



MAIN STREET

Reconstruction News



Picture from the Main Street (Cole) bridge re-opening in April 2025.

ALLEYWAY UPDATE

In preparing for the 2028 reconstruction of Main Street, one topic that has been considered at length is ensuring that residents and visitors are still able to access businesses on Main Street. While front doors of businesses will generally still be accessible during the project, aside from when sidewalk or utility work is happening directly in front of each building, the Task Force has wanted to consider alternate options.

There are several public alleyways located throughout the downtown area. While private alleyways are the responsibility of the property owners, public alleyways are a responsibility of the city.

Recently, the alleyway between S First St and S Second St (behind Bismarck's, The Chic Boutique, etc) was completed by the city's street department. A new concrete surface was installed down the length of the alleyway.

As a further enhancement, the 2025 Leadership Watertown class will be completing visual enhancements to the alleyway, including new artwork, lighting, and other improvements. This should be completed soon.

This year, the city's Public Works Department is completing design work for the alleyway between S Fourth St and S Fifth St (behind Literatus, Amado Jr's, etc). This construction project will occur in 2026.

Further public alleyway improvements may take place before 2028.

IMPORTANT DATES

Next Downtown Main Street Task Force Meeting: September 23, 2025 2:30 PM, Room 2044 City Hall

Downtown Business Meetup: August 4, 2025, 5:30 PM

Evaluation of downtown one-way streets: Started in May 2024, finished report expected mid-2025

Further planning & work on public parking lots and other necessities: 2025-2027

Spring 2028: Full reconstruction of Main Street, from Church Street to N Ninth St expected to begin

2030: Reconstruction of E. Main Street, from N Ninth St to Irene Street.



An example image from the Main Street Vision document, which can be found on the Task Force website.

YOUR TASK FORCE MEMBERS:

MAYOR ROBERT STOCKS
ALDERMAN TONY ARNETT
ALDERMAN MYRON MOLDENHAUER
STEFANIE BROERE - WATERTOWN MAIN STREET PROGRAM
ANDREW GRINWALD - CHAMBER OF COMMERCE REP.
ANDREW BEYER - DIRECTOR OF PUBLIC WORKS
NATHAN WILLIAMS - CIVIL STAFF ENGINEER
LAURIE HOFFMANN - CITIZEN-AT-LARGE
AMBER SMITH - DOWNTOWN BUSINESS REPRESENTATIVE
MICHAEL TREGO - HISTORIC DOWNTOWN DESIGN COMMISSION
RYAN WAGNER - WATERTOWN RDA CHAIR
PEDRO HERRERA BAUTISTA/STEVE PORTER - WISCONSIN DOT
MASON BECKER - MGR. OF ECON. DEV. & STRATEGIC INITIATIVES

TASK FORCE RESOURCES FOR YOU

The Downtown Main Street Reconstruction Task Force was created in 2021 in order to plan a strategic course of action for reconstruction of Main Street and to oversee, identify and delineate needs and preferences of the community for this area.

A wealth of information is available on the Task Force web page, which is accessible through the City of Watertown's website.

Information available includes the Task Force's Recommendations Report and the Main Street Vision document. Newsletter copies and meeting minutes are also available.

You can find it all at: <https://www.watertownwi.gov/page/downtown-main-street-reconstruction-task-force>

Alternatively, you can search for "Main Street Task Force" from the main page of the city's website.



FINAL NOTE ON BLOCK IDS

Sometimes ideas are proposed that may not work with a plan long term. One suggested item from the Main Street Vision document from late 2023 was the concept of block IDs for the downtown Main Street block sections. An example concept is shown to the right. The idea was to merge a classic black post design with more modern looking number ID pieces, which also would utilize the City's official color scheme.

While there was some appeal to the idea, the concept did not garner widespread support. In April, the Task Force decided to remove this concept from the 2028 reconstruction plan. It's possible the idea could be re-examined after 2028, if there is public interest.

