



MAIN STREET DESIGN

STREETSCAPE

DOWNTOWN SPACES

WAYFINDING

A vision for the future and the tools to make the most of a rare opportunity to refresh, enliven, and enhance Watertown's Main Street and downtown



# **WATERTOWN** DOWNTOWN VISION & MAIN STREET RECONSTRUCTION

WATERTOWN, WISCONSIN NOVEMBER 2023



# ACKNOWLEDGEMENTS

## Watertown Main Street Task Force

- Mayor Emily McFarland
- Mason Becker, Strategic Initiatives and Development Coordinator
- Alderperson Myron Moldenhauer
- Melissa Lampe, Watertown Main Street
- Amber Smith, Downtown Business Owner
- Jaynellen Holloway, City Engineer
- Andrew Beyer, Assistant City Engineer
- Steve Board, Watertown Historic and Downtown Design Commission
- Michelle Ellias, Wisconsin DOT
- Andy Grinwald, Watertown Chamber of Commerce Member
- Laurie Hoffmann, Citizen at Large

## Watertown Main Street Working Group

- Mayor Emily McFarland
- Mason Becker, Strategic Initiatives and Development Coordinator
- Jaynellen Holloway, City Engineer
- Andrew Beyer, Assistant City Engineer
- Melissa Lampe, Watertown Main Street
- Vandewalle & Associates, Design Consultant

## Plan Commission Members

- Mayor Emily McFarland, Chair
- Jaynellen Holloway, Engineering
- Brian Zirbes, Zoning
- Brad Blanke, Alderperson
- Alyse Talaga, Citizen Member
- Brian Konz, Park & Rec Rep
- Melissa Lampe, Citizen Member
- Nick Krueger, Citizen Member

## Common Council Members

- Dana Davis, District 1 Alderperson
- Jonathan Lampe, District 2 Alderperson
- Steve Board, District 3 Alderperson
- Dan Bartz, District 4 Alderperson
- Brad Blanke, District 5 Alderperson
- Fred Smith, Council President
- Eric Schmid, District 7 Alderperson
- Bob Wetzel, District 8 Alderperson
- Myron Moldenhauer, District 9 Alderperson

## Design Assistance

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- Susan Hansen, Marketing Communications
- Sonja Kruesel, AICP, Associate Planner
- Nicole Anderson, Project Assistant



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# CONTEXT & BACKGROUND

## Project Context

The City of Watertown, in partnership with the Wisconsin Department of Transportation, anticipates a full reconstruction of eleven blocks of the City's Main Street and replacement of the Cole Bridge between 2025 and 2030.

As a precursor to these major construction projects, the City commissioned a Downtown Main Street Reconstruction Task Force in early 2021. This public body was created to guide early planning and design efforts and to engage the community well in advance of final design and construction. Creation of the Task Force kicked-off a series of strategic planning efforts to inform this historic and impactful project.

The Task Force published a "Recommendations Report" which was built upon existing City planning documents, WisDOT regulatory requirements, considerations regarding the City's Main Street Program and Historic Preservation and Downtown Design Commission and early public feedback and ideas. In 2023, the City hired consultants Vandewalle & Associates, Eye Level Studio, and Ruekert Mielke to produce formal design recommendations and to coordinate efforts with WisDOT.

## Project Background

Watertown's historic Main Street has served the community as a central hub of business and social gathering for over 150 years. Main Street is simultaneously a downtown corridor and State Highway 19. The corridor has seen numerous transformations and is embarking on a rare opportunity to refresh its appearance and shape the future of Watertown for decades to come. Age and functional deterioration now require a full reconstruction of Main Street and its underlying infrastructure.

The City is coordinating the replacement of the Cole Street Bridge with the eleven-block corridor project and collaborating with WisDOT, business owners, historic preservation groups, and the community at large. The last time Main Street underwent a comprehensive reconstruction of this nature was in 1967. This project is more than simply an engineering effort or infrastructure design challenge.

The "new" Main Street can transform Watertown into a vibrant city ready to stake its claim as a top place to live and do business. The design efforts for this project were completed with this important impact in mind.





## GUIDING OBJECTIVES

**Welcome** visitors to a unique **place**

Portray, create, and strengthen the unique downtown Watertown **Identity**

Create **spaces** for visitors to pause, rest, gather, socialize, read

Increase visitor **comfort** and enhance the visitor **experience**





# DESIGN CONCEPTS AND TACTICS

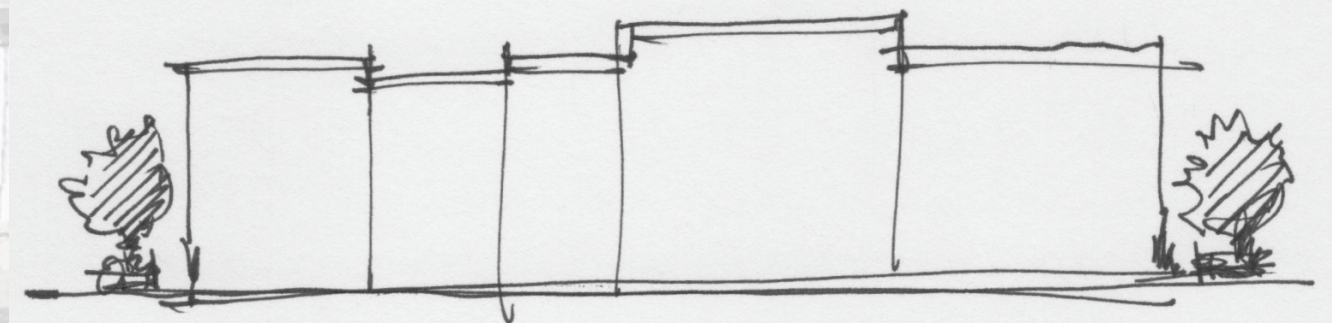
**1.** Maintain a functional downtown

**2.** Create downtown gateways and a central focal point

**3.** Create a low-stress, continuous pedestrian Main Street experience with enhanced east-west sidewalk and crosswalks



**4.** Let the historic facades shine!  
Do not clutter Main Street



**5.** Frame history!  
Bookend historic facades  
with street trees

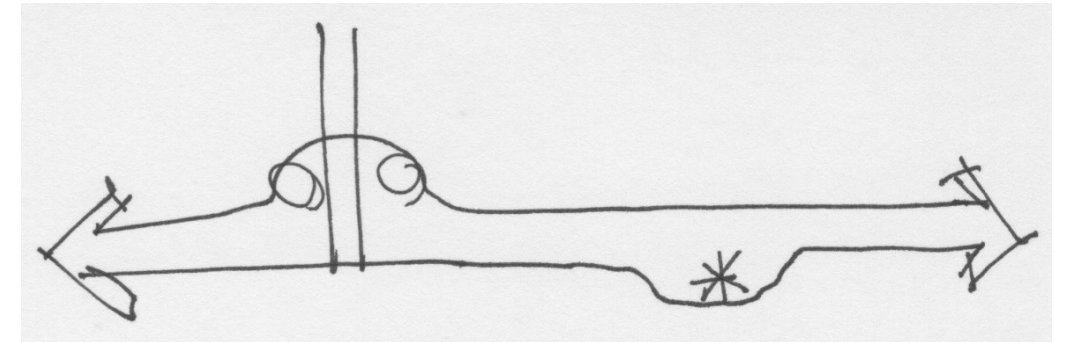




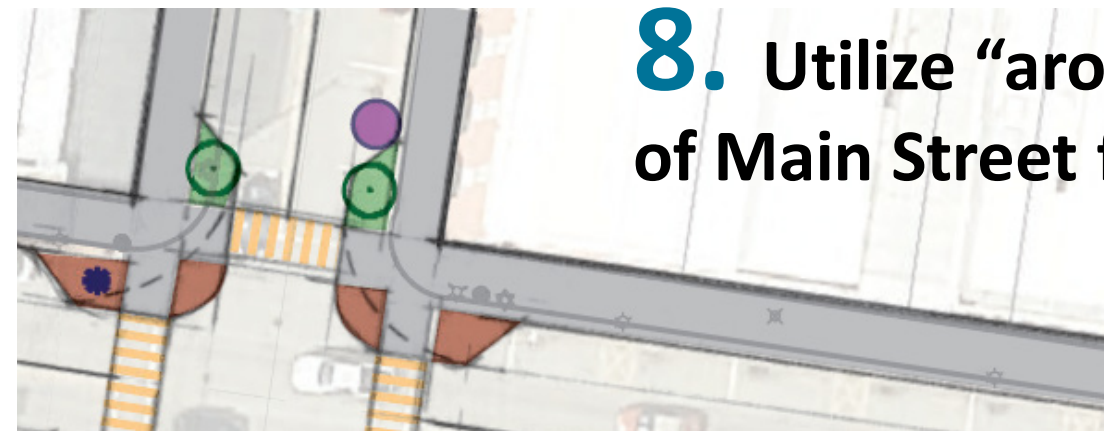


**6.** Combine unique elements with defined spaces to create a sense of place

**7.** Create spaces along, and connections between, pedestrian pathways

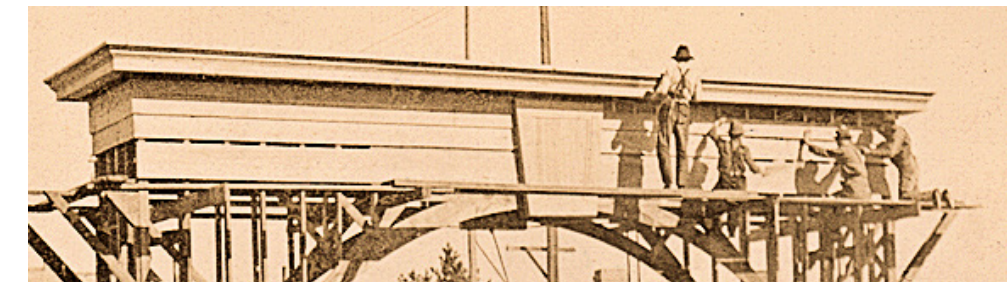


**9.** Create locations for parklets and other flexible future uses



**8.** Utilize “around the corner” area off of Main Street for supportive amenities

**10.** Reveal the uniqueness of Watertown via the use of history + story

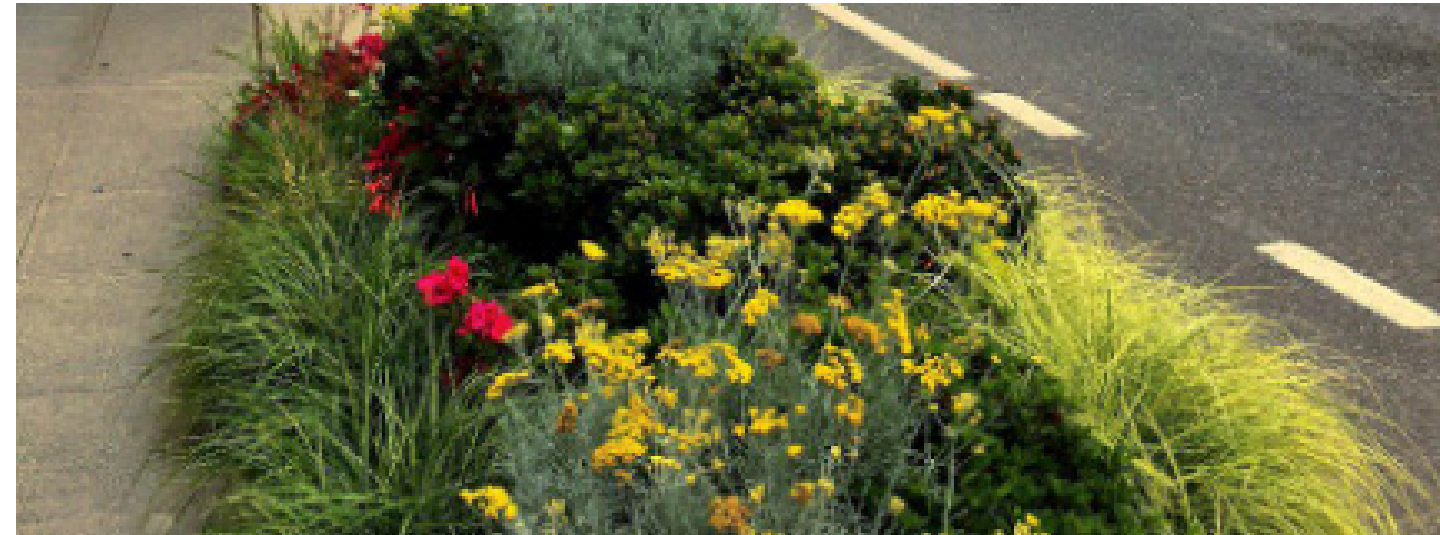




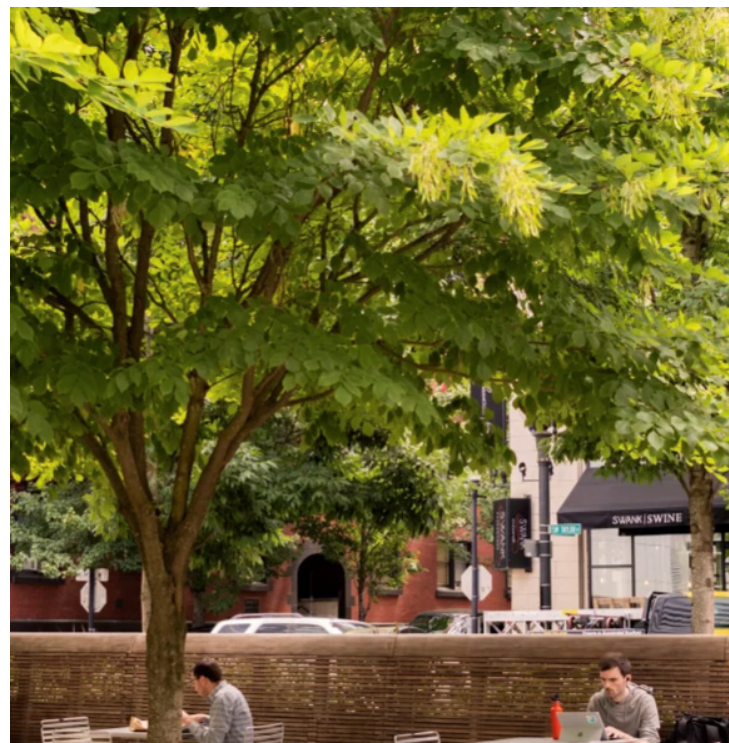


**11.** Add elements that reflect a forward spirit and play off historic background

**12.** Utilize plantings to soften a very hard environment



**13.** Add Shade to a very exposed environment



BANNERS



**14.** Add color to a neutral backdrop





# OVERVIEW OF SECTIONS

*This vision for downtown Watertown and the enhancement of the reconstruction of Main Street includes developing the City's preferred configuration of Main Street, identifying the components of the new streetscape, activating the public spaces near Main Street, enhancing the appearance of downtown, and getting people to Main Street and nearby destinations.*

## Main Street Design

The Main Street Design section communicates the City's preferences for curb configuration, bump-out locations and types, vehicle and pedestrian flow, traffic calming, small gathering place, and locations for features, street trees, benches and trash receptacles, block identification, and planters. These proposed enhancements reflect the City's vision for a pedestrian-friendly and attractive Main Street.

