



MAIN STREET

Reconstruction News



Ribbon cutting at the newly re-opened Schuett's. Photo via Aleksandr Olson.

LUNCH AND LEARN RECAP

Mayor Emily McFarland was the guest speaker at a recent Watertown Area Chamber of Commerce "Lunch and Learn" held at the Watertown Public Library. The main topic of conversation was the reconstruction of Main Street, scheduled for 2028.

"We're just not building a road and adding new sidewalks," McFarland said. "We're looking to further accentuate the downtown as the destination that it really is."

The mayor gave a recap of the history of the bridge, which was last reconstructed in 1967. She explained how the upcoming reconstruction is a Wisconsin DOT project, as Main Street is part of State Highway 19. She also covered the creation of the Downtown Main Street Task Force, and the work the group has done so far.

McFarland also touched on the current planned replacement of the Cole (Main Street) Bridge, which was built in 1931.

While bridge replacement is anticipated for 2024, the date is still somewhat uncertain, because a lot of exploratory work is still underway. The bridge bottom is connected to both the basement of a building on the Bank First property and the Masonic Temple.

"We're doing the very best we can for you and the entire city," McFarland said.

Video of the Lunch and Learn is available on the City of Watertown's YouTube channel.

IMPORTANT DATES

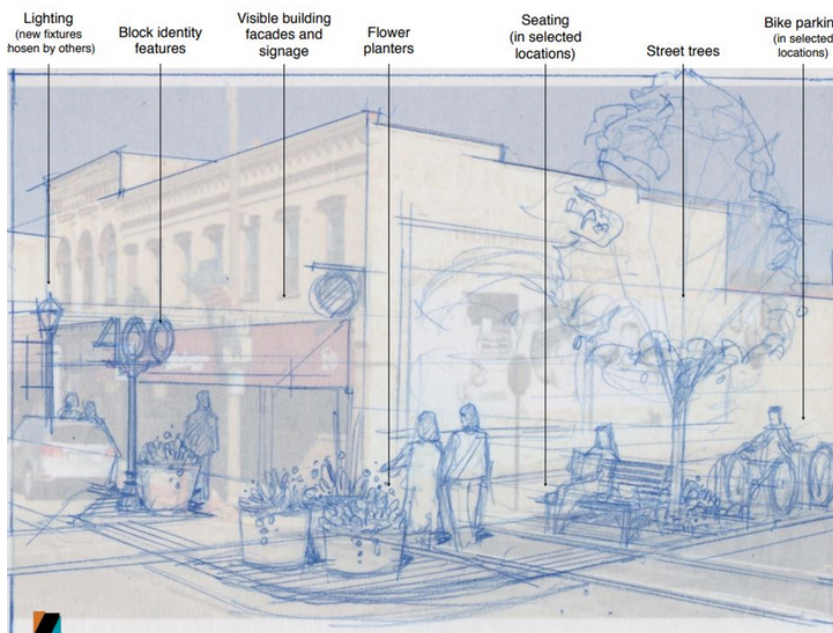
Landscape architecture presentation to the Common Council: December 5, 2023

Next Main Street Task Force Meeting: January 2024 (exact date TBD)

Spring 2028: Full reconstruction of Main Street, from Church Street to Market Street/Sharp Corner Park expected to begin.

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

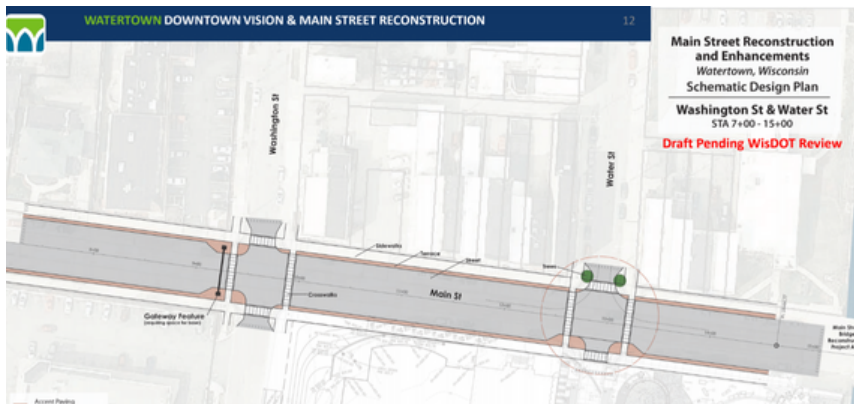




LANDSCAPE ARCHITECT UPDATE

Recently, the City contracted with Eye Level Studios, in conjunction with Vandewalle & Associates, to conduct landscape architecture planning for the 2028 Main Street Reconstruction project. This work was paid for with American Rescue Plan Act (ARPA) funds.

Over past three months, the team has met with members of the Task Force, and created a set of proposals for downtown design elements. Some of these include new sidewalks “bump outs”, enhanced crosswalks, branded signage, parking lot enhancements, decorative elements, and more. As a sneak peek, here are some images from their work. A full public presentation is scheduled for the December 5, 2023 Common Council meeting.



YOUR TASK FORCE MEMBERS

Pictured front row:

Jaynellen Holloway - Director of Public Works
Alderman Myron Moldenhauer
Melissa Lampe - Watertown Main Street Program

Pictured back row:

Andrew Grinwald - Chamber of Commerce Rep.
Mason Becker - Strategic Initiatives & Development Coordinator
Andrew Beyer - Assistant City Engineer
Mayor Emily McFarland
Laurie Hoffmann - Citizen-At-Large

Not pictured:

Amber Smith - Downtown Business Representative
Michelle Ellias - Wisconsin DOT
Alderman Steve Board
Michael Trego - Historic Downtown Design Commission

