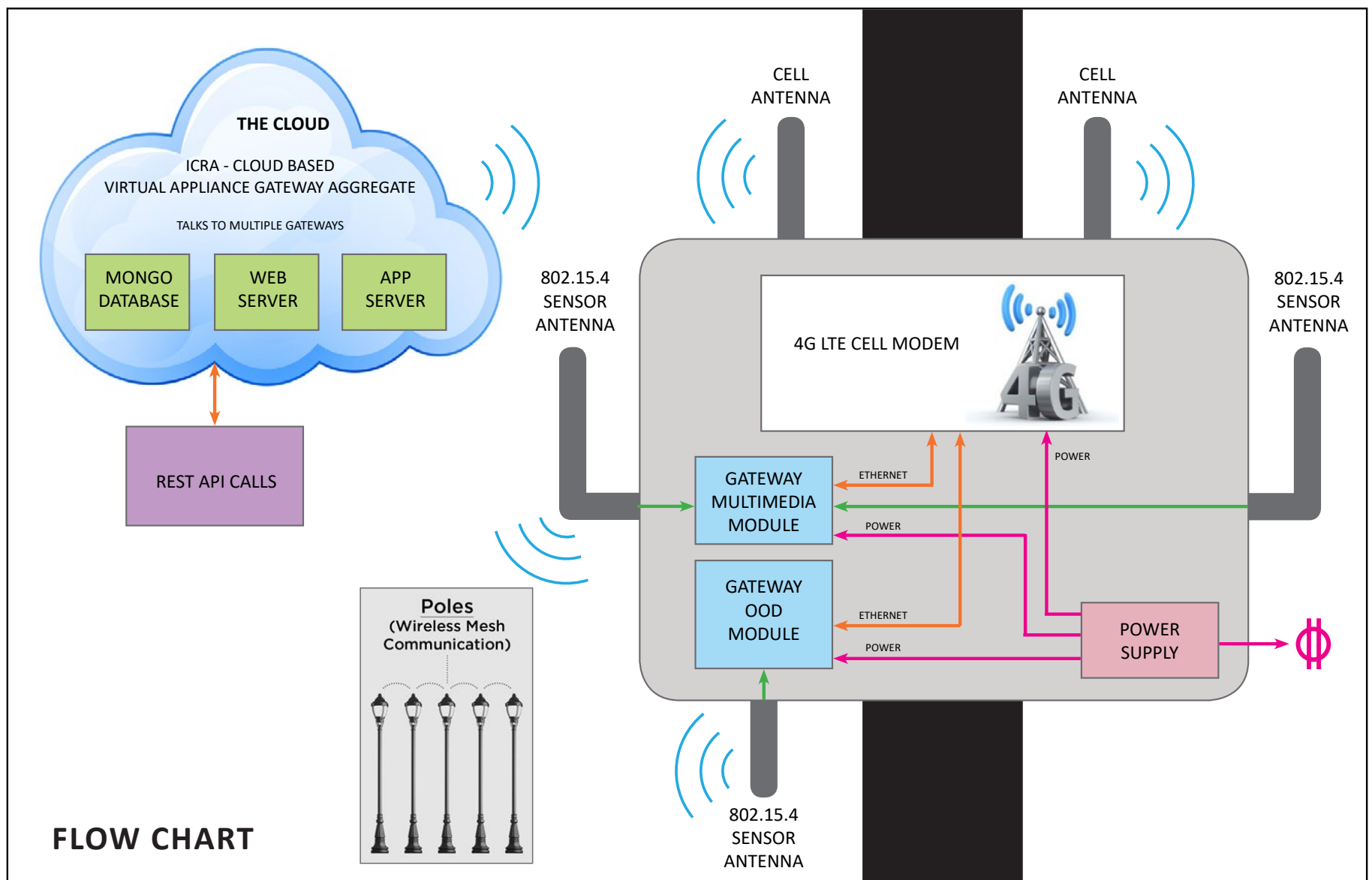
- Small Lightweight Weatherproof Enclosure
- Up to 5,000 feet to first node (Line of Sight)
- Low Power Consumption
- Compressed Data-Throughput Strategy

Power/Over Ethernet (PoE) - Option

- Power & Communications over CAT5 network cable
- Gateway must be installed within 100 meters of network switch

Cellular Unit

- Provided with 4G Cellular CDMA or EVDO Modem



FLOW CHART

On-Off Dim (OOD) Module - Embedded In A Luminaire Or Pole - Features



Dimensions

- 8.2" L x 2.3" W x 1.3" H

Features

- Utility Grade Power Monitoring
- Up to 80% Savings through smart dimming
- True On/Off functionality via switched relay
- Self-healing SNAP Mesh Networking
- Seamlessly integrates into the Intellistreets lighting control solution
- Relay closes on power loss
- Supports a wide range of LED drivers and fixtures
- Class 1/Class 2; 0-10V Dimming Control
- Direct Connect to 24V Occupancy Sensors and
- Photocells (consult sales for compatible list)
- Secure, over-the-air upgrades to support future enhancements
- Excellent RF Range- 1 mile Line of Sight (LoS) between controllers
- Available in a metal-cased version with quick connect terminal blocks
- Lights default to "on" for safety

Revenue Grade Energy Metering: Current, Voltage, Frequency, Power Factor, kW and kWh, and offer revenue grade metering accuracy for accurate consumption data and billing.

