

2028 MAIN STREET RECONSTRUCTION UPDATE



THE CITY OF
WATERTOWN

Opportunity runs through it.





PROJECT SCOPE

Full reconstruction of 11 blocks of Main Street between Church Street and Market Street.

- Concrete pavement
- Curb & gutter
- Sidewalk
- New traffic signals
- New streetlights



PROJECT SCOPE

Full reconstruction of 11 blocks of Main Street between Church Street and Market Street.

- Replacement of aging utility infrastructure (water main, sanitary sewer, storm sewer)
- Install additional conduit for future electrical or fiber optic utility expansions
- Streetscape amenities (lighting, signage, bumpouts, etc.)
- Coordination with WisDOT through State Municipal Financial Agreement (SMFA)
- Coordination between 2028 project construction and phased post-2028 amenities
 - Proper planning to avoid reworking new construction items

TASK FORCE WORK AND RECOMMENDATIONS

- Established in 2021 to guide Main Street reconstruction vision
- Conducted workshops and community engagement in 2021–2022
- Developed recommendations for downtown streetscaping
- Recommendations published and presented in 2022
- Led to hiring Eye Level Studios/Mandewalle & Associates to advance the plan

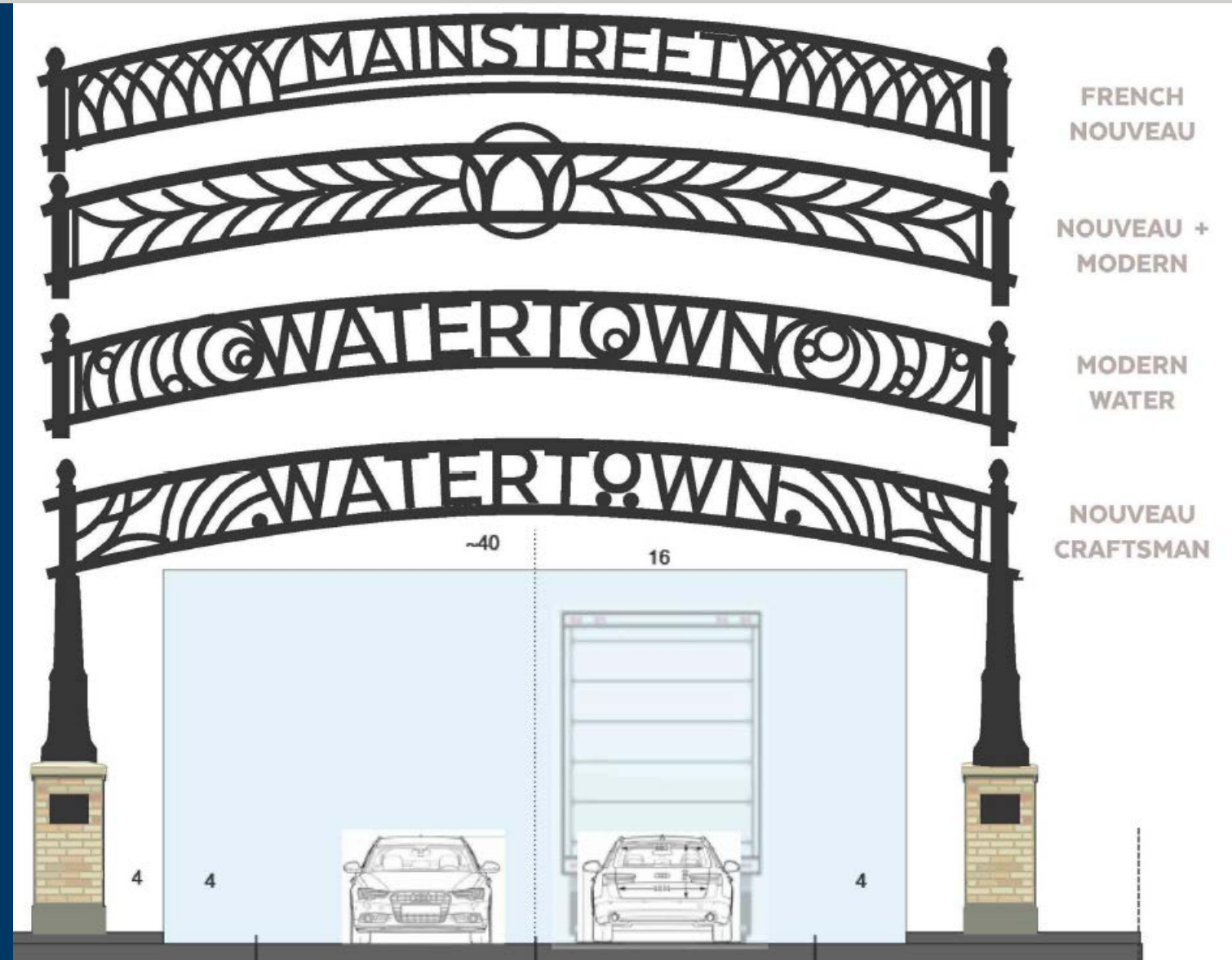
VANDEWALLE DRAFT STREETSCAPING CONCEPTS

1. Maintain a functional downtown
2. Create downtown gateways and a central focal point
3. Create a low stress, continuous pedestrian Main Street experience with enhanced east-west sidewalk and crosswalks
4. Let the historic facades shine — do not clutter Main Street
5. Frame history: Bookend historic facades with street trees
6. Combine unique elements with defined spaces to create a sense of place
7. Create spaces along and connections between pedestrian pathways

VANDEWALLE DRAFT STREETSCAPING CONCEPTS

8. Utilize around-the-corner areas for supportive amenities
9. Create locations for parklets and flexible future uses
10. Reveal uniqueness of Watertown via history and story
11. Add elements reflecting forward spirit while playing off historic background
12. Use plantings to soften a hard environment
13. Add shade to exposed areas
14. Add color to a neutral backdrop

