



VANDEWALLE & ASSOCIATES INC.

To: Steven Porter, P.E.
Project Manager, SW Region PDS – Madison
Wisconsin Department of Transportation
2101 Wright Street | Madison, WI 53704

On behalf of the City of Watertown, we are submitting the attached preliminary Main Street reconstruction plan and supporting documentation communicating the proposed locations for bump outs, permanent features, and temporary parklets as well as proposed curb configurations (for all intersections and one mid-block bump out).

The plan and design recommendations represent the vision of the City and its Downtown Main Street Task Force and their hopes for a reconstructed Main Street/STH 19 that not only safely and effectively routes state highway traffic through the downtown, but also helps to support and enhance the vibrant and thriving downtown for the City of Watertown.

We look forward to working with the Wisconsin Department of Transportation and traffic engineering staff to further develop the street design and look forward to meeting with you soon.

Dean Proctor, AIA
Principle Designer, Vandewalle & Associates



To: Mason Becker and Jaynellen Holloway
From: Dean Proctor and Elona Bartnick
CC: Emily McFarland, Andrew Beyer, Melissa Lampe
Date: Friday, July 21, 2023
Re: Watertown Main Street Reconstruction Enhancement Recommendations
Submittal of draft documents for City review

We submit these materials for (1) City review and sharing with other stakeholders and, (2) the August 7 submittal to the Wisconsin Department of Transportation. These documents will inform WisDOT of the City's preferences and requests for the 2028 Main Street reconstruction and form the basis for design collaboration between the City and WisDOT.

These preliminary recommendations are based on the Watertown Downtown Main Street Reconstruction Task Force recommendations, additional input from the Task Force representative group, and additional concepts developed in this design process toward achieving the Task Force goals.

The plan was also guided by state and county highway requirements and follows WisDOT standards, urban street design best practices, and local ordinances. Its recommendations are based on local expertise regarding traffic counts, traffic flow, parking needs, future street traffic directions, safety needs, pedestrian uses, etc.

Some specific assumptions include:

- Signals will remain at Water, First, Third and Fourth Streets
- Third and Fourth Streets will remain one-way
- Other downtown one-way streets will be eliminated
- Third and Fourth Streets will remain truck routes and require two travel lanes
- The Water Street truck route remains north of Main Street but has been removed to the south

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way • Milwaukee, Wisconsin 53204 • 414.988.8631

www.vandewalle.com

Shaping places, shaping change

- The Main Street cross section and mid-block curb lines will remain in the current location due to the width needed for the safe use of parallel parking
- Costs are shared by the City and WisDOT with DOT responsible for travel lanes and curbs and the City responsible for parking areas and sidewalks
- Bridge reconstruction is a separate project to be completed before the balance of Main Street and the scope of this work

The Plan

The plan is in CAD, illustrated, and includes a WisDOT base, an aerial photo showing structures and existing conditions, and proposed curb configurations, crosswalks, and permanent features. It includes significant detail and can be magnified to examine specific areas.

The plan shows proposed locations of:

- Bump outs
- Curb configurations
- Temporary parklets
- Crosswalks
- Block identification features
- Street trees
- Art features
- Bike racks
- Kiosk
- Bubblers

These enhancements create space for plantings, seating, business use, identity and art features and gathering. They will enhance the image of Watertown and downtown, communicate the Watertown spirit, and enhance the experience of users – locals and visitors alike.

Studies

A perspective sketch is included to help visualize a typical Main Street corner, how the guiding principles are implemented, and how elements are placed in the streetscape. A sketch of the proposed Block Identity Feature is also included.

In order to evaluate the possibility of concentrated parking on selected blocks, diagonal parking studies that explore the possibility of clusters of diagonal parking in several selected areas are included. The studies show that the necessary travel, parking, and pedestrian walkways fit within the existing right-of-ways, but other factors (i.e., safety, driver's habits) are still being considered. If this parking approach is taken it will affect the curb configurations at the selected streets.

Notes

Notes on the plan call out special considerations and where continued study will impact final curb configuration.

Streetscape features are indicated on the plan.

