

Engineering Division of the Public Works Department

To: Chairman Arnett & Public Works Commission Members

From: Andrew Beyer, P.E., Director of Public Works/City Engineer

Date: 1/8/2026

Subject: Public Works Commission Meeting of 1/13/2026

Background

Review and discuss: 2028 Downtown Main Street Reconstruction Project Streetscape Amenities

Background:

The 2028 Downtown Main Street Reconstruction Project includes the full reconstruction of approximately 11 blocks of Main Street between Church Street and Market Street. The project scope includes concrete pavement, curb and gutter, sidewalks, new traffic signals, new street lighting, and replacement of aging underground infrastructure, including water main, sanitary sewer, and storm sewer. Additional conduit is planned to support future electrical or fiber optic needs and to avoid re-disturbing new pavement and sidewalks after construction.

In 2021, the City established the Downtown Main Street Reconstruction Task Force to guide the long-term vision for the corridor in advance of reconstruction. The Task Force conducted workshops and community engagement throughout 2021 and 2022, resulting in a set of streetscaping recommendations focused on pedestrian experience, downtown character, and overall functionality. Those recommendations were presented to the Common Council in 2022 and informed the City's decision to retain Eye Level Studios and Vandewalle & Associates to further develop streetscape concepts.

The streetscape concepts developed through the Task Force process and by Eye Level Studios and Vandewalle & Associates emphasized maintaining a functional downtown, enhancing pedestrian comfort and continuity, and reinforcing Watertown's historic character. Key elements included pedestrian-scale lighting, street trees and plantings, bump-outs, signage elements, and other features intended to frame historic facades, add shade and color, and create a sense of place. These concepts were presented to the Common Council and used to advance coordination with WisDOT as part of the project development process.

As the project has progressed, streetscape elements identified through the Task Force work and Council presentation were refined and submitted to WisDOT for inclusion in the project's Section 106 historical review process. The Section 106 review is a federally required process used to evaluate potential effects to historic resources and to ensure that proposed improvements are appropriate within a historic

context. Certain streetscape elements are proposed for construction as part of the 2028 project, while others have been identified for potential installation following completion of roadway reconstruction to reduce risk and avoid conflicts with underground utilities.

At the direction of City leadership, streetscape elements are being brought forward for review by a standing committee, separate from the Task Force process. The purpose of this agenda item is to allow the Public Works Commission to review the streetscape amenities developed to date, discuss those elements within the context of the overall reconstruction project, and provide policy-level guidance, including consideration of budgetary impacts and project schedule implications.

As the project advances through WisDOT's 30 percent, 60 percent, and 90 percent design review process, streetscape elements must be identified and generally agreed upon early. Because the project is located within a historic downtown corridor, streetscape amenities are subject to environmental and historical review under Section 106. The Section 106 review is a critical path item for project delivery. Streetscape elements currently under review have already been submitted to the State as part of that process. Additions to, or alterations of, the submitted streetscape elements could require additional review and coordination with WisDOT and the State Historic Preservation Office and have the potential to impact the project schedule and the planned 2028 construction delivery year.

The project is currently undergoing continued review of WisDOT's 60 percent design submittal. Staff has received draft 60 percent plans and is continuing its review; final 60 percent plans have not yet been received.

Financial Impact

The 2028 Downtown Main Street Reconstruction Project is being advanced under a State Municipal Financial Agreement (SMFA) between the City of Watertown and the Wisconsin Department of Transportation (WisDOT) for improvements along STH 19 (Main Street) from Church Street to Market Street. The current SMFA supersedes the original agreement approved in 2022 and was revised and executed in March 2024. Project improvements and associated City costs have been incorporated into the City's five-year, city-wide capital improvement plan through the annual budgeting process.

Under the approved SMFA, the total estimated project cost is approximately \$9.94 million, consisting of both State-participating and City-funded costs. Of this amount, approximately \$5.5 million is eligible for Federal and State participation, with the remaining \$4.44 million representing City costs.

State and Federal participation generally includes roadway construction to State standards, storm sewer improvements, standard street lighting and traffic signal infrastructure, traffic signing and pavement markings, and a portion of design engineering and construction oversight. For design engineering on a connecting highway, the City is responsible for 25 percent of eligible design costs, with the remaining 75 percent funded by the State.