## Streetscape Components

The Streetscape Components section shows what will inhabit the new Main Street and pedestrian areas - a consistent palette of features and "street furniture" that will reflect the desired aesthetic of downtown, the spirit of Watertown, and its history.

## Public Spaces

The Public Spaces section reaches beyond Main Street and its components and identifies opportunities, in the core blocks of downtown, to create public spaces for gathering, pedestrian connections, and enhance the experience for all users of downtown Watertown.

## Wayfinding System

The Wayfinding System section lays out plans for new wayfinding system that includes the most significant destinations, primary routes, and locations for wayfinding signage for both the downtown heart of the City as well as prominent destinations outside of downtown.



# MAIN STREET DESIGN

Imagine the future Watertown Main Street that is not only a functional and fresh street and highway but is full of pedestrians using safe crosswalks, gathering, socializing, resting, and people watching in small areas with seating, planters, other features, street trees and shade.

## Curb configurations (including bump-outs)

Plans show the complete 11-block extent of Main Street including curb configuration, truck and traffic flow analysis, crosswalks, amenity areas, and the location of special features and repeated street furniture and amenities.

## Crosswalks

Plans indicate pedestrian crosswalks on Main Street and side streets at all primary intersections and auto-oriented portions where there is limited need for crosswalks.

## Amenity areas

Plans show areas created by bump-outs that create space for amenities and street furniture.

## Street furniture and feature locations

Plans show locations for all the streetscape components including major features (entry feature and kiosk) and street furniture as indicated in the legend.

## Truck and traffic flow

Plan indicates truck routes and intends to accommodate required turning radii.







**Main Street Reconstruction  
and Enhancements  
Watertown, Wisconsin  
Schematic Design Plan**

**Draft Pending WisDOT Review**



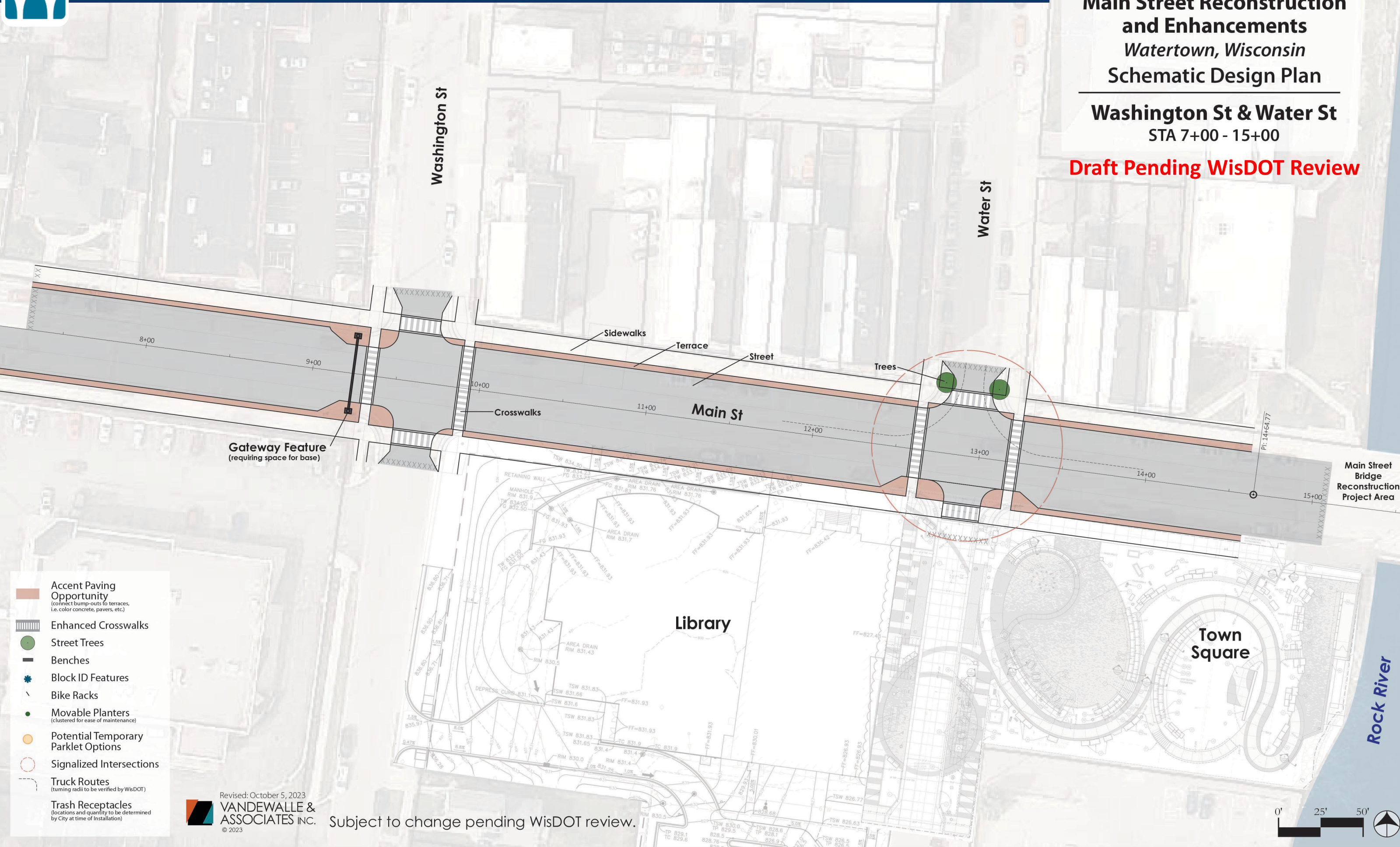




Main Street Reconstruction and Enhancements  
Watertown, Wisconsin  
Schematic Design Plan

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

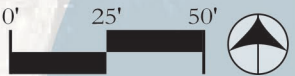
Draft Pending WisDOT Review



- Accent Paving Opportunity  
(connect bump-outs to terraces, i.e. color concrete, pavers, etc.)
- Enhanced Crosswalks
- Street Trees
- Benches
- Block ID Features
- Bike Racks
- Movable Planters  
(clustered for ease of maintenance)
- Potential Temporary Parklet Options
- Signalized Intersections
- Truck Routes  
(turning radii to be verified by WisDOT)
- Trash Receptacles  
(locations and quantity to be determined by City at time of installation)

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Subject to change pending WisDOT review.



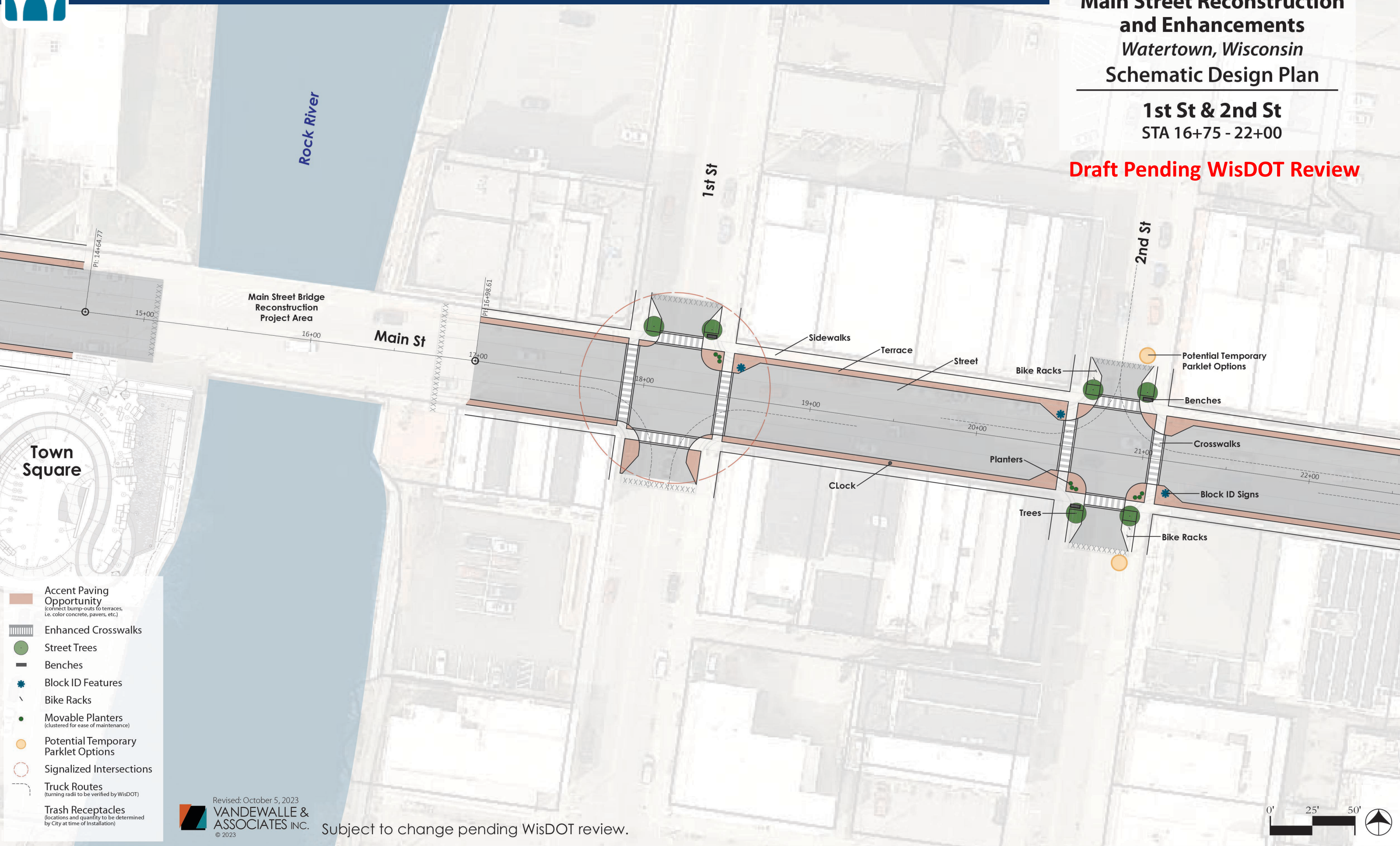




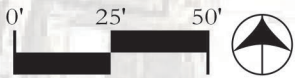
Main Street Reconstruction  
and Enhancements  
Watertown, Wisconsin  
Schematic Design Plan

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

Draft Pending WisDOT Review



- Accent Paving Opportunity  
(connect bump-outs to terraces,  
i.e. color concrete, pavers, etc.)
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- Block ID Features
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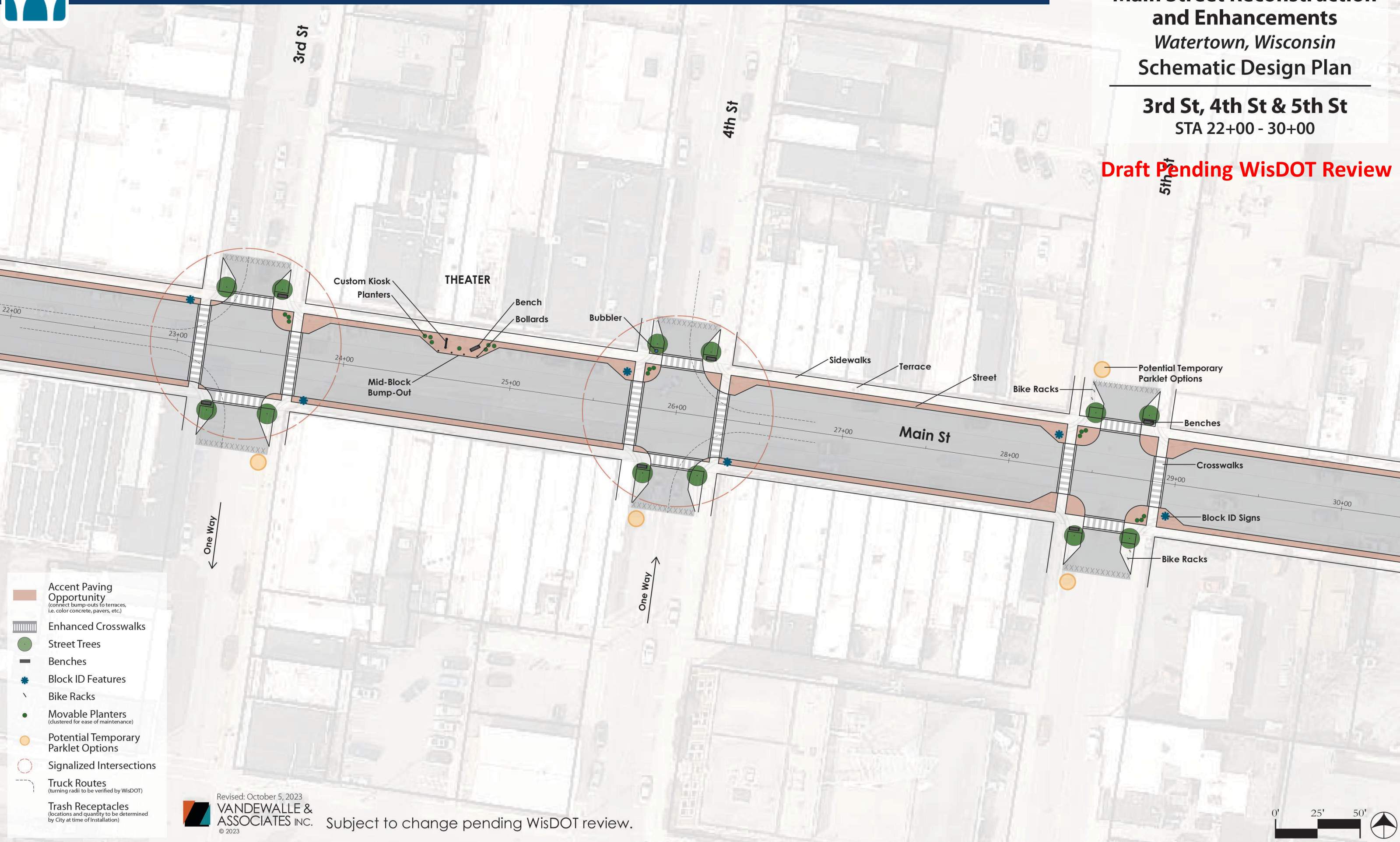