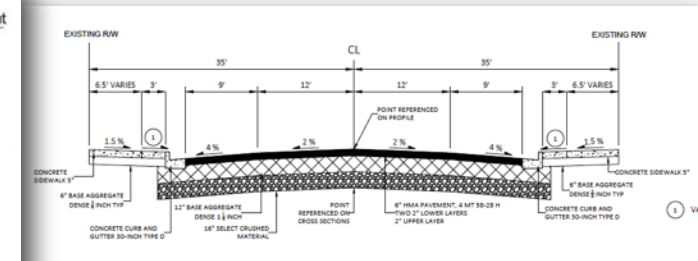
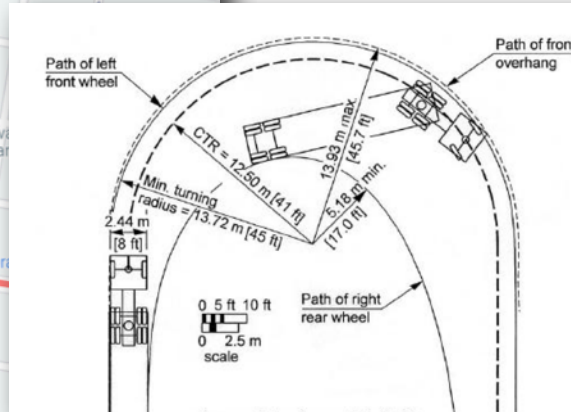
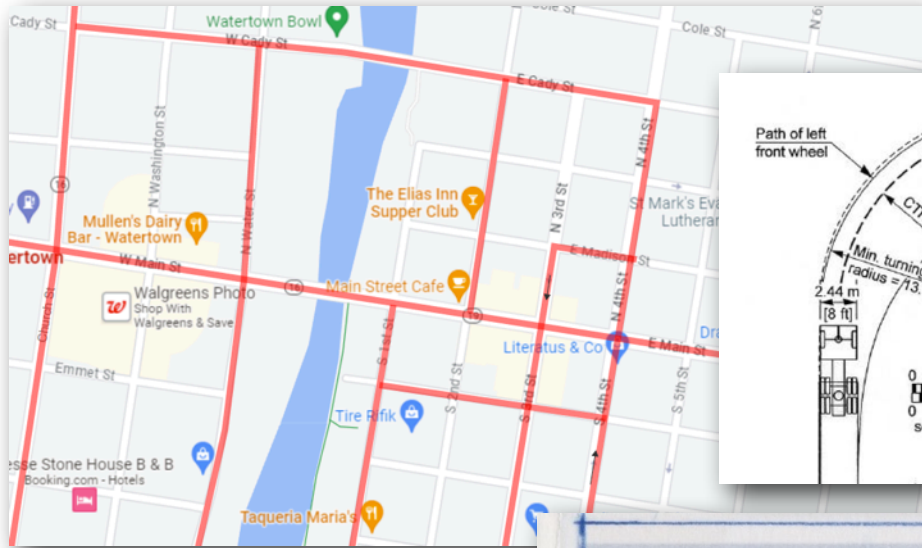
- Street tree planting method is yet to be determined
- Flower planters will sit on paving surface at corners
- Kiosk, bubbler, block identity features, and art features will require foundations
- Kiosk will require electrical service
- Bubbler will require plumbing

At truck route intersections, potential vehicle turning radii have been indicated as well as preferred curb configurations.

The primary gateway feature, located on Main Street between Church St. and the river, may require curb-protected areas within the Main Street right-of-way for a structure's base.

Pedestrian-activated crossing signals are not called for in this plan but installing service to their potential locations (Second, Fifth, and Seventh Streets) should be a part of the reconstruction.

