

This is a *preview* of the full application. To make edits, use the Edit button from the Applications page.

Applicant Information (Community - Vibrant Spaces)

* Legal Entity Type	* Legal Name	Trade Name	* Mailing Street Address
C Corporation	City of Watertown	City of Watertown	106 Jones Street
* Mailing City	* Mailing County	* Mailing State	* Mailing Zip Code
Watertown	Jefferson	Wisconsin	53094
* Tax ID	* Fiscal Year End Date	* Website Url	* Community Phone
36-6005640	12/31	https://www.ci.watertown.wi.u	920-262-4060

Community Roles

Role	First Name	Last Name	Title	Phone	Email
Chief Elected	Emily	McFarland	Mayor	920-262-4000	emcfarland@ci

Project Contact Roles

Role	First Name	Last Name	Title	Email	Phone	Street	City
Project Cont: ▼	Maureen	McBroom	Stormwater	maureenm@	920-206-426	106 Jones S	Waterto
Legal Contac: ▼	Steven	Chesebro	City Attorney	schesebro@	920-262-400	106 Jones S	Waterto
Financial Co: ▼	Mark	Stevens	Finance Dire	mstevens@	920-262-400	106 Jones S	Waterto
Performance: ▼	Maureen	McBroom	Stormwater	maureenm@	920-206-426	106 Jones S	Waterto
Contract Sign: ▼	Emily	McFarland	Mayor	emcfarland@	920-262-400	106 Jones S	Waterto
Project Cont: ▼	Mason	Becker	Developer	mbecker@c	920-567-818	106 Jones S	Waterto

* W-9 Upload [Download Blank W-9](#)

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[FY23-W-9 Upload-CDI-VS-Watertown, City of.pdf](#)

Site Details (Vibrant Spaces)

* Site Location

Provide the city/town/village, county, and street address of the site.

City of Watertown, Jefferson County. Alley # C8, behind 101-117 E. Main Street, between :

* Project NAICS

[NAICS Code Lookup](#)

Provide the project NAICS.

92

* Site Size

Provide the site size in square feet.

2280

Does the applicant currently own the property on which work is to occur?



Is the project on private property?



* Project Start Date

Provide the start and end date.

7/1/2023

* Project End Date

10/31/2024

Supporting Documentation (Vibrant Spaces)

* Resolution

Provide a signed resolution by the governing elected body authorizing the submittal of an application to the CDI-VS Grant Program.

Read Only



[FY23-Resolution-CDI-VS-Watertown, City of.docx](#)

* Map

Provide a map indicating the project location within community.

Read Only



[FY23-Map-CDI-VS-Watertown, City of.pdf](#)

* Photographs

Provide up to 15 photographs of the site and surrounding area. Include one picture showing the site in relationship to the surrounding properties and view from adjacent nearest roadway. Include on picture showing the site in its entirety.

Read Only



FY23-Photographs-CDI-VS-Watertown, City of.jpg



FY23-Photographs-CDI-VS-Watertown, City of.jpg



FY23-Photographs-CDI-VS-Watertown, City of.jpg



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FY23-Photographs-CDI-VS-Watertown, City of.pdf

* Budget Narrative

Provide a narrative describing each line item included in the project budget.

The engineered design of permeable paver systems call for different sizes of gravel and underdrains with filter fabric under the permeable pavers, to promote more efficient pollutant removal and to manage maintenance needs in the future. In order to install these systems, the alley pavement will be removed, a trench will be excavated, and the gravel, underdrain and filter fabric will be installed. Concrete will be installed as a border around the pavers and on either side of the permeable paver center strips pitched toward the pavers, to drain toward the paver system. The sidewalk pavement will be cut between the alley and S. First Street to connect the underdrain system to the storm sewer in S. First Street. Concrete will be poured to replace and repair the sidewalk in this area.

* Project Budget

Provide the following information: At the time of the application what is the project budget? How much of the budget is in hand or committed?

The cost of Alley C8 improvements is estimated to be \$93,580.48. These costs are based on unit prices from third party contractors for similar 2022 projects and indications of cost increases for 2023. Upon receipt of the grant award notification, the City will put the project out to bid, with the intent of completion in late summer or fall of 2023.

