

## Downtown Main Street Reconstruction Task Force

Tuesday July 6, 2021

1. Meeting called to order by Alex Allon at 11:32 a.m. Present: Members- Alex Allon, Mayor McFarland, Jaynellen Holloway Andrew Beyer, Laurie Hoffman, Nate Salas, Amber Smith, Melissa Lampe, Andy Grinwald, Michelle Elias. Virtually- member Chris Ruetten and Jim Romlein. Excused – Mayor McFarland.
2. Approval of prior meeting minutes with two corrections. See previous meeting minutes attached with corrections noted in orange. Motion made by Nate Salas, second by Andrew Beyer.
3. Opening for public comment.

**None.**

4. Review, discuss and take potential action on recommendations for Main Street.

**Vote taken on set of recommendations for Main Street that were not originally highly rated. This step will be used to develop a first draft of recommendations to solicit feedback; a culmination of items. See updates to Recommendations for Main Street list noted in bold font.**

5. Review, discuss and take potential action on recommendations for Downtown.

**Vote taken on set of recommendations for Downtown that were not originally highly rated. This step will be used to develop a first draft of recommendations to solicit feedback; a culmination of items. See updates to Recommendations for Downtown list noted in bold font .**

6. Establish tentative schedule of activities including:
  - a. Streetscape presentation  
**Street scape speaker, Joe Longbeck will be asked to present to committee at next meeting.**
  - b. Public engagement  
**Discussed option to hold presentation of photos / power point presentation at movie theater, Zwieg's Grill July 15 at Mayor's Meet up, at a regularly scheduled committee meeting, presentation to Common Council on August 3, 2021 at 6 p.m. Also suggested a "Road Show" to share with groups or televise for broad viewing.**
  - c. Downtown Business Visits  
**Discussed walk downtown in mornings to meet with sections of businesses to discuss outreach and plan for downtown.**

7. Discuss and take potential action on creating an informational video to be publicly released regarding task force activities.

**Motion to table made by Mayor, seconded by Holloway. Approved.**

8. Established **next meeting date and time for Tuesday, July 20, 2021 at 11:30 a.m. In-Person/Virtually, City Hall room 2044.**
9. Adjourn- **Motion made by Holloway, second by Beyer. Meeting adjourned at 12:37 p.m.**

Minutes respectfully submitted by  
Wanda Fredrick, administrative assistant

## Meeting Minutes

### Downtown Main Street Reconstruction Task Force

Tuesday, June 22, 2021, meeting in Council Chambers, Municipal Building

1. Meeting called to order by Alex Allon at 11:32 a.m. Present: Members- Alex Allon, Jaynellen Holloway Andrew Beyer, Laurie Hoffman, Nate Salas, Steve Board, Amber Smith, Melissa Lampe, Andy Grinwald, Michelle Elias. Virtually- member Chris Ruetten and Jim Romlein. Excused – Mayor McFarland.
2. Approval of prior meeting minutes- Motion made by Melissa Lampe, seconded by Steve Board.
3. Opening for public comment- None.
4. Reviewed and discussed criteria evaluation matrix results. Alex reminded committee of categories and city sections and discussed what is considered Main Street items or “sub-group” categories. 56 total items were scored. Top 10 tier items were looked at and items not in the top 10 that members felt should have been listed were discussed such as one-way streets, flowerpots on the ground as the current planters on poles are too high to water easily, calming measures, lower speed limits, an arch. As a whole, agreed the rating system is good for discussion. Top 20 items on the list were reviewed. Security cameras were discussed. Laurie Hoffman & Andy Grinwald spoke of surveillance cameras and whether it should be ~~on the~~ \* business owner or **viewed as needed by** police department to view footage 24/7.\* Amber Smith stated her business installed exterior wireless cameras & felt camera use should be up to the individual businesses to install. Suggestion was made by Jaynellen Holloway to invite police department to speak on camera possibilities & usage as a crime deterrent.

**Top items viewed as very important.** Note: Items in red would be considered as DOT approved type of items per Michelle Elias along with original list item #2 Signage being road/street signs not wayfinding signs.

- 1) Traffic light improvement and crosswalks for the blind and deaf
- 2) Wide sidewalks
- 3) Better crosswalk location
- 4) Creating meeting spaces
- 5) Alter the location and update artwork of the murals
- 6) Slightly taller lampposts
- 7) Seating periodically spaced
- 8) Art/Sculptures on the sidewalks
- 9) Traffic calming measures
- 10) Main Street Parking evaluation
- 11) Create some vistas
- 12) Traffic signals that allow for pedestrians to stop traffic
- 13) Nice garbage receptacles (maybe way to encourage recycling with dividers)
- 14) Curb bump outs and continental crosswalks
- 15) Utilities upgrades
- 16) Arch

- 17) Flowerpots on the ground
- 18) Electric vehicle charging stations
- 19) Light pole accessibility for 5G
- ~~20) Call box/emergency call box~~ \*20) Security cameras

See list attached with additional individual item notes listed in blue.