FUNCTION



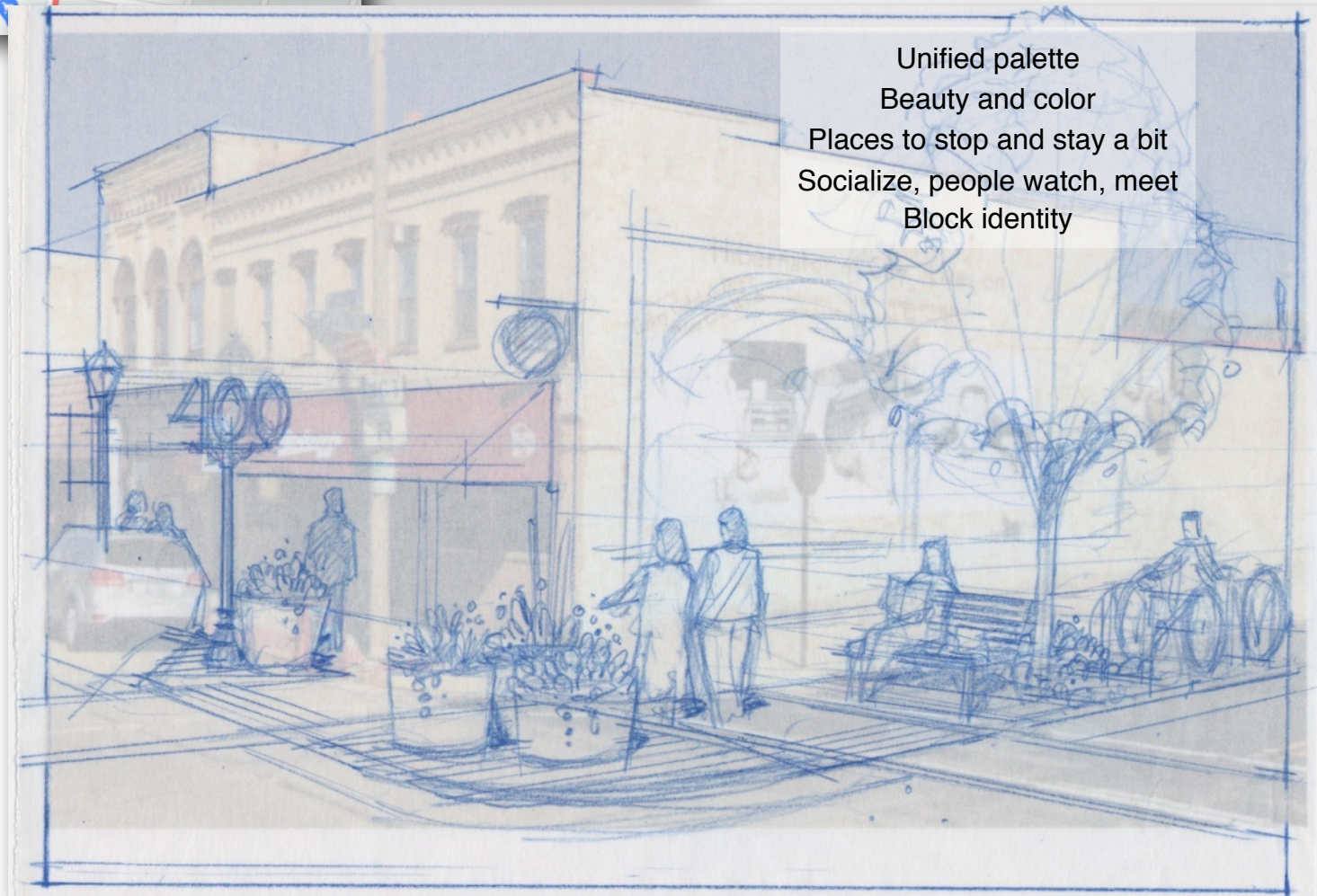
PLACE

SAFETY

- Calmed traffic
- Shorter pedestrian crossings
- Well-marked pedestrian crossings
- Differentiated pedestrian space
- Continuous Main Street walkway



IDENTITY





- Unique streetscape palette
- Downtown center
- Highlighted architecture
- Watertown color palette
- Consistent furniture palette
- Block identity



- Unified palette
- Beauty and color
- Places to stop and stay a bit
- Socialize, people watch, meet
- Block identity



 Truck route
 Signal

 Entry feature
 Downtown focal point
 Block identity
 Enhanced pedestrian crossing

Standard



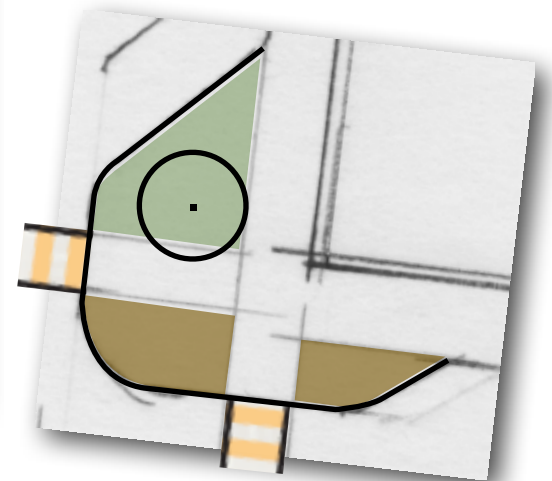
Side street
bump out



Full
bump out



Full bump out
extended



Main Street

Lighting
(new fixtures
chosen by others)