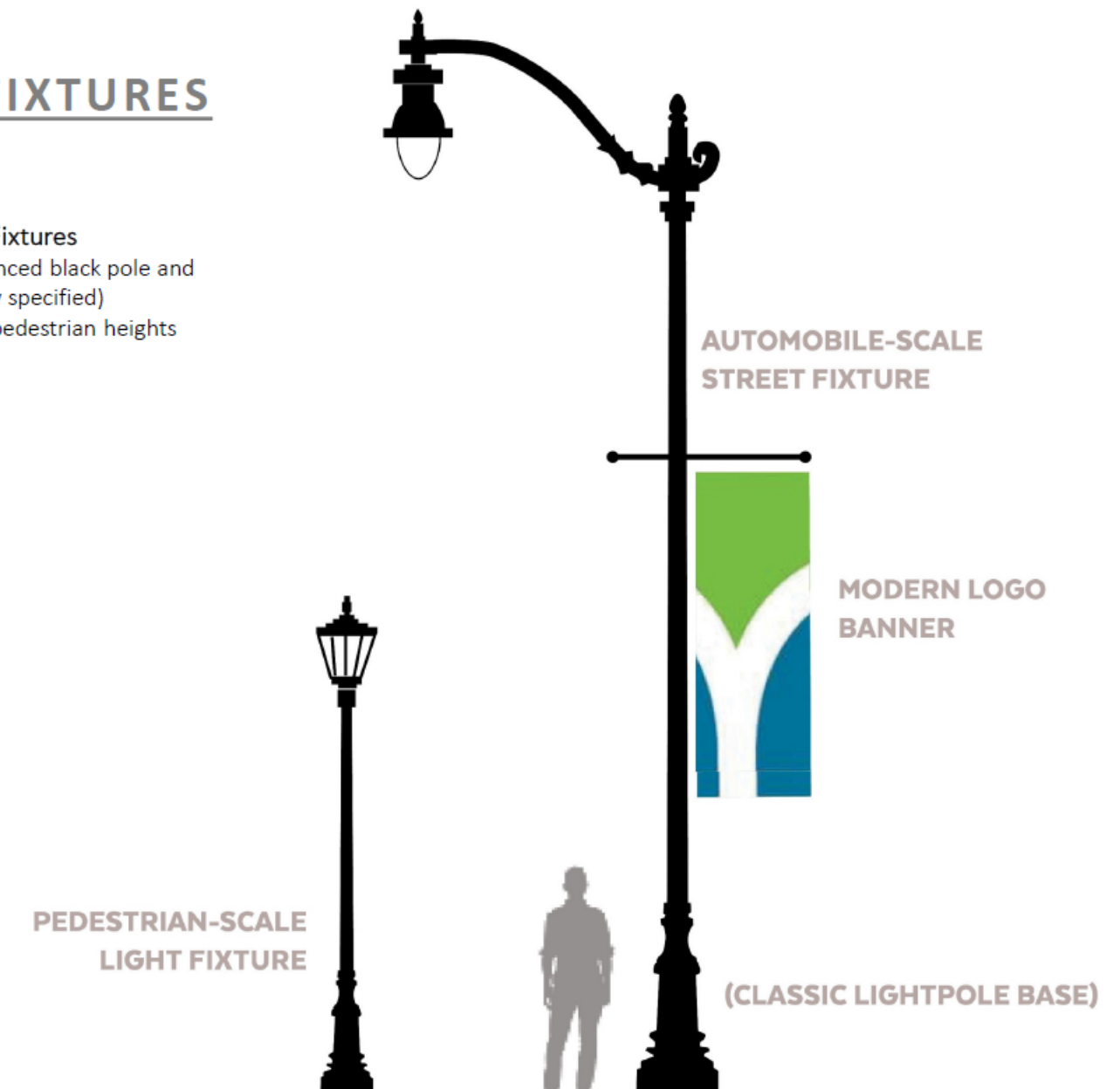
STREETSCAPE COMPONENTS



LIGHT FIXTURES

Light Poles and Fixtures

- Historic-referenced black pole and fixture (already specified)
- Roadway and pedestrian heights and models



STREETSCAPE COMPONENTS

TWO-SIDED KIOSK