City-funded costs include items that are not eligible for State participation or exceed State funding caps. These costs include, but are not limited to, parking lane pavement, sidewalk replacement, decorative and

pedestrian lighting upgrades above the State's standard lighting allowance, decorative powder coating of traffic signals, and additional non-standard streetscape elements requested by the City.

The SMFA includes approximately \$1.64 million for decorative and pedestrian lighting, of which \$190,000 is eligible for State participation. The remaining balance is the responsibility of the City. Additional City-funded streetscape amenities include features such as conduit for future utilities, architectural arch and pillar elements, banners, kiosks, trees, block identifiers, benches, drinking fountain, and other placemaking elements, totaling approximately \$907,000. To note, block identifiers and drinking fountain amenities were removed from the project by the Task Force after the current version of the SMFA was approved, and this change will be reflected in the next amendment to the SMFA.

In addition to streetscape amenities, the City is responsible for 100 percent of non-participating utility costs, including replacement of the water main and sanitary sewer within the project limits. These costs are currently estimated at approximately \$1.26 million and include design, construction, inspection, and related work necessary to complete the utility improvements.

All cost figures identified in the SMFA are planning-level estimates and are subject to refinement as the project advances through WisDOT's design process. The SMFA will likely be amended as needed to reflect updated quantities, costs, or scope refinements identified during final design.

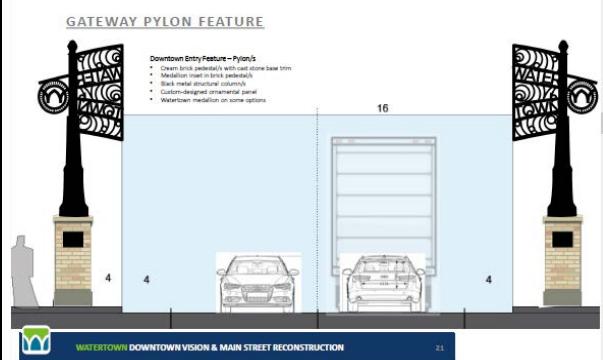
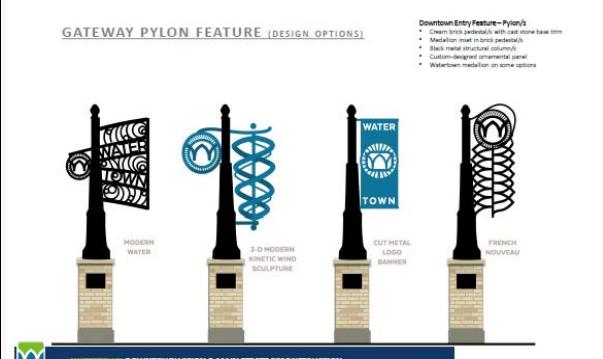
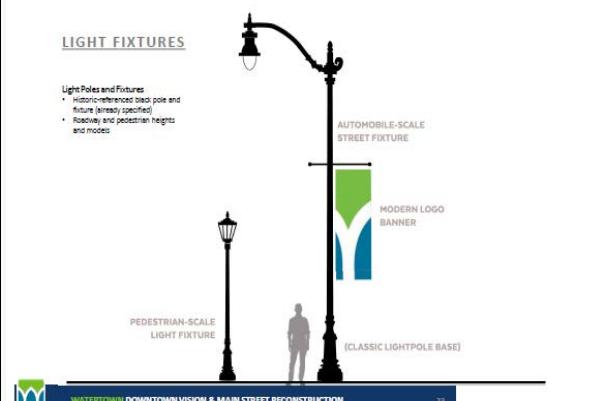
Recommendation