Block identity
features

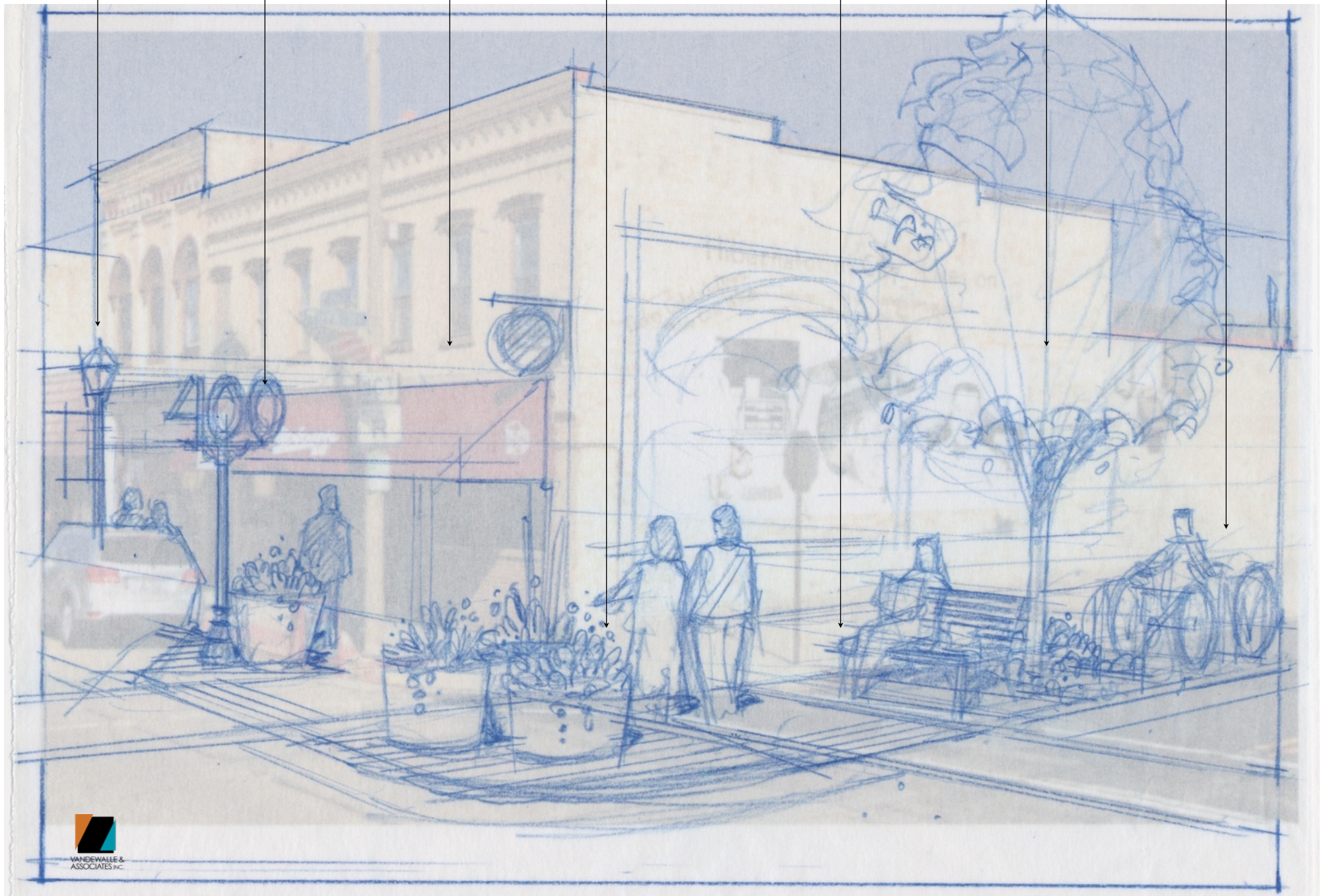
Visible building
facades and
signage

Flower
planters

Seating
(in selected
locations)