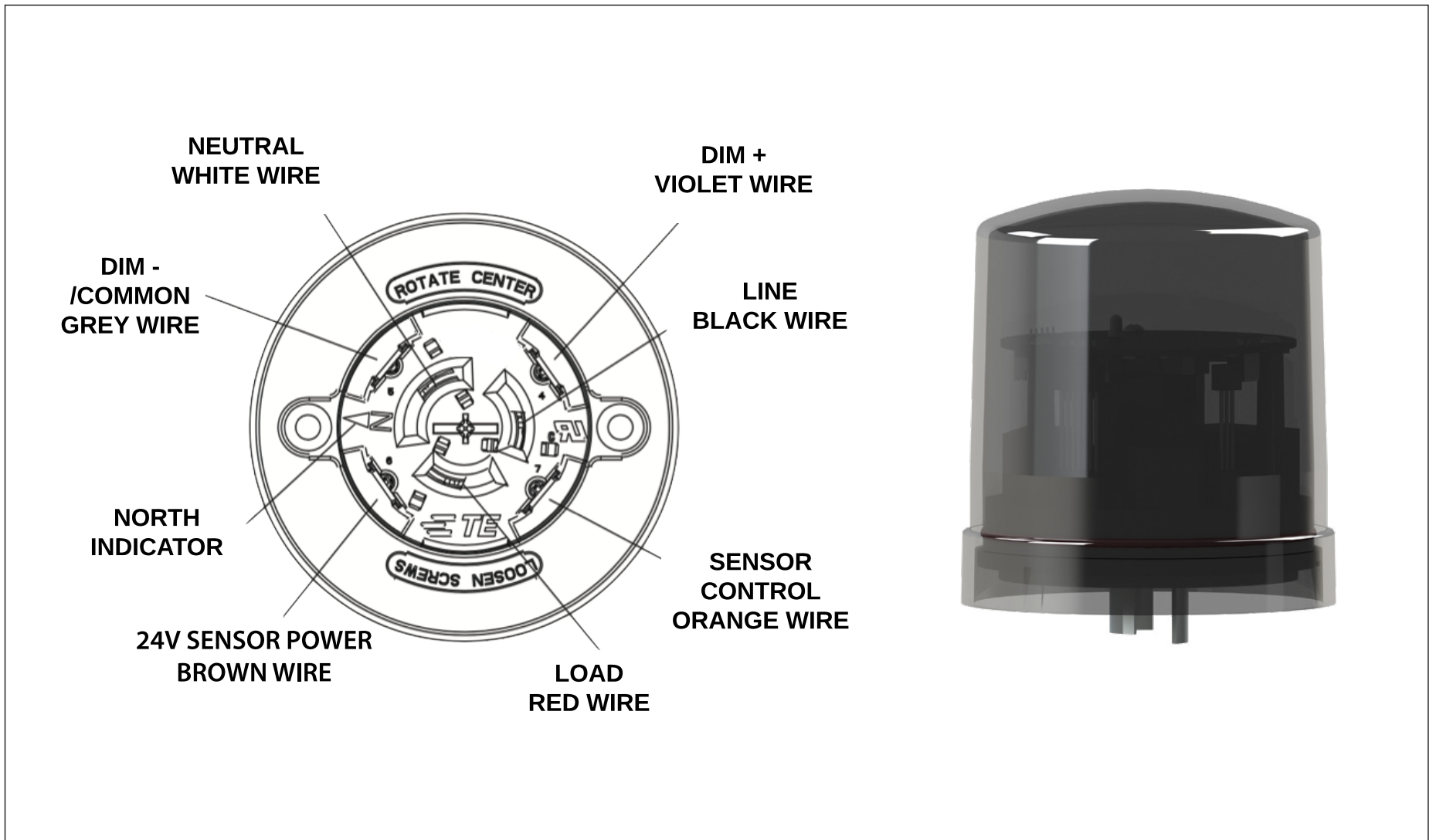
Fault Tolerance: This device utilizes the latest developments in self-organizing, self-healing, wireless technologies. Proper operation and execution of a light's schedule is not dependent on network communications.

Remote Control and Scheduling: Multiple lamp control modes such as user configurable ON/OFF/DIM schedules programmed on a daily/monthly/special events basis, local ad-hoc control, photocell and astronomical clock scheduling, and mixed mode scheduling incorporating sensor inputs.

Flexible Dimming Control: Dimming through 0-10 VDC, PWM or DALI interfaces.

Fault Monitoring: Extensive fault monitoring to report on day burners, burnouts, lamp cycling, ballast failures, over/under voltage, abnormal power consumption, low power factors, communication failures and more. Cloud-based management system for alarm routing, visualization and fault correction. Alerts can be sent directly to relevant users via email or text messages when they occur. Alerts are time stamped and contain key parameters associated with the fault/alarm.

On-Off Dim (OOD) Report - Twist Lock Lighting Controller



Dimensions	3.5" W x 3.86" H (88.6 mm W x 98 mm H)
Input Power	110-277VAC +/- 10% (Max 305V), 60Hz
Operating Environment	-40°C to +70°C; 0% to 90% RH non-condensing; IP66
Switched Output	Default ON
Load Rating	5A @ 110-277VAC (+/- 10%)
Surge Rating	6kV
Dimming Control	0-10 V with short circuit protection
Dimming Output	0-10V, 20mA
Radio	SNAP 2.4GHz; 802.15.4 +20dBm Transmit power -104dBm Receive Sensitivity
Sensor Input	0-24V Digital Input
Sensor Power	24V, 20mA
Power Monitoring	Utility Grade - 2% Accuracy
Power Readings	Voltage, Watts
Certifications*	FCC, IC, cULus, DLC
Warranty	5 Years

Features

- Integrated Photocell
- NEMA/ANSI C136.41 7-pin Dimming Receptacle Support
- Utility grade power monitoring
- Remote control and scheduling
- Flexible Dimming Controls
- Secure, over-the-air upgrades to support future enhancements
- Seamless integration into the lighting control system
- Digital sensor input for motion sensing
- 24V DC Power for Motion Sensors

Push Blue Emergency Call Station - Multimedia Luminaire - How It Works

1. User pushes illuminated button
2. Pre-recorded announcement is heard over the speaker in the multimedia luminaire
3. Call is made to a defined and secure phone (Callers Voice Heard)
4. The Multimedia Luminaire's notification light flashes blue & the sound system plays a pre-stored message
5. The first responder answers and their voice is heard over the loudspeaker
6. The caller speaks hands free
7. Call terminates when first responder disconnects