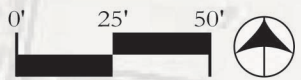
Main Street Reconstruction  
and Enhancements  
Watertown, Wisconsin  
Schematic Design Plan

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

Draft Pending WisDOT Review



- Accent Paving Opportunity  
(connect bump-outs to terraces,  
i.e. color concrete, pavers, etc.)
- Enhanced Crosswalks
- Street Trees
- Benches
- Block ID Features
- Bike Racks
- Movable Planters  
(clustered for ease of maintenance)
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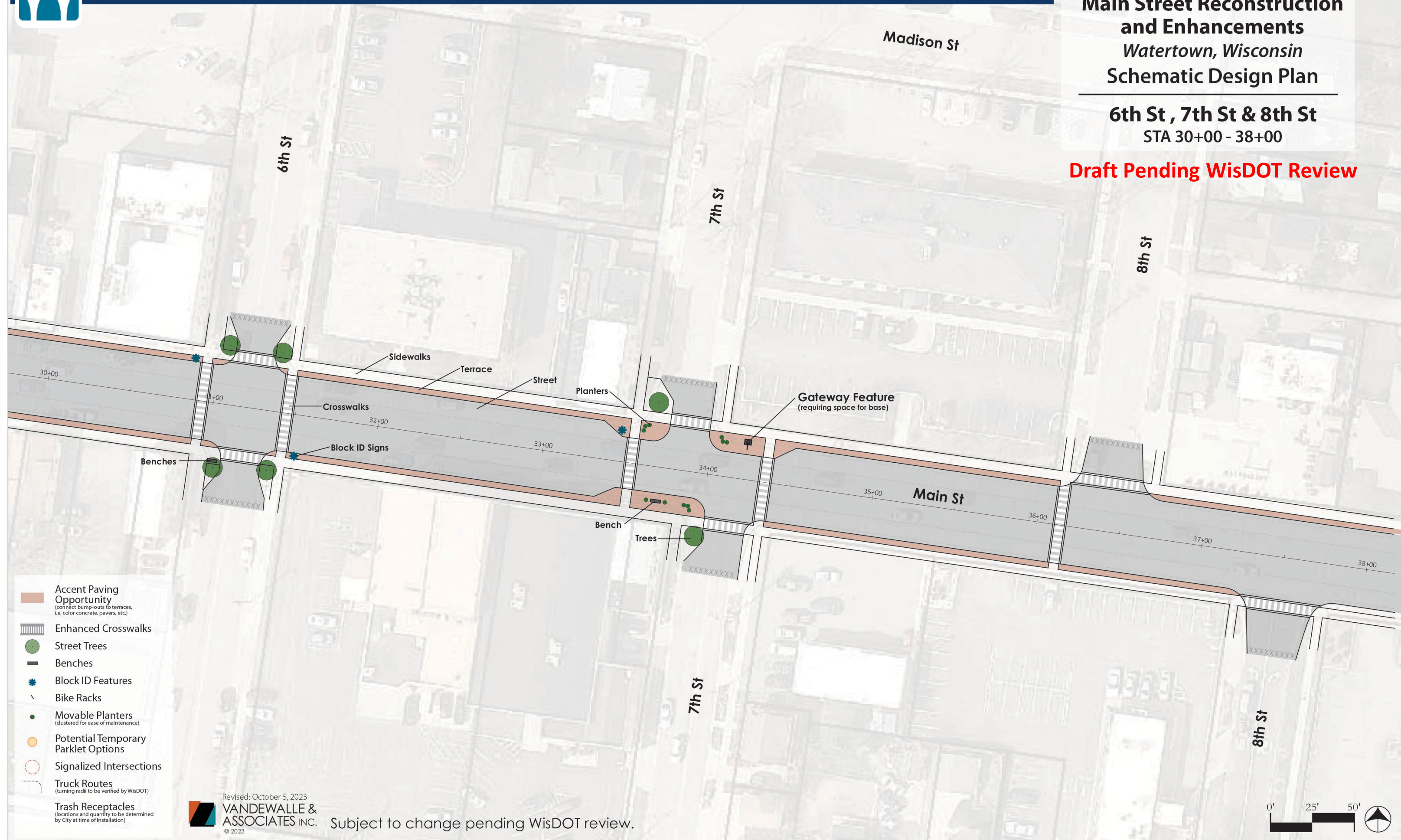




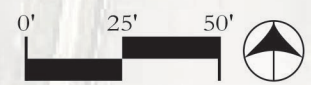
**Main Street Reconstruction  
and Enhancements**  
*Watertown, Wisconsin*  
**Schematic Design Plan**

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

**Draft Pending WisDOT Review**



- Accent Paving Opportunity  
(connect bump-outs to terraces,  
i.e. color concrete, pavers, etc.)
- Enhanced Crosswalks
- Street Trees
- Benches
- Block ID Features
- Bike Racks
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# STREETSCAPE COMPONENTS

*Imagine Main Street and its intersections, sidewalks and pedestrian areas, with coordinated and classic-looking features and amenities that reflect the desired aesthetic of downtown, the spirit of Watertown, and its history.*

## Entry features

Two major features marking the entries to the heart of downtown (at Main /Washington and Seventh Streets).

## Lighting

Roadway and pedestrian light poles and fixtures located along the length of Main Street reconstruction.

## Kiosk

Primary identity piece located at the mid-downtown bump-out providing directional, business, and event info to visitors.

## Block identity feature

A unique feature, identifying the blocks of Main Street, located at intersections and the beginning of each block.

## Wayfinding signage

Three types of signage directing visitors to parking, downtown, and community destinations located on major routes.

## Parking lot identity features

Small, but visually prominent, features located at the corner of or at the entry to all downtown public parking lots.

## Benches

Primary street furniture providing rest and comfort, located in sunny and shady locations at intersections.

## Trash receptacles

Provide convenient locations and adequate quantities.

## Street trees

Urban street trees that provide shade, visually soften, and cool, located at most intersection corners, just off of Main Street.

## Planters

Low planters that accommodate annual colorful plantings located at corners and mid-block bump-out.

## Bike racks

Pairs of Watertown-themed racks located just off of Main Street in strategic locations.