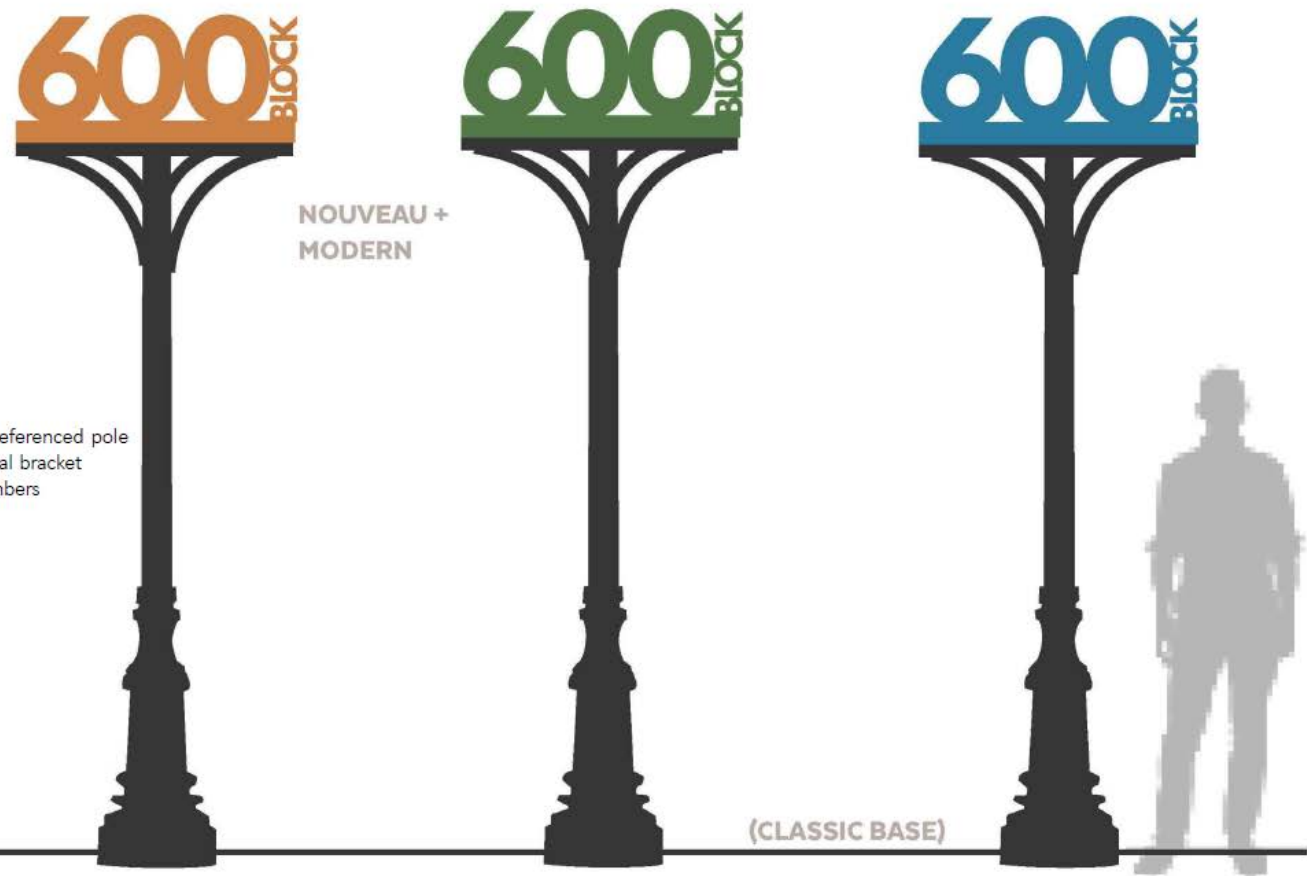
- Kiosk
- Black metal support poles
 - Two-sided panel
 - Watertown logo cap at top/middle
 - Side 1: Downtown orientation information
 - Side 2: Event information and announcements
 - Secured and sealed case, both sides