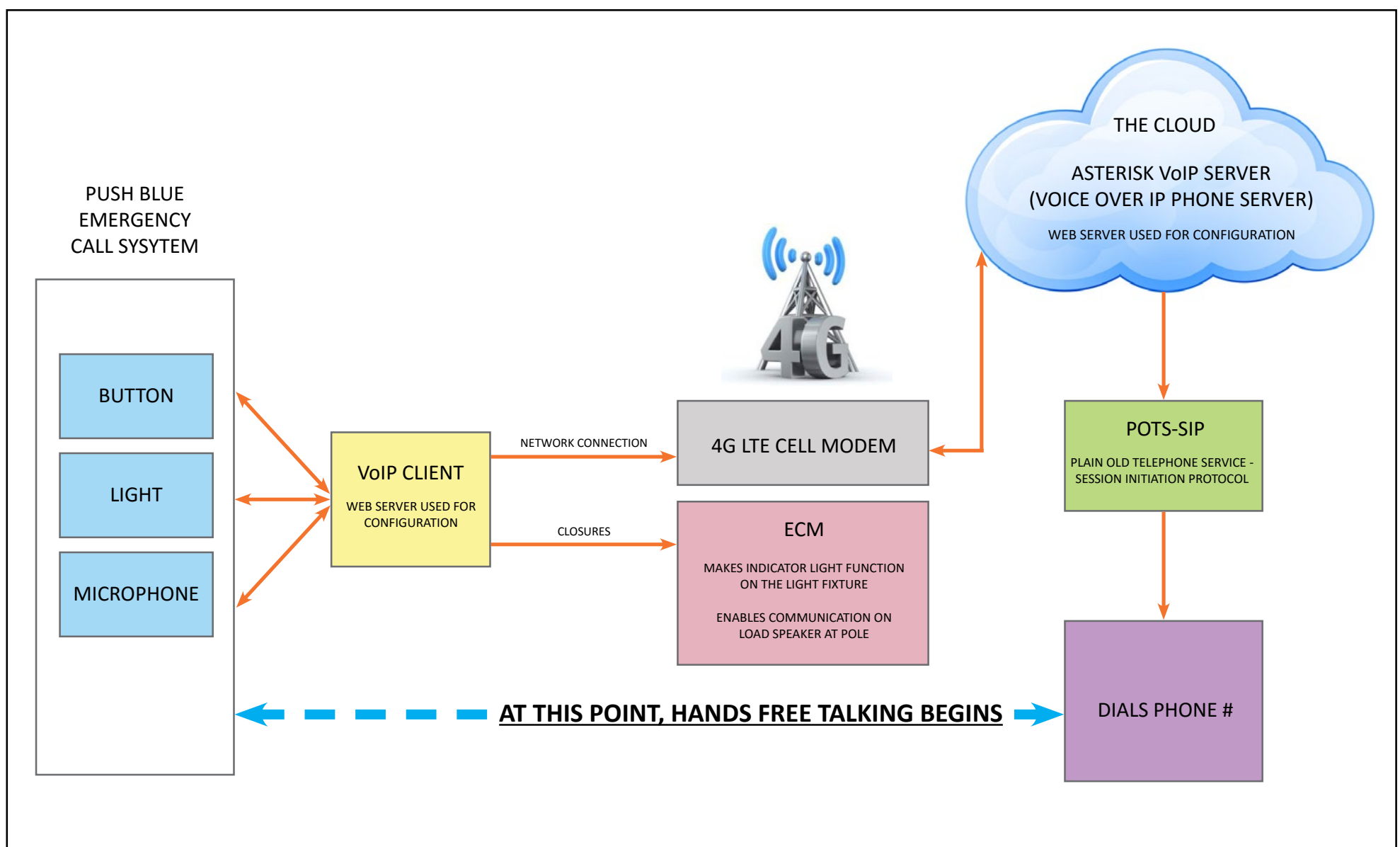


Push Blue Emergency Call Station - PTM Stand Alone - How It Works

1. User pushes illuminated button
2. Pre-recorded announcement is heard over the speaker in the PTM
3. Call is made to a defined and secure phone (Callers Voice Heard)
4. The PTM's notification light flashes blue & the sound system plays a pre-stored message
5. The first responder answers and their voice is heard over the loudspeaker
6. The caller speaks hands free
7. Call terminates when first responder disconnects



Push Blue Emergency Call Station - End To End Flow Chart



Integrated Luminaire Examples

- (Luminaires by Sternberg)



910 LED Boulevard Luminaire



910 LED Old Town Luminaire



910 LED Ripon Luminaire



910 LED Town Square Luminaire



910 LED Yale Luminaire



Solana LED Luminaire

Non-Integrated Decorative Luminaire Examples

• **(Luminaires by Sternberg)**

- For use with On-Off Dim (OOD) and PTM Options



A840 Old Town LED Luminaire
* use with PTM



1910 LED Reno
* use with PTM



E350 LED Euro Luminaire
* use with PTM



1914 LED Libertyville Luminaire
* use with PTM



1970 Gallery LED Luminaire
* use with PTM



1527 Omega LED Luminaire
* use with PTM

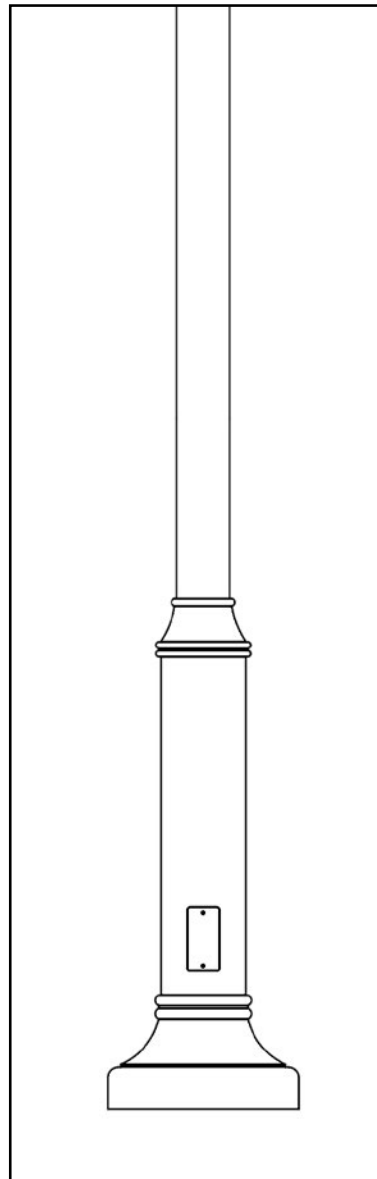
Non-Integrated Cobrahead Luminaire



AP650 Aspire LED Luminaire
* use with PTM or OOD

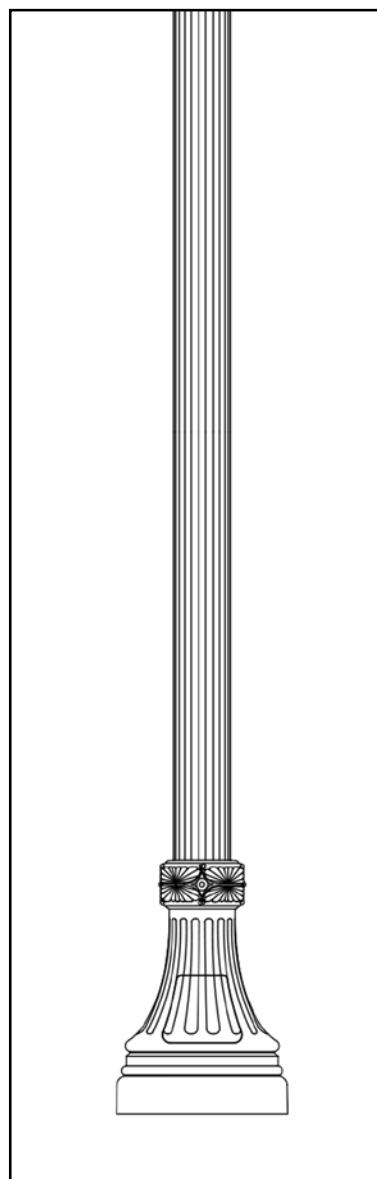
Pole Examples

- (Poles by Sternberg)