Enhanced Main  
Street Streetscape  
Watertown, Wisconsin

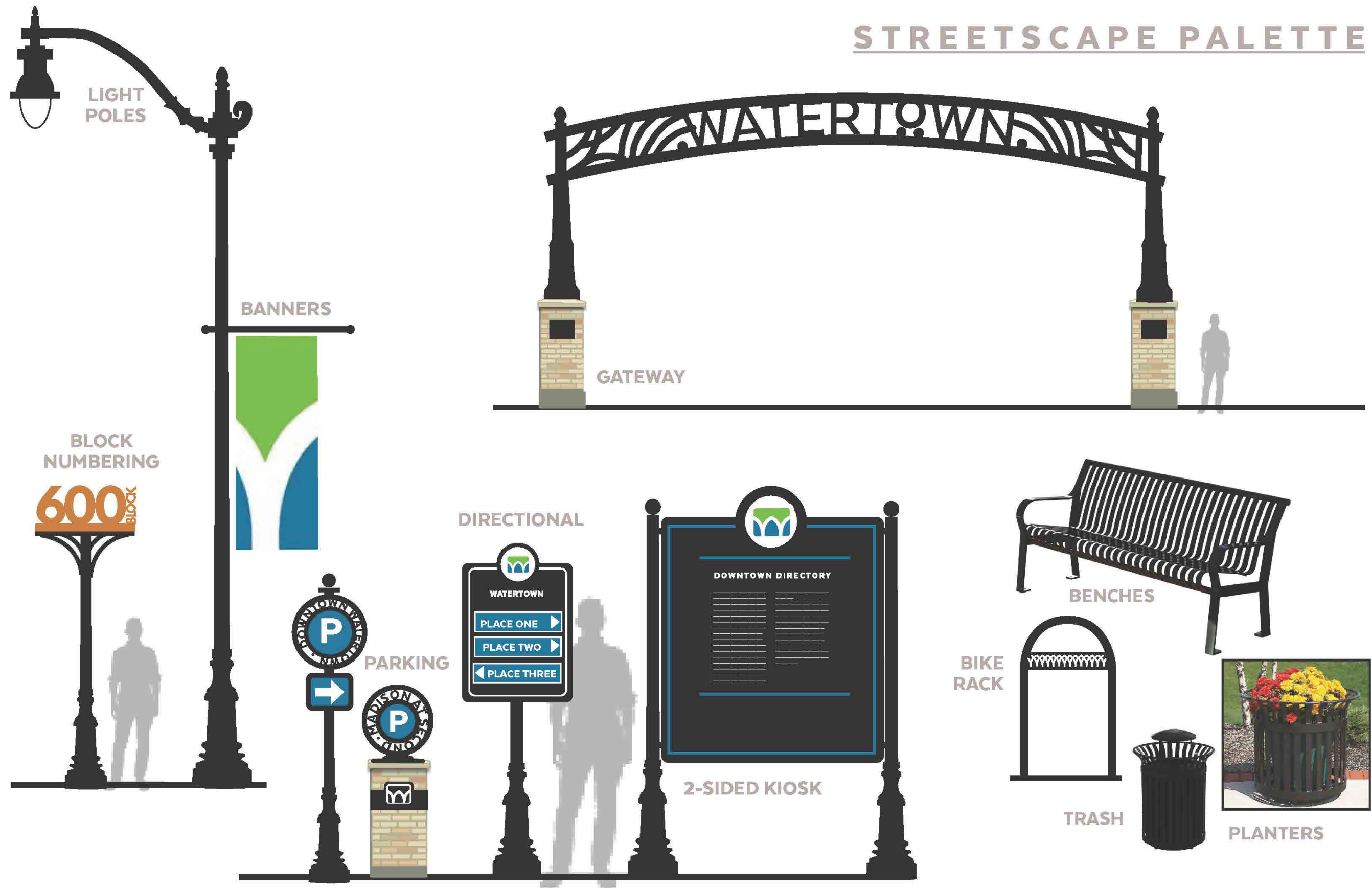


Existing Conditions





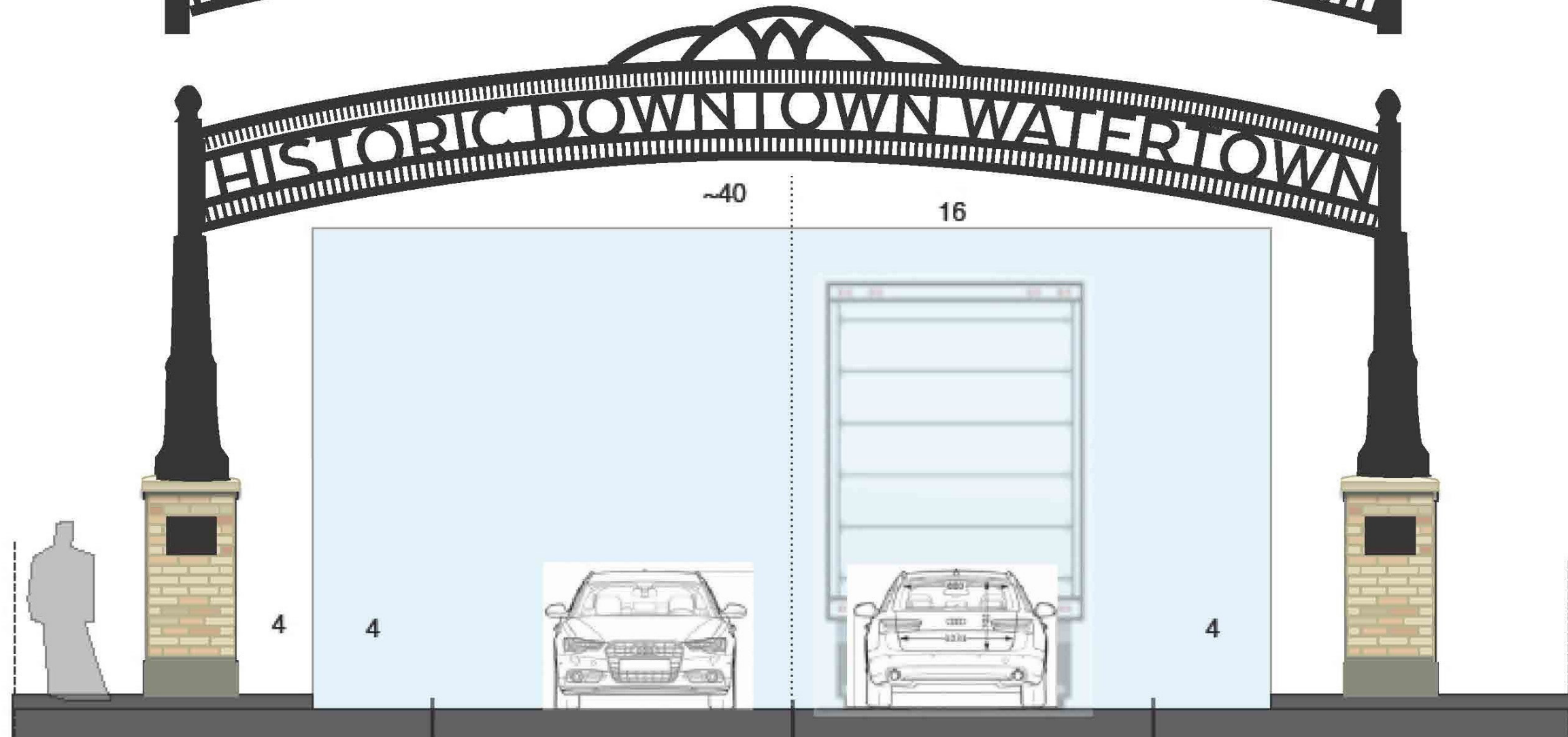
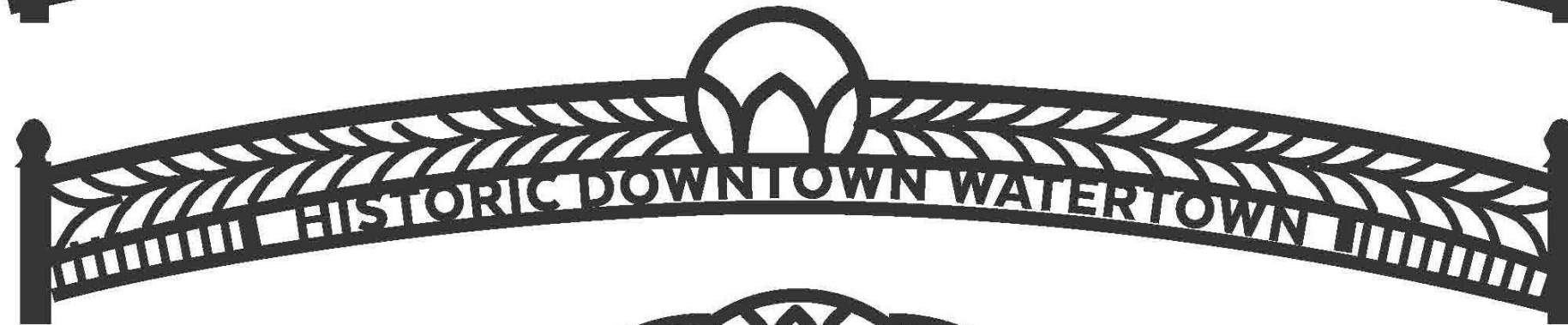
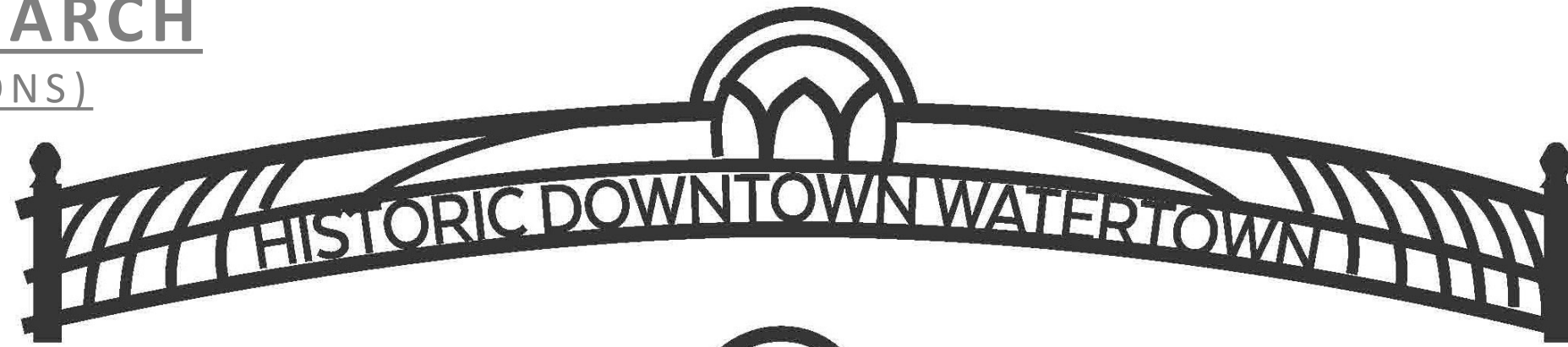
## STREETSCAPE PALETTE





# GATEWAY ARCH

(DESIGN OPTIONS)



## Downtown Entry Feature - Arch

- Cream brick pedestal with cast stone base trim
- Medallion inset in brick pedestals
- Black metal structural columns
- Custom-designed black metal structural and ornamental arch
- Options for text content



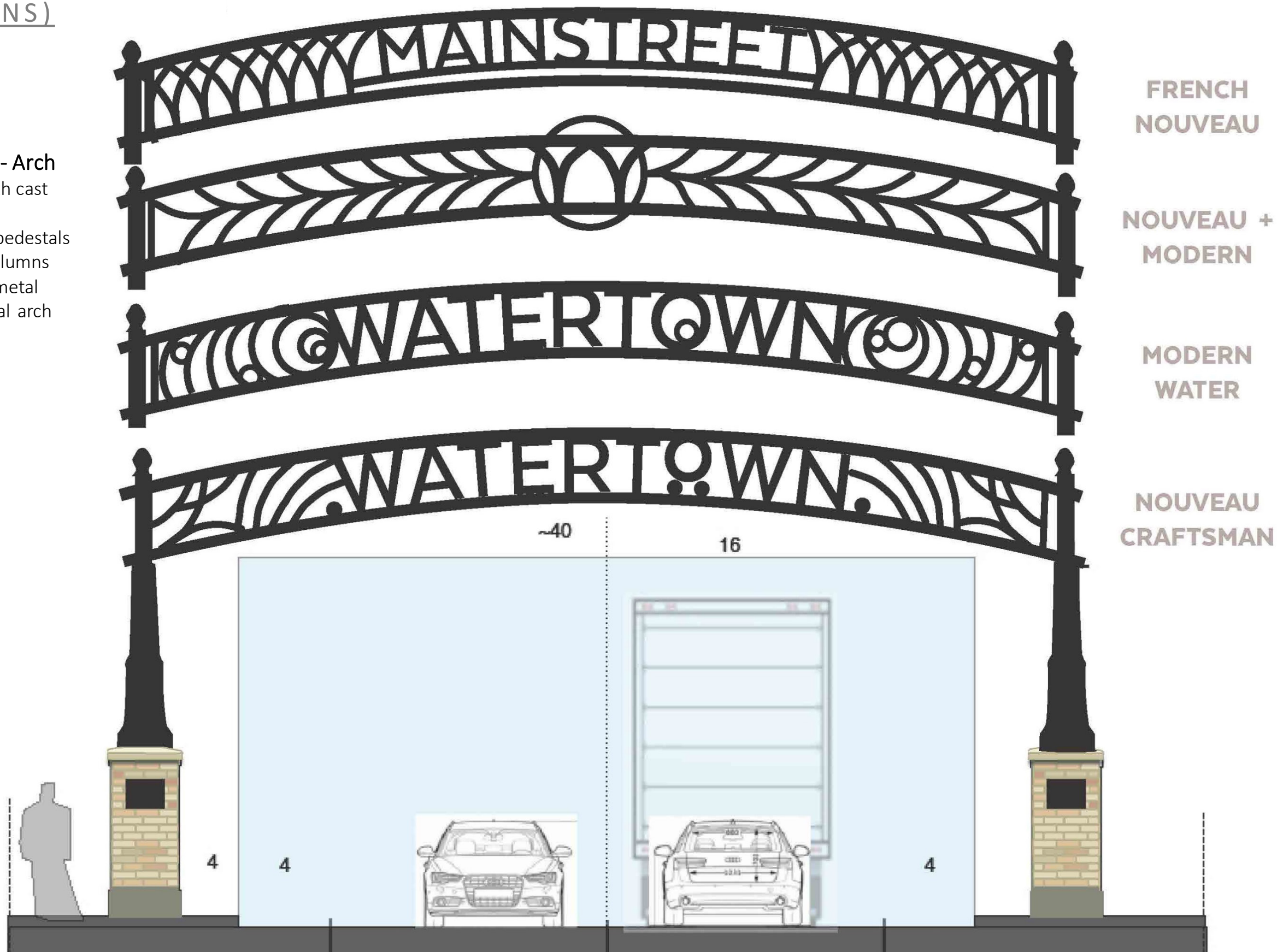


# GATEWAY ARCH

(DESIGN OPTIONS)

Downtown Entry Feature - Arch

- Cream brick pedestal with cast stone base trim
- Medallion inset in brick pedestals
- Black metal structural columns
- Custom-designed black metal structural and ornamental arch
- Options for text content

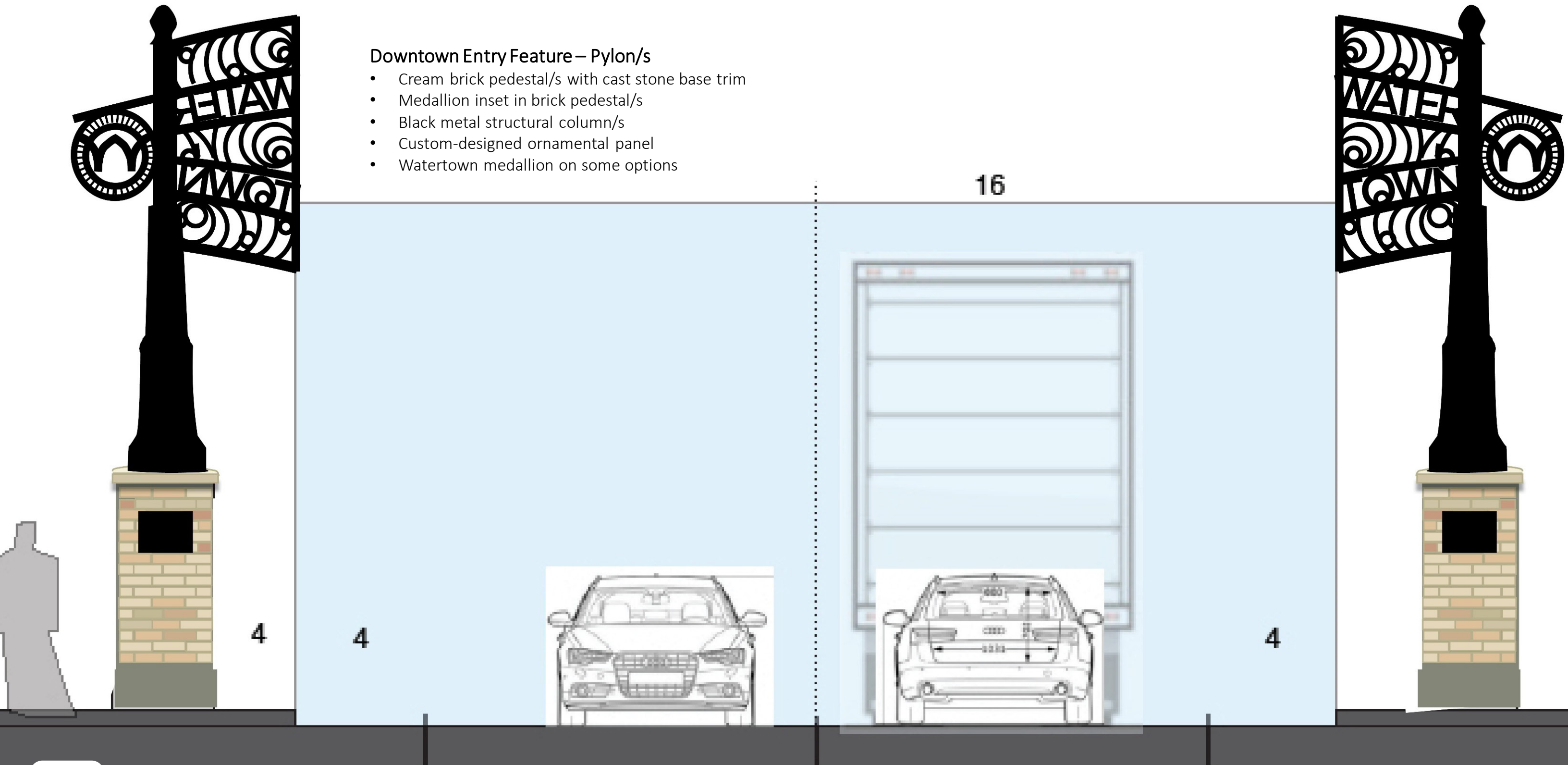




# GATEWAY PYLON FEATURE

## Downtown Entry Feature – Pylon/s

- Cream brick pedestal/s with cast stone base trim
- Medallion inset in brick pedestal/s
- Black metal structural column/s
- Custom-designed ornamental panel
- Watertown medallion on some options