* Cost Estimates

Provide cost estimates or current pricing of item from vendor(s).

Read Only



FY23-Cost Estimates-CDI-VS-Watertown, City of.pdf

Site and Project Narratives (Vibrant Spaces)

* Current Physical Conditions

Describe the current physical conditions of the project site.

Alley C8 has been prioritized and chosen by City staff and the Main Street Task Force for inclusion in this Vibrant Spaces Grant application:

- Alley C8: located behind the Main Street buildings between S. First Street and S. Second Street

The pavement condition has been evaluated and rated using the WisDOT PASER road rating approach. The attached Map of Alley Ratings shows the alley is in in poor conditions, with Alley C8 ranking as a 2 out of a possible 10 points (with 1 being the worst). The City has received complaints about drainage issues in the downtown alleys, which is easily identified through cracked pavement, depressions and puddles in a site visit. The alleys receives stormwater runoff from the rooftops via the gutters and downspouts, which puts additional stormwater into these tight areas. It is clear that the focus for nearby property owners has been the front of the buildings, as the backs adjacent to the alleys are dark and somewhat unkempt. The proposed infrastructure improvements are a first step in working cooperatively with property owners

* Current Predominate Use

Describe the current predominate use(s) of the site and the current challenges/site issues.

Alley C8 is currently used for employee and resident access to the buildings, storage of garbage and recycling bins, and deliveries. The alley is also used to access the neighboring parking area to the south. Minimal parking is provided adjacent to the alleys on some properties, but not for all properties.

* Project Description

In less than 100 words, describe the project and goals as a brief overview.

The City of Watertown proposes to revitalize and activate Alley C8 as a pilot project for future alley revitalization projects by improving the foundational infrastructure before incorporating other alley amenities. Alley C8 is located behind the Main Street businesses between S. First Street and S. Second Street. The Main Street businesses are interested in utilizing the alleys and rear-entryways before and during the planned 2028 WisDOT road reconstruction project #3050-01-08/-78/-79. The Main Street Task Force recommends activating alleys, improving walkability, providing resting areas/benches, and installing green infrastructure in the downtown area.

* Multiple Improvements

Describe how the project will incorporate multiple improvements within or associated with one public space.

The Main Street Task Force Recommendations for the upcoming reconstruction project identified many improvements to the downtown area for before, during and after the planned 2028 WisDOT road reconstruction project #3050-01-08/-78/-79. These recommendations include improving infrastructure including drainage & green infrastructure, lighting, internet access, and electric vehicle infrastructure. The recommendations also incorporate event-based or user-based improvements, including incorporating resting spaces and way finding to improved walkability and bicycle traffic, closing off alleys or streets for special events, installing art displays or murals in the alleys and along the hardscape areas, creating parklets, meeting spaces, and other attractions that will draw visitors and residents to the downtown area and provide a safe and welcome environment for them to enjoy. The current project lays the foundation for these improvements, by addressing pavement and drainage issues that inhibit the investment of further improvements in the alleys. Next steps after this infrastructure improvement pilot project will include improving the lighting and signage/wayfinding in Alley C8, and potentially renaming the alleys with more appealing and memorable names. These improvements are meant to serve as an example for other alleys along Main Street, to be improved prior to the 2028 Main Street reconstruction project to allow residents and visitors time to become familiar and comfortable with this new use of previously under-utilized areas in the downtown area.

* Multiple User Groups

Describe how the project will attract multiple user groups and activities to the space.

The downtown alleys are currently utilized primarily as employee/residential access, drainage, deliveries and garbage/recycling collection. This pilot project will show how the improved drainage and pavement will lead to further interest and opportunities for customers, visitors, residents and property owners to have a safe and welcoming area to rest in away from the busy Main Street corridor. The improved lighting, signage, walkability and supporting bicycle stands will offer an alternative to vehicular travel between the downtown businesses. Alley C8 in the downtown area is located in a designated Opportunity Zone, with a variety of user groups of all ages that will have the ability to utilize the currently under-utilized spaces. The Seattle Integrated Alley Handbook - Activating Alleys for a Lively City and the alley improvement program examples of both Shorewood, Wisconsin and Cudahy, Wisconsin have been consulted for many ideas and guidelines for the City and private interests to use in making this pilot project and subsequent downtown alley improvement program successful.