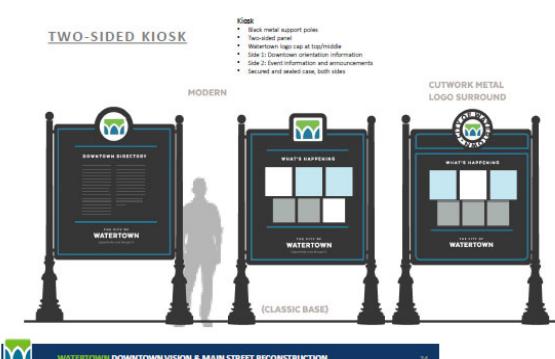
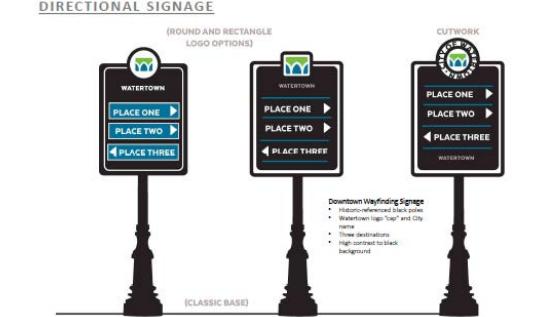
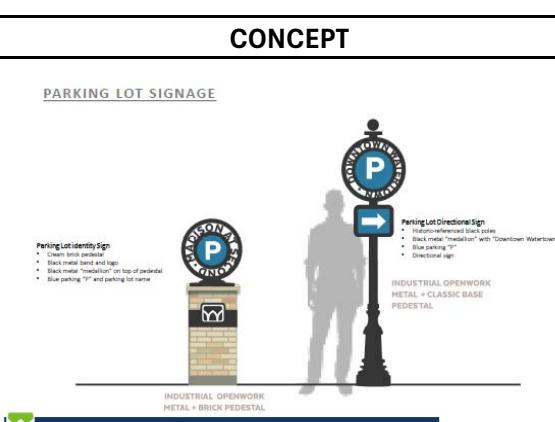
Staff requests that the Public Works Commission review, discuss, and provide direction on the proposed streetscape amenities associated with the 2028 Downtown Main Street Reconstruction Project.

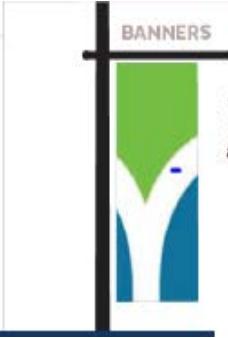
MAIN STREET RECONSTRUCTION 2028 IMPLEMENTED WITH PROJECT CITY AMENITIES

3/14/2025

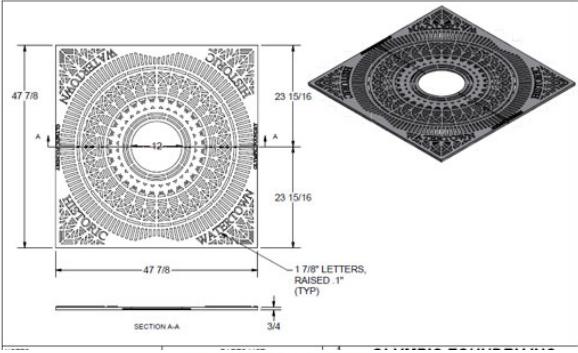
ITEM	CONCEPT	STA	QTY.	COST
General Concepts	 <p>Enhanced Main Street Streetscape Watertown, Wisconsin</p> <p>Existing Conditions</p> <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION</p>			
Gateway Arch	 <p>GATEWAY ARCH (DESIGN OPTIONS)</p> <p>Downtown Entry Feature - Arch</p> <ul style="list-style-type: none"> • Cream brick pedestal with cast stone base trim • Metal base with brick pedestals • Black metal structural columns • Custom designed black metal structural and ornamental arch • Options for text content <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION</p> <p>GATEWAY ARCH (DESIGN OPTIONS)</p> <p>Downtown Entry Feature - Arch</p> <ul style="list-style-type: none"> • Cream brick pedestal with cast stone base trim • Metal base with brick pedestals • Black metal structural columns • Custom designed black metal structural and ornamental arch • Options for text content <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION</p>	9+20	1 Ea.	\$275,000
				

ITEM	CONCEPT	STA	QTY.	COST
Gateway Pylon Feature	<p>GATEWAY PYLON FEATURE</p>  <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION 21</p> <p>GATEWAY PYLON FEATURE (DESIGN OPTIONS)</p>  <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION 22</p>	34+12 L (N); 34+12 R (S)	2 Ea.	\$55,000
Light Fixtures	<p>LIGHT FIXTURES</p>  <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION 23</p>	Multiple locations along the route	1 L.S.* 1 L.S.**	\$210,000 \$1,580,000

