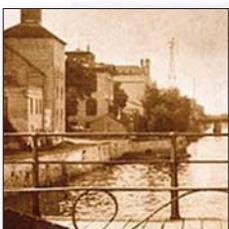
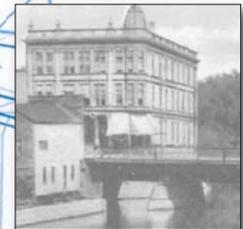
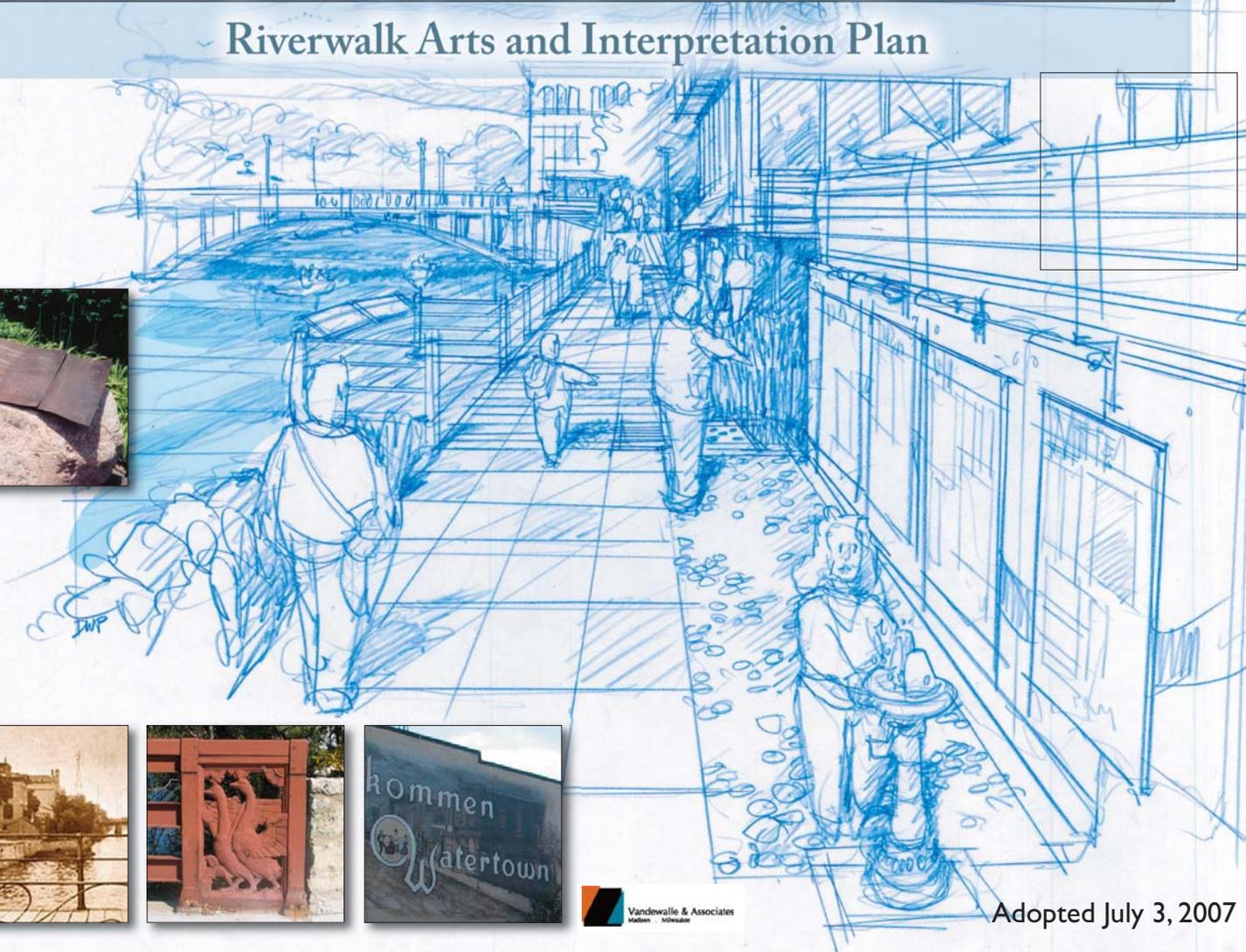


WATERTOWN

Riverwalk Arts and Interpretation Plan



Acknowledgements

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Arts and Interpretation

Opportunities for Creating an “Experience”

The Watertown riverfront should strive to be unique and entertaining. It should share the history of the place and be a satisfying experience that will get people talking. Potential businesses and residents should find it appealing. The character and content of the riverfront should be based on inherent qualities and concerns of Watertown, the Rock River, and the surrounding area.

To ensure these intentions become reality, arts and interpretive features will be intertwined with the future Watertown riverfront redevelopment. These visual and explanatory components will play an integral part in shaping the spirit of the riverwalk. Interpretive features will assist in adding activity and creating unique experiences. The integration of art will help to tell the stories of the riverfront.

The use of effective artistic and interpretive techniques coupled with identification of themes meaningful to Watertown and adequate funding and support will allow the Watertown riverfront and riverwalk to be more than just a way to get from here to there. It will be an attraction and a destination with the power to...

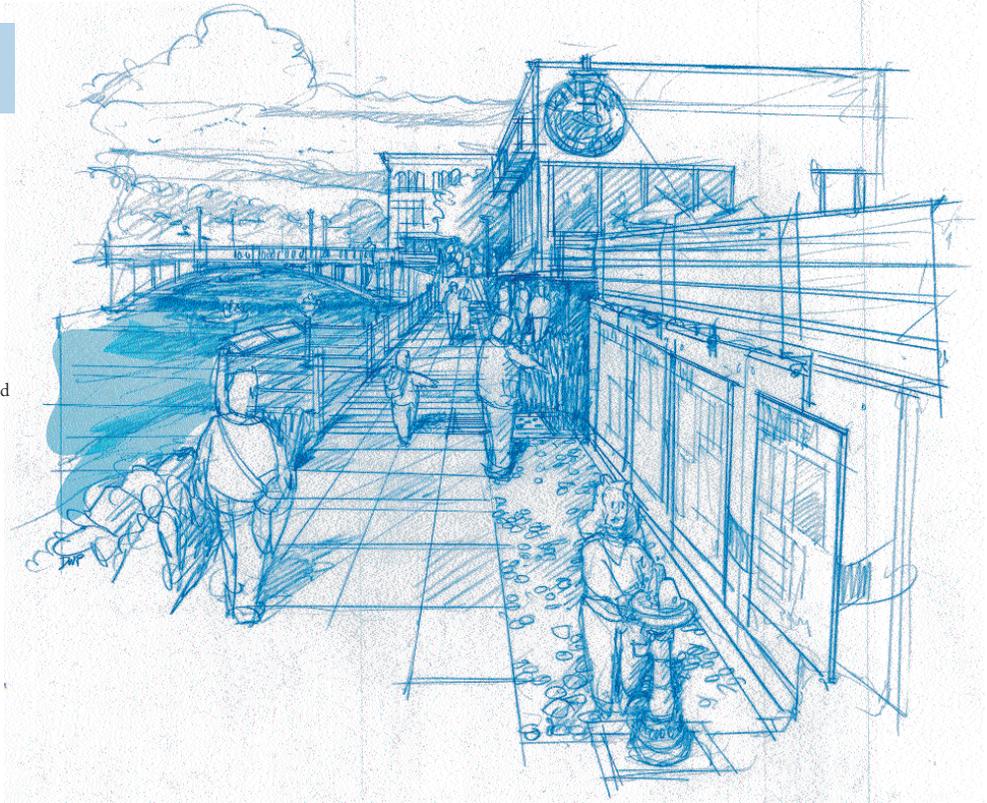
- Educate
- Involve
- Entertain
- Inspire

It will be able to...