**3300 Gateway
Extruded Pole Options**

- Smooth Straight Shaft
- Smooth Tapered Shaft
- Straight Fluted Shaft
- 5" Outer Diameter
- 18" Diameter Base x 48" High
- Available in:
8', 10', 12', 14', 16', 18, 20'

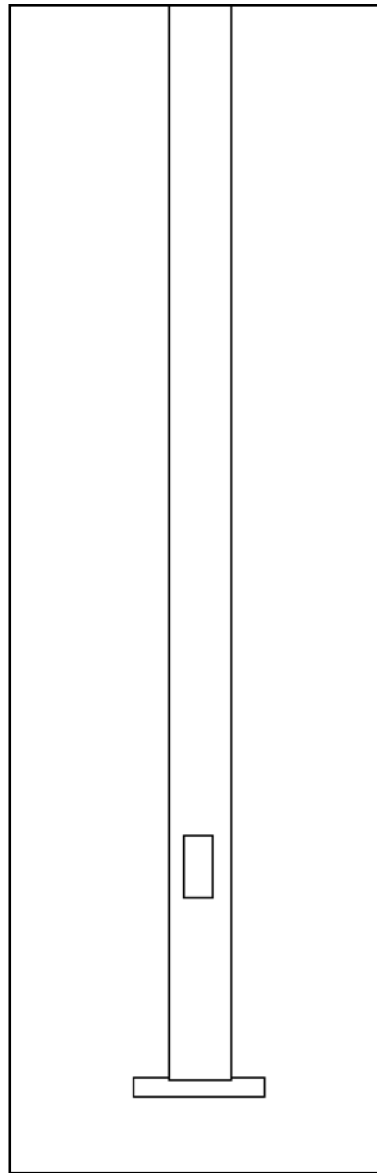
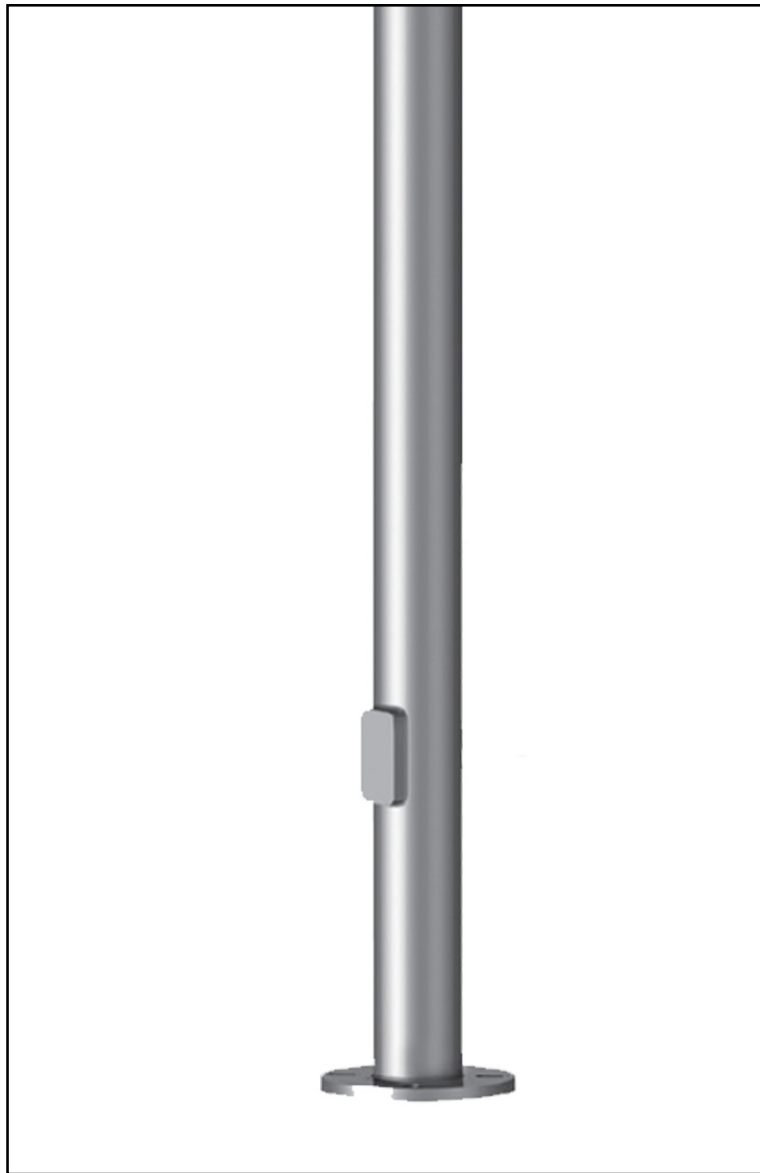


**6200 Oxford
Extruded Pole Options**

- Smooth Straight Shaft
- Straight Fluted Shaft
- 5" Outer Diameter
- 18" Diameter Base x 27" High
- Available in:
10', 12', 14', 16', 18'