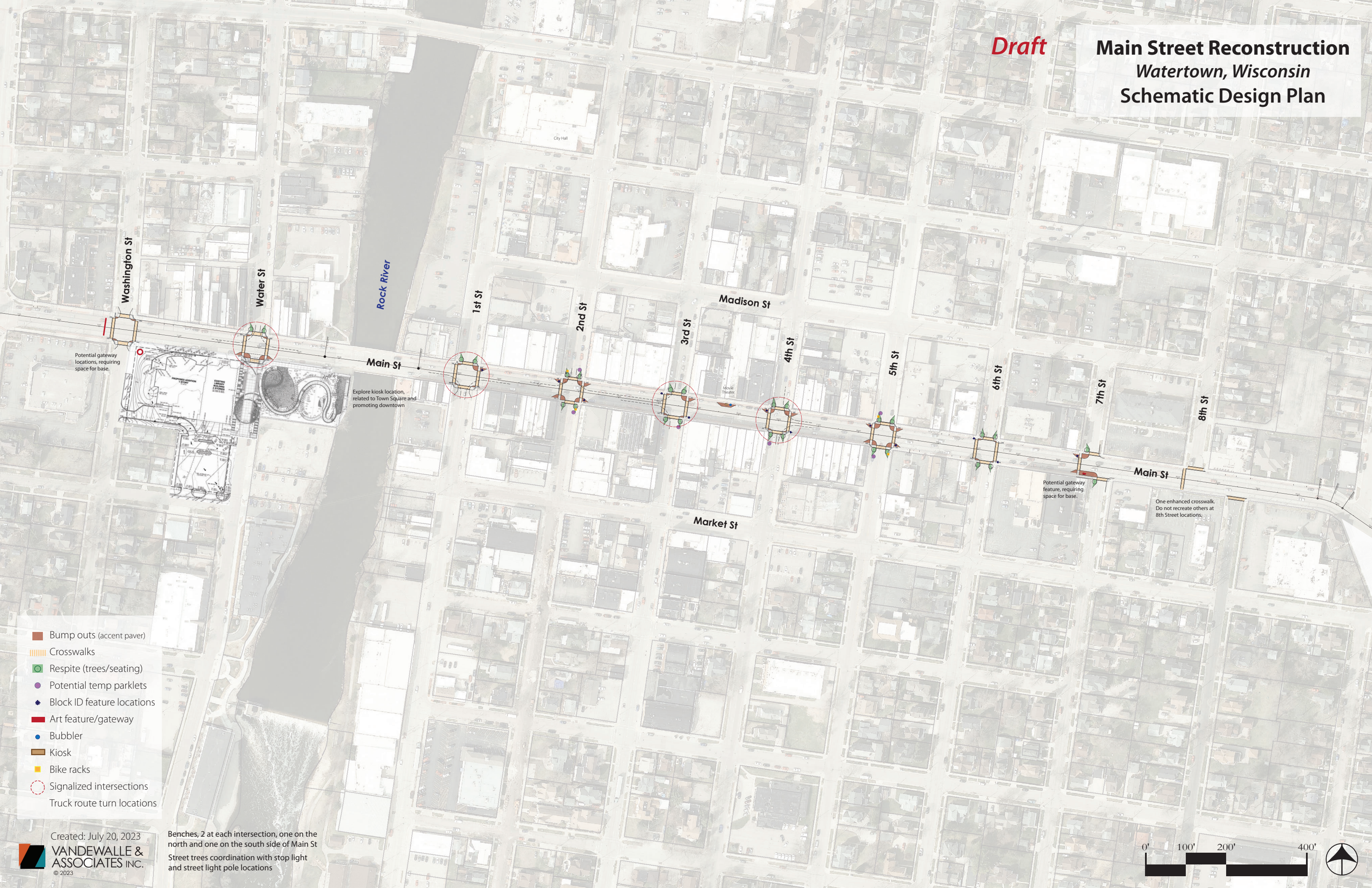
Street trees

Bike parking
(in selected
locations)



Draft

Main Street Reconstruction Watertown, Wisconsin Schematic Design Plan



- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations

Benches, 2 at each intersection, one on the north and one on the south side of Main St
Street trees coordination with stop light and street light pole locations