- Connect people to the past, the present, and the future
- Add depth and richness to the riverfront
- Attract people to the downtown and riverfront
- Increase the value and viability of downtown and riverfront properties
- Protect the river
- Work in conjunction with existing efforts, businesses, and programs

The following recommendations include:

- Arts and Interpretive Themes
- Artistic Expressions and Techniques
- Interpretive Applications and Techniques
- Sketches
- Art and Interpretive Feature Locations
- Implementation Recommendations



Arts and Interpretive Themes

Four key themes have been identified by diving into local knowledge of history, ecology, current issues, business, and commerce of the region. These themes can serve as a basis for the design and content of the riverwalk and riverfront redevelopment. Ideally, the design, the programming of activities, the character of the art, and the branding of businesses can all use these four themes to unite the experience and create the active, inspiring, and economically successful riverfront envisioned by Watertown.



Photo: Ellen Ruliseh

Water

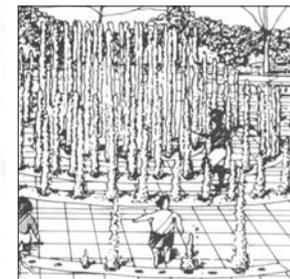
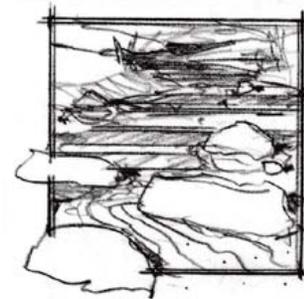
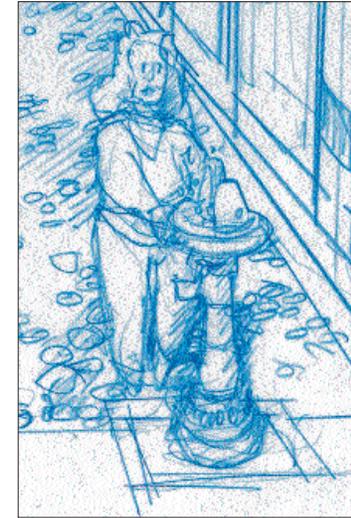
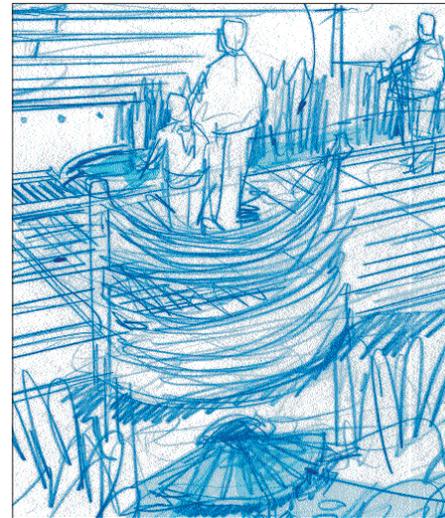
Water is a literal foundation in Watertown. Its commerce, recreation, and image have all been centered on water. People recognize the importance of water as a source of human health and basic needs. It is also a home to creatures. Fish in particular are found in stories from the past and in current efforts related to the river (See Fish and Fowl).

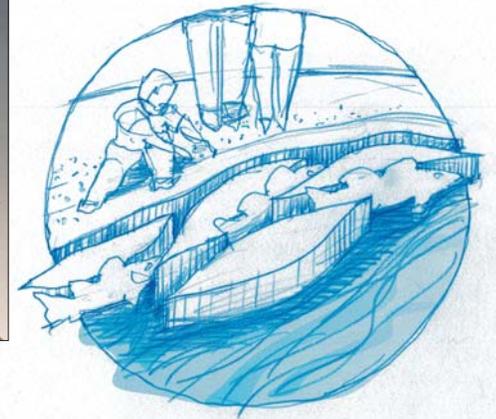
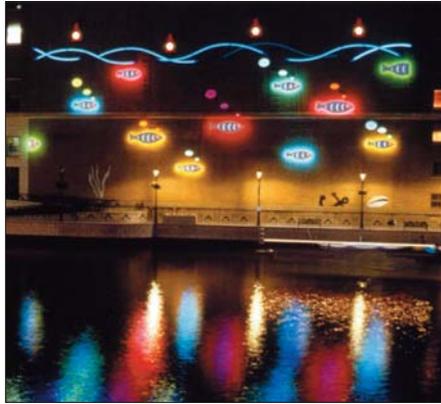
Other “water” words are relevant and important to Watertown, too. Some examples include watershed, waterfall, waterpower, waterworks, waterfowl, waterfront, water quality, water flow, water habitat, and water wheel. These words are all potential inspirations for concepts. “Water” words might be used to promote the riverfront or used in the content of a specific project.

— Application —

Water holds the potential to entertain, educate, and add beauty and interest. Children splash, knowledge flows, history streams, and fountains mist. Clean it, drink it, aerate it, play in it, float on it, dive into it, and use it as art. Potential applications of the water theme might include:

- Bubblers (historic references possible)
- Water fountains and spouts
- Bubble jets and water features inviting play
- Features telling the story of Watertown's quality aquifer
- Large scale representation of the Upper Rock River Watershed
- Water related mural on riverfront building
- Water features highlighting the character of water through art
- Water features combining stormwater treatment and art
- Water wheel (and connected attractions) showing power of water
- Demonstration of stormwater management techniques
- Access points to the river water inviting people to touch the water
- Fishing facilities
- Boating access
- Aerated water display (functional and artful)





Fish and Fowl

The Rock River and its headwaters are home to many creatures. The most prevalent and historically important may be the fish and the fowl. People are already aware of how the fish and fowl affect, and are affected by, the watershed, the water quality, the changing seasons, and the ecosystem as a whole. People understand migrating waterfowl overhead, river ecology, and fishing.

Historically the Rock was full of life including fish, not yet diminished in quantity by human predators, living in a healthy river. It has been said you could once walk across the Rock River on the backs of the fish because they were so numerous.

In the past a large variety of species called the Rock their home. Today the number of species is fewer and Carp dominate the turbid waters. Efforts are being made by the Rock River Rescue to reintroduce other species and to advocate for cleaner waters and a healthier habitat.

Horicon Marsh, at the headwaters of the Upper Rock River, is internationally recognized as a high quality water body, wetland, and wildlife habitat. Undoubtedly the symbols for Horicon are geese and other waterfowl. A connection to Horicon Marsh and the community of Horicon, already made by the upper Rock River itself, would benefit both communities and help to tell the story of the watershed.

— Application —

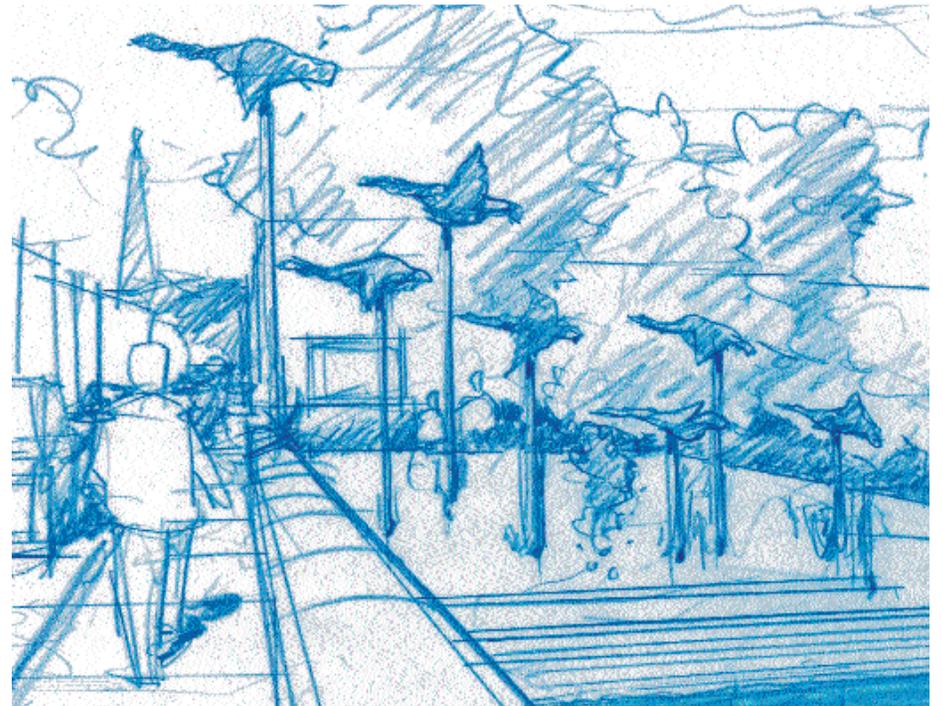
Designed features, art, sculpture, and interpretation can tell the stories of the fish and fowl. They can entertain and educate visitors. Potential applications of the theme of "fish and fowl" might include:

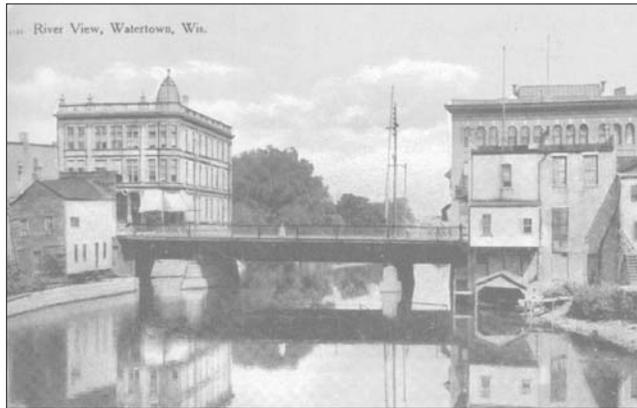
Airborne sculpture/s of migrating geese:

- Located linearly through the riverwalk corridor
- Turned to the north and to the south depending on the season
- Located at the Cady Street bridge coming from Horicon Marsh
- Geese and Migration and the connection to Horicon Marsh

Fish sculpture/s:

- Integrated into the water's edge and the riverwalk
- Stepping stones into the water where fish might be viewed
- Interpretive station telling stories of the Rock River fish
- Fish release station
- Fish monitoring and education station
- Fish ladder at the dam
- Fishing platforms and cleaning stations
- Food events featuring local fish and waterfowl (e.g. fish fries and goose pate)





The Crossing

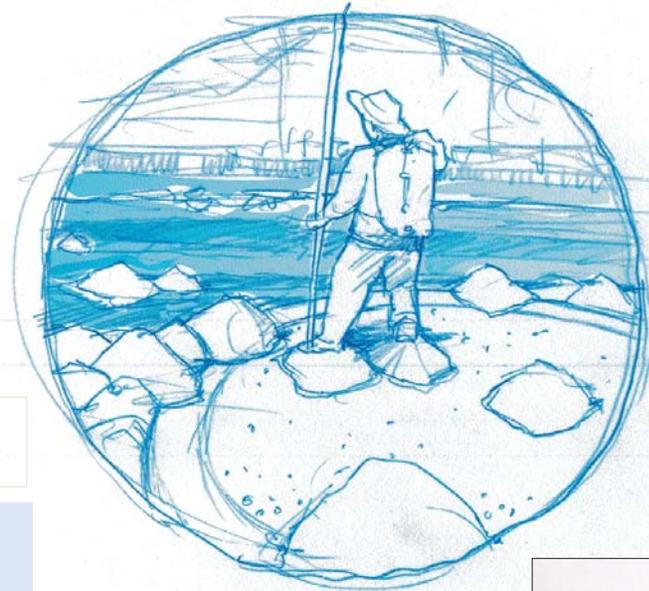
Where now there is a pool of water and a dam, there once was a wild river. There was a series of tumbling water falls and a glacial boulder strewn river. Here Native Americans moving through the area, or on daily errands, would cross the river that drained the mighty marsh, the lowlands, and rolling drumlin landscape to the north. Later when the Native Americans were ceding their home lands to European settlement, it was here that Blackhawk, the outlaw Sauk, crossed the Rock River. Legend says he crossed at a point somewhat to the north of Cady Street.

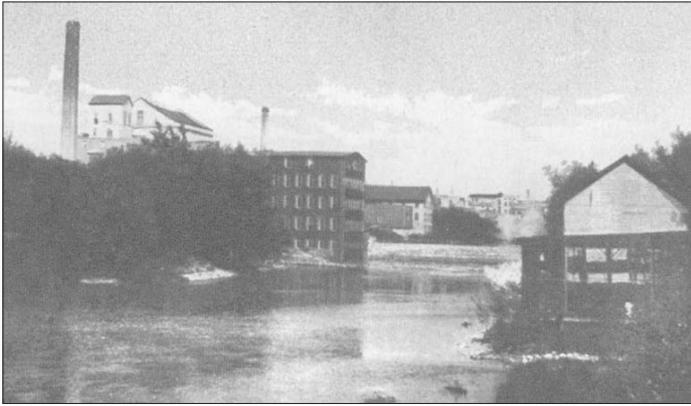
It was also here that Timothy Johnson, an adventurous and entrepreneurial pioneer, blazed trails and crossed the Rock River in 1835. He so greatly admired the place that despite being a wanderer, he settled down and helped to build it into a bustling city. He laid claim to the water rights at the falls and businesses grew. Public offerings built the first bridge at Main Street in 1844. For years the city bore his name as Johnson Rapids.

— Application —

Today street and railway bridges cross the river carrying locals and visitors across the waters of the Rock with little effort. One of the benefits of the riverwalk and riverfront redevelopment might be to acquaint people with the stories of river crossings and their significance and to get them more in touch with the river. Potential applications of the theme of "The Crossing" might include:

- Land-based "boulder course" challenging young and old to balance
- Water edge features of boulders or stepping stones
- Statue/s of Blackhawk and/or Timothy Johnson near the river shoreline
- New pedestrian bridge across the river (near the dam)
- Stepping stones in a safe and shallow portion of the river
- Interpretive information at historic crossing locations
- Interpretive information telling stories of the bridges
- Historic Blackhawk Retreat and Crossing of the Rock River





Invention and Industry

Watertown has been and continues to be an inventive and hardworking city. The fall of the river, the railroad, and the city's location between Madison and Milwaukee all helped the city to prosper. The power of the water drove the original industries and businesses. The city also generated its share of unusual inventions.

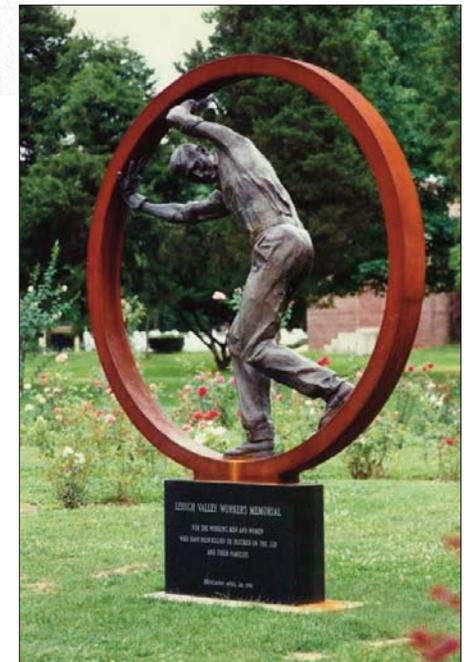
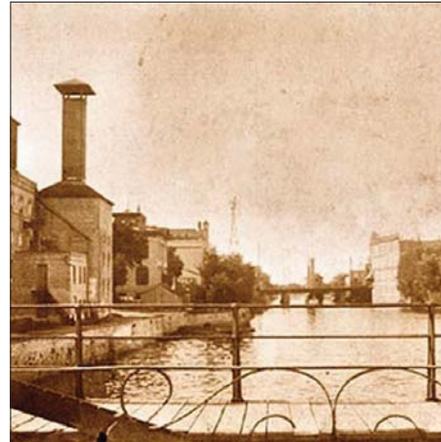
From practical to playful, Watertown residents have contributed numerous inventions to the world. The expandable table and the automatic coin changer were invented here. The first Swiss cheese, the first Kindergarten, and the first free text books in the region were in Watertown. The city contributed the original golf ball cleaner and the "Ice Velocipede," known today as the snow mobile.