ITEM	CONCEPT	STA	QTY.	COST
Two-Sided Kiosk (Mid-block)	<p>TWO-SIDED KIOSK</p> <p>Kiosk</p> <ul style="list-style-type: none"> • Black metal support poles • Two-sided panel • Watertown logo on all 4 sides • Side 1: Downtown information and announcements • Side 2: Event information and announcements • Secured and sealed case, both sides <p>CUTWORK METAL LOGO SURROUND</p>  <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION 24</p>	24+60 L (N)	1 Ea.	\$15,500
Directional/Community Wayfinding Signage	<p>DIRECTIONAL SIGNAGE</p> <p>(ROUND AND RECTANGLE LOGO OPTIONS)</p>  <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION 27</p> <p>COMMUNITY WAYFINDING SIGNAGE</p>  <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION 28</p>	9+10 L (N); 14+80 L (N) 17+55 R (S) 24+80 R (S) 27+55 L (N) 30+10 R (S) 32+30 L (N) 38+00 R (S)	8 Ea.	\$19,300
ITEM	CONCEPT	STA	QTY.	COST
Parking Lot Signage	<p>PARKING LOT SIGNAGE</p> <p>Parking Lot Identity Sign</p> <ul style="list-style-type: none"> • Odessa-style pedestal • Black metal band and logo • Black metal "Medallion" on top of pedestal • Blue parking "P" and parking lot name <p>Parking Lot Directional Sign</p> <ul style="list-style-type: none"> • Historic-referenced black poles • Watertown logo "Top" and City name • Two destinations • High contrast to black background <p>INDUSTRIAL OPENWORK METAL + CLASSIC BASE PEDESTAL</p>  <p>WATERTOWN DOWNTOWN VISION & MAIN STREET RECONSTRUCTION 29</p>	17+50 R (S) 19+40 L (N) 20+10 R (S) 21+40 L (N) 21+85 R (S) 24+30 L (N) 25+10 R (S) 27+55 R (S) 30+25 L (N)	9 Ea.	\$59,400

Banners	 	<p>14. Add color to a neutral backdrop</p> <p>Multiple locations along the route. Hung on decorative light poles.</p>	24 Ea. Estimated	\$3,000
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Subtotal: \$2,217,200

ITEM	CONCEPT	STA	QTY.	COST
Tree Grates	 <p>Product ID: R-8710</p> <p>Manufacturer: Neenah Foundry</p>  <p>Neenah R-8710 Tree Grate</p> <p>48" x 48"</p>	Multiple locations within project limits.	34 Ea.	\$149,600

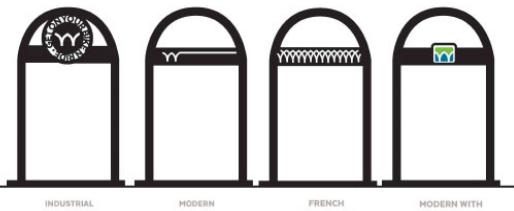
Subtotal: \$149,600

ITEM	CONCEPT	STA	QTY.	COST
Underground Conduit	(Reserved for future utility needs)		1 L.S.	\$145,000
	Run underground the full length of project limits.			
Retangular Rapid Flashing Beacon (Powder coated black)		20+48 L (N); 20+48 R (S)	2 Ea.	\$12,000
Pedestrian Crosswalk Signal Box (Voice Box) (At W. Main & Church Street)	 <p>a ticking sound or a spoken message that says the name of the street</p>	6+95 L (N); 6+95 R (S)	2 Ea.	\$1,100