- 5. Time did not allow for segmented recommendations by street sections.
- 6. Upcoming evening meeting for greater public input was discussed in depth. Determined the committee needs to have agreed upon concepts summarized, have criteria of essentials prepared and when ready, highly publicize an evening meeting to present committee's direction to the public for input. Lampe will look into scheduling a building & street scape design speaker for a meeting. Next meeting date and time was set for 11:30 a.m., Tuesday, July 6, 2021.
- 7. Motion made by Lampe and seconded by Grinwald to adjourn. Meeting adjourned at 12:40 p.m.

Minutes respectfully submitted by

Wanda Fredrick, administrative assistant

**\*As of 7/6/2021 meeting, it was requested that wording of two items be corrected. Corrections are listed in orange. WF**

#### Top 15 Items

- 1. Traffic light improvement and crosswalks for the blind and deaf
- 2. Signage (river amenities, riverwalk wayfinding location, trails, wayfinding, business categories) - DOT approved  
Signage being road/street signs not wayfinding signs.
- 3. Wide sidewalks
- 4. Better crosswalk location
- 5. Signs on businesses updated – Question: How will that work? Nate Salas brought up the sign ordinance and suggested it be discussed at another meeting. Jaynellen stated wayfinding signs be considered parallel to reconstruction project. Alex stated City to budget for some wayfinding signs.
- 6. Creating meeting spaces
- 7. Alley restoration and beautification with art – Question: How do we make businesses accessible to shoppers/patrons?

8. Plan for developing Riverwalk north of the bridge – Jaynellen feels the task force committee focus on Main Street reconstruction project improvements & items to include in the reconstruction of Main Street first. Riverwalk could be tackled by another task force committee.
  9. Address seawalls – beautification
  10. Alter the location and update artwork of the murals
  11. Parking lot aesthetic improvement – Suggestion that parking lot issues be discussed with a task force committee to discuss items not directly Main Street reconstruction items.
  12. Slightly taller lampposts
  13. Seating periodically spaced
  14. Art/Sculptures on the sidewalks
  15. Traffic calming measures
- 
16. Parking evaluation
  17. Create some vistas
  18. Traffic signals that allow for pedestrians to stop traffic
  19. Nice garbage receptacles (maybe way to encourage recycling with dividers)
  20. Security cameras (main and side streets) – Perhaps Ben Olson of the PD could speak on subject. Nate brought up safety is a concern but to tackle the scope of the Main St. reconstruction project & not take on tasks that may not be accomplished by this committee. A (sub) task force made up of specialty people for items such as this would be useful.
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21. Create space for winter activities like ice sculptures and ice skating – Laurie Hoffman discussed the need to bring people downtown. Infrastructure has been missing. Remove the roadblocks & the puzzle comes together. Nate stated the need to articulate & ID realms of who is responsible to address such issues.
  22. Lighting the bridge – DOT replaces what is comparable to current lighting style and appropriate for City's historic bridge. Under-lighting is not recognized by DOT as necessary.

23. Colored concrete
24. Evaluation of one-way streets
25. Poles to support white lights on the trees downtown in winter
26. Sense of scale, examples: heights of poles for semi v. people walking
27. solid surface as seating
28. Minimizing parking loss
29. Lower speed limit
30. Curb bump outs and continental crosswalks – [Alex stated this item could be considered a sub-category of traffic calming as bump outs are an aesthetic.](#)
31. Interactive learning components
32. Specific design standards for 2nd and 3<sup>rd</sup>
33. Utilities upgrades – [Per Andrew Beyer upgrades to be added during processes. As committee discusses wants vs needs, Melissa also said to keep in mind utilities are already included in reconstruction process.](#)
34. Arch
35. Lighting streamlining (removing one pole)
36. Trees, softening aesthetic
37. Remove vegetation to open views to the river
38. Flowerpots on the ground
39. Dog friendly main street - pet waste stations