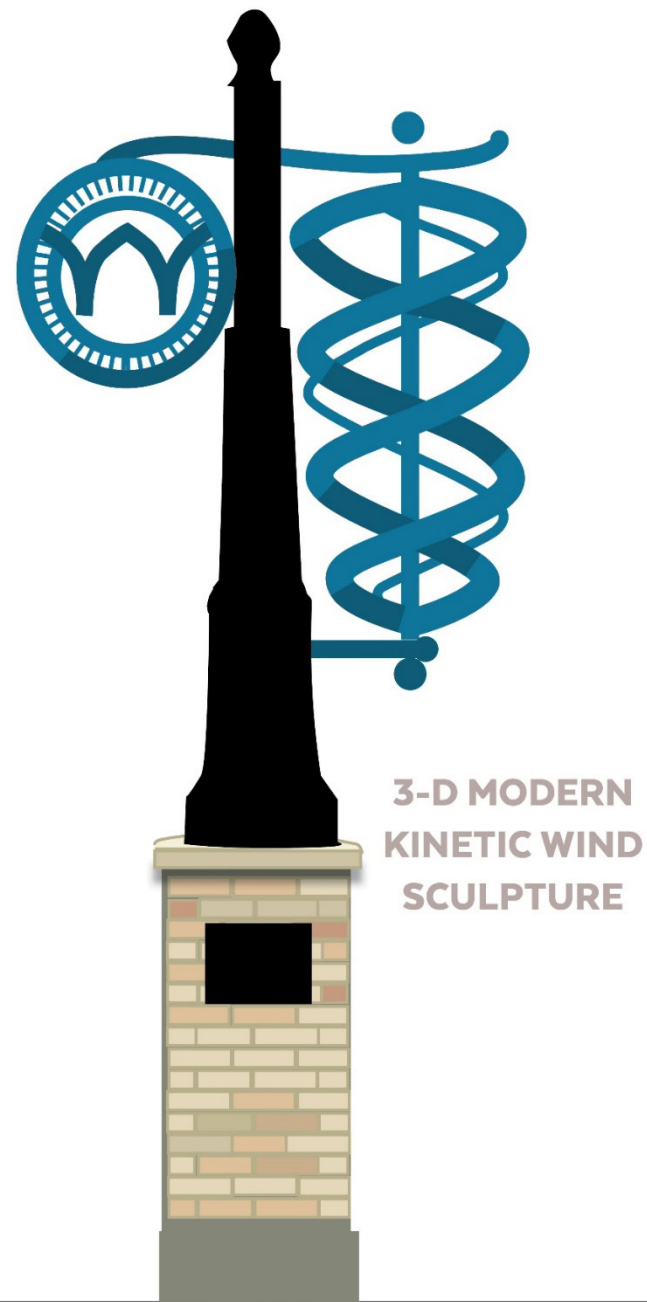
## GATEWAY PYLON FEATURE (DESIGN OPTIONS)

### Downtown Entry Feature – Pylon/s

- Cream brick pedestal/s with cast stone base trim
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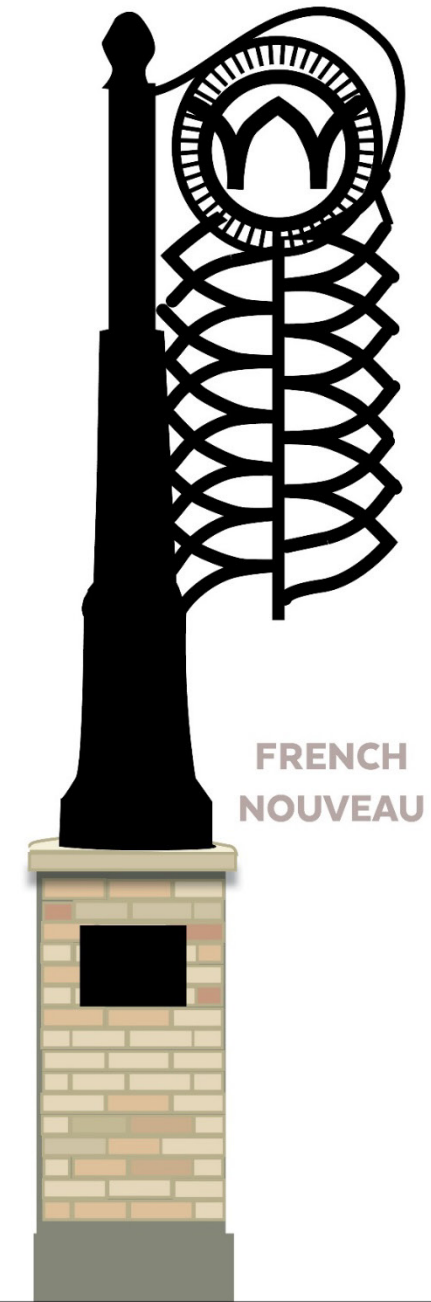
MODERN  
WATER



3-D MODERN  
KINETIC WIND  
SCULPTURE



CUT METAL  
LOGO  
BANNER



FRENCH  
NOUVEAU

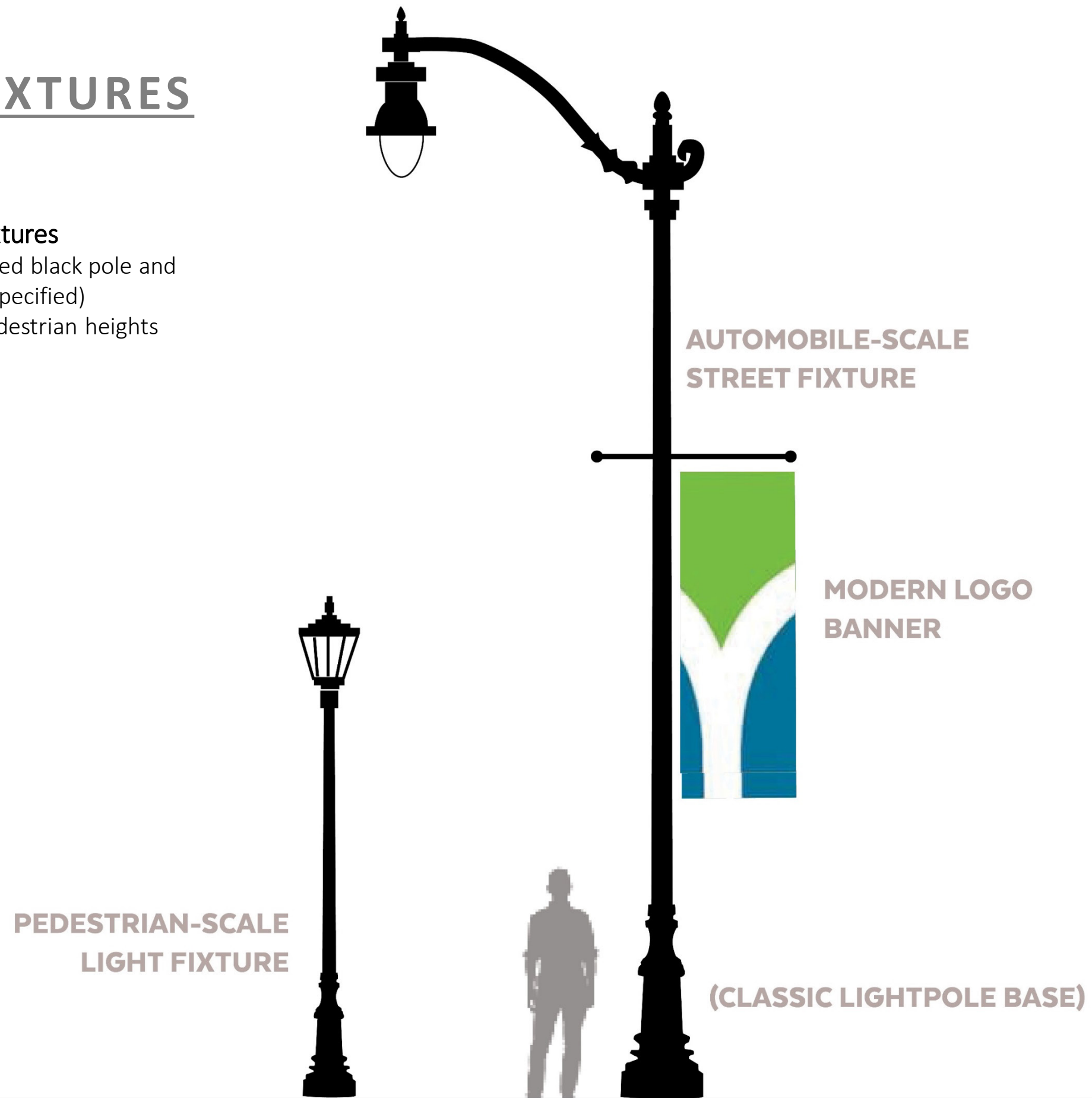




# LIGHT FIXTURES

## Light Poles and Fixtures

- Historic-referenced black pole and fixture (already specified)
- Roadway and pedestrian heights and models





# TWO-SIDED KIOSK

## Kiosk

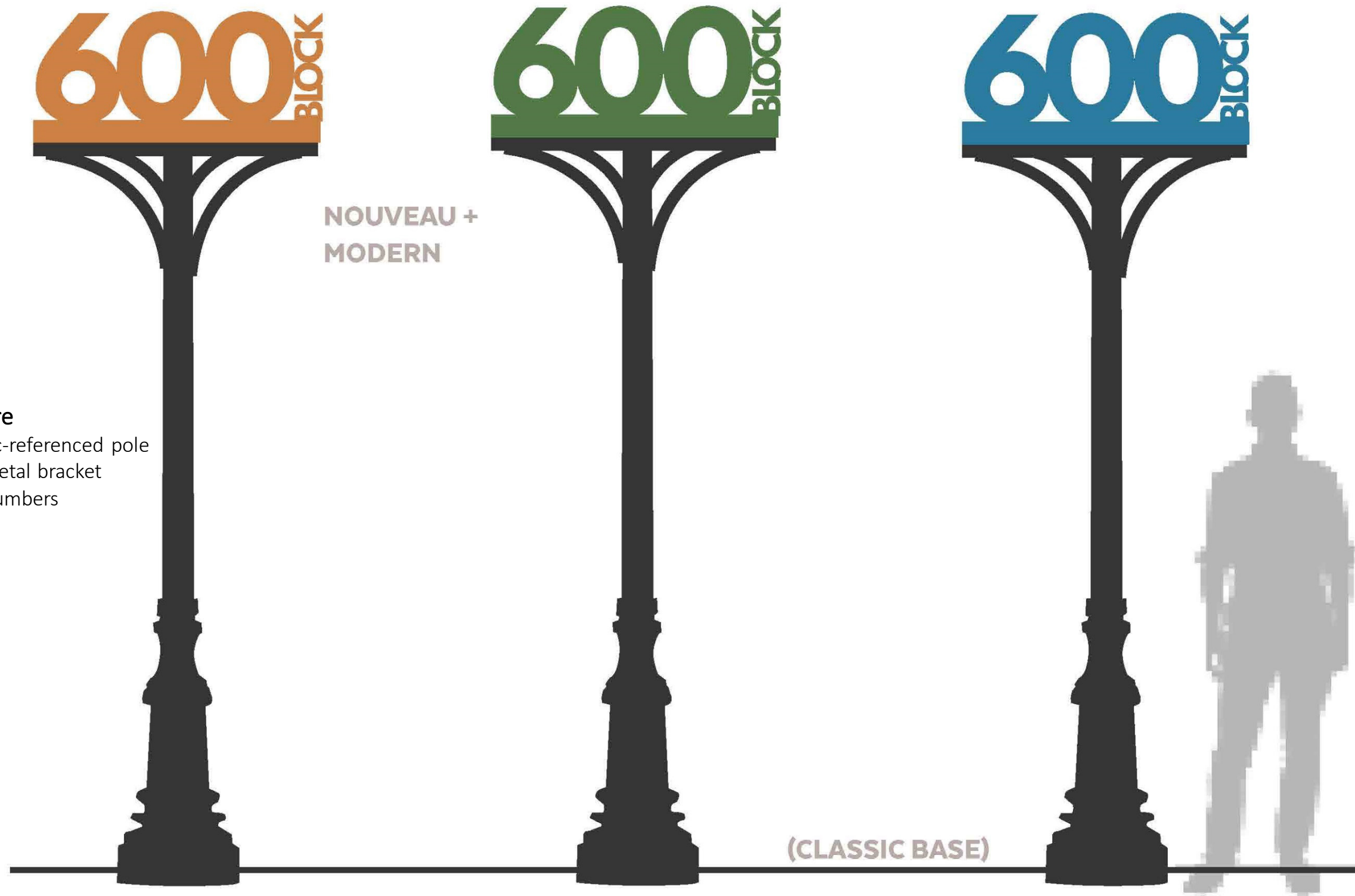
- Black metal support poles
- Two-sided panel
- Watertown logo cap at top/middle
- Side 1: Downtown orientation information
- Side 2: Event information and announcements
- Secured and sealed case, both sides