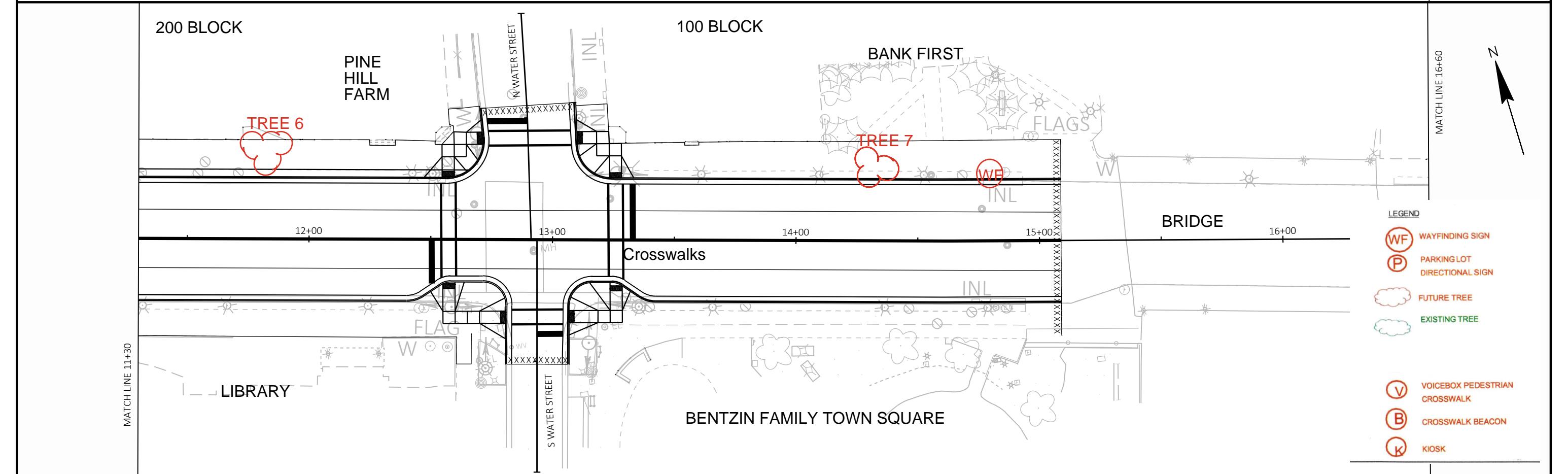
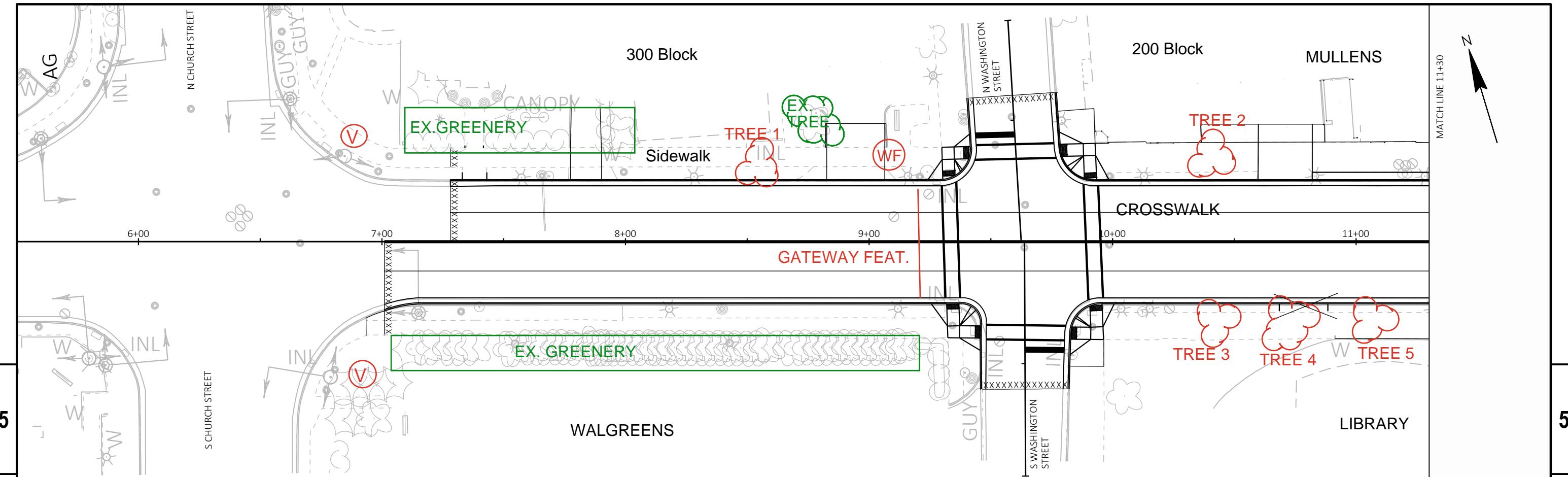
Subtotal: \$158,100
Total: \$2,524,900