MODERN

CUTWORK METAL
LOGO SURROUND



BLOCK NUMBERING SYSTEM



- Block Identity Feature
- Black metal historic-referenced pole
 - Decorative black metal bracket
 - Branded colored numbers

STREETSCAPE COMPONENTS

PARKING LOT SIGNAGE

Parking Lot identity Sign

- Cream brick pedestal
- Black metal band and logo
- Black metal "medallion" on top of pedestal
- Blue parking "P" and parking lot name



INDUSTRIAL OPENWORK
METAL + BRICK PEDESTAL



Parking Lot Directional Sign

- Historic-referenced black poles
- Black metal "medallion" with "Downtown Watertown"
- Blue parking "P"
- Directional sign

INDUSTRIAL OPENWORK
METAL + CLASSIC BASE
PEDESTAL

DIRECTIONAL SIGNAGE

(ROUND AND RECTANGLE
LOGO OPTIONS)



- Downtown Wayfinding Signage
- Historic-referenced black poles
 - Watertown logo "cap" and City name
 - Three destinations
 - High contrast to black background

(CLASSIC BASE)

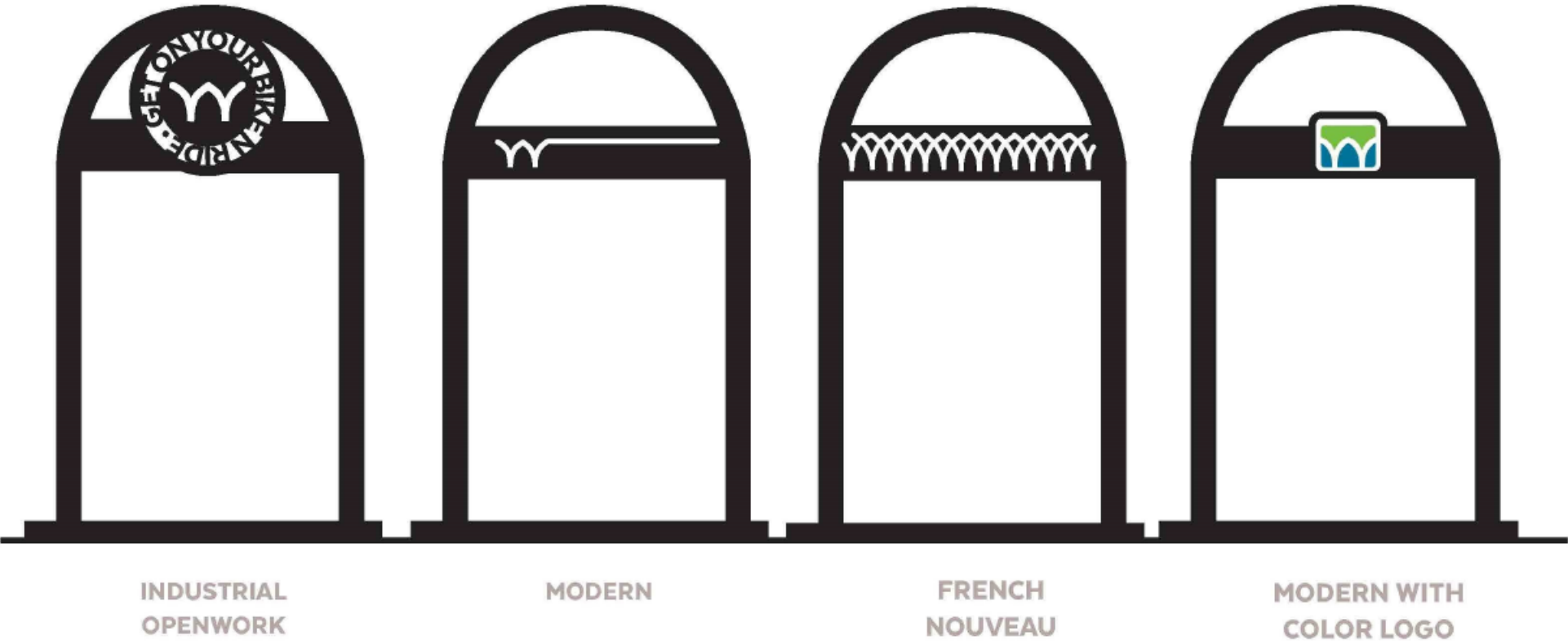
STREETSCAPE COMPONENTS



STREETSCAPE COMPONENTS (POST PROJECT)