40. Green infrastructure improvements
41. Electric vehicle charging stations – Chris Ruetten felt this item should be ranked higher. Jaynellen asked if this item considered a utility upgrade, then make it a recommendation to #33 listed above.
42. Sections with no parking
43. Light pole accessibility for 5G – Chris Ruetten felt this item should be rated in the top 20 important items. Jaynellen stated contractors are interested in small cell tower sites such as the Town Square area.
44. Sections with pavers/curb borders (sidewalks with angels)
45. Call box/ emergency call box – Steve Board was surprised this item was not in the top 20 list. Question asked how effective a deterrent are security cameras or call boxes. Does either scare people away? These are good questions for the police department.
46. Closing off parts of certain streets
47. Bubblers
48. Strips of greenspace in sidewalks
49. Added stop light at Second Street
50. Moving stoplights away from bases of buildings
51. Bubbler for dogs
52. Bike lanes
53. No trees on main street
54. One sided parking
55. Roundabout at the west end of downtown – Per Jaynellen roundabouts would not be successful in our downtown. Would need to purchase buildings & tear them down to create enough room for a roundabout. Michelle stated an intersection evaluation would be required to prove the need of a roundabout for the downtown. It was brought up by Laurie that roundabouts are needed to stop the truck traffic from using Main Street as a truck route. Michelle stated Main St./Hwy 19 is a main highway and truck traffic is allowed to travel it.

## 56. Roundabouts at first and main

6/22/2021 Notes: Laurie stated to look at elements needed in the downtown, items that effect the downtown.

Alex said to focus on Main Street items & have a parallel path for other items.

Andy Grinwald said specific items are listed here & some items can be lumped together. Look at Strategic objectives vs parallel items.

At the end of the discussion, subcommittees could look at questionable items.



## Recommendations for Main Street Only

### Aesthetic Improvement Recommendations.

1. Plan for installation and updating of murals.

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly

Task Force deliverables:

- Propose recommended locations,
- Propose property owners outreach plan,
- Provide sample RFP for mural design/updating/installation,
- Provide possible funding sources (WI Arts grants, etc.).

2. Plan for art and/or sculptures on sidewalks.

Top Two Evaluation Criterion: High Quality Design; Retail / Commercial Oriented

Task Force deliverables:

- Provide sample RFP for mural design/updating/installation,
- Provide possible funding sources (WI Arts grants, etc.)

3. **Install pedestrian-level flowerpots.**

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force deliverables:

- Propose recommended locations,
- Propose business owners outreach plan,
- Propose maintenance plan/strategy,
- Provide possible sponsorship/partnership opportunities and solicitation strategy.

**Approved to include this item as a recommendation in a 5-2 vote.**

4. Install well-designed trash receptacles.

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly

Task Force deliverables:

- Propose recommended locations,
- Propose maintenance plan/strategy,
- Provide design examples from existing products.

5. Create strategic plan for “vistas” on Main Street.

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly

Task Force deliverables:

- Propose recommended “viewing” locations,
- Propose reconstruction strategy to create these locations/vistas,
  - Provide visual depiction (sketch) of proposed locations.

6. **Install Arch over Main Street.**

Top Two Evaluation Criterion: High Quality Design; Responsive to Main Street History / Forward

Thinking Task Force deliverables:

- Propose recommended location,
- Provide set of preferred design examples,
- Propose possible funding sources (sponsorships, etc.)

**Discussion on two proposed arches - perhaps placed near Walgreen’s & the other near Sharp Corner and who is responsible for these items. Keep items on a conceptual level; call this an “entrance feature” not an “arch” on Main Street.**

**Unanimously approved to include this item as a recommendation.**

## Infrastructure Recommendations:

### 1. Update and upgrade utilities throughout construction.

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force deliverables:

- Brief description of existing utility conditions (age, etc.)
- Propose specific upgrades (consult engineering dep't)

**Jaynellen Holloway stated this is the City's responsibility.  
Unanimously approved to include this item as a recommendation.**

### 2. Conduct evaluation study of parking on Main Street.

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force deliverables:

- Brief description of existing parking challenges.
- Propose parking study.

### 3. Install infrastructure for electric vehicle charging stations.

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force Deliverables:

- Propose recommended location(s),
- Provide design examples from existing product lines.

**Discussed installation of conduit whether for immediate use or future use.  
Unanimously approved to include this item as a recommendation.**

### 4. Install traffic lights that allow for pedestrians to stop traffic.

Top Two Evaluation Criterion: Pedestrian Friendly, Universal Accessibility / ADA

Task Force Deliverables:

- Propose locations (if it is determined that not all should accommodate)

### 5. Improve design of traffic lights.

Top Two Evaluation Criterion: Pedestrian Friendly; High Quality Design

Task Force Deliverables:

- Provide design examples from existing product lines.