## MODERN





## BLOCK NUMBERING SYSTEM

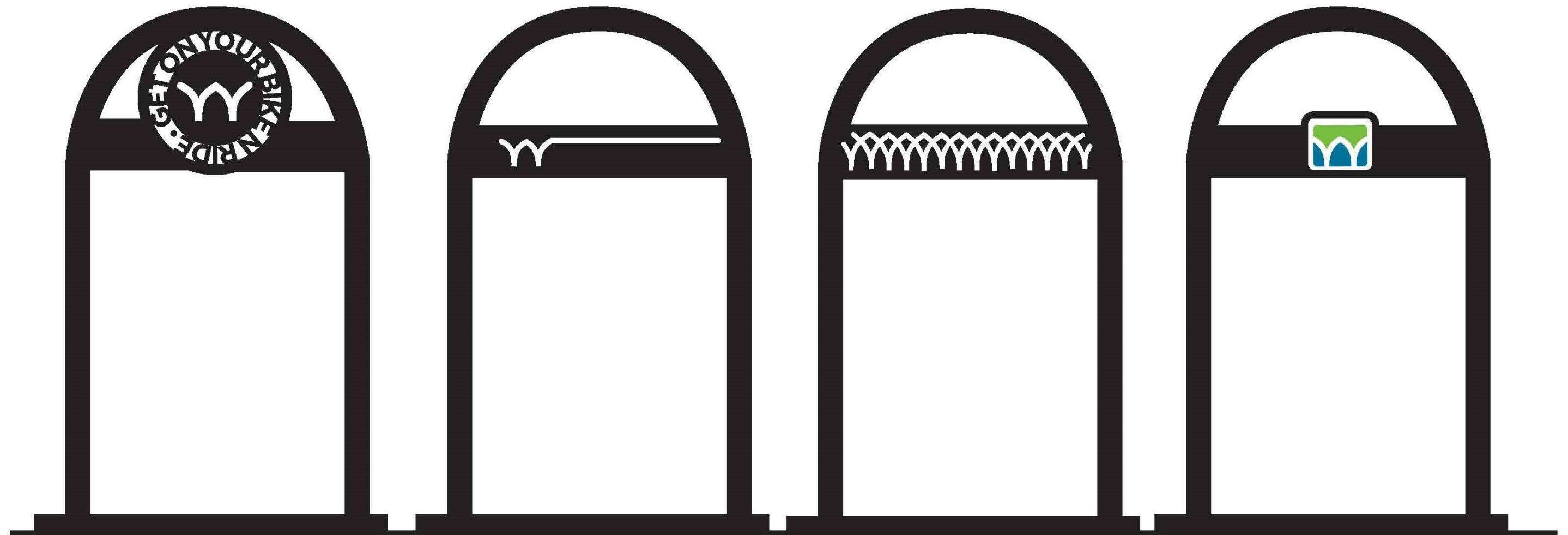




## BIKE RACKS

### Bike Racks

- Standard semi-circle free-standing rack
- Black
- Black decorative band options (removable color element possible)



INDUSTRIAL  
OPENWORK

MODERN

FRENCH  
NOUVEAU

MODERN WITH  
COLOR LOGO





# DIRECTIONAL SIGNAGE

(ROUND AND RECTANGLE  
LOGO OPTIONS)



CUTWORK



## Downtown Wayfinding Signage

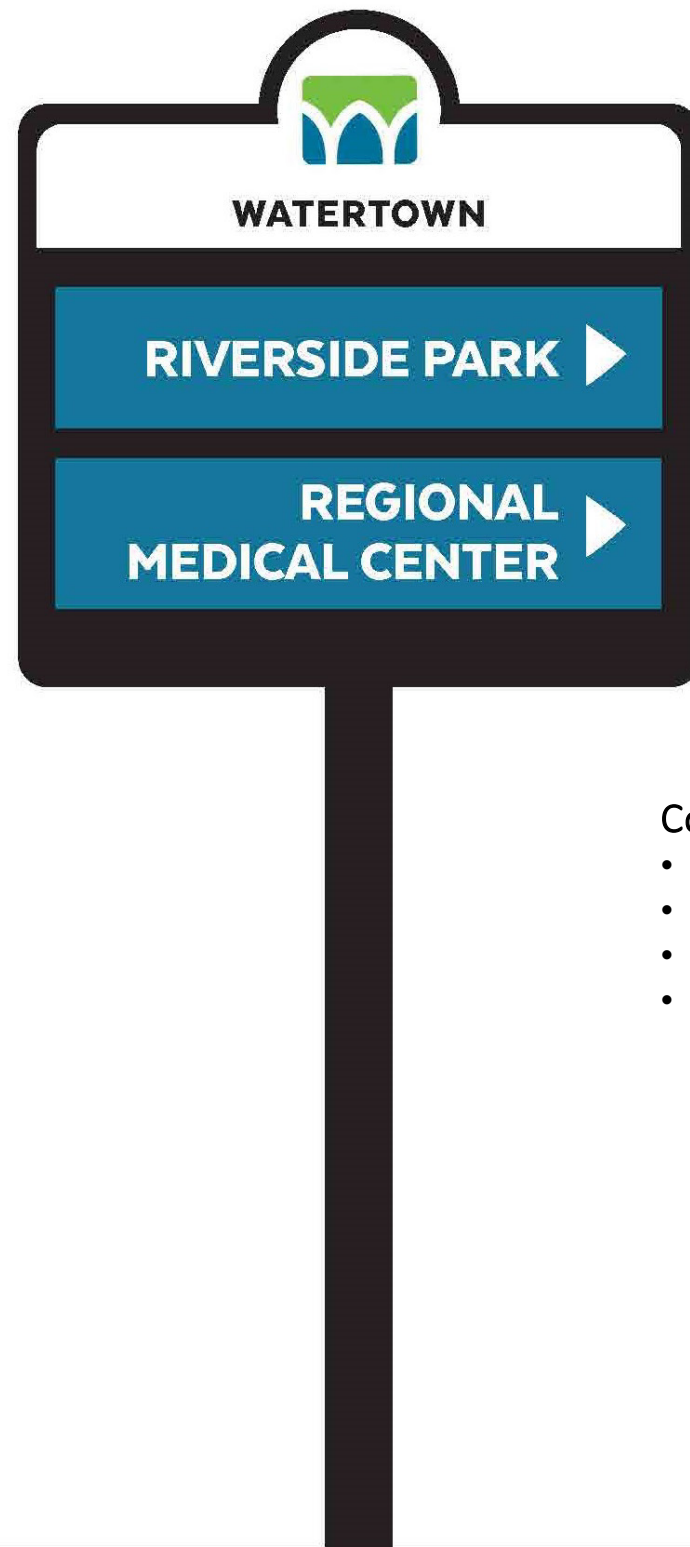
- Historic-referenced black poles
- Watertown logo "cap" and City name
- Three destinations
- High contrast to black background

(CLASSIC BASE)





# COMMUNITY WAYFINDING SIGNAGE



## Community Wayfinding Signage

- Standard pole mounted
- Watertown logo "cap" and City name
- Two destinations.
- High contrast with branded colors





# PARKING LOT SIGNAGE

## Parking Lot identity Sign

- Cream brick pedestal
- Black metal band and logo
- Black metal “medallion” on top of pedestal
- Blue parking “P” and parking lot name



INDUSTRIAL OPENWORK  
METAL + BRICK PEDESTAL



## Parking Lot Directional Sign

- Historic-referenced black poles
- Black metal “medallion” with “Downtown Watertown”
- Blue parking “P”
- Directional sign

INDUSTRIAL OPENWORK  
METAL + CLASSIC BASE  
PEDESTAL





# STREET FURNITURE



BENCHES

## Benches, Trash Receptacles, and Planters

- Matched or similar style to existing benches
- Black metal banding style



PLANTERS



TRASH  
RECEPTACLE





# PUBLIC SPACES AND ENHANCEMENTS

*Imagine a downtown activated with public spaces where business owners and the City team up to create gathering spaces. Imagine numerous venues for large special events and growing number of features that enhance the downtown with art and lighting. Imagine clearly identified public parking lots where people find their way easily with wayfinding.*

## Public Spaces

Three types of spaces created on Main Street and in adjacent alleyways that support visitor gathering and connect pedestrians with public spaces, parking, and businesses.

## Event Venues and Street Closures

While the spaces and streets of downtown are most often used by people doing their daily business, there are special occasions when a few closed streets can create a venue, a place for gathering, entertainment, events, fairs, and markets.

## Art and Enhancements

On the riverfront, at the end of views up streets, and in the corner of large parking lots, there are opportunities for art and other features to add visual interest. From a major entry feature to a subtle, unique art piece.

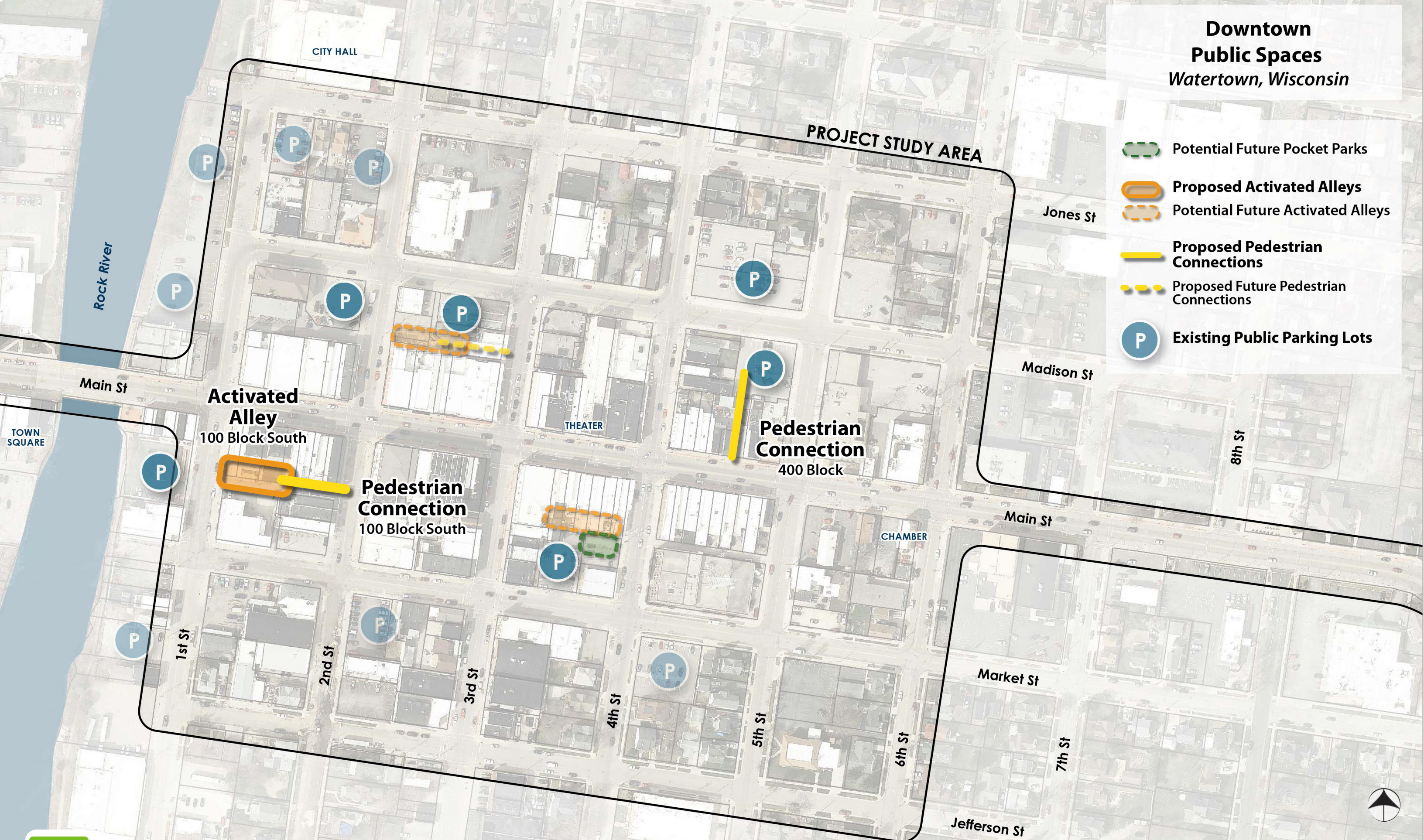
## Names for Public Parking Lots

Clearly identified individual parking lots that make the downtown public parking system easily discernible and accessible.