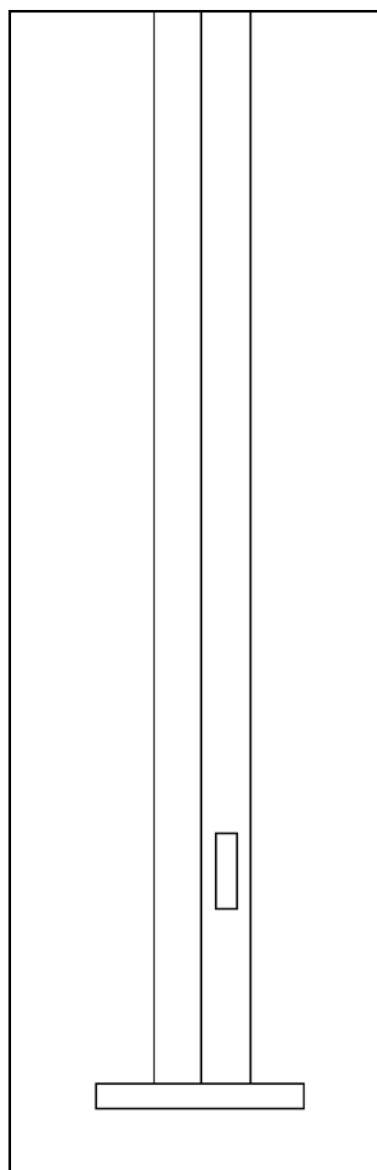
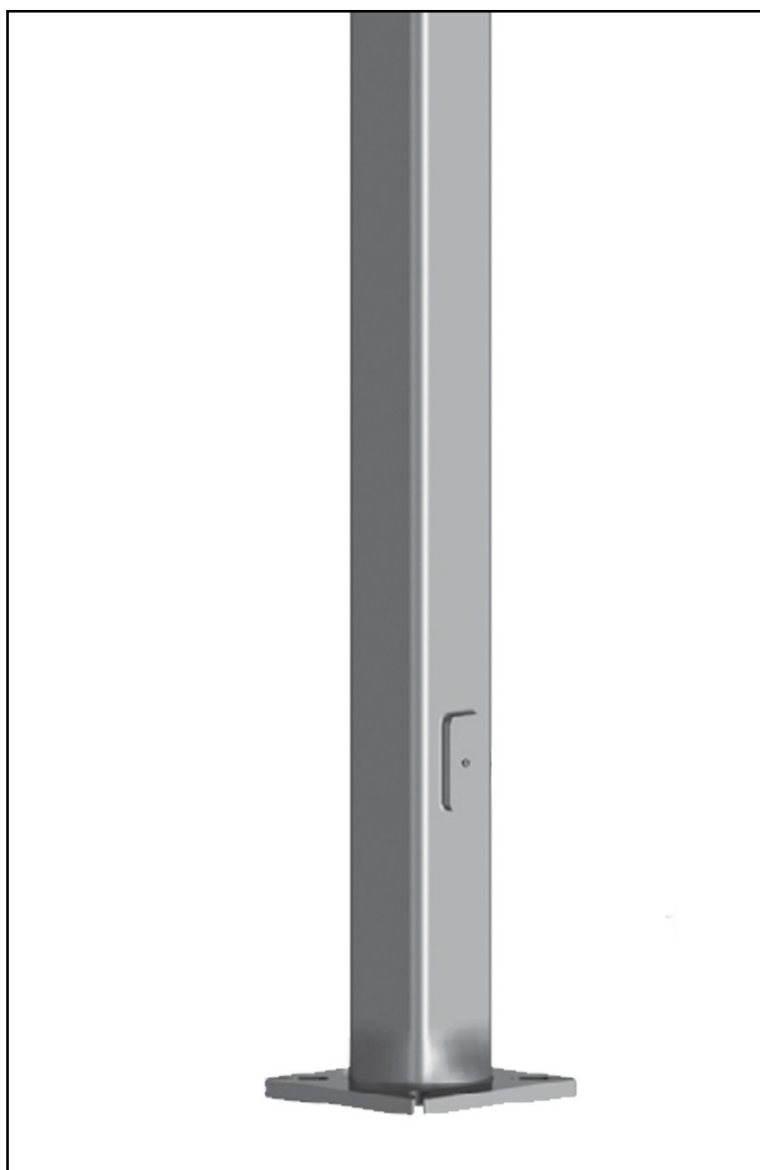
Pole Examples

- (Poles by Sternberg)



**UrbanLine
Extruded Pole Options**

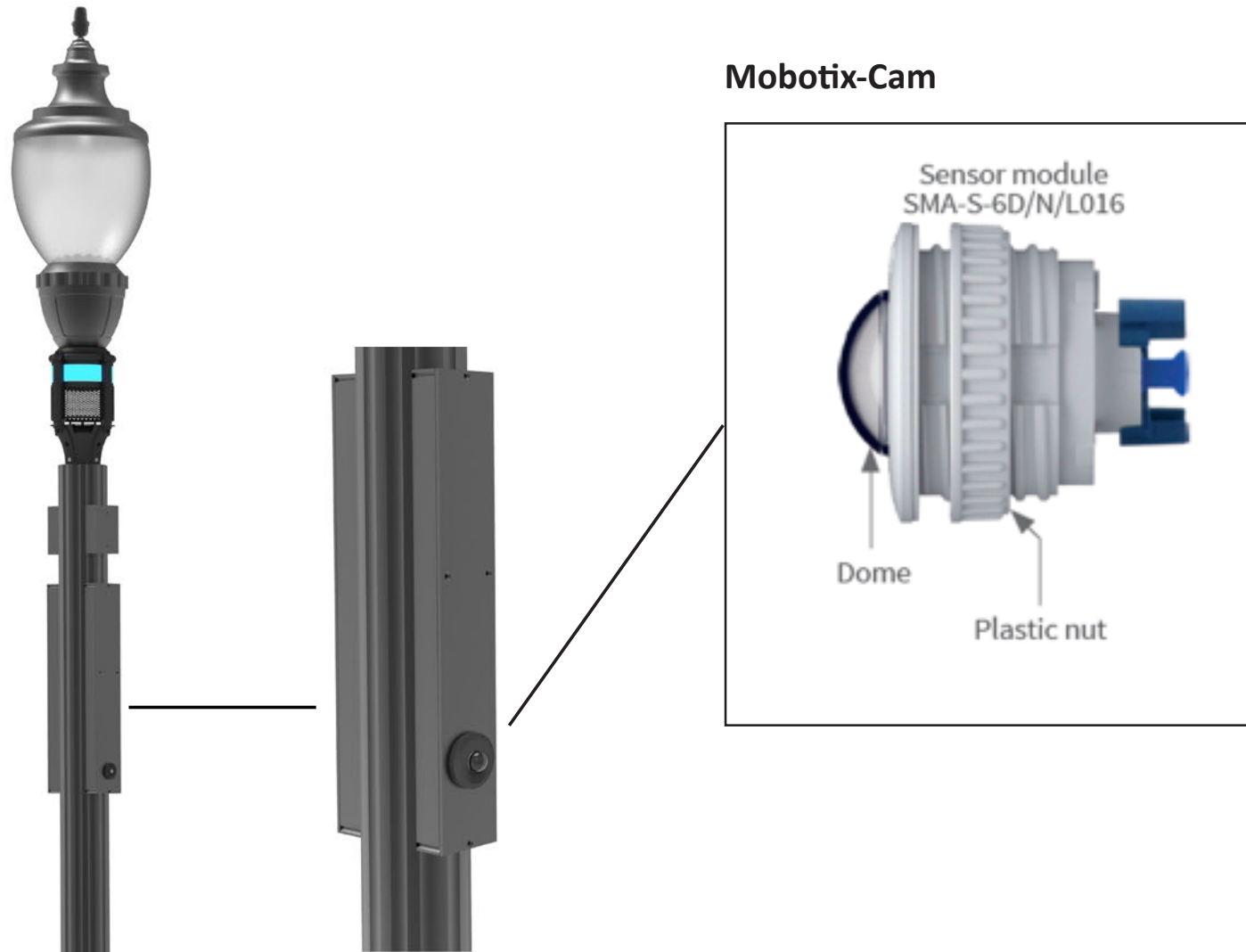
- Round Straight Shaft
- 5" Outer Diameter
- 8" Diameter Anchor Base
- Available in:
10', 12', 14', 16', 18, 20', 25', 30'