Draft

Main Street Reconstruction Watertown, Wisconsin Schematic Design Plan

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

Washington St

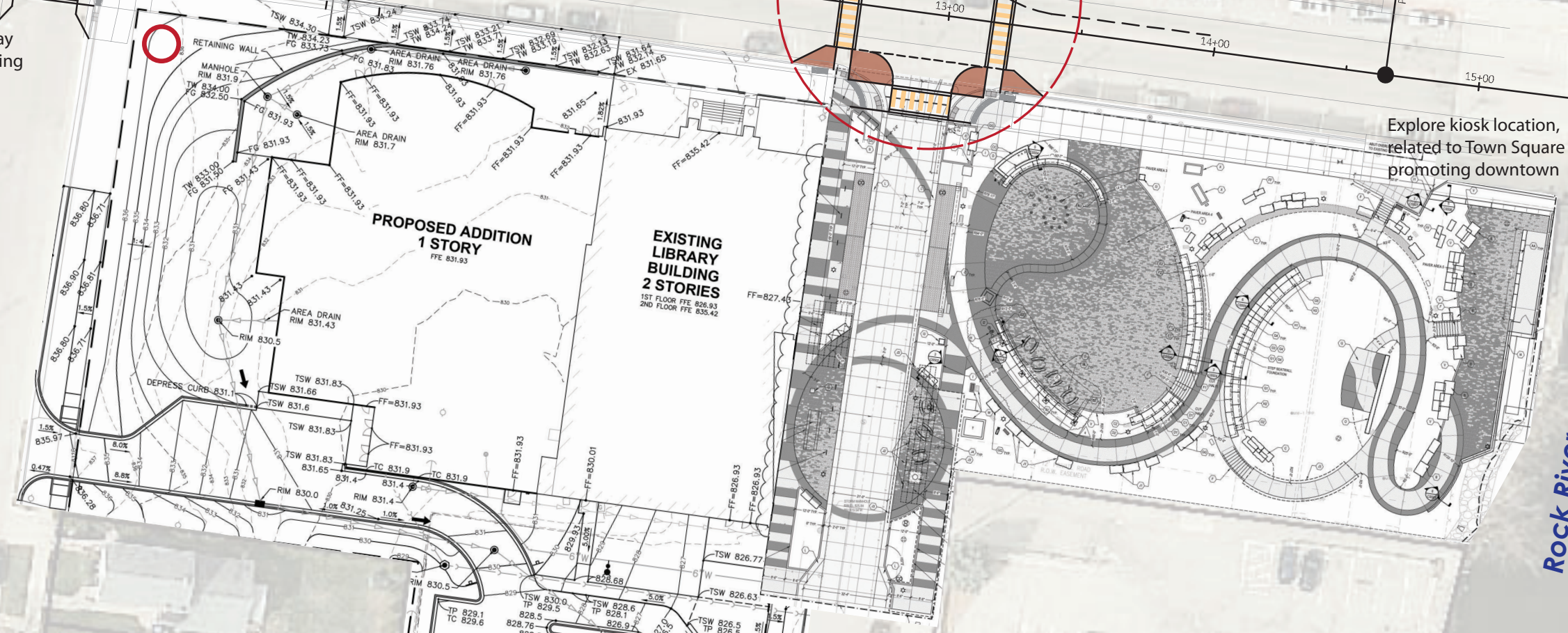
Water St

Main St

Potential gateway locations, requiring space for base.

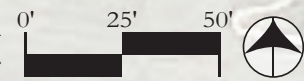
Explore kiosk location, related to Town Square and promoting downtown

- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations



Created: July 20, 2023

VANDEWALLE & ASSOCIATES INC.
© 2023



Rock River

Main Street Reconstruction
Watertown, Wisconsin
Schematic Design Plan

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

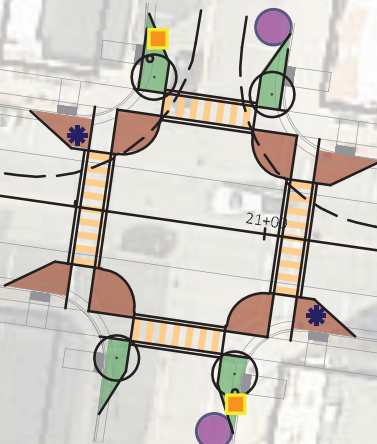
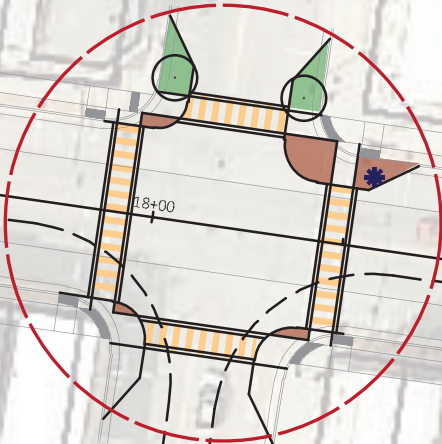
Madison St *Draft*

Rock River

1st St

2nd St

Main St



- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations

Madison St

Draft

Main Street Reconstruction
Watertown, Wisconsin
Schematic Design Plan

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

3rd St

4th St

5th St

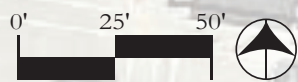
Main St

Market St

- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations

Created: July 20, 2023

VANDEWALLE & ASSOCIATES INC.
© 2023



Draft

Main Street Reconstruction
Watertown, Wisconsin
Schematic Design Plan

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

6th St

7th St

8th St

Main St

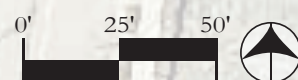
7th St

8th St

- Bump outs (accent paver)
- Crosswalks
- Respite (trees/seating)
- Potential temp parklets
- Block ID feature locations
- Art feature/gateway
- Bubbler
- Kiosk
- Bike racks
- Signalized intersections
- Truck route turn locations