* Pedestrian-Oriented Public Space

Describe how the project will create a visible and pedestrian-oriented public space.

Alley C8 will provide a connection between blocks that will be safer than walking along the construction zone during road reconstruction in 2028. One of the new uses of the downtown alleys will be as connectors between parking lots off Main Street and the Main Street businesses. Alley C8 lies immediately across the street from the City parking lot on S. First Street, and approximately a half block away from the parking lot on the southeast corner of S. Second Street and Market Street. This alley is in an ideal location for pedestrians traveling east-west between the lots to reach local businesses on and off of Main Street, as well as the new Town Square gathering area on the west side of the Rock River, local Chamber of Commerce and Main Street events, the library and other destinations. New signage near the rear entryways and resting areas such as solar-powered phone recharging benches are currently under consideration by the Main Street Task Force for the alleys. The conversion of the downtown alleys to more open, welcoming spaces will broaden and integrate the off-Main Street areas with the Main Street shops and events. The City of Watertown is a gold Wisconsin Healthy Community, and has an honorable mention from the League of American Bicyclists for the walkable and bike-able sustainable communities, and will be kicking off a WisDOT grant-funded city-wide bicycle and pedestrian network plan later this year. This plan will incorporate the recommendations of both the Main Street Task Force and the 2022 Downtown Parking Study to promote walking and biking in downtown.

* Public and Private Partnerships

Describe the public and private partnerships, created or enhanced, to carry out the project.

The driver for this grant application to improve alley infrastructure and begin a coordinated alley revitalization program was the Main Street Task Force recommendations, which were completed in 2022. This group brings City staff, elected officials, business and property owners, and organization and community leaders together to develop solutions and promote the downtown area. The Task Force report recommended using "creative alleys" to plan and engage downtown businesses and property owners" (Task Force Recommendations, 2022). The Watertown Chamber of Commerce, Watertown Tourism, Main Street Organization and the Redevelopment Authority are all in support of these improvements. The City's 2019 Comprehensive Plan discusses "the creation of small gathering spaces with benches and perhaps tables" as a method to "humanize environments which are otherwise dominated by buildings, cars, and parking lots." (2019 Watertown Comprehensive Plan, 12/17/2019, Vandewalle & Associates.)

* Ongoing Maintenance

Once the project is completed, describe the plan for ongoing project maintenance.

The City of Watertown Stormwater Utility and Street Division provide maintenance of the City-owned stormwater treatment systems throughout the year. There are currently 4 other city-owned permeable paver systems in operation in the City, with 3 new ones planned over the next couple of years. The permeable pavement systems require semi-annual sweeping or light vacuuming with a small street sweeper, along with less frequent removal replacement of the small gravel between the pavers. Business and property owners adjacent to the alleys will receive information about the permeable paver systems, and recommendations on what to do and not to do to protect the systems and reduce the need for frequent maintenance.

* Key Products Incorporated

Provide images of key products to be incorporated into the space, images or renderings of the proposed design, and layout of the space.

Read Only



FY23-Key Products Incorporated-CDI-VS-Watertown, City of.pdf



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* Positive Community Investment

Discuss any community plan, community document and/or letters of support that have identified the project as a positive community investment.

Read Only



[FY23-Positive Community Investment-CDI-VS-Watertown, City of.pdf](#)



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* Vibrancy of Community

Discuss how the project will enhance the vibrancy of the local community.

Watertown's Main Street has historically been the center of the City since the mid-to-late 1800's. The buildings and storefronts have been updated over the past few years to draw on that community identity. The expansion of the usable downtown space to the alleys that run parallel to Main Street will offer opportunities to showcase local artistic talent, similar to the student artwork that was and is on display near the new Town Square site. The downtown businesses offer an eclectic variety of services and products, restaurant and food offerings, a movie theater and more. The alleys will provide welcoming areas for promotion of the best there is to find in Watertown.