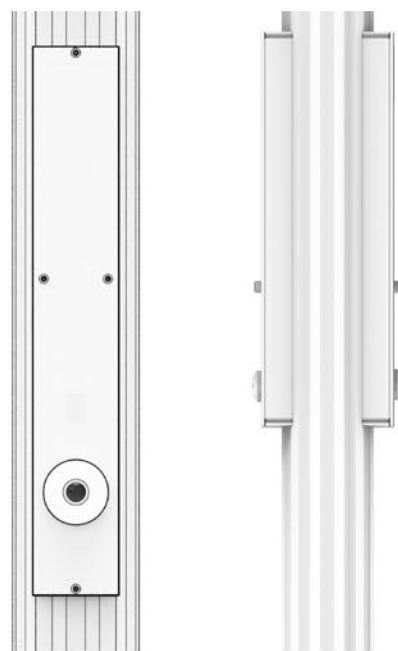
**UrbanLine
Extruded Pole Options**

- Square Straight Shaft
- 5" Outer Diameter
- 8" Diameter Anchor Base
- Available in:
10', 12', 14', 16', 18, 20', 25', 30'

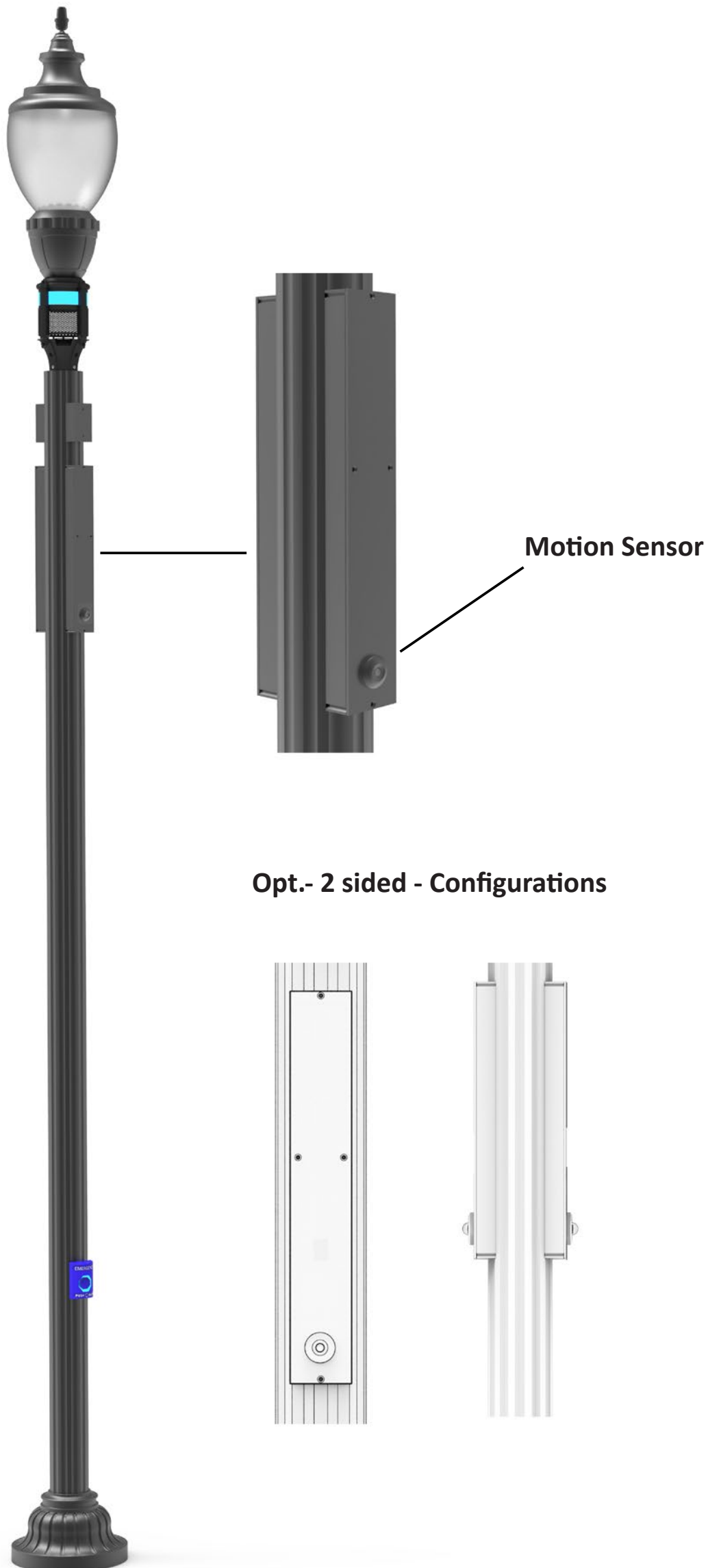
Pole Features / i-Slot Camera



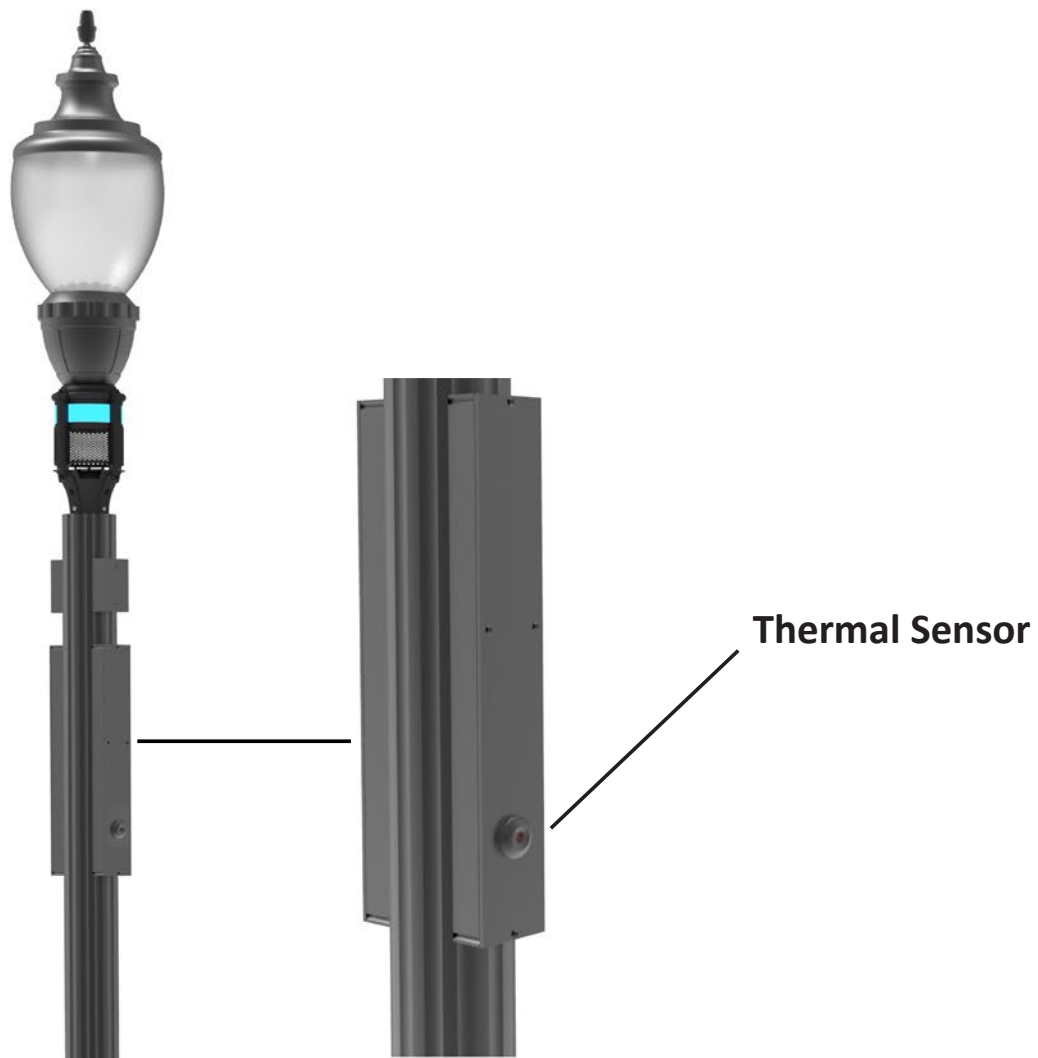
Opt.- 2 sided - Configurations



Pole Features / i-Slot Occupancy Sensor



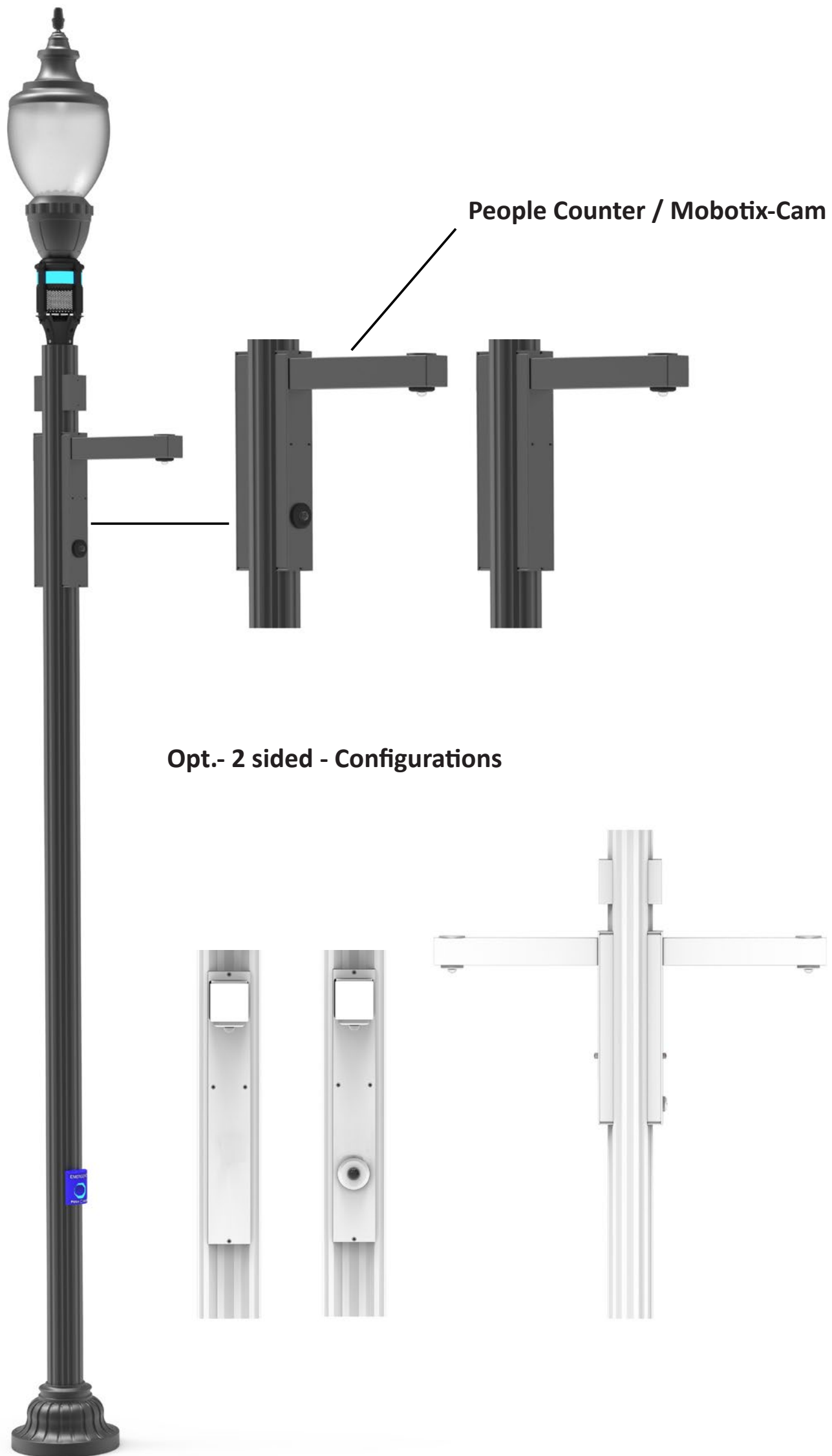
Pole Features / i-Slot Thermal Sensor