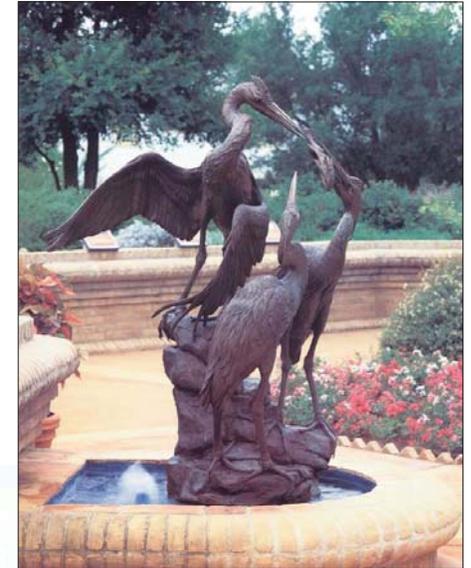
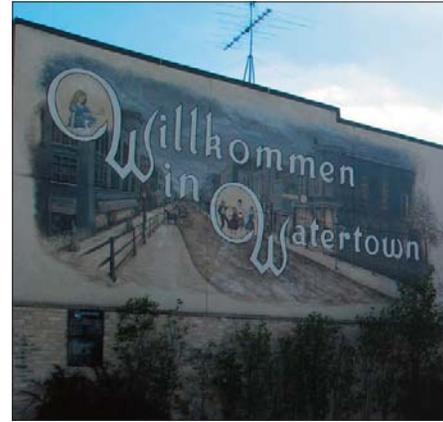
Not only did the city invent, it produced. Beers were brewed, hides were tanned, and cigars were rolled. Furniture and bee hives were built. Plates and tiles and shoes and tools were crafted. Soft drinks were bottled and candies were coated. Water power was used to grind flour and cut lumber. Logs from points north were guided through the city on the Rock River.

— Application —

Today most of these riverfront industries are gone, but many products are still made, bottled, and sold in Watertown. The fall of water over the dam now generates electricity. The riverwalk will traverse the river's edge where water was drawn and returned, where mills stood and their wheels turned, and where the city and the river worked. Potential applications of the theme of "Invention and Industry" might include:

- Hydro electric feature and water powered lighting
- Water powered moving sculpture
- Business types, names, and themes related to traditional products of Watertown
- Businesses directly related to historic production
- Cigar bar
- Brew pub
- Collage or mosaic of products
- Cash register sculpture
- Representation of products produced in Watertown and on the river
- Bags of flour





Artistic Expression and Techniques

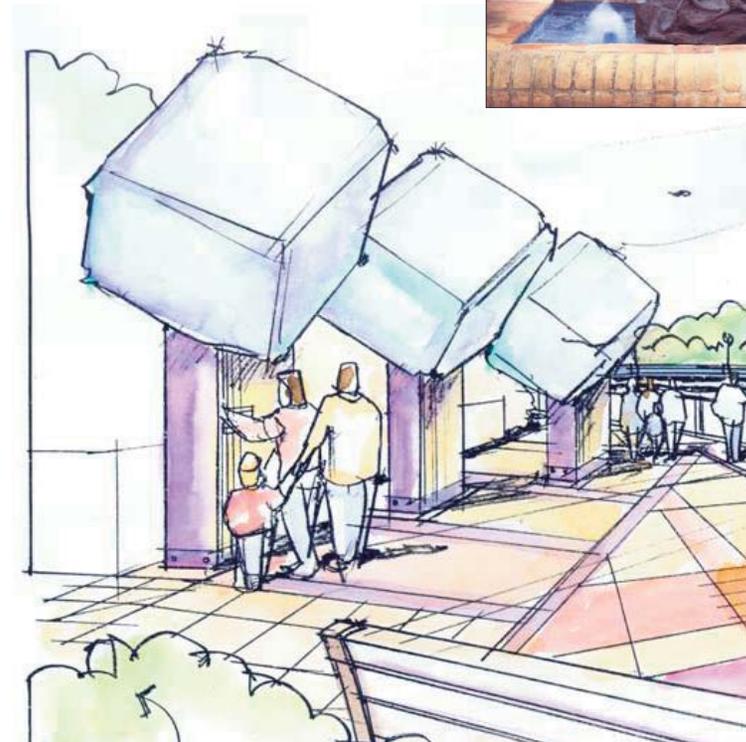
Artistic expression on the Watertown riverfront could take many forms and use many techniques. These artistic additions to the riverfront may be traditional or contemporary, two or three-dimensional, bold or subtle. They may be playful, educational, inspirational, or meaningful. Art may potentially integrate with interpretation.

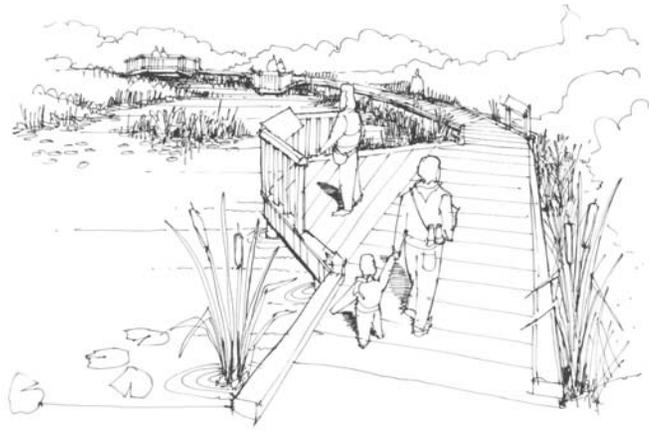
Subject matter of the art should have connections to Watertown and the downtown riverfront or the nearby region. It should preferably reinforce the aforementioned four themes. The artistic elements chosen and installed on the riverfront should be treated as a "collection" with a common thread to unite the experience. Techniques can be expressive and creative, yet a somewhat limited palette of materials should be incorporated throughout.

While many ideas for artistic additions to the riverfront were shared in the input process of this project, the character of Watertown, the downtown riverfront, and the themes of the riverwalk also inspire possible expressions and techniques. The following are suggestions for artistic approaches, subject matter, and media which might be integrated into the Watertown riverfront. Possible art works are not limited to this list.

- Traditional three-dimensional outdoor sculpture (i.e. cast bronze)
- Basrelief wall installations (e.g. bronze or ceramic)
- Painted murals on retaining walls or buildings
- Wall-mounted mosaics

- Working, moving three dimensional installations
- Water powered installations
- Bubblers
- Integration of art with landscape features
- Artistic features integrated into walkways
- Locally produced product themes and materials (e.g. shoes, soft drink cans)
- Art installation that involves people's interactions
- Works that include public involvement and artistic expression
- Rock Walk
- Incorporation of river rock
- Use of water as artistic expression
- Use of cream clay, masonry, ceramics
- Floating art features (e.g. abstract boat or fish)
- Temporal exhibit (e.g. floating art candles)
- "Empty canvases" — places for "Art" to happen
- Performance art
- Storytelling
- Dance
- Music
- Demonstrations
- Theater





Interpretive Applications and Techniques

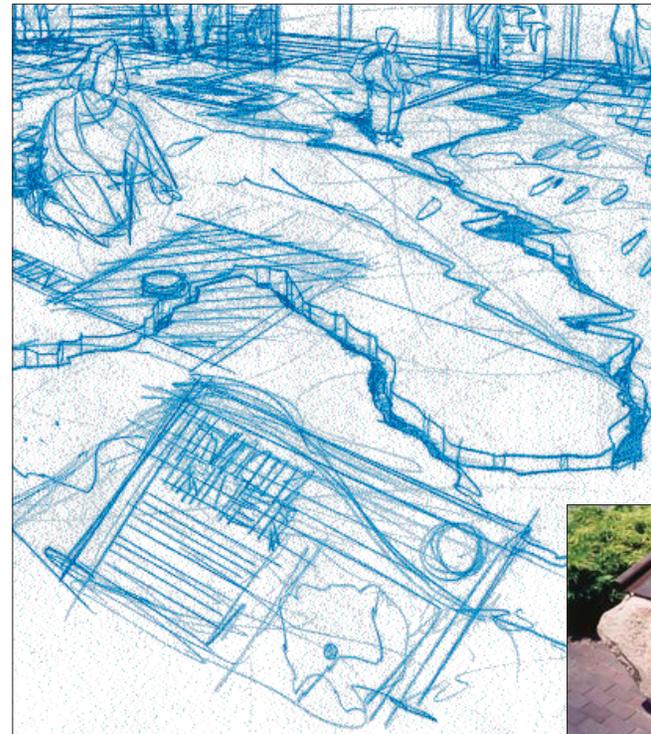
Interpretive additions to the Watertown riverfront could take many forms and use many techniques. These artistic additions to the riverfront may stand alone or be thoroughly integrated. They may be traditional and established (i.e. interpretive panels, plaques) or modern and unique techniques. Interpretation may communicate through typical educational techniques or through play and artistic expression. Learning may be obvious or subtle.