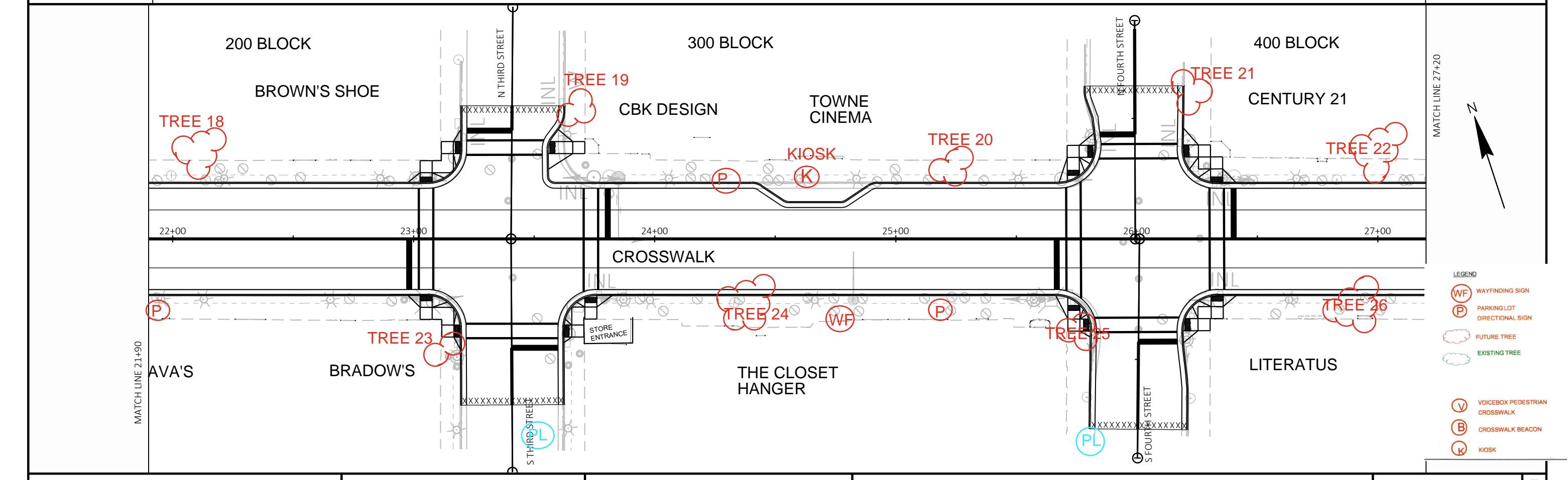
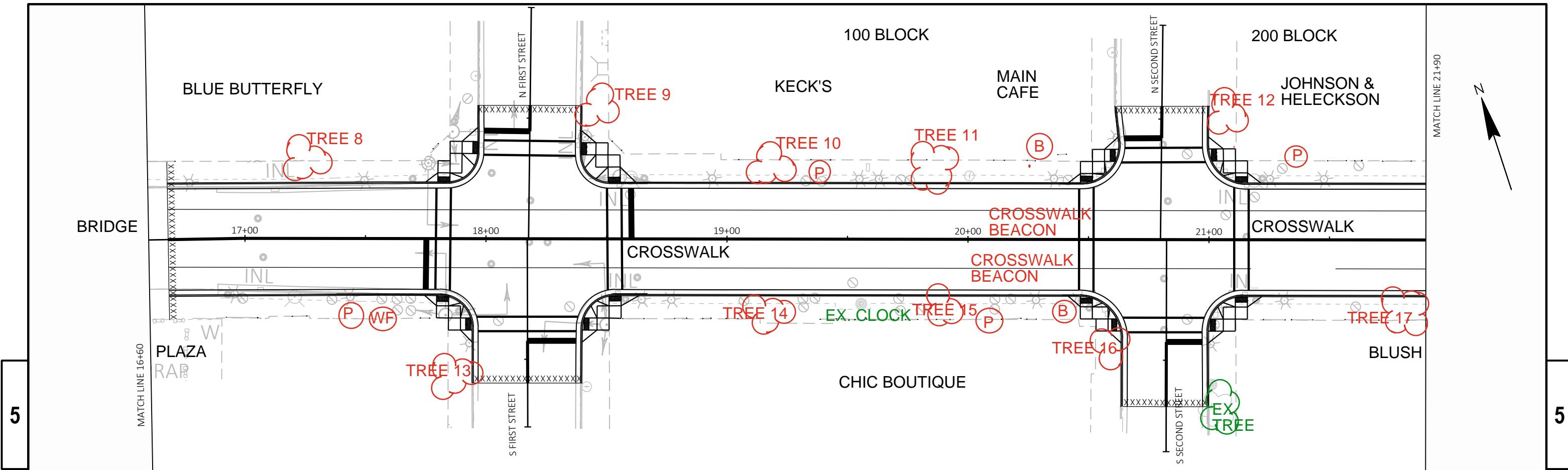
MAIN STREET RECONSTRUCTION 2028
INDEPENDENT OF THE PROJECT
CITY AMENITIES