Created: July 20, 2023

**VANDEWALLE &
ASSOCIATES INC.**
© 2023



**Side street
diagonal
parking**

2-way

Side Street

45
degrees

60' ROW

8

12

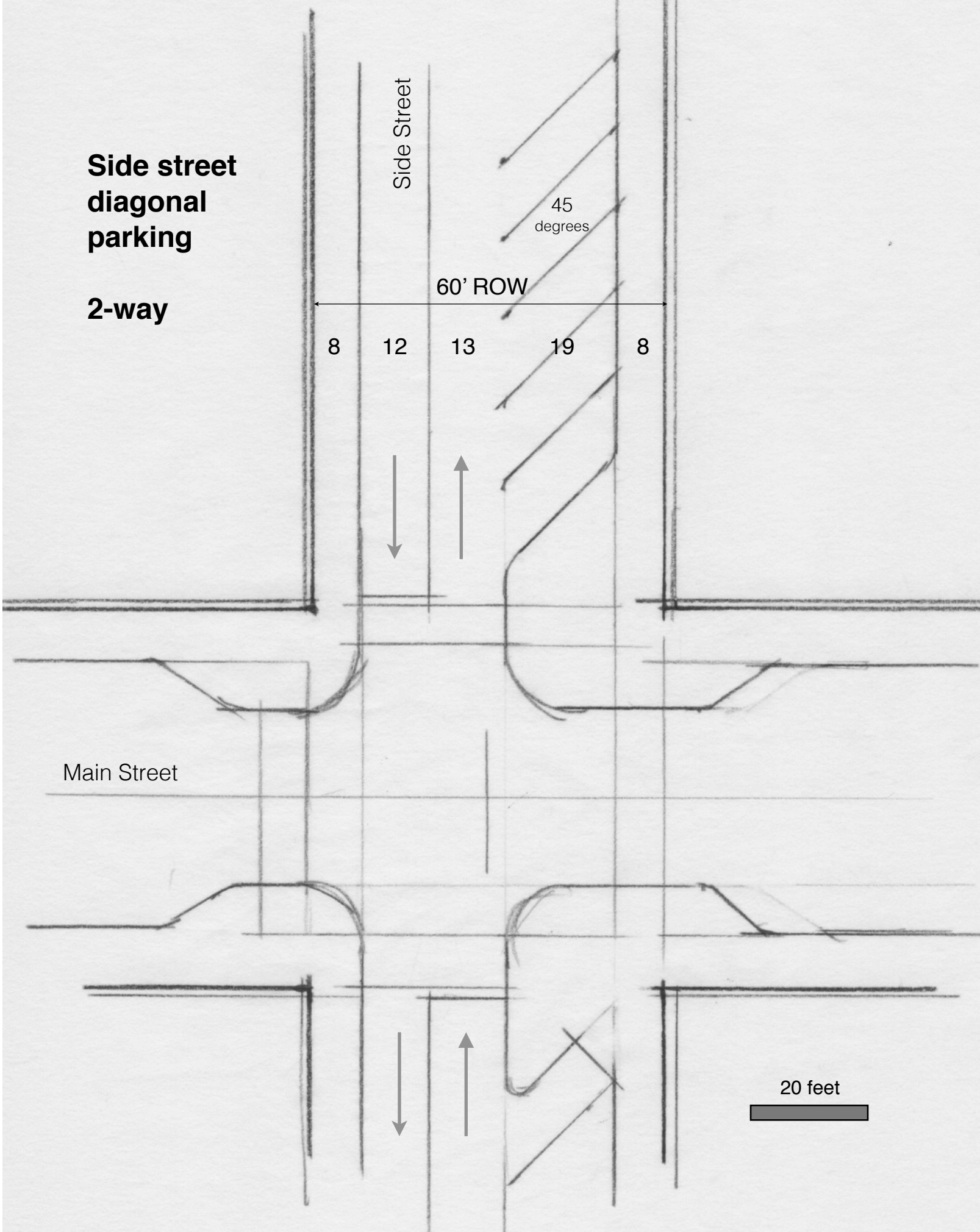
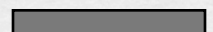
13