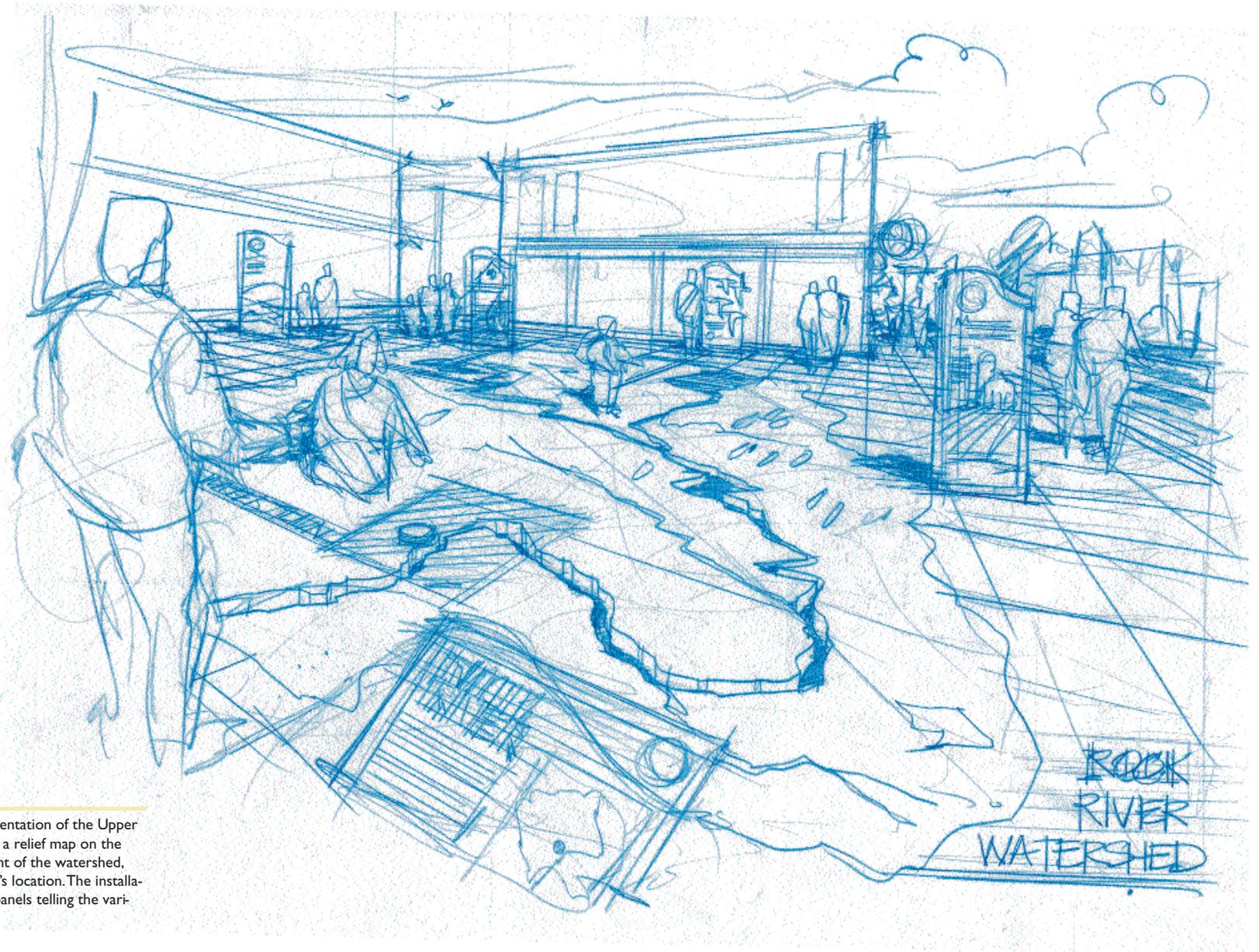
In whatever manner interpretive subject matter is conveyed, it should hold strong connections to Watertown and the downtown riverfront or the nearby region. It should preferably reinforce the aforementioned four themes. While interpretation can take many forms, the palette should be somewhat limited and the approach repeated in different locations so those experiencing the riverfront will be able to recognize the interpretive elements.

The following are potential concepts and techniques for involving and inspiring that are especially effective and appropriate for the Watertown riverfront:

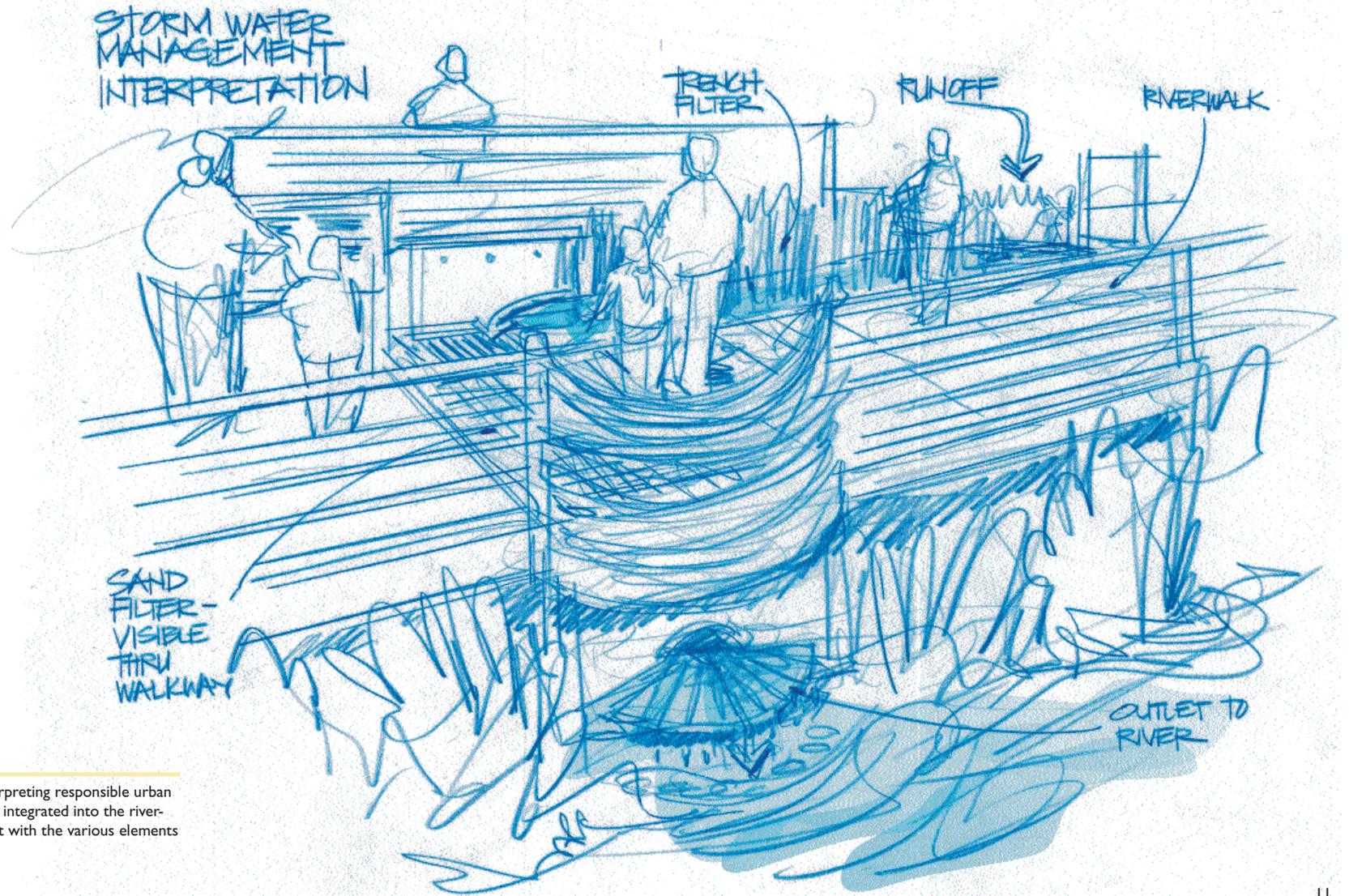
- Presentation of photos from the past on location for "past and present" comparison
- Sculptures (e.g. Blackhawk or Timothy Johnson, geese or fish)
- Interpretive panels at discernible historic locations (i.e. mouth of the race)
- Interactive features (e.g. turn a crank, feel the water)
- Moving installation interpreting power of water