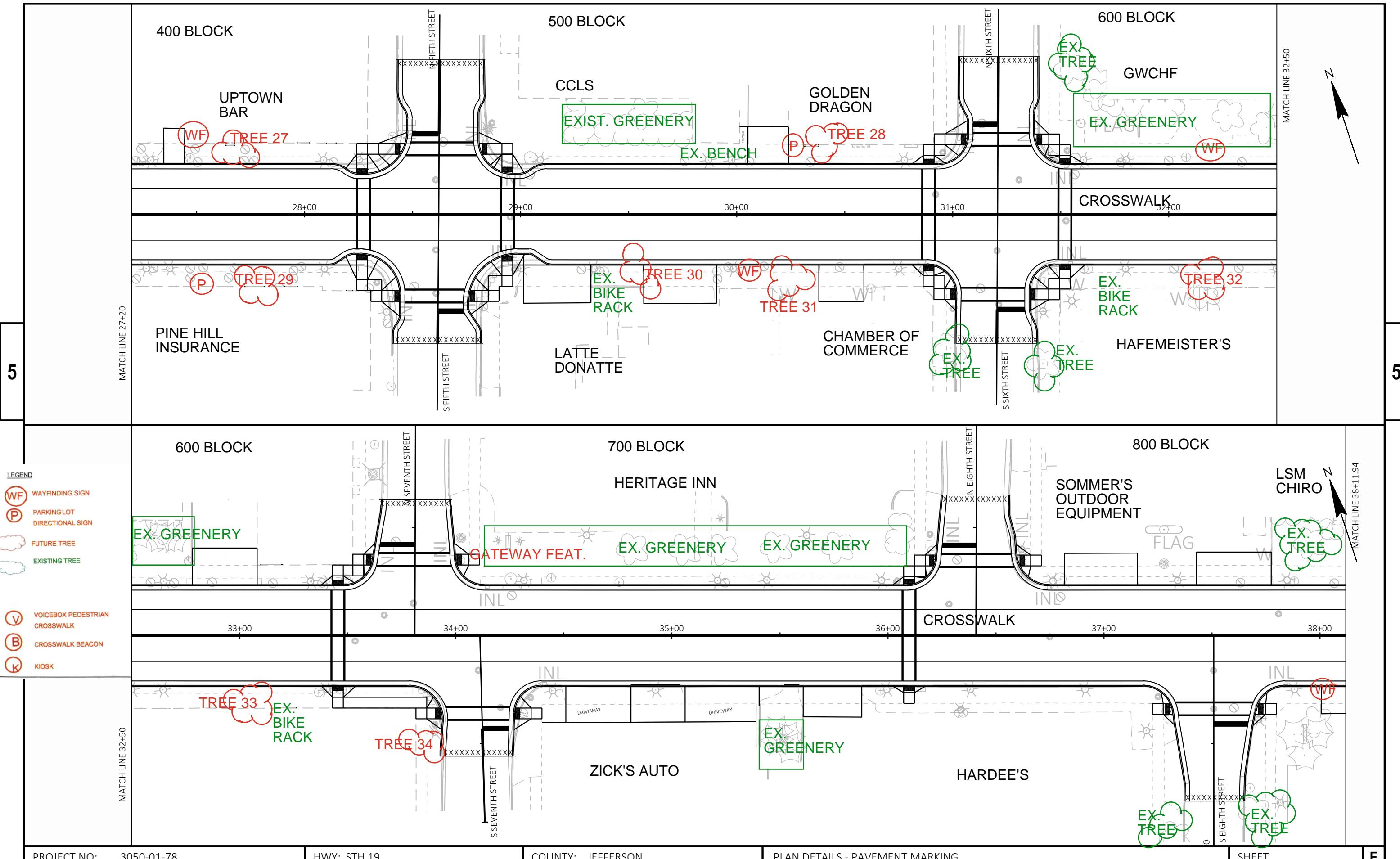
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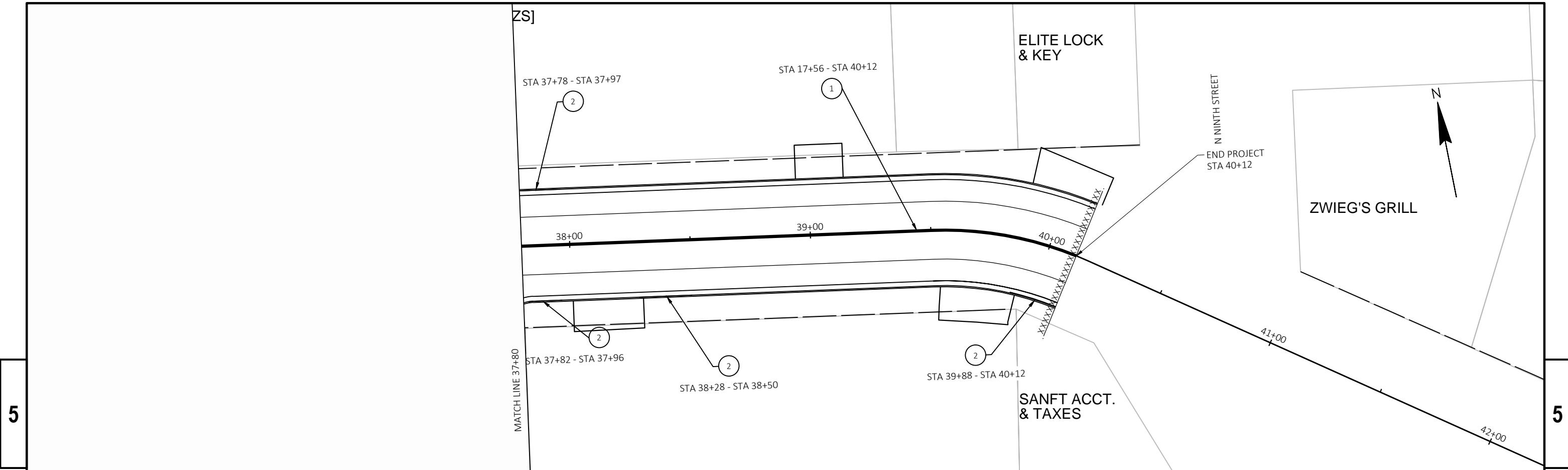
ITEM	CONCEPT	STA	QTY.	COST
Bike Racks	<p>BIKE RACKS</p> <p>Bike Racks</p> <ul style="list-style-type: none"> Standard semi-circle free-standing rack Black Back decorative band options (removable color element possible)  <p>INDUSTRIAL OPENWORK MODERN FRENCH NOUVEAU MODERN WITH COLOR LOGO</p> <p>26</p>		3 Ea.	\$3,300
Street Furniture				
Benches	STREET FURNITURE		10 Ea.	\$50,000
Moveable Planters			16 Ea.	\$17,600
Trash Receptacles			14 Ea.	\$23,100
			TOTAL	\$94,000

NOTE: Estimated 2028 Unit Pricing.









LEGEND

- (1) MARKING LINE EPOXY 6-INCH (DOUBLE YELLOW)
- (2) MARKING CURB EPOXY (YELLOW)
- (3) MARKING CROSSWALK EPOXY TRANSVERSE LINE 6-INCH (WHITE)
- (4) MARKING STOP LINE EPOXY 18-INCH (WHITE)

PROJECT NO: 3050-01-78

HWY: STH 19

COUNTY: JEFFERSON

PLAN DETAILS - PAVEMENT MARKING

SHEET

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