# Downtown Public Spaces Watertown, Wisconsin





# Pedestrian Connection Example Main Street *Watertown, Wisconsin*



Pedestrian  
connection  
between  
Main Street and  
parking lots

Seating

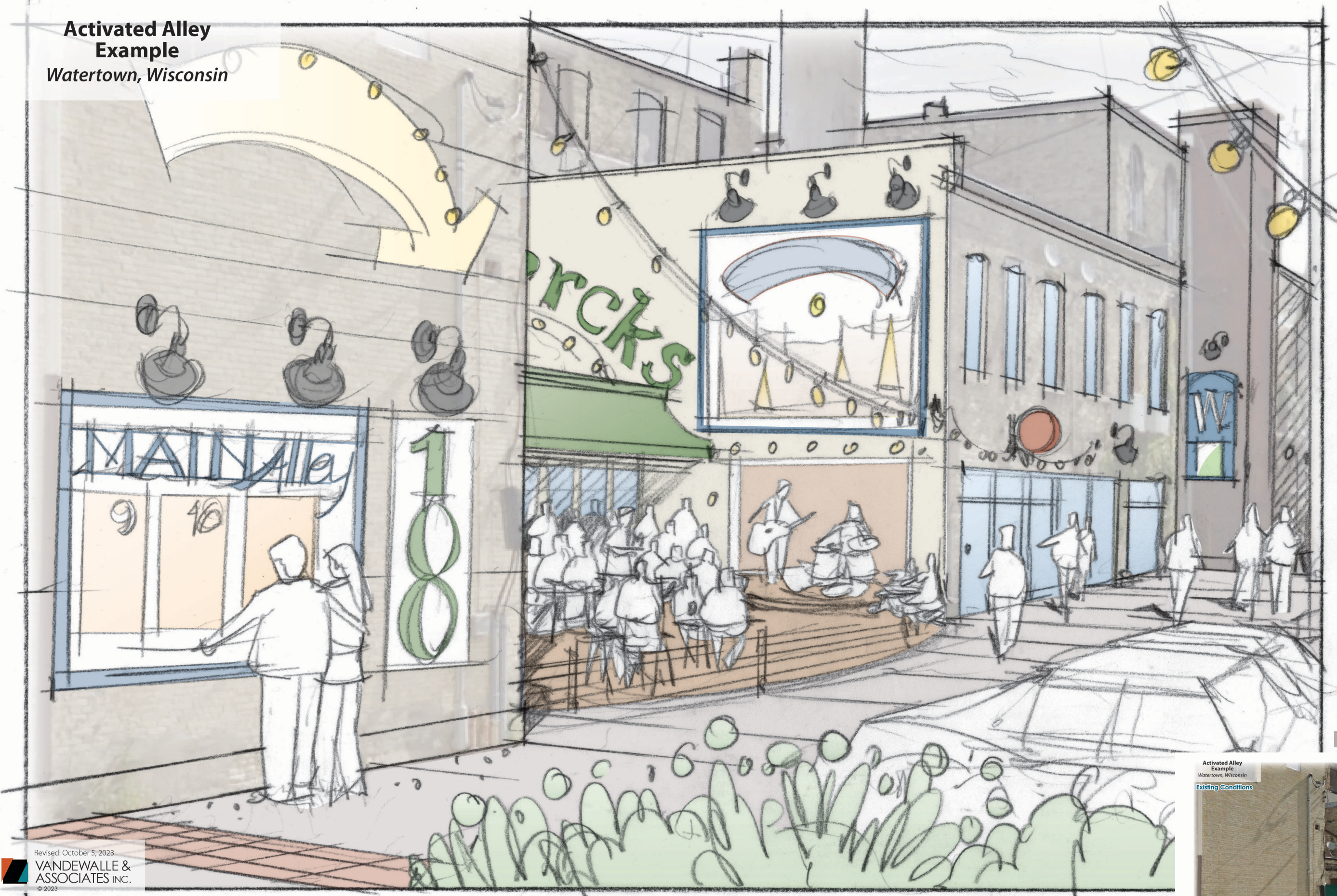
Landscaped areas

New mural on  
exposed wall

Lighting



**Activated Alley  
Example**  
Watertown, Wisconsin



Pedestrian  
friendly

Flexible alley drive

Rear entry to  
businesses

Small event space

Creative lighting  
and signage

Outdoor dining

Existing Conditions



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**Pedestrian Connection  
Example**  
*Watertown, Wisconsin*



Pedestrian connection between street and activated alley

Creative branding and signage

Creatively lit passageway

Streetscape amenities

Existing Conditions





# Special Event Venues & Street Closures Watertown, Wisconsin



Public Event Venue



Street Segment Closure

1. Main Street
2. Market Street
3. South Alleys
4. Fifth & Madison
5. Second & Madison
6. Riverfront
7. City Hall
8. Movie Night
9. 110 Block Alley





# Art Features & Lighting Enhancements Watertown, Wisconsin



- Potential Art Feature Location**
  - Major features
  - Public space enhancement
  - Riverfront end-of-street vistas
  - Alleys and parking lots
- Lighting of Historic Facades and Bridge**
- Decorative Lighting**
  - Twinkle lights/string lights
  - Holiday or events
- Existing Mural**
- Potential Mural Location**

Lighting of historic facades



SENIOR CENTER

HEALTH DEPARTMENT

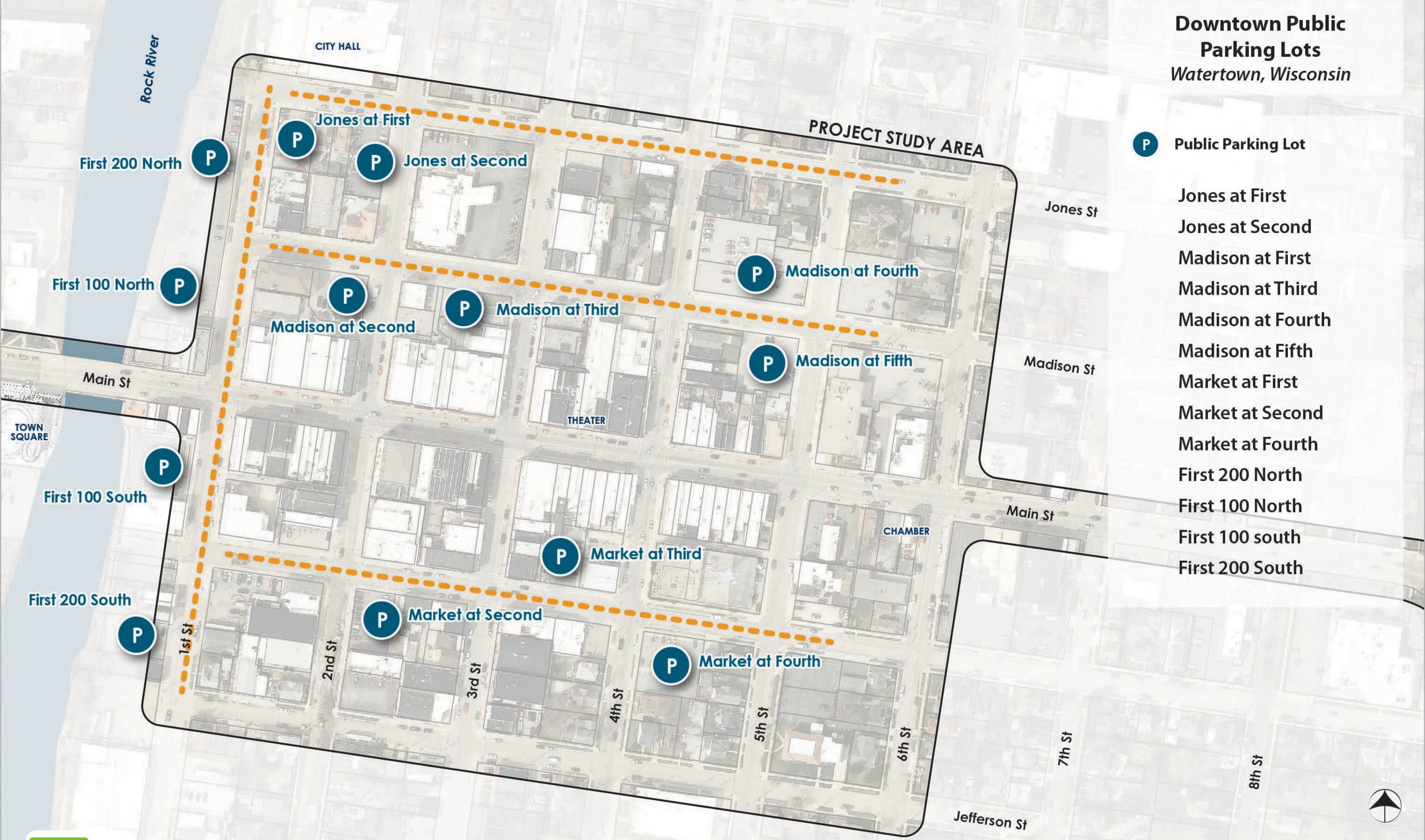




# Downtown Public Parking Lots Watertown, Wisconsin

**P** Public Parking Lot

Jones at First  
Jones at Second  
Madison at First  
Madison at Third  
Madison at Fourth  
Madison at Fifth  
Market at First  
Market at Second  
Market at Fourth  
First 200 North  
First 100 North  
First 100 south  
First 200 South







## Existing Conditions

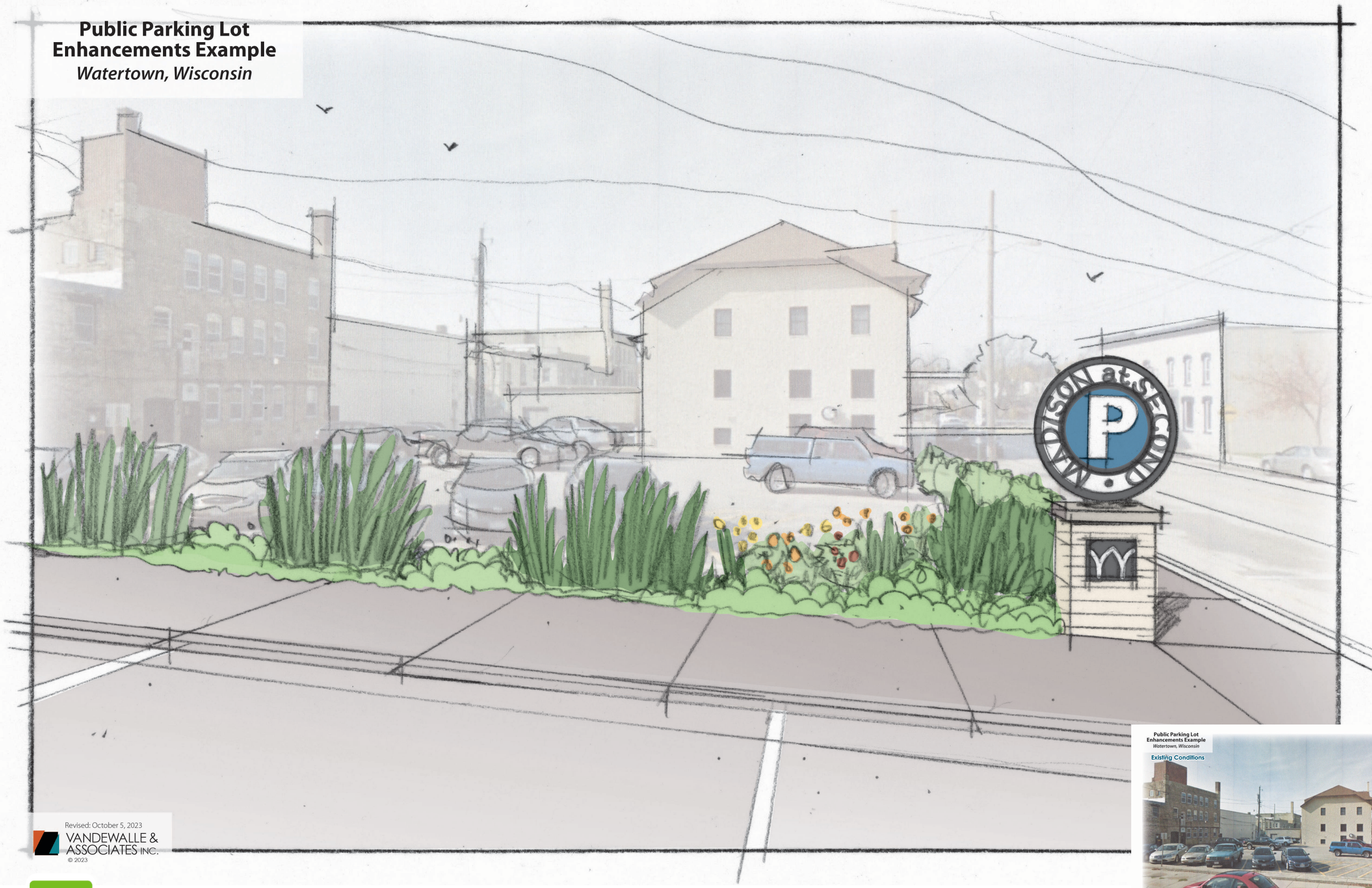
Opportunities to add:

- Identity and signage
- Aesthetic and softening
- Stormwater





**Public Parking Lot  
Enhancements Example**  
*Watertown, Wisconsin*



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# WAYFINDING SYSTEM

*Imagine a comprehensive and coordinated system of routes and directional signage that reflects the image of Watertown, increases awareness of downtown and community destinations, and directs visitors and citizens to parking and destinations.*

## **Downtown Wayfinding Plan**

Directional signage on primary downtown routes directing travelers to parking lots and major downtown destinations.

## **Community Wayfinding Plan**

Directional signage on primary routes outside of downtown directing travelers to major community destinations outside of the downtown.