### 6. Install taller lampposts.

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly Task

Force Deliverables:

- Propose locations (if it is determined that not all should accommodate),
- Provide desired height specifications.

**7. Install infrastructure to accommodate 5G on light poles.**

Top Two Evaluation Criterion: Retail/Commercial Oriented; High Quality Design Task

Force Deliverables:

- Propose locations,
- Provide example infrastructure from existing product lines.
- Propose possible funding sources (PSC grants, other connectivity grants)

**Discussed 5G service in Main Street area is a matter of when it will be needed not if it is needed.**

**Unanimously approved to include this item as a recommendation.**

**8. Install emergency call box**

Top Two Evaluation Criterion: Pedestrian Friendly, High Quality Design Task

Force Deliverables:

- Propose recommended location(s),
- Provide design examples from existing product lines.

**Unanimously approved to remove this item as a recommendation from previous list.**

## **Pedestrian Oriented Design recommendations:**

### 1. Widen Sidewalks.

Two Evaluation Criterion: Pedestrian Friendly; Universal Accessibility/ADA

Task Force Deliverables:

- Propose sections of wider sidewalks (if it is determined that not all sections widen),
- Provide visual cross-section of entire street (Right-of-way to right-of-way) with proposed reconstruction widths of street elements (sidewalks, parking, driving lanes).

### 2. Create meeting spaces.

Top Two Evaluation Criterion: Pedestrian Friendly; High Quality Design

Task Force Deliverables:

- Propose recommended locations,
- Propose reconstruction strategy to create these spaces,
- Provide visual depiction (sketch) of proposed locations.

### 3. Install well-designed seating at pedestrian-friendly intervals.

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly Task

Force Deliverables:

- Propose recommended locations,
- Provide example designs from existing product lines.
- Provide possible sponsorship/partnership opportunities and solicitation strategy.

### 4. Install well-designed wayfinding signage.

Top Two Evaluation Criterion: Pedestrian Friendly; Retail / Commercial Oriented Task

Force Deliverables:

- Propose recommended locations,
- Provide example designs,
- Recommend coordinating design and installation with broader, downtown wayfinding strategy/plan.

5. Install curb bump-outs to improve traffic calming measures.

Top Two Evaluation Criterion: Pedestrian Friendly; High Quality Design

Task Force Deliverables:

- Propose recommended locations,
- Provide example designs.

6. Relocate crosswalks for improved pedestrian flow and safety.

Top Two Evaluation Criterion: Pedestrian Friendly; Universal Accessibility / ADA

Task Force Deliverables:

- Propose recommended locations.

7. Incorporate features for the blind and deaf into crosswalks.

Top Two Evaluation Criterion: Universal Accessibility / ADA; Pedestrian Friendly

Task Force Deliverables:

- Provide example features.

8. Create continental crosswalks for improved pedestrian safety.

Top Two Evaluation Criterion: Pedestrian Friendly; High Quality Design

Task Force Deliverables:

- Provide example designs.

## Recommendations for Downtown Watertown

### Aesthetic Improvement Recommendations.

1. Plan for installation and updating of murals.

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly

Task Force Deliverables:

- Propose recommended locations,
- Propose property owners outreach plan,
- Provide sample RFP for mural design/updating/installation,
- Provide possible funding sources (WI Arts grants, etc.)

2. Improve aesthetics of existing parking lots.

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force Deliverables:

- Identify existing parking lots to receive improvements,
- Propose set of upgrade recommendations for each location.

3. **Remove vegetation to open views to the river / create some vistas.**

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly

Task Force Deliverables:

- Propose recommended “viewing” locations,
- Propose reconstruction strategy to create these locations/vistas,
- Provide visual depiction (sketch) of proposed locations.

**Unanimously approved to include this item as a recommendation**

4. **Install trees and/or plantings to soften aesthetic.**

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force Deliverables:

- Propose locations of trees and plantings,
- Propose maintenance strategy,
- Provide visual depiction (sketch) of proposed locations.

**Unanimously approved to include this item as a recommendation**

### Infrastructure Recommendations.

1. **Install poles to support white lights on trees Downtown in winter.**

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force Deliverables:

- Propose locations of poles.

**Discussed lighting in trees & need for outlets. Option to call this item “decorative infrastructure for lighting & electrical use.”**

**Who pays for electric bill regarding lighting on poles? City pays the utility bill. Less citizen accessibility to the outlets the better as to not abuse access. Some communities have installed lock boxes on electrical boxes. Place 8-10 feet high for city employees to have access. There could be an ability to sponsor the electrical use for events such as a guitar player, etc.**

**Unanimously approved to include this item as a recommendation**

2. Install infrastructure for electric vehicle charging stations.

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force Deliverables:

- Propose recommended location(s),
- Provide design examples from existing product lines.