- Water powered art, equipment, lights
- Water testing station
- Water filtering structure exhibit
- Interpretive functional structures (e.g. illustrating stormwater treatment)
- Geographic representation on the ground plane (i.e. of the Rock River Watershed)
- Rain garden
- Story telling sculpture (i.e. story of the fire stations)
- Integration of education and recreation
- Integration of art and interpretation
- Preserved remains of past structures (i.e. Empire/Globe building, bridge abutments)
- Representation of products produced in Watertown and on the river (e.g. bags of flour)

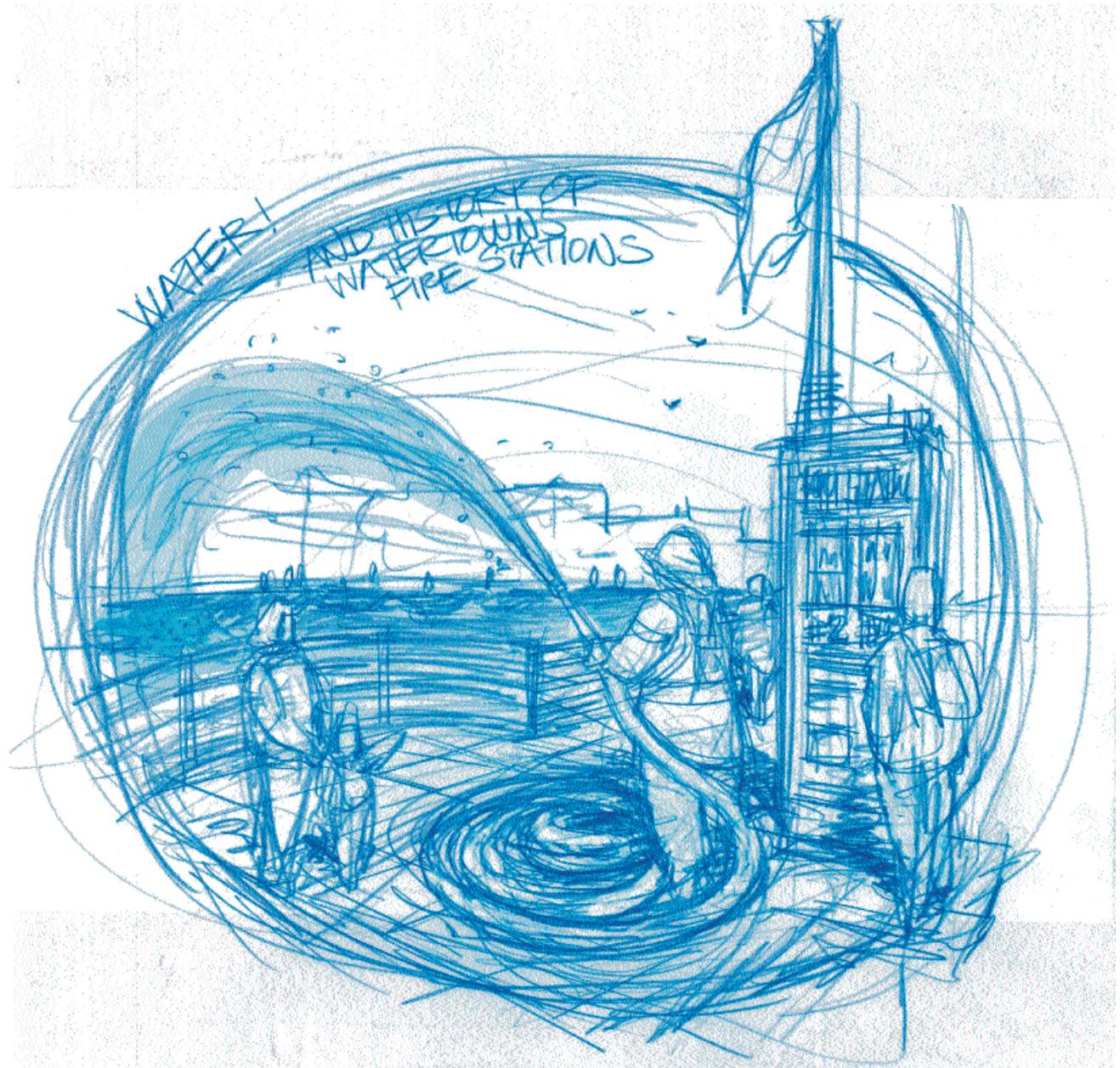




A large-scale, interactive representation of the Upper Rock River Watershed includes a relief map on the ground plane showing the extent of the watershed, the Rock River, and Watertown's location. The installation also includes interpretive panels telling the various stories of the watershed.



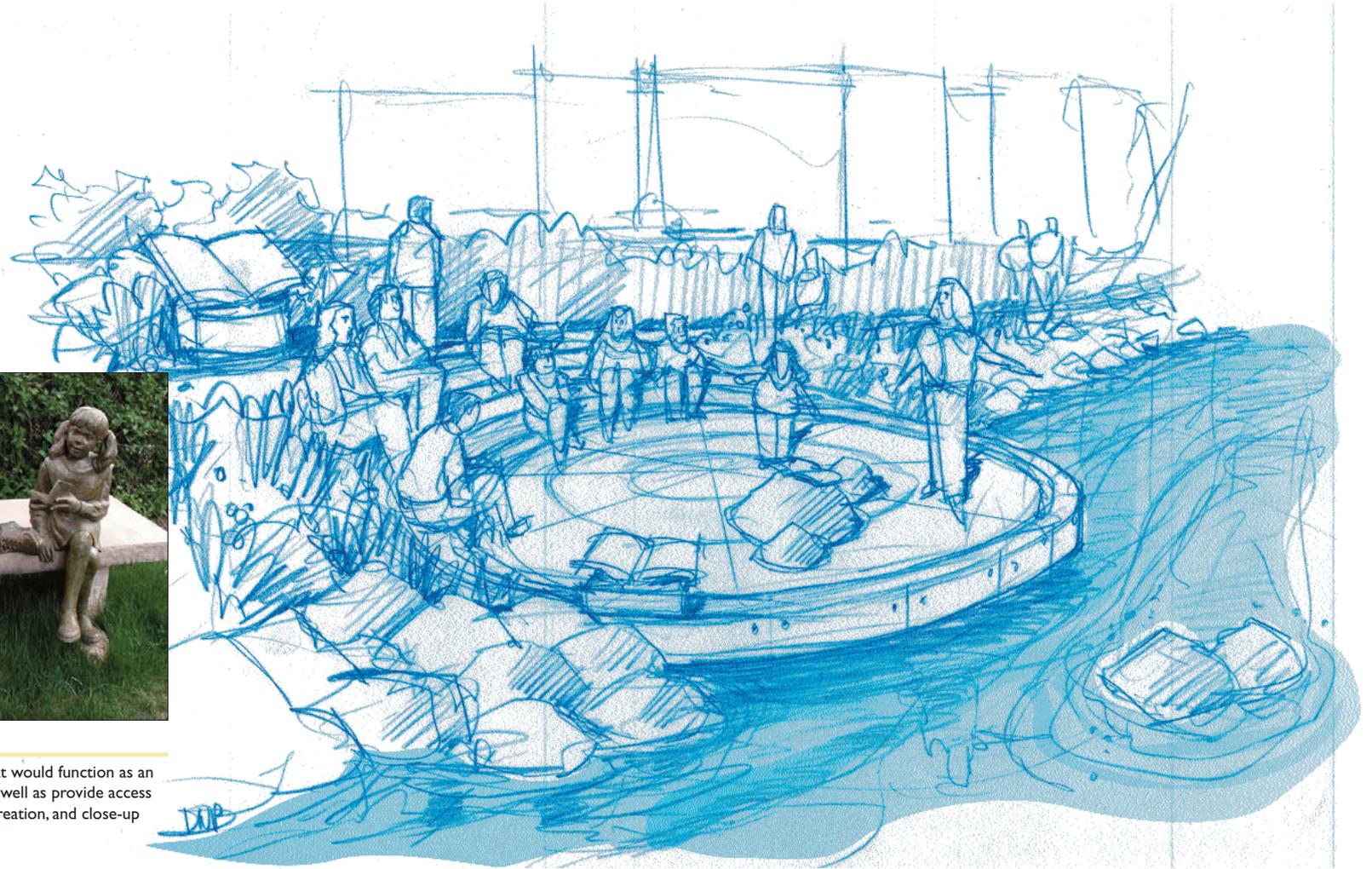
An educational exhibit interpreting responsible urban stormwater management is integrated into the riverfront so people can interact with the various elements of the working exhibit.