Opt.- 2 sided - Configurations



Pole Features / i-Slot People Counter



Pole Features - iSlot-WiFi



MR74 Dual Band Antennas

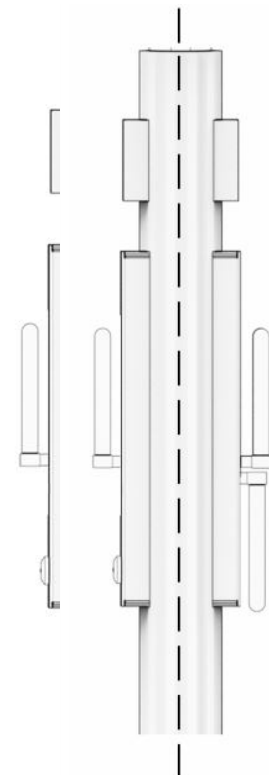


Antenna Configurations

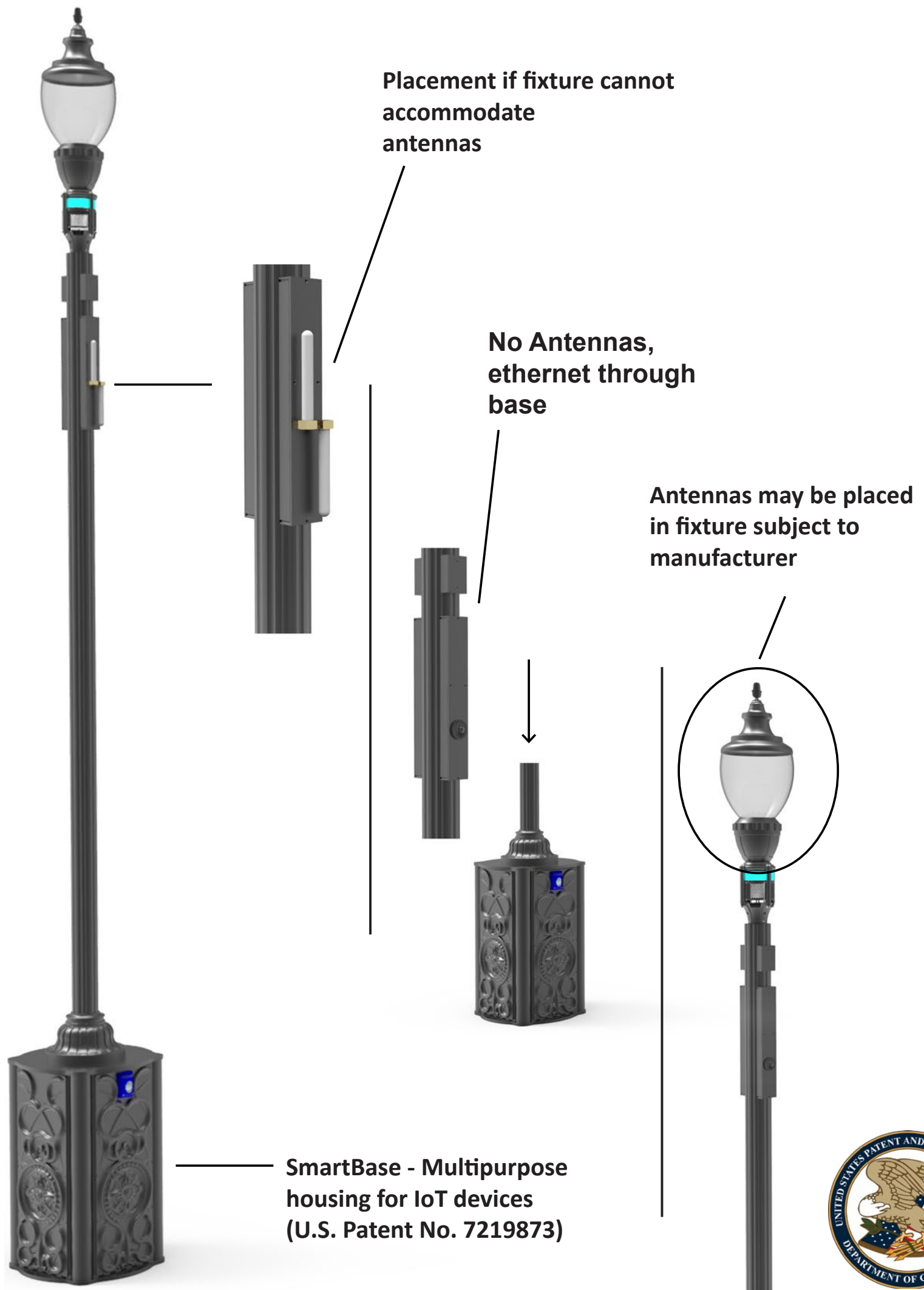


Reverse Side Configurations

(Thermal, Occupancy, Cam, People Counter) Opt..



Pole Features - i-Slot Antenna Accommodations



*The base of the pole is RF transparent providing an effective location for placement of antennas for IoT devices.

Pole Features - Integrated 5G Small Cell Antenna



Safety First - Multimedia Smart Pole With Integrated Small Cell Antenna Mount

- 1. 25ft Painted Steel Pole With Hand Holes Black Finish
- 2. Small Cells Antenna To Pole Transition Cover
- 3. Integrated Small Cell Antenna Mount
- 4. LED Luminaire
- 5. PTM And Arm Mount
- 6. PTM Wireless Gateway And Arm Mount
- 7. Push Blue Emergency Call System





Intellistreets / **Catalog 2019**



SternbergLighting

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