BIKE RACKS

- Bike Racks
- Standard semi-circle free-standing rack
 - Black
 - Black decorative band options (removable color element possible)



PLANTERS

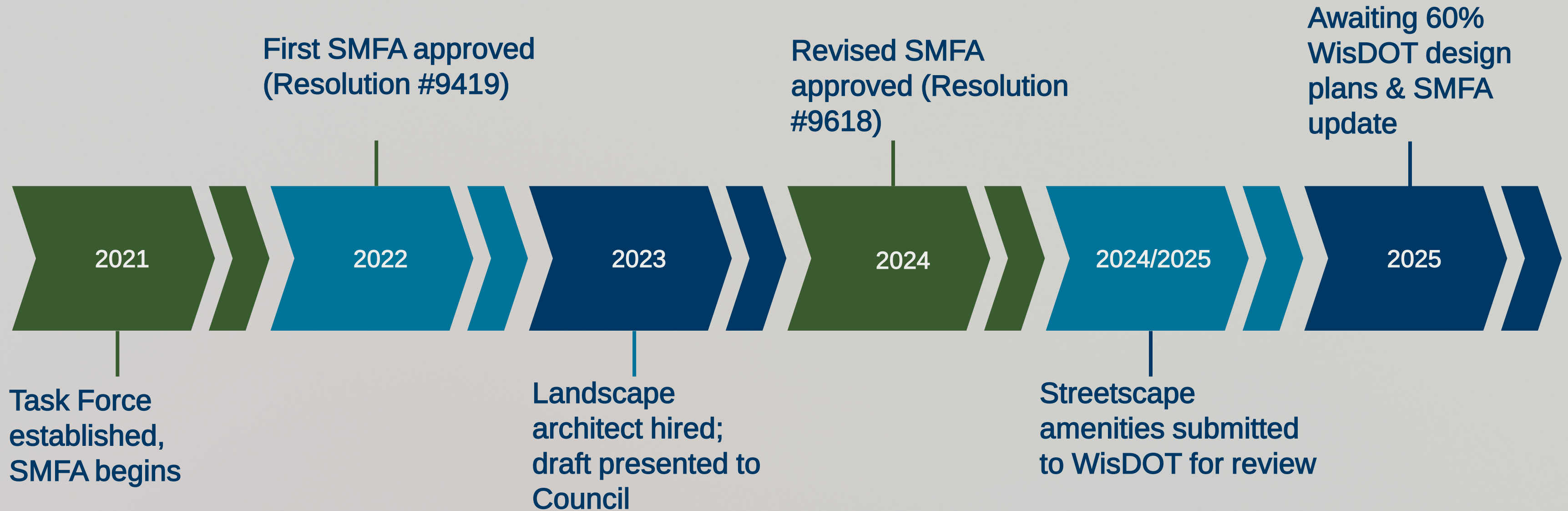
TRASH
RECEPTACLE



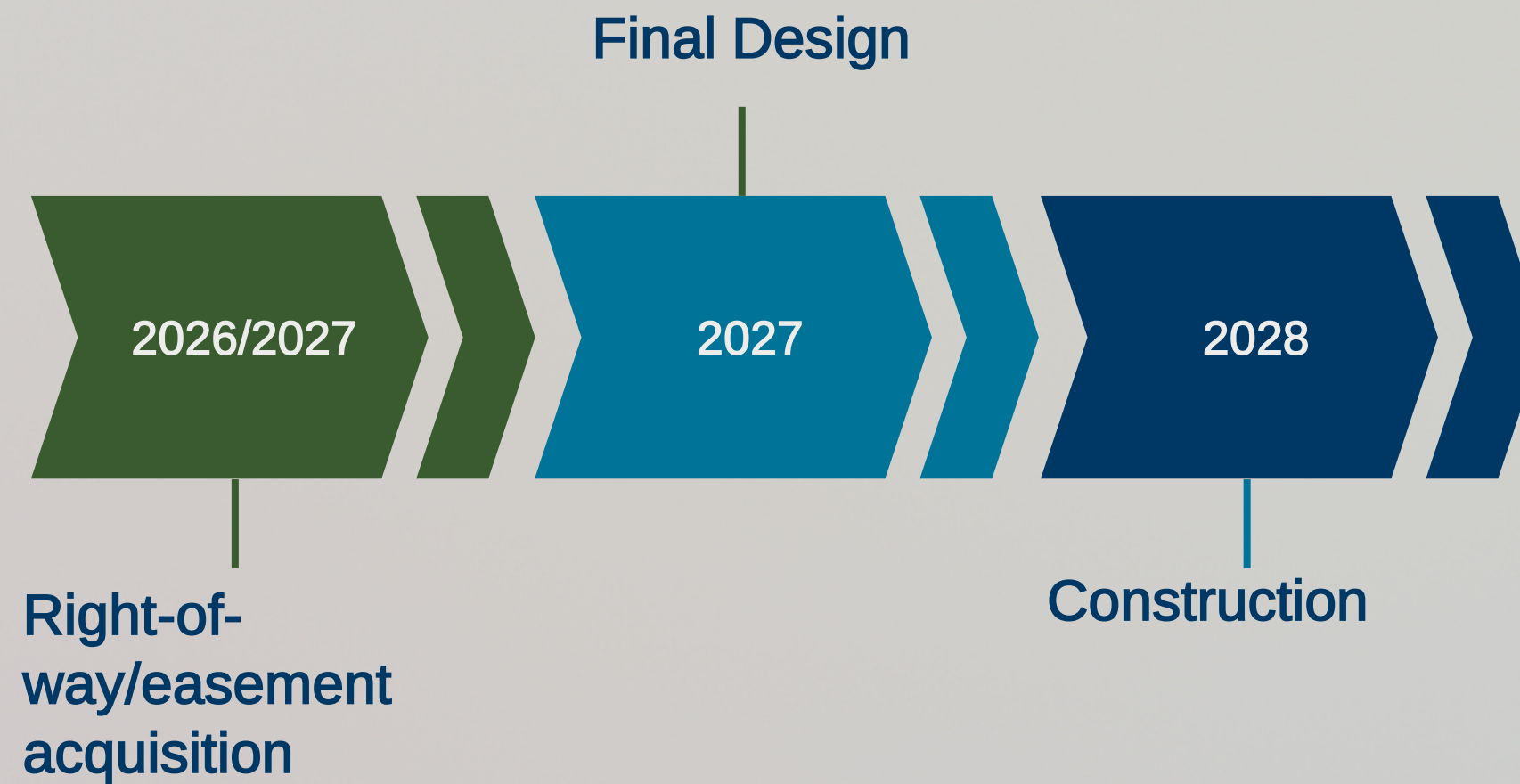
BENCHES



TIMELINE (past/present)



TIMELINE (future)



BUDGET OVERVIEW (Per approved 2024 SMFA)

- Total Project Cost: \$9.9 Million
 - \$5.5 million State Cost
 - \$4.4 million City Cost
- Dollar figures will be updated as part of 60% plan review process
- 2028 Project Non-Participating Roadway Costs: \$650,000
 - Includes pavement for parking lanes & concrete sidewalk
- 2028 Project City Streetscape Amenities: \$2.4 million
 - Includes lighting improvements, conduit, arch, trees, bump outs, etc.
- Non-Participating Water & Sanitary Sewer: \$1.3 million
- Additional items deferred to avoid utility conflicts later
 - E.g. Foundation designed and installed in 2028 for signage installation later.

WisDOT PROCESS

- 30%/60%/90% Plan Review
 - State's design team needs select project details in advance of each plan stage
- Environmental Document & Section 106
 - Project Critical Path Item. Includes historical appropriateness review of streetscape items. Adding or changing streetscape items triggers re-review
- Plans, Specifications, & Estimate (PS&E) and Letting
 - Final plans & specifications due in 2027 for a 2027 project letting (bidding)
 - 2028 Construction

WHERE WE'RE AT:

- Awaiting WisDOT 60% design plans (Fall 2025)
- Preparing for updated S MFA cost estimates
- Task Force & Engineering Division have identified deferrable amenities (surface mounted vs. subsurface)
- Coordination ongoing with WisDOT to stay on 2028 schedule



THE CITY OF
WATERTOWN

Opportunity runs through it.