19

8

Main Street

20 feet



**Side street
diagonal
parking**

1-way

Side Street

45
degrees

60' ROW

9

9

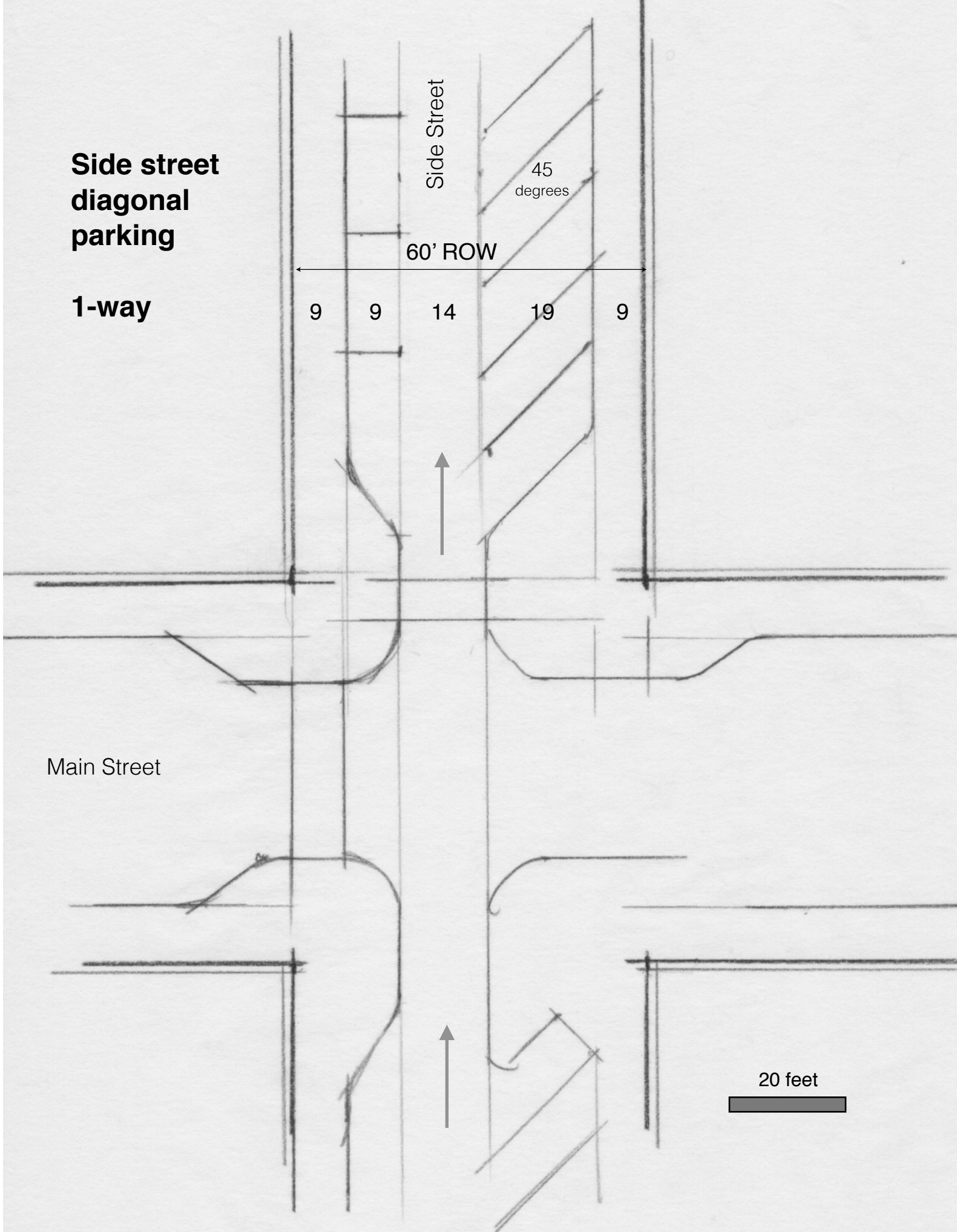
14

19

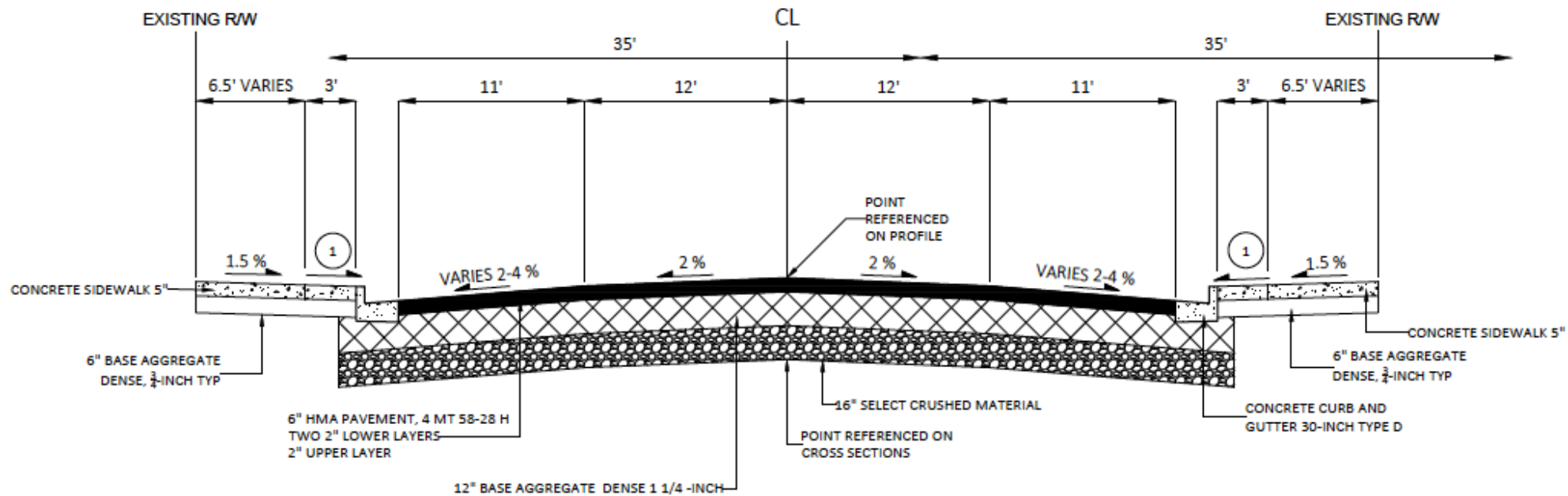
9

Main Street

20 feet



	Walk	Terrace	Gutter	Parking	Travel
Existing	6.5	3	2.5	11	12
Consideration	8.5	3	2.5	9	12
WisDOT	11.5	3	2.5	6	12



FINISHED TYPICAL SECTION

STA 7+01 - 15+08