



DOWNTOWN

Main Street Task Force News



Photo credit: Cindy Scherer

YOUR TASK FORCE

While it may seem like 2028 is still a long ways off, the reality is that a great deal of planning for the complete reconstruction of our city's critical Main Street corridor is already under way.

In 2021, the Common Council approved creation of a Downtown Main Street Task Force to engage in the planning of this critical infrastructure project. These are the current members of this team of residents and city staff:

Mayor Emily McFarland
Alderman Myron Moldenhauer
Amber Smith - The Chic Boutique
Andrew Beyer - City Assistant Engineer
Andrew Grinwald - Grinwald Ford
Jaynellen Holloway - City Director of Public Works
Laurie Hoffmann - A1 Cable Solutions
Melissa Lampe - Watertown Main Street
Michelle Elias - Wisconsin DOT
Nathan Salas - Watertown RDA
Steve Board - Maranatha Baptist University



IMPORTANT DATES

Next Main Street Task Force Meeting:
June 28, 2023

Landscape Architect Recommendations:
October 17, 2023

Spring 2028: Full reconstruction begins.

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



LANDSCAPE ARCHITECT APPROVED

Following a Request for Proposal from City Engineer Jaynellen Holloway, five firms submitted bids to conduct landscape architect work for the Main Street reconstruction. This contract is being funded by an ARPA allocation.

The City is pleased to announce that a bid from Eye Level Studio, in combination with Vandewalle & Associates and Rueckert & Mielke, was awarded the contract for this important work. In the next few weeks, they will begin assessing specific needs and recommendations related to the Main Street project.

BUSINESS VISITS

Over the next few weeks, members of the Downtown Main Street Task Force will begin visiting downtown businesses that are expected to be impacted by reconstruction work on Main Street. The goal is to gain an understanding of specific business and building needs, so these can be addressed in a proactive manner before work begins in 2028.



Mason Becker
Watertown RDA Executive Director

 mbecker@watertownwi.gov

 106 Jones St. Watertown, WI 53094