An interactive exhibit, art installation, and water feature will integrate art, education, and entertainment. As an example, this exhibit might tell the stories of the City's fire stations and ethnic history while providing an active water feature.

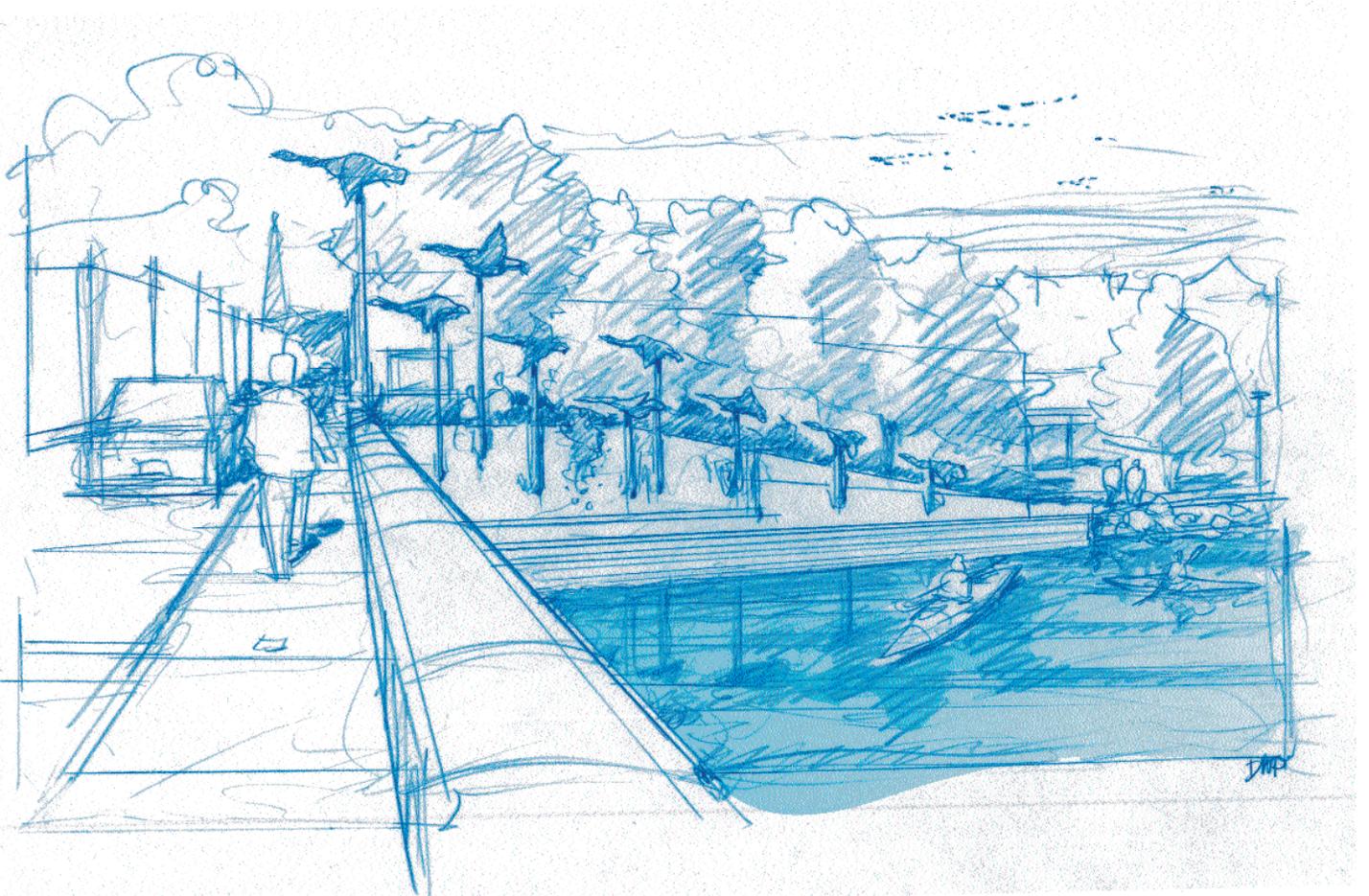


Riverside story telling area that would function as an educational gathering place as well as provide access to the river for education, recreation, and close-up viewing of the river.





Art installation capturing geese in mid-flight reminding viewers of nearby Horicon Marsh and waterfowl migration. Mounted along an existing wall, the installation would be visible along the riverfront, the surface of the river, and everyday Main Street traffic.



Art and Interpretive Features Locations

With the primary themes established and potential techniques identified, this vision for the Watertown riverfront identifies opportunities and appropriate locations for art and interpretation. These preferred locations reflect one or more of the following selection criteria:

- Better than average vantage points
- Views of interpretive subject matter
- Contact with interpretive subject matter
- Connection to historic features and places
- Public ownership
- Important pathway junctions
- Relationships to related institutions (e.g. public library)

Upper Reach Overlook – Cady Street

This overlook area projects into the river and has an excellent view to the south up the river. Depending on the removal of buildings, configuration of the site, and agreements between property owners and the City, this could be a major public space with opportunities for art installation and interpretation.

Possible themes

Blackhawk Crossing, Geese, Rock River Watershed, Boating the Rock

Upper Reach Nodes

This area overlooks the upper pool and may offer easy access to the water's edge for boating. It is also in close proximity to existing businesses and potential future redevelopment.

Possible themes

Fire Stations, Crossing, Fish

Upper Reach Overlook – Main Street

This location is at an important juncture of Main Street and the river. It overlooks the river pool and the landmark Fishers Department Store building. This site has the potential of connecting passers-by on Main Street to the river.

Possible themes

Geese, Main Street Commerce

Lower Reach Node – Main Street

This location overlooks a lower portion of the upper pool. It has a close connection to the library and potential as a riverside story-telling area.

Possible themes

History: Books, Kindergarten

“Above the Falls” Overlook

This site overlooks the pool just as it is about to plunge over the dam and spillway. It has interpretive and curiosity potential.

Possible themes

Rock River Watershed, History: Logging

Watertown Falls Plaza and Overlook

This is one of the primary public spaces on the riverfront. Newly created, it has the potential to offer a gathering space and connect people to the river and to the dam. It may also include interpretation on many topics and room for the integration of art. This public space is an asset to adjacent private redevelopment and the nearby neighborhood.

Possible themes

Hydro Electric Power; Power of Water; Rock River Watershed; Crossings; History: Mills, Falls; Industry

Spillway Overlook and River Edge Access

This site overlooks the lower spillway and dam and its rushing water. It is very desirable as an overlook for the “falls.” Because of these connections and view this site has the potential for interpretation.

Possible themes

Hydro Electric Power; Power of Water; Rock River Watershed; Crossings; History: Mills, Falls; Industry; Fish

“Mouth of the Race” River Edge Access

This site is located at the current mouth of the historic raceway. It has the potential for connection to the island, views of the split and the head of the island, and interpretation of the historic meaning of this location.

Possible themes

Power of Water; History: Mills, Falls; Industry: Flour Milling

Island River Edge Access

This site is located on the river side of the narrow island along the race. It is an opportunity to get people to the river's edge and into one of the more “wild” areas of the riverfront.