* Benefit Adjacent Businesses

Discuss how the project will benefit adjacent businesses.

Revitalizing the downtown alleys will provide immediate relief from drainage and flooding concerns with sustainable practices such as permeable pavers. The proposed infrastructure improvements are needed before further enhancements such as attractive lighting and art displays or murals, benches or other amenities are introduced into the alleys. The alleys themselves will be the entryways to the Main Street businesses during road reconstruction, so completing these projects now makes the businesses more accessible and convenient for customers who want to park in the nearby parking lots on S. First Street and S. Second Street. Planned events to bring people into the downtown area to show off the improved alleys will

* Increased Community Engagement

Describe the potential of the project to lend to more events being held in the community or potential for additional community engagement.

New businesses have been moving into storefronts along Main Street in the past year, which provides an opportunity to engage new business owners and develop new ideas. The Main Street Organization and the Chamber of Commerce host events for members and the public throughout the year. These organizations are anticipated to work with other interested parties to host additional events to draw residents and visitors to the downtown area. Ideas to promote the new use of alleys include scavenger hunts, themed business/shopping nights, holiday celebrations, and alley revitalization introduction events to share the revitalized areas. In addition, the City is developing programming for the new Town Square site across the Rock River and viewable from Alley C8, which will bring large numbers of people into the downtown area for many events.

Budget (Vibrant Spaces)

* Budget

[Download Budget](#)

Download and complete the budget workbook, then upload your completed budget.

Read Only



FY23-Budget-CDI-VS-Watertown, City of.xlsx

Information on Legal Proceedings

Check the box if applicant has been involved in a lawsuit in the last 5 years.

☐

Check the box if applicant has been involved in a bankruptcy or insolvency proceeding in last 10 years, or any such proceedings are pending.

☐

Check the box if applicant has been charged with a crime, ordered to pay or otherwise comply with civil penalties imposed, or been the subject of a criminal or civil investigation in the last 5 years.

☐

Check the box if applicant has any outstanding tax liens.

☐

State Requests for Bid or Proposal

Check the box if you are aware of any State of Wisconsin request(s) for bid or request(s) for proposal to which the applicant intends to respond, or to which the applicant has recently responded.

☐

THE APPLICANT CERTIFIES TO THE BEST OF ITS KNOWLEDGE:

1. The information submitted to the Wisconsin Economic Development Corporation (WEDC) in this application, and subsequently in connection with this application, is true and correct.
2. The applicant is in compliance with laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the

project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

3. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.
4. WEDC is authorized to obtain background checks including a credit check on the applicant and any individual(s) with 20% or more ownership interest in the applicant company.
5. The applicant has disclosed, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

THE APPLICANT UNDERSTANDS:

1. This application and other materials submitted to WEDC may constitute public records subject to disclosure under Wisconsin's Public Records Law, §19.31 et seq. The applicant may mark documents "confidential" if the documents contain sensitive information.
2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.
3. Authorization to Receive Confidential Information. The applicant hereby authorizes the Wisconsin Economic Development Corporation ("WEDC") to request and receive confidential information that the applicant has submitted to, including any adjustments to such information by, the Wisconsin Department of Revenue ("DOR") and the Wisconsin Department of Workforce Development ("DWD"), and to use such information solely for the purposes of assessing the applicant's performance for the duration of the economic development project and ensuring that WEDC is properly administering or evaluating economic development programs. With regard to the information contained in the DWD unemployment insurance files, WEDC may access the following for the 8 most recent quarters: the quarterly gross wages paid to the applicant's employees; the monthly employee count; and the applicant's FEIN, NAICS code, and legal and trade names. The applicant also authorizes WEDC to share information submitted to WEDC by the applicant with the DOR and DWD and to redisclose to the public the information received from the DOR and DWD used to evaluate the applicant's performance under their specific economic development program and the impact of WEDC economic development programs. Records exempted from public records law by Wis. Stat. § 19.36(1) will be handled by WEDC in accordance with that law.

* I agree with the above Certification Statement.



* Full Name

Emily McFarland

* Title

Mayor

* Company Legal Name

City of Watertown

I certify that incentive assistance is needed to ensure this project will happen in Wisconsin.



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