## **Wayfinding Signage**

Downtown Directional Sign

Community Directional Sign


Directional Sign to Parking

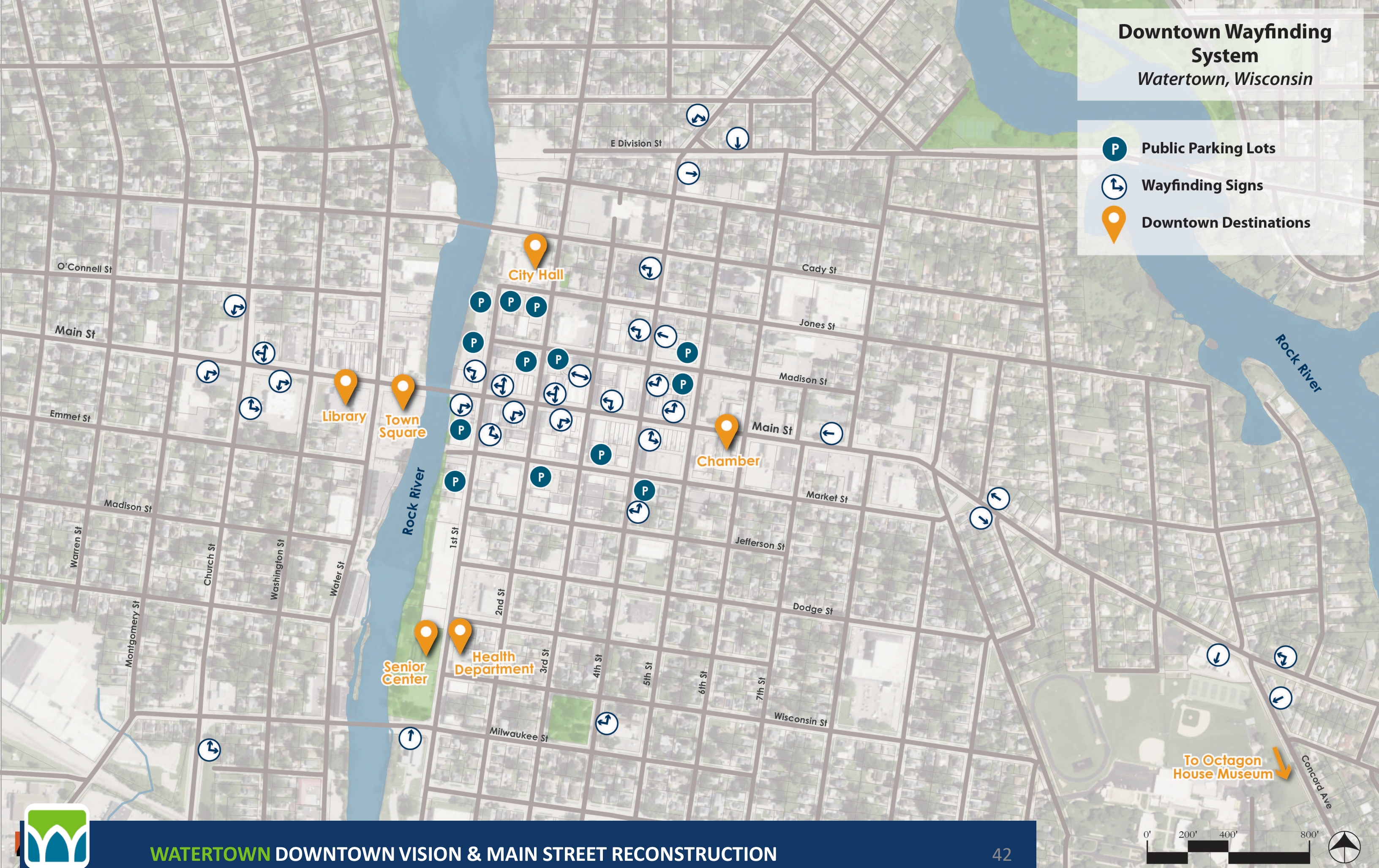




# Downtown Wayfinding System

Watertown, Wisconsin

-  Public Parking Lots
-  Wayfinding Signs
-  Downtown Destinations

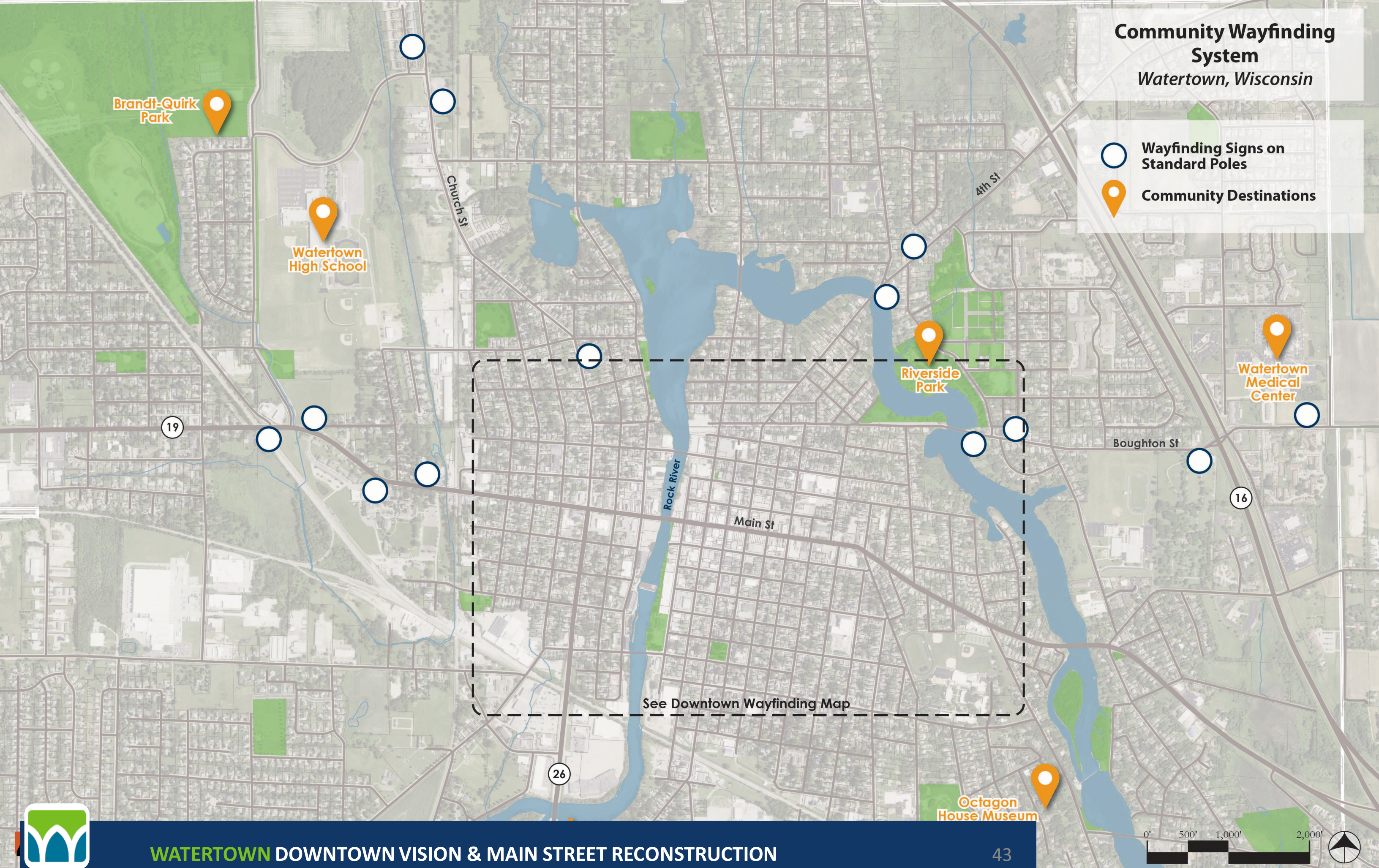




# Community Wayfinding System

## Watertown, Wisconsin

-  Wayfinding Signs on Standard Poles
-  Community Destinations





# WAYFINDING SIGNAGE

*Sign options for three wayfinding signage types using Watertown branding colors and typefaces.*

## Downtown Directional Sign

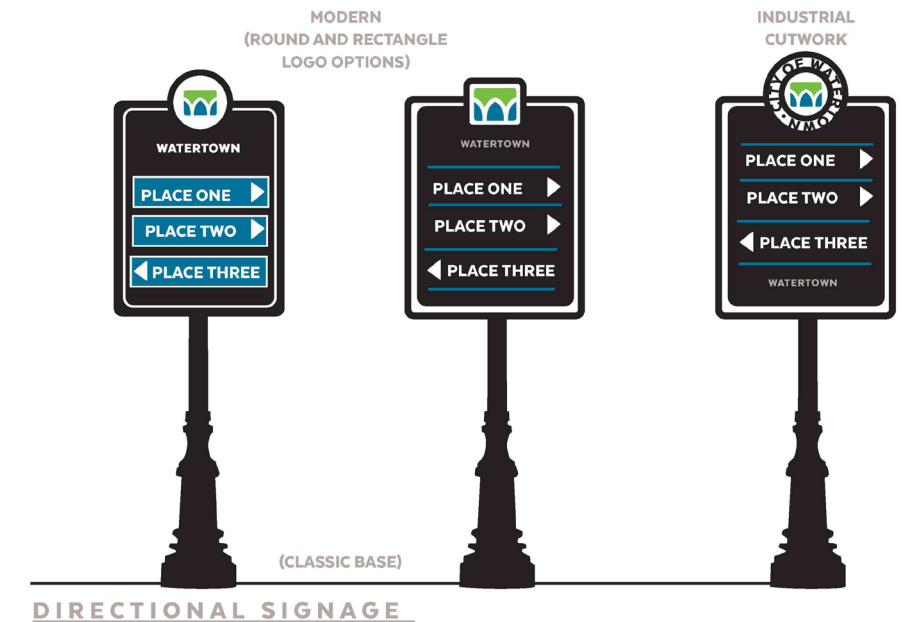
- Historic-referenced black poles
- Watertown logo "cap" and City name
- Three destinations. High contrast to black background

## Directional Sign to Parking

- Historic-referenced black poles
- "Medallion" shape and style with "Downtown Watertown"
- Universal parking "P"
- Direction arrow toward public parking lots

## Community Directional Sign

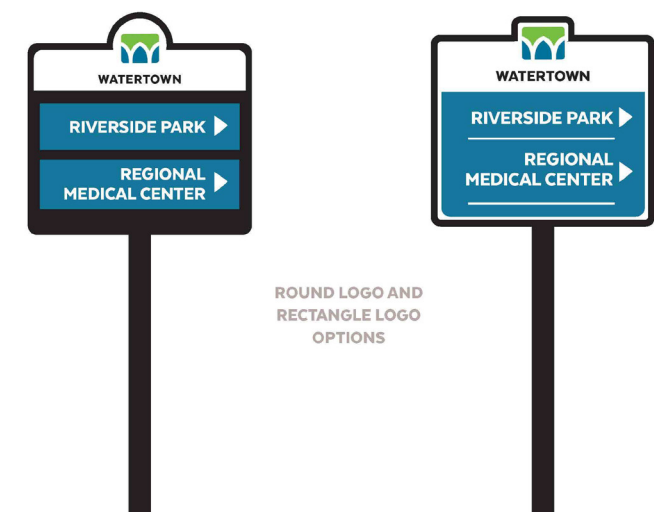
- Standard pole mounted
- Watertown logo "cap" and City name
- Two destinations. High contrast with branded colors



## PARKING SIGNAGE



## OUTLYING AREA SIGNAGE





# DIRECTIONAL SIGNAGE

(ROUND AND RECTANGLE  
LOGO OPTIONS)



CUTWORK



## Downtown Wayfinding Signage

- Historic-referenced black poles
- Watertown logo "cap" and City name
- Three destinations
- High contrast to black background

(CLASSIC BASE)





# PARKING LOT SIGNAGE

## Parking Lot identity Sign

- Cream brick pedestal
- Black metal band and logo
- Black metal “medallion” on top of pedestal
- Blue parking “P” and parking lot name



INDUSTRIAL OPENWORK  
METAL + BRICK PEDESTAL



## Parking Lot Directional Sign

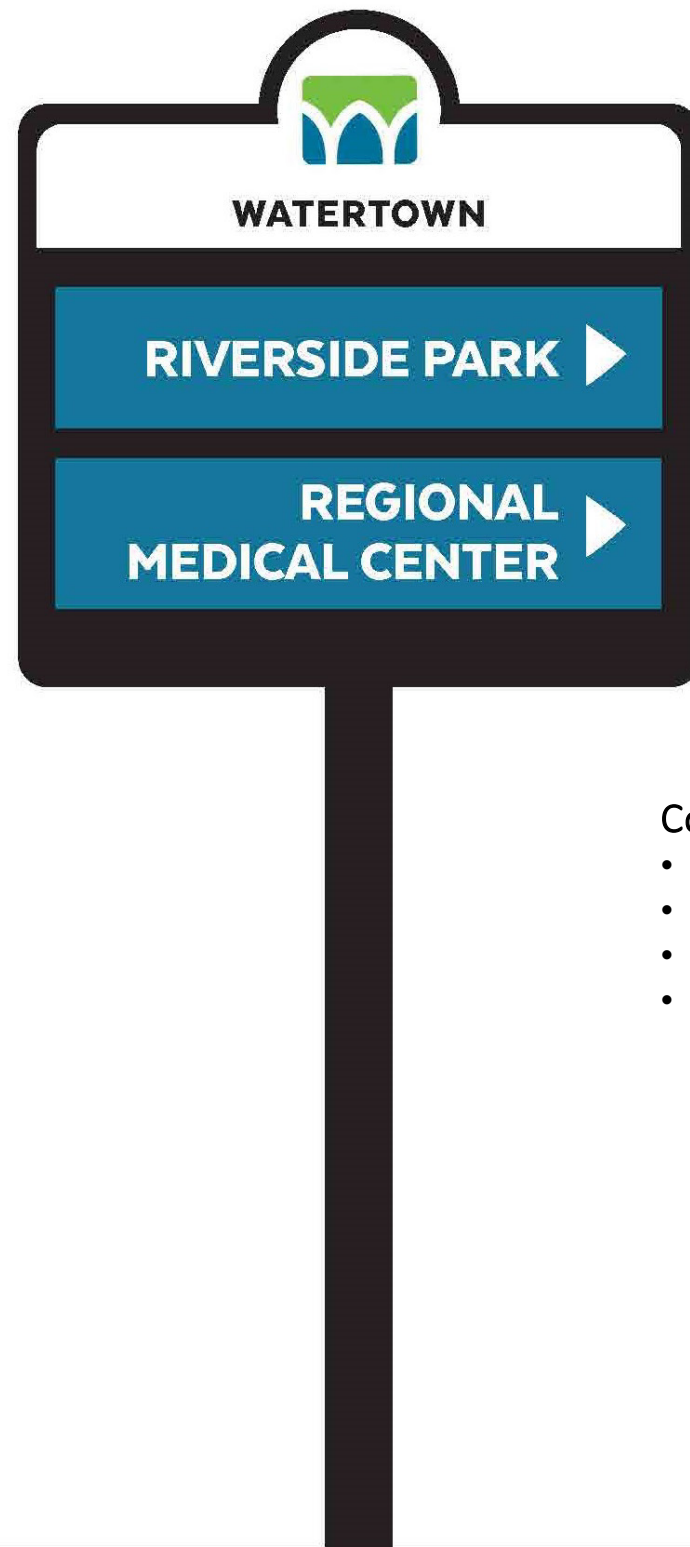
- Historic-referenced black poles
- Black metal “medallion” with “Downtown Watertown”
- Blue parking “P”
- Directional sign

INDUSTRIAL OPENWORK  
METAL + CLASSIC BASE  
PEDESTAL





# COMMUNITY WAYFINDING SIGNAGE



## Community Wayfinding Signage

- Standard pole mounted
- Watertown logo "cap" and City name
- Two destinations.
- High contrast with branded colors