Possible themes

Rock River Watershed, Fish, Crossings

Milwaukee Street Bridge Overlook

This bridge location has been prominent in the history of Watertown. An overlook on the new bridge has an excellent view of the dam and both the pool and rushing river below the dam. It holds potential for many interpretative subjects.

Possible themes

Past and Present, Working River, Industry, History: Bridges

Cady Street Bridge Overlook

This bridge location has an excellent view of the area between Cady and Main Streets and the Rock River pool. It holds potential for many interpretative subjects.

Possible themes

Past and Present, Working River, Industry: Brewing

Civic Riverfront Node

This river edge location is close to the City Hall of Watertown and the Downtown fire station and could incorporate a fireman's seating area, interpretation of civic history, and community pride.

Possible themes

Fire Stations, History: Civic, Rock River Watershed

Madison Street River Edge Access

Prominently located at the terminus of Madison Street and adjacent to a potential redevelopment site, this site is an important public space. It connects the adjacent institutions and neighborhood with the river. It is large enough for an art installation and to provide a major interpretive exhibit site.

Possible themes

Urban Hydrology/Storm Water Treatment, Fire Stations

Main Street Plaza

Currently the primary public space on the river, this site is important to the image of the downtown riverfront. It is very visible from Main Street and a part of Main Street. It should be a primary gateway. It has an excellent view south across the lower pool and to the dam. Any arts and interpretation on this site can have a big impact.

Possible themes

Murals, Main Street Commerce, Riverfront Evolution

Market Street Overlook and River Edge Access

This site presents both an opportunity for an interpretive exhibit and a setting for adjacent businesses. Located at the terminus of Market Street and the point of stormwater runoff to the river, the site can connect people to the river and an interpretive story.

Possible themes

Urban Hydrology/Storm Water Treatment

Above the Falls Overlook

This site overlooks the waters of the Rock just as they are about to plunge over the dam. It is also directly adjacent to potential redevelopment. There is possibility for a small overlook, pedestrian amenities, and minor interpretation.

Possible themes

Rock River Watershed, Working River, Boating

East Side Falls Overlook

With one of the best views of the dam, this raised overlook area is a primary location on the riverfront. Updates and enhancements to this prominent site create the potential for a major overlook and interpretive site.

Possible themes

Hydro Electric Power; Power of Water; Rock River Watershed; Crossings; History: Mills, Falls; Industry

East Side Node and Activity Area

This location on the river and at the Community Senior Center has the potential for a major activity area. It would be appropriate for arts related installations and performances. With an excellent view of the river below the dam, the site has interpretive potential.

Possible themes

Rock River Watershed; Crossings; History: Mills, Falls; Industry; Fish; Past and Present

Lower Reach Overlook - Milwaukee Street

This location is at an important juncture of Milwaukee Street and the river and is adjacent to the Community and Senior Centers. It can be an excellent overlook of the river below the dam. This site has the potential of connecting passers-by on Milwaukee Street to the river. It has room for a larger art or interpretive feature.

Possible themes

Rock River Watershed; Crossings; History: Mills, Falls; Industry; Fish; Past and Present; History: Bridges



WATERTOWN RIVERFRONT REDEVELOPMENT MASTER PLAN & RIVERWALK ARTS AND INTERPRETATION OPPORTUNITIES

CREATED: 04.13.07

Implementation Recommendations

Implementation of the art and interpretation components of Watertown riverfront redevelopment should be well coordinated with the implementation of the riverwalk as a whole. It should maintain a consistent approach and quality over time as projects are constructed and installed. It should include coordination with developers and development planning and design as well as public/private partnerships. It should involve the general public and their ideas as well as contributions of funds and labor.

There are numerous sources of funding, support, and information for the arts and interpretation including state agencies, non-profit arts boards, private foundations and corporations, and local groups and organizations.

Input Summary

The following summarizes input gathered in the process of designing the Watertown riverfront experience. Information, opportunities, and creative ideas were gathered in creative brain-storming sessions, focus groups, and interviews. Thank you to everyone who contributed their time and input including Mayor David, members of the Mayor's Riverwalk Committee, City Staff, business and property owners, and Bill Jannke.

Objectives for the Riverfront "Experience"

- Educate
- Entertain
- Inspire
- Connect people to the past, the future, and current facts, issues and opportunities
- Add depth and richness to the riverfront
- Attract people to the downtown and riverfront
- Increase the value and viability of downtown and riverfront properties
- Protect the river
- Work in conjunction with existing efforts, businesses, and programs
- Involve people directly in the creation and ongoing support for the riverfront

Riverfront Audiences

- Locals
 - Riverfront residents
 - Downtown residents
 - Adjoining neighborhood residents
 - Watertown residents
 - School children
- Visitors
 - Recreationists
 - River enthusiasts
 - Clientele of downtown and riverfront businesses
 - Attendees of special events
 - Educational or special interest groups
- All ages – something for the young, old, and between

Riverfront Activities

- Promenading
- Exercising
- Shopping
- Dining
- People watching
- Meeting
- Learning and educating
- Canoeing and kayaking
- Fishing
- Boating
- Biking
- Artistic performances
- Artistic creations
- Storytelling
- Celebrating (e.g. festivals)
- Sharing interests (e.g. special events)
- "Hitting the town"
- Hanging out
- Living

Primary Guiding Principles

- Protect the river and environment
- Support economic development
- Support the activities and events of the Watertown community and residents
- Create a unique "sense of place" appropriate to Watertown
- Feature and integrate the arts
- Be an *interactive environment*

Riverfront Character

- Unique
- Cool
- Dynamic
- Active
- Clean
- Aesthetic
- Appealing

- Interesting
- Educational
- An operational, 21st century, working riverfront
- Not too slick
- Interactive!
- Mysterious
- Full of surprises
- An unfolding experience
- Intimate
- Put you in touch with the river
- Full of small places to gather
- European quality
- Historic buildings
- Flair
- An attraction, destination
- Living, changing
- Integrate living with commerce and creative work places

Potential Themes

Potential Names and Slogans

- "WaterWalk" – Watertown's Downtown Riverwalk
- "RockWalk"
- "Wonder of the river"
- "It's our water"

Natural History Themes

- Evolution of the Rock River
- Glacial Impact on the Rock River watershed
- The falls at Watertown (twenty-two feet)
- Johnson's Rapids
- Floods
- Abundance of fish
- Rock River aquatic creatures
- Artesian wells

Cultural History Themes

- River crossing
- Native American settlement
- Blackhawk crossing
- Milwaukee to Madison
- Timothy Johnson (pioneer crossed the river)
- Johnson's Rapids (name of community before Watertown)

- Watertown named for Watertown, New York
- Passed on name to South Dakota
- Historic market town
- Floating logs
- Ice flows
- Mills
- Lumber milling
- Flour milling
- Pioneer citizen Cole
- Bridges
- Depression of mid-1800s
- Electricity and sewer service
- Then . . . and now
- German influence
- Historic “bubblers”
- First kindergarten
- Fire houses
- “Working River”
- Raceway
- Old turbines and water wheel
- Factories on the river (Mills, ice houses, breweries, etc.)
- Products and Manufacturing
 - Arkitoy
 - Tableslide
 - Klarbrunn
 - Brandt coin machines and cash registers
 - Brandt/Dent gas light fixtures
 - Owen glove lining
 - Durante Counters
 - Cat Furniture (150 years)
 - W. D. Hoard Dairy
 - Tobacco, cigars, cigarettes (L&M)
 - Seven-up Bottling
 - Eaton and Green soda factory
 - Breweries
 - Blacksmith, tools
 - Grain mills
 - Saw mills
 - Plates, tiles
 - Dairy products
 - Shoes
 - Wood products
 - Sorghum
 - Candy coatings

- Beehives
- Original golf ball washer
- Waterfowl, including goose pate
- Plastics
- Wrought iron

Current Themes

- Rock River Watershed
- Water Quality
- Storm Water Management
- Upstream, downstream
- Cleaner water leaving than coming in, filtering
- Strong Ag preservation
- Glacial Heritage
- Moving Water, Still Water
- Falls, whitewater
- Rock River Rescue
- Carp, Muskies and other fish
- Dams
- Hydro-electric power
- Electrical generation
- “Local power”
- North/south river, east/west streets