3. **Install infrastructure to accommodate 5G on light poles.**

Top Two Evaluation Criterion: Retail/Commercial Oriented; High Quality Design

Task Force Deliverables:

- Propose locations,
- Provide example infrastructure from existing product lines,
- Propose possible funding sources (PSC grants, other connectivity grants).

**Unanimously approved to include this item as a recommendation**

4. Reconstruct and improve seawalls along the river in the Downtown.

Top Two Evaluation Criterion: High Quality Design; Pedestrian Friendly

Task Force Deliverables:

- Prioritize locations for improvements,
- Propose preferred aesthetic reconstruction approach.



**5. Install emergency call box.**

Top Two Evaluation Criterion: Pedestrian Friendly; High Quality Design

Task Force Deliverables:

- Propose recommended location(s),
- Provide design examples from existing product lines.

**Unanimously opposed to inclusion of this item as a recommendation**

**Pedestrian-Oriented Design Recommendations.**

**1. Install well-designed wayfinding signage.**

Top Two Evaluation Criterion: Pedestrian Friendly; Retail/Commercial Oriented

Task Force Deliverables:

- Propose recommended locations,
- Propose items to include signs for,
- Provide example designs.

**2. Creating meetings spaces.**

Top Two Evaluation Criterion: Pedestrian Friendly; High Quality Design

Task Force Deliverables:

- Propose recommended locations,
- Propose reconstruction strategy to create these spaces,
- Provide visual depiction (sketch) of proposed locations.

**3. Create space for winter activities like ice sculptures and ice skating.**

Top Two Evaluation Criterion: High Quality Design;  
Pedestrian Friendly

Task Force Deliverables:

- Propose recommended locations.

**Discussed describing item as “space for winter activities & programing”**

**Unanimously approved to include this item as a recommendation**

**4. Close off parts of certain streets for programming.**

Top Two Evaluation Criterion: Pedestrian Friendly; Universal

Accessibility / ADA Task Force Deliverables:

- Propose recommended locations.

**Discussed temporary closure of portions of streets for downtown programs.  
Unanimously approved to include this item as a recommendation**

## Planning Recommendations.

1. Perform comprehensive parking study in the Downtown, with the intention of planning for future parking needs and minimizing parking loss for Downtown businesses.

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force Deliverables:

- Outline rationale behind recommendation,
- Provide examples of suitable types of studies.

2. **Perform transportation network evaluation in the Downtown**, with the intention of redesigning one-way streets and planning for bike usage.

Top Two Evaluation Criterion: High Quality Design; Retail/Commercial Oriented

Task Force Deliverables:

- Outline rationale behind recommendation,
- Provide examples of suitable types of studies.

**Unanimously approved to include this item as a recommendation**

3. Implementation plan for developing the Riverwalk north of the Cole Bridge.

Top Two Evaluation Criterion: Pedestrian Friendly; High Quality Design

Task Force Deliverables:

- Outline rationale behind recommendation,
- Highlight existing Riverwalk design plans.

4. Develop a plan for creative alley restoration and public art.

Top Two Evaluation Criterion: High Quality Design; Responsive to Main Street History / Forward Thinking

Task Force Deliverables:

- Outline rationale behind recommendation,
- Provide example planning efforts.

5. **Plan for green infrastructure improvements in the Downtown.**

Top Two Evaluation Criterion: High Quality Design; Responsive to Main Street / Forward Thinking

Task Force Deliverables:

- Outline rationale behind recommendation,
- Propose recommended locations and types,
- Provide example planning efforts.

**Discussed use of biofilters, pavers & rain gardens; not just storm sewers to direct water run-off.**

**Unanimously approved to include this item as a recommendation**

**Other items brought up for discussion:**

**\* Multipurpose bubbler installation for people & dogs.**

**Discussed How bubblers can be abused. Item to be added to Downtown list for discussion on placement. Possible concept to be featured at entrance of Town Square.**

**Unanimously approved to include this item as a recommendation as #6**

**\*Under lighting of bridge**

**Michelle Elias stated DOT allows LED string lighting in arches. Any electrical conduit is required to be submitted in DOT plans. Lighting could be added to DOT contracted project if attached to bridge in a temporary way such as a clip, zip ties or other way of attaching in which the bridge structure's strength is not changed or damaged.**